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JANUARY 4, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

WAVE DIDN'T CELEBRATE NO NEW YEAR'S EVE (Ky.)!

Well suh, we suspect they turned the lamps up right bright in Eve (Ky.) on Dec. 31—and that gingerale outsold seltzer in Alka (Ky.)! But we don't *know*, because we wunt there: As usual, we-uns at WAVE wasn't out in them hills and hollers—we was concentrating on the Louisville Trading Area, *where the inhabitants do 17.1% more retail buying than all the rest of Kentucky combined!*

If you ain't asking your *salesmen* to spend their gasoline out in the back woods of Kentucky, you probably ain't intending to spend any *radio dollars* there either! In that event, we'd like to tell you all the facts about Kentucky's *one big market.* How about it?

LOUISVILLE'S

WAVE

5000 Watts

970 K. C. N. B. C.

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

TK6540
.B85



If I Were An American

At the start of this 1943: I would thank God for the right to live.

I would thank God for the right to worship as I please and for the right to speak up.

I would thank God for the right to vote for whomever I please to shape my destiny.

I would thank God for flowing rivers and majestic mountains—for towering cities and golden prairies.

I would thank God for illustrious American patriots and legions of ordinary men and women, all of whom gave much to build a great heritage.

I would thank God for the American Press and American Radio.

I would thank God for the right to do my utmost to vouchsafe all this to me and preserve it for my children who will follow.

And for all this I would pledge my loyalty to America and solemnly swear not to abuse my sacred right as an American citizen.

368 members of the Fort Industry Company organization are glad they are Americans.

THE FORT INDUSTRY COMPANY

WWVA WHEELING, W. VA. **WSPD** TOLEDO, OHIO **WAGA** ATLANTA, GA. A FORT INDUSTRY STATION **WMMN** FAIRMONT, W. VA. **WLOK** LIMA, OHIO **WHIZ** ZANESVILLE, O.

The Fame and Fortune of ROY ACUFF

(a Success Story in 193 Words)







Five years ago Roy Acuff, the son of a small town traveling preacher, came to WSM. He said he was an entertainer. So we set him to work proving it. Here's what he's done so far to justify his statement.

During the past two years Roy and the Smoky Mountain Boys and Girls have sold over 2,000,000 recordings. In 12 months they have sold over 320,000 song books. So sensational has been their popularity, not only in the WSM market, but all over the country, that they have made two movies. Both of them "hits." So successful has been their program that they've been on the NBC network for two years with the same *sponsor. They have played to over 1,000,000 people in person.

Why does WSM recount this story? Not because WSM was privileged to "discover" Roy Acuff. But because it proves something we've long maintained. Get the right show on WSM and you'll get results that can't be topped by any other advertising medium anywhere.

Write us now. We'll show you what we can do for you, and at a cost that fades into nothing when compared with the results.

*CURRENTLY SPONSORED BY R. J. REYNOLDS TOBACCO CO. FOR PRINCE ALBERT SMOKING TOBACCO

WSM — Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

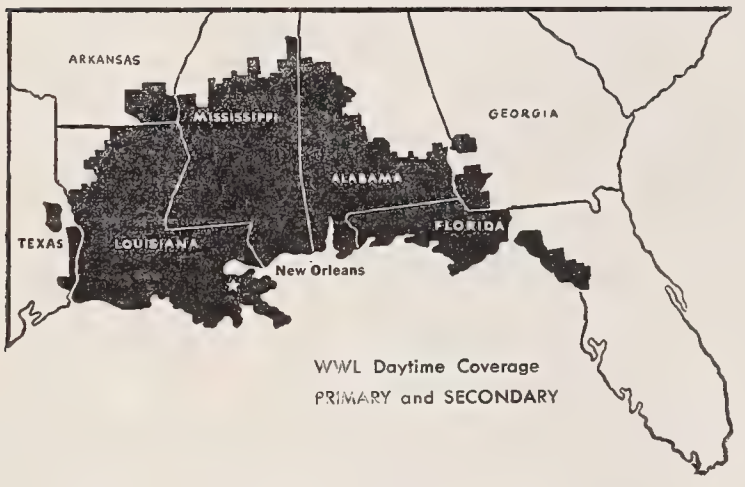
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THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

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Kind words from Quebec



Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Listeners in the far North hear WWL clearly. And they prove our power by writing in to say: "Program's coming in fine."

Listeners in the deep South go to their retailers—and prove WWL's selling-POWER—by buying the products we help advertise. WWL gives you complete dominance over the New Orleans area—growing, prospering, and profiting smart WWL advertisers.

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 1 JANUARY 4, 1943

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Hix Cartoon 54

Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February



Publisher's bind JUL 21 '43

WHATEVER BECAME OF THOSE MUSIC COSTS?

Music Costs? Oh, yes, but that was before you used the ASCAP Radio Program Service. That was 26 weeks ago . . . 26 weeks of good, profitable radio programs which, because you are an ASCAP-licensed station you receive without cost. You will find, in common with many other alert stations, that your "MUSIC COSTS" are now filed under "MUSIC PROFITS."

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS
30 Rockefeller Plaza, New York City

W C H V

The voice of CHARLOTTESVILLE - *in the Heart of Historic* VIRGINIA

November 11, 1942

Mr. Robert L. Murray, Director
ASCAP Radio Program Service
30 Rockefeller Plaza
New York, N. Y.

Dear Mr. Murray:

We were very pleased to receive your bulletin of November 5th with enclosed programs for another thirteen weeks of "Music.. As You Like It". The Model Laundry, as sponsor of this program, is very well satisfied with it, and has been on the air over this station for twenty-six weeks.

We also appreciate the special Armistice Day program, and sold it immediately, although we did not receive it until Armistice Day.

We are delighted to learn that the new series of 10-minute scripts will soon be available, for we know they will also be outstanding programs. We would like to have them released just as soon as possible and feel sure we will be able to sell them.

With best wishes, I am

Sincerely yours,

Charles Barham Jr.

Charles Barham, Jr.
General Manager, WCHV

CB/ww

AFFILIATE STATION OF THE BLUE NETWORK


KJR
SEATTLE
KPQ
WENATCHEE
KEX
PORTLAND
KFBK
SACRAMENTO
KOH
RENO
KGO
SAN FRANCISCO
KWG
STOCKTON
KTKC
FRESNO-VISALIA
KTMS
SANTA BARBARA
KERN
BAKER FIELD
KECA
LOS ANGELES
KFSD
SAN DIEGO

Sell all the booming Coast cities as one market with Pacific Blue

AND SECURE THE ADVANTAGES THAT ONLY NETWORK RADIO CAN OFFER

Sixty-seven accounts are now using the four Coast networks *every week,* selling all the booming Coast cities (population up 15%) the way they can best be sold—*as one market.* These advertisers know that network radio reaches *all* the West's immense buying power—the high-paid war industry workers who have flowed into Coast cities by the hundred thousands, and the established millions whose per capita income is the nation's highest!

Network radio gives these advertisers a uniformly good program in every major market.

Network radio delivers the largest circulation of any regional medium at the *lowest cost per thousand families.* Network radio has a priority on the choicest available time periods. Network radio is the only Coast medium that provides a monthly check on the net circulation of your advertising.

Increasingly, Pacific Blue is the network regional advertisers are buying. In the past five months, *thirteen* new accounts have purchased Pacific Blue. Here are some of the reasons:

1. COMPLETE COVERAGE

Recent mail patterns show that the thirteen strategically situated Pacific Blue stations are now delivering *primary* coverage of the counties where 95% of the Coast's growing retail sales are made.

2. READY-BUILT PROGRAMS

You can buy a sales-proven program with a high Hooper rating for $246 (time and talent) on the 13 Pacific Blue stations and for $150 (T. & T.) on 9 California stations.

3. GUARANTEED TIME

Pacific Blue protects your program investment by guaranteeing your time against preemption. Many guarantees are on a 52-week basis. You *retain* the time you buy on Pacific Blue.

4. RATE ECONOMY

Pacific Blue costs 20% less than any other Coast network for comparable facilities. See Pacific Blue Rate Card No. 2 for the new discounts and rebates, now effective.

THE PACIFIC BLUE NETWORK

HOLLYWOOD—SUNSET AND VINE • SAN FRANCISCO—TAYLOR AND O'FARRELL

REPRESENTED BY BLUE SPOT SALES · *New York* · *Chicago* · *Detroit*

Sonovox pulls enlistments in Naval Aviation too!

In reply address not the signer of this letter but Naval Aviation Cadet Selection Board, Board of Trade Building, Chicago, Illinois.

NAVAL AVIATION CADET SELECTION BOARD
BOARD OF TRADE BUILDING
141 WEST JACKSON BOULEVARD
CHICAGO, ILLINOIS

9 October 1942

Wright-Sonovox, Inc.
180 N. Michigan Ave.
Chicago, Illinois

Attention: Mr. James L. Free, Pres.

Gentlemen:

Now that our "Fly for Navy" drive for Naval Aviation Cadets has reached a successful conclusion, I wish to extend my sincere thanks and appreciation for your whole-hearted cooperation.

As you know, we secured the enlistment of more than 2000 Naval Aviation Cadets in the Middlewestern area. These men of course were selected from the much larger total of applicants who had responded to our campaign. We feel that the dramatic Sonovox radio plugs aided materially in the success of our drive. They were very well done and were very effective. You have made an excellent contribution, and you may be sure we appreciate it.

Very truly yours,

Carl G. Olson

CGO/N

Lt. Comdr. A-(V)G USNR
Senior Member

When the Naval Aviation Cadet Selection Board of Chicago had a big recruiting drive on its hands, it turned to radio's newest, most dramatic and *resultful* broadcasting technique—*Sonovox.*

Transcribed 1-minute Sonovox announcements were used on seventy-one Midwestern stations. *The enlistment appeal was spoken, in words, by the "voice" of a Navy dive-bomber.* . . . We imagine you can *imagine* the results!

As Lieut. Commander Olson says, they were "very effective" . . . But no more effective than *your* Sonovox commercials can be, if you'll let us submit an idea! How about dropping us a line—*today?*

SONOVOX CAMPAIGNS

Allied Mills, Inc. (*Wayne Feeds*)
American Chicle Co. (*Black Jack Gum*)
American Industries Salvage Committee (*Steel Scrap Drive*)
Bismarck Hotel Co.
Buick Motors Division of General Motors Sales Corp.
Chicago, Milwaukee, St. Paul and Pacific R. R.
Chick Bed Company (*Chick Bed Litter*)
Colgate-Palmolive Peet Company (*Vel, Palmolive*)
Emerson Drug Company (*Bromo Seltzer*)
Christian Feigenspan Brewing Company (*Feigenspan and Dobler P.O.N. Beers and Ales*)
Feltman-Curme Shoes
Forum Cafeterias of America
Grocery Store Products Sales Co., Inc. (*Fould's Macaroni Products*)
Chr. Hansen Laboratory, Inc. (*Junket Quick Fudge Mix*)
Andrew Jergens Co. (*Woodbury's Products*)
Lever Brothers Co. (*Lifebuoy Soap*)
Naval Aviation Selection Board
Navy Seabees (*U. S. Navy, Construction Battalions*)
Pan American Coffee Bureau
Purity Bakeries Corp. (*Taystee Bread, Grennan Cakes*)
Alvino Rey and his Orchestra (*in all broadcasts*)
Shell Oil Company
U. S. Treasury Dept.
Velie-Ryan, Inc. (*Nesbitt's California Orange Drink*)

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*



CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *247 Park Ave.* Plaza 5-4131 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *1512 N. Gordon* Gladstone 3949 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 1 WASHINGTON, D. C., JANUARY 4, 1943 $5.00 A YEAR—15c A COPY

OWI Offers Program for Sponsorship

War Information Is First Under New Plan

WORKING IN complete harmony with the broadcasting industry and taking full cognizance of existing operating problems, the Radio Bureau of the Office of War Information at a three-day conference in Washington last week with its corps of radio consultants and field information managers ratified an all-inclusive scheme of prudent planning of Government war - effort programs.

Highlighting the sessions was the announced inauguration Feb. 1 of a five-day-per-week 15-minute transcribed program strip to be available for sponsorship on all stations, to afford stations some means of recouping extraordinary programming overhead. Announcement of this innovation was made by William B. Lewis, chief of OWI's Radio Bureau, who presided at the sessions.

Detailed explanation of the scope of the new Station Allocation Plan, adopted by OWI to become effective Jan. 18, was given the regional consultants, selected from among broadcasters' ranks to function in their designated radio districts. This plan is geared toward dissemination of important war information on a planned basis so first things will be cared for first.

The sessions were addressed by Elmer Davis, OWI director; Gardner Cowles Jr., assistant director of OWI in charge of domestic operations, including radio; John Houseman, chief of OWI's Overseas Branch Program Bureau; Ken R. Dyke, chief of the Bureau of Campaigns of OWI, and Richard F. Connor, director of station relations, Radio Bureau. Each of the score of radio consultants and aides discussed field reactions to the war-programming campaign.

The new Station Transcription Plan, under which stations have been requested to set aside a 15-minute strip Monday through Friday, was received enthusiastically by delegates, particularly those from the smaller stations.

Sponsors Must Be Approved

Under the proposed setup all Government agencies, except the Treasury and its three-weekly *Star Parade*, will make their individual transcriptions a part of this plan, this applying to programs like *You Can't Do Business With Hitler*, OPA's rationing programs, the Marine and Merchant Marine programs and all the others. Writing and production will be of "top caliber", Mr. Lewis has assured. Furthermore, he said that all subjects will fit logically into the overall framework.

The purpose of the plan, Mr. Lewis explained, is to build audiences for the important war information broadcasts. With well produced, well-written programs, Mr. Lewis pointed out that "if they attract really big audiences, local advertisers can be interested in sponsoring them". To aid stations using their time on behalf of the war effort, Mr. Lewis said that provision has been made so that programs individually, or as a series, may be sponsored subject to several conditions.

Types of Sponsors

These conditions provide that no beer or liquor accounts may be accepted; that the sponsor or sponsors as well as the type of commercial must be approved by the radio bureau; no commercials may be inserted in the body of the program; all programs should be preceded by an announcement containing the name of the sponsor and programs must be separated at the end by a prepared statement before the concluding commercial; lastly, all programs must carry a disclaimer which establishes the fact that sponsorship does not constitute Government endorsement of product sponsored.

Program clearance was presented Thursday morning in a general discussion session as one of the major problems facing stations under the terms of Regulation 2 which gives OWI complete authority over all programs of Government agencies on a national, regional or local plane. Throughout an attempt was made to clarify the station's position.

It was made clear that no Government agency could approach a station directly with a request for time; all such requests must be approved by OWI. This is not autonomous control by OWI, it was pointed out, but rather protection for the stations from various pressures.

Lewis Opens Session

Mr. Lewis greeted the Monday morning session with a brief story of the radio coordination accomplished to date and acknowledged the important contributions of the regional consultants in this progress. He announced the effective dates for the Station Allocation Plan and the Station Transcription Plan, the former for Jan. 18, 1943, and the latter, Feb. 1, 1943.

After explaining the purpose of the three-day sessions, Mr. Lewis introduced Elmer Davis, director of OWI, who discussed "OWI Policies and Philosophies". Mr. Davis said he was grateful to the radio industry for its aid in the OWI effort to bring the truth to the greatest possible number of people. "We are giving the public truthful information," he said, and explained that the OWI's function is to serve as a buffer between the Government and the people, representing to each group the needs of the other. He

OWI AND BROADCASTERS DISCUSS WAR PROBLEMS



felt this was especially important in the case of military information but he stressed the important control which must be exercised at times to insure military security.

He showed the need for closer coordination between Government agencies releasing news to the public and recognized the constant need for servicing the radio and press with more voluminous news and more accurate news. News is an important adjunct to the armed forces, he said, by way of explaining the constant need for clear, truthful news reports.

Overseas Activity

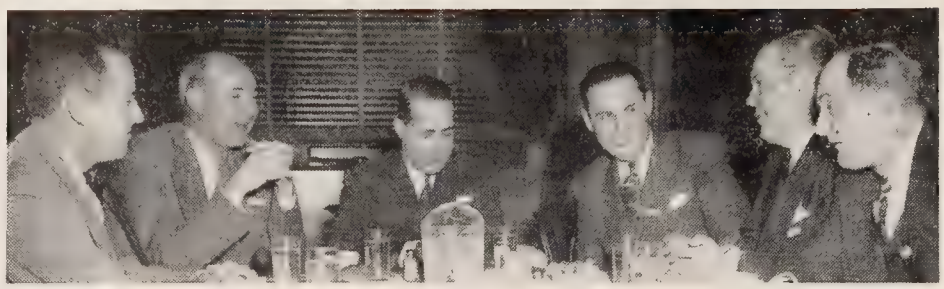
In the absence of Milton S. Eisenhower, associate director of OWI, who has been in North Africa on a special mission, John Houseman, chief of the Programs Bureau of OWI's Overseas Branch, addressed the gathering on "OWI Overseas Operations".

He described the outpost setup of the organization, the largest of which he said was in London, and explained the need for close collaboration with the FCC in the matter of selection of broadcast frequencies. Compared to the Axis, he admitted, our transmitter total is hopelessly outnumbered. Nonetheless, he maintained the U. S. is doing an effective job.

In explaining the operation, he said 90% of the program material aired consists of news which is transmitted by radio. Daily, 38,000 words are sent to 18 points throughout the world. In addition, feature material is shipped by mail and picture material is sent by radio-photo.

To emphasize effectiveness of this activity, he cited the case of Turkey, where four months ago there was only 5% of American news in Turkish newspapers. Today there is 50%. This represents

(*Continued on page 46*)



FROM KALAMAZOO TO Columbia (S. C.) came these broadcasters to participate in the OWI program planning conference at Washington: (l to r): Dick Shafto, WIS, Columbia; Thad Holt, WAPI, Birmingham; James D. Shouse, WLW-WSAI, Cincinnati; John Fetzer, WKZO, Kalamazoo; Harold Fellows, WEEI, Boston; Herbert L. Pettey, WHN, N. Y.

Economic Losses May Force Small Stations to Suspend

OWI Regional Consultants Urge Immediate Aid; Manpower Problem Is Found to Be Acute

URGING development of national business for local non-network stations which have suffered severe economic losses since the war, rather than any plan of Government subsidy, several delegates to the OWI conference in Washington Dec. 28-30 told of the economic situation faced by these stations.

From two delegates—Sheldon F. Sackett, regional consultant, KOOS, Marshfield, Ore., and Robert B. Hudson, regional consultant in the Rocky Mountain area and head of the Rocky Mountain Radio Council—the conference heard reports on the small station situation, now being actively considered both by OWI and the FCC.

Mr. Hudson said that if the present trend continues it is inevitable that many local stations will "leave the air during 1943". He urged prompt and immediate action.

In a detailed report, Mr. Sackett, who also is publisher of the *Coos Bay Times*, offered two concrete remedies—alleviation of the manpower drain on such stations and further relaxation of operators' requirements by the FCC. He said he found no support for Government subsidy, direct or indirect, pointing out that if the manpower requirements are taken care of, the smaller stations may be able to find men to sell sponsored war programs, such as OWI programs.

Loss of Service Threatened

Mr. Hudson, who previously had discussed with Gardner Cowles Jr., OWI assistant director in charge of domestic operations, the plight of smaller stations in the Rocky Mountain area, said the small station problem is one of simple economics which finds many of the non-network stations in the "economic squeeze which sooner or later will be felt throughout the radio industry". In addition to stations that already have given up the ghost, Mr. Hudson said the "handwriting is on the wall for scores of others".

He cited specific cases in the Rocky Mountain area and said it was just a question of time before such stations are forced to turn in their licenses unless relief is afforded. Most of these stations provide service in areas not otherwise adequately served, he declared. He stated that the same situation is faced by nearly a score of stations in the Rocky Mountain area alone—with complete loss of service threatened to many thousands of listeners.

Declaring that local stations have their own audiences irrespective of metropolitan station coverage, Mr. Hudson told the conference that the problem was of "such urgent importance to the winning of the war that OWI must give it immediate and serious consideration".

In his report, based on a canvass of the 60 stations in Washington, Oregon, Montana and northern Idaho, Mr. Sackett pledged the 100% cooperation of all the stations but emphasized that the smaller ones urgently need relief on personnel and business problems which only Washington can afford. He said the small stations are suffering an "alarming decline in business" due to the exodus of population to wartime centers, curtailment or elimination of consumer goods, and business fatalities among smaller firms. He claimed the majority of these stations are not served by networks and national spot business is small or nonexistent.

Manpower Important

Mr. Sackett declared the War Manpower Commission should cease "the relentless drain on small station personnel, which unthinking draft and enlistment tolls have caused". He said that percentagewise he doubted if any American business has been so depleted by war calls as the radio industry and yet it is asked to stay on the job as many hours and give thousands of dollars of time monthly to Government calls.

If the Government orders the smaller stations to continue, he said it must act now to keep them on the air. He described manpower as the all-important problem and said it applied to salesmen as well as to operators and announcers. Contrary to some draft board views, he said, salesmen cannot be had by magic or trained overnight. Without them to obtain the "sinews of costs from private business, operation and free time for OWI is impossible".

Secondly, he urged the FCC to immediately order "blocking-in all Class III operators, without examination, for the duration of the war". Permission granted such operators to work for six months without further examination has been helpful, he said, but he saw no reason why such operators now should be forced to take time for examination. He urged the Commission to make the ruling prior to the yearend.

Mr. Sackett said he found no stations, large or small, seeking or wanting subsidy, direct or indirect. Given personnel, he declared, the smaller station will "slug it out successfully with the war's problems".

WHAT NEW OWI PLAN MEANS

WHAT does the new allocation plan for Government programming mean to the average station? Following the three-day conference of regional consultants and regional directors of OWI in Washington last week, the high spots were summed up in this fashion by OWI Radio Bureau officials:

1. OWI policy is definite that the only need is for better war shows and refinements and improvements of others instead of more time.
2. OWI's radio bureau is clearly established as the one place to go for a final decision.
3. The OWI's operating philosophy must be to give war information first call. This is the Government's responsibility to determine. OWI officials have been told this and they are cognizant of their responsibility.
4. Through OWI controls, pounds of material sent to stations have been and will continue to be reduced. Furthermore OWI aims to decrease its demands wherever possible and increase quality of material generally.
5. A recognition by OWI that there is a danger of surfeit and that there must be a fair balance between "war" and entertainment to preserve audiences.
6. The end of questionnaire reports to OWI from individual stations.
7. No demands. OWI recognizes that it operates only through the free will of the radio industry and desires only to cooperate with the industry to the end of establishing orderly planning.
8. Decrease in duplication of effort as well as the elimination of nonessential effort.
9. Elimination of conflicting policies and statements by central clearance through OWI of all other war agencies' material.
10. Organization of war information campaigns and drives on a planned basis as to timing, length of campaign and size of campaign.

OWI Chieftains Back

MILTON S. EISENHOWER, associate director of the Office of War Information, returned to Washington Dec. 27 from a special mission to North Africa [BROADCASTING, Dec. 21]. Also back are Murry Brophy, chief of the OWI Communications Facilities Bureau, who accompanied him, and Harold Guinzburg, chief of the Outpost Bureau, who went to London. James Weldon, one of Mr. Brophy's engineers, remained in Africa.

Pillsbury Spots

PILLSBURY FLOUR MILLS Co., Minneapolis (flour), is placing three to six participating announcements weekly on 13 stations. Complete schedule will start Jan. 18. McCann-Erickson, Chicago, is agency.

Six New Stations Authorized in '42

Equipment Crisis Causes Curtailment of New Applications

ACTIVITIES of the Broadcast Licensing Division of the FCC were confined to a minimum in 1942, a BROADCASTING survey shows, with only six new standard stations authorized for the year, and only one application granted since April 27 for a new station requiring installation of equipment.

The lull in the work of the Broadcast Licensing Division resulted from the equipment shortage and the "freeze order" of April 27, along with the FCC Orders 79 and 79-A of March 20 and July 1, 1941 suspending action on cases involving joint newspaper and radio ownership.

End of 1942 finds the FCC with a record low in applications for new stations. Applicants total only 17, and include several instances of multiple applications for facilities of stations already in existence. Four separate applications are pending for the facilities of WBAX, Wilkes Barre, Pa. for example.

FM and 'Tele' Down

At the same time, the FCC has only two applications for new commercial FM stations, and three for commercial television outlets. FM applications include one at Superior, Wis., and the application of the Worcester Telegram Publishing Co., for an FM station in Worcester, Mass. Television applications pending are by the Hughes Production Co. for Los Angeles and San Mateo County, Cal., and by the WCAU Broadcasting Co. for Philadelphia.

Since April 27, the Commission has granted only 11 applications for increased facilities, most of them involving no new equipment. Increased facilities were awarded: KUTA, Salt Lake City (C.P. for 5 kw-DA); WBNY, Buffalo (unlimited Time); KBWD (1 kw. LS); KPQ, Wenatchee, Wis. (C.P. for 1 kw. DA-N); WWRL, Woodside, N. Y. (unlimited); KIEM, Eureka, Cal. (1 kw. Conditional); WAPI, Birmingham (C.P. for 5 kw., 1070 kc., unlimited); WINS, New York (C.P. 10 kw. unlimited); WSAM, Saginaw, Mich. (250 w., 1400 kc., unlimited); KBTM, Jonesboro, Ark. (250 w.); WNYC, New York (Increased Time).

Six in '42

Of six new stations authorized in 1942, one, KGDK, Kodiak, Alaska, has already been deleted at request of the applicant. WSAP, soon to go on the air at Portsmouth, Va., is the only outlet which required new equipment authorized since the freeze order. KTKN, Ketchikan, Alaska was authorized Aug. 18, but this station uses facilities of the former KGBU. Other stations granted in 1942 are KXEL, Waterloo, Ia.; WSNY, Schenectady, N. Y., and WJRM, Elkins, W. Va.

Applicants for new stations, other than those for facilities of stations now in existence are: Chattahoochee Broadcasting Co. (250 w., 1420 kc., unlimited) at Columbus, Ga.; Eastern Broadcasting Co. (1 kw., 1520 kc., LT to WKBW, Buffalo) at Bayshore, Long Island; Beauford Jester et al. (250 w., 1230 kc., unlimited) at Waco, Tex.; J. C. Kaynor (250 w., 1310 kc., unlimited) at Ellensburg, Wash.; Newark Broadcasting Co. (5 kw., 620 kc., unlimited) at Newark, N. J.; Herman Radner (250 w., 680 kc., daytime) at Dearborn, Mich.; South Florida Broadcasting Co. (250 w., 1450 kc., unlimited) at Miami; West Allis Broadcasting Co. (250 w., 1450 kc., daytime) at West Allis, Wis.

Of the applicants for new stations, one of the four corporations seeking WBAX, Wilkes Barre, has newspaper affiliations. The applicant for WTMC, Ocala, Fla., also has newspaper activities, and the Chattahoochee Broadcasting Co., according to the FCC, has newspaper connections.

The Commission also has in its files 61 applications for increased facilities.

DIRECT FROM ALASKA
News Shortwaved From KFAR To This Country

FIRST DIRECT broadcast from Alaska since the start of the war was heard from KFAR, Fairbanks, Sept. 26, after many delays due to censorship. NBC reported reception on a transcontinental network "100% with fair quality."

Special authorization for the broadcast was granted by the War Department and the FCC. The KFAR transmitter, a small composite shortwave set, was once a "ham rig." Directive beam antennas, already installed for receiving press reports, were switched onto San Francisco, 2,300 miles away, and the first direct broadcast since Howard Hughes was heard from there on his round-the-world flight in 1938 was received in the States.

Gillingham a Major

GEORGE O. GILLINGHAM, information director of the FCC, who was called to active duty last year as a captain in the Chemical Warfare Service, Dec. 17 was promoted to the rank of major. He is headquartering in Washington in the office of the chief of the Chemical Warfare Service, and among other functions produces the monthly *News Letter* of the service in regular magazine format.

GROUP OF 6 BUYS INTEREST IN WEMP

ACQUISITION of half-interest in WEMP, Milwaukee, by a syndicate of six men prominent in official and broadcasting circles was effected last week for a consideration of approximately $50,000. The group acquired the 45% interest of Gene Dyer, operator of WAIT and WGES, Chicago, as well as 5% of the interest of Glenn Roberts, Madison, Wis., attorney, who retains the remaining half.

Papers were filed with the FCC late last week for dissolution of the corporation operating the BLUE Network outlet and creation of a partnership.

The group acquiring the half-interest comprises Senator Robert A. La Follette (P-Wis.); Leo T. Crowley, Alien Property Custodian; James Markham, assistant to Mr. Crowley; and Dr. Wellwood Nesbitt, Madison physician, all from Wisconsin. William B. Dolph, executive vice-president of WOL, Washington, and his brother-in-law, Herbert L. Pettey, director of WHN New York, are the other purchasers.

The station operates with 250-watt fulltime on 1340 kc.

Wine Series Change

JACK PEARL, comedian, and his stooge, Cliff Hall, stars of the *Cresta Blanca Carnival Program*, sponsored on Mutual by Cresta Blanca Wine Co., New York, since Oct. 14, are going off the show after the Jan. 6 broadcast, as a result of reported disagreements between sponsor and the comedian. The Wednesday evening series will continue to feature Morton Gould's orchestra, and according to William H. Weintraub & Co., New York, agency in charge, the format will be changed to include guest stars and variety acts.

Yankee Sale to General Tire Expected to Get FCC Sanction

Final Details Before Commission as Transfer Of New England Regional Is Considered

SALE OF the Yankee Network to the General Tire & Rubber Co. for approximately $1,200,000 was slated for approval by the FCC at a special meeting called last Thursday (a day after BROADCASTING went to press on its holiday schedule).

Considered by the Commission at its regular Tuesday meeting, approval was withheld because of the comprehensive nature of the purchase contract, which had not been fully reviewed by members. Moreover, additional information on stock ownership of General Tire was sought by the Commission, in view of the statutory requirement that not more than 25% of the stock of a parent company may be owned by aliens.

Stock Ownership

At a late hour Wednesday, before BROADCASTING closed, this information had been procured and indicated that far less than the requisite maximum stock was held by aliens. All told, there are some 3,000 stockholders of General Tire, which absorbs Yankee as a corporate entity, with about 650,000 shares issued.

There was some possibility, though regarded as extremely remote, that the actual transfer would not be approved at the Thursday meeting, but would be set down for further hearing. Lawyers for both General Tire and Yankee, however, were working overtime procuring the necessary additional details, particularly apropos the alien stock ownership question.

Along with the application for transfer, filed with the Commission Dec. 16, was a detailed 25-page contract covering the acquisition by General Tire of the Yankee interests, including the four Yankee-owned stations (WNAC, Boston; WAAB, Worcester; WEAN, Providence; WICC, Bridgeport) and its two highpowered FM adjuncts. Colonial Network Inc., a separate corporate entity, also is acquired.

The contract provides for payment of $950,000 cash and covers all of the network and station properties, plus quick assets.

John Shepard 3d, president of Yankee, under the contract is retained in an executive capacity, and it is understood that General Tire will designate him chairman of the board and general manager. It is expected William F. O'Neil, president of General Tire, will become president of Yankee, though both these matters must await a session of the new board of directors. Mr. Shepard, along with Linus Travers, executive vice-president of Yankee, are expected to be on the new board.

Some question was raised, it is understood, regarding the desirability of ownership of an important broadcasting operation by a corporation foreign to the radio field, such as General Tire. This was not considered a barrier to approval, however, under the existing law, and it was generally felt that there must be an expression from Congress before the FCC can reject such an acquisition, if all other aspects are consistent with the statutes and regulations.

Six of the seven members of the FCC were present at the Tuesday meeting, at which time the whole matter was discussed, but went over because of the alien ownership proof and the desire of members to fully acquaint themselves with the terms of the contract. The only absentee was Commissioner George H. Payne, said to be in Florida.

As BROADCASTING went to press Wednesday evening, all signs pointed to unanimous approval of the transfer despite the inferred opposition of possibly one or two members to the subsidiary corporation ownership aspect.

1942 Spot Business Shows 10% Gain

Future Is Uncertain But Agency Men Reflect Optimism

DESPITE a slight slackening in the final quarter of the year, spot broadcasting during 1942 hit an all-time high, with spot advertising expenditures for the year probably 10% or more above the 1941 total.

That, at least, is the consensus of a dozen or so leading station representatives and as many advertising agency radio executives queried by the New York office of BROADCASTING last week. While the roundup of opinions was by no means ambitious enough to be called a survey, it ought to give a fairly accurate idea of the overall spot picture.

Future Held Uncertain

As to the future, the only agreement was that it is fraught with uncertainty and no one was willing to venture even a guess beyond the first three months of 1943. For the immediate future, opinion was divided. The representatives, whose lists comprise mainly highpowered stations in major markets, were optimistic about spot holding up to or even bettering the 1942 figures. Those representing smaller stations in secondary markets in general expect some decline in business, although it should be added that even they anticipate a volume not very far below the present level. The agency men were, on the whole, optimistic, predicting many increases in spot campaigns which they felt would overbalance the losses.

On the plus side for spot is the fact that many major users of this type of broadcast advertising are selling products which have not been affected by rationing, such as soaps, cereal products, drugs and proprietaries, cigarettes and pipe tobaccos which may be expected to continue or even to expand their advertising as the national income rises, while the list of things for sale is curtailed by shortages or governmental restrictions.

Rationing May Help

Spot users for products such as soft drinks, candies and chewing gums, have been hit by rationing and have made their adjustments, so that they have already curtailed their advertising about as much as will be necessary. Still others, like certain gasoline and motor car companies, have little or nothing to sell to the public but are continuing to use time to sell service and to maintain their brand prestige.

While the effects of food rationing are still problematical, several representatives pointed out that they may be good as well as harmful to advertising. Rationing, they explained, is designed to prevent bare shelves in retail stores by limiting the purchases of each shopper so that there will be enough merchandise to supply the needs of all. Therefore, it should stimulate competitive selling, with each advertiser stressing the values his goods give for each coupon they take and with coupons rather than monetary prices being stressed in copy.

The major adverse influence on spot business, cited by many representatives, is the full-network discount plan adopted in one form or another by all nationwide networks during 1942. Advertisers who previously used networks of 50 or 75 stations and supplemented these with spot programs in selected secondary markets are being induced by the extra discounts to discard their spot advertising in favor of full networks.

This influence is strengthened by the Petrillo ban on musical recordings, making it difficult to record network programs for supplemental use by transcriptions unless the programs contain no music at all. Some advertisers are recording dramatic network shows, separating out theme and bridge music and omitting them from the records, to be filled in locally at the stations, but the necessity of doing this is not exactly a selling point for spot radio.

Spot Activities Continue

The increasing shortages of materials, forcing advertisers to change their copy from direct selling to institutional or service advertising, may be bad for spot, some representatives fear, as advertisers who have successfully used announcement campaigns for direct sales do not think of spot radio as an institutional medium and are apt to turn to network programs or magazine advertisements as having more dignity and prestige value.

These fears are not reflected in the statements by agency executives, however, who reported that their clients are continuing their spot activities. The flexibility of spot advertising, enabling the advertiser to places his messages where and when they will be most effective and allowing him to change copy and schedules rapidly when such changes are necessary is of great value to many advertisers in these rapidly changing times, the agency men report. Spot is also attractive in that it requires the advertiser to make no long term commitments, which he is hesitant to do under present conditions.

The coming year may be expected to bring a lot of changes to the American scene, changes that will affect all consumers, all business, all advertising and all advertising media, including spot broadcasting. It may also be anticipated, however, that spot broadcasting, which won its place among the nation's major advertising media in times of depression and against the strongest competition of other media, will continue to hold that place during 1943.



REUNION IN WASHINGTON for the Kennedys occurred Christmas Day at the temporary residence of the owner of the West Virginia Network and WCHS, Charleston, now on active duty in Washington as chief of the labor utilization and smaller war plants sections of the Office of Procurement & Material of the Navy, under Vice Admiral S. M. Robinson. The Kennedys (l to r): Stoddard Johnston, 18, step-son, VOC candidate in the first year at Virginia Military Institute; John H. Kennedy, 17, student at St. Alban's Washington and Lt. Com. John A. Kennedy. Other Kennedy children not present are Davis Lee, 4, Patricia Henry, 7, and Lee Johnston, step-daughter, 15. Stoddard has worked as control room operator at the Kennedy stations during vacations.

Robinson Promoted

HUBBELL ROBINSON Jr., manager of talent in the radio division of Young & Rubicam, New York, has been named associate director of radio of the agency, assisting Thomas F. Harrington, vice-president and radio director. Mr. Robinson will continue to handle talent contacts with clients and to supervise auditions.

Network Coercion Is Denied by Davis

OWI Head Says Three Chains Agreed on Broadcast Time

LASHING OUT at charges attributed to Senator Burton K. Wheeler (D-Mont.) that the Government had demanded time from the networks, Elmer Davis, Director, Office of War Information, at his news conference last Wednesday said the Senator's allegations were incorrect.

Mr. Davis said that three major networks, and not four, had agreed to a suitable time for his and Secretary of Agriculture Wickard's broadcast 8-8:30 p.m., Dec. 27. He declined to name the fourth network but declared that OWI did not force participation. Instead, he added, "they came along of their own volition."

Senator Wheeler, chairman of the Interstate Commerce Committee which deals with radio legislation, was quoted by *International News Service* as saying:

"The next thing these bureaucrats will do is to demand that newspapers carry stories in the first column of page one with streamer headlines. I'm wondering under what authority they can make these demands and I'm wondering if chain broadcasting companies will give opponents of programs the same privileges they give bureaucrats."

Replying to charges that a member of the OWI had threatened network officials by saying, "we can eventually take you over," Mr. Davis branded them as entirely false. In fact he emphasized that such a statement was not made by any one in his organization.

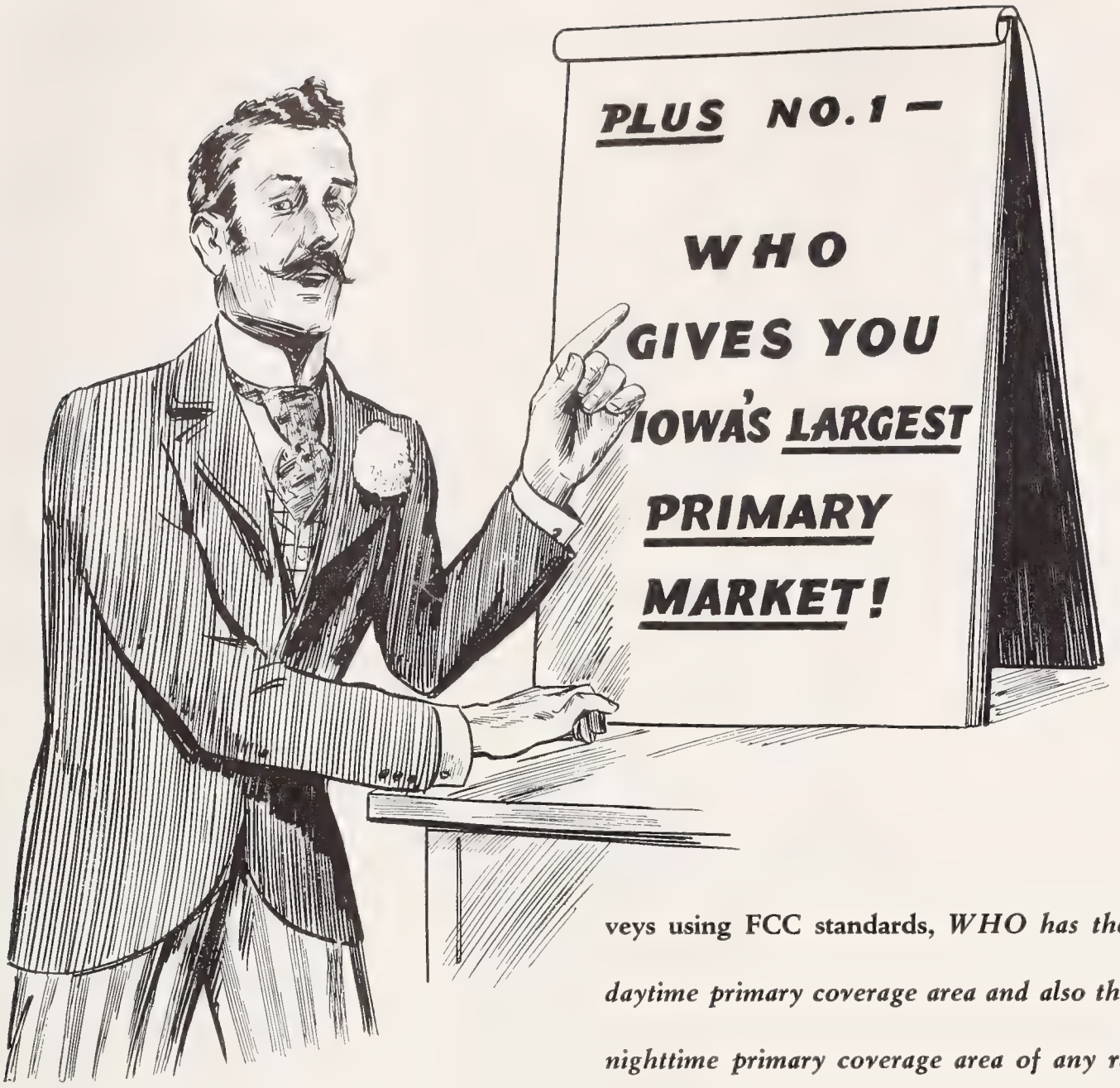
Expansion of communications facilities in North Africa within a week was announced by Milton S. Eisenhower, associate director of OWI, just returned from North Africa. Mr. Eisenhower said a new 40 kw. communications transmitter of six channels will be in operation shortly. Five channels will be used by the Army and the six for OWI purposes and news correspondents. This will mean direct communication between North Africa and New York.

RADIO PERSONNEL DENIED C RATION

Amendments to the extra gas ration restrictions, adopted by OPA last week, virtually remove radio employes from the classes of workers eligible for C rations.

New provision specifies that engineers and technicians shall receive extra gasoline for transportation from their homes to permanent facilities in suburban areas, but specifically eliminates other radio broadcasting workers from the essential workers entitled to supplementary rations.

OPA officials point out, however, that this does not prevent radio employes from seeking extra gasoline for other reasons.



● Drawing a 0.5 millivolt contour line around a station and calling it "primary coverage" is plain baloney! There are such things as cross-talk with stations on adjacent channels, inadequate signal strength for certain areas, etc. to be considered in determining the *real* coverage.

Out here in Iowa—a state that is 330 miles wide and 216 miles "deep"—mere physical coverage is a job that requires *power,* and no two ways about it.

WHO is the only 1A Clear Channel Station in Iowa—50,000 watts. Based on field strength surveys using FCC standards, *WHO has the largest daytime primary coverage area and also the largest nighttime primary coverage area of any radio station in the State*—includes or touches every county in Iowa, plus large areas in Missouri, Nebraska, Minnesota and Illinois. . . .

That's Plus No. 1 for WHO. If you want to *cover* Iowa, you can do it with WHO alone, and *only* with WHO! Write us for all other Plusses, or just ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Selective Service Considers Broadcasters' Deferment Plan

NAB Seeks Representation on National Group Which Would Decide Draft Cases

ACTIVE consideration is being given a request by the NAB that Selective Service include the broadcasting industry in its plan for occupational deferments established in critical scientific and other highly specialized fields.

After receipt of the request from Russell P. Place, NAB counsel, it was stated last week at Selective Service headquarters that a ruling can be expected soon. The overall plan, which probably would require modification to fit the requirements of the broadcasting industry, was released last November and covers only physicists.

If the broadcasting industry is brought within the purview of the plan, or some variation of it, an industry committee would be appointed and authorized to endorse all applications filed on Form 42-A which, in its judgment, make out proper cases for occupational deferment. Should the industry plan be approved, local boards would be so notified by Selective Service and proper weight would be given deferment requests thus approved by the projected industry committee.

Suggests National Committee

In his letter to Maj. Gen. Lewis B. Hershey, director of Selective Service, Mr. Place requested that a "national committee on radio broadcasting", functioning under the NAB, be authorized in line with the plan for creation of "national committees for critical scientific fields". He pointed out that Neville Miller, NAB president, had designated the six directors-at-large of the NAB and would designate the network directors of the association to constitute the committee. Because these directors are elected by the membership of the NAB, he said he was sure the industry would have complete confidence "in the integrity and judicial temperament of the committee".

The committee as designated would comprise Edwin W. Craig, WSM, Nashville; J. O. Maland, WHO, Des Moines; Eugene P. O'Fallon, KFEL, Denver; Don S. Elias, WWNC, Asheville; Herbert Hollister, KANS, Witchita, and James W. Woodruff Jr., WRBL, Columbus, Ga. If the networks care to be represented, these committee members would be Paul W. Kesten, vice-president and general manager of CBS, and Frank M. Russell, Washington vice-president of NBC —the only two networks represented in NAB membership.

"Inasmuch as the greater part of the industry's requests for occupational deferment deal with technicians requiring scientific knowledge or others in highly specialized fields," Mr. Place wrote, "I believe the industry can be appropriately brought under the National Committee Plan.

"The adaptability of the Manning Table plan to the radio broadcasting industry has been thoroughly explored. We have concluded that our industry, chiefly composed as it is of 909 relatively small units, is not well suited to that plan. Exclusive of network employes as such, the average number of employes per radio station is estimated to be 21, with the range of employment running from two to only 132.

21 Employes to Station

"Based on returns from a survey we have recently completed, 601 stations out of 909 in operation all over the United States and its territorial possessions have indicated that there were in their employ on Sept. 16, 1942, only 2,464 men whom they deem to be "necessary men" in critical occupations. Of this number, 150 are in Class I-A, 116 are in Class II-A or II-B, and 1,958 in Class III-A or III-B. Approximately 67% of the men in Class III-A and III-B have dependent children. Thus it may readily be seen that the number of registrants in the radio broadcasting industry likely to be affected during the next year is exceedingly small, and that our situation is one well adapted to the National Committee Plan set forth in LBR 159, and ill adapted to the Manning Table Plan."

WINNER of the nationwide contest for the best amateur interpretation of any Spanish song heard on NBC's "Pan-American Holiday," is Eugenia Demetriou, of Maspeth, Long Island, N. Y. Formal announcement will be made on the Jan. 9 broadcast of the program, which was instituted as a regular series last year to promote an understanding of the Spanish and Portuguese languages through the presentation of Latin American music.

Remote Swap

THE FAME of NAB's equipment swap service has now spread to higher, if remoter institutions. Howard Frazier, NAB engineering director, last Wednesday reported receipt of this offer from an unnamed registrant at the Minnesota State Reformatory, St. Cloud: "As an indirect aid to the war effort I should like to register as available a transmitting tube which I now have. The tube is a Raytheon RK-36. Although the tube is about 5 years old, it has been used only about 100 hours. This tube has not been abused, and unless the tube has deteriorated while laying on the shelf it should be in good condition. My minimum price is $3.75."

Doremus Names Miller

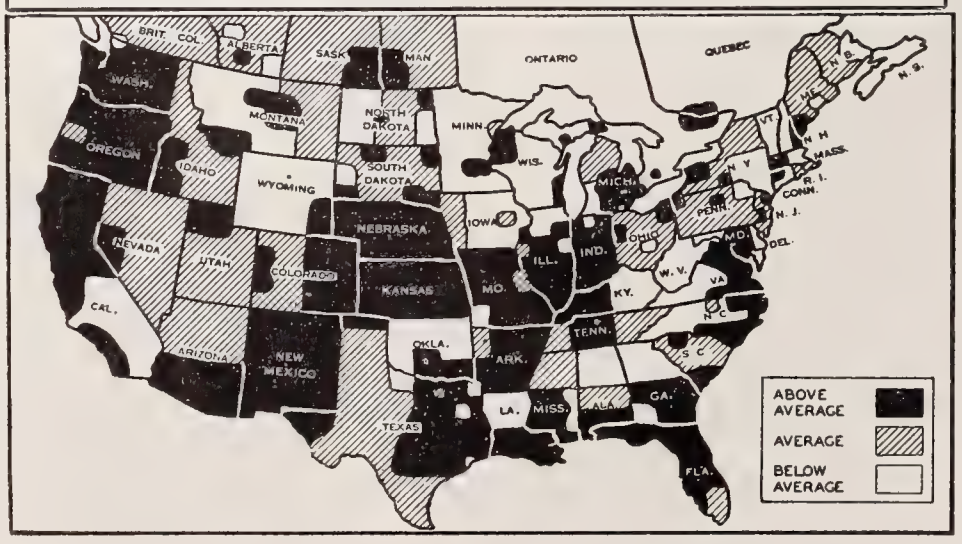
GEORGE LAFLIN MILLER, director of general advertising accounts of Doremus & Co., New York, has been named vice-president of the agency. He was formerly with Wildrick & Miller, J. Walter Thompson & Co., and Lord & Thomas, all in New York. Also joining Doremus & Co. are Charles F. Schroeder, formerly of Spot Film Productions, who will be a copywriter; Edward H. Pearson Jr., of Lord & Thomas, also to be a copywriter and account executive, and Reginald W. Tickner, formerly in the investment banking business, to join the agency's general staff.

Detrola Corp. Sold

DETROLA Corp., Detroit radio set manufacturers now engaged solely in production of special equipment for the armed forces has been sold to Strong, Carlisle & Hammond Co. of Cleveland, acording to C. Russell Feldmann, principal stockholder of the Cleveland firm which will operate Detrola Corp. as a subsidiary company. Sale was consummated Dec. 12, 1942, with the acquisition by Strong, Carlisle & Hammond Co. of the entire stock holdings of John J. Ross and family.

UNITED BUSINESS JANUARY FORECAST

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada as indicated in its surveys.



Crosley Is Denied W8XO Rehearing

FCC Action Means the End for 500,000-Watt Transmitter

W8XO, the 500,000-watt developmental adjunct of WLW, Cincinnati, was to stop operating with the end of the year as a result of final action taken by the FCC last Tuesday denying the Crosley Corp.'s petition for rehearing. Crosley sought a new hearing on the FCC action denying W8XO authority to experiment with increased power of 750,000 watts and at the same time allow the station's 500-000-watt experimental authorization to expire under its own terms.

War Role Slated

The Commission, in its action Dec. 29, not only denied the petition for rehearing, but dismissed the Crosley application for renewal of license of W8XO. Use of the 500,000 watt W8XO transmitter for international psychological warfare purposes is under consideration at the Office of War Information though, so far as is known, no definite negotiations have taken place for its acquisition.

Reports have been current that the transmitter either will be used as an international shortwave station or for standard broadcast band transmission to occupied countries.

Cudahy's Schedule

CUDAHY PACKING Co., Chicago, in promoting its all-purpose mineral livestock and poultry feeds, has set up the following schedule: Six participating spots a week on farm programs of WIBW, Topeka; three quarter-hours weekly on *Sky Riders*, WNAX, Yankton, S. D.; quarter-hour thrice-weekly on *Herb Plambeck's Farm News*, WHO, Des Moines; five five-minutes of *Texas Rangers*, WDAY, Fargo, N. D.; quarter hour thrice-weekly on *Early Birds*, WFAA-WPAB, Dallas-Ft. Worth, and quarter-hour thrice-weekly on the *Good-Will Family Hour*, KWTO, Springfield, Mo. Agency is Grant Adv., Chicago.

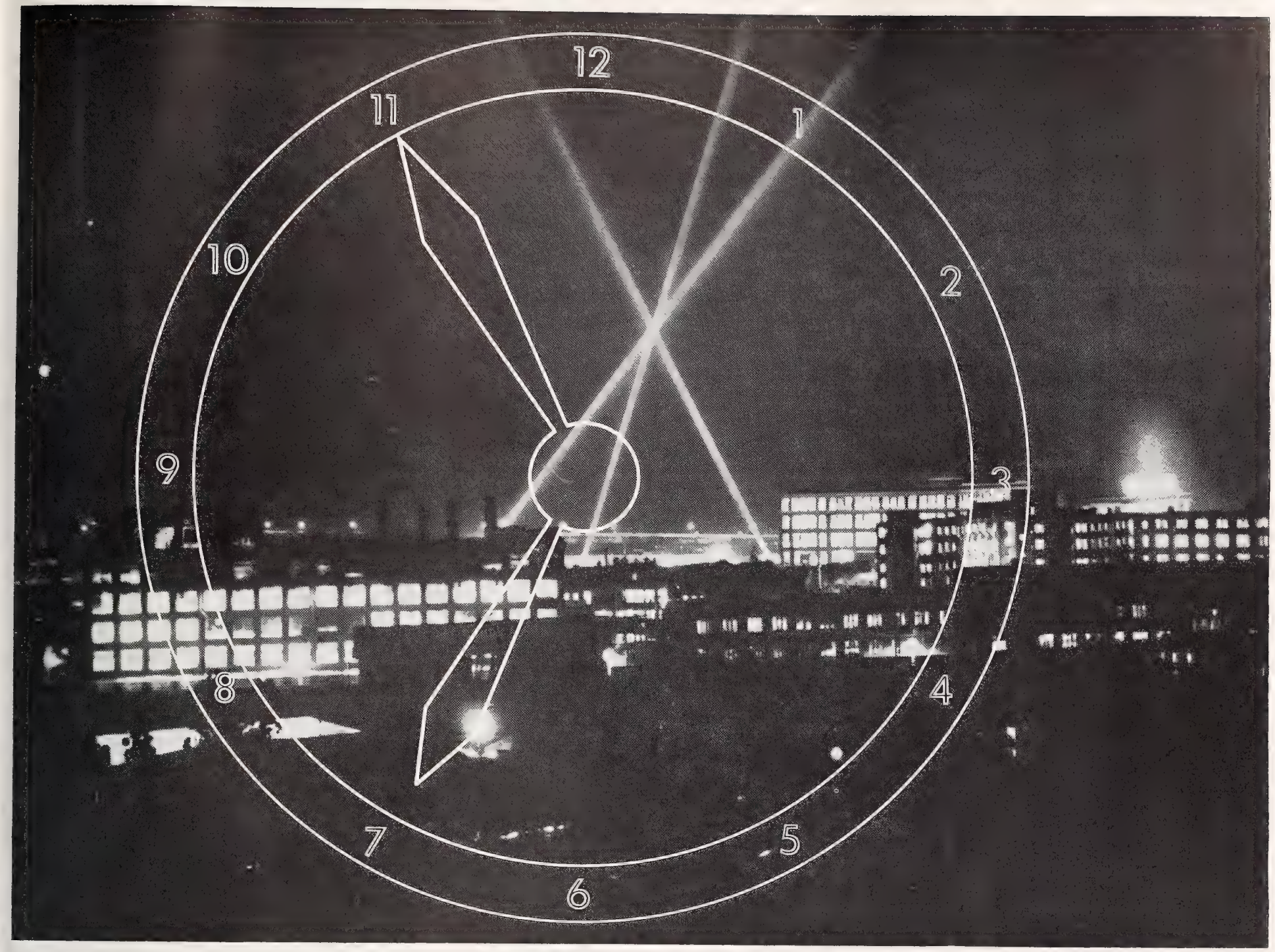
Jewish Market Data

EXPLAINING the Jewish radio market, WBNX, New York, has prepared a pamphlet to familiarize national advertisers with the buying habits, customs and the population of this group. The pamphlet is intended to promote a better understanding of the buying group on the part of advertisers and thus improve their sales opportunities.

Kent to Gardner

KENT VITAMINS, being marketed by food outlets from the Kent Labs., a division of the Cupples Co., St. Louis, has appointed the Gardner Adv. Co., as agency. Radio and newspapers will be media for the new Kent product.

VAL FLEMING, financial editor of the *Christian Science Monitor*, has started a weekly analysis of the economic aspects of the war on NBC, Saturday, 1:45 p.m.



It Swings along with the Swing Shifts

American industry is working 24 hours a day to win the war. A third of the men and women making this total effort work at night. They compose the swing shifts, who breakfast at bedtime and dine at dawn. They miss much of normal life. But United Press sees to it they do not miss the news. United Press 24-hour radio news swings along with them, keeps them as accurately, quickly and completely posted as it does listeners during the seven-to-eleven peak radio hours. No matter in what part of the nation or at what time Americans work, United Press across-the-country and around-the-clock radio service assures them of the world's best coverage of the world's biggest news.

U.P. AROUND · THE · CLOCK
RADIO NEWS

UNITED PRESS

Evans Sees Radio As Vital Factor in Post-War Period

Westinghouse Official Looks To Peacetime Engineering

MIRACULOUS radio inventions developed for modern warfare, when they can be revealed, "will point to ever-increasing service that radio will provide the world after we win the war", according to Walter Evans, vice-president of Westinghouse E & M Co. and its top radio executive.



Mr. Evans

Himself an engineer, who started as a "brass pounder" on fruit ships in the early days of wireless, Mr. Evans said in a yearend statement for BROADCASTING that extension of peacetime uses of radio will wait until "we beat our enemies into submission".

He pointed out that a few weeks ago the Government permitted revelation of a new industrial use for radio in the flowing of tin which saves approximately 60% of the tin formerly required in tinplating processes. A single installation of this high-frequency equipment equals the output of 70 highpower broadcasting stations, he said.

'Battle of Radio'

Following is the full text of Mr. Evans' statement:

"When a thousand warplanes take off at dusk for an all-out raid on Continental Europe, radio guides and controls this air armada; when a Navy Task Force sets out on its mission, radio communication enables hundreds of warships to act as a compact striking unit or to disperse for individual adventure; when a mechanized army slashes at enemy lines, radio commands direct complex action denied military leaders who fought the classic battles of earlier history.

"Well-known is the use of radio to demoralize enemy military units in a thousand ways and by cleverly contrived propaganda to dissolve resistance of civilian populations.

"The fighting of men and machines today has been called the 'Battle of Radio', a term which attests to the way armies and navies of the world now depend upon radio equipment. More than anything else the term hints at what's ahead in radio because it encompasses every development now in use and others just out of the laboratory and ready to go into action against the Axis.

"A few weeks ago we were permitted to reveal a new industrial use for radio in the flowing of tin which saves approximately 60% of the tin formerly required in tinplating processes. A single installation of this high frequency generating equipment equals the output of 70 highpower broadcasting stations. Several of these installations are in operation today.

"As soon as they can be told, the secret activities of radio engineers on which our armed forces will depend for sturdy defense as well as surprise attack will point to ever increasing service that radio will provide the world after we win the war.

"Extension of peacetime uses of radio is going to wait until we beat our enemies into submission. Right now, the best brains of the industry and all of its facilities are devoting every second to the job of turning out units in such volume and to such purpose that they deal punishment to the Axis and shackle every attempt to gain new conquest.

"What's ahead in radio? First, the winning of the war and after that a peacetime surge toward as many new fields as engineering and business ingenuity can apply the new radio techniques.

Foote, Cone & Belding Created As Lord & Thomas Dissolves

Name Famous in Advertising Circles 70 Years Discontinued by Lasker on Retirement

A NEW advertising agency, Foote, Cone & Belding, has made its appearance since the New Year began, to take over the interests of Lord & Thomas.

Emerson Foote, vice-president in charge of the Lord & Thomas New York office; Fairfax M. Cone, vice-president in charge of the Chicago office, and Don Belding, vice-president and head of the Los Angeles office, are officers of the new firm.

Lord & Thomas bowed out of the national advertising picture Dec. 31, with the announcement that Albert D. Lasker, principal owner, president and director, was retiring to devote himself once more to public affairs. A name which for 70 years was prominent in the advertising field, has been erased. Liquidation of Lord & Thomas completes a course of action determined upon by Mr. Lasker in 1938, when he retired as president and director to give his attention to public affairs.

War Drained Personnel

With the outbreak of war, however, the agency's personnel was affected and Mr. Lasker returned as active head early in 1942 after the successive withdrawals of Don Francisco, president, now radio director for the Office of the Coordinator of Inter-American Affairs; Edward Lasker, general manager, was appointed an officer in the Navy, and L. M. Masius, New York manager, who became a major in the Army.

Personnel changes in the past few weeks have seen the resignation in the Chicago office of John F. Whedon, vice-president; Howard Jones, vice-president, who has joined Grant Adv. as executive on the Folger account; Don Stoddard, account executive who joined MacFarland, Aveyard & Co., Chicago; Eugene Powers, copywriter, to Leo Burnett & Co., Chicago, and others. In the new organization Leo Rosenberg and Robert J. Koretz will remain as vice-president; William R. Sache, secretary and treasurer; H. R. Van Gunten, director of media; Dave Lockwood, art director; Genevieve Lemper, timebuyer, and George Heiland, production manager, will retain the positions they now hold.

Lord & Thomas was incorporated in 1872 by Daniel M. Lord and Ambrose L. Thomas and by 1898, when Mr. Lasker joined the firm, it was one of the country's three largest advertising agencies. In 1910 Mr. Lasker became sole owner, taking over the interests of Charles R. Erwin. Mr. Thomas died in 1904 and Mr. Lord had retired.

In 1918 Mr. Lasker took a leave of absence to become assistant chairman of the Republican National Committee. Later he was named chairman of the U. S. Shipping Board. He returned to the agency in 1923 and three years later Lord & Thomas was merged with Thomas F. Logan Inc. under the firm name Lord & Thomas and Logan. After Mr. Logan's death in 1928 the agency reverted to its original name.

Pioneered in Radio Time

During the first four years of radio network operation, Lord & Thomas is reported to have placed more than 30% of the entire advertising placed nationally on the air. For its accounts, the agency introduced such well-known programs as *Your Hit Parade, Cities Service Concert, The Goldbergs, Mr. District Attorney* and *The Story of Mary Marlin,* one of the first daytime serials.

A pioneer in the use of radio advertising, Mr. Lasker introduced the conception of advertising as "salesmanship in print" in 1908, began scientific copy and product tests, handled the first national advertising for automobile tires, and was the first to use double-page spreads in magazines other than the center pages.

Noted for his philanthropic interests in the medical, educational and charitable fields, Mr. Lasker conceived the reorganization of baseball known as the "Lasker Plan," in 1920 when Judge Kennesaw Mountain Landis was named Baseball Commissioner. He also was responsible for the first public 18-hole golf course with grass greens constructed in Pasadena, Cal.

The Canadian offices of the agency, known as Lord & Thomas of Canada Ltd., with branches in Toronto and Montreal, will be continued under the direction of G. F. Mills and J. W. Spitzer, both managing directors of the firm. They will handle all current Lord & Thomas business in Canada, and for the present, it is understood, no change in the name will be effected.

Commenting on the dissolution of the firm, George W. Hill, president of The American Tobacco Co., said that his firm would continue to place its advertising with the successors of Lord & Thomas. Mr. Hill's statement declared:

"Mr. Lasker has advised us of his decision to dissolve the firm of Lord & Thomas. Of course, we are sorry. I have always looked upon Mr. Lasker as outstanding in his profession—a genius, in fact. He and I have been continuously associated for 19 years. During all that time his firm has handled the advertising of The American Tobacco Co. with a success that has made advertising history. We will continue to place our advertising with the young men Mr. Lasker has trained and who are now associated with him. The firm is to be called Foote, Cone and Belding."

Clients of Lord & Thomas listed in the announcement of the newly organized firm of Foote, Cone & Belding are:

Aircraft Accessories; Albers Milling Co.; All Year Club of Southern California; American Dairy Assn.; American President Lines; American Tobacco Co.; Armour & Co.; Associated Hotels of the West; Beatrice Creamery Co.; Bechtel-McCone Parsons Corp.; BLUE Network; Bourjois; Chanel-Barbara Gould; Californians Inc.; Carnation Co.; Cities Service Co.; C. I. T. Corp.; Calava Growers of California; California Fruit Growers Exchange; Commercial National Bank & Trust Co.

Del Monte Properties Co.; Finance Comm. Milk Fund; First National Bank of Chicago; Frigidaire division, General Motors Corp.; J. A. Folger & Co.; Illinois No. Utilities Co.; International Cellucotton Products Co.; Kimberly-Clark Corp.; Lindsay Ripe Olive Co.; Lockheed Aircraft Corp.; Lockheed Air Terminal; Luxor Ltd.; M. & M. Ltd.; Menasco Mfg. Co.; National Broadcasting Co.; New York Central System; Montgomery Ward & Co.; Owl Drug Co.; Pacific Mutual Life Insurance Co.; Prune Proration Zone No. 1; Peoples Gas Light & Coke Co.; Public Service of No. Illinois; Pepsodent Co.; Pittsburgh & Lake Erie R. R. Co.; Purex Corp.

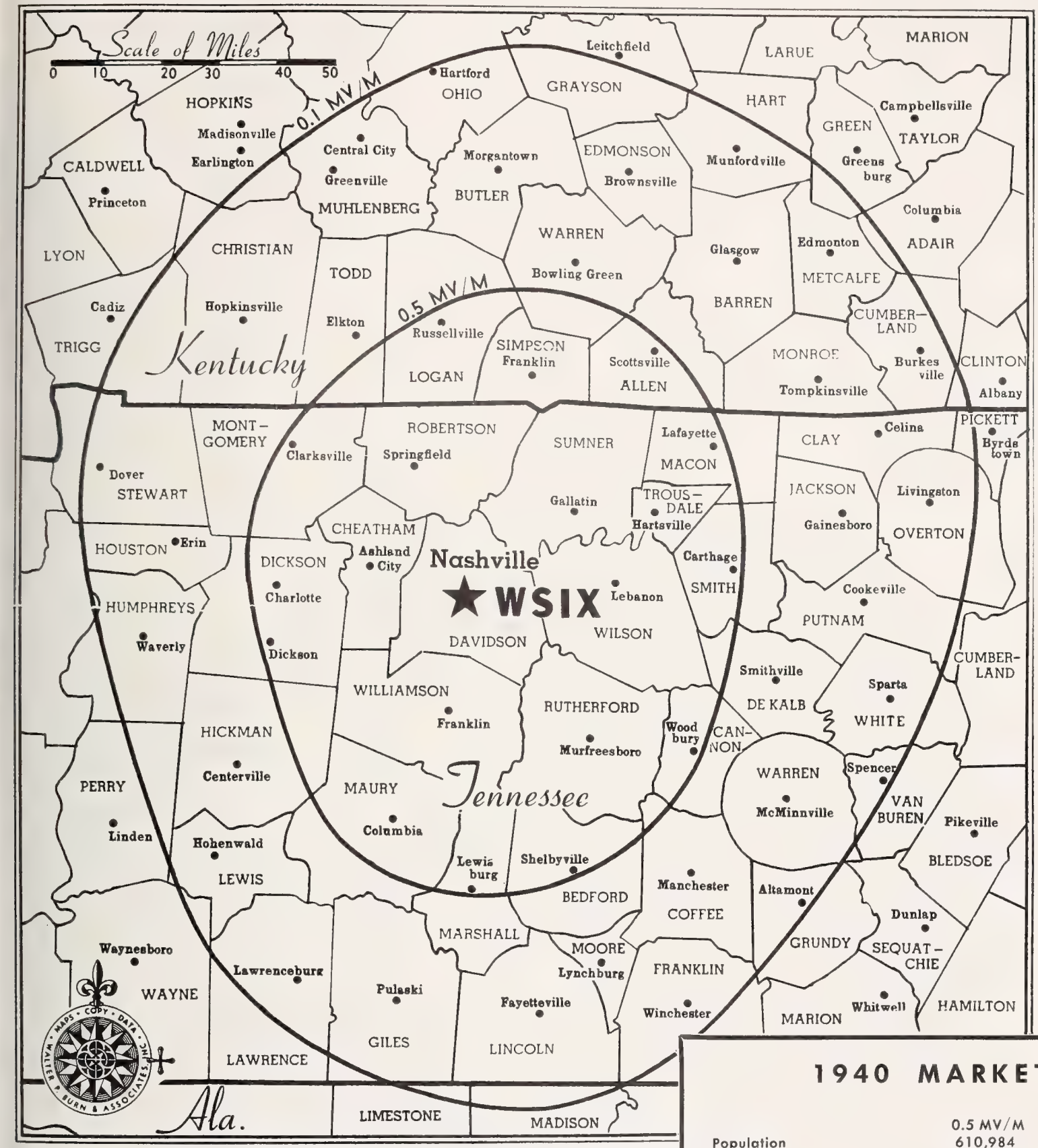
RKO Radio Pictures; Roos Bros.; Safeway; Schenley Distillers Corp.; Security First National Bank of Los Angeles; Shaler Food Products; Southern Pacific Co.; Sun Maid Raisin Growers Assn.; Sunnyvale Packing Co.; Swerl Products Co.; Tidewater Associated Oil Co.; Union Oil Co.; Unacal Oil Products Co.; Vega Airplane Co., and Western United Gas & Electric.

COCA COLA SIGNS NEW BLUE SERIES

COCA COLA Co., Atlanta, one of the most extensive users of radio with its current *Spotlight Bands* program on the BLUE and the *Pause That Refreshes on the Air* on CBS, is planning still another network program to start the end of January on the BLUE. Series will be heard five times weekly, 3-3:15 p.m., and will feature tenor Morton Downey with orchestral background.

Further details of the new show will not be announced until after a meeting of Coca Cola bottlers, to be held in Atlanta, Jan. 10-14. Agency is D'Arcy Adv. Co., New York.

COVERING
the Nashville Market



WSIX 5000 W. 980 KC.

NASHVILLE, TENN.

THE BLUE NETWORK

WSIX, now operating with 5000 Watts, covers 107,100 Radio Homes in Tennessee and Kentucky with a Primary Signal.

0.5 MV/M and 0.1 MV/M measured by Ring and Clark, Radio Engineers, July, 1942.

National Representatives

SPOT SALES, INC.

New York Chicago San Francisco

1940 MARKET DATA

	0.5 MV/M	0.5 MV/M-0.1 MV/M	Total
Population	610,984	653,510	1,264,494
Families	156,908	155,914	312,822
Radio Homes	107,100	95,100	202,200
Total Retail Stores	6,755	5,944	12,699
Sales, $	144,078	72,039	216,117
Food Stores	2,299	1,979	4,278
Sales, $	33,282	15,624	48,906
General Merchandise Stores	270	265	535
Sales, $	17,400	7,758	25,158
Filling Stations	827	834	1,661
Sales, $	11,542	6,988	18,530
Drug Stores	238	158	396
Sales, $	6,284	2,705	8,989
Other Stores	3,121	2,708	5,829
Sales, $	75,570	38,964	114,534

All money values in thousands of dollars.
Radio homes by Joint Committee Radio Research 1938 percentages of 1940 families (occupied dwelling units).
All other data from sixteenth decennial Census of U. S., 1940.

FCC Service Rule Covers All Outlets

Regulations Are Amended to Aid Assignment Shifts

AMENDMENT of its special service authorization ruling, to make it applicable to all classes of radio stations instead of standard broadcast stations only, was voted by the FCC last Tuesday at its regular meeting. The change in regulations is designed to allow the Commission greater latitude in quickly shifting assignments of international shortwave and other types of stations to meet the exigencies of wartime operation.

Simultaneously, the FCC adopted an order extending the normal license period of international broadcast stations in conformity with the new operating plan evolved for wartime purposes with the OWI.

Following is the full text of the FCC's public notice covering both actions.

Amended Section 1.366 of its Rules and Practice and Procedure in order to make it apply to special service authorizations for radio stations generally, instead of applying only to standard broadcast stations. The amended Section reads:

"Sec. 1.366 *Special service authorizations.* Special service authority may be issued to the licensee of a radio station for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license upon proper application therefor,[2] and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of the class of stations to which the applicant station belongs;

(b) That in the event the application is on behalf of a standard broadcast station, that experimental operation is not involved as provided for by Section 3.32 of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by granting the authorization requested."

At the same time the Commission adopted an Order designed to extend the normal license period of an international broadcast station. The Order states:

"1. The license term for every international broadcast station, either licensed at this date or licensed hereafter, shall end at the earlier of the following dates:

(a) November 1, 1945, or

(b) The first day after October 31, 1943, on which its operations are not controlled, by agreement or otherwise, by the Office of War Information or the Coordinator of Inter-American Affairs;

"2. The portion of Section 4.3 of the Rules and Regulations, which established for international broadcast stations a normal license term of one year, is hereby suspended until further order of the Commission."

"[2]Applications for authorizations to use frequencies assigned to the international broadcast service may be made on an informal basis; formal application must be made for other authorizations."

Ripley M.C. of Series

BOB RIPLEY, originator of "Believe It Or Not" features, has been assigned as m.c. of *Scramble*, BLUE series presented under the auspices of the National Aeronautic Assn. and the Junior Air Reserve in cooperation with the Army Air Forces. Program is designed to interest young people in aviation.

IRE Will Conduct Annual Convention By Radio; Regional Meetings Planned

INSTITUTE of Radio Engineers, foregoing its usual January three-day convention in New York to conserve transportation facilities, has turned to radio to link its members into an international convention Jan. 28.

That evening, IRE members, at meetings in 11 cities in the United States and Canada, will hear their retiring president, Arthur F. Van Dyck of RCA, and their new president, Mr. Lynde P. Wheeler, chief of technical information of the FCC engineering department, speak from New York. The program, to be carried by CBS, 10:30-10:45 p.m., will switch to Washington for the principal address by James Lawrence Fly, FCC and Board of War Communications chairman.

An all-day technical meeting to be held in New York Jan. 28 will be duplicated in ten or more other cities. Copies of papers and other material presented at the New York conference will be mailed to the regional meetings, the Institute reported.

H. W. Leverenz, H. F. Olson and O. H. Schade, all of RCA, and R. S. Julian of Bell Telephone Labs., will present papers during the morning session. In the afternoon retiring President Van Dyck will give the annual report and Dr. Wheeler will be installed, following which the session will be devoted to the part the radio engineer is playing in the nation's war effort.

Lloyd Espenchied of AT&T will briefly summarize radio in two World Wars. Rear Admiral S. C. Hooper of the Navy will speak on "The Production of Radio Facilities for the Armed Services." Ray Ellis, director of the Radio-Radar Division, War Production Board, will discuss the function of the WPB in radio. F. R. Lack of the Army-Navy Electronics Production Agency will describe the work of that agency. H. P. Westman of the war committee on radio of the American Standards Assn. will speak on "Radio Standards Go to War." Kirk Miles of the National Roster, War Manpower Commission, will define the status of the radio engineer in the Selective Service and manpower program.

In the evening Dr. George C. Southworth, Bell Telephone Labs., will speak on ultra-high frequencies before a joint session of the IRE and the American Institute of Electrical Engineers.



RADIO'S SHARE OF GROHMS—those maddening little elves that are reported to be Hitler's secret weapon—are illustrated in this cartoon by C. H. Price, 19-year-old announcer of WHBQ, Memphis. Mr. Price, Station Manager Bob Alburty writes, also has an eye on the induction Grohm, which will be visiting him at an early date.

'DUFFLE BAG' KOBAK

Station Relations Men Take BLUE Executive In—

HUGE DUFFLE BAG containing traveling necessities of a member of the station relations department, was presented to Edgar Kobak, BLUE executive vice-president, who claims to have visited 40 BLUE affiliates during his travels in 1942.

Headed by Keith Kiggins, vice-president in charge of stations, a delegation descended on Kobak in full force Christmas-eve to make him a member of the station relations department with the duffle bag offering, marked "Egad! Kobak! Station relations contact representative No. 8."

ED BYRON, director of *Mr. District Attorney*, sponsored on NBC by Bristol-Myers Co., New York, was the host during the Dec. 30 broadcast to a group of radio directors. This was one of a series of visits to broadcasting studios being made by the Radio Directors Guild, of which Byron is vice-president.

Woods Heads NUR

APPOINTMENT of Leslie J. Woods as vice-president and general manager of the National Union Radio Corp., Newark, N. J., manufacturers of electronic devices and radio tubes, has been announced by S. W. Muldowny, president. Experienced in the development of a worldwide communications system from 1919 to 1923, when he aided in construction of wireless stations in Hamadan, Teheran and Bagdad in the Middle East, Mr. Woods in 1923 became associated with Philco in this country as California district representative, later becoming the company's first television engineer. He was in charge of export radio receivers and vacuum tube development, 1930-38, served in the Auto Radio Division of Philco in Detroit for the following three years, becoming general manager in 1941. At the outbreak of war, Mr. Woods represented Philco in Washington.

WANTED

ANNOUNCER

Thoroughly experienced man special events as well as studio—for Columbia's station in Washington, D. C.

Give full details in letter accompanied by transcription of voice on brief news and commercial copy.

Address program manager, WJSV, Washington, D. C.

Another year --- another STANDOUT!

NINETEEN FORTY-TWO topped KLZ's 22-year span of service to the Rocky Mountain region. It was a year of standout accomplishment from every standpoint.

Yet today even greater efforts are being made to extend KLZ's service and influence in this region still further . . . to concentrate all its imagination and creative ability on the problem of more effective wartime programming . . . to continue to grow in the favor and esteem of its community, its state, and in the service of its country.

By being that kind of station for its listeners, KLZ will be the right kind of station for advertisers. Another year has started . . . another STANDOUT year for Denver's STANDOUT station and the advertisers who use it.

KLZ

Denver

Columbia Network 560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

Government Should Buy Time, Says Small Station Operator

Institutional Advertisers Said to Ignore 'Whistle-Stop' Outlets; Krasin Favors Fly Plan for Aid

ANNOUNCEMENT that the OWI would investigate declining income of small stations with a view of formulating some plan to save them brought the following letter to the FCC from Lester Q. Krasin of the Krasin-Krutzner Broadcasting Co., operators of KTNM, Tucumcari, N. M. The letter follows:

WE NOTICED in the Dec. 14 issue of BROADCASTING that there was to be some sort of a probe by the Office of War Information into the declining income of local broadcast stations; and an investigation made of some way to help keep these "whistle-stop" broadcasters on the air.

Today, in a news dispatch from Washington, we see that Elmer Davis, director of the OWI, is quoted as saying that any suggestion that the Government should subsidize radio stations is "a very unsatisfactory idea". Mr. Davis was further quoted as saying that "their strength and freedom lies in the fact that they operate free from a government subsidy". On the surface this might appear true, but we would like to get in the record several things which Mr. Davis is evidently not taking into consideration.

No Institutional Revenue

We understand that Mr. Fly, the chairman of the FCC, will probably figure quite prominently as a witness before any investigating committee, and we are taking the liberty of presenting the side of the small, local, non-network station.

The first point that we would like to present our view on is the point that the small local non-network station does not receive *any* of the money being spent by major companies on so called "institutional advertising" programs being carried by networks. We might be a bit wrong on this and if we are, we would appreciate being corrected, but it seems to us that the Government is actually sponsoring these programs, in a way of speaking.

The Government allows these companies a certain percentage for advertising, a certain percentage of the money being paid them to make munitions. We're not kicking about this, but it seems to us that the Government is just as surely paying the networks and their affiliated stations, as they would be if they paid us for running the *Treasury Star Parade* or other programs put out by various Government agencies.

We don't want an outright grant of so much a month and have complete Government control, (which is our idea of a subsidy) nor do we believe that a loan would help the situation. A study of the profit and loss statements by local stations will show that even in good times they would have a hard time of paying back indebtedness which they would incur now. Loaning stations money would be a mighty fine way of putting the Government into the broadcasting business. For our part we wouldn't accept a Government loan of sufficient amount to carry us over a long period of losing money, because at the time we were taking it we would know that we couldn't pay it back.

Wanted: Action

If it is important to keep us small stations on the air, and we believe that most Government agencies believe it is, something is going to have to be done, and done soon.

A word about what the average small local station is doing. We're located in a town of probably not over 10,000 people, and cover probably more people in the surrounding rural area than in the urban center. We give radio service to people who have no other stable service — granted that the more powerful stations at times cover our area, but day in and day out, we are the station that they depend on. If it were not so, the average small station would have ceased to exist long ago, for after all we cannot hope to compete with network program material for listeners, but we do have two important things on our side, signal strength and local interest. We don't know the exact figure, but a good share of America is dependent upon local non-network stations for news, entertainment and educational features. This number is on the increase, due to sets (receivers) not being in the perfect condition they once were, and the impossibility of obtaining new receivers.

Offhand we would imagine that the income of the average small station has declined much as ours—right now we have about 65% of the income we had before December 1941. If the income, or the gross business of a grocery store for example, fell off that amount, it wouldn't necessarily be serious, but in a broadcast station the expenses remain almost constant. Of course there are things that can be done to reduce the overhead somewhat, but without curtailing the quality of service, a substantial cut cannot be taken in the average small station.

So it is evident that the cut comes off the top of the pile, or out of the pocket of the owner almost entirely, so when the income of a station is reduced 35%, the net income is reduced not 35%, but almost completely, in some cases it may throw the station completely in the red.

Prevailing Situation

So much on what is happening to us today, and from what we have been able to find out, this situation is a pretty general one in this area. As chairman Fly said, a 5% deduction in our income tax will not keep us on the air next year, meaning of course that we made only peanuts this year, and the outlook for the next is less favorable.

May we go on record as being in favor of the tentative suggestion made by Mr. Fly, that through some method the Government buy time from these locals, time that could be utilized for the important messages now being carried gratis by these stations. This would be all the landfall we would need, and it surely would be a small price to keep the American system of broadcasting alive.



AGAINST A MONTAGE background Bullock's Inc., downtown Los Angeles department store, broadcasts on KNX, Hollywood, its daily five-minute mid-afternoon newscast from the store's window. Interested are (standing) l to r: Frank Oxarart, account executive of KNX; Harry Witt, Southern California CBS sales manager; O. V. Johnson, account executive of Dana Jones Co., Los Angeles agency servicing the account; Franklin Archer, advertising and public relations director of Bullock's. Seated: Charleene Eddings, news copyist, Jack Slattery, newscaster.

WLB to Simplify Wage Adjustment

Regional Groups Handle Case Involving Less Than 100

SIMPLIFICATION of War Labor Board procedure in handling wage freeze adjustments is being studied by the board and steps have already been taken to speed administration of cases involving employers of not more than 100 persons.

A WLB order issued Dec. 24 delegated to ten regional directors power to rule on proposed voluntary wage increases where 100 or less persons are involved. This action is expected to insure prompt handling of any wage adjustments that broadcasters may undertake.

Permission is needed from the WLB for increases for employes ordinarily under the Wage & Hour Act, except in special cases of promotion, or merit increases. Informal rulings on jurisdiction may be had at 100 local offices of the Wage and Hour administration.

Simple Form Planned

Still under consideration of the WLB in Washington, but scheduled for release within a few days, is a new simplified form of application for wage adjustments. The exact nature and scope of this form has not yet been revealed, but one WLB official said "it will make it easier for the small business firm to apply for rulings on proposed adjustments."

At present all such applications must be made in quintuplet on the highly complicated Form 10. WLB's new form is expected to streamline the questionnaire when 100 or less persons are involved, in keeping with the Dec. 24 ruling expediting these cases.

A second WLB Order Dec. 24 delegated power to the ten regional boards to rule on disputed wage adjustments, so that the National Board in Washington becomes virtually a supreme court for appeals. Cases may go to the National Board on its own motion or on appeal, the announcement said, but employers may obey decisions of regional boards without fear of penalty in case of subsequent reversal.

Miniature WLB's

Since James F. Byrnes, Economic Stabilization Director, issued the freeze order Sept. 27, the WLB has stationed regional directors in ten cities: Boston, New York, Philadelphia, Atlanta, Dallas, Kansas City, Cleveland, Chicago, Denver, San Francisco.

Each of these Regional Offices also has a local War Labor Board made up of four representatives each of public, labor, management —exactly like the Board in Washington. These regional directors will act in cases of voluntary agreements where 100 or less are involved, and will intervene in future wage disputes.



News 'round the clock from everywhere

KXOK is the only St. Louis station with the full 24-hour facilities of the United Press and International News Service. Listeners know it and they're keeping tuned to KXOK for the news.

War news is a powerful factor in the lives of St. Louisans. They're geared for war and they're producing war goods. They want all the news and they get it through KXOK.

This news feature is being played up in a big way in St. Louis. It's going to increase KXOK's already vast audience among 3,500,000 people in its primary area alone which penetrates four states. Audience counts . . . advertisers have it on KXOK. KXOK offers advertisers a quick and sure way to reach an ever expanding market. Sales tax reports show that retail sales in St. Louis are up 8 to 10 million dollars per month over pre-war levels. There's a lot of money being made in St. Louis and throughout the rich Mid-Mississippi Valley Market. Alert advertisers are making the most of the opportunities it presents.

KXOK
SAINT LOUIS, MISSOURI

There isn't a better combination in St. Louis than KXOK and the Blue Network. Write or wire for choice spots . . . learn what KXOK can do.

BLUE NETWORK•630 KC•5000 WATTS DAY AND NIGHT•OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES
REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO

*Except Wednesday From 2 A. M. to 5 A. M.

Axis Propaganda To Latins Declines

Francisco Outlines American Efforts Through CIAA

COUNTERACTING the flood of Axis propaganda released in 20 Latin American republics via shortwave from 100 transmitters in Germany and the subjugated European nations, the United States, with current shipments of nearly two tons of transcriptions monthly, is well on its way to dislodging enemy propaganda, according to Don Francisco, radio division director of the Office of the Coordinator of Inter-American Affairs.

Mr. Francisco thus summarized activities of CIAA during a Hollywood conference in late December with Jack Runyon, Hollywood representative of the CIAA radio division staff on 1943 plans of that organization. Admitting that Germany still has the edge in beaming propaganda programs to South American countries, he went on to point out that this country is fast overtaking it.

"Just now," Mr. Francisco continued, "Germany has 100 transmitters feeding South American republics as against England's 54 and our 14." Latter number will be increased by 22 now projected or under construction, he revealed. Emphasizing the Axis programs are losing their pull while those from this country have picked up materially, he went on to cite musical programs as most popular with South American listeners. Specifically mentioning *Your Hit Parade* and the *March of Time*, he added that commentators are high in favor.

Hollywood Praised

The Hollywood Victory Committee was paid tribute for its cooperation with the CIAA in supplying radio and film talent for the transcribed and shortwave shows.

With the goal of complete coverage of the 20 South American republics in all languages and full negation of Axis propagandists, the radio division director of CIAA expressed as heartening the progress being made in breaking down Latin prejudices towards the United States. "The people," he stated, "are gradually being slanted away from the Axis-propaganda conception of Americans as mercenary, selfish and lacking in culture. Our virtues are being accepted due to the excellent job being done by our organization here and in New York."

To illustrate how that job is being accomplished, Mr. Francisco pointed to the numerous Latin American programs offered by NBC and CBS monthly. Each week some 36 shows are released with daily schedules comprising 16 hours of Spanish programs, seven hours of Portuguese and eight hours of English. With development of native talent for radio seen as the present need, Mr. Francisco revealed that work was already under way.

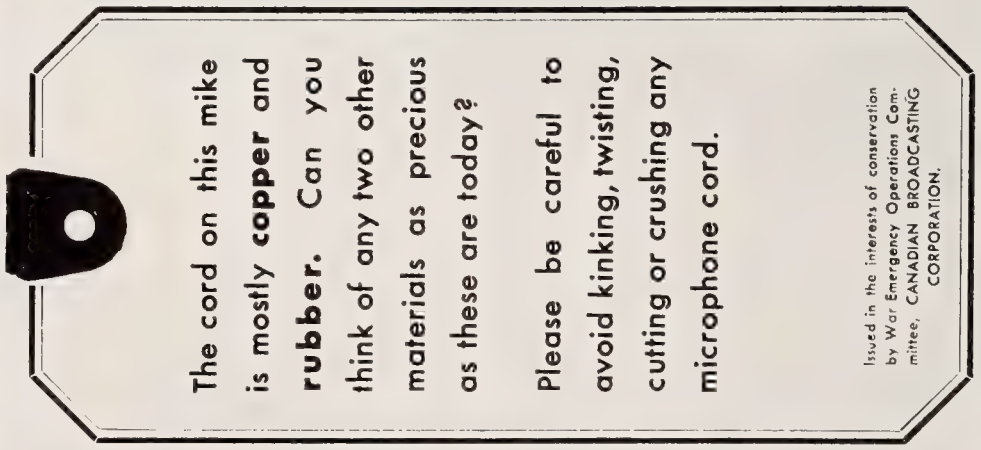
CBC DRIVE FOR CONSERVATION

Recorded Talk and Tags Used in Campaign to Preserve Radio Equipment

AN EQUIPMENT conservation campaign is now under way on Canadian stations. Dr. J. S. Thomson, general manager of the Canadian Broadcasting Corp., has recorded the campaign's opening talk which was sent to all CBC stations and studios. Canadian stations have been supplied with bright yellow tags to hang on microphones in all studios to point out to take care in handling.

The tags read: "This Mike is the Last. Make it Last". "If You Must Bust Something Try the Axis, but Lay Off Me. Yours for the Duration, Mike", "For the Love of Mike, Handle with Care." On the reverse side of each tag is a similar brief message calling attention to conservation of copper and rubber, with a caution that there are no replacements or repairs for microphones. The tags were issued by the War Emergency Operations Committee of CBC.





In his recorded talk Dr. Thomson said: "Being an old infantryman, I think wars are won by the men who fight them on the battlefronts, on sea or land or in the air. But I also know how wars can be lost, and among the most important factors is a collapse in public confidence. That is where you and I come into the picture of the war.

"Like all other branches of the services, we need our munitions. They consist of physical apparatus such as transmitters, connections, batteries, wires, telephones, and that familiar, sensitive and all-important instrument into which all that we produce must first of all go—the microphone. There can be no replacement. There must be no waste. Make the same bit of equipment do twice; make it do three times, four times, even more if you can.

"Don't throw anything out. Keep it. Repair rather than discard. There must be no use of equipment beyond what is absolutely necessary. It is better to do without now than to do without it hereafter when you may need it rather urgently. Keep what you have in good condition."

The CBC War Emergency Operations Committee consists of Charles Jennings, Toronto, program planning supervisor, chairman; D. C. McArthur, Toronto, chief news editor; E. W. Jackson, Toronto, traffic supervisor; J. A. Ouimet, Montreal, assistant chief engineer. The subcommittee on conservation is composed of Wells Ritchie, Toronto, Ontario Press and Information representative, and H. E. S. Hamilton, Toronto, technical liaison officer.

Enemy Patents Open

THOUSANDS of enemy-held patents, including almost 2,000 processes of special interest in the electronics and radio field, are now controlled by the office of the Alien Property Custodian, it was announced in Washington last week, and unrestricted licenses are being offered to American manufacturers. Index of available patents may be obtained at the Office of Alien Property Custodian, Chicago. A $50 fee is charged for licenses, but no royalties or other charges are involved.

NIGHT CLUB BUYS 4-STATION DRIVE

A 52-WEEK radio campaign is under way for the Frank Palumbo cafe, Philadelphia, one of several night clubs operated by the Frank Palumbo interests. In the past the cafe's advertising budget was devoted almost entirely to newspapers, although radio was used periodically. With a 1943 budget of $75,000 for radio, newspapers and outdoor advertising, radio will receive more than $20,000 for a series of 72 transcribed spot announcements each week on four Philadelphia stations, WFIL WIP WPEN WDAS. The campaign began Dec. 24.

Robinson Recording Labs., Philadelphia, cuts the records. Commercial copy, emphasizing the cafe's banquet facilities, is handled by Jack Steck, WFIL publicity director. Radio and outdoor advertising were placed by David Lodge Adv. Agency, Philadelphia. Morton J. Schwartz Agency, Philadelphia, handled newspaper copy.

Other cafes and night clubs in the Palumbo group, for which radio campaigns are under consideration, are the New 20th Century, Philadelphia; Renault Tavern, Atlantic City; Club Avalon, Wildwood, N. J., and Paradise Cafe, Trenton. A new club, The Cove, will be opened shortly in Philadelphia.

CBC to Buy News

A NEW PLAN whereby the Canadian Broadcasting Corp. will pay for its news from Canadian Press and British United Press, which it has been receiving free since the inception of the CBC News Bureau Jan. 1, 1941, is now nearing completion. According to the *Toronto Financial Post*, the new system goes into effect April 1, 1943, and the CBC will pay the Canadian Press $40,000 a year for its full news coverage. A similar arrangement is being made with BUP, the newspaper states. Before the CBC set up its own news bureau, it was supplied with CP bulletins and the expense of getting these ready for radio use for the CBC was paid by the CBC, amounting $20,000 a year. Now CP sells news to individual broadcasting stations through its subsidiary, Press News Ltd.

FDA Issues Reports

FARM market reports carried daily by more than 450 radio stations and the recently started wartime food bulletin used by 175 stations, will be issued by the Food Distribution Administration, instead of the Agricultural Marketing Administration which will be dissolved effective immediately. The various offices and local branches of AMA will also operate under the new name. The department will be directed by Roy Hendrickson, former commissioner of the AMA.

Transcribed Prayers

VOICES of Springfield, Mo., ministers are heard over KWTO each morning at 7:45 in a transcribed prayer. Half of the one-minute period is devoted to silent prayer.

Like Pepper Pot . .



KYW is Philadelphia's Dish!

High among the fine things appreciated in Philadelphia is KYW and Philadelphia advertisers know it. In five short years their purchases of KYW program time have increased 780%.

Pepper Pot is a soup or stew, famed in Philadelphia for its dumplings and its highly seasoned flavor.

We mention this because Philadelphia time buyers are in the ideal position to judge Philadelphia stations. They know the results their associates and competitors have had. And they now contract for nearly half of KYW's non-network time!

KYW
PHILADELPHIA
50,000 WATTS

You need a 50,000 watt station in the nation's third market. You need KYW's directed coverage of the entire trading area. Investigate the availabilities—and make KYW your dish, too.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA • REPRESENTED NATIONALLY BY NBC SPOT SALES

Radio Booms a Furniture Mart

Merchandise Moves During Normal Lulls

By WILLIAM CRANE
President
Crane Brothers Furniture Co., Philadelphia

FINDING OURSELVES in a period of upset business conditions, just before the sneak attack of the Japanese on Pearl Harbor, it was a bold venture that led Crane Brothers Furniture Co. to an entirely new medium of advertising. Radio, while not exactly "new", was untried and untested so far as our business was concerned. It was quite a step when one considers that until then the scope of our advertising was confined to small insertions of an institutional nature in the classified columns of only one local newspaper.

The job that radio proved it could do for us far exceeded our wildest hopes and dreams. Little wonder for all my enthusiasm when the topic of conversation is kilocycles. I can now look back to our first 12 months in radio and, attributable entirely to the radio, find that it has brought us the most profitable year in our history. And that goes back to 35 years ago —over similar periods of wartime stress, periods of depression and periods of prosperity.

Credit Rejections Drop

Radio has done for us two things, which I am certain no other medium could have been able to do. First, it brought to our furniture showrooms, which are just outside the central shopping district, a better class of customer—creating a new market for us in finer furniture merchandise. And just as important, it has expanded—and at the same time refined—our budget business. Prior to our entrance into radio, our credit rejections were averaging around 15%. Now, after a full year on the air, credit rejections average only 1% of applicants.

It was on Nov. 3, 1941, that we purchased *It Happened Today*, a 15-minute dramatized news show on WPEN, Philadelphia, Mondays, Wednesdays and Fridays. The only dramatized news show on a Philadelphia station, it had been building an audience for several weeks as a sustaining feature. Written and directed by Robert H. Bloomfield, continuity director of WPEN, the program was highly satisfactory. We provided only commercial material and the station wrote the entire show, including commercials.

Business Soars

Since radio was an untried venture for us we took the program on a trial basis for 13 weeks. After all, it is an advertiser's privilege to be cautious and to seek full value for each dollar he spends. If the results justified it, we intended to renew for the balance of the contract year after the 13-week trial period.

Once on the air, it did not take us long to realize that we had "struck it rich" with radio. Although we had not, at the time, broken down our sales figures for 1941, by early January, 1942, our sales had begun to soar to unprecedented heights. Our business for 1941 had shown the greatest rise for November and December which is normally a slack period. It was our first two months in radio. The answer was obvious. Our radio program was doing the job we expected. I am frank to admit that we found in radio a "pot of gold."

It was all the more remarkable to us because this was a period that brought depressing war news at home and abroad. It was a period of growing Government regulation. It was a period of general recession in furniture trade as sales dropped sharply in other stores. But it was radio that turned the trend for Crane Brothers.

Entire Sale Item Told

There was no question but that it was our radio program which brought about this rise in business. We were sure of it. We had been able to check by the response of our customers. In many instances they told us they had heard our program. In other cases we noted that they asked for the particular merchandise being advertised on the air. During the Christmas buying season of 1941, the commercial copy on three programs was devoted entirely to fireplace sets. Before Christmas day we had completely sold out our entire stock of fireplace sets.

It was only the ninth week of our 13-week trial period and already we found it expedient to act upon our option earlier than we had expected. Accordingly, we renewed the program to continue for the full 52-week period until Oct. 31 of last year. And it was without any hesitation, in face of continuing adverse conditions in the furniture industry, that we again readily renewed *It Happened Today* for 52 more weeks to make for our second year in radio.

Earlier last year, when we fully analyzed our sales records, we found that the year 1941 was the biggest in sales and dollar volume in our 35 years in the retail furniture business. And since most of this volume came in November and December, we were just as correct in assuming that a large portion of it was due directly to our radio program.

Higher Type Customers

Before many more weeks rolled by, we began to realize a most significant fact. Our radio program was bringing about a change in the type of our customer. A change for the better. We began getting a more substantial type of customer and our unit sales began to rise accordingly. Although we were out of the better shopping district, we were getting the better class of furniture buyers who do not usually shop in this neighborhood. It was the kind of store traffic we had always hoped to get. And now, thanks to our radio program, we were actually getting it. Moreover, our budget business continued to expand.

Our sales reports for July also proved very interesting. In keeping with the upward trend of our sales, it was our biggest month. We regarded that as an unusually fine record, especially since the weather in July was against us. One week's promotion on our radio program of living room chairs and easy chairs brought us the biggest volume of business in that line during the firm's entire 35 years in business. More recently, in October of last year, our records showed the biggest month sales on expensive bedroom suites, which we featured extensively in our radio copy.

Business Still Grows

Our system of checking each day against the same day in 1941 shows that we are equalling and even bettering our 1941 mark. Our business in 1942 promises to be more profitable than in any other year. That we attribute entirely to the better class of customer we are getting since we began our radio program, and to the expansion in budget business.

I think we are putting the advertising medium on the spot when I say that we are relying on our radio program to continue to pull for us the way it has been doing. Except for some small insertions of an institutional nature in the classified columns of only one local newspaper, we are depending solely on radio to keep bringing in business. From the undeniable evidence of our sales records, we feel certain that a radio program which can build an audience for us also is a sales-getter.

Is it any wonder we are so firm in our conviction that radio can be depended upon to create sales for the retail furniture store in face of a sagging market?



RENEWAL TIME at NBC central division finds A. E. Taylor, advertising manager of Skelly Oil Co., signing for an additional 52 weeks on the company's early-morning news show, featuring Alex Dreier, commentator recently returned from a London assignment. Contract ceremony approvers are: (l to r) George Diefenderfer, NBC salesman; J. W. Shaw, account executive of Henri, Hurst & McDonald, Chicago, agency; Paul McCluer, NBC central division sales manager, and W. Ward Dorrell, who is the radio director of Henri, Hurst & McDonald.

Name Omitted

INSTEAD of a concise station break, the control room of WPDQ, Jacksonville, waited on a dead silence. Managers, editors, directors rushed in to confront an unhappy announcer. "Gosh," he bleated, "I couldn't remember the call letters!"

St. John in New Series

ROBERT ST. JOHN, commentator and former London correspondent of NBC, will be heard on NBC starting Jan. 4, at 10 a.m., in a five-weekly discussion of prominent personalities actively engaged in various phases of the war effort. Program will open with a chatty biography of the news personality of the day, followed by a discussion of his work and problems, and an analysis of their impact on the average listener.

Series is designed to clarify for the housewife the basic problems of the war, in terms of persons concerned with their solution. Program replaces St. John's 1:45 p.m. series started recently on NBC on a five-weekly basis.

KWIK KWIZ

FOR BROADCAST-BUYING BOOKWORMS



K_ _ _ _ _



M_ _ _ _ _ _ _



B_ _ _



C_ _ _ _ _

One guess as to Kansas City's "best-seller" this year and every year. Exactly—it's KMBC, the author of so many fascinating stories of successful radio advertising. The record book shows KMBC carrying more national spot business than any other Kansas City station—which speaks volumes for KMBC's pulling power. Strictly for publication, KMBC leads in Kansas City by nine different standards of radio station superiority. We're first in program production—first in promotion, in public service—in popularity of network programs. First, in fact, by almost any gauge you might apply. So if you're interested in getting "rave" reviews from your severest critics, the listeners, put a show on KMBC. From the first edition on, you'll know you've got a classic in sales-boosters.

KMBC

OF KANSAS CITY

FREE & PETERS, INC. CBS BASIC NETWORK

THE ANSWERS

K IS FOR KNIGHT (Eric)

M IS FOR MITCHELL (Margaret)

B IS FOR BUCK (Pearl)

C IS FOR COWARD (Noel)

Place of Advertising After the War Will Be Studied by Conference Board

A SCIENTIFIC study of advertising and the place it will occupy in the post-war economy, with special attention to its part in the reconstruction of the consumer market after the war, will be started early this year by the National Industrial Conference Board, a non-profit institution for research in problems of industrial economics and management.

Study, as outlined to BROADCASTING by Leonard Kuvin, administrative director of the Conference Board, will appraise advertising as an instrument of economic development and social progress and not merely as a means of promoting the sale of consumer goods.

Raising Fund

It will take from six months to a year to complete, he said, and will be underwritten by the entire advertising industry. A committee of 11 leaders of American business is now raising a fund of $200,000 to finance the study.

Explaining that the NAB has already pledged its support of the project in the name of the broadcasting industry and that the four nationwide networks have also pledged contributions, Mr. Kuvin said that a letter to the regional networks and individual stations will go out shortly. In mid-December, he said, letters were mailed to national advertisers, advertising agencies and publishers of magazines and newspapers.

Idea for such a study was first broached to the NICB last summer by James F. Bell, chairman of the board of General Mills, Mr. Kuvin explained. When the organization agreed that such a study was needed and that it was equipped to handle the research, Mr. Bell organized his sponsoring committee, whose other members are: W. B. Bell, president, American Cyanamid Co.; Ralph Budd, president, Chicago, Burlington & Quincy Railroad; C. M. Chester, chairman of the board, General Foods Corp.; W. D. Fuller, president, Curtis Publishing Co.; Walter S. Gifford, president, Americal Tel. & Tel. Co.; A. W. Robertson, chairman of the board, Westinghouse Electric & Mfg. Co.; Alfred P. Sloan Jr., chairman of the board, General Motors Corp.; Arthur Hays Sulzberger, president, *New York Times;* Niles Trammell, president, NBC; Thomas E. Wilson, chairman of the board, Wilson & Co.

Objective of the study, as stated in a prospectus prepared by the committee, "is to assemble and present impartially for general use the facts regarding the extent of the use of advertising as a tool of the American enterprise economy, and its economic and social effects upon the level and pattern of American living during the period of expansion since the last war. The investigation is designed to bring together for the first time in a comprehensive way, for the use of everyone concerned with advertising as consumers, producers, advertisers, or from the point of view of public policy, reliable and practical information about advertising as an industry and as an economic and social force in American life."

Scope of Study

Study will not concern itself with the problems of advertising copy or presentation or other matters of technique, Mr. Kuvin said, but will investigate such fields as the part advertising plays in stimulating technological progress which produces new consumers' goods and new fields of employment, or the cultural contributions of advertising, such as the sponsorship of broadcasts of symphony concerts by industrial companies, which tend to raise the musical tastes of the nation.

Questionnaire method will be largely used, he said, in collecting data which will then be studied by technical advisory committees of experts from the various fields of advertising. A number of these committees will be formed and will be called together frequently to give practical guidance to the various phases of the research and to keep it alive and prevent its degeneration to a mere desk job.

The money which is being raised to finance the work will be divided into two equal parts, Mr. Kuvin stated. $100,000 will be allotted to research and the other $100,000 to the presentation of the findings of that research in popular form. The sponsoring committee, he said, has insisted that this not be a dry-as-dust reference work to be studied by a few research students but a usable guide for advertising men that can also be understood by public at large.

Among the main topics to be studied, with the cooperation of the technical consulting groups in the various fields affected, the prospectus lists the following:

1. The relation between advertising, productive expansion and employment.
2. The relation between advertising and technological development.
3. The effect of advertising on total national consumption, i.e., on plane of living.
4. The effect of advertising on diversity of goods and services, i.e., on pattern of living.
5. The effect of advertising on per capita use of staple commodities.
6. The effect of advertising on distribution of family income between consumption and savings.
7. The effect of advertising on per capita use of specialties.
8. The effect of advertising on flow of necessaries, comforts and luxuries, respectively.
9. The relation between advertising and the growth of use of consumer credit.
10. Advertising as integral part of management of selling and cost of distribution.
11. The role of advertising in support of the press.
12. The support given by advertising to broadcasting, to the system of radio communication, in private hands, as distinguished from government broadcasting.
13. The dimensions of advertising as an industry.

Gould-Moody Pamphlet

TECHNICAL standards and good enginering practices of the NAB for electrical transcriptions and recordings for radio have been published in handy leaflet form on durable stock by Gould-Moody Co., New York, manufacturers of Black Seal Glass Base discs, and are being distributed without charge to those requesting the folder.

Harry Fox Signs AMP, WBS Pacts

Copyright Fees for 1943 to Remain at $10 per Master

HARRY FOX, agent and trustee for a large number of publishers including the majority of ASCAP's publisher members, has negotiated contracts with Associated Music Publishers and World Broadcasting System for the use of the music of these publishers in their transcription library services during 1943 at the rate of $10 per tune per master recording, Mr. Fox reported last week.

In November, Mr. Fox had announced that his principals were in 1943 reverting to the former royalty fee of $15 per composition per master on the basis that the reduction had been given only as a temporary measure until the majority of stations had again taken out licenses from ASCAP following the break between that music licensing organization and the broadcasting industry in 1941.

When the increase was announced, however, Mr. Fox said that the transcription companies protested that with the Petrillo ban on the recording of new music they would like to retain many previously recorded numbers in their libraries and that this would be prohibitive at the $15 rate, so his publishers consented to continue the reduced fees for another year. New contracts are practically the same as those for 1942, he said.

NBC a Holdout

NBC radio recording division and Lang-Worth feature programs did not last year sign the contracts offered by Mr. Fox and are not expected to sign for him for 1943. NBC has made individual long-term contracts with a number of ASCAP publishers for the use of their music on the Thesaurus recordings.

Lang-Worth has followed the policy of making individual deals for whatever ASCAP compositions it may wish to record, declining to accept the terms of the Fox contract which it feels would in effect make it a collection agency for Mr. Fox. NBC has stated that it would have no objection to dealing with Mr. Fox should any publishers request it to do so, as long as music can be obtained at terms acceptable to NBC.

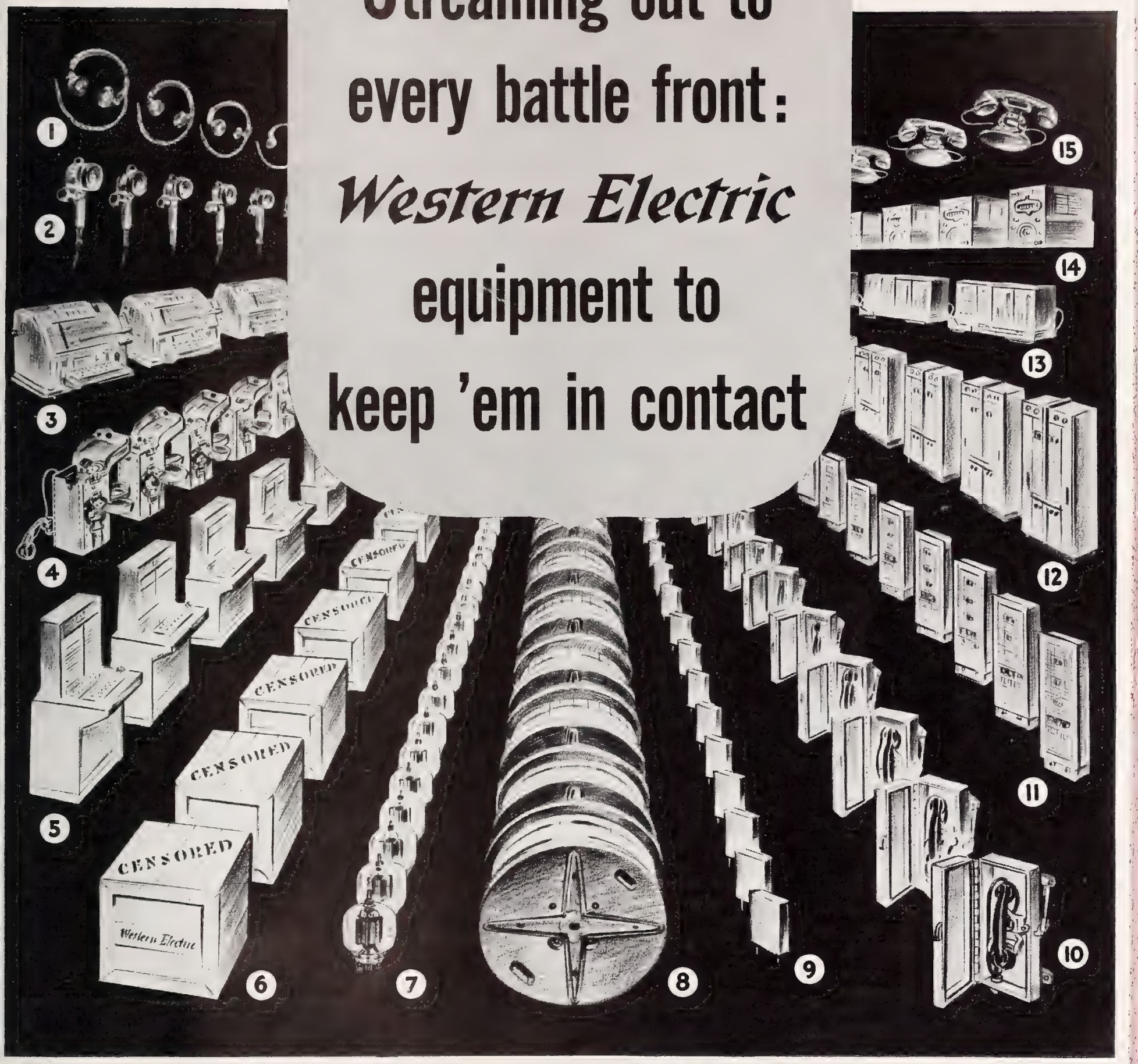
New Boston Symphony Series

A SERIES of concerts by the Boston Symphony Orchestra, conducted by Serge Koussevitzky, and designed for Latin American audiences by NBC's international division, began Dec. 30. Spanish listeners will hear the concerts Wednesdays, 11 p.m. to 12 midnight on WNBI WBOS WGEA WGEO WRUW, while Portuguese-speaking South Americans will hear the broadcasts on WRCA and WCBX, Thursdays, 6-7 p.m. The Boston Symphony started a special series of concerts for American listeners on the BLUE Dec. 26.

WSAI IS A
GOOD RADIO
STATION
IN A FINE
MARKET

WSAI
CINCINNATI'S OWN STATION
NBC & BLUE NETWORKS—5000 Watts Day and Night
Represented by Spot Sales, Inc.

Streaming out to every battle front: *Western Electric* equipment to keep 'em in contact



1 HEADSETS for many types of communication.

2 MICROPHONES of numerous types for planes, tanks, boats and gun crews.

3 TELETYPEWRITERS for military and industrial communications networks.

4 FIELD TELEPHONES for use on all battle fronts.

5 TELEPHONE APPARATUS of many kinds for industry, military camps and theatres of war.

6 EQUIPMENT of many types which can not be revealed.

7 VACUUM TUBES for many types of communications equipment.

8 FIELD TELEPHONE WIRE AND CABLE for armed services and war industries.

9 QUARTZ CRYSTALS for radio sets and carrier telephony.

10 SOUND POWERED TELEPHONES for cargo vessels and fighting ships.

11 BATTLE ANNOUNCING SYSTEMS for carriers and other warships.

12 FIXED RADIO TRANSMITTERS of many types for global communications.

13 RADIO SETS for use in army tanks.

14 RADIO COMMAND SETS for use in Army and Navy planes.

15 TELEPHONES for military and industrial communications.

11 out of 18 Poll

Eleven NBC programs land among the 18 winners in this year's RADIO DAILY Poll, as against 10 out of 18 last year. On the "Favorite Commercial Program" side of the fence, NBC advertisers take 8 out of the first 10 places as against 6 last year.

Our sincere thanks to the sponsors, artists and those behind the scenes for their part in enabling NBC to vault to new heights in this year's program popularity polls.



FIRST PLACES

11 out of 18 on NBC!

Favorite Entertainer—Bob Hope

Favorite Commercial Program—Bob Hope

Favorite Comedian—Bob Hope

Favorite Dramatic Series—One Man's Family

Favorite Male Vocalist (Classical)—Richard Crooks

Favorite Quiz Show—Information Please

Favorite Sports Commentator—Bill Stern

Favorite Symphony Conductor—Arturo Toscanini

Favorite Female Vocalist (Popular)—Dinah Shore*

Favorite Male Vocalist (Popular)—Bing Crosby

Favorite Educational Program—Chicago Round Table

*Also heard on another network



FAVORITE ENTERTAINER

7 out of 10 on NBC!

Bob Hope

Jack Benny

Bing Crosby

Fibber McGee & Molly

Edgar Bergen

Red Skelton

Eddie Cantor

Winners on NBC!



FAVORITE COMMERCIAL PROGRAM

8 out of 10 on NBC!

Bob Hope
Fibber McGee & Molly
Jack Benny
Kraft Music Hall
Information Please
Chase & Sanborn Hour
The Aldrich Family
Red Skelton



FAVORITE COMEDIAN

8 out of 9 on NBC!

Bob Hope
Jack Benny
Fibber McGee & Molly
Edgar Bergen
Red Skelton
Eddie Cantor
Abbott & Costello
Fannie Brice



FAVORITE DRAMATIC SERIAL

TOP 3 on NBC!

One Man's Family
The Aldrich Family
Vic & Sade*



FAVORITE SYMPHONY CONDUCTOR

TOP 3 on NBC!

Arturo Toscanini
Leopold Stokowski
Frank Black

THIS IS THE NATIONAL BROADCASTING COMPANY

BROADCASTING
and
Broadcast Advertising

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SOL TAISHOFF, Editor

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It Would Help

DEEP CONCERN over the future of scores of small radio stations has been expressed by various Government agencies. The FCC has just sent to some 300 stations questionnaires designed to provide data on revenue, operating losses etc. [BROADCASTING, Dec. 28]. With that information the FCC hopes, in collaboration with the OWI, to arrive at some solution to the fast-dwindling income problem which confronts the smaller stations.

During World War I—before radio's meteoric development—the Government put across many ideas through newspaper advertising. Copy was provided by Government agencies and newspapers were privileged to sell the space to local merchants, either as individuals or on a participation basis.

Today conditions have changed. With rationing of virtually all essentials scheduled in the near future, the smalltown retailer must necessarily curtail his advertising budget, with national advertisers placing the larger share. That national advertisers plan to keep trade names before the public, is indicated in present copy. C. M. Chester, chairman of General Foods Corp., in his yearend summary for the Dec. 28 BROADCASTING, said: "A recent survey among our 67,000 stockholders indicates that more than 88 in every 100 believed that the company's policy on continued advertising of its brands, the sale of which has been restricted because of war conditions, is 'advisable', or 'of some benefit'."

Radio reaches into virtually every home in the country. In the year just ended the four major networks alone devoted well over 4,000 hours to broadcasting war effort programs and announcements [BROADCASTING, Dec. 28]. That figure does not include the hundreds of hours given by small stations. It was estimated by Elmer Davis that aggregate time worth $64,000,000 was donated by the industry last year.

Network revenue has been a boon to the larger outlets but the small non-network broadcaster, who has depended on national spot advertising, plus some local sales, has seen his income dwindle while his operating expenses have increased or, to say the least, have remained stationary.

Networks and larger stations, with necessary facilities, are permitted to originate sponsored programs from Army and Navy camps and stations. But most of the smaller broadcasters, who have neither facilities nor personnel for such pickups, can't replenish their lost revenue with similar programs.

As a thought in line with the "save-the-small-stations" campaign, why not provide them with Government programs for sponsorship? Libraries of transcribed broadcasts and scripts embracing Government objectives (similar to the type now being aired gratis) could be offered those small non-network stations which are doing outstanding jobs in their respective communities.

Fortunately the OWI is considering a move in that direction. At the three-day meeting of the regional directors and consultants in Washington last week (see page 9) William B. Lewis, OWI radio bureau chief, announced plans for a daily transcription to be offered stations with the privilege of selling the time if they wish.

Some stations might prefer, however, to draw on local volunteer talent and produce their own shows. In such cases the Government could provide scripts.

The various Government agencies maintain radio branches, staffed with experienced personnel largely drawn from the industry. In the last year these agencies have turned out hundreds of hours of radio scripts, transcriptions and spot announcements which have been used by every broadcaster in the country. If Government programs are necessary and the American people listen to them, then certainly on a sponsored basis they would provide fertile fields for the advertisers with money to spend to keep trade names alive.

We call this thought to the attention of the OWI, FCC and other Government agencies interested in the continued operation of radio as an integrated broadcast service, as perhaps offering a partial solution of the vexing problem of saving the "losers".

HOW BIG is radio's manpower problem? As Mr. McNutt and Gen. Hershey ponder the question of whether this position or that in radio should be classified as essential, it is interesting to note the results of a survey completed recently by the NAB. This reveals that in 601 of the 909 stations in operation there are only 2,464 men whom the owners deem "necessary men in critical operations". Not so big a problem after all, if radio is really an "essential" industry, as we've been told.

'Lay-Away' Plans

OUT OF A Washington that is bursting its buttons with war strategists and workers emanate hundreds of ideas, plans, reports and rumors about what's going to be done to hedge against disruption of things in the post-war economy. Most of the plans go up in smoke, but that doesn't stop the deluge. Washington continues to teem with plans and projects. Now and again there bobs up something that appears to have real merit. We're talking now about the economic side. Naturally there's no belaboring the job of the military commands who necessarily work behind a cloak of secrecy, and against whom these days there's little complaint.

One project that has been looking for a spot to light in the economic sphere now appears to have gained sufficient momentum to get a real hearing. It's the "lay away" buying plan—purchase of post-war products such as automobiles and durable goods, on a merchandise certificate basis. Several different ideas have been advanced. There appears to be no integrated plan yet but, with proper support, one is destined to take hold.

Even without the details, we believe the Office of Price Administration is on the right track. There must be inducements to the public. If the people, now enjoying a greater earning capacity than ever before, can buy merchandise certificates that will appreciate in value, to be used to purchase that new car or radio (and perhaps television-combination) or other merchandise now frozen when they become available, all concerned are helped.

The Government thereby siphons off excess purchasing power as a hedge against inflation. The Treasury gets immediate funds to help finance the war, buttressing tax and war bond receipts. Business generally gets a lift, because retailers would get a sales commission (6% is mentioned). Manufacturers would be given further incentive to promote brand names.

Actually such a project, properly exploited, might insure a post-war boom rather than a depression. It would provide manufacturers, now patriotically geared to war production 100%, with a back-log of orders geared to consumer demand. And it would immediately enable brand-name advertisers to divert from pure institutional and prestige themes to competitive promotion for the postwar or "victory" market.

We don't profess to know all the answers. A well-integrated plan hasn't yet been developed. Objections are raised to any plan under which certificates would specify particular brand-name items. There are reasons advanced, contrarywise, to any plan which would provide for the purchase of any items, or to the allowance of priorities of purchase to certificate holders.

Of one thing we are convinced. Some such "lay-away" plan can prove a real boon all-down the line. OPA is working on one, shortly to be released. The American Marketing Assn. has called a conference to devise a plan. Henry J. Kaiser, the master ship-builder, has proposed something along the same line. Many national advertisers already are exploiting one facet of the same thing—purchase of war bonds for acquisition of their products after the war.

With that calibre of brain-power and genius at work, something close to a fool-proof plan should evolve. Here's one project that will win the support of a united broadcasting industry.

We Pay Our Respects To —



MILLER McCLINTOCK

JUST before the turn of the 20th century, a four-year-old boy stood before the one-cylinder Oldsmobile his mother had left at the curb while shopping. As if in a dream, he slowly approached the heaving, coughing, noisy car. With great difficulty he clambered onto the high, front seat. Tenderly he fondled the instruments. Then, with sudden determination, he yanked a lever and off went the horseless carriage. And while the gentle folk of Cedar Rapids watched—petrified, frightened—the car careened down the street until it came to an abrupt halt at the curb.

This was Miller McClintock's first encounter with an automobile.

Twenty-five years later Miller McClintock who, back in 1898 had himself created a traffic problem, was again deeply absorbed in automobiles. But this time it was his job. He was director of the Bureau for Street Traffic Research at Harvard—a job that proved to be the forerunner of a brilliant career in a vital field, and culminating in his ascendency the other day to the presidency of Mutual Broadcasting System.

Within a few years Miller McClintock became the man whose job it was to stop the brutal, needless killing and mutilation of millions by automobiles. Only in his early 30's, McClintock was regarded as the founder and foremost member of a new engineering profession that took upon itself the momentous task of changing the highways, trade markets and social habits of America—the task of perfecting our flow of traffic so that it is unrestrained and safe.

McClintock began applying this scientific, analytical ability to the economic interpretation of traffic data, realizing that traffic was merely a reflection of the daily trade and economic habits of the American people. In quick succession he founded, on behalf of the advertising industry, the Traffic Audit Bureau which has analyzed the daily movements and people in 17,000 cities and towns throughout the United States. Then he became the head of the Advertising Research Foundation, dipping into the functions of all advertising media.

This is the Miller McClintock who, at 48, becomes the first paid president and chief executive of Mutual.

How does McClintock, who has never been in radio, feel about taking over the management of this 207-station network, the largest in the world?

That's a question you don't ask McClintock if you know anything about his life. McClintock is used to tusseling with new jobs and new problems. He has never stayed with any job where he doubted the social value of his work.

His first job after graduating from Leland-Stanford in 1918, was on the *San Francisco Bulletin* as a reporter. But his employment in the Fourth Estate was short-lived. Overpowering temptation to remain under Lem Parton (now of The North American Newspaper Alliance), McClintock announced to his wife one morning at breakfast that he was going to teach English at his alma mater, with considerably less pay.

Now the young university instructor had every right to be happy. At 26 he was married and well-established in the teaching profession.

One day, however, the young instructor dismissed his class in Chaucer, came home, called for his wife, and said: "We're getting out; I'm quitting! I thought I'd be happy shaping the lives of young men, but I'm not doing much shaping, and even if I were, I wouldn't be happy at it. I want to get into something that has to do with modern problems, real ones!"

His wife listened calmly. "What would you like to do?"

"We'll go to Harvard. I'd like to study municipal government under Professor Munro; there's a field that's alive."

Once in Boston the thing to do was to get a job. At Boston the only course left was financial publicity. "I'll take it," said McClintock.

"I don't know finance and I don't know publicity, but no one knows anything about the subject. The students and I will find it out together." The dean, impressed with the young man's frankness, gave him the position and Miller taught the course for two years.

Before Mr. McClintock had been at Boston three full years his thesis, "Street Traffic Control", was completed. So vital had this question become that the thesis was published as a book and the young instructor found himself holding the reins of a real problem.

Automobiles were rolling off the assembly lines; Americans were buying them; but the roads were fast becoming choked. Action had to be taken and traffic commissions were quickly organized to carry out Dr. Miller McClintock's suggestions in his book, *Street Traffic Control.*

Soon Mr. McClintock became director of the Bureau for Street Traffic Research at Harvard, holding that post 13 years. During this same period he also directed Harvard's Bureau for Municipal Research.

In 1933 he began to meet some of the men who later appointed him to the post of chief executive of the Traffic Audit Bureau, set up by the Assn. of National Advertisers. Under his direction the bureau became the national authority that evaluates outdoor advertising.

Mr. McClintock's work with the ANA and other advertising organizations led to his selection in 1939 as director of the Advertising Research Foundation. He was soon working closely with representatives of various industries through their trade associations. Recently he was market research advisor to the can manufacturing industry.

In the fall of 1941 Messrs. Paul West, ANA president, John Benson of the 4A's and Chester LaRoche, et al, got together to find an active director for advertising's wartime organization, The Advertising Council. They picked Miller McClintock, a brilliant speaker, a skillful organizer and a diplomatic executive, to head the council, sponsored by all elements in the industry to help the Government utilize the power of advertising in war.

Now in January, 1943, Mutual turns to Miller McClintock for leadership.

What future does Mutual's new president see in radio? Network radio, he says, had "during this war period made phenomenal contribution to the unity, understanding and morale of our people. The challenge of the war period, however, dwindles into insignificance in comparison with the reconstruction problems after the war.

"American radio will, as no other influence, tie together the culture and civilization of a new world," said Mr. McClintock as he looked ahead to the role of radio in a postwar world, an industry in which he is destined to occupy a prominent place.

For the benefit of the statistically minded, Miller McClintock was born in Cedar Rapids, Neb., June 13, 1894. He married the former Hazel Barton, and is the father of two sons, Thomas, aged 15, and John William, 13.

Personal NOTES

LORIN MYERS, former merchandising and publicity director of WSB, Atlanta, has been named assistant sales manager. Charles McClure will now handle merchandising and Mary Caldwell takes over the publicity duties.

K. L. YOURD, attorney for CBS Washington, recuperating from an operation, returned to his desk last week.

DON U. BRIDGE, former advertising director of the *New Yor' Times*, has been appointed consultant to the advertising section of the Treasury War Savings Staff to handle newspaper War Bond advertising.

HON. J. L. THORSON, former Minister of National War Services in the Canadian government, under whose jurisdiction came radio broadcasting, has been appointed judge of the Copyright Appeal Board at Ottawa.

MILTON N. GWALTNEY, former commercial manager, has been promoted to manager and program director of WPID, Petersburg, Va. New commercial manager is Ralph L. Spangler.

MATTHEW CORDON, former news editor of CBS, currently chief of the Foreign Service division of the OWI and author of the recent book, *News Is a Weapon*, was guest speaker Jan. 2 on *Of Men & Books* on CBS.

G. S. McALLISTER, CBS director of construction and building operations, has been given a leave of absence to attend the War Dept. Third Army orientation course, designed to train business executives in coordinating war activities with civilian life. Course is given at the Command & General Staff School, Ft. Leavenworth, Kan.

LT. KENNETH W. STOWMAN, former public relations manager of WCAU, Philadelphia, has been assigned to radio publicity with the public relations office of the Navy in Philadelphia.

PERRY HYLER, formerly of KDYL, Salt Lake City, was inducted into the Army last week.

ROBERT M. SCHOLLE, formerly sales manager of WQXR, New York, and more recently affiliated with the Atlantic Coast Network, has been appointed director of sales of WLIB, Brooklyn. Louis W. Berne continues as sales promotion manager.

BOYD RIPPEY, merchandising and promotion manager of KFRC, San Francisco, for the past year and a half, recently was transferred to the sales department as account executive. Frances Sarcander, formerly manager of the Santa Cruz studios of KDON, Monterey, Cal., has replaced Rippey in the promotion department.



BEHIND the MIKE

DON WILSON, announcer on the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp., and Marusia Radunska, were married in Harrison, N. Y., Dec. 17.

FRANCIS J. KENNEDY, continuity director of WHBF, Rock Island, is the father of a boy.

DEANE DICKASON, San Francisco author, traveler and foreign affairs expert, has started a twice-weekly quarter-hour commentary on CBS Pacific stations. He has circumnavigated the world 22 times.

PERRY KING, announcer on the nightly two-hour program, *Evening Concert*, sponsored by Southern California Gas Co., on KFAC, Los Angeles, has joined the Navy as lieutenant (s.g.). Richard H. Cutting has taken over his former duties. Bruce Norton Buell, formerly announcer of KGFJ, Los Angeles, has also been added to KFAC.

MILTON BACON, New York writer, producer and narrator on the weekly CBS program, *God's Country*, was in Hollywood during late December to collect special California material for future broadcasts.

DON CUNLIFFE has joined the continuity department of CKMO, Vancouver, and Audrey Wood is a new receptionist.

CLAIRE WALLACE, Toronto women's commentator, currently of CFRB, Toronto, and Canadian Broadcasting Corp. network daily *They Tell Me* quarter-hour for the Department of Finance, was married to Lieut. James E. Stutt, Royal Canadian Ordnance Corps on Dec. 26.

MARGARET HERRON, traffic manager of CKBI, Prince Albert, Sask., is convalescing from an appendectomy.

FREDA M. SCHMEDT, traffic supervisor of WMAL, Washington, recently was married to George F. Meeter of Philadelphia, Pa. John Barlett and Bill Jenkins, formerly of WGNY, Poughkeepsie, have joined the announcing staff of WMAL.

FRED PARSONS, announcer of WSB, Atlanta, has announced his recent marriage to the former Doris Bassett.

MARGARET McBRIDE, of NBC New York, was the subject of a seven-page "Profile" in the Christmas issue of *New Yorker* Magazine.

JACK LOWE, formerly of WOR, WAAT and other Eastern stations, has joined the announcing staff of WWDC, Washington.

VAL CLARE, news commentator of CKLW, Windsor, now has three children in the Canadian fighting services. Two sons are in the Canadian Army, and recently 18-year-old daughter Betty joined the WRENs, Women's Royal Naval Service.

MARGARET WARNOCK, formerly a freelance writer, has joined the continuity department of WHBF, Rock Island, Ill.

CARL GOODWIN, formerly of WTBO, Cumberland, Md., and Crane Adv. Agency, Plainfield, N. J., has joined the announcing staff of WPEN, Philadelphia. He succeeds Ray Derry, inducted into the Army Dec. 29.

JACK RILEY, former freelance announcer and actor of Philadelphia stations, where he was known as Jack O'Riley, has joined the announcing staff of KYW, Philadelphia.

PRODUCTION MAN'S REVENGE

The promotion department of CKOC, Hamilton, Ont., clipped out Thomas Nelson's "Early Morning Shift" from a recent issue of BROADCASTING *and put it on the production department's bulletin board. Wes Cox, currently handling CKOC's "Daybreak Serenade", early risers' program, took note of it and penned what might be termed a rebuttal.*

How can a man write stuff like that
In the upper belfry he's got a bat.
The morning shift ain't quite so glamorous
It's something about which you can't get amorous.

You wake up cold in the 6 o'clock moonlight.
You crawl out of bed saying, "It just ain't right":
You go to work in a crowded bus
Or walk through the wind and the rain and the slush.

There's not time for breakfast—there's no time for talk;
You mutter and curse as you walk and you walk.
You shiver and shake and prop up your eyelids
You stammer and stutter and envy the news kids.

You go on the air, you're blue with the cold,
And read of the Russians enjoying the snow.
You tell of calamities, earthquakes and strikes:
You chatter 'bout violence and international dislikes.
Then you're supposed to say with a smile—
"Get up—catch a bus—and how's your bile?"
So—from their lofty peaks—PHOOEY!

ALICE T. WILSON, secretary to A. L. Ashby, NBC vice-president and general counsel, was married Monday, Dec. 21, to Pvt. John J. Marger, Army Air Forces, formerly real estate manager of the Emigrant Industrial Savings Bank.

CPL. MICHAEL J. FOSTER, formerly of the CBS publicity department, reported at Camp Stewart, West Point, early in December, to work on the post newspaper. While stationed at Geiger Field, Spokane, Washington, with the Army Air Force engineers, Cpl. Foster wrote a column for the Base newspaper entitled "Dust From Engineers."

JACK ROURKE, formerly an announcer of W67NY, CBS FM station in New York, has been transferred to the all-night announcing staff of WABC, New York.

ROGER WAYNE, assistant musical director of WLIB, Brooklyn, has been assigned to serve as acting chief of the station's production department. Recent additions to the station's personnel include: Asya Zucker, sales staff, and Ken Josephs, news staff.

CHARLES A. EARLEY, formerly of various Pennsylvania press associates, has joined the staff of KDKA, Pittsburgh, as night news editor.

ALUN WILLIAMS, chief announcer and night program manager of WMCA, New York, left Jan. 3 to join the Ferry Command. He is succeeded by Joe O'Brien, who has handled various assignments for the station in the past, including sports, special event and feature program announcing.

ROBERT BALL, from Salt Lake City, Utah, is the newest addition to staff of WWDC, Washington.

SAM SCHNEIDER, farm editor of KVOO, Tulsa, is the father of a girl. Gene Beach, former AAA employe, has joined the farming editorial staff of KVOO.

SYLVIA L. CHANDLER has joined KVAN, Vancouver, Wash., as office manager and program director. She was formerly at KAST, Astoria, Ore., and KOOS, Marshfield, Ore.

JIMMY SIMPSON has been appointed program director of WAIM, Anderson, S. C., succeeding Charles Ford. Sam Gaines has been added to the WAIM announcing staff.

DAVID HINSHAW, for the last four years with Standard Oil Co. of New Jersey in a public relations capacity in connection with Latin American problems, has joined the Institute of Public Relations, headed by Ben Lichtenberg, as vice-president.

MILLICENT TRALLE, former director of women's programs of WFAS, White Plains, N. Y., has been appointed assistant to the director of the American Flying Services Foundation.

MARTIN BLOCK, announcer on various network shows, and conductor of the *Make Believe Ballroom* on WNEW, New York, has resigned his commercial announcing chores on the CBS and NBC broadcasts of *Pepper Young's Family*, sponsored by Procter & Gamble Co., Cincinnati. He continues on the *Ballroom* and on several Lucky Strike programs.

MAC C. MATHESON, formerly traffic director of Arizona network and now with the Army Air Forces, has been promoted to corporal. He is currently stationed at Roswell Field, N. M.

JACK ELIASSEN, formerly with KDON, Monterey, has joined the announcing staff of KFBK, Sacramento.

GEORGE WEISS, formerly announcer at WGAC, August, Ga., and now radar engineer in the Army Air Forces, has joined a bombardment squadron in Louisiana.

JOAN HARDING, Washington commentator and BLUE network conductor of the *Men of the Sea* program, recently was married to Lt. Robert Heller, USNR. After a short leave of absence, Mrs. Heller will resume her duties with BLUE.

KENNETH ROMNEY, news editor of WMAL, Washington, has been inducted into the Army, and is now stationed at Fort Stevens, Ore.

Hooper Day Report

THE Hooper December National Daytime Report shows *Kate Smith Speaks* and *Portia Faces Life* tied for first place as the most listened to daytime program of the month, according to the coincidental surveys of the Hooper organization. Others of the top ten weekday daytime programs for December are: *Stella Dallas, Life Can Be Beautiful* (tied); *Big Sister, Our Gal Sunday* (tied); *When a Girl Marries, Right to Happiness, Young Widder Brown, Vic and Sade* (CBS broadcast). Variation in ratings of first and tenth program is only 1.4. Top rating weekend programs not included in the weekday list are William L. Shirer, first, and *Prudential Family Hour*, second.

WGAN campaigns for

★ Radio Stars
★ Sponsors
★ Network
★ Agencies



WGAN launches the largest radio promotion schedule ever put on in the Maine area . . . starting with a 12-COLUMN advertisement, picturing 53 CBS radio stars . . . which appeared in 16 daily and weekly newspapers in Maine, including every daily newspaper.





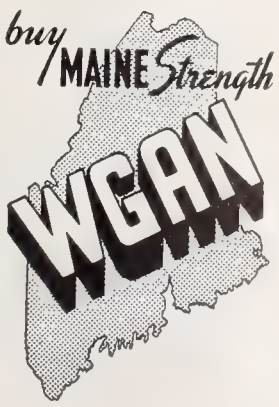
This represented a combined circulation of over 280,000 copies . . . OVER A MILLION READERS (on the conservative basis of four readers per copy the entire population of the State of Maine.)

Now following up this initial advertisement, promoting the individual stars, with insertions in daily and weekly newspapers throughout Maine.

WGAN through this extensive newspaper advertising is pointing out to the people of Maine the complete radio service it provides . . . made possible by the combined efforts of stars, sponsors, network, agencies and station.



Maine listeners . . . MAINE PEOPLE WITH MONEY TO SPEND . . . are dependent on Maine radio as never before for their entertainment and information.



WGAN

Maine's Voice of Friendly Service

PORTLAND, MAINE

5000 Watts

MEMBER COLUMBIA BROADCASTING SYSTEM

560 Kilocycles

Buffalo's Most Powerful Transmitter Plant

GIVES

WGR

BUFFALO'S LARGEST REGIONAL COVERAGE

5000 WATTS BY DAY

1000 WATTS DIRECTIONALLY INTENSIFIED BY NIGHT

BASIC MUTUAL 550 K.C.



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

Merchandising & Promotion

Newspaper Ads—Teaser Campaign—Sealtest Study Milwaukee Survey—Bakery Catalogue

A STATEWIDE newspaper campaign calling attention to its CBS programs is being used by WGAN, Portland, Me.

Station placed a 12-column ad, picturing talent of 53 programs, in every daily newspaper in Maine, in addition to some of the outstanding weeklies. The 12-column ad is being followed up in weekly publications in WGAN territory with two-column ads, exploiting and promoting the star and his program. This campaign will run 13 weeks.

"We believe strongly in the effectiveness of the weekly newspaper," said Creighton E. Gatchell, WGAN manager. "Readers interest is very high and for all practical purposes a weekly newspaper is read completely."

That's one reason why WGAN is exploiting the individual stars in the weekly campaign. Another is the fact that the smaller newspapers carry little radio information.

* * *

Milwaukee Survey

WTMJ, Milwaukee, has released a booklet with results of more than 85,000 telephone calls in local survey. Milwaukee and its suburbs are booming industrially with purchasing power of residents far above average purchasing power, it is claimed.

BALTIMORE'S BLUE NETWORK OUTLET

NBC

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York - Chicago - San Francisco

Sweet Sixteen

REFERRING to the number of cities in the station's guaranteed area, the slogan "It's A Sweet '16'" is featured in a "teaser" campaign conducted by the promotion department of WOR, New York. Campaign emphasizes the population increases in these cities since December of last year, as a result of increased war production. Station is stimulating employe interest in the drive by displaying the slogan on large posters in studios and hallways. Sales division is supplied with cards bearing the slogan, and an additional line which reads: "Ask your WOR account executive why it is and what it is!" A similar technique was used successfully in an earlier "New Business Front" campaign.

* * *

Sealtest Survey

HOW SUCCESSFUL the Rudy Vallee Sealtest program on NBC has been in promoting sales of Sealtest multi-brand ice cream products in 29 States is the subject of an NBC brochure now being distributed to advertising agencies and industrial firms by NBC as the third case history in a continuing series of product studies by the network. Figures on which the presentation is based, were compiled from a survey by C. E. Hooper Inc., in 18 representative cities in the East, Midwest and South during the week of Aug. 17-22.

* * *

Huge Catalogue

GIANT 17x22 inch catalogue, printed on heavy stock and stapled with plastic rivets has been distributed by W. E. Long transcription service, makers of spot featurettes. Catalogue plugs W. E. Long bread sales programs and includes huge enlarged pictures of Featurette stars.

* * *

$1,000,000 Bond-Man

FACSIMILE of the *Ohio State Journal*, Columbus, with a sales message overprinted in large red letters, plugs "Genial Jim" Cooper, news commentator for WBNS, Columbus, as million-dollar "bond-man" at large.



Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT

Meet the LADIES



VIRGINIA MANSELL

THE MANAGEMENT of WLAC, Nashville, will tell you to "keep your eye on Virginia Mansell", and anyone with any vision at all will agree that it is an excellent idea. But in the case of this talented young lady, it is also a pleasure to *listen* as she m.c.'s the program *Beyond The Looking Glass*, six-weekly over WLAC, Nashville, in addition to heading the traffic department of this 50,000-watt station.

Virginia Mansell is a native of Boston, and was educated there, being graduated from Emerson College in June, 1942. She participated in many shows presented by WEEI, Boston, and produced student shows for WMEX. Virginia had planned a prosaic life as a teacher of speech and dramatics after graduation. Came the war, however, and the best laid plans, etc. etc. So she volunteered for a job with the USO at Camp Forrest, near Nashville. Shortly thereafter, WLAC beckoned and Virginia answered.

If you ask Virginia about her favorite pastimes, hobbies, or ambitions, she will tell you: "I'm in radio for life; my favorite pastime is attending the theatre, but—confidentially—sleeping and eating are running it a close second and third choice!"

BILL STERN, NBC sports director and sportscaster, has been signed to play himself in Walter Wanger's "We've Never Been Licked" film based on the history of Texas A & M. After completing the Rose Bowl broadcast on NBC New Year's Day, Stern remained in Hollywood for the time needed to shoot his part in the picture.

WHKY

HICKORY NORTH CAROLINA

5,000 WATTS DAY

1,000 WATTS NIGHT

For complete details write
HOWARD H. WILSON CO.
Chicago - New York - Kansas City
San Francisco - Hollywood

1290 K.C. BLUE NETWORK

Purely PROGRAMS

WITH EMPHASIS not so much upon the physical dangers of war but upon ways of keeping small children emotionally healthy in times of stress, a CBS network series titled *Children and the War* begins Jan. 4, 4:30 p.m. Mrs. Clifton Fadiman, editor of Child Study Association publications and expert on child problems, conducts the programs, which will be based on material from the "Children in Wartime" course to be given at the Child Study Assn. beginning in January.

During the broadcasts a series of interviews with mothers, factory workers, noted psychologists and experts on child problems will deal with topics such as "How can children be expected to behave under conditions of anxiety and danger?", "What can we learn from British wartime experience with children?", "How can we explain war to young children and how keep them from being frightened at war?" Mrs. Fadiman discusses these during the first broadcast.

Future programs will be devoted to family background, how to handle behavior problems, the importance of play, children in war emergencies, bringing children into the war program, the effect of emotion on the physical stage and parents and children under war status.

* * *

Original Love Letters

TO ENCOURAGE letter writing to men in the service, *Notes of Love*, a transcribed musical series of 39 programs just released by Harry S. Goodman Radio Productions, New York, features Joey Nash, vocalist. Consisting of original love letters which lead into love ballads sung by Nash, each program includes three letters and three songs. Already several stations have contracted for the series to be offered for local sponsorship. According to the company the series was transcribed just prior to the recording ban and contains very recent melodies.

* * *

Rumor Quasher

TO HELP clarify various rulings and campaigns of Government agencies, with the ultimate purpose of dispelling false rumors, a half-hour evening program will be started on the Atlantic Coast Network, in cooperation with the Office of War Information. ACN is planning to augment its present schedule of live dance band remotes to a solid three hours nightly of straight dance music by name bands.

* * *

Commentators' Forum

THREE COMMENTATORS of WHN, New York,—Fulton Oursler, George Hamilton Combs and B. S. Bercovici—take part in a weekly discussion forum on WHN, entitled *Commentators' Round Table.* Robert Bellaire, former manager of the UP office in Tokyo, was heard as guest commentator on the initial broadcast of the series.

War Information Bulletins

PLANNED system to keep listeners of WTAG, Worcester, more fully informed on local and national matters relating to the war, has been inaugurated recently in the form of "war information bulletins" reminding listeners of time limits for use of ration stamps, messages from the WPB and OPA of tin can collection dates. Bulletins follow each 15-minute local news period and are in addition to Government spots.

* * *

Living Problem in Washington

PROBLEMS of men and women of all ages in wartime Washington is the subject of a new sustaining program on WINX, Washington, 8:15-8:30 p.m., Mondays, titled *My Problem Is . . . .* In charge is Martha Day, radio and magazine writer, of long experience in Washington. Without revealing identities she will bring to the microphone for discussion of their problems those seeking advice.

* * *

Art for Servicemen

KEEPING SERVICEMEN in touch with their artistic interests is the object of the new KGO, San Francisco program *Artists in Uniform,* started recently. The program consists of a forum discussion among men from all branches of the service.

* * *

American Democracy

GERMAN-LANGUAGE programs interpreting American democracy are running on WHOM, Jersey City, following a pattern similar to the Italian series now heard on that station. Italian-speaking faculty members of the city colleges give talks on various phases of democracy.

* * *

Food Problems

TO AID the housewife in the problems attending food shortages during the war, Jane Lee, home economist has started a series of round table discussions on *Woman's Magazine of the Air.* KPO, San Francisco. Authorities on the various food subjects are invited to appear on the broadcasts.

Farm Roundtable

EXPERIMENTING with a new forum discussion of farm problems, WGY, Schenectady, on Jan. 8 will start a new series, *Dinner With the Bishops,* which is set to run for six months. Guest on that day will be Millard C. Faught, of the New York office of the Agriculture Dept.'s recently reorganized Food Distribution Administration. To bring to public attention Farm Mobilization Day (Jan. 12), he will discuss with Mr. and Mrs. Bishop, directors of the series, what farm mobilization means to the farmer and consumer. A real dinner will be served during the broadcast by those in charge.

* * *

Junior News

NEWS for young people is presented by MBS in a daily series featuring Connie Desmond, announcer and sportscaster, and Georgie Ward, 13-year-old radio actor. Titled *Junior Newscaster,* the program brings brief summaries of the day's major news, a dramatized story of the day's American hero, educational features, letters to a big brother or father in the service and a human interest story.

* * *

Sports Thrills

SPORTS stars from Cincinnati and the nation take part in "My Favorite Sports Thrills," new feature of Lou Smith's *Sports Review* on WCKY. Guests relate their biggest thrill in a sports event as a participant or spectator.

Broadcasters!

LET YOUR AUDIENCES HEAR

STARLIGHT SONATA

the most unforgettable melody since "My Sister and I"

Lyrics by Helen Bliss

Music by Henry Manners

and

AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox". Words and music by Paul J. Winkoop

Both songs have been arranged for orchestra by JACK MASON

BROADCAST MUSIC, Inc.

580 Fifth Ave. - New York City

WHAT'S WHAT IN Boston

16.

WCOP has what it takes to put a feather in the cap of any time-buyer. Just ask us.

REPRESENTED BY HEADLEY-REED CO.

ATLANTIC COAST NETWORK, INC. SERVING ONE-FOURTH OF THE NATION'S BUYING POWER

WCOP

BELONGS ON YOUR SCHEDULE

Buffalo's Most Powerful Transmitter Plant

MAKES

WKBW

Buffalo's only

50,000

WATT STATION

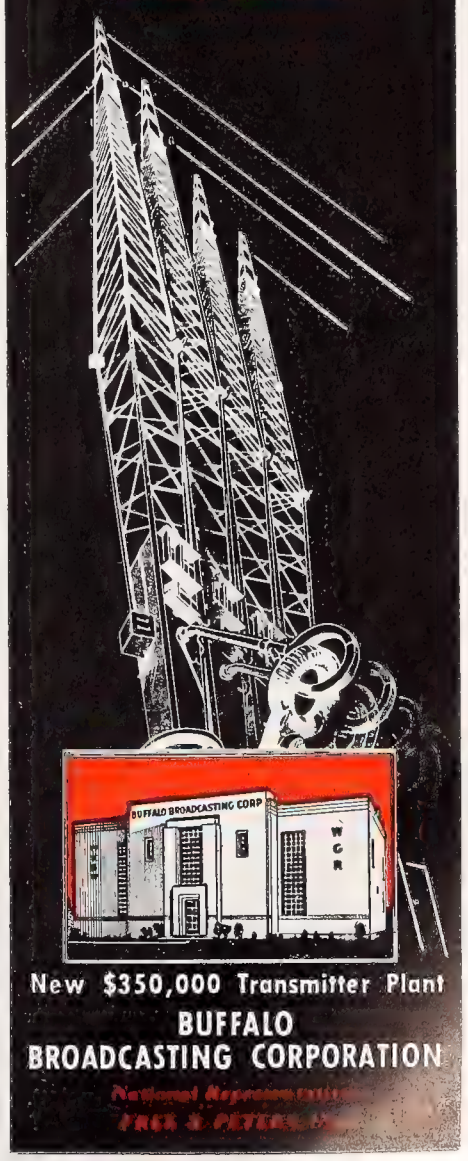
Blanketing 11 Eastern Seaboard States

227,000 Square Miles

Over 12,000,000 people

BASIC COLUMBIA

1520 K.C.



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KECA, Los Angeles

Chamberlain Sales Corp., Des Moines (hand lotion), 3 *sa* weekly, thru Cary-Ainsworth, Des Moines.
Omega Shoe Polish Co., Los Angeles (shoe polish), 12 *sa* weekly, thru John H. Riordan Co., Los Angeles.
Pep Boys of California, Los Angeles (auto accessories), 6 *sp* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
Log Cabin Bread Co.. Los Angeles (bread), 6 *sa* weekly, thru Dan B. Miner Co., Los Angeles.
Turco Products Inc., Los Angeles (cleanser), 3 *sp* weekly, thru Warren P Fehlman Adv., Huntington Park, Cal.
Adam Hat Stores, N. Y. (chain), 10 *ta* weekly, thru Glicksman Adv. Co., N. Y.
Knudsen Creamery Co., Los Angeles (dairy), 2 *sp* weekly, thru Heintz Pickering & Co., Los Angeles.
Leslie Salt Co., San Francisco (salt) weekly *ta*, thru Erwin, Wasey & Co., San Francisco.
Mercury Mystery Magazine, New York, 8 weekly *ta*, thru H. C. Morris & Co., New York.
Douglas Aircraft Co., Santa Monica, Cal. (employment), 2 weekly *t*, thru Essig Co., Los Angeles.

KQW, San Francisco

Simon & Schuster, New York (tax book) 4 *t* weekly thru Northwest Radio Adv., Seattle.
Continental Baking Co., New York, 13 *sa* weekly, thru Ted Bates Inc., N. Y.
Durkee Famous Foods, Chicago (troco) 3 *sa* weekly, thru Emil Reinhardt Adv., Oakland, Cal.
Washington State Apple Growers, Seattle, 4 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings) 3 *sa* weekly, thru Young & Rubicam, N. Y.

KHJ, Hollywood

Alta Winery, Dinuba, Cal. (St. Charles wine), 3 weekly *sp*, thru Barton A. Stebbins Adv., Los Angeles.
Douglas Aircraft Co., Santa Monica, Cal. (employment), 4 weekly *sp*, thru Essig Co., Los Angeles.
Nutri-mone Plant Food, Los Angeles, 3 weekly *sp*, placed direct.
Partmar Corp., Los Angeles (theatre attendance), weekly *ne*, thru Scholts Adv. Service, Los Angeles.

WHO, Des Moines

Miles Labs., Elkhart, Ind. (Alka-Seltzer, Nervine), 195 *ta*, thru Wade Adv. Agency, Chicago.
Studebaker Corp., South Bend, 23 *sp*, thru Roche-Williams & Cunnyngham, Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds), 39 *ne* thru Platt-Forbes Inc., N. Y.
Paul F. Beich Co., Bloomington, Ill. (Whiz), 26 *ta*, thru Kane Adv., Bloomington.
Peters Certified Poultry, Newton, Ia. (baby chix), 6 *sp* weekly, thru Coles Inc., Des Moines.
Paramount Pictures, New York, 104 *sa*, thru Buchanan & Co., N. Y.
Crow's Hybrid Corn Co. (seed corn), 13 *sa*, thru Critchfield & Co., Chicago.
Mid-Continent Petroleum Corp., Tulsa, 365 *ne*, thru R. J. Potts, Kansas City.
Chase Candy Co., St. Joseph, Mo., 26 *ta*, thru Potts-Turnbull Co., Kansas City.
General Cigar Co., New York, 26 *t*, thru Federal Adv. Agency, N. Y.
Lewis-Howe Co., St. Louis (NR tablets), 78 *sp*, thru H. W. Kastor & Sons, Chicago.
DeKalb Agricultural Assn., De. Kalb, Ill. (hybrid corn), 12 *ne*, thru Western Adv. Agency, Chicago.
Crazy Water Crystal Co., Crazy Water, Tex. (Crazy Water crystals), 6 *t* weekly, thru Pondrom & Collins, Dallas.
Monticello Drug Co., Jacksonville, Fla. (666 cold tablets), 27 *sa*, direct.

WNAX, Yankton, S. D.

Iowa Master Breeders, Onawa, Ia., 5 *sp* weekly, 26 weeks, direct.
Lincoln Hatchery, Lincoln, Neb., 6 *sp* weekly, 26 weeks, thru Buchanan-Thomas, Omaha.
Hamburg Hatchery, Hamburg, Ia., 6 *sp* weekly, 26 weeks, thru Buchanan-Thomas, Omaha.
Chick-Bed Co., Cedar Rapids, Ia. (chicklitter), 16 *ta* weekly, 18 weeks, thru W. D. Lyon Co., Cedar Rapids.
Peter's Certified Poultry Breeders Assn., Newton, Ia., 3 *ne* weekly, 26 weeks, thru Cole's Inc., Des Moines.

CKBI, Prince Albert, Sask.

Wartime Prices and Trade Board, Ottawa (government) *sa*, thru E. W. Reynolds & Co., Toronto.
Canada Packers Ltd., Toronto (meat products) *ne* daily, thru Cockfield Brown & Co., Winnipeg.

WTNJ, Trenton

Montgomery Ward & Co., Chicago, 120 *sa*, *sp*, 26 weeks, direct.
Nehi Corp., Columbus, Ga. (Royal Crown cola), *sa*, *ta*, 1 year, direct.
Sinclair Refining Co., New York (oil), *sa*, 13 weeks, direct.

WEBR, Buffalo

Petri Wine Co., San Francisco (wines), 20 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.

WTRY, Troy

Procino-Rossi Corp., Auburn, N. Y. (macaroni), 5 *sp* weekly, thru Flack Adv. Agency, Syracuse.
RCA Mfg. Co., Camden (records), 38 *sa* weekly, direct.
Utica Mutual Insurance Co., Utica, 3 *ta* weekly, thru Devereux & Co., Utica.
Plough Inc., Memphis (St. Joseph aspirin), 11 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.
Dairymen's League, Syracuse (farmer institutional), 2 *t* weekly, thru Barlow Adv. Agency, Syracuse.
Fillmore Farms, Bennington (certified milk), 5 *sp*, thru Hevenor Adv. Agency, Albany.
New York State Milk Bureau, Albany, 5 *sp*, thru J. M. Mathes Inc., N. Y.

WRC, Washington

Grabosky Bros., Philadelphia (Royalist cigars), 30 *sa*, thru Harry Feigenbaum Adv. Agency, Philadelphia.
Hudson Pulp & Paper Products Corp., New York (paper napkins), 65 *sa*, thru James G. Lamb Co., Philadelphia.
The Hubinger Co., Keokuk, Ia. (Elastic starch), 13 *ta*, thru Ralph Moore Inc., St. Louis.
Thomas Leeming & Co., New York (Baume Bengue), 5 *sp* weekly, *sa*, 4 weeks, thru William Esty & Co., N. Y.
Macfadden Publications, New York (*True Story* Magazine), *sa*, thru Arthur Kudner Inc., N. Y.
Metro-Goldwyn-Mayer, New York ("For Me and My Gal"), *sa*, thru Donahue & Coe, N. Y.

KOA, Denver

Republic Drug Co., Denver, 13 *t*, thru Raymond Keane Adv. Agency, Denver.
Eagle Flour Mills, Denver, 100 *sa*, thru Woolley & Hunter, Denver.
Cottrell Clothing Co., Denver, *sa*, thru Robertson Adv., Denver.
Sears Roebuck & Co., Chicago, *sa* 1 year, thru E. O. Shaw Adv. Agency, Denver.
Weicker Transfer & Storage, Denver, *sa*, 1 year, thru Robertson Adv., Denver.

KROW, Oakland, Cal.

Adam Hat Stores, New York, series of *ta* for Oakland and San Francisco branch stores, placed direct.
Personal Finance Co., Los Angeles (loans), 6 *sa* weekly, thru Al Paul Lefton Agency, Hollywood.
Mission Pak Fruit, San Francisco (Xmas gift packages), 12 *sa* weekly, thru Allied Adv. Agencies, San Francisco.

WLAC, Nashville

Smith Bros., Poughkeepsie, N.Y., 3 *sa* weekly, thru J. D. Tarcher & Co., N. Y.
Vick Chemical Co., New York, 10 *sa* weekly, thru Morse International, N. Y.

WJZ, New York

Carter Products, New York (Little Liver pills), 5 *t* weekly, thru Ted Bates Inc., N. Y.

WMAQ, Chicago

Peter Fox Brewing Co., Chicago, 3 *t* weekly, 13 weeks, thru Schwimmer & Scott Adv. Agency, Chicago.
Wieboldt Stores, Inc., Chicago 6 *sp* weekly, thru Needham, Louis & Brorby, Chicago.
Hubinger Co. (Quick Elastic starch) 13 *sa* weekly, thru Ralph Moore, Chicago.
Chicago Sun, Chicago, 5 *sa* thru Wade Adv. Agency, Chicago.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 24 *ta*, 4 weeks, thru Young & Rubicam, N. Y.
Illinois Bell Telephone Co., Chicago, 11 *sa* thru N. W. Ayer & Co., N. Y.
Washington State Apple Commission, Wenatchee, Wash., 6 *sa* thru J. Walter Thompson Co., San Francisco.

WIND, Chicago

First Church of Deliverance, Chicago, 1 *sp* weekly, 52 weeks, thru Bonden & Cobb, Chicago.
Family Bible League, Chicago, 4 *sp* weekly, direct.
Soy Food Mills, Chicago, (pancake flour), 12 *sa* weekly, 13 weeks, thru Jim Duffy Inc., Chicago.
Hawthorne Mellody Farms, Chicago, (dairy products), 6 *sa* weekly, thru Harry E. Clarke Adv. Agency, Chicago.
Sears Roebuck & Co., Gary, 40 *sa*, direct.
Milk Dealers Bottle Exchange, Chicago, 12 *sa*, thru Newby, Person & Flitcraft, Chicago.
Chicago Sun, 7 *sa*, thru Wade Adv. Agency, Chicago.

WBBM, Chicago

Consolidated Drug Trade Products, Chicago (Velure hand lotion), 11 *sa* weekly. 13 weeks, thru Arthur Meyerhoff & Co., Chicago.
Fitzpatrick Bros.. Chicago (Kitchen Klenzer), 6 *ta* weekly, 13 weeks, thru Arthur Meyerhoff & Co., Chicago.
Illinois Bell Telephone Co., Chicago, 16 *sa*, 5 days, thru N. W. Ayer & Son, Philadelphia.
Saturday Evening Post, Philadelphia, 5 *sa*, 2 days, thru BBDO, N. Y.
Ludens Inc., Reading Pa. 6 *sa* weekly 17 weeks, thru J. M. Mathes Inc., N. Y.
Grove Labs., St. Louis (Bromo-Quinine) 6 *t* weekly, thru Russel M. Seeds, Chicago.
Northern Mutual Casualty Insurance Co., Chicago, 3 *sp*, 13 weeks, thru First United Broadcasters, Chicago.
E. J. Brach & Sons, Chicago (candy) *ta* weekly, 13 weeks, thru U. S. Adv. Corp., Chicago.

KFRO, Longview, Tex.

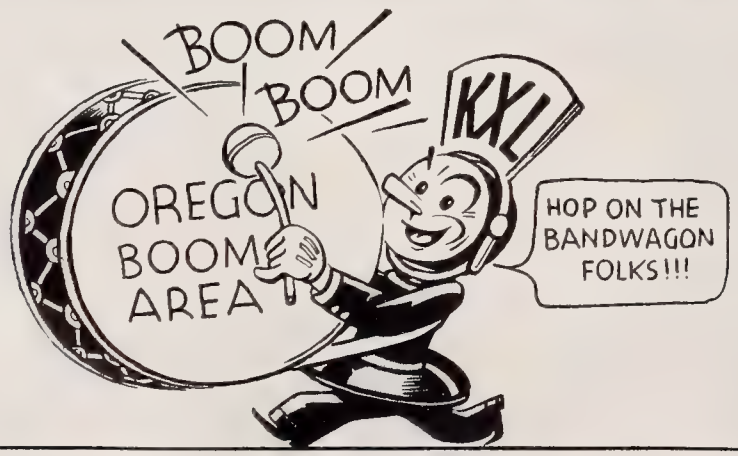
Plough Inc., Memphis (St. Joseph's aspirin, Penetro), 500 *ta*, thru Lake-Spiro-Shurman, Memphis.
Larabee Flour Mills Co., Kansas City, 192 *sa*, thru Potts-Turnbull Adv. Co., Kansas City.
Magnolia Petroleum Co., Dallas, *sp*, thru Ratcliffe Adv. Agency, Dallas.

KFAC, Los Angeles

Douglas Aircraft Co., Santa Monica (employment), 5 weekly *sp*, thru Essig Co., Los Angeles.
Broadway Department Store, Los Angeles, 13 *sa*, thru Lee Ringer Adv., Los Angeles.

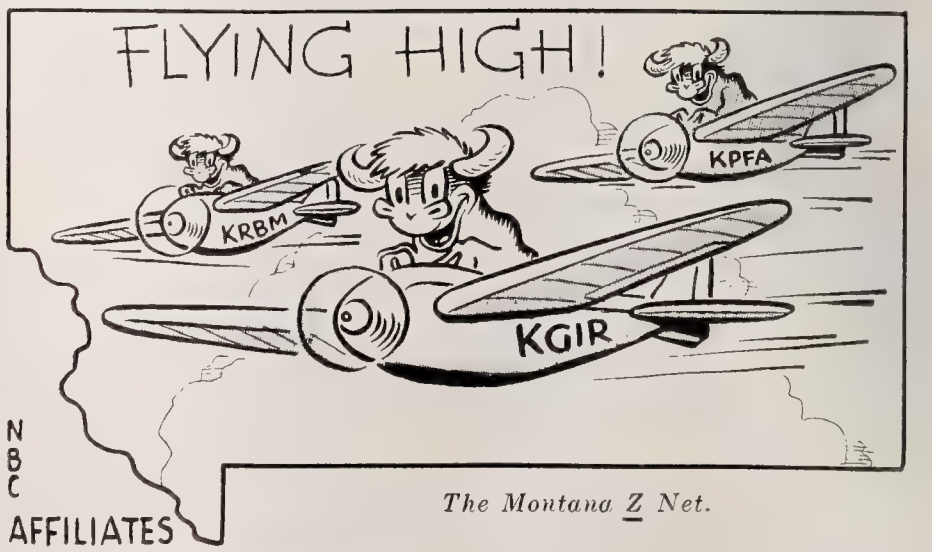
KNX, Hollywood

Chemicals Inc., San Francisco (Vano), 6 *sp*, weekly, thru Sidney Garfinkel Adv., Los Angeles.



Coverage that delivers a real WHAM!

Reps.—Joseph Hershey McGillvra—10,000 Watts, 750 Kc. **Adv.**



The Montana Z Net.

New York-Chicago Reps.—The Walker Co. **Adv.**

Radio Advertisers

PRIDHAM DAVIS, Los Angeles (optometrist), on Jan. 2 started using five-time signal announcements daily on KFAC, that city. Contract is for 52 weeks. Allied Adv. Agencies, Los Angeles, has the account.

CANADIAN CHEWING GUM Co. Ltd., Toronto (Dentyne) has started three spot announcements daily six days per week on CKCL, Toronto. Account was placed by Baker Adv. Agency Ltd., Toronto.

THOR-CANADIAN Co. Ltd., Toronto (washing machines) used spot announcements during week of Dec. 28 on a number of Ontario stations to announce that the company had gone into war work exclusively, would only repair washing machines. Account was placed by Frontenac Broadcasting Co., Toronto.

JOHN M. MARTIN, former assistant general manager of the Eastern marketing division of Socony-Vacuum Oil Co., New York, has been named general manager of that division to direct sales activities in New England, the Middle-Atlantic and various Southern states.

WILLIAM C. MARTENS has resigned as treasurer and a director of Personal Products Corp., Milltown, N. J., a subsidiary of Johnson & Johnson, New Brunswick, N. J.

THE Procter & Gamble Co. Saturday night program, *Truth or Consequences*, is the subject of a 16-page picture story titled "Everything but the Truth" in the January issue of *Coronet*.



Ad Clubs Planning Civil Defense Aid

Will Extend Wartime Program To 200 New Communities

EXTENSION OF the wartime activities of the Advertising Federation of America into 200 communities not served by member clubs is now under way, the Federation's War Advertising Committee said last week, and the campaign is expected to be in full operation by March 1.

Under the arrangement, leading advertising men in radio, newspapers, agencies and other fields will pool their talents to promote various community war projects, the committee explained.

Project has been undertaken at the request of the Office of Civilian Defense and the OWI, the Advertising Federation said, and eventualiy is expected to cover other communities in addition to the 200 trial centers.

In a letter commenting on the plan, Elmer Davis, OWI chief, told the Federation, "The importance cannot be overstressed of properly executed war information programs to direct and inform our people of the many things which they must do on the home front to help win the war.

"To do this, the Defense Councils in every town need the advice and skilled production services of advertising people—on an organized basis."

Importance of the plan was outlined in a letter from James M. Landis, OCD Director, to Earl Pearson, Advertising Federation general manager. Explaining that Civilian defense activities include much more than air raid precaution, Mr. Landis wrote, "I believe the Advertising Federation of America can do an enormous amount of good by urging its members to participate in and strengthen local defense council information committees where they already exist, and provide the impetus for the creation of good committees where none exist."

Folger Moves

J. A. FOLGER & Co., Kansas City (coffee), has appointed Grant Adv., Chicago, as agency effective Jan. 1. Former agency was Lord & Thomas, Chicago. Company has been a large user of spot radio in the Midwest with transcribed quarter-hour Monday through Friday daytime serial, *Judy & Jane*, which will continue to be broadcast on its current list of 19 stations.

'Tabernacle' Ends

CANCELLATION of *Cadle Tabernacle*, religious Sunday feature on Mutual, followed the death of Howard Cadle, who conducted the broadcasts, as founder and pastor of the Cadle Tabernacle, Indianapolis. The half-hour series will be discontinued Jan. 10. Program is sponsored by Peoples Church Inc. Agency is Ivey & Ellington, Philadelphia.



The No. 1 Farm Market BUYS 43.6% MORE GROCERIES than Philadelphia!

WE WON'T belabor the point that Philadelphia is one of America's major markets. We simply wish to point out that by comparison with the No. 1 Farm Market served by KMA, Philadelphia comes out second best!

Take grocery sales for example. In KMA's 151 primary counties, 7,113 grocery stores normally do a business of $156,044,000 a year! And that's exactly 43.6% *more* than Philadelphia's $108,610,000. Which makes the No. 1 Farm Market a bonanza for grocery advertisers.

Equally important is the fact that 70% of these 7,113 grocery stores are located in small towns—"neighborhoods", if you please, where farm and small-town families do the bulk of their buying.

Ergo: it takes a truly *regional* station to cover this tremendous market intensively. And that's why KMA is your best bet to do it. The only full-time farm station in the No. 1 Farm Market—the only station serving the entire area with two major networks—KMA is *listened* to as most stations would like to be. Which is why grocery accounts like Oxydol, Dreft, Omar Flour, Butternut Bread, Wheaties and others, use KMA on a year-round schedule.

If *you're* not using KMA, you're not getting your full share of the No. 1 Farm Market's grocery business. For a complete picture of this market, write today for a copy of the KMA Atlas of Wholesale Grocers. It's yours for the asking.

KMA

"BLUE AND MUTUAL NETWORKS"

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IOWA



FREE & PETERS, INC.
Exclusive National Representatives

ONLY A HOLE IN THE WALL

But That Was Before Barney's Found That Radio Could Do a Job for It

A CATCHY SLOGAN, a headline trial, and nearly 500 consecutive weeks of advertising on one of a number of stations, have all played their part in the growth of Barney's, Manhattan men's clothing store, radio advertiser since 1933, when the business volume averaged $250,000 a year.

Barney's, which now does a million-and-a-half dollars worth of business in a year, has used radio almost exclusively from the time the store was a mere "hole in the wall", with a single program directed at the city's Irish population, to its present schedule on seven stations in the New York area, involving a total of approximately seven and one half hours of station time plus over 280 transcribed announcements weekly.

Calling All Men

Outstanding factor in the store's use of radio has been the slogan, "Calling All Men,—To Barney's—Seventh Avenue and Seventeenth Street—The Only Store of Its Kind in New York." It would be hard to find a listener in the New York area unable to repeat the commercial in part, or word for word. It is hammered out up to 70 times weekly on some stations. Sales results cannot be directly attributed to the slogan itself, but its effect can be measured by the fact sales jumped noticeably when it was first introduced on the air in May, 1935, by Martin Block, now m.c. of *Make Believe Ballroom* on WNEW, New York.

Others associated with the introduction of the slogan, and guiding forces in the company's nine years of broadcast advertising are: Barney Pressman, president of Barney's; Emil Mogul, president of Emil Mogul Co., agency servicing the account from the start; Herman Bess, vice-president, and Bernice Judis, general manager of WNEW; and A. B. Schillin, then vice-president, now commercial manager of WAAT, station which has always figured prominently in Barney's radio setup.

Barney's entered radio in 1933 with a quarter-hour daily program of Irish tunes on WODA-WAAM, later to become WNEW, New York. Station has carried Barney's advertising unremittingly from week to week, for the past nine years, and the same agency, Emil Mogul Co., has handled the account from the start.

The Hauptman trial for the Lindberg kidnapping in 1935 was indirectly instrumental in establishing radio as an advertising medium for Barney's. With WNEW possessing exclusive coverage rights for the court trial in Flemington, N. J., a huge listening audience was built up practically over night, and sales at Barney's, then using about 12 announcements and five-minute news periods, jumped spectacularly during this time. This coincidence, coupled with the introduction of the successful slogan several months earlier, did much for the store's sales charts.

Since that time the advertising appropriation increased gradually until 1939, remaining more or less at a constant level since that time. Threatened with curtailment of merchandise, by current wartime restrictions on men's clothing, Barney's met the challenge by throwing the spotlight on its boy's department, using radio exclusively to build up the section into one of the store's main attractions.

Juvenile versions of the famous commercial were prepared, with Ronny Liss, boy-actor and announcer, "Calling All Boys", the transcriptions being interspersed throughout the store's radio schedule. Through this device, Barney's has more than offset decreases in volume of men's clothing sold.

Power of Women

Barney's is inclined to hold on to a good program, once it has proved its worth. The Irish song program remained on the air for seven years, and *Beat the Band* has been sponsored on WAAT, Newark, by the store for the past five years. Until wartime regulations changed the format, this series was built around request numbers and birthday greetings, averaging from 10,000 to 15,000 requests a year. The firm was one of the first local advertisers to use quiz programs, when they first came in to vogue, sponsoring *You Don't Say*, a word-pronunciation contest, on WMCA, New York, from 1935-1939.

One of the first to recognize that women, rather than men, were the buyers or influential factors in the purchase of men's wear, Barney's policy has been to use 85% of their radio time on day-time programs directed at feminine listeners. For example, a ten-minute segment of recorded songs by Bing Crosby is aired six-times weekly on WNEW at 11:45 a.m., followed at 3 p.m. by a ten-minute period on *Music Hall* on that station, also on a six-weekly basis.

Light opera recordings are favored in the placement of 70 announcements weekly on WLIB, Brooklyn. Barney's addresses itself to men listeners, through dance music and news programs, having just completed a schedule of 12 news periods weekly on WHN, New York. Firm also uses six-weekly half-hour and quarter-hour music programs on WAAT.

In addition to sponsoring a thrice-weekly news analysis by Hans Jacob on WOV, New York, Barney's uses a fairly heavy schedule of spot announcements in Italian on that station, and on WHOM, Jersey City.

Stays on One Medium

Keynote of the advertising policy of Barney's might be found in the character of the store, confined as it is to one large, centrally-located building, having foregone the usual tendency of an expanding store to set up chain branches. Evidently satisfied with the results of its first radio ventures, Barney's has concentrated on one advertising medium.

Hitting on a catchy commercial, the advertiser has plugged it in spot announcements from 200 to 300 times a week, exclusive of regular programs used, until it has become almost as familiar as the police call from which it is derived.

Continued association with the same agency, and in one instance with one station, for over nine years is also characteristic of the firm. Yet, conservative is not the word for Barney's as it continues to explore ways of making the best use of broadcasting and to prove its ability to buck the hazards of war-time merchandising with the help of radio.

Now 'Radio Street'

BY OFFICIAL act Mayor T. W. Harris of Columbus, Miss. has renamed the street on which WCBI's studios are located "Radio Street". White way lights are to be installed along Radio St., which has become one of the busiest thoroughfares in Columbus.

IN THE RADIO LIMELIGHT
a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION KRIC BEAUMONT, TEXAS
250 Watts 1450 Kc.
JACK NEIL, General Manager

Employment up 96.6% . . . Payrolls up 198.4% . . . that's the Beaumont picture today!

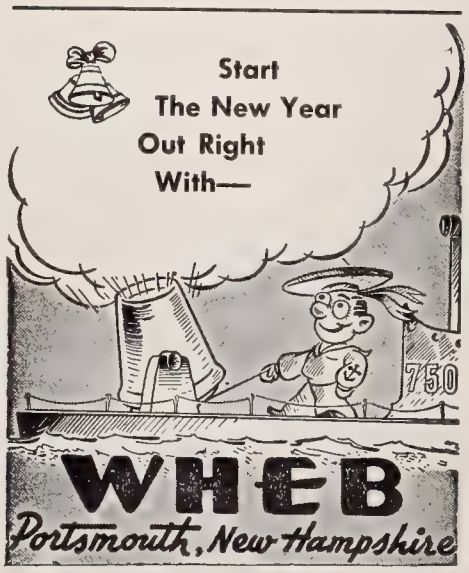
In the Beaumont area covered by KRIC, which includes Orange and Port Arthur, huge shipyards and refineries are turning out materials of war . . . construction is going ahead on a giant rubber plant . . . plans are laid for a naval blimp base . . . farmers have harvested bumper rice crops. Millions are being made and spent as fast as you can say "KRIC covers this vital market."

KRIC is the answer to advertisers interested in top trend markets for profitable spot advertising.

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY
CHICAGO NEW YORK
DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS
KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

Start The New Year Out Right With—



WHEB
Portsmouth, New Hampshire
Nat. Rep.: The Walker Company
Boston: Bertha Bannan

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

1942 Edison Medal Goes to Armstrong

Radio Developments Cited in Making Award to Inventor

AMERICAN Institute of Electrical Engineers has announced that the Edison Medal for 1942 will be awarded to Dr. Edwin H. Armstrong, professor of electrical engineering at Columbia U, for "distinguished contributions to the art of electrical communication, notably the regenerative circuit, the superheterodyne and frequency modulation."



Dr. Armstrong

Medal, awarded annually by an AIEE committee for "meritorious achievement in electrical science, electrical engineering or the electrical arts", will be presented to Dr. Armstrong on Jan. 27 during the Institute's national technical meeting, to be held in New York, Jan. 25-29.

Important Discoveries

"Probably no one man has contributed as many fundamental radio inventions which so closely touch on our every day life as Dr. Armstrong," says the Institute announcement of the award. The discovery of the regenerative circuit made possible long distance wireless communication and the building and operation of worldwide communication systems. Then as broadcasting began to grow, the superheterodyne circuit became the greatest stimulant to the art, bringing with it better reception and the attendant increase in enjoyment to millions of listeners. At the same time the manufacture of apparatus and the building and operation of stations brought work and prosperity to thousands.

"The superregenerative circuit made practical the first two-way police communication systems on the ultrashort waves and has resulted in more rapid police action in safeguarding property and in the protection of life and limb. Now the frequency modulation system of communication is beginning to give the public a finer radio service and like Dr. Armstrong's other inventions is destined to add much to the nation's enjoyment and wealth."

Agencies

EDWARD W. MURTFELDT has been appointed associate advertising manager of Post cereal products for General Foods Corp., New York, succeeding Howard M. Chapin, now on leave of absence in Washington. Mr. Murtfeldt joined General Foods in August 1941 as assistant to Mr. Chapin. He was formerly with Lord & Thomas and Young & Rubicam.

BETTS-KOERBER Inc. Adv., Denver, retired as a corporation Jan. 1 and will operate as a partnership, moving to offices in the First Natl. Bank Bldg., Denver.

HAZEL GWYNN, formerly of the copywriting staff of Lennen & Mitchell, New York, on Jan. 1 joined Blackett-Sample-Hummert, Chicago, as copywriter. Miss Gwynn started with the George Batten agency writing on the Colgate-Palmolive-Peet account and later joined Young & Rubicam, New York.

DORATHEA DUNCAN, formerly with the publicity department of N. W. Ayer & Son, New York, has joined that department of Kenyon & Eckhardt, New York. She replaces Ruth Oviatt, who has joined the WAVES.

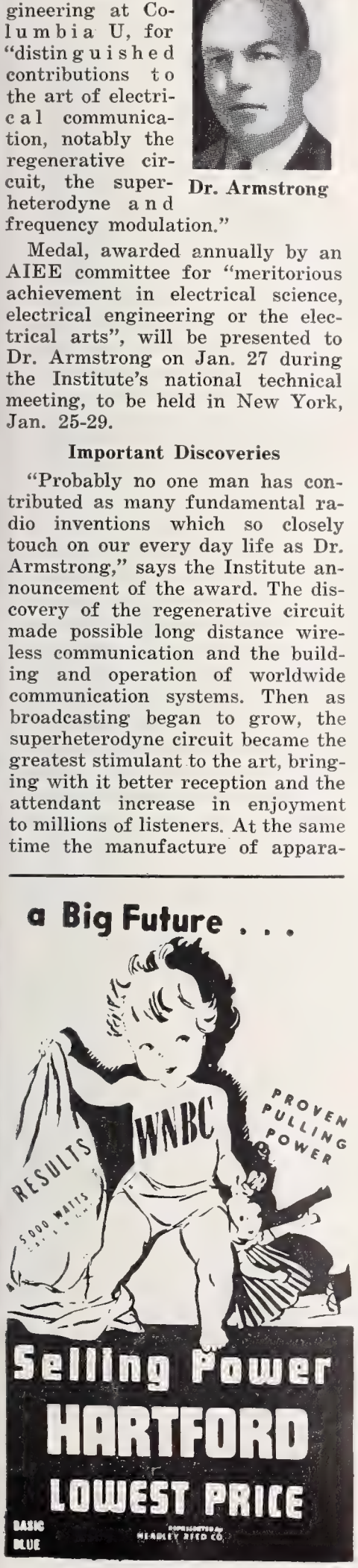
ALLAN HOVEY, copywriter with Geare-Marston Inc., for three years, has joined the writing staff of Al Paul Lefton Inc., Philadelphia.

JESSE R. MAYERS, executive of the Mayers Co., Los Angeles agency, has taken a leave-of-absence to become general manager of the new western plant of Microstat Corp., recently established in that city.

Philadelphia Operators Would Curtail FM Time

CURTAILMENT of the operating time for Philadelphia's five FM stations because of manpower shortage is under consideration. Tentative plans call for operation of each station one day a week, permitting announcers and engineers to fill the gap at regular studios brought about by loss of personnel to the armed forces.

Because of the limited number of FM sets, station managers feel the Philadelphia listening area would be adequately served by one FM station a day. Broadcasters have discussed their plan with the local OWI office. Operating six hours daily on staggered schedules, the Philadelphia FM stations include WFL's W53PH; WIP's W49PH; WCAU's W69PH; WPEN's W73PH; KYW's W57PH.





★ 'Big Freddy' Miller moves merchandise like nothing human—*because he is so human!* He has a natural facility for putting across a warm, genuine personality on his "Timekeeper Program" that has made his feature one of the most popular in the whole Tri-City area. How? By utilizing to the fullest advantage 10 adventurous years' experience in big-time radio (*most of it on WSM, WLW, and Yankee Network*)—by developing the participating program to its very best.

Sales results prove his great value—day after day, and he proves that WTRY's policy of creating superior local programs builds a continuous listening audience. "Big Freddy" is ready to sell your product as it should be sold on his Timekeeper Program, or on an individual program built to fit your special requirements.

WTRY

TROY, NEW YORK
1000 Watts 980 Kc.
Only Basic BLUE Station in the Tri-City Area
Represented by Raymer

Studio Notes

ANNOUNCERS are being trained by WEEI, Boston. Draft-deferred men are being auditioned this week, and actual training will commence on Jan. 11. Arthur Edes, director of radio at Emerson College, will conduct individual training courses in voice, production and style, twice-a-week. Lectures covering all phases of studio work will be an added feature of the WEEI endeavor.

ARTHUR BORAN, well-known mimic of prominent stage and screen celebrities, acted as "Guest Salesman" for War Bonds and Stamps on WBYN, Brooklyn, Dec. 30, 10-11 p.m., for the *Keep Freedom Ringing* program.

WITH a script written by officers of the Eighth Naval District, and a cast of 18, together with a 20-piece orchestra, WWL, New Orleans, presented *One Year Later* to call the attention to its listeners to the progress America has made in the year since Pearl Harbor.

WPAT, Paterson, N. J., has opened offices in New York in the Paramount Bldg., 1501 Broadway. Sidney Flamm, vice-president in charge of sales, will make his headquarters in the new offices.

LAWYERS and representatives of Government agencies will staff a projected "rumor clinic" to serve as a replacement for *Voice of Freedom* on WMCA, New York, when the latter series is completed around the first of February. Program will be presented by Freedom House, New York, organization now running the current series.



BLACKOUT IN FT. WAYNE inspired the winning entry, *Blackout Preview*, of Fred Moor, WOWO-WGL announcer, in the H. P. Davis Memorial Award contest for the central time zone. Moor receives a ruby ring presented by Mayor Harry W. Baals on behalf of the Microphone Playhouse and the Ft. Wayne Civilian Defense Council.

MURDER IN STUDIO A of WGN, Chicago, complete with catsup covered corpse was all part of a recent *Easy Money* broadcast. Studio producers, sound men, audience and Robert Fenner, president of the Consumers Co., Chicago, sponsor, portrayed themselves in the script in attempting to assist Detective Mike Trent, hero of the weekly drama, in solving the crime.

SOME 85 members of NBC Hollywood staff are now serving with the armed forces in the United States and abroad.

NAVY TIME, popular program of WCKY, Cincinnati, formerly broadcast from the model warship *USS Victory* in Fountain Square, has been transferred to the USO Donut Center. The program features news of the Navy and Navy men from the metropolitan area of Cincinnati, interviews with Navy celebrities, heroes and local sailors on leave. The program is aired Monday through Friday at 4:30 p.m.

WOV, New York, will prepare all features for the radio section of *La Vita*, Italian-language newspaper sponsored by the Italian-American Grocer's Assn. Station's publicity department will contribute program listings, descriptions of programs, a radio news and gossip column, by-line by Herb Landon, publicity director, and a cooking column prepared by Diana Baldi, commentator.

WARTIME WASHINGTON is setting such a mad pace, Washington's WWDC, under program direction of Norman Reed, has stepped up its news schedule to five minutes every 15 minutes, between six and nine a.m. During remainder of the day, until midnight, news is presented hourly.

Arbitrators Define Net Serial Discs

AFRA Upheld in Claim Over Recording of Rehearsals

TRANSCRIPTIONS of network programs recorded from dress rehearsals constitute prior recordings as defined by the commercial code of the American Federation of Radio Artists and the talent used on such programs shall receive extra pay for the recordings, a three-judge panel of the American Arbitration Assn. has ruled in deciding a dispute between AFRA and Blackett-Sample-Hummert.

Two serial programs, *Light of the World*, and *Lone Journey*, sponsored by General Mills and Procter & Gamble Co. respectively, and both placed by B-S-H, were specifically involved in the dispute. Programs had previously been recorded during the network broadcasts, for which no extra talent fee is charged. The Petrillo ban on musical recordings, however, made it necessary to make the transcriptions without music, which can be filled in locally by the stations carrying the recordings. Since this separation could not be made while the program was on the air, the agency recently had the recorded versions of the programs made during the dress rehearsals.

Fees Awarded

AFRA contended that these were prior recordings and that a dress rehearsal perfect enough to be recorded for use on the air is in reality an additional performance for which the artists should be paid. Agency held there is no essential difference between recordings made during the rehearsal and those made during the network broadcasts and that therefore no extra charge is justified.

Judges upheld the AFRA argument and awarded the union members employed on the programs in question fees of $10 for each recorded performance. Members of the panel were: M. E. Tompkins, vice-president and general manager of BMI, chosen by Blackett-Sample-Hummert; Herman A. Gray, professor of law at New York U, selected by AFRA, and Holgar J. Johnson, president of the Institute of Life Insurance Companies. Trio heard argument from union and agency counsel on Dec. 18.



What is so silly as a six-day bike rider on a velocipede? Well, for one thing, any radio advertiser who thinks he's reaching the 798,000 people in the $211,000,000 Roanoke-Southwest Virginia market without using WDBJ. Actually, *only* WDBJ reaches the whole territory with a "listenable" voice at all times. Want the facts that prove it?

ROANOKE WDBJ VIRGINIA

CBS Affiliate . . 960 K.C. 5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC.
Exclusive National Representatives

WCHS
CHARLESTON, W. VA.
5,000 ON 580
CBS AFFILIATE

Columbia's Station for the SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

BUTTER RATIONING ON BAYER'S 'ALBUM'

DONALD GORDON, Chairman of Canada's Wartime Prices & Trade Board, perhaps set a new format for Governmental use of radio, when he announced Canada's butter rationing over the Bayer aspirin network time on *Album of Familiar Music*, and added that there was "something in the association of rationing, headaches and aspirin".

The occasion arose when the WPTB was confronted with issuing the butter rationing order under circumstances of utmost secrecy and at a time when it would be impossible for hoarders to take advantage of the situation. Sunday night on CBC is almost entirely commercial, and Ray Sperber, sales and advertising manager of the Bayer Co. was approached for time on *The Album*. He readily assented, but was faced with the problem of splitting a program from the United States, ordinarily piped to Canada, during which the American Bayer Co. was being awarded a coveted "E" for developing a substitute for quinine.

CBC was equal to the occasion, however, when Bayer Co. passed up the Canadian portion of the award program, and substituted Jean Marie Beaudet of Montreal, for the time not required by Mr. Gordon's announcement on butter rationing.

WMAZ Appoints Cobb To Be General Manager

WILTON E. COBB has been appointed general manager of WMAZ, Macon, Ga., replacing E. K. Cargill, commissioned a lieutenant in the Naval Reserve. Lt. Cargill reported at Quonsett Point, R. I., Dec. 22. George P. Rankin Jr., who is largest stockholder in Southeastern Broadcasting Co., was advanced from vice-president to president and Wallace Miller was named to the vacant office. Mr. Cobb remains as secretary and treasurer. All stock of the operating corporation is owned by Messrs. Rankin, Cobb, Cargill and Miller.



Mr. Cargill

OWI Serials Booked

THROUGH arrangements with the OWI, WHN, New York, last week started five-weekly transcriptions of the daytime serials with wartime themes which the OWI produced the last three months of 1942 on NBC and CBS as *Victory Volunteers* and *Victory Front*, respectively. The quarter-hour serials feature the same casts heard on the regularly sponsored network programs and take for their subjects such projects as heating conversion, scrap salvage, children in wartime and other war projects. According to the OWI, some 400 stations throughout the country are initiating regular broadcasts of these special transcriptions sometime this month.

A SHIFT from 610 kc. to 660 kc. and an increase in power from 5,000 to 10,000 watts is sought by KFAR, Fairbanks, Alaska, in an application to the FCC.

New York AFRA Local Approves Agreements

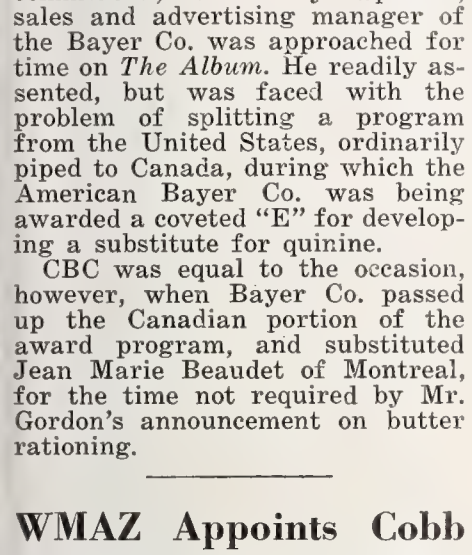
REVISIONS in the sustaining agreements between the American Federation of Radio Artists and the major networks and key stations resulting from recent negotiations were approved by members of the New York local of the talent union at a special meeting Dec. 29. Chicago and West Coast locals were expected to take similar action.

Meanwhile the revised contracts submitted by AFRA to the broadcasters during Christmas week were still being scrutinized by attorneys for the networks and stations and none had been signed and returned to the union as BROADCASTING went to press. No significance is seen in the delay, however, which is considered as natural in view of the holiday interruptions to business. The new terms had been generally agreed to at meetings between the groups.

'Equipment Frozen'

SPIRITS FELL at WKZO, Kalamazoo-Grand Rapids, Mich., the other day when an engineer, late for a remote pickup at Fort Custer, reported "equipment frozen". Visions of the Army impounding much-needed material gave Chief Engineer Carl Lee new worries. But he breathed easier when the engineer returned to the studios and explained that the lid of his automobile trunk, which contained the amplifier, had been frozen shut.

RAYMOND K. STRITZINGER, formerly general manager and a vice-president of Continental Baking Co., New York, has been elected president. He succeeds M. Lee Marshall, who remains chairman of the board.

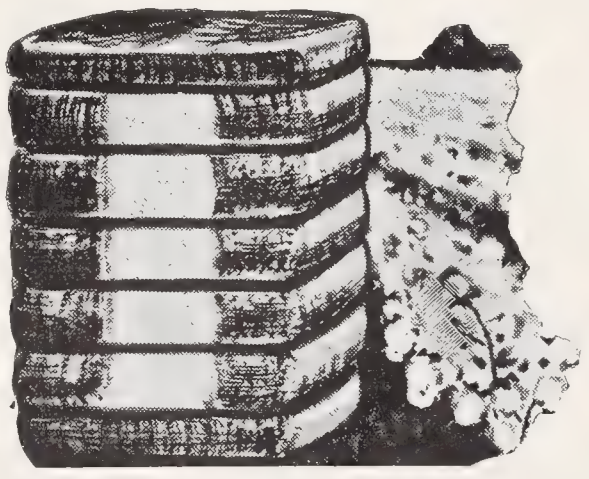


WITH

REX DAVIS

4 TIMES DAILY

209,782 Bales of Cotton to Oct. 31st from Fifteen Counties . . .



AND THAT'S NOT THE HALF OF IT!

WHEN November and December figures are in, the total bales of cotton for the year should be 450,000 or more—all in fifteen compact counties centered at Lubbock. And the price is pegged at $94.25 per bale!

Add to this the city's truly enormous military payroll—and if your advertising over KFYO doesn't astound you in results, you're mighty hard to startle!

Merchants can't believe their sales figures. Their only worry is merchandise—for cash customers with price no object are a dime a dozen.

Of the 49,885 dwelling units in KFYO's primary market, 74.54% have radio units—compared with Texas' 66.9%. Here's a radio advertising bet for you that can't miss!



LUBBOCK, TEXAS

KFYO

SERVING TEXAS' FASTEST-GROWING MARKET

THE Texas-Home-Spanaden GROUP

KGNC Amarillo
KFYO Lubbock
KTSA San Antonio
KRGV Weslaco

CENTRAL SALES OFFICE: 805-6 Tower Petroleum Bldg., Dallas, Texas.
Ken L. Sibson, General Sales Mngr.

Again in
'43
★
NBC's
Parade of
Stars
will put this
station in the
No. 1 spot in the
Intermountain
Territory
KDYL
The
POPULAR
Station
Salt Lake City
JOHN BLAIR
& COMPANY
UTAH'S
ONLY
N B C
STATION

Auto Service Club Extends Air Time And Feels It Pays

Aims to Help Motorists Keep Their Cars in Operation

DESPITE the increasing difficulty of operating a car under wartime restrictions, the Chicago Motor Club, automotive service organization, has not only maintained its radio appropriation but has increased its advertising during the past season.

Effective Dec. 28th, company realized its schedule with a thrice-weekly news program on WENR, Chicago, with Norman Barry and a quarter-hour newscast six times a week on WCFL, Chicago. The company sponsored a schedule of Big Nine games on WGN, Chicago, this last fall.

Sees Responsibility

"With rationing of tires and gasoline in effect," Charles M. Hayes, president, declared, "there is no question but that there will be fewer cars on the road and less business to go around. But those of us allied with the automobile industry should realize our responsibility to the motorist to keep cars in operation.

"We also have a responsibility to our concerns to keep our names before the public. Not as memories of once big companies, but as organizations doing their level best to serve the public when the average motorist most needs our aid. The average man might think that we should reduce our advertising expenses at this time, but when maintaining radio advertising will give us an opportunity to serve more people at a time when they need our service, it seems perfectly logical."

THEODORE GRANIK'S *American Forum of the Air*, heard on Mutual, Sunday, 8-8:45 p.m., celebrated its 15th year on the air Jan. 3. Granik, originator of the series, and moderator, is a Washington attorney and public relations counsel.



SMILING DESPITE RATIONING was this coffee sponsor while chatting with working staff of the weekly NBC *Maxwell House Coffee Time* backstage prior to a recent broadcast. Conversers are (l to r): Bill Kline, West Coast representative of General Foods Corp., sponsor of the series; Fanny Brice, who portrays Baby Snooks on the show; Mrs. Joseph E. Davies, director of General Foods Corp.; Al Kaye, Hollywood manager and producer of Benton & Bowles Inc., servicing the account.

SMALL BANKS USE RADIO

FAA Bulletin Cites Instances of Major Appropriations for Broadcasts

RADIO advertising comes in for a sizeable share of the advertising appropriations of certain smaller commercial banks with deposits of $10,000 or under, according to figures given in the Dec. 7 issue of the *Bulletin* of the Financial Advertisers Association. Of appropriations averaging $850 per month by a bank in Denver, 30% is allotted to radio, the same as that for newspaper advertising.

An Ohio bank in the same category, out of a $5,500.00 budget, allocated $1,000 to radio, while an Indiana bank reports that about half of an $8,100.00 budget is divided between radio and newspaper advertising, says the Bulletin.

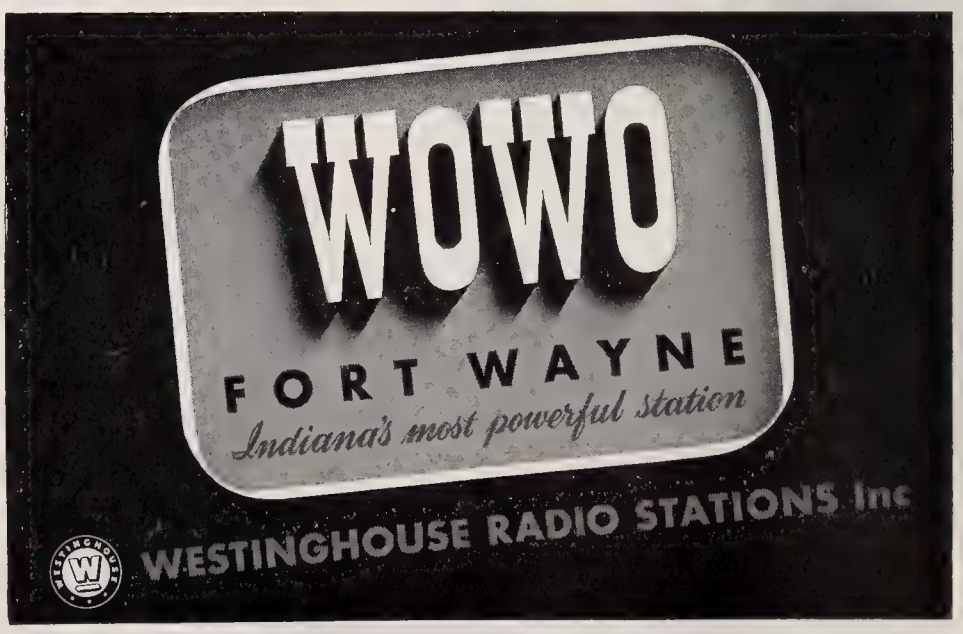
Of five other banks reporting to the *Bulletin* on advertising expenditures, only one gives a breakdown and radio is not included. One bank in Iowa slashed its budget for 1942, eliminating radio, apparently in favor of increased billboard advertising.

On this action the *Bulletin* comments: "I wish we had the opportunity of asking and receiving a direct reply as to why they eliminated radio advertising when it reaches so many people these days . . . I am sure this idea of billboards vs. broadcasting would call forth a considerable discussion".

Copyright Report

REPORTS must be filed with the Alien Property Custodian by all U. S. citizens claiming an interest in any copyright in which a national of an enemy or enemy-occupied country may also have an interest, Leo T. Crowley, chief custodian, ordered last week. Reports are to be filed by Jan. 15, 1934. They must describe the interest, and supply financial reports covering all contracts under which royalties have been paid or are payable to foreign nationals. The order is expected to affect principally music publishers and licensing associations, radio broadcasting affiliates and manufacturers of records and transcriptions.

KTFI
Twin Falls
KSEI
Pocatello
ARE Perfectly GEARED
TO THE MAJOR PORTION
OF THE
Idaho Market
PLUS
SECTIONS OF UTAH-WYOMING
NEVADA
National Representatives
THE WALKER CO.
HOMER GRIFFITH CO.



Shortwave Programming Sets Fast Pace in World at War

American Stations Expanding Facilities to Meet International Broadcasting Demands

A YEAR of global war has probably brought about more radical and far-reaching changes in the international phases of American broadcasting than in any other aspect of the industry, a review of the networks' reports for 1942 indicates.

In expansion of technical facilities, increase in the amount of shortwave time and developments in shortwave programming, the past year has set a pace which, if matched in 1943, will find the United States far ahead of the point it would have reached if the Pearl Harbor attack had not forced the nation into high gear.

Shortwave Activities Increase

Most spectacular event of the year in the international field of American radio was undoubtedly the leasing of U. S. shortwave transmitters to the Government Nov. 1. Government acquisition of CBS stations found that network with greatly expanded facilities over a year ago. Two 50 kw. transmitters, WCBX and WDRC, had been completed and placed in regular service along with the 10 kw. transmitter, WCDA. All three increased their broadcast day—from 17 hours in the case of the first two, and nine hours for WCDA—to 20 hours each.

CBS network of the Americas was dedicated in May of last year, adding 100 Latin-American stations as outlets for North American programs. The southern hookup proved its potentialities during the first days of the invasion of North Africa, when CBS transmitted news of the event in Spanish and Portuguese for 29 consecutive hours.

CBS demonstrated the speed and adaptability of the radio medium following Dec. 7, 1941, when news broadcasts to the world were increased by 400% in 64 hours, and continued on a 24-hour schedule until the end of the year. CBS shortwave programs to Europe, the Near East and Africa are now on the air 13½ hours a day in 12 languages.

NBC, during the past year, added three languages to its shortwave broadcasts, bringing the total of different tongues spoken to 10. Broadcast time to Latin-America has been increased and numerous features, such as coverage of the visits of Latin American officials in this country, have been introduced or expanded.

When American outposts were set up in all parts of the world, NBC started shortwaving abroad the servicemen's favorite programs, and at the close of the year was transmitting an average of 35 hours of commercial and sustaining broadcasts a week to the armed forces. During 1942 CBS shortwaved 17 different regular program series, such as *Your Hit Parade* and *We, the People,* to our troops abroad.

Using the facilities of the BBC and the CBC, Mutual pioneered in programs giving soldiers and sailors an opportunity to exchange greetings with their families back home, and in bringing the British and American people in closer rapport through BBC programs such as *Stars and Stripes in Britain,* and *American Eagle Club.*

As we enter the new year, CBS operates the only privately-owned listening post in the United States concentrating on voice broadcasts. Last year 33,500 shortwave broadcasts from 40 different points of the globe were recorded and translated. Members of the listening post scan Axis propaganda for any definite line of attack they may reveal. Newspaper editors, magazines and wire services are then properly warned of the pattern of the enemy's psychological warfare.

WAR-BUDDY PACT
NBC Central Division Staff To Share Commissions

NBC CENTRAL division announcers have invoked a unique war-buddy pact whereby the dependents of any staff member leaving a commercial program to enter the service will receive 40% of the program remuneration from his successor on the show.

The agreement provides also that the funds may be distributed in any other manner the departing staff member stipulates. Pact signers are: Dave Garroway, Charles Lyon, Fort Pearson, Bob Brown, Cleve Conway, Don Elder, Norman Barry, John Holtman, Dick Noble and Louis Roen.

MRS. FRANKLIN D. ROOSEVELT and Harold L. Ickes, secretary of the Interior, will broadcast on the Atlantic Coast Network Jan. 6, 8-8:30 p.m., on the occasion of the presentation of a mural to the Interior Dept.





365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WPB TO REGULATE CIVILIANS' TUBES

DISTRIBUTION of receiver tubes will probably be regulated in the future, the WPB said last week, and a plan is now under consideration to require owners of receiving sets to turn in their old tubes when they buy new ones.

The plan, similar to the procedure used to prevent hoarding of toothpaste and other items, would be designed to insure proper distribution of receiving tubes soon to be manufactured under the Radio & Radar Division tube program.

Although it may later develop that parts of returned tubes will be salvagable—particularly the bases—WPB considers the regulation basically as intended to control distribution. A similar plan has been used voluntarily by many distributors with considerable success.



CORNIEST SHOW on the air was claimed by WHO, Des Moines, when that station's six annual Corn Festival was broadcast from lobby of Hotel Kirkwood. Awards totaling $350 were presented in 23 classes. Corn growers of midwestern and eastern States entered 1,164 ears.

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices
MONTREAL • WINNIPEG
TORONTO

They're Fighting Men Now But Radio Employes Keep Contact With Industry

ONCE a radio man—always one, despite a global war. That's the impression conveyed by scores of former radio employes, now in the armed forces in all parts of the world, in letters to BROADCASTING.

From Langley Field, Va., to Australia, to "somewhere at sea" these individual members of BROADCASTING'S family of readers tell the same story. They're fighting for the things they hold dear—for their families, the Four Freedoms. But through it all they're keeping a keen eye on the industry through BROADCASTING.

Around the Globe

Several men who not so long ago were sending programs over the air waves in a peaceful United States are keeping abreast of radio times in Australia. From Warrant Officer Deane R. Flett, formerly of KTRI, Sioux City, Ia.; KYSM, Mankato, Minn., and KFBB, Great Falls, Mont., comes a note that BROADCASTING is as welcome as letters from home. He adds that Lt. Scott R. Clawson, formerly of KSL, Salt Lake City, is a next-door neighbor who reads his copy of BROADCASTING.

"At this distance from home BROADCASTING is my only contact with the industry and enables me to keep abreast of happenings," writes Cpl. Ira D. Kealy from Australia.

From an advanced base, Aviation Radioman f/c Henry Poole asks that his BROADCASTING be sent air mail so he'll get his copy sooner. He was chief engineer of KWAL, Wallace, Ida., and KRJF, Miles City, Mont., before joining the Navy.

Another, somewhere with the Pacific Fleet, is James D. McCully, pharmacist's mate 2/c. He writes: "It is needless to tell you how much I am enjoying BROADCASTING. That trite saying about meeting an old friend is really applicable out here in the middle of the Southwest Pacific. It is one of the few remaining contacts with the radio world that I like to feel I was once a part of."

Robert H. Bruner, former newscaster-announcer at WSOY, Decatur, Ill., and WAOV, Vincennes, Ind., writes: "In no other way could I have kept as close touch with the radio industry as I have through your magazine. And I am sure I speak for the majority of the servicemen when I say that radio plays a major part in everyday army life. Without it things might be pretty dull." He's now a second lieutenant in the Air Corps.

Pvt. William O. Holm Jr., formerly of WEED, Rocky Mount, N. C., writes from the Army Air Base at Greenwood, Miss.: "Five weeks of life in the Army Air Forces have not served to dim the liking developed for your weekly in civilian life."

Keeping in Touch

Donald A. Mihan, formerly of Waukegan, Ill., now with the Sixth Service Command, Chicago, writes: "Even in the Army I find definite need for BROADCASTING Magazine."

Five months ago Fred Murray Hall left WWDC, Washington, for the Navy. As Radio Technician, 2/c, stationed at Treasure Island, Cal., he writes: "I'd like to keep in touch with the profession".

Seaman 2/c Herbert Resnick of the Coast Guard found BROADCASTING invaluable in civilian radio work. He added, "since then I have found it indispensable to me in my desire to keep in contact with the industry. I have been looking forward to receiving my copy of BROADCASTING each week and feel that the time I spend studying this 'text' will insure my place in radio when I come back."

TIME INC. STARTS NEW WQXR SERIES

SECOND program series set up on WQXR, New York, by the radio programs department of *Time* and *Life* magazines through arrangements made last August by the two organizations [BROADCASTING, Aug. 17], will start Jan. 4. The thrice-weekly broadcasts, titled *Let's Learn Spanish*, will take the form of a succession of conversational exchanges between "Joe Bishop", man-on-the-street, and a Spanish teacher. They are aimed at giving the listener a working Spanish vocabulary with scripts by Joel Sayre assisted by I. A. Richards, director of the English Language Studies Commission at Harvard.

According to the Time Inc. radio programs department the program is intended to prepare listeners for business, social and political relations with Latin America. Schools and colleges in the area covered by WQXR have been notified of this new radio method of learning Spanish via lessons on Mondays, Wednesdays and Fridays at 5:30 p.m.

The first program series developed jointly by Time Inc. and WQXR was *Time Views the News*, a five-weekly evening roundup of news gleaned from the reports sent in by *Time* correspondents from all parts of the world. The news series has been on WQXR since early this fall and will continue after the start of *Let's Learn Spanish*. Further programs may be worked out later this winter, according to *Time*, for broadcast on WQXR.

Alexander to WOR

A HUMAN INTEREST feature of WHN, New York, for the past several years, *A. W. Alexander's Mediation Board*, will shift to WOR, New York Jan. 11. Program invites individuals to submit their personal problems to a board of judges for settlement. Series will be heard on WOR, Monday, 9:15-10 p.m.

KFQD
ANCHORAGE
Alaska

- Alaska's Oldest Station
- Still doing a swell job
- Always appreciative of Accounts
- Hdqtrs. Alaska Armed Forces

790 KC

We sell your product as you'd sell it yourself . . . person-to-person . . . sincerely recommending it as one neighbor to another. And it gets results!

WIBW The Voice of Kansas in TOPEKA



WTCN Blue Network

5000-1000 Watts
MINNEAPOLIS - ST. PAUL'S BEST BUY!

Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Hit Tunes of Ages On Luckies Series

New Warnow Feature Replaces 'Info Please' on Feb. 12

REPLACEMENT for *Information Please* when that quiz show and its sponsor, American Tobacco Co., New York, part company Feb. 5 at the end of the current contract will take the form of a musical variety program featuring the standard hit tunes of all time, titled *All-Time Hit Parade.*

The new program will start Feb. 12 in the Friday evening 8:30-9 period on NBC, spot now occupied by *Information Please.* It will be heard on the full NBC network and will have a repeat performance from 11:30 p.m. to 12 midnight.

Music by Warnow

The new Lucky Strike series, as reported in BROADCASTING, Dec. 21, will definitely originate in Carnegie Hall, New York. Star will be Barry Wood, who will shift from American Tobacco's show on CBS, titled *Your Hit Parade,* which will in turn feature Frank Sinatra as singing star in Wood's place.

Music will be provided by Mark Warnow's orchestra, Lyn Murray's chorus, Ethel Smith at the Hammond electric organ, and Marie Greene, singer. Milton Cross will announce. Agency in charge is Foote, Cone & Belding, New York.

As BROADCASTING went to press last week, no sponsor had been signed by Dan Golenpaul to take over sponsorship of *Information Please* after its last broadcast for Luckies Feb. 5. Golenpaul's office reports several advertisers are discussing the show with its owner.

Coast Three-Hour Show

DEDICATED to overseas servicemen, Packard Bell Co., Los Angeles, (radios, equipment), sponsored a special three-hour Christmas Day all-star program on 33 Don Lee Pacific Coast stations, Friday, 1-4 p.m. (PWT). The show was under production supervision of Z. Wayne Griffith, radio director of Berg-Allenberg Inc., Beverly Hills talent service, with Cyril Armbruster as musical director. Parents of servicemen now overseas were studio guests during the broadcast, which originated from Don Lee studios, Hollywood. Agency is Barton A. Stebbins Adv., Los Angeles.



BROWN ANNOUNCES NBC STAFF SHIFT

MARION W. MYLES, former assistant to Joseph A. Ecclesine, manager of NBC's network promotion division, has been made creative assistant to Charles B. Brown, NBC director of advertising and promotion. Also joining Mr. Brown's staff as administrative assistant is Charles P. Hammond, recently with ANPA Bureau of Advertising. The position vacated by Miss Myles has been assumed by Jean Harstone, until recently director of sales promotion of Saks Fifth Ave., New York department store, and previously account executive of McCann-Erickson, New York.

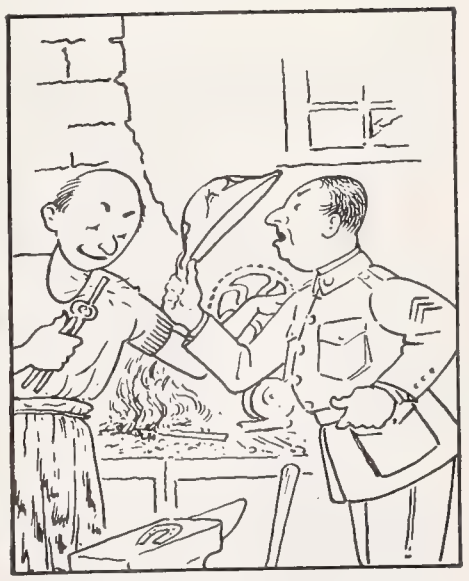
Widely known in the advertising field as a copywriter and promotion expert, Miss Myles was associated with McCann-Erickson for five years, later joining Saks Fifth Ave. as sales promotion director. Prior to her NBC appointment in February, 1942, Miss Myles was a free-lance copywriter for several firms, including Elizabeth Arden and the British Empire Chamber of Commerce.

Mr. Hammond has been with the Bureau of Advertising since 1936, having previously worked on several New York newspapers. He also was assistant foreign news editor of *Literary Digest.*

WGBI, Scranton, Pa., has stipulated with the Federal Trade Commission to desist certain advertising claims for its market and facilities, the FTC announced Jan. 2.

Modern 'Tell'

LISTENERS flooded KOA, Denver, with calls during a recent *Hunting and Fishing* broadcast conducted by Ed M. Hunter. They wanted to know if Mr. Hunter had survived when Winn Sale, using a pistol, shot a lollipop from Hunter's mouth in the studio. Jack Carberry, *Denver Post* sports editor, did a running description of the stunt as Sale, head down and shooting backward between his legs, shattered the candy with one shot.



"WFDF Flint Michigan says I should have my hat reblocked."

UP

IS THE WORD FOR

WKRC

Local business	UP 14.6%
Spot business	UP 154.5%
Total business	UP 57.7%
Commercial quarter-hours	UP 29.3%
Number of advertisers	UP 36.9%
Renewals	UP 24.4%
News-on-the-hour rating	UP 107.8%
Homes per radio dollar	UP 65.4%

(for the 12 months period ending Nov. 30, 1942)

IN '43 UP YOUR SALES IN THE BOOMING CINCINNATI-DAYTON MARKET WITH:

WKRC 550 Kilocycles
THE TIMES-STAR STATION
CINCINNATI

Represented by: THE KATZ AGENCY, INC.
New York — Chicago — Detroit — San Francisco — Kansas City — Atlanta — Dallas

OWI Offers Program for Sponsorship

War Information Ranks First Under New Allocation

(*Continued from page 10*)

the percentage of American news to the total volume of news published in Turkish newspapers.

Another phase of the branch's operation is concerned with the transmission of news to the troops scattered throughout the world. This news is sent by radio to bases where it is employed in the publication of local editions of *Stars & Stripes*, AEF newspaper.

To show the growth of OWI programming activity, he pointed out that OWI's first program, a 15-minute show, was aired early in February. Today there are 4,649 transmissions per week, equivalent to 2,400 programs per week. This involves the use of 1,400 hours per week broadcast in 22 languages. In addition to the program material written, produced and aired by OWI, he said that an important part of the total is originated by NBC and CBS, using their own staffs.

Describing the operation of the 22 shortwave transmitters, Mr. Houseman said they have been organized in what is known as the Bronze Network, an arbitrary hookup which allows OWI to plug any given program over any number of transmitters.



AS COMRADES IN ARMS, Canada tuned in on the OWI Radio Bureau sessions with one of its most prominent broadcasters an invited guest. Seated at the luncheon table are John Shepard 3d, Yankee Network president; Leo J. Fitzpatrick, executive vice-president of WJR, Detroit; Beatrice B. Thomas, Canadian Wartime Information Board, New York; Harry Sedgwick, New York representative of the Canadian Board, and operator of CFRB, Toronto and CKLW, Windsor-Detroit; Gene Dyer, operator of WAIT and WGES, Chicago.

Before Pearl Harbor, he explained, broad shortwave beams were for wide distribution throughout the world, with the resultant lack of concentration in any given area. To remedy this condition, he said, the beams have been narrowed so they may be pointed at specific regions. In illustration, he cited the case of a 10 kw. communications transmitter beamed to North Africa, and he said field reports indicate that reception is "perfect".

To enable his listeners to comprehend the volume of OWI overseas activity, he presented the following figures. The branch daily broadcasts news around the clock in 15-minute sections—in English, German, French, Italian Spanish and Portuguese. Since Nov. 7, for example he said that broadcasts in French have been constant, totaling 86 per day transmitted via shortwave from this country. Intelligence reports indicate reception is uniformly good throughout France.

In addition to broadcasts originating by shortwave from this country, other material is transmitted via AT&T point-to-point connections in London, for example. There, he said, it is recorded and rebroadcast by BBC transmitters throughout the continent. This type of broadcast amounts to about 2½ hours per day. All U. S. programs are identified as the *Voice of America* and the theme music employed is "Yankee Doodle". In explaining this type of operation, he said it was found necessary since medium-wave transmission is the most effective means of reaching German listeners. The reasons are confiscation of shortwave radio sets in most cases and lack of replacements for existing underground listening sets.

This type of transmission is also made daily to Leopoldville, Africa, a Belgian possession, for one hour a day, as well as to Australia, Cairo and Algiers. Broadcasts to Algiers are also transmitted by medium-wave to such points as Oran and Casablanca, where they are recorded and rebroadcast from those points. These include a one-hour transmission in English for the troops and another hour in French each day. To date the bulk of this material has consisted of news.

Service for Troops

Broadcasts to the troops throughout the world are known as *News From Home*. Material consists of local commentary, sports and messages from home. Aired over all transmitters nine times per day, the program is also heard by civilian populations locally. In fact, Mr. Houseman pointed out that any program transmitted by shortwave may be heard by any listener able to tune in the broadcast. This he felt was an important factor in psychological warfare, since it proved to Axis listeners that only one version of the news was being presented from America. He described the program's tone as "good-natured, and tough".

Another type of broadcast operation consists of transcriptions produced in New York and shipped to the branch's various overseas stations for local broadcast purposes. In the last six months, he reported, 18,000 discs have been prepared. In explaining their use, he cited the case of India, where speeches of the President, Vice-President and other prominent national figures have been heard, along with music and information explaining problems such as industry conversion.

Although many of these features arrive late, Mr. Houseman insisted that timeliness is not the essential factor since local listeners have not been aware of their content earlier. He cited the fact that residents of French North Africa were ignorant of the Doolittle raid on Tokio or the commando raid at Dieppe until the time that American forces invaded the continent. In India, for example, a transcription of a Gershwin festival broadcast several months late was considered of such moment as to rate local newspaper headlines. More and more use will be made, he said, of material obtained from U. S. domestic stations.

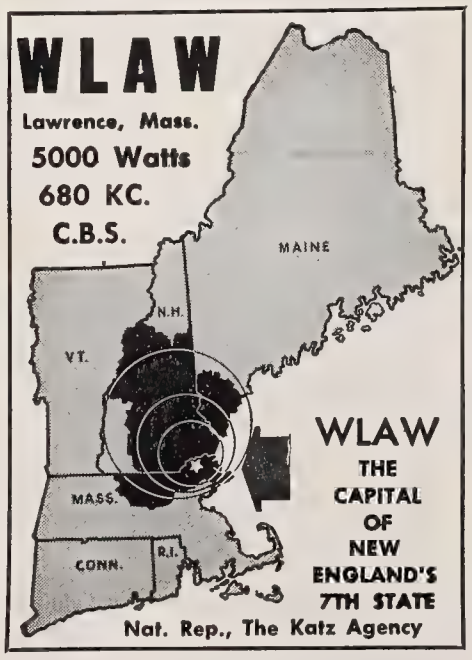
Jamming, he admitted, was a

JANUS had two faces

January was named for the Greek goddess Janus, who had two faces — one looking forever forward, the other back. Every manager needs to be a Janus, looking back to learn from experience, looking forward to prepare for the future.

Experience in 1919 showed that the business which survives best in a post-war period is the one which maintains its customer goodwill *during* the war. Experience of the last twenty years has shown that one of the soundest ways to maintain goodwill is to give your customers something they value — radio entertainment — to remember you by.

CFRB
TORONTO
860 KILOCYCLES



KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

term not entirely understood by many people, and he attempted to explain the operation in layman's terms, pointing out that it is primarily effective on medium waves. He explained that all jamming falls into two categories—basic and local.

Basic patterns consist of sounds such as airplane motors, waterfalls and hurdy-gurdy noises. These are used to break the shortwave beam of transmissions which pass over Axis-controlled areas. Local jamming is effective in an area of 15 to 20 miles and is managed by noise transmission of a transmitter in any given area.

To combat Axis jamming, he said that programs are speeded up and slowed down to meet atmospheric conditions. The "operating philosophy" in all broadcasts which face the possibility of jamming is to deliver 350 words in 15 minutes, repeated three times to insure complete listening. Despite intensive jamming activity by the Axis, he reported that the United States never jams its opponents. The Axis cannot jam North Africa, he pointed out, since they are unable to break our shortwave beam to that area.

In describing current operations, he mentioned plans for new transmitters in England and North Africa and projected plans for others. He substantiated the fact that OWI is currently negotiating for the WLW 500 kw. transmitter.

In the operation of some 22 shortwave transmitters, he explained that the Office of Coordinator of Inter-American Affairs uses broadcast time from 6 p.m. to 2 a.m. on all but two transmitters which are reserved for special needs, he said. During the recent African campaign, he pointed out that it was necessary to take over CIAA time for two full nights.

Program Material

Describing program material, he mentioned *Answering You*, a new program transmitted to Great Britain once a month, featuring national personalities such as Dr. George Gallup, Rex Stout, Clifton Fadiman and others in frank answers submitted through BBC listeners. Other program material is sent to China and India.

Domestic foreign language program materials have been useful in broadcasts to Axis-dominated countries, he said. For example, German programs from the Midwest have been rebroadcast for German listeners under Hitler's heel. Prominent German-American personalities have recorded testimonials for similar use. This type of material has also been employed in broadcasts to Sweden and Italy.

Gardner Cowles Jr., director of domestic operations, explained the "overall operation of the Domestic Branch". The operating philosophy of OWI, he asserted, is a voluntary approach without resort to compulsion. In fact, he said that "we have meticulously avoided" crackpot suggestions to take over radio and the press. Instead, he said that OWI has seen fit to use established channels and only bring order, planning and more sense out of the news originating from Washington.

Unless this is accomplished, he warned, news of the war agencies will only result in conflict and confusion. Carefully he analyzed the operations of the seven bureaus under his office and emphasized that volume is not the yardstick of successful publicity. It's the kind of publicity that counts, he asserted. What helps to win the war quickest is the best publicity.

Basing his opinion on intelligence reports developed by OWI, he maintained that America is more united now and possessed of more of a will to cooperate than ever before. He urged radio people "beyond Washington direction" to solve local problems. No one can anticipate all the problems from Washington, he said, and it is important for local critics to "get down out of the bleachers" and join in the actual play.

Point Rationing No. 1 Job

Mr. Cowles, who left his Des Moines activities as president of the Cowles stations, editor-in-chief of the *Des Moines Register-Tribune* and directing head of *Look* Magazine to come to Washington at the President's behest last July, unfolded to the group some of the more intimate phases of OWI's planned domestic operations.

He explained one of the initial functions was the removal of OWI's field offices from supervision of the news bureau to his own office, to broaden its scope.

Point rationing was labeled the No. 1 job ahead for OWI. Pointing to the many complexities involved, he said it will require a terrific amount of work to educate the public along proper lines.

Alluding to the recent resignation of Leon Henderson as OPA director, Mr. Cowles described him as a "high-grade public official of admirable courage" who was the victim of improperly handled publicity.

Handles Many Campaigns

Ken R. Dyke, chief of OWI's Bureau of Campaigns and former NBC director of promotion, recounted the activities of that comparatively new bureau. In introducing him, Mr. Lewis said he was handed a tough problem of coordination, but because "he's the world's stubbornest man", he undertook it and has done an outstanding job.

Mr. Dyke, in turn, paid tribute to the work of the radio branch in setting up what he thought was a "real pattern" for radio participation in the war effort. He called the functions of his bureau primarily those of a traffic cop.

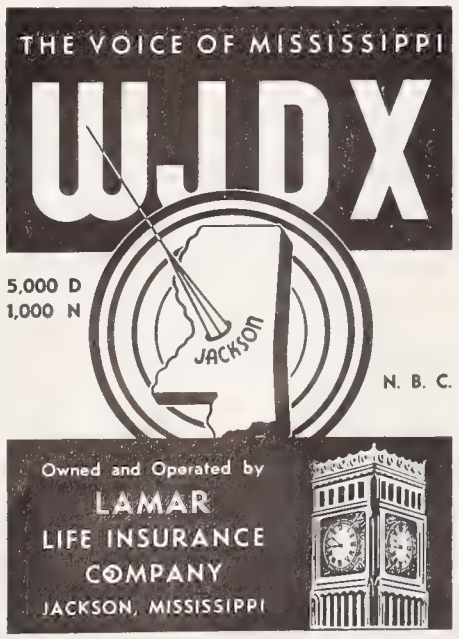
The bureau now is handling some 63 different campaigns, he pointed out. One difficulty is that in this field, there is a "terrifically high birth rate but no death rate," he said.

The effort now is to segregate all these campaigns into six or eight overall efforts, retaining all of the essential facets of the individual efforts. Progress is being made

USING THE DOME
KFAB Amplifiers Play Carols Atop State Capitol

LOUDSPEAKERS were installed 450 feet above the ground in the dome of Nebraska's state capitol—highest point in Lincoln—by engineers of KFAB, so that 80,000 local citizens might hear carols on Christmas Eve.

Mark Bullock, station's chief technician, hit on the idea, and obtained permission from Governor Dwight Griswold. Transcriptions were played in KFAB studios a mile away.



"THIS HERE LITTLE NUMBER GITS AROUND PURTY GOOD—BUT IT AIN'T NOTHIN COMPARED TO THE WAY WDAY GITS AROUND THE RED RIVER VALLEY!"





WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Dominant NBC Basic Station
In This Area

COVERAGE THAT PAYS



WDEL
1150 KC • WILMINGTON • DELAWARE

Recently stepped up to 5,000 Watts day and night, WDEL assures advertisers wider and more concentrated coverage in a rich agricultural and industrial market—Delaware, southern New Jersey and parts of Maryland and Virginia—in the heart of the war production area.

Normally prosperous, steadily expanding — this market is sales productive. WDEL sells it profitably and economically. Write:

Sales Representative:
PAUL H. RAYMER CO.
New York • Chicago
San Francisco

along this line, he declared, explaining the modus operandi of each separate undertaking. The advertising agency formula is adhered to, he said, because it constitutes the best known method.

Ten Top Campaigns

Mr. Dyke stressed the fact that priority control was essential to the success of campaigns since no one campaign may employ every medium every time. Furthermore, to eliminate the possibility of confusion in the minds of the people, he said that it was unwise to give them too much at any one time.

Three categories have been established to be applied to campaigns in determining their priority, he said. They are maximum, average and sustaining effort. The criteria established in determining any given campaigns priority are three in number: 1. Its importance to the war effort; 2. The degree of effort required to get the job done; 3. Timeliness.

The top ten or maximum campaigns for the month of January are the Food Situation (reasons for shortages), Point-to-Point Rationing, Manpower, Fuel Conservation, Fats & Grease Salvage, War Bonds, Security of War Information (anti-loose talk etc.), Rubber Conservation, Gas Rationing, Share the Meat.

The average campaigns for the month of January are OCD Recruiting, Nurses Aides, Truck Conservation, Nutrition, Bus and Train Travel, Consumer Deliveries, Victory Gardens, General Conservation of Clothing and Electrical Equipment.

Radio Bureau Explained

Furthermore, Mr. Dyke pointed out the need for participation in the organization of community campaigns by local stations over and above Washington direction.

At the conclusion of Mr. Dyke's address, Mr. Lewis introduced key members of his organization, presenting those available and describing the functions of others whose duties prevented them from attending the sessions. Following this the program turned to a consideration of the radio bureau's development. Mr. Lewis showed how it became necessary to coordinate Government announcements as soon as the U. S. became involved in the war, and he traced the radio bureau from its start in the Office of Civilian Defense, through its OFF stage and finally as it emerged as a bureau of the OWI.

When the radio bureau took over, he pointed out the lack of coordinating facilities which prevailed, with the result that each Government agency was pulling for itself in the matter of announcements and programming. There was one station, for example, which received 28 lbs. of announcements and assorted information from various Government agencies in one week. Stations were using announcements covering as many as 25 subjects a day. In part this condition was considered responsible for the drop in listener interest during the first three months of 1942 as reflected in Hooper surveys. This led to the adoption of the Network Allocations plan announced April 27.

Industry Does the Job

In drafting this plan and others in subsequent months the OWI's radio bureau was concerned primarily with the welfare of the listening public, Mr. Lewis said. Another aspect of their philosophy called for plans which could be superimposed on existing audiences without recourse to the use of untested methods. Essentially, Mr. Lewis said that OWI has chosen to let industry do the job with the aid and advice of the Government through statements of the problem and provision of the proper information to be transmitted to listeners for a full understanding of the various problems.

Mr. Lewis expressed great confidence in the order which has resulted from Regulation No. 2, which was intended to centralize control of all programs prepared for Government agencies in the hands of the radio bureau. He said that the results have been encouraging, but added that a sterner measure would be adopted in the future if it was felt necessary to the function of Government radio operations and to the welfare of the industry as a whole.

Two OWI plans are already in operation, the Network Allocation program and the Special Assignment plan. The Station Transcription plan and the Station Announcement plan, two new operations, will take effect early in the year. Two more plans, known as the Special Features plan and the Station Live Program plan, are under study and preparation.

In discussing these six plans, Mr.

ATTENDANCE AT OWI CONFERENCE

FIFTEEN of the OWI's regional consultants, chosen from representative stations in all parts of the country, attended the Dec. 28-30 sessions with officials of the Radio Bureau and with OWI regional directors and radio aides. The attendance included:

REGIONAL CONSULTANTS — Martin Campbell, WFAA-WBAP, Dallas-Fort Worth; Gene T. Dyer, WAIT, Chicago; Harold Fellows, WEEI, Boston; William Gillespie, KTUL, Tulsa; Thad Holt, WAPI, Birmingham; Robert Hudson, Rocky Mountain Radio Council, Denver; Merle Jones, KMOX, St. Louis; Leon Levy, WCAU, Philadelphia; Herbert Pettey, WHN, New York; Sheldon Sackett, KOOS, Marshfield, Ore.; Robert S. Nichols, KEVR, Seattle; G. Richard Shafto, WIS, Columbia, S. C.; Lawrence W. McDowell, KFOX, Long Beach; Lincoln Dellar, KSFO, San Francisco; H. K. Carpenter, WHK-WCLE, Cleveland. Unable to attend were J. T. Ward, WLAC, Nashville and Don Searle, KOIL, Omaha.

STATION ADVISORY BOARD—Neville Miller, NAB; John Shepard 3rd, Yankee Network; James D. Shouse, WLW, Cincinnati; George B. Storer, Fort Industries Inc.; O. L. Taylor, KGNC, Amarillo; Eugene Pulliam, WIRE, Indianapolis; John Fetzer, WKZO, Kalamazoo.

OWI REGIONAL DIRECTORS —William Bourne, Philadelphia; Howard Browning, Philadelphia; Eugene Cervi, Denver; Dowsley Clark, Minneapolis; Marvin Cox, Atlanta; Paul Jordan, Chicago; Yale Merrill, Baltimore; L. L. Sisk, Dallas; Samuel Slotky, Cleveland; E. Bigelow Thompson, Boston; Clifton Read, New York; Dean Jennings, San Francisco.

RADIO AIDES TO REGIONAL DIRECTORS—S. Broughton Tall, Philadelphia; William H. Welsh Jr., Denver; Mrs. Hayle Cavenor, Minneapolis; Willett Kempton, Atlanta; M. H. Petersen, Chicago; David Russell, Dallas; Alfred H. Llewelyn, Cleveland; Walter A. Hackett, Boston; Harry Levin, New York; Taylor Mills, Los Angeles; Walter McCreery, Los Angeles.

OWI RADIO BRANCH—William B. Lewis, Douglas Meservey, Philip Cohen, Dick Dorrance, Elaine Ewing, Joe Liss, Richard Connor, Nat Wolff (Hollywood).

OWI STAFF — Robert Huse, deputy; James Secrest, Field Division; Lee Falk, Foreign Language Section; B. Chinook and Dan Levin, Bureau of Intelligence; Jack Houseman and Merritt Barnum, New York; Helen Bayard, Chicago.

GUESTS—John Mullen, Benton & Bowles, New York; Maj. Ralph Forester, British Army General Staff (representing British Broadcasting Corp.); Harry Sedgewick and Beatrice Thomas, Canadian Broadcasting Corp.

"This program has met with favorable response from our listeners, and the announcers are enthusiastic." WJPF

• More than five hundred radio stations are using programs prepared by ASCAP Radio Program Service. They are written by writers experienced in the problems of both the Program and Commercial Departments. They are available, without cost, to any ASCAP-licensed station. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

TO SELL ARIZONA
KOY
PHOENIX
550 KC
"That Explains the Coverage"
CBS
Affiliate Station WLS Chicago
JOHN BLAIR & COMPANY

Lewis categorized them as of the "understanding type" and the "action type". In the first group he put the Special Features, Special Assignment and Station Transcription plans. The other three were placed in the category of action. By understanding, he explained he meant ideas and war aims which had to be interpreted and submitted for assimilation, whereas the action plans are intended to provoke overt action of one sort or another such as WAAC and WAVES recruiting, scrap salvage and the like.

He said that the Special Assignment plan had two goals to render personal service to a limited number of existing sustaining and commercial programs, and to guide information in an integrated fashion. This plan, understandably, calls for a limited number of stations and he pointed out the original list of stations which received personal service had to be reduced, owing, in part, to the limitation of personnel. None of these shows is called upon every week, he explained. He pointed out that programs are asked to help only when their appeals suit the needs of a particular message.

In all there are 56 programs to be serviced in this fashion. But, he added, the existence of a program in this classification at present is no guarantee of its continued position. Programs will be monitored to determine effectiveness and close studies will be made constantly to obtain a maximum effect. If it is felt that another program could be more useful it would replace one now on the list.

Material Fits Program

He cited the case of the Metropolitan Opera Co. series which is utilizing United Nations' material in its weekly broadcasts. Similarly, other copy is adapted to other types of programs, dramatic material series or single programs, continuity themes for musical programs, speech material, quiz questions, out of character talks by stars of programs and the like. In this work he mentioned the aid of the War Writers Board in New York and a similar organization in Hollywood.

The Station Transcription plan which takes effect Feb. 1, 1943, entails the use of three or five-times weekly transcriptions such as the *Treasury Star Parade*, heard for 15 minutes on single programs of 30 or 60 minutes in length. Under this program each station sets aside a 15-minute spot Monday through Friday for a program with the general appeal of a "My Country 'Tis of Thee" theme. In communities which have more than one station, representatives of each get together to decide who will carry the program in the morning, afternoon and evening.

The OWI will prepare these programs in kits of five. The discs are to be mailed to stations, complete with publicity material to permit full exploitation of the series locally. When the plan is started, he said the schedule would be staggered locally so that stations will not all open with the same program nor will all the stations in a given community present the same program on the same day. Discs will allow for local sponsorship but no beer or liquor advertisers will be countenanced. Furthermore each program, when sponsored, must carry a disclaimer of Government endorsement of the advertiser's product.

710 Stations Accept

Already 710 stations have agreed to this plan and results are not yet complete. Only 12 of the 722 stations tabulated don't want it, Mr. Lewis said.

The Network Allocation plan, Mr. Lewis pointed out, is threefold in its aims: paramount needs, orderly distribution and finally wise distribution. To accomplish this end a plan, originally presented by the Advertising Council to the OFF, has been refined in the course of practice and the present-day Network Allocation system is the result.

The need for the plan was recognized, according to Mr. Lewis, to reduce the volume of demands and increase the effectiveness of spot announcements. Its effect resulted in the elimination of separate requests from various agencies and departments and in centralized control. The plan enables the emphasis on quality of announcements rather

Suggestion

POWER of suggestion was well illustrated when *Bill's Beanery*, half-hour daily sustaining feature on KECA, Los Angeles, and supposedly remoted from a mythical hash house next door, led Darby Kelly, businessman of that city, to lease building adjacent to the station for a similar purpose. Bonafide beanery equipped with 12 stools opened Dec. 21, on week following inauguration of the program.



IT'S A BIG JOB



THE MAGIC CIRCLE

And this job takes priority over All —with WBIG!

A Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

Announcement

★

R. Stewart Boyd

now District Representative of

General Foods Corporation

(supervising Sales and Promotion in Central New York)

President Grocery Manufacturers Representatives

Association of Central New York

formerly Traffic Representative of

Eastern Air Lines, New York City

WILL JOIN

WSYR

SYRACUSE, N. Y.

JANUARY 1st

as Sales Promotion Manager

★

WDRC
CONNECTICUT'S PIONEER BROADCASTER
FIRST MARKET
The richest part of the country's richest state can be covered completely and economically—by using WDRC in Hartford. Here's the market and the station for your spot campaign. Basic CBS for Connecticut.
CBS

DID YOU KNOW....?
WTOC stands for "We Toiled On Christmas" tabulating mail count for the Derst Baking Company Santa Claus show. Watch your mail for eye opening bulletin.
WTOC
Savannah, Georgia
CBS - UP News - 5,000 Watts

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

WAKE UP... Your Georgia Sales with

WRBL
COLUMBUS
CBS
Represented by SPOT SALES Inc.

than on sheer quantity and prevented the same messages from following each other over stations in the same city on different networks.

Currently there are about 3,500 programs carrying messages covering 50 campaigns, according to Seymour Morris, administrator of the OWI's allocation branch. Mr. Morris explained that positive results are not generally possible, since there are too many other simultaneous factors working to the same end. However, he pointed to a campaign which successfully recruited 30,000 glider pilot applicants for the Army within two weeks after all other methods failed. Similarly the OPA called upon the radio bureau to aid in getting storekeepers to put up price ceiling signs in their retail establishments. In mid-June there were only 20 of the nation's retailers complying with the request. When the radio bureau stepped in with a spot campaign they succeeded in boosting participation to 50% one month later.

Radio Comes Through

The existing range in the number of station announcements daily is 3-88, whereas an average of 12 per day is desired of network stations and 16 per day from independents. Under the Station Announcement plan, which takes effect in January, equitable support will be achieved, Mr. Lewis explained. To provide for maximum results, stations have been organized into four groups to produce an effective coverage, in each case and allow for more announcements at the same time. All announcements must be one-minute in length for complete effectiveness, Mr. Lewis explained. Where it appears difficult, owing to local advertising commitments, he suggested that the cooperation of advertisers be sought. Up to now, he said, this has been found to be both practicable and satisfactory to advertisers.

Regional Reports

Tuesday morning's session was occupied with the delivery of formal reports from each regional consultant detailing the problems and attitudes of stations in each of the 17 districts which cover the country. In general all consultants reported a favorable reception to the allocation plans.

Otherwise most talk concerned minor problems which had come up in the operation of the conduct of the OWI's various war information campaigns through spot announcements and transcribed programming. For the most part no complaints or criticisms were serious and many had already been remedied. Others were known to have foundation and the OWI officials were already prepared with the proper solutions.

One recurrent theme in comment reported by the various consultants was the development of a system of payment for Government messages in the light of the paid schedules being used by various Government agencies and departments



LUNCHEON BREAK during the first day's session of the three-day OWI radio session found Gardner Cowles Jr. (left), assistant director of OWI in charge of domestic operations, in animated conversation with Dr. Leon Levy, president of WCAU, Philadelphia, OWI radio consultant who collaborated in organization of the regional plan.

in other media. It was pointed out that stations appreciate the OWI's recognition of the importance of audiences which can only be maintained through entertainment as well as news.

Regional consultants assured OWI officials that the industry had faith in their efforts to bring orderly planning to radio's part in the war effort and urged them to continue this trust.

Philadelphia Test

In the afternoon, considerable time was devoted to the "Philadelphia Plan" of regional administration of Government war agency announcements. Under this plan, the broadcasts of four local stations were studied carefully under the direction of Dr. Leon Levy, consultant for the Philadelphia region of OWI and president of WCAU, Philadelphia, in collaboration with Herbert Brucker and Howard Browning, of the OWI staff.

They endeavored to determine what stations were doing in terms of war information broadcasting in an effort to plan and coordinate the message lineup of each station in the area to produce the greatest possible good.

Finally when the extent of overlapping was recognized it provided the OWI with a basis of coordinated operation within an area. Next it also afforded a means through which local or regional applications of national informational campaigns could be modified to best suit the area's needs.

Late in the afternoon the first reports of regional directors began, but the meeting was adjourned early to allow members attending the session to sit in on a meeting conducted by Paul V. McNutt on manpower problems as handled through labor-management committees.

Not Censorship

The Thursday morning session opened with a brief discussion of the problems of regional directors, which had not been covered Wednesday afternoon. From this the discussion developed into a complete consideration of the problems of clearance resulting from the issuance of OWI Regulation No. 2, which empowers OWI to supervise all radio programming by every Government agency.

It was explained that this control is not intended as censorship of material broadcast by the nation's stations, but rather aimed at relief of the stations from constant approaches by individuals representing various agencies.

Essentially, clearance consists of two types—field and central. In neither case, Mr. Lewis admitted, does perfection currently exist, but he explained that the mechanism will be tightened as experience is obtained. Scripts cleared for policy in one region may stand as cleared for all regions, since this indicates that the scripts are in line with OWI war information policy, Mr. Lewis emphasized.

However, scripts for time priority in one region do not stand as cleared for another region, because the decision regarding time priority rests with each regional OWI office, which will know the war information needs of the Government agencies in its area best.

The prime purpose of OWI control of all Government programming is predicated upon the recognition of a need for war information, rather than entertainment with a war flavor. In other words, it has been found that stations can overweight their daily or weekly broadcast schedules with too much of one type of material and an insufficient amount of another. Through the coordinate plans embodied in the OWI's program the aim is balance of all war information programs.

Eliminating Contacts

This will mean that through the aid of OWI regional offices on regional and local problems, and through the aid of the central office in Washington on overall national problems, stations will be able to obtain all needed information, thereby eliminating the necessity for individual contact with individual Government agencies and departments.

Although many stations are currently using Army and Navy talent available at local or nearby posts for programming, it was suggested that much of this material may be

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

aimed at entertainment primarily, rather than upon war information. To remedy this condition, the possibility was discussed of using these programs which have built audiences for the projection of Government information messages.

While the hope was expressed that OWI control of all other agencies' programming would succeed completely, the possibility is nevertheless seen of individual exceptions. In cases such as these, it was decided that contact with the OWI regional office would likely eliminate the confusion and produce conformity with the terms of OWI Regulation No. 2.

During the afternoon, conference attendees gathered for their last session, which was run on a question-and-answer basis in an attempt to eliminate confusion on a variety of subjects resulting from either any one of the plans for programming or announcements, or Regulation No. 2.

Upon conclusion of the Wednesday afternoon session, Dr. Levy observed that the meeting was the best-conducted radio session he had attended in more than 20 years as a broadcaster. He paid high tribute to Mr. Lewis' handling of the meetings, to the applause of the meeting group.

Holiday Travel Crisis Is Eased by Broadcasts

RADIO performed a major public service in curtailing unnecessary travel during the Christmas-New Year holiday period, according to spokesman in the office of Joseph B. Eastman, Director of the Office of Defense Transportation.

In reports received from transportation agencies throughout the country, with but a single exception in the South, it was revealed that men of the armed services were able to travel home for holiday leaves on ordinary schedules, without undue crowding of the transportation facilities.

WBIR Joins Blue

WBIR, Knoxville, Tenn., joined the BLUE Jan. 1, as a member of the Southcentral group, bringing the total of BLUE affiliates to 147. Station operates with 250 watts on 1240 kc. and is owned by J. W. Birdwell. WBIR operates on a full-time basis, with an evening hour rate of $120.

MRS. ADELAIDE C. WITMER, mother of Roy C. Witmer, NBC vice-president, died Dec. 28 at the age of 92 in Pasadena, Fla.

CRYSTALS by
HIPOWER
Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precision Crystal units. With recently enlarged facilities, Hipower is maintaining greatly increased production for all important services. When essential demand begins to return to normal, Hipower will be glad to help with your crystal needs.
HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

MAY EASE DISC ANNOUNCEMENT

Lewis Tells Conference That FCC Is Studying Waiver of One-Minute Identifications

CONSIDERATION is being given by the FCC to elimination of the requirement for the announcement of one-minute Government transcriptions as such, delegates to the OWI conference in Washington last week were told by W. B. Lewis, OWI radio bureau chief.

After the question of announcement of such transcriptions had been raised by John Shepard 3d, president of the Yankee Network, Mr. Lewis said the matter already had been discussed with the FCC and that there is a "fair chance" of getting it waived for OWI and other government one-minute recorded spots. There is no expectation it will be waived for longer programs, he said.

The FCC already has waived the rigid transcription announcement rule in connection with recorded air raid warnings, it was pointed out.

Mr. Lewis indicated that if the announcement rule is relaxed, the requirement may call for clear-cut disclosure that the spot in question is a Government announcement.

NBC Rate Card

NBC rate card, No. 30, effective Jan. 1, 1943, was issued last week, for the first time in a 10-page pocket size, with stapled binding "to make it easier to read and use," according to Roy C. Witmer, NBC vice-president in charge of sales. Ten new stations joined NBC during 1942, bringing the total of NBC affiliates to 140. Those stations, as listed on the new rate card, are: WBZ-WBZA, Boston-Springfield; WSYR, Syracuse; WMRF,Lewistown, Pa.; WSAM, Saginaw, Mich.; WMVA, Martinsville, Va.; KWBW, Hutchinson, Kan.; KOB, Albuquerque, N. M.; WRAK, Williamsport, Pa.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. As announced during 1942, the full network discount of 10% to advertisers using 125 or more NBC stations for at least 13 consecutive weeks, and the conditional payment discount of 2% are included.

MBS Back on WSIX

DISPUTE between WSIX, Nashville, and MBS has been resolved and the station is again receiving full Mutual service, the network reported last week. WSIX has stopped broadcasting Mutual programs in October, claiming that MBS had breached its contract with the station last Spring when it stopped serving WSIX with musical programs in order to halt a strike called by AFM against the network as a result of local difficulties between WSIX and the AFM local in Nashville.

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Double Mix-Spots

WITH SALES increasing, the Double-Mix Co., Kansas City, masufacturers of a tablet-form butter amplifier, through Jerome Galvin Adv. Co., Kansas City, has placed a schedule of spot announcements on WIBW KFEQ KWTO WMT KTSW WOW KSD. Expansion to other markets is planned. Introduced via radio six months ago, Double-Mix is an example of wartime ingenuity. A tablet whipped together with a pint of milk and a pound of butter doubles the volume of butter, according to W. F. Ryan, who set up the Double-Mix Co. in Kansas City last June after his auto accessory manufacturing business became a war casualty.

Grant Agency Handles Special Latin Program

RADIO HISTORY was made in Mexico City Christmas eve when Pan American Airways System presented a 90-minute program over a special network of stations in Mexico and Central America. It was the largest commercial broadcast from the standpoint of talent expenditure ever undertaken in Mexico City.

Handled by Grant Adv. Agency of Mexico City, the program ran from 10:30 p.m. to midnight. Produced by L. G. (Bucky) Harris, formerly with NBC in Chicago and now radio director for Grant, the program included a 50-piece orchestra conducted by Elias Breeskin; the internationally known 50-voice choir, Coro del Conservatorio Nacional de Mexico, and 19 radio, stage and screen stars from Mexico and Central America. Manuel Bernal was the announcer.

Good reception was reported by the participating stations which included XEW XEWW XEQ XEQQ, Mexico; TGR, Guatemala; YSR, El Salvador; HRN, Honduras; La Voz de Victor, Costa Rica; La Voz de Nicaragua, and Panama's HP5G.

AUTHORIZATION to change the name of Hecker Products Corp., New York, to the Best Foods Inc. was voted Dec. 29 at a special meeting of stockholders in New York, following Hecker's purchase in November of General Foods Corp.'s 29% interest in Best Foods, giving Hecker 100% ownership [BROADCASTING, Nov. 2].

MAN— What a Year that was!
...and another one coming up with pomises of even greater increases in population and wealth in the Daniel Boone Net. Market!
Wartime advertisers want a war-worker coverage...and Daniel Boone covers the South fastest growing war-worker audience!
A SURE-FIRE BET IS THE DANIEL BOONE NET!

DANIEL BOONE NET
with permanent lines between
WOPI-WISE-WKPT
96 Red Network commercials wkly.
BURN-SMITH COMPANY Nat'l Rep.
Harry Cummings – South East Rep
WESTERN N. CAROLINA-SOUTHWEST VIRGINIA-EAST TENNESSEE

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 24 TO DECEMBER 30 INCLUSIVE

Decisions . . .

DECEMBER 29

WBAL, Baltimore—Granted consent for voluntary assignment of license from WBAL Broadcasting Co., to Hearst Radio Inc.

WATR, Waterbury, Conn.—Granted consent to voluntary assignment of license from the WATR Co. Inc., to Harold Thomas.

KFEQ, St. Joseph, Mo.—Granted modification of CP for change in daytime DA pattern and extension of completion date.

KARM, Fresno, Cal.—Designated for hearing application for modification of license to change operating assignment from 1430 kc, with 5 kw. power, unlimited, using DA, to 1030 kc; denied application for special service authorization to operate on 1030 kc. using DA as proposed in foregoing modification of license application.

W8XO, Cincinnati—Denied petition for rehearing directed against FCC's Decision and Order of Nov. 30 denying application for CP; dismissed application for renewal of station license.

DECEMBER 30

WPTF, Raleigh, N. C.—Granted petition for leave to intervene in hearing on application of WBNY, Buffalo, for modification of license.

WBIG, Greensboro, N. C.—Granted petition for leave to intervene in hearing on application of WQBC for modification of license.

WMBD, Peoria, Ill.—Same

WQBC, Vicksburg, Miss.—Granted continuance of hearing on license modification to Feb. 15.

KYA, San Francisco—Granted motion to dismiss without prejudice application to move studio from San Francisco to Palo Alto, Cal.

Applications . . .

DECEMBER 28

KFAR, Fairbanks, Alaska—Special service authorization for changes in equipment, change of frequency from 610 to 660 kc., increase power from 5 to 10 kw, for period ending June 1, 1944.

W2X[illegible], New York—Modification of CP for extension of completion date and reduction of power for aural and visual transmitters from 250 to 50 w, and change equipment.

WHKC, Columbus, O.—CP amended to change DA system.

WKY, Oklahoma City—Modification of CP for extension of completion date.

WMAZ, Macon, Ga.—License to cover CP for change of frequency, increase power, DA-day and night, and move transmitter (940 kc.)

WCSC Changes

RUSS LONG, announcer of WCSC, Charleston, S. C., has been appointed program director of the station, replacing Charles McMahon, who has joined WCPO, Cincinnati, as night news editor. Thomas L. Means has become traffic manager in addition to heading the promotion department. Miss Helen Marlowe has left the copy desk to become a fulltime announcer. Mrs. Martha Smith, control operator, is awaiting orders to report for officers training school of the WAAC.

SERIAL publication rights to *Last Train from Berlin*, book written by CBS Foreign Correspondent Howard K. Smith, have been sold by the United Feature Syndicate to the *Boston Globe*, *Toronto Star*, *Los Angeles News*, *Montreal Gazette*, *New Orleans Times-Picayune*, and *Philadelphia Inquirer*. First installments will appear Jan. 4.

Tentative Calendar . . .

WTNJ, Trenton, N. J.—Renewal and modification of license. (Jan. 5).

WCAM, Camden, N. J.—Renewal and modification of license. (Jan. 5).

WCAP, Asbury Park, N. J.—Renewal and modification of license. (Jan. 5). (Other participants, WNEW, New York, in re WTNJ, WCAM and WCAP).

KVOE, Santa Ana, Cal.—CP for 1480 kc., 1 kw. unlimited. (Jan. 6).

WQBC, Vicksburg, Miss.—Modification of license for 1470 kc., 500 w N; 1 kw D; unlimited; Other participants WMBD, Peoria, Ill., and N. C. Broadcasting Co., WPTG, Greensboro, N. C. (Jan. 7).

WLW, Cincinnati—Modification of license, 700 kc; 50 kw. N; 500 kw. D; unlimited; using W8XO transmitter (Jan. 8).

WLW's TEN BEST
American Invasion of Africa
Voted Top Place

INVASION of Northwest Africa by American troops was the outstanding news story of 1942, in the opinion of a majority of newscasters, commentators, editors and writers of WLW-WSAI, Cincinnati, who selected the year's ten best stories.

Eight of the Crosley newsroom's 12 men voted the move to liberate France as the top story of the year. Second place went to the Japanese conquests in the southwest Pacific.

Voting the African campaign the number one story were William Dowdell, news editor; Arthur Reilly, Gregor Ziemer, William H. Hessler, commentator and foreign editor of the *Cincinnati Enquirer*; Cecil Hale, Fred Thomas, veteran newswriter; Carl Roth and Gilbert Kingsbury.

Carroll D. Alcott, Far Eastern observer and former newsman in the Orient, and John Rae Earl, newswriter, placed the Navy's recent disclosure of Pearl Harbor losses as the number one story. Milton Chase, who spent several years in the Far East, and Carlton Beaudette selected the Japanese conquests for the top spot. John Stinson, *Sohio Reporter*, thought Gen. MacArthur's trip to Australia from the Philippines was the most important story of the year.



Jefferson (O.) Gazette

We Don't Have a Chance Since He Got That Portable Radio!"

Network Accounts

All time Eastern Wartime unless indicated

New Business

BARBASOL Co., Indianapolis (shaving products), on Jan. 5 starts *Singin' Sam* on 52 MBS stations, Tues. and Thurs., 8-8:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

KELLOGG Co., Chicago (cereal), on Jan. 4, starts *Superman* on 39 MBS stations, Mon. thru Fri., 5:30-5:45 p.m. (EWT). Agency: Kenyon & Eckhardt Adv., Chicago.

RALSTON PURINA Co., St. Louis (Purina feeds), on Jan. 2 started *Grand Ole Opry* on 29 NBC stations, Sat., 7:30-8 p.m. (repeat, 11 stations, 9-9:30 p.m.) Agency: Gardner Adv. Co., St. Louis.

GILLETTE SAFETY Razor Corp., Boston, on Fri., Jan. 8, 10 p.m., will sponsor Bob Montgomery vs. Chester Rico boxing match on 211 MBS stations and on Fri., Jan. 15, will sponsor Willie Pep vs. Allie Stolz bout on 211 MBS stations. Agency: Maxon Inc., N. Y.

SCHUTTER CANDY Co., Chicago (Bit-O-Honey Candy Bars), on Jan. 10 starts Colonel Stoopnagle's *Stooperoos* on 40 CBS stations, Sun., 1:45-2 p.m. Agency: Roche, Williams & Cunnyngham, Chicago.

Renewal Accounts

WM. WRIGLEY Jr. Co. Ltd., Toronto (gum) on Jan. 5 renews *Treasure Trail* on 9 Prairie Region Canadian Broadcasting Corp. stations, Tues. 10:15-10:45 p.m. Agency: Tandy Adv. Agency Ltd., Toronto.

PROCTER & GAMBLE Co., Cincinnati (Duz), on Dec. 28 renewed *The Goldbergs* on 59 CBS stations, Mon. thru Fri., 1:45-2 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Dec. 28 renewed *Life Can Be Beautiful* on 61 CBS stations and 15 CBC stations, Mon. thru Fri., 1-1:15 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Dec. 28 renewed *Ma Perkins* on 59 CBS stations, Mon. thru Fri., 1:15-1:30 p.m. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Duz, Crisco), on Dec. 28 renewed *Vic & Sade* on 48 CBS stations, Mon. thru Fri., 1:30-1:45 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Camay, Chipso), on Dec. 28 renewed *Pepper Young's Family* on 25 CBS stations, Mon. thru Fri., 2:45-3 p.m. Agency: Pedlar & Ryan, N. Y.

WM. WRIGLEY JR. Co., Chicago (chewing gum), on Dec. 31 renewed *The First Line* on 117 CBS stations, Thurs., 10-10:30 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

LEVER BROS. Co., Cambridge (Lux toilet soap), on Jan. 4 renews *Lux Radio Theatre* on 117 CBS and 30 CBC stations, Mon., 9-10 p.m. Agency: J. Walter Thompson Co., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels, Prince Albert smoking tobacco), on Jan. 2 renewed *Thanks to the Yanks* on 117 CBS stations, Sat., 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

CELANESE CORP. OF AMERICA, New York, on Jan. 6 renews *Great Moments in Music* on 117 CBS stations, Wed., 10-10:30 p.m. Agency: Young & Rubicam, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on Dec. 29 renewed *Harry James and His Music Makers* on 117 CBS stations, Thurs., 7:15-7:30 p.m. Agency: Newell-Emmett Co., N. Y.

CURTISS CANDY Co., Chicago, on Jan. 2 renewed *Warren Sweeney—News* on 117 CBS stations, Sat., Sun., 11-11:05 a.m. Agency C. L. Miller Co., N. Y.

PARKER PEN Co., Janesville, Wis., (Quink), on Dec. 26 renewed *Eric Sevareid and the News* on 117 CBS stations, Sat., Sun., 8:55-9 p.m. Agency: J. Walter Thompson Co., Chicago.

EVERSHARP Inc., Chicago (pens and pencils), on Jan. 10 renews *Take It Or Leave It* on 117 CBS stations, Sun., 10-10:30 p.m. Agency: Biow Co., N. Y.

LEVER BROS. Co., Cambridge, Mass. (Swan soap), on Jan. 4 renews *Bright Horizon* on 52 CBS stations, Mon. thru Fri., 11:30-11:45 a.m. Agency: Young & Rubicam, N. Y.

WAR WORK AIDED BY RCA GROUPING

ANTICIPATING closer coordination and increased flexibility of operation, the RCA Mfg. Co., subsidiary of Radio Corp. of America, was consolidated Dec. 31 with the parent organization, David Sarnoff, RCA president, announced following a special meeting of the RCA Board of Directors Dec. 30. George K. Throckmorton, a director of RCA and former chairman of the RCA Mfg. Co. executive board, was elected vice-president of the parent company.

The company, which will be known as the RCA Victor Division of Radio Corp. of America, has approximately 30,000 employes. Management, personnel, operations and sales policies will be unchanged. Principal plants are located in Camden and Harrison, N. J.; Indianapolis and Bloomington, Ind.; Lancaster, Pa., and Hollywood, Cal., with the RCA Laboratories at Princeton, N. J. In announcing the consolidation Mr. Sarnoff said:

"The unification of the administrative, research and manufacturing activities of RCA will result in closer coordination and increased flexibility of operation. It is expected that this unity and coordination of services will facilitate the company's war efforts."

JOHNS-MANVILLE Corp., New York (insulation products), on Dec. 28 renewed *Cecil Brown and the News* on 57 CBS stations, Mon. thru Fri., 8:55-9 p.m. Agency: J. Walter Thompson Co., N. Y.

E. R. SQUIBB & SONS, New York (Squibb products), on Dec. 28 renewed *Keep Working, Keep Singing, America* on 61 CBS stations, Mon., Wed., Fri., 6:30-6:45 p.m. Agency: Geyer, Cornell & Newell, N. Y.

IRONIZED YEAST Co., Atlanta, on Jan. 5 renews *Lights Out* on 76 CBS stations, Tues., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

CARNATION Co. Ltd., Toronto (canned milk) on Jan. 5 renews *Le Quart d'Heure de Detente* on 4 Canadian Broadcasting Corp. French stations, Tues. and Thurs. 10:45-11 p.m. Agency: Baker Adv. Agency Ltd., Toronto.

Network Changes

P. LORILLARD Co., New York (Old Golds), on Jan. 27 replaces *Nelson Eddy* with *Sammy Kaye's* orchestra on 117 CBS stations, Wed., 8-8:30 p.m., and adds repeat 12-12:30 a.m. (EWT). Agency: J. Walter Thompson Co., N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Feb. 12 replaces *Information Please* with *All Time Hit Parade* on 120 NBC stations, Fri., 8:30-9 p.m. (repeat, 11:30 p.m.-12 midnight). Agency: Lord & Thomas, N. Y.

PEOPLE'S CHURCH Inc., Indianapolis, on Jan. 10 discontinues *The Cadle Tabernacle* on 207 MBS stations, Sun., 12 Noon to 12:30 p.m. Agency: Ivey & Ellington, Philadelphia.

Purina on NBC

PURINA MILLS, St. Louis (Checkerboard feeds), starting Jan. 2 is sponsoring *Grand Ole Opry* Saturday evenings on 29 NBC Southern stations. Program is being fed out of WSM, Nashville, at 7:30-8 p.m. to the southcentral group and repeated at 9-9:30 p.m. for the Southeastern stations. The network program replaces the quarter-hour transcribed variety *Checkerboard Time*, a casualty of the Petrillo ban against music recordings which ran on 100 stations on a year-round basis until the Petrillo edict Aug. 1. Gardner Adv. Co., St. Louis, is agency.

RULES ARE REVISED ON CASUALTY LISTS

WAR CASUALTY lists, heretofore restricted to local territories, now may be broadcast or published in full, under a joint Army-Navy agreement announced last week. Until the announcement radio stations and newspapers were asked to confine the use of casualty lists to the names of men from their respective areas.

At the outbreak of war the NAB drew up a guide for broadcasters in which the broadcast of casualty lists as such was opposed. Then the White House issued a ban on the release of any casualties and the problem was momentarily solved.

Finally war casualties were announced by both Army and Navy but with the provision that only local names be used. With restrictions lifted newspapers may publish complete lists for the entire country and radio stations may broadcast them in full.

The NAB still recommends against the broadcast of casualty lists, however, according to C. E. Arney Jr., assistant to the president, on the grounds that such broadcasts would serve no useful purpose. Broadcasters are asked, Mr. Arney said, to confine casualties to news stories involving widely-known men or unusual acts of heroism.

Carter Picks McKee

BLANCHARD McKEE, featured on the Texas Network in a program of homely philosophy, titled *Neighbors*, will be heard in the eastern area and in Canada in the same program, under sponsorship of Carter Products, New York. Transcribed versions of his program will be placed on WJZ, WOR and nine Canadian stations, Jan. 4, for Little Liver Pills [BROADCASTING, Dec. 21]. Agency is Ted Bates Inc., New York.

'Victory Front' Finale

THE VICTORY FRONT, daytime drama series produced by the OWI on CBS since October ended its campaign last week with Stephen Vincent Benet, Maxwell Anderson, Norman Corwin, Carl Carmer and Sinclair Lewis as narrators on the five-days' presentation of *Give Us This Day*, special program on food and farm production created and produced by Bernard Zisser, producer of the OWI.

Program Executive

. . . with imagination, show sense and the experience and ability to assume full responsibility for programming major network affiliate in midwest market. Must be able to handle and train announcers, conceive program ideas and have the drive to see them through. No traffic work involved. We think our man may now be employed by a smaller station or one in a smaller market and deserves an opportunity to assume greater responsibilities and an opportunity for self-development. Send details to

Box 164, BROADCASTING

WANTED

General Manager

General Manager of proven ability, experience, who can lead and direct Station personnel, and manage according to FCC Rules and Regulations; 1,000-watts, CP 5,000, southern market in excess of half a million, Network Affiliate, references, experience, state salary, age, etc.

Box 167, BROADCASTING

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Announcers—References, state salary, draft exempt, must not have localized accent, permanent position, $1.00 per hour, transportation reimbursed after six months. Only steady, reliable need apply. References. J. H. Uhalt, WDSU, New Orleans, Louisiana, "Heart of the Sugar Bowl".

ANNOUNCER-ENGINEER — Any ticket. Permanent. Box 158, BROADCASTING.

First or Second Class Operator — Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

Transmitter Engineer Wanted—Write in for full details and send your qualifications. Permanent position, not a draft replacement. WAGE, Syracuse, N. Y.

Combination Control Room Operator-Announcer—Tranportation reimbursed after six months. J. H. Uhalt, WDSU, New Orleans, Louisiana, "Heart of the Sugar Bowl".

Capable Newscaster Wanted—If this description fits you, please mail your qualifications to Box 166, BROADCASTING. Include references, complete experience record, draft status, and salary requirements.

Salesman Wanted—For Eastern basic BLUE station, with promotion to sales manager's job for aggressive party. Write experience and salary expected with draft status. Box 161, BROADCASTING.

Operator—Qualified to operate broadcast 6B transmitter, permanent position. Open immediately. $1.00 per hour, forty hours guaranteed. Transportation reimbursed after six months. J. H. Uhalt, WDSU, New Orleans, Louisiana, "Heart of the Sugar Bowl".

Situations Wanted

Announcer-Producer—39 now in the armed services with 4-H discharge pending (under new Army ruling) seeks offer. Prior to induction PD 5 KW CBS. Thoroughly seasoned. Excellent musical, dramatic and educational background. Much as possible first letter please. Unusual personnel buy! Box 159, BROADCASTING.

Woman Operator-Announcer — Licensed operator, available immediately. Thoroughly versed in all phases of station work, including local, regional and network operation. Twelve years' experience. References. Will go anywhere. Write or wire Barbara Sprague, Osterville, Mass. Telephone 832.

Situations Wanted (Cont'd)

Announcer—4F, 3 years college, experience with major network, 5 KW up. Box 160, BROADCASTING.

Announcer—4F with diversified experience. Singer, actor. Prefer west coast or warm climate. Available immediately. Jim Hardie, 2518 East Second, Wichita, Kansas. Phone 3-7169.

Announcer—Restricted permit. $40. 7 years experience. 3A. Box 165, BROADCASTING.

Announcer-Writer-Executive—44 years of age, 3 dependents, five years radio experience, including writing and delivering news analysis program—and his wife, writing and mike experience seek position with station WEST, NORTHWEST or SOUTHWEST. Both college graduates—with three programs, exclusive, that have proven audience and sponsor pull. Want all around position. Man has had 15 years newspaper experience before radio work. Box 162, BROADCASTING.

Program Director—Write, produce and direct original shows. Know selling. Can announce. Nine years in radio. Three-A. $65 per week to start. Write—Program Director, 2314 Vasanta Way, Hollywood, Calif.

Announcer—Westerner, 31, 4F, B. A., excellent news and commercial reader, actor, writer. Needs experience. Box 163, BROADCASTING.

Program-Production Manager—With exceptional radio experience and background desires connection with large station. Executive with rare imagination and originality. Age 34, married, draft 3-A. Write Box 156, BROADCASTING.

Wanted to Buy

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

For Sale

Two 6D Turntables—Equipped with time scales, microscope, 1-C Cutters, vertical dampers. One 85 E Amplifier, 50A Radio tuner, Special 130C Mixer. Included in sale price, mixing table, 3" RCA oscillograph, Clough-Brengle audio oscillator: RCA, Shure, Brush, mikes and many other "impossible to get" items. For quick sale, as one unit only $1300. CASH. Kay Laboratories, 54 S. State Street, Painesville, Ohio.

500-Watt Transmitter—Available January 15th when mid-western station completes new transfer to high-power operation. Address inquiries Box 168, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING FOR RESULTS!

FCC Slated for Legislative Going-Over by New Congress

Expenditures by Non-War Agencies Under Fire; 1934 Communications Act May be Revised

NON-WAR independent agencies of Government — including the FCC—are slated for a going-over at the new session of Congress which gets under way this Wednesday, according to legislative observers.

While the FCC, at this writing in any event, has not been singled out for separate treatment, House leaders on both sides predict the accent will be on Government economy in non-war pursuits and that civil agencies and peacetime operations will be stripped to the bone. The FCC, even in non-war years, has been a consistent target of Congress and has been subjected to vigorous criticism.

Revision May Be Sought

The House Interstate & Foreign Commerce Committee, in which radio legislation usually originates, will undergo about a 30% change in personnel, due to defeats in the last election, as well as resignations of several members. The committee, however, appeared to be preponderantly in favor of revision of the Communications Act of 1934 and last year heard detailed testimony on the Sanders Bill (HR-5497) for remoulding of the Commission and curtailment of its regulatory functions, particularly in regard to broadcasting.

With the defeat of Rep. Sanders (D-La.) in the elections last fall, that particular measure is without an author. It died, anyway, with the adjournment of Congress, though several committee members thought it might be reintroduced early in the new session in revised form, based on testimony adduced at the protracted hearings. Chairman Lea (D-Cal.) has evinced great interest in the measure, and may himself champion such legislation, after urgent war measures are cleared away early in the session.

Democratic members of the House committee who will be replaced at the new session are William P. Cole Jr. of Maryland, who resigned to accept a judgeship; Herron Pearson of Tennessee, resigned; James P. McGranery of Pennsylvania, resigned; and Edward A. Kelly of Illinois; Charles L. South of Texas; Luther Patrick of Alabama; Rudolph G. Tenerowicz of Michigan, and Sanders, who were defeated. J. B. Sullivan of Missouri, appointed to the committee to replace McGranery, also was defeated.

Senate Group Unchanged

Republican vacancies are Oscar Youngdahl of Minnesota and George A. Paddock of Illinois, who were defeated. Rep. Evan Howell of Illinois already has been named to the Paddock vacancy, so there is only one Republican vacancy to be filled.

Personnel of the Senate Interstate Commerce Committee, in which radio legislation originates in the upper body, is destined to remain relatively unchanged. Only one member of the 21-man committee—H. H. Schwartz, (D-Wyo.)—was defeated in the fall elections. With the end of the last session Dec. 16, the most important measures affecting radio which died were proposals of Senator White (R-Me.) to rewrite the Communications Act somewhat along the lines of the Sanders Bill and to investigate the FCC from stem to stern. Hearings were held early in the year on his inquiry resolution, but no action was taken finally.

In both Houses of Congress it is expected that several resolutions, seeking revision of the Act and an investigation of the Commission, will be reintroduced. That follows custom. Then, whether there will be legislative action depends upon the degree of follow-through, both in Congress and by the groups affected.

Non-War Funds Under Fire

But it is a foregone conclusion, say the legislative leaders, that the new Congress won't spare the knife in pruning non-war appropriations and expenditures. The House already has developed a plan for retention of an expert staff of auditors and investigators to conduct the fund probes.

In the case of the FCC, which uses an appropriation of approximately $8,000,000, more than half of it earmarked for war activities, it appears certain that the Appropriations Committee will inquire into the expenditure of the non-war portion of the budgetary request for the ensuing fiscal year.

The only automatically scheduled personnel matter to come before the new Congress will be that of confirmation of one member of the FCC. The term of Commissioner George H. Payne, appointed originally in 1934 as a Republican from New York, expires June 30. The Senate Interstate Commerce Committee passes on nominations made by the President for the FCC, preparatory to Senate confirmation. So far as is known, Commissioner Payne seeks reappointment.



Drawn for BROADCASTING by Sid Hix

"You're Carrying this Camouflaging Business too Far! We Can't Find the Radio Station!"

HITTENMARK BACK IN CAPITAL RADIO

MAJ. GORDON HITTENMARK, former WRC "Timekeeper" announcer in Washington, returns to the air on WMAL, Washington BLUE Network outlet, Monday (Jan. 4), handling the station's early morning programs, (7 to 9 a.m.) He remains on active duty in Washington with Army Emergency Relief, but has been authorized to resume his radio work, subject to Army call.

Maj. Hittenmark replaces The Kibitzers (Toby David and Larry Marino), who have been a feature on WMAL for the last two years. They start in New York Jan. 18 on WJZ with a half-hour program, featuring their gagged commercials. They also appear on other BLUE programs, to be announced.

Maj. Hittenmark was called to active duty as a National Guard captain in Sept. 1940. He was with the Morale Branch, subsequently absorbed by the Special Service Division, and later was assigned to duty in Cincinnati. Now he is identified with Army Emergency Relief in Washington.

'Lidice' Repeat

REPEAT performance of Edna St. Vincent Millay's commemorative poem, *The Murder of Lidice*, will be presented on NBC Jan. 8, at an early afternoon hour, in response to a number of requests from parents and school officials, who felt that children should have an opportunity to hear it. The original production was aired on NBC Oct. 19 in the late evening.

Miller Succeeds Sholis in CCBS

Retiring Director Inducted Into Army As Private

APPOINTMENT of Allan B. Miller, assistant director of the Clear Channel Broadcasting Service, as director, succeeding Victor Sholis, who was inducted into the Army Dec. 18, was announced last week by Edwin W. Craig, WSM, Nashville, chairman of the group of independently-owned clear channel stations.



Pvt. Sholis

Mr. Sholis has been assigned to Camp Lee, Va., reporting Jan. 1. After his induction at Fort Meyer, Va., he returned to his home in Chicago for the holidays for his pre-induction furlough. Pvt. Sholis, a former Chicago newspaperman, became director of CCBS in February, 1941, at which time Mr. Miller was named assistant director.

Prior to that, Mr. Miller in 1939 joined the Department of Commerce as assistant chief of the Division of Current Information, under Secretary Harry L. Hopkins. Later he became chief of the division.



Mr. Miller

Mr. Miller is a former Washington newspaperman, having been on the reportorial staffs of the Washington and New York offices of INS and the *Washington Times*. He is a graduate of the University of Missouri School of Journalism. Mr. Miller is a lawyer and a member of the District of Columbia bar. He studied law at Georgetown U and was graduated with an LL.B. degree in 1939.

Old Golds on CBS

P. LORILLARD Co., New York, which has been looking around for a half-hour network program for Old Golds, has decided on a variety of guest stars with music by Sammy Kaye's orchestra to start Jan. 27 on the full CBS network. Program will be heard 8-8:30 p.m., period currently occupied by the Nelson Eddy show for Old Golds. A repeat will be added for the Sammy Kaye program, 12 midnight to 12:30 a.m. (EWT). Agency is J. Walter Thompson Co., New York.

Stromberg-Carlson's FM

LIVE talent will be used this year by the Stromberg-Carlson Mfg. Co. for the first time on its *Treasury of Music* program on WQXR, New York and the station's FM adjunct, WQ2XR. Though firm is now engaged entirely in war work, the programs will promote FM.

AFTERNOON MERCHANDISE-ABLE AREA



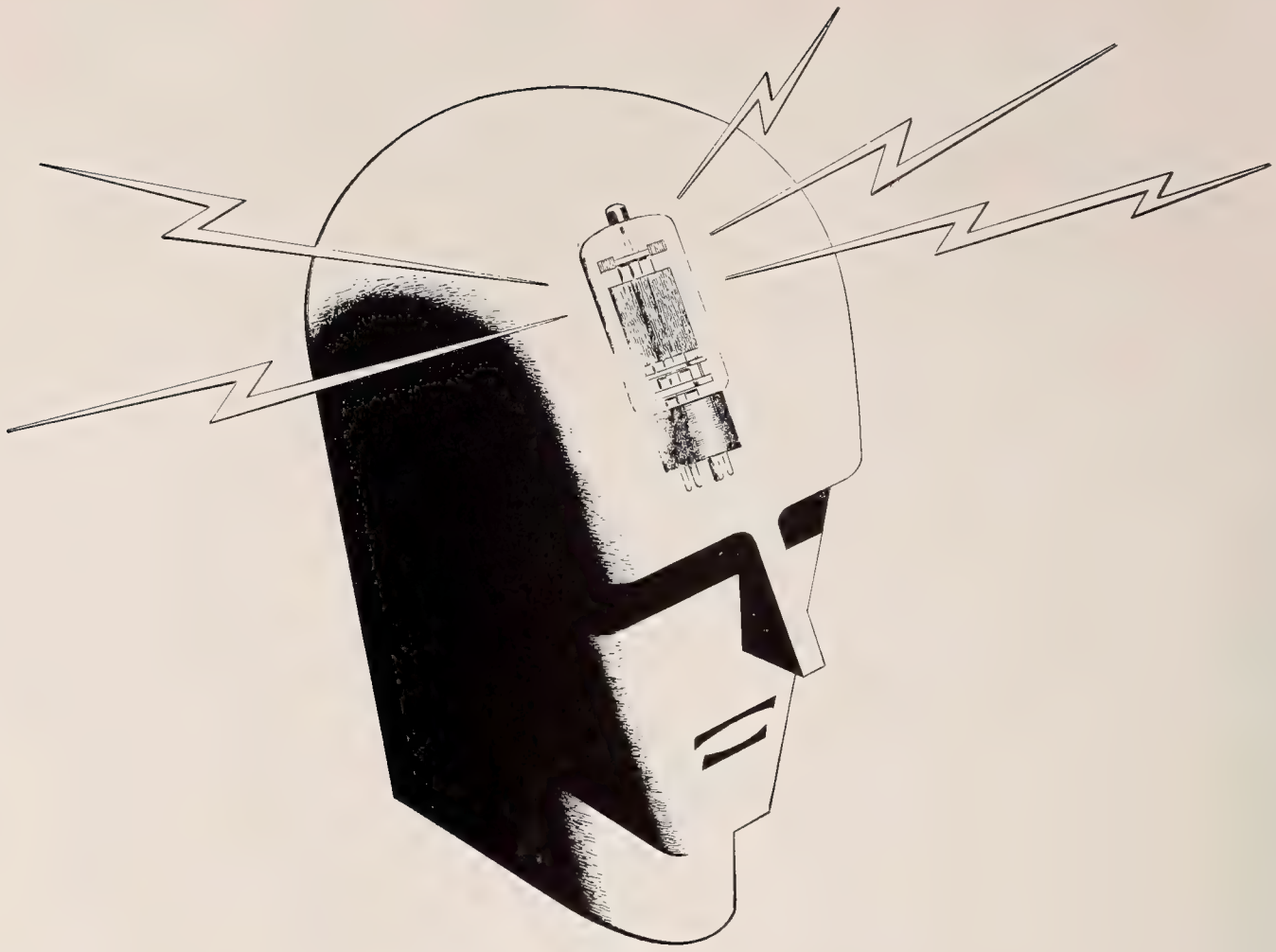


The success of advertisers with the WLW daytime audience is common knowledge wherever the power of radio is known. Here is a market of more than ten million souls, who own more than 10% of all farm radios, and who buy nearly seven hundred million dollars worth of drug and grocery products every year. You dominate in daytime over WLW!

WLW

The Nation's Most Merchandisable Station

DIVISION OF THE CROSLEY CORPORATION



RADIO... NERVE-CENTER OF VICTORY!

This is a war of science. Radio tubes add speed, precision and safety to hundreds of industrial operations, as well as to the performance of planes, ships and tanks. *Radio science is in the fight on every battlefront.*

This is a war of mobility and speed. Mobility on land, sea and in the air is made possible by speed of communication. *Radio carries voice, code and pictures at the speed of light.*

This is a war of morale. Soldiers, sailors and home folks must be informed and entertained. Understanding must be maintained with allied peoples. Courage and hope must be brought to those awaiting liberation. *Radio broadcasting builds morale.*

For more than two decades, the Radio Corporation of America has pioneered in the progressive development of radio, electronics and television. In the present crisis, those developments—in communications, broadcasting, research, engineering and manufacturing—are performing services of vital importance to the United Nations. Out of RCA's war experience will come new and finer products and services for industry, the home, and the nation—to help make life more than ever worth living.

RCA

RADIO CORPORATION OF AMERICA

RCA LEADS THE WAY IN RADIO, ELECTRONICS, TELEVISION

The Services of RCA: RCA Victor Division • R.C.A. Communications, Inc.
Radiomarine Corporation of America • RCA Laboratories • National Broadcasting Co., Inc.
Blue Network Co., Inc. • RCA Institutes, Inc.

For outstanding achievement in the production of vital radio equipment, these awards have been given to RCA plants:

ARMY E NAVY

Army-Navy "E" to an RCA Instrument plant

ARMY E NAVY

Army-Navy "E" to an RCA Tube plant

ARMY E NAVY

Army-Navy "E" to the RCA Radiomarine Service

BUY WAR BONDS EVERY PAYDAY

PRINTED IN U.S.A.

JANUARY 11, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



Dear Willie:

Four weeks ago this man paid $390.00 for the WOR time to talk to people with. He talked about a (ugh!) book on taxes.

What happened? Dear Willie! Why, 12 brief WOR announcements sold $1,000.00 worth of the book on taxes. And the orders are still coming in . . .

AMPLIFYING NOTE—the orders came from all over. From the majority of the 16 great, war-active cities, WOR covers; i.e., New Haven, Conn.; Bridgeport, Conn.; Trenton, N. J.; Newark, N. J.; Allentown, Pa.; Philadelphia, Pa.; New York, N. Y.; Jersey City, N. J.; Paterson, N. J.; Yonkers, N. Y.; Camden, N. J.; Elizabeth, N. J.; Reading, Pa.; Wilmington, Del.; Waterbury, Conn.; Hartford, Conn.

* * * WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

our address is— **WOR**

—that power-full station at 1440 Broadway, in New York

P. S. *People who prefer to use the telephone can get us pronto by calling PE 6-8600*

RESULTS

14,262 LETTERS

A general mail order business offered a Christmas catalog. They used 54 WLS announcements, all daytime, in two and one-half weeks—and received 14,262 requests! . . . And talk about intensive coverage of Midwest America! Mail came from 99 of 102 counties in Illinois, 83 of 92 in Indiana, 57 of 71 in Wisconsin and 71 of 83 in Michigan—as well as from 28 other states and Canada! And Chicago: *34.5% of the mail came from Metropolitan Chicago*—which contains only 25.8% of the radio homes in the WLS Coverage Area! . . . That's one result story. We'll be telling others. If you want the others *now* . . or any facts and figures on WLS . . ask your John Blair man.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

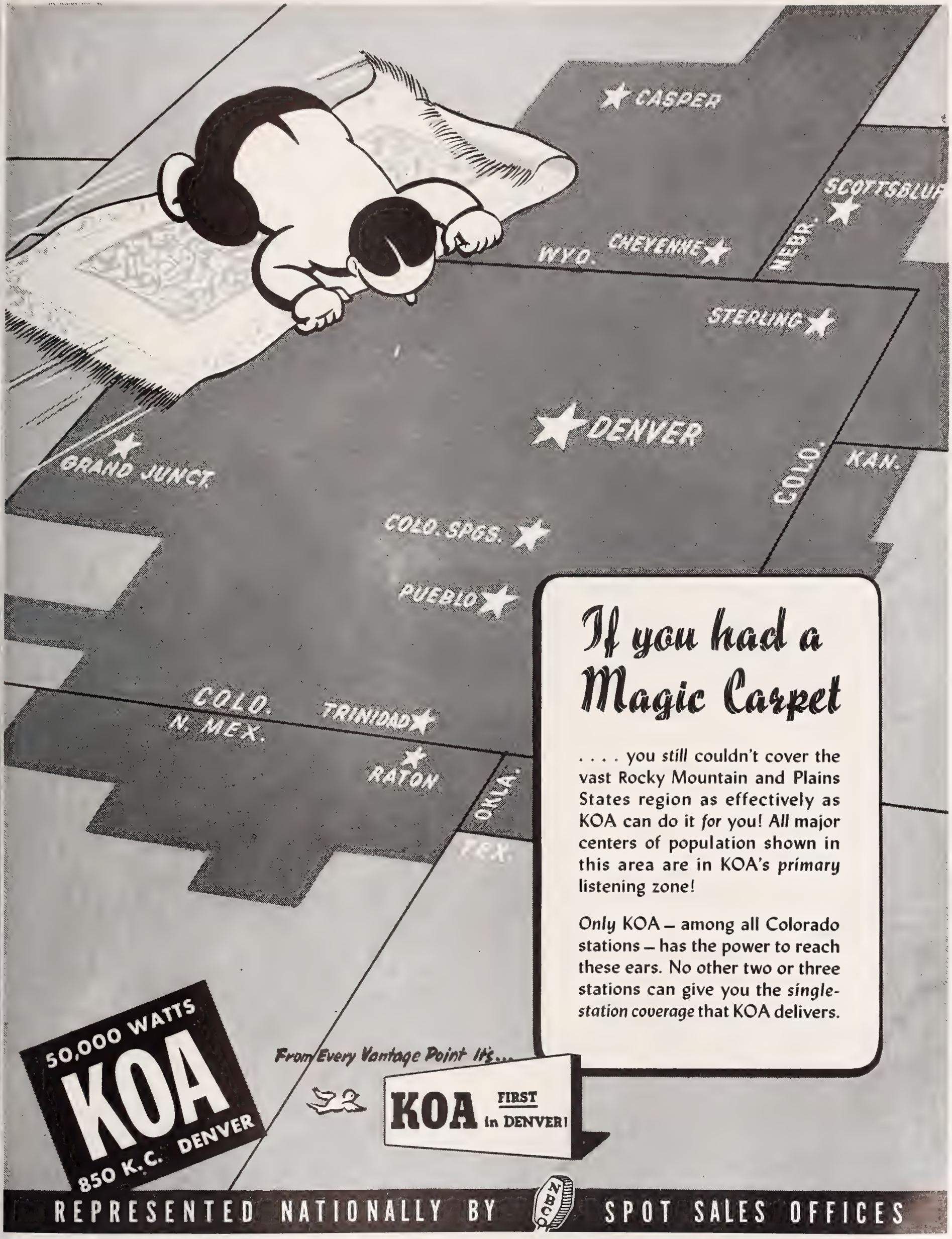
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL



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WE HAVEN'T TIME TO REST ON

Two years ago PA was organized for the purpose of producing a distinctive AP news report for radio. It began in one room with a wire "to nowhere". Then it added its first New York station. Soon an Atlanta Station joined and the wire "to nowhere" began to go places. Now it is transcontinental, serving more than 350 stations.

But we haven't time to rest on our laurels.

The year 1943 presents new opportunities, new obligations, new determination. During 1943 PA will further improve the high quality of its radio news report . . . will first test and then introduce new techniques in radio writing . . . will develop and inaugurate new profit-making Telescripts . . . will establish more regional radio bureaus for the exclusive purpose of providing more state and regional news.

PA's performance during its first two years is a promise to all affiliated stations of even bigger and better things in 1943.

OUR LAURELS

BRINGING YOU UP TO DATE

PA ORIGINATED the *first* regular 24-hour radio wire exactly *two years* and *two weeks* ago.

PA ORIGINATED separately staffed radio bureaus (in addition to AP's 100 regular news bureaus) for the sole purpose of writing state and regional AP news for radio.

PA ORIGINATED Telescripts and other radio feature continuities which have proved highly-salable to affiliated stations.

PA ORIGINATED the extra service of the only press association Station Relations Department.

PA ORIGINATED a new service to acquaint national advertisers with the special news and feature scripts offered by affiliated stations.

PA ORIGINATED the first news association Press Relations Department for the sole purpose of promoting affiliated stations.

PA ORIGINATED the first news staff composed exclusively of *experienced* radio news writers . . . people who know radio and news.

THESE SIGNIFICANT INNOVATIONS HAVE MADE PA THE PACE-MAKER AMONG ALL WHO SUPPLY NEWS FOR RADIO

AP News for radio is available exclusively through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N. Y.

FRED A. PALMER

SALES MANAGER, WCKY, CINCINNATI



1928 Ohio Northern University and College of Wooster
1929 Manager, WAIU, Columbus
1932 President and Manager, WBNS, Columbus
1935 Production Dept., WLS, Chicago
1939 Vice Pres. and Mgr. KOY, Phoenix
Organized the Arizona Network
1941 Sales Manager, WCKY, Cincinnati

IF YOU'RE one of those people who think you can judge a man by his appearance, you're wrong about Fred Palmer! Because regardless of appearances, Fred *isn't* a deacon! Matter of fact, Fred is a salesman—a super salesman in that he has the happy faculty of selling you *only those things that time will prove you wanted!*

And that, say we, is the smartest goal that any salesman can have. It's been *our* goal, here at F&P, during all the years we've been in business. Occasionally, we know, we've slipped up and conscientiously recommended things that we (and our customers) later regretted. But at such times we believe we have booted ourselves far harder than the customer himself has wished to boot us!

All of which isn't a matter of mere "honesty". We believe it's just plain stupid to purvey bad bargains, and just *good business* to offer the sort of merchandise that "repeats". And maybe that's why you in turn will like to repeat with *us*, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WJWC . . . CHICAGO-HAMMOND
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 2 WASHINGTON, D. C., JANUARY 11, 1943 $5.00 A YEAR—15c A COPY

Cox Calls for House Investigation of Fly

Charges 'Gestapo' Is Operated in Commission

RESURGENCE of Congressional sentiment for an investigation of the FCC, aimed largely at the stewardship of FCC Chairman James Lawrence Fly, developed the first day of the new session last Wednesday, with the prediction by Rep. Cox (D-Ga.), a majority stalwart, that authorizing legislation will be enacted.

Reintroducing his resolution of last year for a select five-man committee inquiry, Rep. Cox loosed a short but vitriolic tirade against Mr. Fly and charged the FCC with maintenance of a "gestapo" and establishment of "terroristic control" of all media of communications. Senior majority member of the all-powerful House Rules Committee, to which the resolution (HRes-21) was referred, Rep. Cox appeared to have committee support for his resolution.

Last February, after Rep. Cox had introduced his original resolution, efforts were made by the FCC majority to thwart the inquiry. Linked with Chairman Fly in this effort was Commissioner C. J. Durr, newest member. It finally was blocked, presumably through Administration moves.

Change in Sentiment

A change in Congressional sentiment, however, widely heralded with the convening of the new Congress, was believed to have sufficient momentum to carry the resolution through. The House leadership, including Speaker Sam Rayburn, was said to have no opposition to inquiries into independent agencies, and particularly the FCC, which has been under fire repeatedly.

Reintroduction of the Cox resolution came a day after the FCC, in executive session, had given its law department the green light on a hearing to begin Monday (Jan. 11) involving renewal of the license of WALB, Albany, Ga., in which Rep. Cox allegedly is implicated, and which embraced a Dept. of Justice investigation made at the instance of Chairman Fly last April.

At that time it was revealed the department had been asked to investigate the exchange of $2,500 checks between Rep. Cox and the Herald Broadcasting Co., licensee of WALB. The Commission, it is understood, authorized its legal staff to conduct the renewal proceedings in judicial fashion, after it had been advised by the Dept. of Justice that it would not be embarrassed if such procedure is followed.

Old Probe Dropped

Although not directly related to the Congressional eruption, it also was learned last week that the Attorney General had notified the FCC his department did not intend to pursue charges purportedly made by the FCC involving Sam Pickard, former member of the old Radio Commission and a former vice-president of CBS. Chairman Fly is said to have instigated this inquiry also, having been instrumental in retaining John D. Farnham, Midwest attorney, as special investigator to look into old charges of purported improprieties in FCC regulation.

It was learned authoritatively that the department had notified the Commission the statute of limitations made moot any questions involving Mr. Pickard's stewardship. He left the Commission in 1929. Nor was the Dept. of Justice disposed to pursue an investigation of inferred acceptance of gratuities by members of the former Commission from a station owner through his attorney, evidently concluding that the weight of testimony, adduced at a secret hearing in Chicago several months ago, did not warrant action. This implied allegation placed all members of the Commission under a cloud, it was thought in some quarters, but the department's reaction is believed to dispel this doubt.

The Pickard inquiry, along with these other allegations, were dealt with in Congressional debates last year during the heat of the Cox resolution consideration.

In a statement accompanying introduction of his resolution, Rep. Cox expressed his confidence the measure will be adopted at an early date. "The story of the operations of the Commission under the chairmanship of Mr. Fly will prove shocking," he said. "It has almost completely established terroristic control of all media of communications. It maintains a Gestapo, the equal of which has never been seen in free government, and has developed the smear business into a fine art. Of all abuse of power by bureaucrats, nothing approaches the record of this Commission."

Rep. Cox said passage of the resolution would carry with it authority to retain an investigating staff and special counsel. The resolution provides for an investigation of the "organization, personnel and activities" of the FCC, with a view to determining whether or not the Commission in its organization, selection of personnel and conduct has been and is acting in accordance with the law and public interest. The committee would be required to report to the House during the present session, with recommendations for remedial action. The committee would be empowered to subpoena witnesses and books, papers and documents it deems necessary.

Economy Sentiment

With the current Congress economy-bent, it is expected the House Appropriations Subcommittee for independent offices will delve deeply into the FCC's justification for appropriations. Against a normal peacetime appropriation of approximately $2,000,000, the FCC now is seeking in excess of $8,000,000, most of it for war activities, including its war-born Foreign Broadcast Intelligence Service and its Radio Intelligence Division.

Some question has been raised about the desirability of these operations in a non-war agency. The peacetime personnel of the FCC, before the formation of these services, totaled about 700, both in the field and in Washington. The last personnel figures show an aggregate of 2,262 employes as of Oct. 1, of whom all but 145 were permanent. Of the latter, 130

(*Continued on page 51*)

Instalment Plan Would Ease Peacetime Economy Return

TO SIPHON an estimated annual $18,000,000,000 in consumer purchasing power, which would provide a backlog to ease return to a peacetime economy, an Instalment Selling for Post-War Delivery plan developed by Rolf Nugent, special advisor of the Office of Price Administration, was revealed last week.

Treasury-Reserve Participation

The plan would utilize instalment machinery to sell currently unavailable goods such as autos, refrigerators, pianos, oil burners and automatic stokers. These would be delivered at the earliest possible date in the post-war period, based upon established orders of priority. Payment would be made by individuals over established periods of time and certificates would be sold only on an instalment basis to encourage payment out of current income.

As the plan stands, payment schedules are to be related to certificate values, ranging from 12 monthly payments for $100 certificates to 25 monthly payments for $2,000 certificates. Priority numbers would be fixed by the month in which an individual entered his instalment contract.

The plan depends upon participation of the Treasury Dept. and Federal Reserve Board. The Treasury is expected to pay a part of the purchase price of each certificate for the use of the purchaser's money. The Federal Reserve would manage the plan's operation.

As conceived, certificate sales would be made by such dealer organizations as automobile sales agencies, refrigerator and piano dealers and heating equipment manufacturers. The consumer would sign a post-war delivery contract and make a small down-payment, which would remain with the dealer as his first commission. The down payment would vary depend-

(*Continued on page 50*)

OWI Urges Spots Used in Newscasts

Suggestions for Government Announcements Sent Out

TO AID stations in the placement of Office of War Information spot announcements, William B. Lewis, chief of OWI's radio bureau, last week sent to broadcasters who have accepted the Station Announcement Plan a memorandum of suggestions.

Among the suggestions, stations are advised to place announcements at the beginning or end of news broadcasts whether sponsored or unsponsored. The OWI memo points out that evidence indicates high listener interest in newcasts. Shows from service camps and training centers and sponsored programs of any other type also are recommended.

National Plan Cancelled

The memo advises that advertisers have shown a marked willingness to include OWI announcements in their programs. Furthermore, stations are informed that effective with the start of the Station Announcement Plan, Jan. 18, OWI has cancelled the National Spot Plan. Instead, the OWI has written to the 76 national and regional advertisers who have been using spot programs, explaining that messages scheduled into their shows in the future will be done by War Program Managers instead of by Washington headquarters. In line with the new plan, baseball and football allocation plans also will be discontinued, and advertisers sponsoring this type of program have been advised to inform stations of their willingness to continue Government messages in their programs next season.

No Commercial Tie-up

In connection with the use of Government messages, the OWI memo warns that no beer or liquor programs may be used; the commercial message "must not be scheduled or written with respect to the OWI announcement in such a way that the listener is led to believe there is a connection between the two". Single OWI announcements may not be sponsored.

Instead of using the recorded message provided by OWI, a station may rewrite the message to suit the script of the advertiser's program, but it must contain all the essential points covered in at least a minute's time.

Ruppert Adds WINS

JACOB RUPPERT Brewery, New York, has signed a 52-week contract for six quarter-hour news broadcasts by Waverly Root, and four one-minute spot announcements weekly on WINS, New York. Beer firm uses a thrice-weekly quarter-hour news program on WOR, New York. and spot announcements in selected markets. Agency is Ruthrauff & Ryan, New York.

RADIO'S FIRST DSC HERO

BY DIRECTION of President Roosevelt, First Lt. Thomas E. Knode, former Washington news editor of NBC, has been awarded the Distinguished Service Cross for extraordinary heroism in action, the War Dept. announced last Friday.

Now recovering in a military hospital in Australia from wounds received Dec. 5 [BROADCASTING, Dec. 21] Lt. Knode, on recommendation of Gen. MacArthur, has been given the second highest honor this country bestows on its soldiers. It is topped only by the Congressional Medal of Honor.

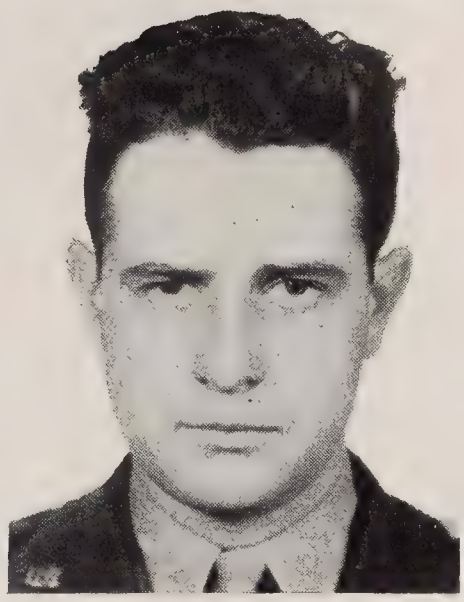
Radio's First Hero

Thus Lt. Knode, who was called to active duty last March as a reserve second lieutenant, becomes radio's first man to be decorated with the distinguished service cross. The citation follows:

"The Award of the Distinguished Service Cross, by Direction of the President. Thomas E. Knode, 1st Lt., 126th Inf., USA, for extraordinary heroism in action near Buna, New Guinea, on Dec. 5, 1942.

"During an attack on Buna Village, 1st Lt. Knode led his platoon with conspicuous bravery. When wounded in the leg he disregarded the wound and continued to lead his platoon in the attack. When he was again wounded in the foot and was unable to go on, he refused to be evacuated until he had given final instructions to his platoon."

With the citation for heroism, it was disclosed that Lt. Knode refused to accept appointment to a desk job in Washington when he was called to active duty. Because of his wide experience in the radio news field, Lt. Col. E. M. Kirby, chief of the War Dept. Bureau of Public Relations radio branch, requisitioned the Washington radio man for duty in the radio branch. Knode, however, rejected the offer with the remark, "I'm a soldier and I want to fight this war on the battlefield, not at a desk in Washington."



LT. KNODE

Later, when he arrived in Australia, Lt. Knode turned down an assignment to the public relations staff of Gen. MacArthur. He preferred to go into battle with his men.

Just two days before the War Dept. notified his wife, Mrs. Catherine Knode, former Washington NBC employe, of the citation, Mrs. Knode received a letter from her husband in Australia. He said nothing about his exploits in action, but told his wife that he had been shot in the right foot. The bullet entered at the ankle and came out through the sole of the foot, shattering the bones. His optimism is reflected in his admonition to Mrs. Knode not to worry.

"The doctors say I'll be able to walk again but I'll be in the hospital another three months," he wrote. "Then I hope to come home and see you all."

The Knodes have three daughters, the youngest born last September while Tom was on duty in the Southwest Pacific.

Award to Du Pont

E. I. DU PONT DE NEMOURS & Co., Wilmington, Del., has received a special wartime award for "Distinguished Service to Safety" from the National Safety Council, currently engaged in a "Save Manpower for Warpower" campaign. Presentation was made Jan. 4 during a broadcast of the company's NBC program, *Cavalcade of America.* BBDO, New York, handles the account.

Camel Change

COINCIDENT with the shift from an hour program to a 45-minute show, effective Jan. 8, *Camel Caravan,* sponsored on CBS by R. J. Reynolds Tobacco Co., Winston-Salem, has changed its name to *Comedy Caravan,* in line with its recent announcement to feature guest comedians. Program is now heard Fridays, 10-10:45 p.m. on the full CBS network. Agency is Wm. Esty & Co., New York.

Paper Rationing and 'Broadcasting'

IN CONFORMITY with the WPB order curtailing by 10% the supply of print paper of all magazines, BROADCASTING is glad to make its contribution to the war effort by way of saving manpower and transportation facilities involved in the production and delivery of paper. BROADCASTING will continue to provide full coverage of essential industry developments without detracting from interest and appearance since no alteration of basic format is necessary at present.

Consumer Goods May Drop Further

Civilian Purchase, Production To Fall More, Says WPB

FURTHER reduction in civilian purchase, as well as in the production, of consumer goods and services is forecast in 1943 below comparable purchases and production in 1942, according to a study announced last week by the Office of Civilian Supply of the War Production Board.

Appliances Affected

Whereas civilian purchases are expected to drop 10-15% below figures for 1942, production of consumer goods and services is expected to drop 15-20% below 1942, with the resulting deficiency being reflected in inventory. The reduction of inventory was estimated at 25% of stocks on hand at the beginning of 1943.

The biggest buying drop is seen in purchase of durable goods, including radios and electrical appliances, continuing the trend created in 1942 by limitation order halting production. The study shows that in 1942 purchase of durable goods dipped 45% below 1941 and augurs a 35% decrease during 1943 under 1942 figures.

The study further reports low inventories prevailing among consumer goods no longer being produced for civilians, such as radios, phonographs, washing machines, safety razors and others. Offsetting the production of civilian goods to some extent, the report reviews the introduction of substitutes such as plastics in the manufacture of many products.

Some Relief Seen

In considering the civilian standard of living, the report states that much will be decided by the fortunes of the war in 1943. The basic civilian economy is not expected to be reached in 1943, according to the report, except for civilian goods manufactured from critical materials.

Some relief in the quantity of available consumer goods is expected through simplification and standardization. Reviewing some progress already attained, the report looks to continued action in this direction in 1943. By reducing types and simplifying others, needed raw materials are made available to produce the maximum amount of civilian goods from the limited available material.

Cosmetic Plans

COLONIAL DAMES Corp., Los Angeles (cosmetics), is including a larger appropriation for radio in its 1943 advertising budget and will continue to use West Coast spot as well as network time. Firm recently renewed for 52 weeks *Find the Woman* on 9 CBS Pacific and Arizona stations, Friday, 9:55-10 p.m. (PWT). Agency is Glasser-Gailey & Co., Los Angeles.

BONUS - *for all Advertisers in the Great* DETROIT *Market*



As the 1943 curtain goes up on war-time Detroit, far-sighted advertisers will see here the most promising sales opportunities that time has yet revealed. And just as surely as Detroit's accelerated, roaring production lines spell doom for Hitler and Tojo, so also do conditions in this great market assure safety for advertising investment to all who have merchandise to sell, or a good name to uphold. Here are contributing factors:

1. **Detroit's population is now at an all-time high. Estimates show a gain of 336,000 between April 1, 1940, and May 1, 1942, with *newcomers still pouring into Detroit at the rate of 20,000 each month!***

2. **Factory employment, too, is at an all-time high. Latest authoritative estimate (November 30, 1942) showed more than 510,000 hourly paid factory workers, alone, in the Detroit industrial area, *and that figure grows daily!***

3. **Wage scales in Detroit are the highest ever. Latest estimates place the average weekly earnings of Detroit factory workers at $56. That places the present factory payroll in this area at *more than $28,500,000 a week!***

Yes, Detroit is your BONUS market for '43, and WWJ is the station through which you can reach it most effectively and economically.

Associate Station
W45D—F.M.

WWJ

America's Pioneer Broadcasting Station — First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

NBC Basic Network

Retail Sales Up During N. Y. Strike

Federal Reserve Report Refutes Newspaper Charges

REFUTING certain newspaper charges that radio "failed to do a job" for advertisers during New York's newspaper delivery strike in mid-December, advertising and station executives pointed to Federal Reserve figures which showed a 4% increase in department store sales in New York during the week of the strike over the same week in 1941.

That same 4% increase holds good for store sales in the whole of the New York Federal Reserve district, including Buffalo, Rochester, Syracuse and Newark, all of which had regular newspaper delivery. But New York dependent almost entirely on radio during the strike for news and advertising [BROADCASTING, Dec. 21], kept pace with the rest of the district in increased sales.

No Fall-off in Business

Among New York retailers who used radio time were Bloomingdale's, a regular client of WQXR, and R. H. Macy & Co. Bloomingdale's added an extra quarter-hour to its schedule the second day of the strike while Macy's took a quarter-hour of the Pegeen Fitzgerald program on WOR as well as one-minute and five-minute spots on the same station.

Frances Corey, in charge of Bloomingdale's radio programs, told BROADCASTING that sales of certain items advertised only on the air had been good, indicating that radio was responsible. Business at Bloomingdale's did not fall off, she added. Macy's advertising department expressed a similar thought, adding that business was at least as good as on the same days in 1941 when newspaper space was used.

For three days during the strike New York broadcasters successfully kept the public informed on news developments and did a pinch-hit advertising job for space-buyers who normally depend chiefly on newspapers. In fact radio cooperated with New York newspapers in broadcasting local news, gathered by staff reporters, in addition to the usual world affairs.

Radio advertisers, particularly those who reaped benefits from broadcasts during the strike, were shocked when Royal F. Munger, financial editor of the *Chicago Daily News*, singled out radio for a bitter attack. Reporting the strike's effect on department store business, Mr. Munger's story said on Monday the stores were full of shoppers, due to the "momentum furnished by the advertising of the previous week". On Tuesday, his article stated, "there was a faint thinning of the buying stream" and "by Wednesday a buying slump was in full blast.

"The crowds had fallen off," his story continued, "and the attempts to use radio in place of the missing advertising were getting nowhere rapidly. In fact, even through their anguish the newspaper advertising men grinned at the job radio didn't do."

Following Mr. Munger's story, the *Chicago Daily News*, editorially called the strike a "laboratory test of the necessity of newspaper advertising to retail trade," and added: "Radio didn't do the job. Wartime prosperity didn't do it. The enviable and deserved reputations of famous stores didn't do it. The slump came, as every newspaperman knew it would come, and New York's Christmas was curtailed."

These newspaper reports and comments were published prior to the release of the Federal Reserve District department store sales figures.

A reprint of the Munger article as a half-page display ad in the *Jamestown* (N. Y.) *Post-Journal* evoked a response from Simon Goldman, manager, WTJN, Jamestown, who wrote Mr. Munger in part as follows:

Cites Newspaper Ownership

"After I finished the article, the first thought that came to my mind was that here was a newspaperman who is surprised that newspaper advertising works. We in radio recognize the newspaper's place in the advertising world and a great number of newspapermen recognize radio's place in the advertising world. (As a matter of fact, an analysis of radio stations shows that newspapers own more stations than any other group. If my memory serves me correctly, I believe one-third of the radio stations in the United States are newspaper-owned.)

"I might mention that all the observations in your article were made not by the retail merchandisers themselves but by New York newspaper observers. To the contrary, those advertisers who were able to turn to radio did get outstanding results. For example, the movie industry, who are heavy newspaper advertisers in New York, reported no loss of business and found that radio was an excellent method of reaching moviegoers. As a result, a number of them are negotiating or have negotiated year-round radio contracts."

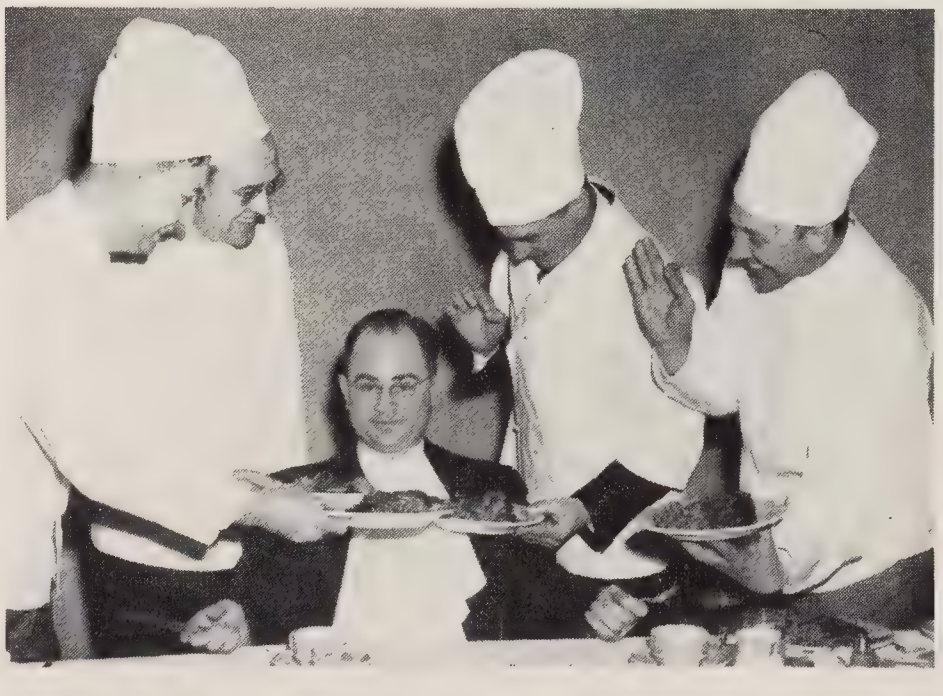
Pointing out that radio advertising is built on consistency, Mr. Goldman continued: "The observations made by reporters concerning this strike showed a volume of radio activity, but in the main most retailers were trying to plan their radio advertising, rather than to jump in for the sake of jumping in, and the strike was over before most of these plans materialized."

"Story Unfair"

Replying to Mr. Goldman's letter, Mr. Munger wrote, in part: "As a piece of reporting I have no particular apologies to make for the story. The facts were as stated. While I am glad to have your comments, the whole matter is somewhat remote for me at the moment, as I am leaving immediately for active military service with the United States Marines."

When the Munger story was reprinted in the *Buffalo Evening News*, John A. Bacon, director of sales, Buffalo Broadcasting Corp. (WGR-WKBW), wrote to nine New York stations asking for definite information regarding the experiences of New York advertisers during the newspaper strike. Ex-

(*Continued on page 46*)



ROAST DUCK was served staff members of KLZ, Denver, at their recent annual banquet after the station's four nimrods went hunting. When Station Manager Hugh B. Terry sat down at the head of the table his four employes literally gave the boss the bird. Serving roast duck to Mr. Terry (center) are (l to r): Jack Ross, bookkeeper; Les Waterman, engineer; Harvey Wehrman, chief engineer; Fred Mueller, sales chief.

New York Papers Hike Radio Rates

Mere Mention of Program in Regular Copy Costs Double

NEW YORK newspapers last week put into effect a ruling that any advertising of a radio program will be accepted only at the general or national rate. Rule applies not only to radio page advertisements of programs, but also to mention of programs inserted into display advertising for merchandise, BROADCASTING was told.

If, for instance, a department store were to insert into a page ad one line asking readers to tune in the store's radio program, the whole page would be billed at the national rate, in most cases about twice the rate normally charged for department store advertising.

"Short-Sighted Policy"

Retail advertising men, queried by BROADCASTING last week, were unanimously indignant over the move. Ira Hirschmann, vice-president of Bloomingdale Bros., which last week used space in a number of metropolitan dailies to advertise a new radio course in sewing, to be conducted during the store's broadcasts on WQXR, New York, expressed the feeling that Bloomingdale's newspaper contracts cover all of their newspaper advertising, regardless of subject matter, and said he did not intend to accept the new rate.

Terming the move a "short-sighted policy," Mr. Hirschmann said that newspapers should utilize radio instead of opposing it, citing the many examples of wise newspapers that "have used radio, bought radio and worked with radio instead of adopting defensive tactics of this kind".

Denying that the move represented any antagonism toward radio on the part of the newspapers, Richard Murray, in charge of department store advertising for the *New York World-Telegram*, said that the new rule is merely an extension of various limitations the papers have found it necessary to put on department store advertising from time to time.

Terming the rates given to department stores as "absurdly low" in relation to the general rates (37 cents a line to 78 cents is the World-Telegram's ratio), Mr. Murray explained that "the papers won't permit the stores to exploit them" and "over the years we have had to clamp down on various types of advertising to protect our rate structure. This new move does not represent any discrimination against radio."

While the new ruling applies to New York only, its effect will undoubtedly be closely watched by newspapers and department stores throughout the country and it is expected to receive considerable attention during the advertising session of the National Retail Dry Goods Assn. meeting at the Hotel Pennsylvania, New York, early this week.

WGN carries more local and national spot business than any other 2 major Chicago stations combined!

Such a leadership in the highly competitive Chicago market is testimony of WGN's marked ability to produce sales for its advertisers.

Senate Probers Ready to Quiz Petrillo

May Ask FDR to End AFM Ban On Discs

IF ALL OTHER efforts fail, President Roosevelt may be asked by the Senate Petrillo Probe Subcommittee to invoke his broad wartime powers and terminate the ban on transcriptions and musical recordings as injurious to national morale during wartime.

This prediction was made by Senator D. Worth Clark (D-Idaho), chairman of the probe subcommittee, on the eve of the appearance of James C. Petrillo, AFM president, before the committee, scheduled for Tuesday, Jan. 12.

After reintroducing his far-reaching bill last Thursday to bring the musicians union within the scope of the anti-trust laws as a means of enjoining arbitrary actions which interfere with the war effort, Senator Clark said that if such legislation fails of passage, it is likely his five-man subcommittee will recommend in its report that the President use his broad wartime powers to protect the national morale.

Seek Prompt Relief

With transcription and record reserves, built in anticipation of the Petrillo ban, about to run out, the broadcasting industry and related public performers dependent upon recordings are becoming more and more aroused over the outlook. All eyes are turned toward the Senate Interstate Commerce subcommittee in the hope that some relief will be afforded promptly.

While there are two distinct schools in the broadcasting industry on the Petrillo situation and how it should be handled, no public moves toward negotiation of a settlement—temporary or permanent—with AFM have been disclosed. All sides are agreed that the AFM ban, which has blocked recording of a single new transcription or record since Aug. 1, is interfering with wartime morale and is destined to develop into a calamity if remedial measures are not instituted promptly.

Petrillo's appearance before the Senate Interstate Commerce subcommittee—his first before a committee of Congress—is scheduled for 10:30 a.m. Tuesday at the Senate Caucus Room. The committee has been advised by Joseph A. Padway, general counsel of AFL and Petrillo's special counsel, that the AFM head will read a prepared statement of about 45 minutes. Mr. Padway himself then proposes to discuss legal aspects of the controversy, after which Petrillo will be cross-examined by the committee. It is expected this testimony and examination will consume two sessions.

In some quarters it was predicted Mr. Petrillo would seek to turn the tables and ask for an investigation of the NAB and the industry.

At the request of Mr. Padway, who has labor business in Florida, the committee proposes to recess for about 10 days, during which it will line up its schedule of future witnesses. Requests for opportunity to appear have been received from such groups as the NAB, probably to be represented by President Neville Miller and Counsel Sydney M. Kaye; leading transcription companies and record manufacturers; music schools and societies; representatives of Local 802 (New York) of AFM, and spokesmen for coin-operated machine companies, and other public performers of recorded music.

Federal Witnesses

Whether other Government witnesses will be called upon to testify, supplementing previous testimony of such figures as Elmer Davis, director of the Office of War Information, and James Lawrence Fly, chairman of the FCC, who predicted dire effects on wartime morale and upon smaller radio stations, was not indicated. Their testimony, given at a preliminary hearing last September before the original Petrillo probe committee, will be incorporated in the new record, however.

With Senator Clark on the subcommittee are Senators Tunnell (Del.) and McFarland (Ariz.), Democrats; White (Me.) and Tobey (N.H.), Republicans. Herbert M. Bingham, Washington attorney formerly of Montana, special counsel to the subcommittee for the investigation, is handling preparation of the case and presumably will bear the brunt of the cross-examination.

Reports coming to the committee's attention have stressed the crisis ahead. Many dance bands, it was reported, already have disbanded because of lack of engagements for transcription and record recording. NAB President Neville Miller estimated that regular recording bands already are out of pocket to the extent of $1,000,000 to $2,000,000. He also noted that few new hit tunes have been written since the recording ban became effective.

Senator Clark said he would seek approval of his bill to bring the musicians union within the scope of the anti-trust laws at the current session. The measure, introduced Oct. 23, died with the adjournment of Congress. It was reintroduced in identical form last Thursday. The resolution, on which the hearings are being held (SRes-286), remains operative until Jan. 31. Under action taken in the final days of the last session, all pending resolutions authorizing inquiries are killed on Jan. 31 and must be reintroduced.

"If we can't get anywhere with this bill in the new Congress," Senator Clark asserted, "it is likely the subcommittee, in its report, will request that the President be called upon to use his wartime powers. The President has authority to take over plants where production has been halted by strikes. I am sure he has wartime power to curb the power of Petrillo to deny popular music to millions of Americans, including troops at home and abroad.

"So far as I know, Petrillo has not offered any concrete proposal as a compromise to either the broadcasting stations, the record and transcription manufacturers, or others involved," Senator Clark continued.

"This matter goes far beyond any labor dispute. Elmer Davis, director of the Office of War Information, told our committee recently that a continuance of the ban would force the closing of many small radio stations essential to our wartime communications.

"He also said, and he spoke for the War and Navy Departments, that the withdrawal of popular music from the radio stations and juke boxes would seriously endanger wartime morale on the home front as well as that of our troops on the battlefront. Quite a few stations have already closed or sold out for nominal sums."

John Shepard 3d Continues As Yankee General Manager

O'Neil Elected President; Executive Personnel Retained in Network Reorganization

MAINTAINING the same executive management, reorganization of the Yankee Network under its new ownership, was affected last Wednesday in Boston, with John Shepard 3d elected chairman of the board and designated general manager, and William F. O'Neil, president of General Tire & Rubber Co., elected president. The board continued Linus Travers as executive vice-president and Robert T. Bartley as vice-president and elected Mr. O'Neil treasurer, and Robert F. Ide of Yankee, assistant treasurer. Howard F. Wright, Yankee official, was named corporation clerk.

Personnel Meet With Owners

The executive committee comprises Messrs. O'Neil and Shepard and James W. Haggerty, Boston district manager for General Tire. The board of directors comprises Messrs. O'Neil, Shepard, Travers, Haggerty, Loren Angus McQueen, General Tire vice-president, Akron; and Samuel S. Poor, General Tire vice-president, Akron.

Operating heads of the network departments met for the first time with the new owners Wednesday evening. At the dinner meeting, in addition to those General Tire officials mentioned, were W. E. Fouse, vice-president; H. R. Jenkins, secretary, and William O'Neil Jr., of Akron, son of the company president and owner of WJW, Akron-Cleveland.

Yankee officials present, aside from those mentioned, included Gerald Harrison, Roger Coakley, William Eynon, George Steffy, Robert Myers, Irving T. Robinson, Clarence Stone, James S. Powers, Cedric Foster, J. A. Farrar, Joseph Lopez, Malcolm Parker, Dorothy Robinson, Fred McLaughlin and Gertrude Lanza.

Assurance was given the FCC prior to its approval of the sale of the Yankee Network owned stations to General Tire and Rubber Co., for $1,240,000 on Dec. 31 that the company would buy time from Yankee at rates and under conditions available to all other sponsors.

Coincident with the Commission's formal action, granting the transfer by a four-to-two vote, an affidavit of William F. O'Neil, president of General Tire, emphasizing that the network would not be used

(*Continued on page 41*)

Joins Yankee Network

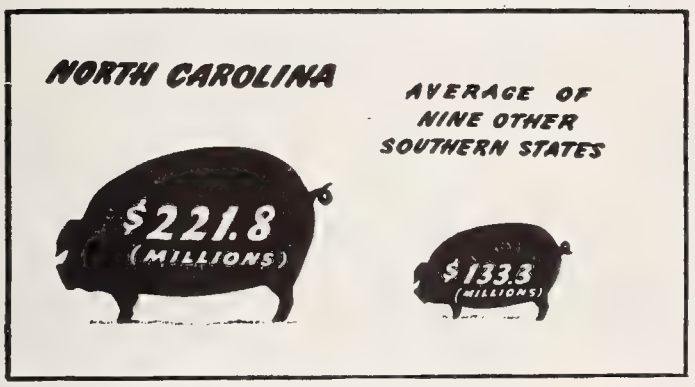
APPOINTMENT of Barbara Sprague, formerly of KGIR, Butte, and the Z-Bar Network in Montana, to the station relations department of the Yankee Network was announced last Thursday by John Shepard 3d, Yankee general manager. Miss Sprague will contact the 21 stations on the network as well as the three Yankee-owned stations. She will function under Gerald Harrison, in charge of station relations and sales coordination. In radio for the last 12 years, she is a licensed operator and has had experience in all phases of station work.

Love Aids Petrillo

EDDIE LOVE, secretary of San Francisco Musicians Local No. 6, AFM, has been made an assistant to James C. Petrillo, AFM president. He moves to New York headquarters. It is believed on the Coast that he will be assigned to straighten out the situation brought about by the AFM recording and transcription ban.

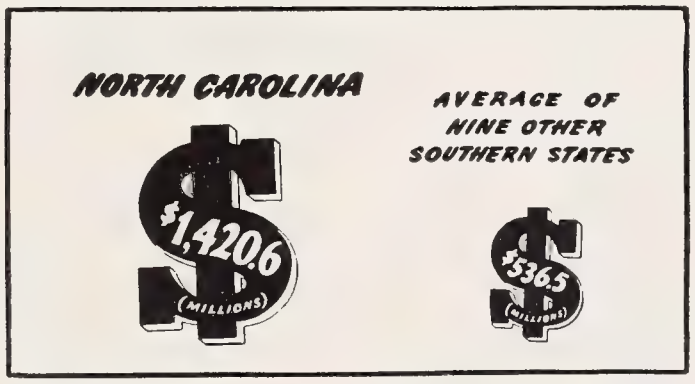
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



CASH INCOME AND GOV'T PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN



NBC 680 KC

FREE & PETERS, INC. National Representatives

MANPOWER TITLES DUE FOR RELEASE

REVISION of specific manpower titles covering the broadcast industry were approved by the Inter-Departmental Committee of the Manpower Commission last week and may be expected to be released to draft boards within the next 10 days. Although the specific titles have not yet been made known it is understood that the new list is a marked improvement over the original list released Oct. 12 and known as Occupational Bulletin No. 27.

Careful consideration was given to the needs of the small stations in particular it is understood, to insure their continued operation. This does not mean, it was pointed out, that the larger station and network personnel have been overlooked but the need for keeping small stations on the air is very much in the foreground of all planning for radio's wartime future.

Although specific administrative titles were omitted in the original list it is understood that a title has been provided for station managers in the new version. Otherwise, titles will cover engineers, newsmen, traffic personnel and program directors with careful breakdowns to cover specific jobs.

Skelly Adds News

SKELLY OIL Co., Kansas City, on Jan. 2 expanded its network program schedule by adding a Saturday morning quarter-hour newscast at 8-8:15 a.m. in addition to the Monday through Friday quarter-hour commentary broadcast at the same time on 19 Midwestern NBC stations. Alex Dreier, NBC correspondent recently returned from London, who is commentator on the daily newscast is featured on the Saturday program while Lloyd Burlingham, midwest farm authority, presents the W. G. Skelly award for Superior Achievement in Agriculture to the outstanding farmer of the week. Agency is Henri, Hurst & McDonald, Chicago.

Calavo Spots

CALAVO GROWERS of California, Los Angeles (avocados), on Jan. 6 resumed its scattered spot schedule campaign in selected markets and is utilizing twice-weekly participation in *Economy Kitchen*, WKRC, Cincinnati; *Ruth Merrian Wells*, WGAR, Cleveland; Mrs. Page's *Household Economics*, WJR, Detroit; *Kay Morton*, WIL, St. Louis; *Hopeful Homer*, KPRC, Houston; *Marilyn Day*, KSL, Salt Lake City; *Budget Brigade*, KLZ, Denver; *Beulah Karney*, WENR, Chicago; *Bee Baxter*, KSTP, St. Paul; Leone Bender's *Woman's Page of the Air*, WOAI, San Antonio. Firm also sponsors twice-weekly five-minute participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Wednesday, Friday, 9:30-10 a.m. (PWT). Agency is J. Walter Thompson Co., Los Angeles.

JOHN GUNTHER, commentator, will shift his news commentaries on BLUE Friday and Saturday, from 10:30-10:45 p.m. to 10-10:15 p.m., starting Jan. 15.



MBS Billings Up 32% During 1942

All-Time High of $9,636,122 Gross Time Sales Reported

MUTUAL billings for the 12 months of 1942 totalled $9,636,122, the network announced last week, making an all-time high in gross time sales for a year's period since MBS was formed in 1935. This total for 1942 marks a 32% increase over 1941, when billings were $7,300,955.

In a breakdown of MBS billings by agency and client for the year of 1942, three agencies placed $1,000,000 or more for their clients: Blackett-Sample-Hummert, $1,195,822; Ivey & Ellington, $1,305,503, and R. H. Alber Co., $1,064,935. The other 33 agencies placed business on MBS for their accounts under the one million mark. The following advertisers placed the largest amount of business on Mutual during the past year:

Gospel Broadcasting Assn.—$1,064,935.
Bayuk Cigars—$973,072.
Coca Cola Co.—$642,984.
Gillette Safety Razor Co.—$604,670.
General Cigar Co.—$448,087.
Pharmaco Inc.—$447,057.
R. B. Semler—$438,916.
Anacin Co.—$333,738.
Whitehall Pharmacy—$321,712.
Richfield Oil Corp.—$304,729.

Richfield Renews

RICHFIELD OIL Corp., New York, has renewed for the fourth consecutive year Arthur Hale's *Confidentially Yours* on Mutual, continuing to feature the wartime services offered motorists by local dealers, according to an announcement by B. N. Pollak, sales promotion manager. Sponsor will continue to cooperate with the Office of War Information in scheduling Government announcements under the network allocation plan. Program is aired thrice-weekly, 7:30-7:45 p.m., and repeated at later hours, on 24 Mutual stations. Agency, Hixson-O'Donnell, New York.

Recruits for Red Cross

TO HELP the American Red Cross recruit 36,000 graduate nurses, 100,000 nurses' aides, and a million students in home nursing classes, NBC and its affiliated stations will begin a 13-week campaign Jan. 17, using a half-hour dramatic program *That They Might Live*. Directed by Jane Tiffany Wagner, NBC director of women's war activities, the series will be aired Sundays at 12:30 p.m., with stage, screen and radio stars donating their services. In addition to the network series, NBC affiliates will present locally each week two quarter-hour transcribed dramas, *March of Mercy*.

MBS Series to Latins

SPANISH and Portuguese language broadcasts of the weekly Mutual *This Is Our Enemy*, series exposing Axis brutalities in Nazi-dominated territory, will soon be released in Latin-American republics, according to officials of the Office of the Coordinator of Inter-American Affairs. Half-hour program expands the current Latin-American schedule of some 36 shows being released daily in the 20 republics.



PHOTO BY FWING GALLOWAY

A NEAR MISS

. . . DOESN'T COUNT IN RADIO!

That's the experience of smart advertisers. Particularly in Baltimore . . . today the country's 6th largest market.

If you want to hit this Baltimore trading area target, when you aim at it . . . here are three reasons why advertisers interested in reducing sales costs . . . are swinging to Radio Station WFBR:

1. WFBR covers Baltimore DAY and NIGHT with an efficiency known to few stations in so big a city. There are no dead spots. That isn't magic . . . it's just good engineering.

2. There is no waste with WFBR. We do not use a hopped-up signal to cover the surrounding states in which you may or may not have sales . . . or states in which you have already bought time. Our job is the Baltimore trading area. Not Pennsylvania, West Virginia, Delaware, New Jersey, Virginia.

3. WFBR is the station all Baltimore has been listening to for 21 years. In the last 3 years over one half million people have visited our studios or participated in sponsored shows.

It's good business to get on the target in Baltimore. WFBR makes it automatic.

RADIO STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

. . . If you're now using radio in the Charleston, West Virginia market— or planning to do so in the future— you should see the Crossley Study just completed.

5000 ON 580 WCHS CBS AFFILIATE

John A. Kennedy, President Howard L. Chernoff, Managing Dir.

Charleston, West Virginia

represented by

THE BRANHAM COMPANY

21 Food Sponsors On Blue Schedule

Quaker Oats, Warner Latest To Sign With Network

OF THE 50 commercially sponsored programs on the BLUE Network as of Jan. 1, 1943, start of its second year of independent organization, 21 are sponsored by food producers, a larger representation than that of any other industry.

Tetley Tea Co., which launched first consumer advertising for its dehydrated Soup-Mix on the BLUE in November, has indicated expansion of its current schedule in view of increased sales and its confidence in the future of dehydrated products. Produced in six flavors, the Soup-Mix is promoted thrice-weekly on Isabel Manning Hewson's *Morning Market Basket.*

The same program on the BLUE is used by C. F. Mueller Co. for its macaroni on a thrice-weekly basis, a schedule to be continued indefinitely. Agency for both accounts is Duane Jones Co., New York.

New Kellogg Account

The BLUE adds another advertiser to its food accounts Jan. 4 when Kellogg Co. promotes Pep on 13 Pacific stations five times weekly on *Breakfast at Sardi's.* Agency is Kenyon & Eckhardt, New York. Williamson Candy Co., in November, renewed *Famous Jury Trials* on 64 BLUE stations for 52 weeks. Show is for Oh Henry candy bars and is handled by Aubrey, Moore & Wallace, Chicago.

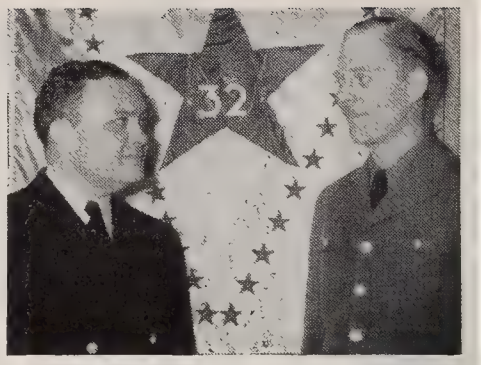
Swift & Co., sponsor of a segment of the BLUE's *Breakfast Club* for more than a year, paid tribute to the program's pulling power on Nov. 3 when it increased its quarter-hour participations thrice-weekly on 87 stations to five days weekly on 143 stations. J. Walter Thompson Co., Chicago, handles the account.

Another J. Walter Thompson account contributing to the BLUE's food industry group in 1942 was Libby, McNeill & Libby, using the entire BLUE network Oct. 19 for a special one-time broadcast dramatizing its forthcoming advertising campaign. Introducing a different idea of consumer relations, the food processing company invited consumers, as well as Libby salesmen and dealers to a "sales meeting of the air."

Quaker Oats Co., Chicago, will take over *Terry & the Pirates,* quarter-hour children's program, effective Feb. 1. The series, based on the comic strip syndicated in 200 newspapers, has been heard on the BLUE since Jan. 4, five times weekly, 6-6:15 p.m., and will continue at that time when Quaker Oats sponsors it for Puffed Wheat and Puffed Rice Sparkies.

The program is written for radio by Al Barker, who has written such children's shows as *Don Winslow of the Navy* and *Orphan Annie.* It will be heard on 143 BLUE stations, largest network yet employed by Quaker Oats during its many years of network and spot radio. Agency is Sherman & Marquette, Chicago. *Terry & the Pirates* is not new to radio listeners, having been sponsored in the past via transcription by Libby, McNeill & Libby, and on NBC by Bowey's Inc. for Dari-Rich.

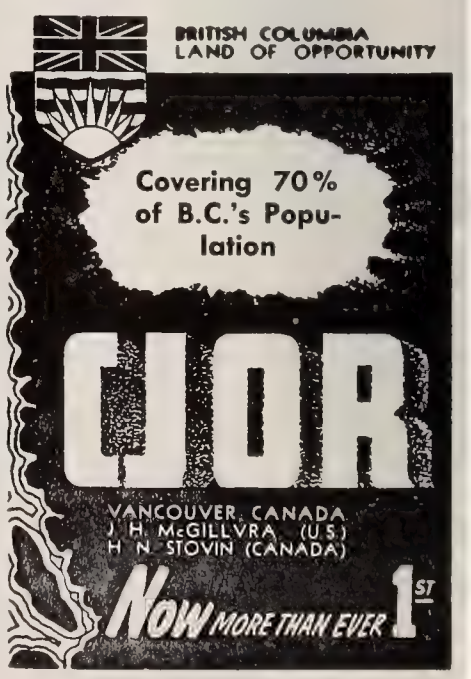
Other food accounts on the BLUE at the start of this year are Cream of Wheat Corp., General Mills, Hecker Products, A. S. Boyle Co., Calavo Growers of California, Fisher Flouring Mills Co., Langendorf Bakeries, Coca Cola Co., Wonder Co., Northwestern Yeast Co., Skinner & Eddy Corp., Washington Cooperative Egg & Poultry Assn., and Wilson Milk Co.



REPRESENTING TWO branches of the fighting forces are these former employees of WGN, Chicago, as they pose before the station's new service flag. Lt. Com. Carl Meyers (left), formerly chief engineer, is stationed with the Navy in Washington. Private Bob Venables, formerly staff announcer, is attached to Camp Grant, Ill.

Coca Cola Plaque

COCA COLA Co., Atlanta, sponsor of *Victory Parade of Spotlight Bands* on the BLUE, received a silver plaque during a recent broadcast, from *Movie-Radio Guide* for "outstanding contribution to the morale of the men in the United States armed forces." Award was presented by Harry Hayden, general manager of the Guide Magazines, to Felix Coste, vice-president of Coca Cola Co. The tribute followed shortly after Coca Cola's nine-hour Christmas Day program for service men, originating from 42 camps throughout the country, and aired on the full BLUE network.



KRUEGER ACQUIRES REGIONAL HOOKUP

EXPANDING its radio advertising from a local to a regional basis, G. Krueger Brewing Co., Newark, will discontinue *Go Get It*, audience participation program, on WOR, New York, and on Feb. 3, starts a radio adaptation of Michael Arlen's short story "The Gay Falcon", Wednesday, 7:30-8 p.m. on seven or eight NBC stations in New England.

Writers for the new series are Gene Wang, scripter of *The Thin Man* on CBS; and Harry Hermann, author of *Mr. and Mrs. North* on NBC. Chief character of the story on which the program is based has been featured since 1941 in a series of RKO films, "The Gay Falcon".

Krueger is discontinuing *Go Get It* at the conclusion of a year's contract which has been entirely satisfactory, according to a spokesman for Compton Adv., New York, agency in charge. Firm used a regional hook-up several years ago, with a news program on the Yankee Network. New sponsor for *Go Get It* has not been revealed.

Lindow Made PRO

LT. LESTER W. LINDOW, of Milwaukee, has been appointed public relations officer at Camp Wolters, Texas, succeeding Capt. H. D. Kight, whom he had assisted for six months. In civilian life Lt. Lindow had been active in radio and newspaper work for nine years, serving as manager of WFBM, Indianapolis, assistant manager of WCAE, Pittsburgh, and at one time was associated with Hearst newspapers in New York City. Before assuming public relations duties with the Army he had been assigned to a radio specialist training company at Camp Wolters.

Maj. Borrett's Book

STORIES and legends Sunday afternoons over CHNS, Halifax, Nova Scotia, are compiled in a book titled *Tales Told Under the Old Town Clock* just published by Imperial Publishing Co. Ltd., Halifax. The narrator and the author of the book is Maj. William Borrett, CHNS manager. Actual continuities of 25 broadcasts are used to put in permanent form the historical tales of Canada's "most storied province." Proceeds from the sale of the first 300 copies are to go to the Queen's Fund for Air Raid Victims in Great Britain.

Resinol in New York

RESINOL CHEMICAL Co., Baltimore, makers of Resinol soap and ointment, using radio for the first time in New York, has started participations in *Pegeen Prefers*, six-weekly program of consumer news heard on WOR, New York, 8:30 a.m. Contract is for 52 weeks. Agency is Cortland D. Ferguson, Baltimore. Series now has eight sponsors.

Zwieback Test

DUTCH TEA RUSK Co., Grand Rapids (zwieback) through Roche, Williams & Cunnyngham, Chicago is testing radio in the Milwaukee market with transcribed musical harmonica announcements five days daily on WEMP. If successful, test will be expanded to other markets. Phil Stewart is account executive.



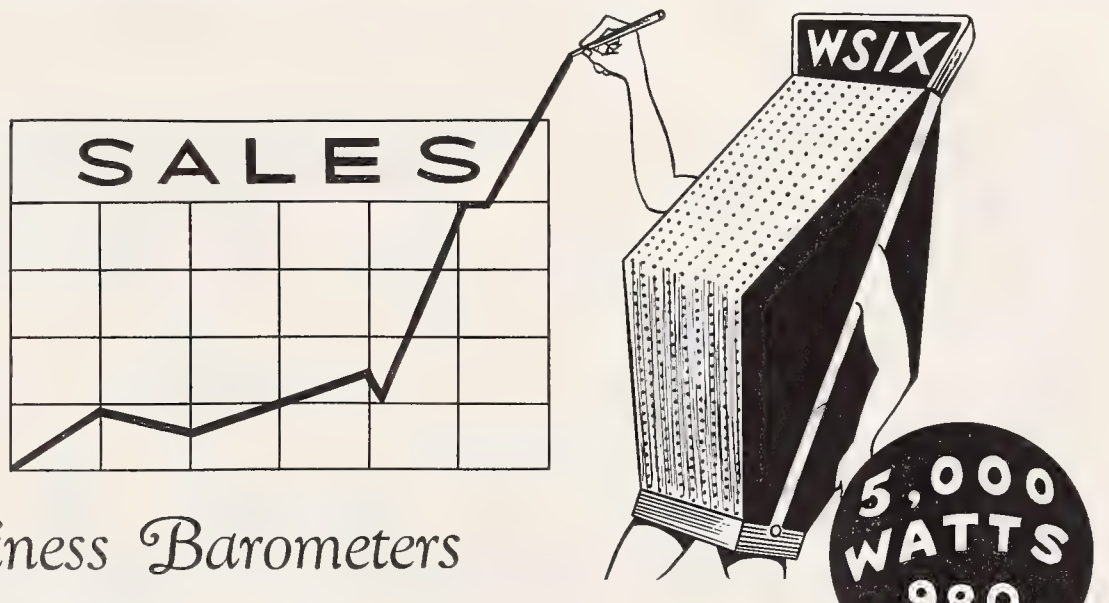
COORDINATING EFFORTS of radio for Victory were stressed by these IV Fighter Command officers; NBC executives and personnel of the weekly *Eyes Aloft* program on that network, during a recent Hollywood conference. Presented under auspices of the IV Fighter Command, half-hour program is designed to maintain morale of Pacific Coast volunteer observers and workers. Coordination discussers are (l to r), Gayne Whitman, narrator on *Eyes Aloft;* Brig. Gen. William E. Kepner, commanding general of IV Fighter Command; Lt. Col. John C. Gray; Col. Carl Wallie; Lewis Frost, assistant to Sidney N. Strotz; John W. Swallow, western division program director; Robert L. Redd, writer-producer; Capt. Fred Barriger, Capt. Gomer Lewis.

Quaker Serial

QUAKER OATS Co., Chicago (Sparkies) on Feb. 1 will start sponsorship of *Terry & the Pirates* on 139 BLUE stations, 6-6:15 p.m. with repeats at 7 and 8 p.m. Program will start on a sustaining basis Jan. 4 replacing *Don Winslow of the Navy*, which was discontinued on Jan. 1 by General Foods Corp., New York (Post Toasties) thru Benton & Bowles, New York. Sherman & Marquette, Chicago, is the agency, newly appointed, for Sparkies.

Sunkist Slices

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist oranges, lemons), revising its 1943 advertising schedule, with broadcast of Feb. 2 will cut the thrice-weekly quarter-hour serial, *Today at the Duncans*, on 46 CBS stations to once per week, Friday, 6:15-6:30 p.m. (EWT). Foote, Cone & Belding, Los Angeles, is agency.



Business Barometers Up... Up... Up...

Bank clearings up 16.5 per cent . . . debits up 20.3 per cent . . . business in most all lines running this much or better ahead of the year before . . . figures like these give an idea of how business in Nashville is on a permanent boom.

There's no secret about how to reach this market. WSIX gives you the coverage.

Member Station

The Blue Network and Mutual Broadcasting System

SPOT SALES, INC., National Representative

5000 WATTS — WSIX "The Voice of Nashville" NASHVILLE, TENN. — 980 KILOCYCLES

Succeeds Connor

MRS. ETHEL BELL, well-known in West Coast broadcasting, has been appointed radio coordinator of the Southern California Broadcasters Assn., according to Lawrence W. McDowell, association president and commercial manager of KFOX, Long Beach, Cal. Headquartered in Los Angeles she succeeds Richard F. Connor who resigned in early December to become chief of station relations, Radio Bureau, Office of War Information. Mrs. Bell joined the SCBA in February, 1942, as assistant to Mr. Connor. She continues as assistant radio coordinator of the Pacific Coast War Emergency Broadcast Plan set up by Mr. Connor under supervision of the IV Fighter Command in early 1942. She is the wife of Howard Bell, program director of KPAS.

Pinch From Shortage of Discs To Be Felt Soon, King Claims

Backlog of Transcriptions Is About Exhausted, He Says, Pointing to Troubles Ahead

WHAT IS the future of recorded music in case the Petrillo-dictated ban on AFM musicians continues.

That was the question posed by broadcasters and transcribers on the eve of the Senate inquiry into Petrillo's bans and edicts, which gets under way Tuesday, Jan. 12.

In the more than five months that have elapsed since the Petrillo ban on transcriptions and recordings became effective, the full force of the production stoppage has not been felt, even though new popular tunes in recorded form have not been available. Transcribers had built up a sufficient backlog of recordings to absorb minimum requirements during that period.

Gerald King, Hollywood partner of Standard Radio, who has acted as spokesman for independent transcribers, asserted last week that prior to the Aug. 1 ban, recordings were made of a sufficient number of the entire present hit list to get by. How stations and other users of recorded music will feel when none of the top tunes will be available in recorded form some 60 days hence is quite another matter, he said. New music will be published and played over the networks so that the publishers get their performance credits, he pointed out, because until recently recorded music did not count in the performance ratings anyway.

Nets Not Seriously Hit

After talking to many broadcasters at the NAB district meetings—which wound up Dec. 10—on the music problem, Mr. King reported that because of the greater interest in war and manpower problems, the music issue became secondary and was taken up when many broadcasters had left or were tired.

The problem, according to Mr. King, is essentially that of the independent station rather than the network, which he said has little to lose in a controversy over recorded music with the exception of some spot business and the effect, in the case of NBC, upon Thesaurus. And he poses the question: "In the long run has not recorded programming been a competitor of network broadcasting?"

The primary interest of the networks, Mr. King points out, is maintenance of their network schedules. Consequently, he said, it is only logical and evident that they should seek to avoid any quarrel with AFM, through moves that might entail use of non-AFM musicians or perhaps musicians identified with CIO. A dispute with AFM might result in strike or secondary boycotts, it has been pointed out.

Looking toward the immediate future, Mr. King said most of the backlog of recorded music already is in the hands of stations. Some transcription companies, and in several instances phonograph recorders, have recorded choral groups a capella, or without instrumental accompaniment. Some music, he said, lends itself admirably to such groups, but in the field of popular music, which surveys show uses up at least 60% of the time devoted to music on the air, it is difficult to make satisfactory renditions. So-called "bounce" tunes do not lend themselves to vocal treatment of this sort.

Consequently, Mr. King said, lack of suitable groups for popular tunes is bound to prove a restrictive influence on music. As NAB President Neville Miller has pointed out, it is just as restrictive on patriotic music, as evidenced by the fact that not a single wor[illegible] while patriotic song has been pu[illegible] lished since the ban Aug. 1.

While transcribers have the privilege of recording music outside the United States and Canada, Mr. King pointed out that much of this recording always has been done, but most of it has emanated from points where it is not now possible to record because of the war. England, Italy, Germany and Austria were the main sources of imported music before the war, with Latin America contributing only typical music.

Even if music other than this could be recorded outside the United States, he reported the cost is very high and few studios and mechanical setups are available for high quality transcriptions. Moreover, he said, musician's unions in some South and Central American countries, anticipating a windfall, have increased their rates by as much as 100% and by restrictions on the use of conductors. While possible supply of instrumental music from these countries is not bright, he predicted much of it would begin flowing from

SINGIN' THE BLUES ABOUT CERULEAN (Ky.)?

Don't feel gray if mileage rationing is keeping your salesmen from calling on a lot of little towns like Cerulean (Ky.). They can still do a whopping big business in the Louisville Trading Area—which, after all, has 35.5% *more* buying power than the rest of Kentucky *combined!* . . . If that gives you a rosy-hued thought, here's another: WAVE covers the entire Louisville Trading Area *at lowest cost*—delivers *listeners* because it's the only Red station for 100 miles around! See what a spectrum we're offering?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,



them if the current situation continues for many months.

A third possible outcome, according to Mr. King, is the use of non-AFM musicians. Pointing out that CIO has a musicians' union in New York, Mr. King declared a survey made by one of the transcription companies indicated 99% of stations interviewed had no objection to use of non-AFM musicians. Many of them demanded music of this character as an invitation for Mr. Petrillo to do his worst.

However, the industry heads as a whole, he declared, have felt it unwise to use non-AFM music, although no one has yet given any adequate reason why CIO unions could not be used without the stigma of "scab". While transcription companies have delivered their regular releases to stations for the half-year since the ban became effective, due largely to recordings made in advance of that date, Mr. King emphasized this backlog is practically exhausted.

All transcribers have experimented with vocal groups without instrumental accompaniment, he said. Some of these results have been good, but on popular tunes "we cannot hope to equal Bob Crosby's band with four kazoos and an ocharina. He pointed out that ocharina players, in fact, are on the union list in Los Angeles.

Trouble Ahead

In the case of Standard Radio, Mr. King announced that his company had just recorded the famous Don Cossack Chorus, one of the world's outstanding male vocal groups. He predicted the vocal sections of the transcription libraries generally will be greatly enriched.

"But in a month or so, if the present situation continues, stations will find their library releases cut and popular tune renditions only by non-instrumental groups," he declared.

"Up to this time, no one has felt the pinch; the top tunes of the most played numbers were all recorded in some fashion before Aug. 1. We recorded *White Christmas* in June, as an example of why this pinch has not yet been felt.

"Those of us who attended the NAB district meetings just concluded feel that we have the support and goodwill of the broadcasters, who recognize the fact that the fight is theirs with the transcription companies being the gun which Mr. Petrillo and the AFM are holding to their heads. We are going along, therefore, secure in our belief and desire to do our best and with the knowledge that radio can and will solve this problem, perhaps not to Mr. Petrillo's liking but to the best interests of the American public in wartime."

Barney's Big Slate

BARNEY'S, New York men's clothing store, has signed for six quarter-hour news periods, six 10-minute musical programs, and 35 announcements weekly on WMCA, New York. Barney's recently completed a cycle of 12 news periods weekly on WMCA. With the new contract, firm now uses a total of 1,450 announcements, 654 quarter-hour periods, 722 ten-minute periods, and 32 half-hour programs on seven stations in the New York area: WNEW WMCA WAAT WOV WINS WLIB WHOM. Agency is Emil Mogul Co., New York.



NEW SALES MANAGER of Radio Programas de Mexico, S. A., is Juan M. Duran Casahonda (right), well-known advertising man, who will assist Clemente Serna Mertinez, general manager of the organization. With headquarters in Mexico City, the network serves Mexico through 65 stations.

WHEN President Roosevelt addressed the newly assembled Congress Jan. 7, his speech was broadcast by Mutual, NBC, the BLUE and CBS, as well as independent stations.

Two New Partnerships Formed From Law Firm

DISSOLUTION of the New York law firm of Rosenberg, Goldmark & Colin and formation of two new separate partnerships was announced in New York last week. Godfrey Goldmark, Ralph F. Colin and Sydney M. Kaye, members of the original firm, are partners in the new firm of Goldmark, Colin & Kaye. James N. Rosenberg continues as counsel to the firm. Other members of the firm are Walter J. Petschek and Max Freund. The firm will continue at 165 Broadway.

Formation of the firm of Bergerman & Hourwich simultaneously was announced, with offices at 14 Wall St. Members of the firm are George Kennan Hourwich, Milton M. Bergerman and Herman Jervis.

FRANK WOODRUFF, formerly producer of J. Walter Thompson Co., Hollywood, is directing production of the Universal film, "Cowboy From Manhattan", which features Frances Langford and Robert Page.

We don't hit PUMPKIN CENTER



WATL ATLANTA MBS

Represented by SPOT SALES Inc.

Again KSD IS FIRST IN FIRSTS in ST. LOUIS

The latest report of Crossley Co-operative Analysis of Broadcasting lists the ten most popular radio programs in the order of their listener preference.

8 OF THE FIRST 10

Top-ranking popular programs are heard in St. Louis over Station KSD

10 MOST POPULAR PROGRAMS
★ Fibber McGee and Molly
★ Jack Benny
★ McCarthy-Bergen
★ Bob Hope
CBS Radio Theater
★ The Aldrich Family
★ Bing Crosby
★ Fanny Brice and Frank Morgan
★ Red Skelton
Walter Winchell
★ ON KSD

KSD has carried the NBC programs leading in "Firsts" since 1935 in Nation-wide Star-program popularity polls.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

Special Peabody Award Group To Scan Entries for Judges

Preliminary Digest to Be Ready for Final Study By Advisory Board in New York on Jan. 15

ENTRIES for the George Foster Peabody Radio Awards will be reviewed by a special University of Georgia faculty committee, according to Dean John E. Drewry of the Henry W. Grady School of Journalism, which in conjunction with the NAB administers these awards. The committee's report will be considered by the advisory board in New York Jan. 15. The board makes final selections.

Committee members are: Tyus Butler, journalism, chairman; Hugh Hodgson, music; Carolyn Vance, radio and speech; L. M. Ballew, drama; B. O. Williams, sociology; and Warren Jones, journalism, clerk.

The board report is to be ready by March. Members of this board are: Bruce Barton, BBDO, New York; John H. Benson, AAAA, New York; Dr. Ralph Casey, U of Minnesota; Jonathan Daniels, *Raleigh News & Observer;* Mark Ethridge, *Louisville Courier-Journal* and *Times;* Joseph Henry Jackson, *San Francisco Chronicle;* Waldemar Kaempffert, *New York Times;* Alfred A. Knopf, publisher, New York; Mrs. Beatrice Sawyer Rossell, Chicago; Dr. I. Keith Tyler, Ohio State U; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody; Edward Weeks, *Atlantic Monthly,* Boston; S. V. Sanford, Chancellor, University System of Georgia; Earl J. Glade, chairman, NAB Code Compliance Committee.

Entries for 1942 are more numerous and more varied than in former years, according to Dean Drewry. Response from small stations has been greater and more nominations have come from outside groups such as schools, colleges, and listener groups. Although several network programs have been entered by outsiders, NBC, CBS and BLUE did not submit individual entries. Dr. James R. Angell, public service counsellor of NBC, Douglas Coulter, director of broadcasts of CBS and Dr. H. B. Summers, manager of public service of the BLUE, explained they would be glad to supply data on any programs in which the Peabody board is interested.

The CBS 1941 presentation required "more than 1,000 man-hours of thinking, planning, and production," Mr. Coulter wrote. "Even if we could take the time, it would be grossly out of character to sidetrack our war work and give right-of-way to a prize-seeking presentation." The CBS official, however, lists twenty CBS programs which he said "merit the attention of the judges".

NBC, CBS and BLUE programs will be considered, according to Dean Drewry, under a board regulation which reads: "The board in its selections will not necessarily be restricted to entries, but may on its own initiative select a program or a station for an award."

Six Types of Awards

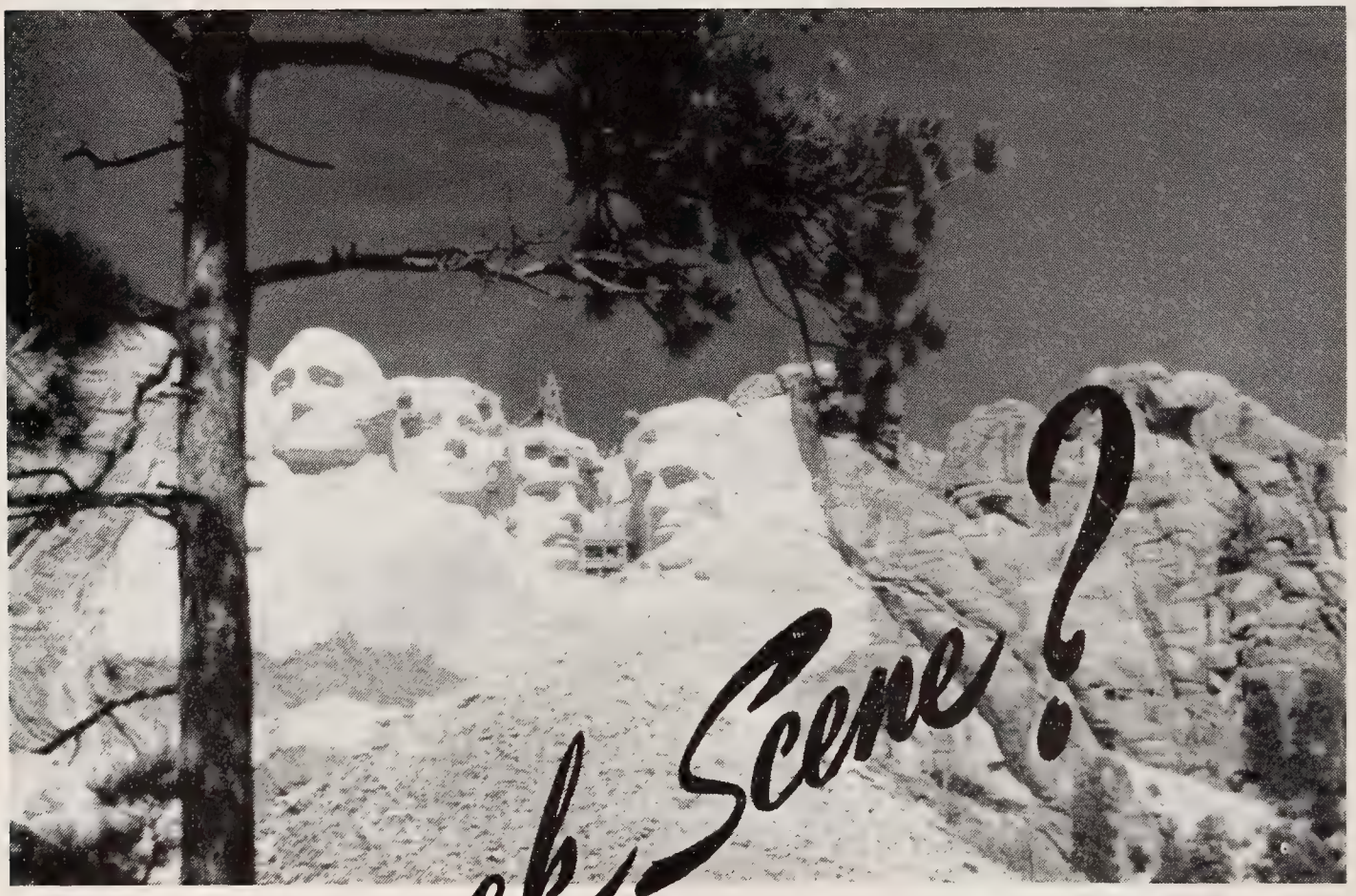
The Peabody awards last year went primarily to programs. The year before stations and networks were recognized. For 1942, both programs and stations are to be cited.

As originally set up, the Peabody awards were designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry, and to "perpetuate the memory of George Foster Peabody, benefactor and life trustee of the U of Georgia, and friend of educational progress everywhere."

This year the awards will be made in at least six categories: 1. That program or series of programs inaugurated and broadcast during 1942 by a regional station which made an outstanding contribution to the welfare of the community the station serves. 2. That program or series of programs inaugurated and broadcast during 1942 by a local station which made an outstanding contribution to the welfare of the community the station serves. 3. Outstanding reporting of the news. 4. Outstanding entertainment in drama. 5. Outstanding entertainment in music. 6. Outstanding educational program. The awards under reporting, drama, music and education may go to either a station or a network program.

Right Medium

WHEN shortages of stenographic help occurred lately in the offices of WKRC, Cincinnati, General Manager Ken Church decided to use his own medium in securing replacement. One day's announcements provided an over-supply of available girls, war widows who would not generally be reading the help wanted columns.



Everyone knows that Rushmore Memorial is in South Dakota's beautiful Black Hills . . . 325 miles from Bismarck. But in terms of listening habits and sales results, it's in Bismarck's front yard!

No other station covers the wealthy Black Hills market, as does KFYR . . . in fact, KFYR is DOMINANT in dozens of similarly rich markets in the Great Northwest.

May we show the proof? . . . there's plenty of it.

Ask any John Blair man.

KFYR Bismarck
550 Kilocycles · N. Dak. · 5000 Watts

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Purely PROGRAMS

LEADERS in the allied cause will contribute their views on war and peace aims in a Sunday feature scheduled to start on BLUE Feb. 14 under direction of Arch Oboler. Statements especially requested from high ranking figures, such as Wendell Willkie, General DeGaulle and General MacArthur, who have already responded to the idea, will be dramatized by various members of the Screen Writers and Radio Writers Guild, and presented under the title *Free World Theatre*, in the 6:05-6:30 p.m. period on the BLUE.

President Roosevelt, Winston Churchill, and Josef Stalin are among those who have already been contacted. Idea for the series originated with the OWI and was suggested to Oboler at the conclusion of his recent BLUE series, *To the President*.

* * *

For Graveyard Shifters

TO REACH the thousands of San Francisco bay district war plant workers on their 3 a.m. "lunch period" during the graveyard shift, the new quarter-hour six-weekly *Graveyard Gaieties* is on KGO, San Francisco. The program is sponsored by Roos Bros. clothing store chain. Arrangements have been made in several war plants to pipe the program over the plant public address systems. The commercial announcements are short and institutional in type. Lord & Thomas is the agency handling the account.

* * *

State Legislature Reports

FOR the fourth consecutive year, and as a public service, CBS on Jan. 4 began a series of five-weekly quarter-hour reports on progress of the 55th session of the California State Legislature, meeting in Sacramento. Released to California CBS stations, the programs emanate from the State Capitol through facilities of KROY, Sacramento. First four minutes of the daily broadcasts features world-wide news and originates from KNX, Hollywood, under supervision of Fox Case, Western division public relations director of the network.

Regional Farm News

MERTON V. EMMERT, who on Jan. 1 joined NBC as farm program director of WEAF, New York outlet of the network [BROADCASTING, Dec. 28], started a five-weekly series at 6:30 a.m. on WEAF Jan. 4 under the title of *The Modern Farmer*. According to C. L. Menser, NBC vice-president in charge of programs, this series by Mr. Emmert "is the first step in the development of a general plan for making NBC's farm presentation on a regional network plan. Using the program as a model, we hope eventually to organize four regional farm programs for regional networks in the four time zones."

* * *

Birthday Party

TO CELEBRATE the second anniversary of its weekly transatlantic program, *Answering You*, the BBC presented a special broadcast on Jan. 8 from a cocktail party at the Waldorf-Astoria, New York, with Elsa Maxwell as hostess and Peter Donald as m.c. Prominent speakers, who were heard during the past year, spoke from both sides of the Atlantic during the birthday program. Series is normally heard Sundays, 5:30-6 p.m. (EWT) and is broadcast locally in New York on WNYC, municipal station.

* * *

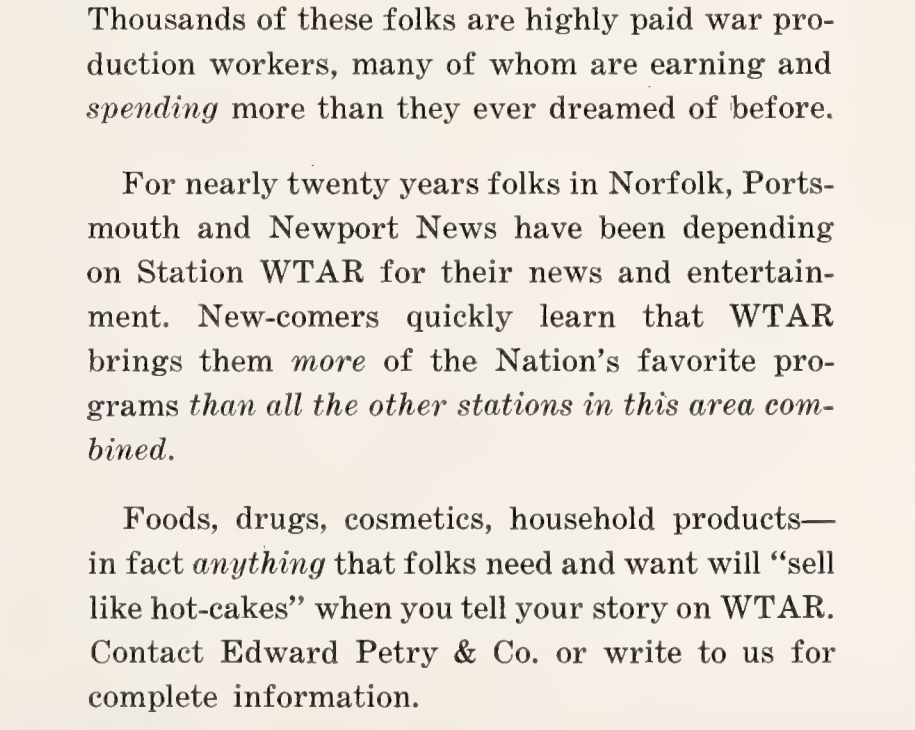
Women's Role

MOBILIZATION of women for war work is discussed by guests on Saturday afternoon half-hour program, *Women in the War*, on WJJD, Chicago. Series, conducted by American Women's Voluntary Service, is produced and directed by W. Ward Dorrell, radio director of Henri, Hurst & McDonald, Chicago, who is voluntarily serving as radio director of the AWVS.

* * *

By Students

QUARTER - HOUR Saturday morning program on WJWC, Chicago titled *Kid Commentator* is completely written, directed and presented by high school students. News of teachers, schools and activities is discussed by the student participants and student aid in the war effort is stressed.



She earns $59.28 a week
She shops in Norfolk
She listens to WTAR

(and there are thousands more like her in the Norfolk Market)

More than 1,038,720 people now live and work and *buy* in the Norfolk Metropolitan Market. Thousands of these folks are highly paid war production workers, many of whom are earning and *spending* more than they ever dreamed of before.

For nearly twenty years folks in Norfolk, Portsmouth and Newport News have been depending on Station WTAR for their news and entertainment. New-comers quickly learn that WTAR brings them *more* of the Nation's favorite programs *than all the other stations in this area combined.*

Foods, drugs, cosmetics, household products—in fact *anything* that folks need and want will "sell like hot-cakes" when you tell your story on WTAR. Contact Edward Petry & Co. or write to us for complete information.

5,000 WATTS DAY AND NIGHT ★ NBC RED NETWORK

WTAR NORFOLK VIRGINIA

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

● To reach Southern California, most rapidly growing market in the West, use KMPC, most powerful independent in the West. Maximum coverage at lowest cost!

KMPC

LOS ANGELES ★ 710 K C

for Southern California ★ 10,000 WATTS

AFFILIATED IN MANAGEMENT WITH WJR, DETROIT AND WGAR, CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

Deacon Ruetz

IT'S Deacon now! J. Franklin Ruetz, announcer of WELI, New Haven, was ordained Dec. 29 in the Episcopal Church and now will serve as assistant in the Christ Church, West Haven, until March 15, when his studies at Berkeley Divinity School, Yale U, will be completed. Until then he will continue his announcing duties at WELI in addition to his religious responsibilities. Before joining WELI, Deacon Ruetz was an announcer at WACO, Waco, and KNOW, Austin.

Planters Adds News

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts), on Jan. 19 starts sponsoring Harry W. Flannery, news analyst, on 7 CBS Pacific Coast stations (KNX KARM KROY KGDM KQW KOIN KIRO) Tuesday, Thursday, 5:30-5:45 p.m. (PWT). Contract is for 52 weeks. Firm on Jan. 10 started for 52 weeks sponsoring William Winter, news analyst on 11 CBS Western stations, Sunday, 5:30-5:45 p.m. (PWT). Planters Edible Oil Co., San Francisco (peanut oil), also sponsors William Winter on 7 CBS Pacific Coast stations, Monday through Friday, 12:30-12:45 p.m. (PWT). Agency is Raymond R. Morgan Co., Hollywood.



AT THE ANNUAL CONFAB of the sales staff of WGN, Chicago, (Prof.) Bill McGuineas (center, seated), WGN sales manager, gives the boys a few pointers on the art of selling. They are (l to r), Joseph Speyer, George Dietrich, New York office; James Anderson (on table), Norman Boggs, manager New York office; Mr. McGuineas, Reed Myers, Ben Berentson, promotion; George Harvey, Charles Coffin, Charles Gates.

Announcing

5000 WATTS

Day and Night

on

680 Kc.

KFEQ

St. Joseph, Mo.*

Twenty years of broadcasting service to responsive audiences in Northern Missouri, Southern Iowa, Southeastern Nebraska and Northeastern Kansas. (KFEQ's original license was granted Feb. 16, 1923)

National Representatives

Headley-Reed Co.

New York Chicago
Atlanta Detroit
San Francisco

BLUE NETWORK AFFILIATE

Blue STATION

* Population, Metropolitan District 86,991. U. S. Dept. of Commerce, Bureau of Census, Series P-H-1 No. 39.

Paper Reduction Ordered by WPB

Newspapers, Magazines to Get 10% Less This Year

PAPER reductions face newspapers and magazines in 1943 as the result of limitation orders governing the use of paper in these media, issued by the War Production Board. Newspapers will be limited to 100% of the amount used to produce net paid circulation in 1941 plus a 3% spoilage allowance and magazines are restricted to 90% of the tonnage used by each publisher during 1942.

The difference in bases for the two media results from the attempts made to be most equitable, it was explained. Whereas newspapers, owing to voluntary restrictions, used less paper in 1942, while magazines used more paper than in 1941. In explaining the selection of 3% for spoilage, W. G. Chandler, director of the printing and publishing division, said this was found to be a satisfactory average for all papers over a period of years.

10% Reduction

Under Limitation Order L-240 governing newspapers, it is estimated by the WPB's printing and publishing division that the effect will be a reduction "approximately 10% in current consumption" for the industry generally but will not mean a 10% reduction to each publisher. Weeklies and small dailies using eight or less pages per issue, amounting to 25 tons or less of print paper during any one quarter, are exempt from this order.

Magazines may in any calendar quarter, the order states, use up to 15% more than the quarterly quota, the excess to be subtracted from the quota of the succeeding calendar quarter.

WPB officials, indicating that this order was not likely to stand for a year, said that there would be at least one revision applied to both magazines and newspapers and possibly more. Provision has been made for consideration of individual cases in terms of appeal where "undue hardships" result.

Reasons for the curtailment were given as lack of production resulting from shortages in manpower, tires and trucks. Increased military demands for pulp wood made the move advisable in the light of production uncertainties, it was said.

New WE Contract

CONTRACTUAL notice has been given by Western Electric Co., New York, of its intention to terminate two years hence its license contracts with motion picture producers in the United States operating under Bell System sound recording patents, the Western Electric sound system, it has been announced by T. K. Stevenson, vice-president of the company. Scheduled to run to the end of 1954, the new contract, a draft of which will soon be presented to licensees, will continue to make available Bell System patents for sound recording in the motion picture field and recording fees will be substantially lower.



"...help me win MY Victory..."



WILL you help this child . . . and thousands like her? Here is another victory we must win . . . the conquest of that dread, crippling disease — Infantile Paralysis! Under the leadership of President Roosevelt, every American can help in the 1943 Fight Against Infantile Paralysis!

The Campaign officially opens on January 15th . . . it concludes with the Celebration of President Roosevelt's Birthday, Saturday, January 30th.

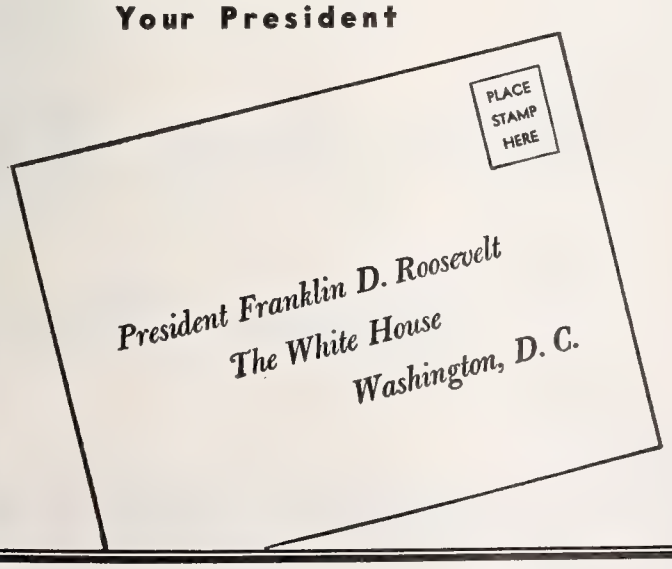
Will you volunteer *your* facilities . . . *your* services? Everyone can help—radio stations, sponsors, advertising agencies, musicians, actors, singers, writers. Many have already joined us but more are needed — everyone should be enrolled in this fight!

Said our President: "The fight against Infantile Paralysis is an essential part of the main struggle in which we are all engaged — a struggle to make this world a better place in which to live."

Join President Roosevelt: Fight Infantile Paralysis!

JOIN the MARCH of DIMES

Send Your Gift to Your President

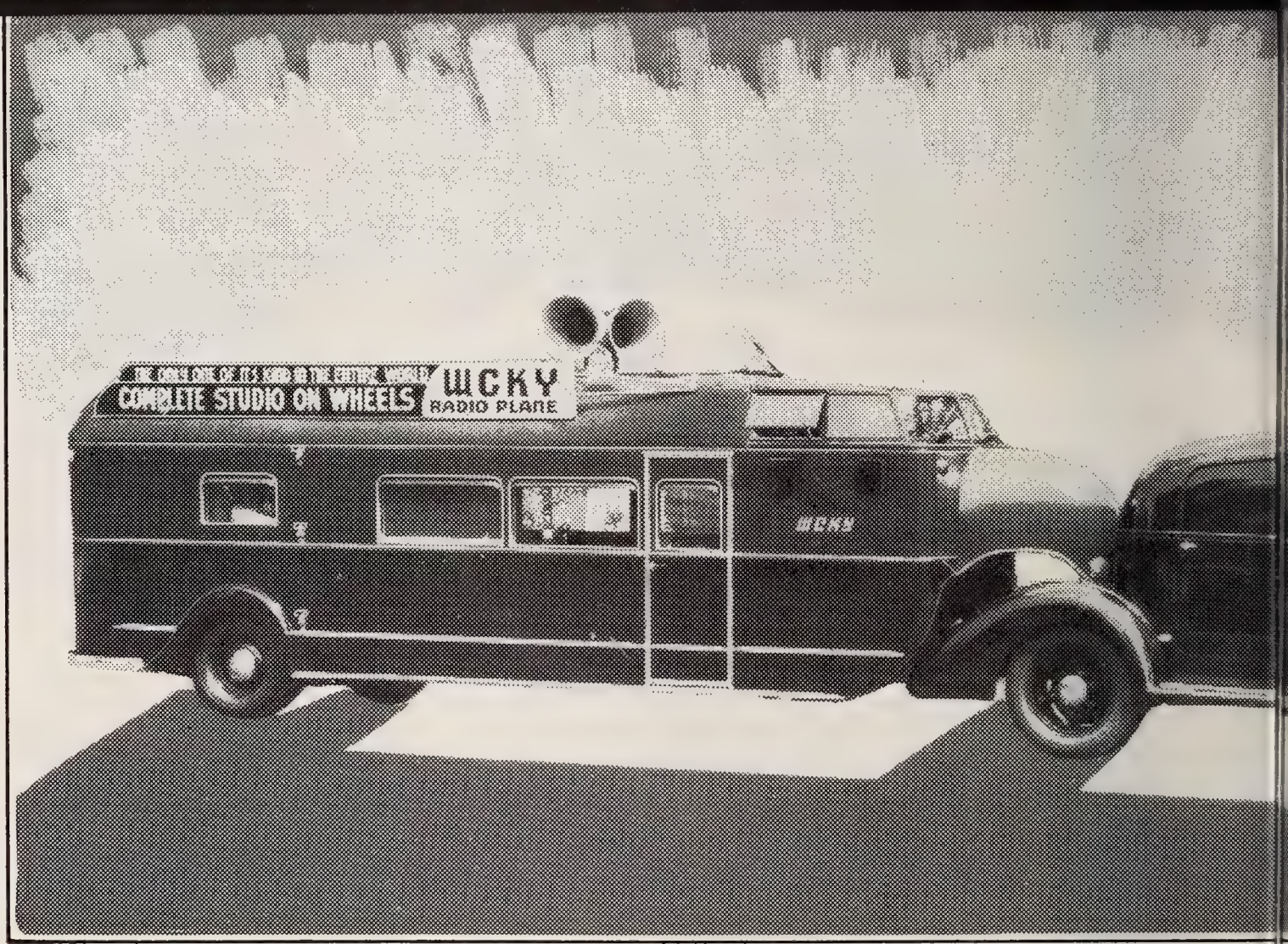


THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS
ANNUAL FUND-RAISING DRIVE
through
THE CELEBRATION OF THE PRESIDENT'S BIRTHDAY
342 Madison Avenue, New York, N. Y.
MUrray Hill 2-9020

BASIL O'CONNOR
President

HOWARD LONDON
Radio Director

WCKY's PUBLIC SERV



Playing State and County Fai

More than One Million Peop

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ICE STUDIO PLANE



the only one of its kind in the world!

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L. B. Wilson

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WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

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Pleasure Listening

THE BAN on pleasure driving invoked last week by OPA because of the critical gasoline situation, perforce adds to radio's ever-growing public service obligation. Listening, already at unequalled levels, will hit new highs.

There will be less movie-going, night-clubbing and partying generally in the 17 Eastern States and in Washington—the most densely populated section of the country. Thus there will be a corresponding increase in listening, early and late.

Broadcasters in these States may find it expedient to revise program schedules somewhat to accommodate this new audience segment. All evening time up to midnight is destined to become the equivalent of Class A time. There will be a corresponding increase in listener reaction, too, but radio, schooled as it is in the changing tempos dictated by the war, is prepared to handle the load.

Caesar's Secret

THE GREAT Petrillo mystery (why he banned transcriptions and recordings) may be cleared up before the week is out. For the Great Petrillo himself is slated to appear before the Senate Interstate Commerce Subcommittee in answer to the Clark Resolution which authorizes a probe into the whole Petrillo-provoked music controversy.

Aside from a few meaningless and futile ejaculations about how "canned music" has caused "unemployment" in musicians' ranks, the AFM head has never explained why he ordered some 34,000 AFM members to quit recording last Aug. 1. He has practically ignored entreaties from the nation's war leaders that the ukases be lifted in the war interest, so our armed forces abroad as well as at home can hear popular music when they want it. He has turned a deaf ear to the plea that the restrictions be relaxed so small broadcasting stations vital to the war effort can continue full program schedules of music. He just hasn't uttered anything beyond his unemployment line, which falls flat with manpower shortage stories in the headlines daily.

Mr. Petrillo gets his opportunity to explain all this and many other things in his Senate Committee testimony. He can tell about standby orchestras which must be hired at public benefit performances, about the banning of amateur orchestras from the air and about unionized platter-turners, at regular professional scales. He can't disclaim knowledge of these as isolated incidents, because he perhaps more than any other union czar controls the operations of his locals from his own front office.

Chairman Clark of the subcommitte is fully aware of the seriousness of the recording ban and its effects upon the public, in and out of uniform. If legislative relief is not forthcoming, he proposes to go to the President with the suggestion that his broad wartime powers be invoked to force a cessation of the recording "strike".

Because recording companies had built up a substantial backlog before the Aug. 1 ban, stations haven't yet felt the real pinch. That is destined to come from now on, however, because the reservoir is about dry. It is significant, too, that no new hits have been developed since the ban became effective; that important bands have been broken up because of reported lack of recording dates, and that union musicians who used to make recordings have lost between $1,000,000 and $2,000,000 in fees. We imagine Mr. Petrillo has the answers.

There's one thing we hope won't happen during the Petrillo hearings, and that's the temptation for committee members to go off on a tangent and inquire into unrelated matters. This hearing, as we understand the resolution, has to do with the arbitrary bans on recorded music performance and their relation to the war effort. It is not an investigation of the FCC, its licensing policy or the sufficiency of the radio law, or the adequacy of the industry. Those matters, if they require legislative attention (and we heartily believe some of them do) should be handled under legislative authorization specifically drawn to cover them.

Jewelry Trade

ODDLY ENOUGH, despite curtailing supplies, the jewelry trade seems to be flourishing in many localities these days. Though some of its stock cannot be replaced and though deliveries of some goods such as watches are dwindling, its short-term business outlook appears good. Last year, according to the *Wall Street Journal,* sales rose to approximately $750,000,000, up $200,000,000 from the best previous year on record.

This is a phenomenon also perceptible in England, where the silversmiths of London, and especially the antique shops, which handle metallic gadgets beloved by women, are doing a brisk business even after three years of war. There money is also plentiful and factory workers and other lower income groups, favored by good wages and anti-inflation price ceilings on nearly all necessities, have few luxury goods to buy.

Bill Gillespie, operator of KTUL, Tulsa, whose station has been one of the most aggressive developers of department store accounts, reported last week that his local jewelry store business is in a fair way to offset other local business losses, though he added that his station has not yet felt the diminution of local business perceptible in so many other areas. He suggests—and we are glad to pass on the suggestion—that now is the time to cultivate and extend the use of radio by jewelry establishments.

Ownership Policy

PURCHASE of the Yankee Network by General Tire, an important manufacturing entity now engaged in war work, poses an interesting policy question concerning radio ownership. Two members of the FCC—Walker and Durr—opposed the granting of the transfer without hearing of licenses of the Yankee-owned stations largely because of policy precedent governing transfer of station ownership to another industry.

Actually, the transfer constituted no precedent. Many broadcast stations are owned by companies and individuals engaged in other business pursuits. The broadcasting industry would not have enjoyed its meteoric development if outside capital had not been attracted to this intriguing but definitely hazardous field in its earlier days. Newspapers are abundantly represented in station ownership, although admittedly they are much more closely allied in function than the tire business.

We heartily agree that radio can't become subservient to other fields of endeavor. Because of its intimate contact with all the public, it must maintain independent policy of operation. But the real test is not ownership but operating practice and experience. General Tire, for example, could but shouldn't call Yankee the "General Tire Network"—and it probably won't. Yankee was purchased as an investment, as we understand it, and its facilities will be open to General Tire and its competitors on the same terms. That is as it should be and must be.

Stations (or networks) can't be used as the private mouthpieces of their owners. There is ample legal precedent for that. Brinkley and Baker and the Rev. Bob Shuler saw their stations silenced because they used their microphones in that way. The same fate finally befell the late "Hello World" Henderson of Shreveport.

Under existing law, the FCC is not authorized to license networks as such. Moreover, it can't do anything about station ownership so long as the proposed owners are citizens of good reputation and are financially responsible. It's up to Congress to establish any other policy.

In the final analysis, there's no problem at all so long as the privilege of licensed operation is not abused. Should that happen, there are adequate remedies under the existing statutes and court precedents.

We Pay Our Respects To —



JOHN HASKELL MacDONALD

MEET NBC's newest vice-president, John Haskell MacDonald. Elected by the board of directors at its meeting last Dec. 4, the vice-presidency was conferred in recognition of his many contributions to the financial and administrative problems of the network.

Although able to make a bunch of statistics sit up and say "Uncle", Mr. MacDonald has no love of figures for their own sake.

"Figures," he said, "are valuable only when they give management information which enables it to operate its business more effectively. That means, at NBC, that those who prepare the budgets and operating statements for the various departments must know enough about the operations of those departments to make the figures easily translatable into terms of programs, sales, promotion, engineering and other network activities."

In addition to his financial responsibilities, Mr. MacDonald also is supervisory head of the company's personnel relations, representing NBC in its dealings with unions and directing its policies with regard to its unorganized employes. He had a hand in the development of the salary rate schedule which, after a year of research, has just been put into operation, constituting a major step toward putting NBC's personnel relations on a scientific basis.

To his host of friends in all ranks of the industry, Mr. MacDonald's outstanding characteristic is the unusual warmth of his personality. His close associates, however, probably would name as his chief asset his ability to cut, without hesitation, through the verbal trappings of an argument to its essential truth or error. It is probably the combination of the two qualities which has enabled him, a comparative newcomer to NBC, to crash the ranks of its vice-presidential hierarchy with such celerity.

Mr. MacDonald hails from Brunswick, Maine, where he was born Sept. 1, 1896. At 46, he can look back on two decades of broad and diversified experience which began when he was graduated from New York U's School of Business Administration in 1922. His degree of bachelor of commercial science was followed a year later with a master's degree. Thereafter for four years he pursued academic work as a member of the NYU faculty. When he forsook that field he held an assistant professorship in the School of Commerce.

In the half dozen years which followed, Mr. MacDonald was associated successively with McGraw-Hill Publishing Co. as office and personnel manager, and with A. I. Namm & Sons and Walker & Heisler Inc., as controller.

His first-hand knowledge of radio dates from 1932 when he joined Trade Ways, an organization formed to study business problems and management. In the three years which followed, he was buried deep in research and the preparation of reports pertaining to the affairs of NBC, one of the firm's clients. His work led to an offer from NBC to install a cost accounting system based on surveys he had made while with Trade Ways. The system was duly put in operation and Mr. MacDonald thereupon was made NBC budget officer. Three years later he was assigned to the Radio-Recording Division as business manager.

The proposed separation of the Red and Blue networks a year ago presented many complex problems and Mr. MacDonald was moved up to the executive floor in Radio City to assist the NBC management in their solution. The value of his work was speedily recognized, and he became right-hand man to Frank E. Mullen, vice-president and general manager.

In the recently announced organizational realignment of NBC, Mr. MacDonald became financial officer, now carrying with it the title of vice-president.

While acquiring one office after another, he has found time to write three authoritative volumes on his favorite subjects, *Office Management*, *Practical Budget Procedure* and *Controllership—Its Functions and Technique.*

Since leaving the NYU faculty, Mr. MacDonald has been active in the affairs of the Controllers' Institute of America. He was president of the institute's New York Control in 1938, a member of the National Board of Directors 1940-1942, and vice-president and chairman of its executive committee in 1941-1942. He is a member of Delta Sigma Pi, a national professional fraternity.

Mr. MacDonald married the former Victoria Zukowsky, and is the father of two daughters, Jeanette, 20, and Helene, 14. Jeanette is a student at Wellesley College, while Helene attends Northfield Seminary. He lives in Pelham, N. Y., and spends his summer vacations at Lake George. For recreation, the new NBC vice-president plays golf and bridge.

Personal NOTES

ROY HARLOW, former assistant to John Shepard 3d, president of the Yankee Network, is now State organization officer for the Massachusetts Office of Price Administration, in charge of the 351 rationing boards in the State.

HENRI C. BOHLE, assistant vice-president of International Standard Electric Corp., has been elected a vice-president. He was formerly in charge of the company's French and Italian subsidiaries.

K. L. YOURD, CBS Washington attorney, is the father of a daughter.

W. McGREGOR PARKER, sales promotion director of WBT, Charlotte, has been elected president of the Charlotte Junior Chamber of Commerce, after serving on the board of directors.

LEO S. KEEGAN, former time salesman of WNBC, Hartford, is now stationed at Ft. Slocum, N. Y.

FRANK L. SHEEHAN Jr., former account executive of KOMO-KJR, Seattle, has enlisted in the Navy as a Petty Officer (first class), and is stationed at the San Diego Naval Training Base. Spencer C. Green, former publicity director, has been appointed lieutenant in the aviation branch of the Naval Reserve and reported Jan. 2 at Ohio State U for training.

LES BIEDERMAN, manager of WTCM, Traverse City, Mich., has joined the Operational Research Group in the Directorate of Planning of the Office of the Chief Signal Offices of the Army. Drew McClay replaces him during his leave of absence.

LYMAN BRYSON, CBS director of education, will deliver the mid-winter commencement address at his alma mater, U of Michigan, Jan. 23.

DR. H. A. JONES, manager of sales of GE electronic tubes for nonradio applications, has been commissioned a lieutenant colonel in the Signal Corps, and is attached to the research and development section located in the War Department's Pentagon Building, Arlington, Va.

HARRY MAIZLISH, general manager of KFWB, Hollywood, is in New York conferring with national advertisers and agency executives.

FRED C. SELZER Jr., formerly of the A. C. Nielsen Co., New York, research firm, has been appointed western division coordinator of spot and local sales for NBC, replacing Norman Noyes, who has joined the Army.

A. M. MacLENNAN, advertising manager of IT&T, New York, previously with N. W. Ayer & Son, Philadelphia, has been appointed assistant vice-president and will also continue his duties as advertising manager.

DONALD E. INMAN, coordinator for the Cedar Rapids studios of WMT, has been transferred to the Waterloo studios of WMT to act in the same capacity. His Cedar Rapids duties are being divided between Sumner D. Quarton, station manager, and L. von Linder, production manager. Betty Shimek, who left the Cedar Rapids bookkeeping department of WMT prior to the birth of her daughter a year and a half ago, has rejoined the staff as receptionist.

SIDNEY STROTZ, NBC western division vice-president, following two weeks conference with New York executives, returns to his Hollywood headquarters in mid-January.

EDWIN M. SPENCE, former general manager of WWDC, Washington, and ex-secretary-treasurer of the NAB, and Mrs. Spence, have left Washington to spend the winter in Stewart, Fla. Mrs. Spence is recuperating from a recent serious illness. Their daughter, Anne, is accompanying them.

W. Frank Hipp

W. FRANK HIPP, 53, president of the Liberty Life Insurance Co. of Greenville, S. C., and chief owner of WIS, Columbia, S. C. died in Greenville Jan. 3 after a brief illness. Mr. Hipp owned approximately 40% of the stock of WIS, managed by G. Richard Shafto. He formerly was one of the owners of WCSC, Charleston, but that station was sold last year to its manager, John Rivers. Mr. Hipp organized the Liberty Life Insurance Co. in 1917 and was its first and only president. He was a native of Newberry, S. C. and was a trustee of Newberry College.

McCullough to WIOD

T. O. McCULLOUGH has been named commercial manager of WIOD, Miami, Fla., to replace Steve Vetter, who resigned Jan. 2 to join WFTL, Ft. Lauderdale. Mr. McCullough was a member of the sales department of WSPD, Toledo, from 1939 to April 1942, becoming national sales manager of WAGA, Atlanta, where he remained until joining WIOD.

Ruppel to Marines

LOUIS RUPPEL, who resigned as CBS publicity head last fall to become assistant to the president of Crowell-Collier Publishing Co., will leave that post about the middle of January to enter the Marine Corps.

KMA Is Tops for Grocery Advertisers

THAT KMA is probably the top sales producer in the No. 1 Farm Market is proved by the case history of the P_____ Company, manufacturers of a new household cleaner. The product is a powder packed in eight-ounce cartons retailing at 25c.



Founded in 1939, the P_____ Company used KMA as its exclusive advertising medium. But in 1941—after only two years—the company did a $60,852 business through 49 jobbers in Iowa, 37 in Nebraska, 16 in Missouri, and 7 in Kansas. And at an advertising cost of only 6½%!

In other words, as a direct result of KMA advertising, 243,408 boxes of the cleaner were sold in retail stores to 14.9% of the families in the KMA primary of 151 counties.

But getting 14.9% distribution among all families in two years is only part of the story. The figures for 1942 (though not completely available yet) represent magnificent increases over 1941 in every way.

Get all the facts. Write today for your copy of the KMA Atlas of Wholesale Grocers. It shows you how to get your share of the $156,044,000 business done by the 7,113 grocers in the prosperous KMA primary. Copies are limited, so write—right now.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.



FREE & PETERS, INC.
Exclusive National Representatives

BEHIND the MIKE

THOMAS B. ELVIDGE, formerly assistant office manager, University of Chicago Press, has been appointed head of the continuity editing department of WBBM, Chicago, replacing Bob Hartman, who has joined the Army. George Roosen, former WBBM staff producer, becomes manager of the continuity writing department, succeeding Ward Caille, now with J. Walter Thompson Co., Chicago.

BILL DEAN, former publicity director of WDAY, Fargo, N. D., who joined WIRE, Indianapolis, in the same capacity several months ago, has been promoted to program director.

JOSEPH O. MEYERS, formerly head of the news staff of KSTP, Minneapolis-St. Paul, has joined NBC's department of news and special events as a writer. Meyers has worked on the *Detroit News*, and the *St. Paul Daily News*.

GROVER COBB, announcer of KSAL, Salina, Kan., has entered the Air Corps in the U. S. Naval Reserves. Robert McCrerry, announcer, has reported for duty with the armed forces. Mrs. McCrerry, of the continuity staff, has returned to her home at Hagerstown, Md. Mrs. Letha Ritter of McAllen, Tex., replaces her.

RUTH BERENSTEN has joined the announcing staff of WHAM, Rochester, as Rochester's first woman announcer. Former radio experience includes writing, directing and acting.

HARVEY FRITSCH, of St. Petersburg, Fla., has joined the announcing staff of WJNO, West Palm Beach.

ARTHUR MILLER, Eastern editor of *Movie-Radio Guide*, has joined the magazine section of the CBS publicity department. Miller left *Movie-Radio Guide* to enlist in the Army Air Forces and was subsequently honorably discharged.

GILBERT BRAUN, New York press agent, is up for induction into the Army Jan. 15.

ABE LYMAN, producer of Jewish programs on WBNX, New York, has been named chairman of the Jewish Radio, Press and Stage Committee sponsoring the President's birthday party, to be held at the Central Plaza, New York, Jan. 30, for the benefit of the national infantile paralysis campaign.

PHIL BAKER has recovered from an operation for appendicitis and resumed his duties as quiz master on CBS *Take It Or Leave It*, Jan. 10. During his illness he was replaced by Ralph Edwards and Eddie Cantor.

ALLAN H. KALMUS, for the past several years with Government agencies in Washington as information specialist, has joined WQXR, New York, as publicity director.

W. McGREGOR PARKER, sales promotion and publicity director of WBT, Charlotte, N. C., has been elected president of the Charlotte Junior Chamber of Commerce for 1943.

WALTER HERLIHY, BLUE announcer, is father of a daughter, born Jan. 1. A daughter was also born to Slocum Chapin of the sales staff of WJZ, New York, Dec. 30.

KEN MICHAEL, BLUE producer-director, will be inducted into the Army Jan. 11. Harry Frazee, production manager of the BLUE, left last week for a two-week vacation.

GEORGE TAYLOR, program director of KSAN, San Francisco, was injured in an automobile accident New Year's Eve.

TED LENZ, newscaster of KSAN, San Francisco, entered the Merchant Marine officers' training school Jan. 4.

LOUIS SCALES, writer of KFRC, San Francisco, has been inducted into the army.

MARIE KEENAN, formerly of Richard R. Smith & Assoc., Chicago, has joined the press staff of WGN, Chicago.

FRED PARSONS, announcer of WSB, Atlanta, has joined the U. S. Maritime Service and is stationed at Sheepshead Bay, N. Y., for training.

CHARLES J. BRAS, assistant program manager of KOMO-KJR, Seattle, has been inducted into the Army and is stationed at Ft. Lewis, Wash. Dorothy Lee, formerly traffic manager of KPQ, Wenatchee, replaces him. Fred Patterson, assistant program manager, is the father of a boy.

WABC Staff Changes

BECAUSE of "the enlarged business and increased production needs of WABC, New York," the station's staff has been expanded, it has been announced by Arthur Hull Hayes, general manager of the CBS New York City outlet. C. R. Swift, formerly in charge of operations in the WABC program department, has been appointed an account executive. Replacing him is Gordon Graham, an assistant director. Paul Mowrey, of the CBS television staff, has been named an assistant in the WABC program department, and John Tormey, formerly of *Esquire* and WFAS, White Plains, N. Y., joins WABC sales as an account executive.

Muffs for O'Brien

HOWARD VINCENT O'BRIEN, *Chicago Daily News* columnist, recently complained in print that his happy household was being ruined by the 6 a.m. radio appearance of Paul Gibson and the *Housewives Protective League* on WBBM, Chicago, since Mrs. O'Brien is an avid admirer of the early-morning philosopher. To appease the ruffled nerves of Mr. O'Brien, Mr. Gibson sent him a pair of elaborate ear muffs and supplementary deafening devices to insure slumber until 7:30 a.m.

GEORGE STALLMAN, new to radio, has joined the announcing staff of WSBA, York, Pa.

GROVER COBB, former announcer of KSAL, Salina, Kans., has entered the Naval Reserve Air Corps.

GUY SAVAGE, formerly of WGN, Chicago, has joined the *Air Edition of the Sun*, sponsored by the *Chicago Sun*, succeeding Michael Connor, now with the Army.

WAUHILLAU LA HAY, radio editor of the *Chicago Sun*, has been appointed amusement editor, succeeding Wolfe Kaufman, resigned. Betty Burns, assistant radio editor, will handle the daily column, but Miss La Hay will continue to supervise the radio page.

FULTON LEWIS Jr., MBS Washington news commentator, on Jan. 14 will start a two-week lecture tour, broadcasting as usual.

DON WAYNE, announcer of WHIO, Dayton, is father of a boy, David Lee, born Dec. 31.

WILLIAM HITCH, formerly of WFLA, Tampa, and WBML, Macon, has joined the announcing staff of WWJ, Detroit, replacing Hugh Downs, who is now in the Army. Frances Harris, girl reporter in *Nancy Dixon* on WWJ for several years, has been made a member of the WWJ newscasting staff.

JOE CONNELLY, Hollywood writer, is collaborating with Joe Bigelow, script writer of J. Walter Thompson Co., on the weekly NBC *Chase & Sanborn Show*, sponsored by Standard Brands.

CHET HUNTLEY, on the special events staff of CBS Hollywood, has started a thrice-weekly ten-minute news analyst program on Pacific Coast stations of that network.

JOHN DEHNER, announcer-writer, has been promoted to news editor of KMPC, Beverly Hills, Cal. He succeeds William (Archie) Hall, who resigned to join the civilian pilots training division of the CAA. Lamond Johnson, former announcer of KWKW, Pasadena, has joined KMPC.

AGRICULTURAL WEALTH . . . thousands of dollars from newly sold burley tobacco . . . INDUSTRIAL WEALTH . . . thousands of dollars in payrolls from big-time war industries . . . BOTH make the area served by WJHL . . . and WJHL alone . . . one of the richest markets in the South.

1000 WATT • 910 KC • BLUE NET

WJHL
Johnson City, Tenn.

SPOT SALES, Inc.
Representatives

W. Hanes Lancaster
Manager

Here's why WBIG gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.

WIBW The Voice of Kansas in TOPEKA

GEORGE MATTAR, new to radio, has joined KGFJ, Los Angeles, as announcer.

GEORGE G. SKINNER, announcer of KGFJ, Los Angeles, and Pearl Theresa Maroros, were married in Glendale, Cal., Dec. 23.

JOHN CARLSON, of the publicity staff of WBBM, Chicago, has joined the Army.

EDWARD S. KING, of the NBC Chicago production staff, has joined the Army. Mr. King formerly directed *Vic & Sade* and *Author's Playhouse*.

ROBERT M. FLANIGAN, salesman of the spot and local sales department of NBC Chicago, has joined the Army.

JOY REID Jr. and Trent Christian of the NBC Hollywood maintenance department have been inducted into the Army.

RUSS WIDOE, formerly of WHFC, Cicero, Ill., has joined the announcing staff of WIND, Chicago.

JEROME J. KARPF Jr., former news editor of WINS, New York, is now an Army private, stationed at Fort McClellan, Ala.

BOB MARKS, professionally known as Mark Roberts, former musical director of KFMB, San Diego, recently joined the Navy and is stationed at Alameda, Cal.

PAUL F. BENTON, office manager and auditor of KMO, Tacoma, Wash., is the father of a boy born Dec. 26.

FRANK GILLESPIE, formerly of WNAX, Yankton, S. D., has joined KTAR, Phoenix, as announcer-newscaster.

ELNA ERICKSON of the KOY, Phoenix, news staff, has joined the WAACs. Peggy Brennan, KOY continuity department, has resigned to join her husband in Salt Lake City where he is taking advanced training in the Army Air Forces.

IRVIN S. ATKINS, formerly in the radio department of Dan B. Miner Co., Los Angeles agency, has been appointed writer and business manager of Art Baker, network announcer, newscaster and m.c.

MATT GETTINGS, formerly of WLLH, Lowell, and WBML, Macon, has joined the staff of WPDQ, Jacksonville, as production manager. Bob Truere, former program director of WCNC, Elizabeth City, N. C., has joined the program department.

CHARLES S. MONROE, of the CBS department of program writing, Dec. 31 married Gwynedd Owen, consultant at the Junior League.

GLEN H. WALKER, onetime manager of KFXD, Nampa, Ida., is now an Army aviation cadet at West Coast Air Corps Training Center, Santa Ana, Cal.

CREAN PATTERSON, former announcer of WNBC, Hartford, the first WNBC staffman to be sent overseas, recently arrived at an unnamed foreign port, according to a cable to the studio. Jack Lacy, former chief announcer, has been inducted into the Army and is stationed at Ft. Jackson, S. C. Jack Howard, identified with WNBC variety musical productions, has joined the announcing staff.

RALPH KLEIN, continuity director, WNBC, Hartford, has reported to Fort Devens, Mass., for Army service. Succeeding him is Miss Almina Kodis, of Worcester.

AIDAN FITZPATRICK, formerly of WSM, Nashville, and Don Gordon, Chicago freelancer, have joined the announcing staff of NBC Chicago. Richard Irving, guide, and William Riley, night secretary, have joined the Navy, and Alvin Carver, formerly of the music library, has been inducted into the Army.

GEORGE STALLMAN, new to radio, has joined the announcing staff of WSBA, York, Pa.

'MIKE WOMEN'
Employment Office Commends WBIG Staff Move

APPOINTMENT of two women announcers to the staff of WBIG, Greensboro, N. C., has brought congratulations from the Greensboro office, U. S. Employment Service.

In a letter to Maj. Edney Ridge, WBIG general manager, Waldo Porter, head of the Greensboro employment office, wrote:

"I have noticed recently the addition of two lady announcers to your staff. I want to congratulate you on this move, as I think it good business on your part. The time is fast approaching when women are going to replace men in many occupations, and it is the smart thing to make this change while qualified women are still available. I might add that the young lady announcers are doing a fine job."

Mr. Porter also thanked WBIG for the time it had devoted to recruiting workers for war industries, adding, "the results obtained from your announcements have always been excellent."

Zipf Joins WLW

APPOINTMENT of William H. Zipf as assistant to Ed Mason, farm programs director, WLW, Cincinnati, has been announced. He succeeds Merton V. Emmert, who resigned Jan. 1 to join WEAF, New York, as farm program director [BROADCASTING, Dec. 28]. A native of Columbus, O., Mr. Zipf was graduated from the College of Agriculture, Ohio State U in 1935. During his college days he conducted the program, *Campus Mirror*, on WOSU. After graduation he became field editor of the *American Fruit Grower* and later was appointed agriculture extension director of Delaware U. Mr. Zipf goes to the Crosley station from Louisville, where he was information agent for the Farm Credit Administration.

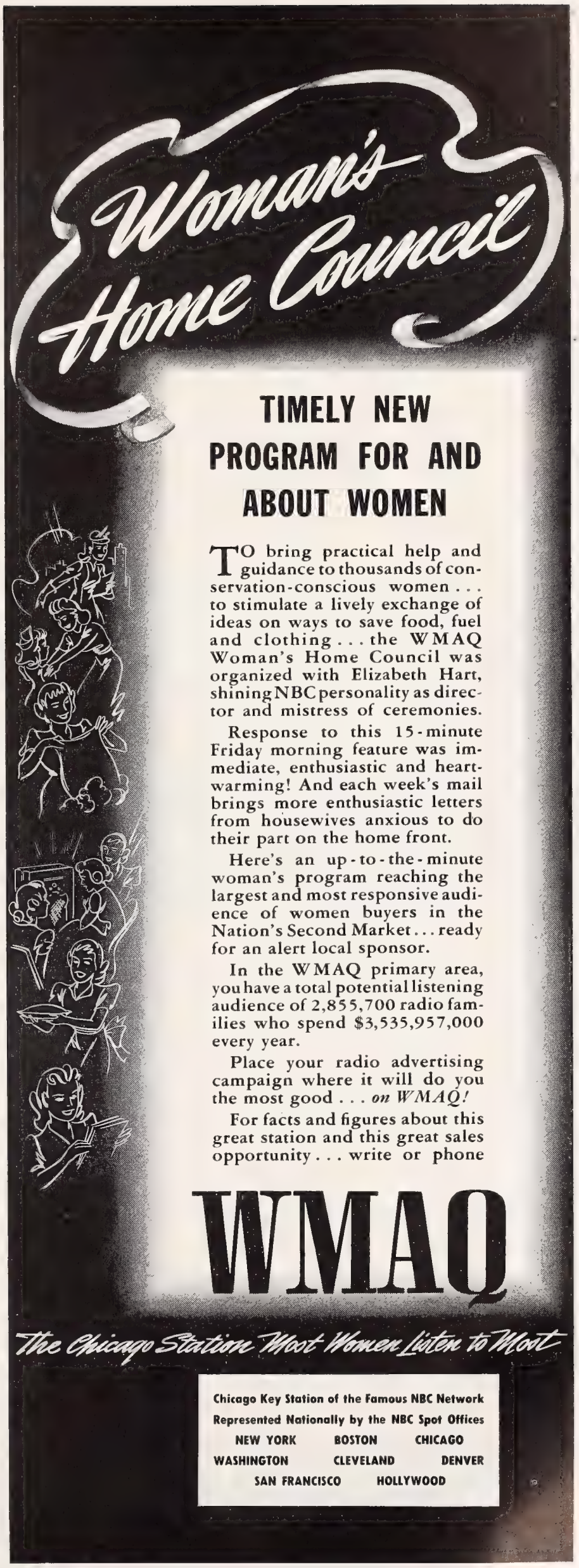
TONY WHEELER, announcer of WFIL, Philadelphia, is the father of a girl born Dec. 26.

RAY LEWIS, free lance announcer and m.c., who conducts several commercial programs on KFRC, San Francisco, was slightly injured New Year's Eve while riding in a taxicab.

Program Executive

. . . with imagination, show sense and the experience and ability to assume full responsibility for programming major network affiliate in midwest market. Must be able to handle and train announcers, conceive program ideas and have the drive to see them through. No traffic work involved. We think our man may now be employed by a smaller station or one in a smaller market and deserves an opportunity to assume greater responsibilities and an opportunity for self-development. Send details to

Box 189, BROADCASTING



TO A PUBLICITY AND PROMOTION MAN—

Who Is On The Way Up

SOMEWHERE, there is an "up-and-coming" young man, thoroughly schooled in radio publicity and promotion, who is probably now doing a splendid job for a reputable station, agency or advertiser. He is perfectly happy and is not a "shifter"—but, his present opportunities are limited, and he feels the urge to "spread his wings" in a larger organization where his talents can be more profitably utilized.

This man is adequately educated, well versed in media promotion, trade journal and newspaper advertising, direct mail, sales presentations—and the mechanics of all phases of publicity. And he is tremendously enthusiastic about radio.

He is a family man who enjoys his home, wants to settle down permanently in a community and become a part of it. He possesses the judgment and stability to direct the activities of others under him.

For such a man, there is a place at Radio Station KMBC of Kansas City. Under the leadership of Arthur B. Church, President, KMBC has earned an enviable reputation in this major market as well as in the radio industry as a whole.

If you are interested, write us, giving detailed information about yourself—age, exact draft status, educational background, employment record, salary, religion, etc. Apply in writing only. Your reply will be held in strict confidence. This advertisement is with the full knowledge of our staff and our present Publicity Director who is going to work for Uncle Sam. Address Karl Koerper, Managing Director, KMBC, Pickwick Hotel, Kansas City, Mo.



IN THE RADIO LIMELIGHT

a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION KTBS SHREVEPORT, LA.

a SHREVEPORT TIMES Station

1000 Watts *1480 Kc.* *NBC Network*

JOHN C. McCORMACK, *General Manager*

Shreveport, trading center of over 360,000 radio families of the KTBS area, today has a *resident* population of 109,028 (sugar ration registrations) — a gain of 10,861 over the last census.

Coupled with that, Shreveport's *buying power* is *greater* by $17,190,000 than in 1941; Effective Buying Income was $95,404,000 for 12 months ending Sept. 30, 1942 ("Sales Management" estimate).

Aim your spot sales messages at this money-making market. Lever Bros., Beech-Nut, Standard Brands, Sterling products, General Foods, Standard Oil, Procter & Gamble and other leading accounts air their advertising on this popular NBC outlet — *you'll* find it pays too!

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY

CHICAGO NEW YORK

DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS

KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

GRANT EXPANDING STAFF IN CHICAGO

GRANT ADV., Chicago, with announcement of the addition of Howard Jones, formerly vice-president of Lord & Thomas, Chicago, who has joined the agency as account executive on the Folger account, is expanding personnel and facilities of the Chicago office. An additional floor in the Palmolive Bldg. has been added to the present space on the 23d floor.

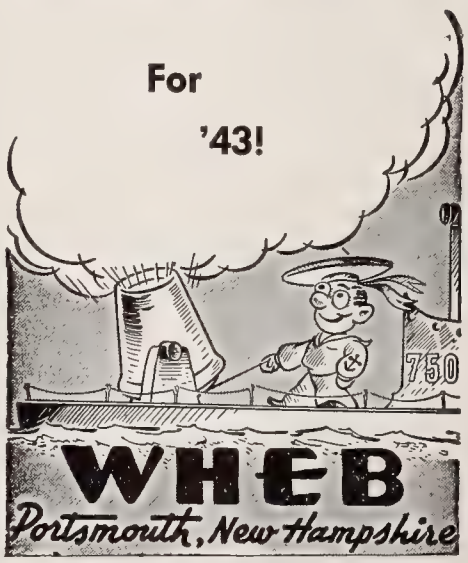
Mr. Jones, who joined the agency last Monday was formerly account executive of Blackett-Sample-Hummert and Ruthrauff & Ryan, Chicago. James Whipple, radio producer, Frank Newton, Margaret Carson, copywriters and Fred Norman, contact man, all formerly of Lord & Thomas, Chicago, have also joined the agency.

The agency is conducting marketing tests for Vitamar, a new oleomargarine manufactured by Cudahy. Grant has been appointed the agency for the entire Cudahy account which includes Old Dutch Cleanser, All-Purpose Mineral Feed, Puritan Meat products, shortening and processed meats, as well as the American Salt Co., a subsidiary of Cudahy.

Club Hears Buck

BEFORE the largest crowd of the season, talent from the National Concerts & Artists Corp., New York, entertained the Radio Executives Club of New York on Jan. 6. Frank "Bring 'Em Back Alive" Buck talked, Ellen Mitchell, NBC, sang, and Pat Barnes acted as m.c. Out-of-town guests included Don Stratton, WTAM, Cleveland; A. N. Armstrong Jr., WCOP, Boston; George Jaspert, WPAT, Paterson; Hal Seville and George McIntyre, WJEJ, Hagerstown; Mary Carpenter, WHK, Cleveland; Charles Stahl, WDAS, Philadelphia; Lew Avery, NAB-Washington; Harry Jacobs of Harry Jacobs Productions, Hollywood; Aaron Bloom, Kasper-Gordon Productions, Boston; Shirley Hollander, John H. Pearson Co., Chicago; Fred Palmer, WCKY, Cincinnati, and Jack Rose, advertising manager of Busch Credit Jewelers, New York.

CJGX, Yorkton, Sask., Canada, has appointed Joseph Hershey McGillvra Inc. exclusive national sales representatives throughout the U. S.



Nat. Rep.: The Walker Company
Boston: Bertha Bannan

Webb Is Appointed By Westinghouse

Named to Advertising Post at Philadelphia, Mills Succeeds

FRANK V. WEBB, sales manager of WOWO-WGL, Fort Wayne, for two years, has joined the headquarters staff of Westinghouse Radio Stations Inc. in Philadelphia as assistant advertising and sales promotion manager. The appointment was announced by Lee B. Wailes, manager of Westinghouse Radio.

Transfer of Mr. Webb followed induction of George A. Harder into



Mr. Mills



Mr. Webb

the armed forces. He will assist W. E. Jackson, general sales manager of the Westinghouse group. Mr. Jackson has been given the added responsibility of advertising and promotion.

Before going to WOWO-WGL Mr. Webb managed KTMS, Santa Barbara, Cal., and prior to that was with the *Santa Barbara News-Press* as assistant advertising and promotion manager. He was born in Mexico City where his father, Frank V. Webb Sr., was publisher of the American newspaper in the capital. He entered the advertising business as a salesman for the *Arizona Republic-Gazette* in Phoenix.

Paul E. Mills has been promoted from the WOWO-WGL sales staff to succeed Mr. Webb as commercial manager.

Carl Ohliger Promoted

CARL F. OHLIGER has been elected vice-president of McCann-Erickson Adv. Agency, New York. Mr. Ohliger, who has been associated with the agency since 1923, was formerly advertising manager of H. J. Heinz Co. and is at present lecturer in advertising at Stanford U School of Business. He has also held various offices in advertising associations, both in the East and on the Coast.

Agency House Organ

A MONTHLY house organ with a format modeled after *PM* newspaper, will be published by the Philip Klein Adv. Agency, Philadelphia. The four page agency paper, to be called *PK*, will contain news stories and pictures of the agency's clients. A radio column will tell what the agency and its clients are doing in radio, and one called the *Listening Post* will report on business trends. The paper will be sent to the agency's clients, business managers and editors of newspapers and to the radio industry.

H. V. KALTENBORN, NBC commentator, reveals his predictions for 1943 in the current issue of *Look* magazine.

Studio Notes

WEEKLY Market News Service and Radio Round-Up service to housewives from the Food Distribution Administration are being issued to stations by the nearest regional office of FDA instead of the central office in Washington. The material comes from seven regional offices of FDA: New York, Chicago, Des Moines, Denver, San Francisco, Dallas and Atlanta. More localized news is now provided.

FIVE STATIONS to acquire the AP radio wire from Press Assn. recently are WHBQ, Memphis; WINN, Louisville; KRIS, Corpus Christi; KXYZ, Houston; WJLB, Detroit.

ASSOCIATED Music Publishers reported two new subscribers to the Associated transcription library service during December and eight renewals. New stations are KPAS, Pasadena, and WSON, Henderson, Ky. Renewals are WGN, Chicago; WCOS, Columbia, S. C.; WFBM, Indianapolis; WHAS, Louisville; WIOD, Miami; KPHO, Phoenix; KXOK, St. Louis; W51C, Chicago (Zenith FM station).

WELI, New Haven, beginning Jan. 9, is presenting Congressman Ranulf Compton of the 3d Connecticut District every Saturday, 6:30-6:45 p.m. Other members of the Connecticut delegation, including newly-elected Congresswoman Claire Boothe Luce, are expected to be heard on the program from time to time.

WITH appointment of Sidney Vaughan as director of the New England Radio News Service, the reports will be continued to farmers despite departure of 100% of the news service staff for the Army. Mr. Vaughan replaces Charles E. Eshbach, inducted into the Army Dec. 30. The New England Radio News Service has been operated as a Federal-State agency since 1928.

MARKING the New Year, Centlivre Brewing Corp., St. Louis, bought the *Skyline Club*, 11:30 p.m.-12:30 a.m. over WOWO, Ft. Wayne, for holiday institutional advertising from Dec. 27 through Dec. 30. The company topped off its 1942 activity on the station with a New Year's Eve party beginning at 10:15 p.m., Dec. 31, continuing until 2:30 a.m. Agency is Westheimer & Co., St. Louis.

RECOGNITION of the Allen County salvage committee's scrap efforts was made recently with the presentation of a WPB pennant by Dudley Smith, executive chairman of the WPB in Indiana, in the studios of WOWO-WGL, Ft. Wayne. Broadcast over WGL, the program was arranged by Jack O'Mara, station promotion manager and a member of the local committee.

Broadcasters!

LET YOUR AUDIENCES HEAR

STARLIGHT SONATA

the most unforgettable melody since "My Sister and I"
Lyrics by Helen Bliss
Music by Henry Manners

and

AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox". Words and music by Paul J. Winkoop

Both songs have been arranged for orchestra by JACK MASON

BROADCAST MUSIC, Inc.

580 Fifth Ave. - New York City

TRANSCRIBED VOICES of twelve Indiana and Kentucky women in training or stationed at the WAAC Training Center at Fort Des Moines were heard over WGBF-WEOA, Evansville, Ind., recently. Prior to airing of the transcriptions, families and friends of particpating WAACs were notified of date and time of broadcast. The show, conducted by Glen Law, news commentator for the Iowa Broadcasting System, was in the form of interviews. Similar recordings are planned for other stations by the Public Relations Office of the First WAAC Training Center at Fort Des Moines.

KROW, Oakland, Cal., broadcast the ceremonies when the Army-Navy "E" award was presented to Ben C. Gerwick Inc., contractors, for their efficient construction work at the Oakland port of embarkation. A repeat broadcast was released for the benefit of the employes who were unable to hear the original program.

WDLP, Panama City, Fla., set up mikes for launching ceremonies, Dec. 30, of the S. S. E. Kirby Smith, first Liberty ship to take the ways from the Wainwright Shipyard. Highlight was reading of telegram from wife of Lt. Gen. Jonathan M. Wainwright, for whom the yard is named.

Radio Plays of 1941

EDITED by Norman S. Weiser, *The Writer's Radio Theatre, 1941*, presents a selection of the ten outstanding radio plays of the last year, in which, as in its companion volume *The Writer's Radio Theatre, 1940-1941*, is illustrated the more successful techniques worked out for radio plays. Included are aids for the study of radio drama in the introduction, notes on plays and writers, glossary of terms and list of agents. Published by Harper & Bros.—$2.00.

RETURNING to the air after a brief absence, *Green Valley, USA* has been resumed on CBS Monday through Friday, 4:15-4:30 p.m. Program dramatizes the life of typical homespun folk who are bending every effort to speed the nation's war program. Himan Brown is creator, producer and director.

MASS donation by 29 staff members of Don Lee Broadcasting System, Hollywood, was made to the local Red Cross Blood Bank in early January.

MOHAWK SERENADE

Loudspeaker Cheers Rodents Marooned By River

STRAINS of "Bob Burns The Arkansas Traveler" from the loudspeaker entertained more than a score of big rats marooned on the balustrade of the steps to the transmitter house of WIBX, Utica, Columbia's Mohawk valley station. Marooned with the rats when five inches of water crept into the transmitter room was engineer Paul Dixon.

So swift was the stream that rescuers with provisions for the Dixon larder had only to steer their boat without rowing when snow and increasing cold caused a recession of the record high level of the Mohawk river.

MADELEINE CARROLL, star of motion pictures and radio, is scheduled to conduct the *Radio Reader* quarter-hour program, when it returns to CBS Jan. 11 for another series.

Is your station here?

Radio networks and stations advertising in PRINTERS' INK during 1942

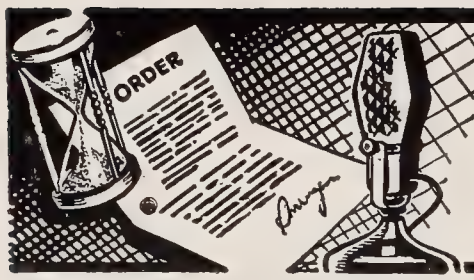
Blue Network Co., Inc.
Buffalo Broadcasting Co.
Columbia Broadcasting System
Columbia Pacific Network
Cowles Stations
Don Lee Broadcasting System
Mutual Broadcasting Co.
National Broadcasting Co.
N.B.C. Spot and Local Sales
New England Regional Network
Westinghouse Radio Stations
Yankee Network
KDAL, Duluth*
KDKA, Pittsburgh
KFEL, Denver
KJR, Seattle
KMBC, Kansas City
KMOX, St. Louis
KNX, Los Angeles
KOMO, Seattle
KRNT, Des Moines
KSO, Des Moines
KWKH, Shreveport
KYW, Philadelphia
WABC, New York
WBBM, Chicago
WBT, Charlotte
WBZ-WBZA, Boston
WCAE, Pittsburgh
WCAU, Philadelphia
WCCO, Minneapolis
WCKY, Cincinnati*
WCOP, Boston
WDAY, Fargo*
WDRC, Hartford
WDZ, Tuscola
WEAF, New York
WEEI, Boston
WEVD, New York
WFIL, Philadelphia
WGAR, Cleveland
WGBI, Scranton
WGL, Fort Wayne
WGN, Chicago
WGR, Buffalo
WGY, Schenectady
WHBF, Rock Island
WHEC, Rochester
WHK, Cleveland
WHO, Des Moines
WJR, Detroit
WJSV, Washington
WJWC, Chicago-Hammond*
WJZ, New York
WKBW, Buffalo
WLIB, New York
WLS, Chicago
WMBD, Peoria
WMC, Memphis
WMT, Cedar Rapids-Waterloo
WNAX, Sioux City-Yankton
WNEW, New York
WOR, New York
WORL, Boston
WOW, Omaha
WOWO, Fort Wayne
WRNL, Richmond
WSGN, Birmingham
WSM, Nashville
WSYR, Syracuse
WTAM, Cleveland
WTAR, Norfolk
WTRY, Troy
WWL, New Orleans

Space placed by FREE & PETERS, INC.

PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales

205 EAST 42ND STREET • NEW YORK, N. Y.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

WJJD, Chicago

American Poultry Journal, Chicago, 6 *sp* weekly, 13 weeks, thru Shaffer-Brennan-Margulis Adv. Co., St. Louis.
Paramount Hosiery Co., Lexington, N. C., 3 *sp* weekly, thru Shaffer-Brennan-Margulis Adv. Co., St. Louis.
New Church Union, Chicago, 1 *sp* weekly, 52 weeks direct.
Peter Fox Brewing Co. (beer), Chicago, 35 *sa* weekly, thru Schwimmer & Scott Adv. Agency, Chicago.
Soy Food Mills (soy pancake flour), Chicago, 12 *sa* weekly, 13 weeks, thru Jim Duffy, Chicago.
Service Life Ins. Co., Omaha, 7 *sp* weekly, 13 weeks, thru Benson & Dall, Chicago.
Hawthorne Mellody Farms Dairy, Chicago (dairy products), 6 *sa* weekly, thru Harry E. Clarke, Chicago.
Marshall Field & Co., Chicago, 30 *sa*, thru Charles Daniel Frey Co., Chicago.
Milk Dealers Bottle Exchange, Chicago, 12 *sa*, thru Newby, Peron & Flitcraft, Chicago.

WMAQ, Chicago

Beaumont Co., St. Louis (4-Way cold tablets), 2 *sp* weekly, 7 weeks, thru H. W. Kastor & Sons Adv. Co., Chicago.
American Chicle Co., New York (gum), 36 *ta* weekly, 52 weeks, thru Badger, Browning & Hersey, N. Y.
Continental Baking Co., New York, 480 *ta*, 45 weeks, thru Ted Bates Inc., N. Y.
Lever Brothers, Cambridge (Rinso), 144 *ta*, 8 weeks, thru Ruthrauff & Ryan, N. Y.
Illinois Publishing & Printing Co., Chicago (*Chicago Herald-American*) 1 *sp* weekly, 13 weeks, direct.
Doubleday, Doran & Co., New York (*How to Prepare Your Income Tax*) 30 *ta*, 10 weeks, thru Huber Hoge & Sons, New York.
Skelly Oil Co., Kansas City, 1 *sp* weekly, 50 weeks, thru Henri, Hurst & McDonald, Chicago.

WHK-WCLE, Cleveland

The I. T. S. Co., Elyria, Ohio (rubber heels), 3 *sa* weekly, 1 year, thru Carr-Liggett Adv. Agency, Cleveland.
Monticello Drug Co., Jacksonville, Fla., 3 *sa* weekly, 7 weeks, direct.
E. Fougera & Co., New York (Magitex), 22 *sa* weekly, 3 weeks, thru J. M. Korn & Co., Philadelphia.
Pepsodent Co., Chicago (toothbrushes), 8 *sa* weekly, thru Lord & Thomas, Chicago.
Carter Products, New York (Arrid), 260 *ta*, thru Small & Seiffer, N. Y.
Cocilana Inc., Philadelphia (cough drops), 104 *sa*, thru Al Paul Lefton Co., Philadelphia.
Smith Bros., Poughkeepsie (cough drops), 57 *ne*, thru J. D. Tarcher & Co., N. Y.
Loew's Inc., New York (motion pictures), 5 *ta* weekly, thru Donahue & Co., N. Y.

KTBC, Austin

Park Lab. Co., San Antonio, 3,650 *sa*, thru Herald Adv. Agency, San Antonio.
El Modelo Medicine Co., San Antonio (Fir-Vita tonic), 1 *sp* daily, direct.
Renfro Drug Stores, Austin, 42 *ta* daily, direct.
Plough Inc., Memphis (Penetro nose drops, St. Joseph aspirin), 21 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.
B & J Sales Co., Dallas, 6 *sa* daily, direct.
Southwestern Bell Telephone Co., Austin, 180 *sa*, direct.
Sears Roebuck & Co., Austin, 50 *sa*, direct.
Pepsi-Cola Bottling Co. of Austin, 285 *ta*, direct.
Simon & Schuster, New York (publishers), 6 *t* weekly, thru Northwest Adv. Co., Seattle.

CKBI, Prince Albert, Sask.

Standard Brands Ltd., Toronto, 700 *ta*, thru J. Walter Thompson Co., Montreal.
Saskatchewan Wheat Pool, Regina (grain), 17 *sp*, direct.
Dodds Medicine Co. Ltd., Toronto (proprietary), *ta*, thru A. J. Denne & Co., Ltd., Toronto.
T. Eaton Co., Ltd., Toronto (chain department stores), 4 *sa* daily, direct.

WEAF, New York

Beech-Nut Packing Co., Canajoharie, N. Y. (coffee), 5 *ne* weekly, thru Newell-Emmett Co., N. Y.
RCA Victor Mfg. Co., Camden, N. J. (records), 5 *ne* weekly, thru Lord & Thomas, N. Y.
Ward Baking Co., New York, 136 *sa*, thru J. Walter Thompson Co., N. Y.

WBT, Charlotte

Florida Citrus Commission, Lakeland, 3 *ta*, 2 *sa*, weekly, thru Arthur Kudner Inc., N. Y.
Larus Bros. & Co., Richmond, Va. (Edgeworth tobacco), 3 *ta* weekly, thru Warwick & Legler, N. Y.
Monticello Nursery Co., Jacksonville, Fla., 3 *sa* weekly, thru Burton E. Wyatt & Co., Atlanta.
Skinner Mfg. Co., Omaha (macaroni products), 14 *ta* weekly, thru Ferry-Hanly Co., Kansas City.
Morton Salt Co., Chicago (smoked salt division), 3 *ta* weekly, thru Blackett-Sample-Hummert, Chicago.
Miami Butterine Co., Cincinnati, 6 *sa*, 3 *ta* weekly, thru Ralph H. Jones Co., Cincinnati.
Fleming Bros., Chicago (veterinary medicines), *sp* weekly, thru Couchman Adv. Agency, Dallas.

WHN, New York

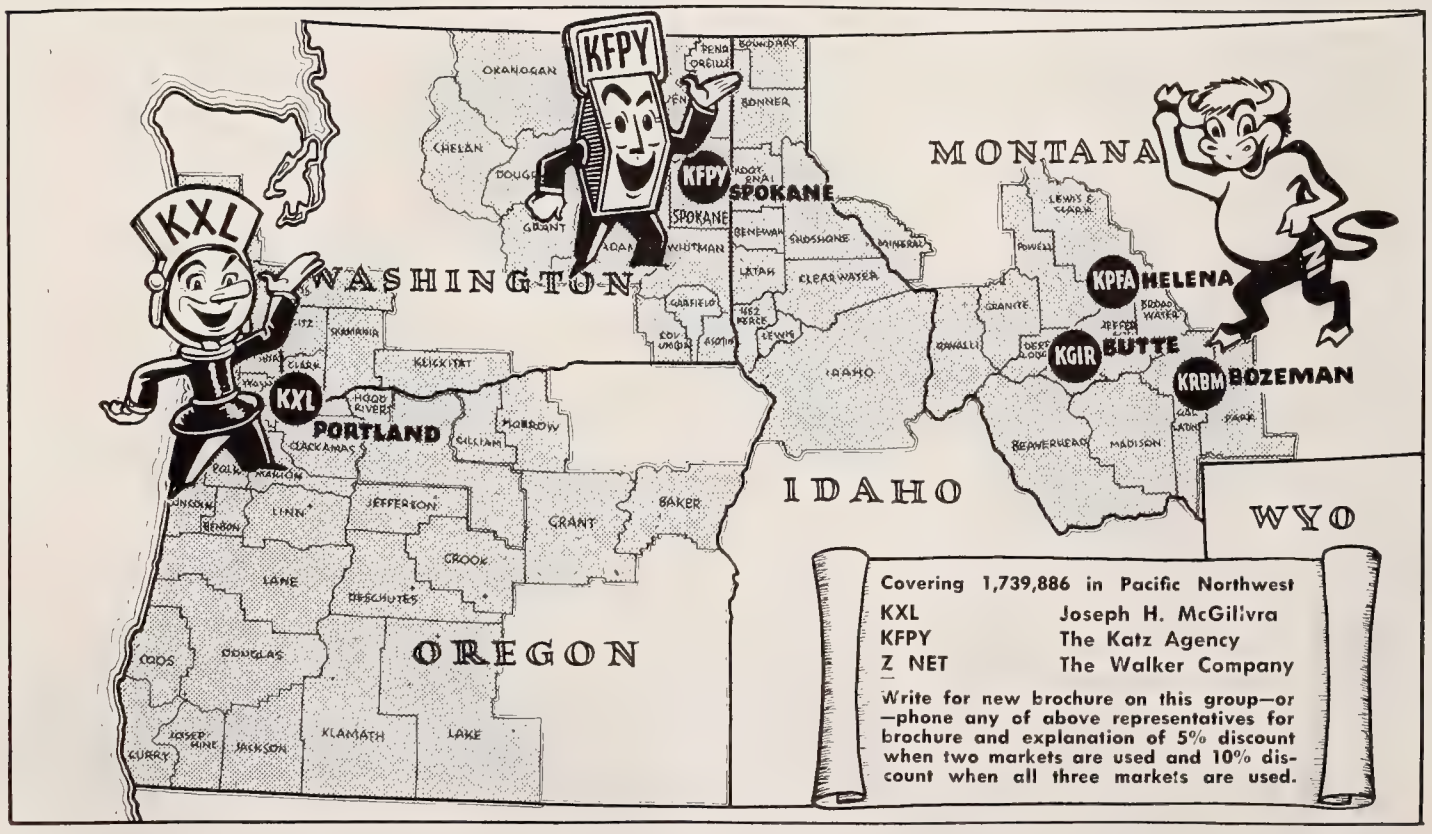
Purepac Corp., New York (proprietary), 46 *ne* weekly, 13 weeks, thru Klinger Adv., N. Y.
P. Lorillard Co., New York (Old Golds), 5 *ne* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Roxy Theatre, New York, *sa*, thru Kayton-Spiero Co., N. Y.
Wm. H. Wise & Co., New York (books), 7 *ne* weekly, thru Huber Hoge & Sons, N. Y.
Sunway Vitamin Co., Chicago, 11 *t* weekly, thru Sorensen & Co., Chicago.
Monticello Drug Co., Jacksonville, Fla. (666), *sa*, 9 weeks, direct.
Simon & Schuster, New York (Income Tax Booklet), 20 *t* weekly, thru Northwest Radio Adv., Seattle.

WJZ, New York

Paramount Pictures, New York ("Star Spangled Rhythm"), 1 *sp*, thru Buchanan & Co., N. Y.
Benson & Hedges, New York (Virginia Rounds), weekly *sp*, thru Duane Jones Co., N. Y.
International Salt Co., Scranton, Pa. (Sterling Salt), 2 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Continental Baking Co., New York, 9 *ta* weekly, thru Ted Bates Inc., N. Y.
Penick & Ford Ltd., New York (My-T-Fine), 5 *ta* weekly, thru BBDO, N. Y.

WHEB, Portsmouth, N. H.

Boston & Maine R. R., Boston, 26 *sa*, thru Harold Cabot & Co., Boston.
J. J. Newberry Co. (Boston dept. store), 192 *sa*, direct.



New Participators Take WEAF Spots

Programs Added by Station as Inducements to Sponsors

FIVE ADVERTISERS signing with WEAF, New York, for participation spots on various programs on the local NBC outlet were announced last week by Sherman D. Gregory, WEAF general manager.

Continental Baking Co., New York, for Wonder Bread, has taken 312 announcements on Ralph Dumke's *The Two Minute Man*, which replaced *Studio X* Jan. 4. Ted Bates Inc., New York, is agency.

Lever Bros. Co., Cambridge, for Rinso, will also use the Dumke show as well as the 6-6:15 p.m. *Family Time* with Don Lang as m.c., on a five weekly basis, through Ruthrauff & Ryan, New York.

Tax Book Promoted

To advertise a new income tax book, Doubleday Doran Co., New York publisher, is using *Family Time* on Thursdays for 10 weeks, in addition to Pat Barnes' *Morning in Manhattan* on Mondays and Wednesdays. Agency is Huber Hoge & Sons, New York.

A new thrice-weekly five-minute news program on WEAF, is sponsored by F. & M. Schaefer Co., New York (beer), through BBDO, New York. Fifth new sponsor is Curtis Publishing Co., Philadelphia, promoting *The Saturday Evening Post* on *Family Time* and the Dumke show. Agency is BBDO, New York.

Several new programs built for local sponsorship started recently. They are *Just Between Us; Family Time*, for quarter-hour groups; farm program with Merton V. Emmert; *Spice of Life; It's All in the Record*, Robert St. John from Washington; news by W. W. Chaplin, former INS war correspondent who has joined NBC as a newscaster.

Chaplin Joins NBC

WILLIAM W. CHAPLIN, former war correspondent of INS, has joined NBC's staff of news commentators, and last week started a six-weekly series of newscasts in the 6:25-6:30 p.m. period. Chaplin served in the INS Rome and Paris Bureaus, later covering the war in Ethiopia. Subsequent assignments included the British Expeditionary Force in France, where he remained until just before Dunkirk; a survey of the Pacific theatres of war and a term as war editor of the New York City staff of INS. In April of last year he went to India and was later transferred to Moscow where he remained until November. Chaplin is the author of two books, *Blood and Ink*, and *When War Comes*.

JOHN J. ANTHONY celebrated the start of his seventh year as analyst of human problems on the *Good Will Hour*, BLUE Sunday program, on Jan. 10. Series started in January, 1937. Ironized Yeast Co., Atlanta, has been sponsor since 1938. Ruthrauff & Ryan, New York, is agency.

Radio Advertisers

BEN TUCKER's Hudson Bay Co., Brooklyn, has made a substantial increase in time used on WINS, New York, on behalf of its furs, under a new 52-week contract effective Jan. 5. Firm has signed for 125 transcribed one-minute announcements weekly, a six-weekly quarter-hour live musical program, and a six-weekly quarter-hour news period. The fur company previously used a schedule of 70 announcements weekly on WINS, and advertised on two or three other stations in the New York area. All radio advertising has been switched to WINS for the coming year. Account is handled by Sidney Robbins Adv. Agency, Brooklyn.

R. B. DAVIS SALES Co., Hoboken, N. J. (Cocomalt, Davis baking powder, Cut-Rite waxed paper, San Fay tissue), started a daily quarter-hour series *Good Morning, Madam!*, on WEVD, New York. Series marks the firm's third year of consistent advertising. Agency is Joseph Jacobs Jewish Market Organization, New York.

EX-LAX Ltd., Montreal (medicinal), placing an announcement campaign, has added CFOS, Owen Sound, Ont.; CKPR, Fort William, Ont.; CKSO, Sudbury, Ont., and has increased its schedule of spot announcements to ten-weekly on CKAC, Montreal. Account is placed by Cockfield Brown & Co., Montreal.

HYDE PARK BREWERIES Assn., St. Louis, has contracted for its variety show with a quiz feature, *Tic Toc Time*, to run Saturdays, 9:15-9:45 p.m. on KMOX, St. Louis. Don McNeill is m.c. Mary Ann Mercer, contralto soloist, the Hyde Park Orchestra and a mixed sextette provide musical entertainment. Young & Rubicam, New York, handles the account.

CALIFORNIA WINE Co., Chicago (Barloma Wine), has started sponsorship of a thrice-weekly newscast on WENR, Chicago. Agency is Ervin Meyerson, Chicago.

INTERSTATE BAKERY Corp., Los Angeles (Town Talk bread), in a 52-week campaign, started Dec. 25, is using an average of 20 transcribed and live spot announcements weekly on four stations in that area, KNX, KFI KECA KHJ. Agency is Dan B. Miner Co., Los Angeles.

JAX BREWING Co., Jacksonville, Fla., has started *The World at Large*, a six-weekly quarter-hour news and sports round-up at 6 p.m. on WSLI, Jackson, Miss. Program features Roy Weinedel. Account was placed through Anfenger Adv. Agency, St. Louis.

P. LORILLARD Co., New York, on Jan. 18 is starting a 13-week campaign for Friends' Tobacco using thrice-weekly spot announcements on 15 stations. Agency is Lennen & Mitchell, New York.

RICHARD EDWARD BAYFORD (Joe to you) MESSER wishes to thank all his friends in the radio industry for their Xmas and New Year greetings.

I feel flattered and honored to have so many friends.

Joe.

Pacific Ad Session

WITH presidents of affiliated clubs and board of director members from the 11 western States attending, the Pacific Adv. Assn. will hold its annual mid-Winter Conference in San Francisco Jan. 22 and 23. Sessions will be held in the Mark Hopkins Hotel with President Larry Lane presiding. Work by organized advertising in the war effort will be among the major subjects discussed.

B. F. FEW, director and vice-president of Liggett & Myers Tobacco Co., New York, has been named to handle advertising for the company, succeeding W. D. Carmichael, vice-president and director, retired. W. A. Blount, a director, in charge of production and purchase of leaf tobacco, has been elected vice-president, and G. W. Thompson, assistant to G. W. Whitaker, vice-president, has been elected a director.

B. F. GOODRICH Silvertown Stores recently began sponsoring *Sing For Victory* every Sunday at 1.30 p.m. Show, a community sing, is staged on Friday nights at the Paramount Theatre and transcribed.

RADIO COLLEGE OF CANADA, Toronto (commercial radio), has started a weekly quarter-hour series of talks on the use of electronics in the present war on CFRB, Toronto. Account was placed by R. C. Smith & Son, Toronto.

O'CONNOR, MOFFATT & Co., San Francisco (department store), has renewed for 13 weeks its six-times weekly *Last Minute News* presented by Ruth Anderson on KFRC, San Francisco. Agency is Ruthrauff & Ryan, San Francisco.

NATIONAL Shoe Stores, New York, 70-store chain using radio advertising locally for several years, has purchased six quarter-hour periods, six ten-minute periods and 35 announcements weekly on WMCA, New York. Firm has renewed for the third consecutive year a 52-week contract for segments on Martin Block's *Make Believe Ballroom* on WNEW, New York, and plans to add other stations shortly. Agency, Emil Mogul Co., New York.

LT. FRED WILMAR, former timebuyer of J. Walter Thompson Co., San Francisco, is assigned to the Army Air Forces gunnery school at Las Vegas, Nev., as Special Service Officer.

W. R. GERSTENBERGER, formerly of the copy department of Brooke, Smith, French and Dorrance Inc., Detroit, has joined the copy staff of Gardner Adv. Co., St. Louis.

NBC Latin Series

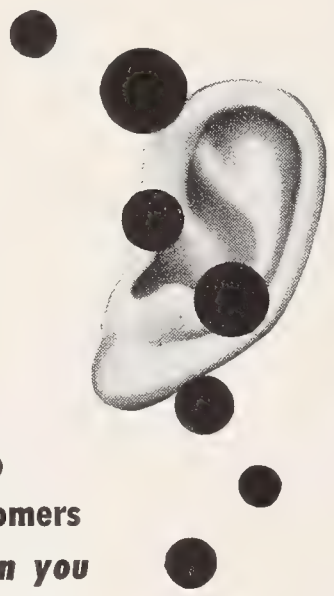
THIRD COURSE offered American and Latin-American listeners to NBC's *Inter-American University of the Air*, to go on NBC early this spring, will be devoted to a cross section of the outstanding literature of all American nations, it has been announced by Dr. James Rowland Angell, NBC public service counselor, and Sterling Fisher, director of the University. College teachers are invited to offer suggestions.

Reed Resigns GE Posts

PHILIP D. REED, chairman of the board of the General Electric Co., has resigned all of his company posts, effective Jan. 1, having been requested by both Ambassador John G. Winant and W. Averill Harriman to continue as Deputy Chief of the Harriman Mission in London. "In view of the indefinite duration of this government work overseas and in view also of the return to active service of Owen D. Young as acting chairman of General Electric, I felt that I should relinquish my posts as Director, Chairman of the Board, and Chairman of the Executive Committee of the Company," Mr. Reed stated. The Harriman Mission covers many fields of war activity in addition to representing the Lend-Lease Administration in London.

Mrs. Dalton Sues

CHARGING that the late Victor E. Dalton, capitalist and owner of KMTR, Hollywood, had attempted to deprive her of community property rights at time of their 1940 divorce, Mrs. Gloria Dalton in late December started legal action in Los Angeles Superior Court to recover half interest in the station. Named as defendants are K. L. Banning, office manager and secretary to the late Mr. Dalton, and Reed E. Callister, his attorney.



You keep customers *when you* KEEP SPOTS BEFORE THEIR EARS!

• ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

SPORTS OPEN ON WHEC ROCHESTER!

DAILY - 6:15 to 6:30 P. M.

These sports periods have been sponsored uninterruptedly for 8 years by one of America's largest corporations, known everywhere for its keen merchandising ability.

The product of this firm is now a "war casualty",—forcing reluctant cancellation of sponsorship as of February 1st.

These programs are enthusiastically recommended to any prospective sponsor by this firm for whom they have done an outstanding job in direct returns.

An unusual opportunity to inherit the soundly established top sports program in a community that's really sports conscious,—and at a most favorable price, too! Write, wire or phone for complete story.

WHEC
ROCHESTER, N. Y.

J. P. McKinney & Son - Representatives - New York, Chicago, San Francisco

The Time to Buy in Central Pennsylvania

WSBA 900

THE "MID-POINT" ON YOUR DIAL

York, Pennsylvania • Nat. Rep., The Walker Co.

Thousands . . . in prosperous Central Pennsylvania and Northern Maryland . . . *listen to* WSBA. It's proved by

THE MAP THAT MAIL BUILT!



Agencies

HARRY M. COLEMAN, publicity director of MacFarland, Aveyard & Co., Chicago, has been appointed vice-president in charge of public relations.

ROBERT F. ELRICK, former research director of Ruthrauff & Ryan, Chicago, has joined Quaker Oats Co. as research director of advertising and marketing.

GEORGE H. STELLMAN, director of General Mills radio at Blackett-Sample-Hummert, Chicago, is the father of a girl born Jan. 4.

JOHN M. LYDEN, former director of copy and plans of Atherton & Currier, New York has joined Ted Bates Inc., New York, as an account executive on the Standard Brands accounts. Mr. Lyden will probably work on advertising plans for that company's new vitamin products, Stams and Stan B.

EARLE STEIERT, former freelance designer in Philadelphia and New York, has been appointed art director of Richard A. Foley Adv. Agency, Philadelphia.

ERNEST WERNER has resigned as market analyst of Muzak Transcriptions Inc., to join Christian Feigenspan Brewing Co., Newark, as market research assistant.

W. R. JOHNSTON, for the last three years commercial representative of the Canadian Broadcasting Corp., Toronto, and well-known to American agency executives and network officials, on Jan. 11 joined the Royal Canadian Air Force as an administrative officer. Before coming to CBC he was 17 years with the James Fisher Co., Toronto advertising agency.

G. F. MILLS and J. W. Spitzer, managing directors of Lord & Thomas of Canada, Toronto and Montreal, have announced that with the retirement of A. D. Lasker of Lord & Thomas [BROADCASTING, Jan. 4], arrangements are now being made whereby full ownership of the Canadian company will be taken over by them. Both Mills and Spitzer have been with Lord & Thomas of Canada since its inception in 1929, serving in all capacities of agency operation and working up to the managership a year ago. Details of the change of ownership are to be announced later.

EDWIN COX, vice-president of Kenyon & Eckhardt, New York, has been in Hollywood in interest of the Kellogg Co. (Pep) account. The firm on Jan. 4 started for 52 weeks daily participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Monday through Friday, 9:30-10 a.m. (PWT).

RUSSELL R. RULLMAN, account executive of the Caples Co., Omaha, has been commissioned ensign in the Navy Air Force and is stationed at Lewis School of Aeronautics, Lockport, Ill.

HASSEL SMITH, West Coast radio director and Los Angeles manager of Botsford, Constantine & Gardner, has been elected a vice-president of the agency. Mrs. Elizabeth Eyerly, New York manager, and Burton Durkee, account executive of the Portland, Ore., office, have also been elected vice-presidents. Agency has moved its Los Angeles offices to 621 S. Hope St. Telephone is Michigan 1427.

THOMAS FREEBAIRN - SMITH, producer of Ruthrauff & Ryan, Hollywood, has joined Lord & Thomas, that city, and is assigned to the weekly CBS *Ceiling Unlimited*, sponsored by Lockheed & Vega Aircraft Corps. He replaces Bill Gay, who recently joined the Army.

JAMES E. CECIL, president of Cecil & Presbrey, New York, has accepted the chairmanship of the committee on public information for the 1943 Red Cross War Fund of New York City. He held the post during the 1942 campaign.

JACK PRIVETT, account executive of J. Walter Thompson Co., San Francisco, has been transferred to the agency's Los Angeles office.

CLARK A. (Fritz) SNYDER, for six years radio director of J. Stirling Getchell, New York agency to be liquidated on Feb. 1, joined the BLUE station relations department Jan. 4.

LESLIE J. WOODS, recently representing Philco in Washington, has been made vice-president and general manager of the National Union Radio Corp., Newark, affiliated with Philco.

CARLOS FRANCO, manager of the radio timebuying division of Young & Rubicam, New York, has been made a stockholder of the agency.

Agency Insurance

LEON LIVINGSTON Adv. Agency, San Francisco, under a recent arrangement, protects its clients' material against any damage while they are in the custody of that firm. Through the agency's insurance brokers a special "property floater policy" has been put into effect with Insurance Co. of North America.

JAY CLARK, former free lance director of network programs, including *Hop Harrigan*, on BLUE, and *Back-Stage Wife*, on NBC, has joined the radio department of Ted Bates Inc., New York. Clark has also been associated with Pierre Huss news programs.

HARRY C. WATERSTON, former account executive of Deutsch & Shea, New York, has joined S. Duane Lyon Inc., New York, in a similar capacity.

GEORGE H. GUINTER, previously with Maxon Inc., New York, has joined O. S. Tyson & Co., New York, succeeding Richard Morrison, now account executive of the latter firm.

MILFORD J. BAKER, account executive of Young & Rubicam, New York, for the past 18 years and Frank Fagan, account executive of the same agency for four years, and previously an executive of the merchandising department, have both been elected vice-presidents and account supervisors of Y & R.

E. DeWITT HILL, vice-president of McCann-Erickson, New York, has joined the Army Air Forces as a captain.

JAMES COMINOS, timebuyer of BBDO, Chicago, has joined the Marines as a second lieutenant and will report for training Jan. 15 at New River, N. C.

CHARLES PINKHAM, author of numerous articles on advertising, mailing and marketing and active in development of a yardstick for measuring quantitative value of radio stations, has been appointed vice-president and chairman of plans board of Erwin, Wasey & Co., New York.

J. R. Hamilton

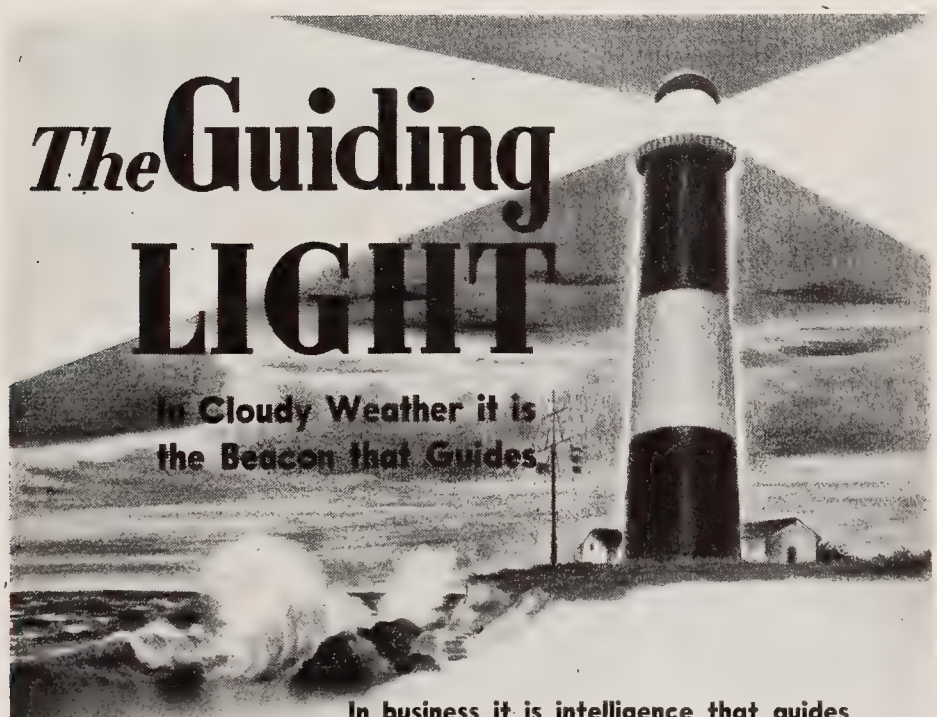
J. R. HAMILTON, 65, president of the J. R. Hamilton Adv. Agency, died Jan. 2 in Chicago. He is survived by Mrs. Hamilton, a daughter, Mrs. Charles W. Cushman, and a nephew, author John Steinbeck. A former editor of the *San Francisco Wasp*, he organized the J. R. Hamilton Agency 25 years ago, but has been inactive in the management since 1939. The agency will continue operation with no change in personnel or facilities.

Raymond L. Hurst

RAYMOND L. HURST, former vice-president in charge of the San Francisco office of BBDO, died at his home at Laguna Beach, Cal., Dec. 30, following a three months' illness. He is survived by his widow, two sons and his parents.

David E. Bloch

DAVID E. BLOCH, 56, vice-president of Peck Adv., New York, died in Bronxville, N. Y., Jan. 5. Prior to joining Peck Adv. in 1930, Mr. Bloch had an agency of his own, the Dave Bloch Co.



WWL NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

All Lord & Thomas Accounts Go to Foote, Cone & Belding

New Agency Starts Business With Total Billings of More Than $20,000,000 Covering 50 Accounts

PRINCIPAL officers of Foote, Cone & Belding, new agency created from the interests of Lord & Thomas [BROADCASTING, Jan. 4], were announced last week by the agency. Emerson Foote has been elected president and will continue in charge of the New York office; Fairfax M. Cone, in charge of Chicago operations, will be chairman of the executive committee, and Don Belding of the Los Angeles office will be in charge of Pacific Coast activities for the agency and will serve as chairman of the board. The San Francisco office will continue to be directly managed by Eugene I. Harrington.



Mr. Foote

To carry out the firm's conception of "central direction", frequent meetings of the principal officers will be held in Chicago and New York, the first to take place Jan. 16 in Chicago when other officers will be elected. Plans are under way for an expansion of personnel, although no changes are contemplated in the present personnel as it functioned under the name of Lord & Thomas.



Mr. Belding



Mr. Cone

$20,000,000 in Billings

The new agency starts business with total billings well in excess of $20,000,000 annually. It will definitely handle a total of 50 accounts, all formerly placed by Lord & Thomas, and belief was expressed by the agency last week that it could shortly be announced that "no account which was handled by the former agency at the time of its dissolution will have failed to signify its intention to remain with the new agency."

Born in Alabama in 1906, Emerson Foote has had a varied career since his schooling in California. His first business experience was in the wholesale end of the automobile industry. He was also associated with the Pacific Mutual Life Insurance Co. and served as secretary of the Western Statistical Assn. before joining the Leon Livingston Adv. Agency, San Francisco, at the age of 24.

He stayed there three and a half years before starting his own agency, Yeomans & Foote, in partnership with Lewis H. Yeomans. In 1936, he joined the research department of J. Stirling Getchell, New York, selling out his interests in the agency to Mr. Yeomans.

Research director, account executive and general executive at Getchell, Mr. Foote then joined Lord & Thomas to handle printed advertising for the American Tobacco Co. account, later taking over the entire account including radio. In 1940, he was elected a vice-president of the agency, a member of the board of directors in May, 1942. Two months later, he was elected executive vice-president and placed in charge of all New York operations.

Varied Career

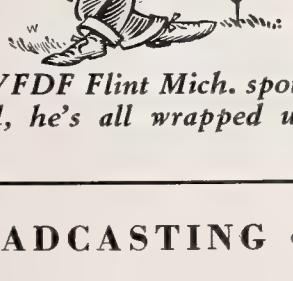
Fairfax M. Cone attended the U of California in his native state, and upon graduation joined the art department of the *San Francisco Examiner*, where he remained three years. In 1939, he was offered a job as copywriter in the San Francisco office of Lord & Thomas, and after ten years, became manager of that branch, as well as vice-president.

In 1941, Mr. Cone came to New York to take charge of all creative work at Lord & Thomas, and in 1942 was sent to Chicago in the same capacity, later becoming general manager in charge of all Chicago operations.

A graduate of the U of Oregon with a B.S. degree, Don Belding became manager for Western Union in Klamath Falls, Ore., for two years, also running a daily newspaper in that town. He joined Lord & Thomas in 1923, working up from office boy to space buyer to copywriter. During the ten years from 1927-37, Belding handled practically every account of the agency's Los Angeles office, and in 1938, when Don Francisco came East to become president of the agency, he was named vice-president and manager of the office. Three years later, he became one of the firm's three executive vice-presidents. One of the original members of the Advertising Council, Mr. Belding is also a director of the Los Angeles Chamber of Commerce, and Merchants and Mfgrs. Assn.

Radio City Visitors

DESPITE war restrictions on travel, a total of 1,200,000 persons visited the studios of NBC in 1942. More than 700,000 of this number visited the studios to watch their favorite programs. Since NBC instituted guided tours at Radio City, eight years ago, 4,400,000 persons have come to the radio center.



"His WFDF Flint Mich. spots do so well, he's all wrapped up in golf."

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

for a MORE PROSPEROUS 1943

Use



WTCN

MINNEAPOLIS BLUE NETWORK ST. PAUL

2 MARKETS FOR THE PRICE OF ONE

St. Paul and Minneapolis With Population Over 800,000

Write for details of programs and time available, rates and market data.

FREE & PETERS, INC. — NATIONAL REPRESENTATIVES

New York Chicago Detroit Los Angeles Atlanta San Francisco

Big News Contract Signed by Gilchrist Department Store

Boston Retailer Carries News Hourly During the Daytime

A NEW department store-radio link, presaging a closer relationship between the two industries, has resulted from the recent NAB District meeting in Boston, with signing by Gilchrist department store, that city, for nine five-minute newscasts daily on WORL, Boston.

The store's decision to utilize radio for institutional and goodwill advertising came about after the station's sales department presented to Gilchrist executives the opportunities inherent in such an alliance. A sound stage has been equipped on the fourth floor of the department store for the broadcasts, which run every hour on the hour from 8 a.m. to 5 p.m.

The news is fed directly by United Press ticker service, installed in a newsroom adjoining the sound stage. The broadcasts will also be used for recruiting messages of Army, Navy, Marines, and War Bond sales talks.

Customers and visitors are invited to visit the newsroom, read the news flashes and headlines which are posted on bulletin boards, and attend the broadcasts. With news becoming more and more important to the public, it is expected that Gilchrist's news service will be of increasing value to listeners in New England.

WORL's manager, George Lasker, was responsible for the department store plan. He attended the first district NAB meeting in Boston Dec. 9-10 at which Lew Avery, chairman of the NAB sales division, outlined the retail promotion plan for department store use of radio. He made an intensive study of his station's setup of department store advertising, held conferences with store executives and agency heads and outlined a plan for radio programs which resulted in Gilchrist's WORL campaign.



NINE NEWSCASTS A DAY by Gilchrist Department Store on WORL, Boston, resulted from discussion at a recent NAB meeting in Boston. The five-minute newscasts, originating from the Gilchrist radio newsroom every hour on the hour from 8 a.m. through 5 p.m., were lauded by Gov. Leaveritt Saltonstall of Massachusetts and Mayor Maurice Tobin of Boston at the inaugural broadcast. Attending were (standing, l to r): Fred S. Bailey, WORL account executive; Richard Salinger, head of the agency handling the Gilchrist account; F. Frank Vorenberg, president of Gilchrist's; Bob Perry, WORL's chief announcer and program director. Seated are Mayor Tobin and Gov. Saltonstall.

Coast Oil Expansion

STANDARD OIL Co. of California, San Francisco, oldest consistent user of West Coast radio, on Jan. 24 increases its weekly 45-minute *Standard Symphony* on 6 NBC Pacific stations (KFI KPO KGW KOMO KHQ KMJ), to a full hour and shifts from Sunday, 9-9:45 p.m. (PWT), to Sunday, 8:30-9:30 p.m. (PWT). With name conductors in charge, program will continue to originate through Feb. 14 from Earl Carroll's Theatre-Restaurant in Hollywood. Balance of the series will emanate from NBC studios in that city and San Francisco. Agency is BBDO, San Francisco.

Theatre Chain Series

TO ASSIST war relief agencies and philanthropic groups in the New York area, Skouras Theatres Corp., New York, has started a series of half-hour Sunday afternoon programs on WINS, New York, titled *This Is Our Cause*. Contract is on a 52-week basis, and was placed direct.

West Coast Institute Planned by NBC-UCLA

ESTABLISHMENT of a Radio Institute under joint cooperation of NBC and the U of California at Los Angeles, has been announced by Sidney N. Strotz, Western division vice-president of the network.

Patterned along lines of a similar project held at Northwestern U, located at Evanston, Ill., last summer under joint sponsorship, the Radio Institute will be for six weeks. Limited to 100 students, enrollment will be from June 28 to Aug. 21. Classes are to be held at NBC Hollywood studios and UCLA. Faculty members, drawn from the network staff, will include Arnold Marquis, writing; Earl Ebi, acting; Clinton E. (Buddy) Twiss, announcing; Ned Tollinger, production-direction; Jennings Pierce, public service programs.

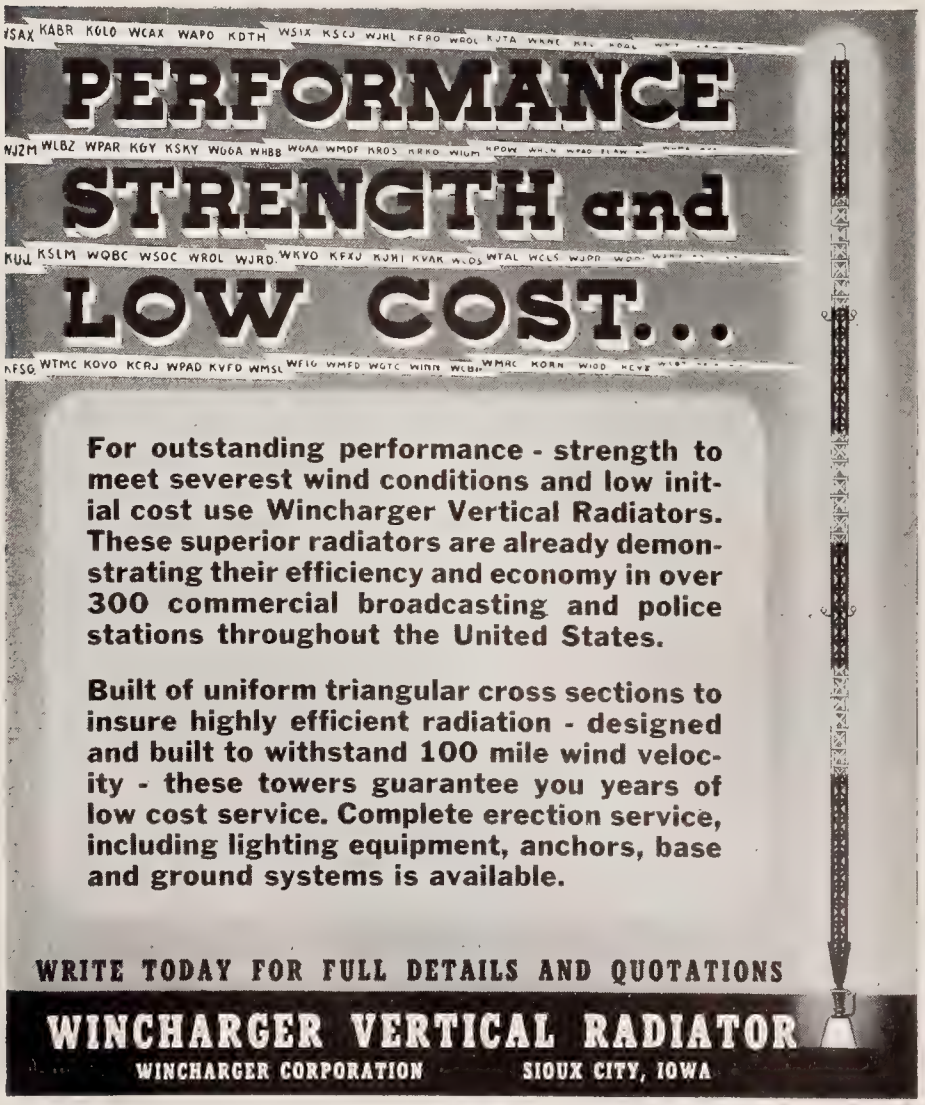
A similar Radio Institute, to be held at Stanford U, Stanford, Cal. next summer, is being negotiated by Mr. Pierce, NBC Western division public service and station relations manager who is coordinating the UCLA-NBC Radio Institute.

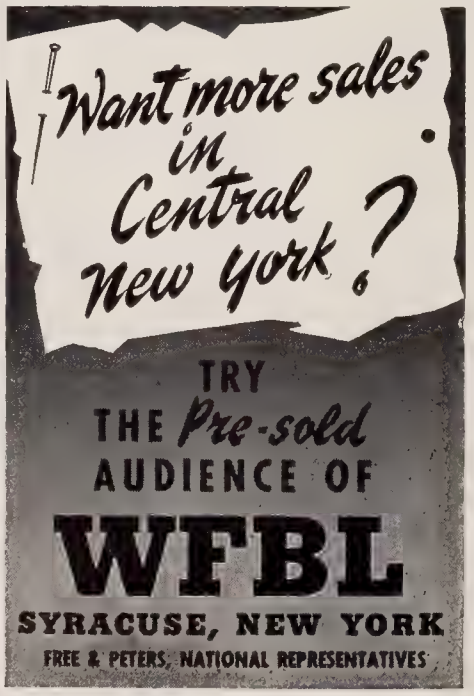
Farm Day on Nets

SCHEDULED to speak from Washington on a special broadcast over major networks commemorating Farm Mobilization Day Jan. 12, are Pres. Roosevelt; Secretary of Agriculture Wickard; Morse Salisbury, Director of Information of the Agricuture Dept.; Maxim Litvinov, Soviet Ambassador to the United States; and Admiral William Brent Young, Chief of Supplies and Accounts of the Navy. Lord Woolton and the mother of a British fighting man will be heard from London. From Chicago, Edwin Keller, Chairman of the Dept. of Agriculture War Board in Delaware County, Ill., and a farm woman from Jordan, Minn., will speak.

Schenley Division

FIRST broadcast in the revised edition of *The Cresta Blanca Carnival*, sponsored on Mutual by Schenley Distillers, New York, will be heard Jan. 13 with noted guest stars replacing Comedian Jack Pearl [BROADCASTING, Jan. 4]. Pearl, according to William H. Weintraub & Co., New York, agency for the show, is leaving the series to take a role in a new Broadway play. Highlight of the Jan. 13 program will be a specially-written drama "2043" by Norman Corwin, CBS writer-producer.





CHNS
Halifax, N. S.
One-third of all the radio sets in Nova Scotia are within 25 miles of our antenna
Ask JOE WEED

Shepard Continues as Yankee Head

(*Continued from page 16*)

as a vehicle to promote the tire business, was revealed as having been filed with the Commission.

Two members of the Commission —Walker and Durr—dissented from the approval, holding that the transfer should have been set for hearing. Both raised the question of policy on transfer of broadcast stations to another industry and the precedent thus established. Commissioner Durr also cited absentee ownership and control and questioned whether it would be in the public interest to have large business establishments in a position to mold public opinion, which is inherent in the operation of broadcasting stations.

Colonial Net Acquired

The FCC approved the transfer of the four standard broadcast, four relay stations, two experimental and two FM stations to General Tire at a special meeting Dec. 31 [BROADCASTING, Jan. 4]. Commissioners Fly, Craven, Case and Wakefield voted affirmatively. Commissioner Payne was absent.

The price was given as $1,240,000, plus an additional amount to be determined equal to 94% of the aggregate net quick assets of Yankee over $100,000. General Tire also acquired, in a separate transaction, the stock of Colonial Network Inc., which is not a licensee, and whose income has been derived primarily from the sale of station time and wired transcription service (Muzak) to subscribers.

The O'Neil affidavit recited that General Tire believed that postwar America "is going to be an entirely new America, with increased manufacturing capacity and facilities, entirely changed methods of merchandising and advertising, a tremendous buying power and an even higher standard of living." The affidavit added General Tire believed radio has the potentiality for a tremendous contribution to this new pattern by employment of technological advances and new program techniques to not only entertain and inform listeners, but to become an important cog in our system of economy by aiding in the widest possible low-cost distribution of the commercial produce of the nation's productive genius and capacity.

General Tire said it believed advertising techniques that depreciate the public acceptance of broadcasting programs constitute not only bad programming but very bad advertising. The affidavit stated General Tire intended to buy some time on stations in the New England area and would use the Yankee Network stations to some extent for that purpose.

"It will buy time, facilities and services from Yankee at rates and under conditions that are available to all other sponsors who seek to buy time on the Yankee Network and its stations. No better deal for facilities, time or services will be made to General Tire than is made to any other user of time. It recognizes and will meet the necessity for it, as a broadcast licensee, to use the time sparingly to promote or advertise its own manufactured products and never, in any manner, form or practice that will give it an unfair advantage over any competitor or convert the stations and the network into a mere advertising or merchandising medium of the General Tire & Rubber Co.

To Reserve Net Decision

"Furthermore, as the transferee has agreed in its employment contract with John Shepard 3d, copies of which were furnished to the law department of the Commission, the 'advertising programs and announcements of the General Tire & Rubber Co., its affiliates or distributors will be subject to change in time when the time can be sold commercially to other sponsors.'

"The program policies and structure of the Yankee Network Inc. will be continued, but every effort will be expended to increase the public acceptance of these programs by keeping abreast of new techniques in program building and by the recognition of new interests of the listeners."

Apropos affiliation with any other network organization, the O'Neil affidavit said that Yankee now has an affiliation contract with Mutual that runs for approximately two years.

"No negotiations have been initiated or plans formed for the affiliation of the Yankee Network Inc. with any other national network. The present intention of the transferee, actually, is to fulfill its obligations specified in its affiliation contract with the Mutual Broadcasting System and to reserve decision on an extension thereof or affiliation with some other national network until facts and circumstances warrant consideration of such a program."

Two Dissents

The dissenting statements of Commissioners Walker and Durr follow:

Commissioner Walker: The application should be set for hearing. A finding that a transfer shall be in the public interest is mandatory. The application herein does not show on its face, or contain therein, convincing facts that the public interest would be served by the proposed transfer. A public hearing would, therefore, seem advisable.

The application should, in any event, be set for hearing on the issue of transferring broadcast stations to another industry. The instant application involves not only the control of certain broadcast stations but also of The Yankee Network Inc.

Broadcasting is of such public interest and importance that an effort should be made to keep it separate from other businesses. If a transfer of chain broadcasting interests, as herein proposed, may be granted to a tire and rubber company, may it not likewise be granted to a motor company or to a public utility? The precedent having once been established of transferring licenses controlling a network to other interests, where can the line be drawn? Chain broadcasting is of such vital public consequence and public interest that it should be a business in and of itself, and disassociated from any other business.

Commissioner Durr: I think the application should be set for hearing.

First, a question of absentee ownership and control is presented. The stations involved in the transfer are all located in New England. The control is now in the hands of people who are residents of New England and familiar

KELLOGG RETURNS TO NATIONAL AIR

ABSENT from national network radio since 1939, Kellogg Co., Battle Creek, Mich., on April 5 will expand its regional use of the BLUE network of 130 stations located from the East Coast to and including the Rocky Mountain area. Contract calls for Monday through Friday sponsorship of the last quarter-hour of the network's *Breakfast at Sardi's* program, heard 11-11:30 a.m. (EWT). The first portion of the broadcast from 11-11:15 a.m. will be used to build up the ensuing quarter-hour, sponsored by Kellogg in the interest of Pep cereal.

This new contract is in addition to the company's five-minute participations on *Breakfast at Sardi's*, heard on 13 BLUE Pacific Coast stations five times weekly, 9:30-10 a.m. (PWT). Kellogg began these participations, also in the interest of Pep, on Jan. 4 of this year. Agency in charge is Kenyon & Eckhardt, New York.

NOTICE: Radio Station Managers!

"NAME THE TUNE CONTEST"

and

"NAME THE BAND CONTEST"

Copyrighted in detail and available for use only in certain localities

apply to
Holder of Copyrights
HOWARD W. DAVIS, Smith-Young Tower, San Antonio, Tex.



WBNX

CREATING

Amicizia
Freindshaft
Przyjazn
Amistad
Freundschaft

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional ad ertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

FOR OFFENSE FOR DEFENSE *Buy U.S. Bonds Today*

with its problems and needs. Transferee is an Ohio corporation with its principal place of business in Akron. Its officers and directors are resdents of Ohio with the exception of one who resides in Florida. With the exception of two brokerage houses in New York City, all stockholders owning 1% or more of the oustanding capital stock are residents of Ohio. Nor does the application show that the transferee and those controlling it have a familiarity with or interest in the problems of the New England area. Accordingly, I do not believe that sufficient showing has been made to warrant a finding that the transfer of control would be in the public interest.

Second, the transferee is a large manufacturing concern whose products have a nationwide distribution. By this transfer it will acquire, as an adjunct to its private business operations, a number of broadcasting stations which together serve a major portion of the New England states. With the networks to be acquired as a part of the same transaction, it will have access by radio to virtually the entire New England area.

The issue presented here is not whether interests engaged in other lines of business should be prevented from owning any broadcasting stations, but rather the extent to which they should be permitted to go in the acquisition of such stations. Unless some limitation is imposed, they may embark upon a program of station acquisition which will force their competitors, and even concerns in entirely different lines of business, to follow the same course in order to survive. Such a course would tend to make radio broadcasting an adjunct of private commercial enterprise instead of the independent medium of entertainment and expression which it must be if it is really to serve the public interest. Moreover, the war has greatly accelerated the tendency toward bigness in industrial concerns which has long been under way. Will it be in the public interest to consolidate under a common control the economic power of large business establishments and the power to mold public opinion which is inherent in the operation of broadcasting stations?

These are questions which I believe should be carefully investigated before the application is granted.

WILLIAM G. RAMBEAU Co., national sales representative of WDGY, Minneapolis, for the last three years, has been reappointed.



SCROLL IS PRESENTED by Lt. Walter J. Schwalb, public relations officer at the U. S. Maritime Service Training station, Brooklyn, to E. R. Squibb & Sons, New York, in appreciation for a broadcast of the company's CBS series *Keep Working, Keep Singing, America*, from the training center. Schwalb, who was formerly associated with Squibb, gives the scroll to the firm's advertising manager, Lauren Ashe, in presence of program's former singing star, Frank Parker (left), now in the Maritime Service, and Eleanor Larsen, who directs the broadcasts for Geyer, Cornell & Newell, New York, agency in charge.

Harry Hosford

HARRY HOSFORD (Uncle Harry), 53, for many years m.c. of children's programs in Chicago, on the staff of WGN, Chicago, for the last four years, died last Wednesday at his home there of a heart attack. He conducted *Uncle Harry's Jamboree* and *Uncle Harry's ABC Club* on WGN. In 1934 he organized the children's Safety Legion, a radio club numbering 1,700,000 children. He is survived by his wife, Agnes, who was his radio partner.

James Tierney

JAMES TIERNEY, radio representative for the Texas Co., New York, handling the Fred Allen and Eddie Cantor shows during the past eight years, died Jan. 6 of heart trouble at his home in Brooklyn. He is survived by his wife and two sons.

Folger Reply to FTC

J. A. FOLGER & Co., San Francisco and Kansas City, having been charged by the FTC with misleading misrepresentation in claims that its coffees are mountain grown and possess a rarer flavor and, in the case of the latter firm, that its coffee benefits nerves and digestion, have filed answers to the complaints. The Kansas City company states that the complaint does not fully or fairly reflect its representations, and that when considered together they are not misleading. The California firm denies the allegations as to its claims for the health producing qualities of its coffee.

Roy E. Dodge

ROY E. DODGE, 65, vice-president of First United Broadcasters, Chicago, died Jan. 4 of a heart attack. Mr. Dodge was formerly an account executive of the Albert W. Kercher Co., Chicago, before joining First United 2½ years ago. He was an expert on the use of radio for mail order accounts, and had previously been associated with a number of mail order publications, including *People's Popular Monthly*.



KSEI
POCATELLO, IDAHO
Eastern Idaho's ONLY Network Station
NBC
National Representatives
THE WALKER CO.
HOMER GRIFFITH CO.

LOCAL GROUP SEEKS WKBB, IN DUBUQUE

WKBB, Dubuque, which four weeks ago had considered shutting down for the duration, has decided to remain on the air, according to Manager James Carpenter. Under the erroneous assumption that the FCC had decided to permit stations to suspend operation without prejudice during the war, Walter Klauer, president and majority stockholder, decided to cease operation Dec. 31 [BROADCASTING, Dec. 7].

Announcements were broadcast on the station to that effect. This resulted, according to Mr. Carpenter, in the receipt of large quantities of telegrams, letters and petitions asking the station to remain on the air. A few days later Mr. Klauer notified the FCC he was reconsidering.

Mr. Klauer is understood to have been anxious to withdraw from the station to devote all his time to his manufacturing concern engaged in war production. Negotiations for purchase of the station by Mr. Carpenter and a group of local businessmen are under way.

WKBB operates on 1490 kc. with 250 watts and is a BLUE affiliate. It was involved in litigation against FCC licensing of KDTH, Dubuque, contesting the grant on economic grounds. The case went to the Supreme Court where the FCC was upheld.

Johns Buying WOSH

NEGOTIATIONS are in progress for the sale of WOSH, Oshkosh, Wis., 250-watt outlet on 1490 kc. which first went on the air Jan. 1, 1942, to William Johns and his son, Miles. The elder Johns, former general manager of the *St. Paul Pioneer-Press* and *Dispatch*, is now head of Ridder-Johns, Chicago firm of newspaper representatives associated with the Ridder newspapers. His son is employed in the firm. The station, a BLUE outlet, would be purchased for approximately $50,000, with young Johns holding 55% of the stock and operating the station. It is now owned by Howard H. Wilson, head of the station representative firm bearing his name.

NEWSCASTS on the hour from 1 a.m. to 5 a.m. (EWT) have become a regular part of the WLW, Cincinnati, news service which is now an around-the-clock feature.



CHILDREN OF WTIC, Hartford, personnel, literally took over the station on a recent December morning when Nan Clarke played hostess to WTIC's younger generation during her *Women's Radio Bazaar*. The youngsters, who welcomed Santa Claus to Hartford, are back row (l to r), Joan Patricelli, daughter of Leonard J. Patricelli, assistant program manager; Judy and Fred Wade Jr., children of Fred Wade, heard as Zeke Peck on the *Wrightville Clarion* and assistant production chief of WTIC; Paul Lucas Jr., son of Production Chief Lucas.

Second row, Clive Cowper, son of Irwin Cowper of the commercial department; Santa Claus, in private life Announcer Tom Carr; Arthur and Kathleen Jarvis, nephew and niece of Miss Clarke; Joan Kingsley, daughter of Edward Kingsley, engineer.

Front row, Robert Patricelli, Joan's brother; Robert Lucas, another son of Paul Lucas, and Miss Clarke.

Vetters Heads WFTL

S. A. (Steve) VETTER, commercial manager of WIOD, Miami, and a veteran in Florida radio, has resigned to become general manager of WFTL, Fort Lauderdale, according to an announcement last week. Mr. Vetter will establish offices and studios in Miami supplementing those in Fort Lauderdale in preparation for the operation of the station on 710 kc. with 10,000 w. scheduled about Feb. 1. Miami quarters will be on Biscayne Blvd. at 16th St. Mr. Vetter succeeds R. M. Tigert, who resigned several weeks ago. WFTL, an MBS outlet, now operates with 250 w. on 1400 kc., and is owned by Ralph A. Horton, local business man.



Mr. Vetter

A. L. ALEXANDER'S *Mediation Board*, coincident with its shift from WHN to WOR, New York, Jan. 11, has been placed on Mutual as a regular weekly series, Monday, 9:15-10 p.m.

New Standard President

RALPH W. GALLAGHER, chairman of the board of Standard Oil Co. of New Jersey since last November, has been elected president and chief executive officer of the company, succeeding the late W. S. Farish. Eugene Holman, a vice-president and director of the company, was elected to membership in Standard's executive committee by the board of directors, which met last week. Named general sales manager of the company to succeed R. T. Haslam, recently elected a director, is A. Clarke Bedford, formerly assistant general sales manager.

KLX Staff Changes

WITH recent remodeling of studios, KLX, Oakland, Cal., announced several staff additions. Earle Caldwell has been appointed public relations director. Newcomers to the production department are Don Victor and Helen M. Camara. Added to the script department are Betsy Brown Porcher and Janet P. Bogert, formerly of Windsor Productions, New York. Robert Garner has joined the transmitter staff.

Atlass Buys Interest

EDWIN G. FOREMAN Jr., of the Foreman Co., station representatives, announced last week that Ralph L. Atlass, president of WIND-WJJD, Chicago-Gary, has acquired an interest in the Foreman Co., and will be active in the management of the firm. WIND is represented nationally by the Foreman Co.

HAVE YOU SEEN HENRY

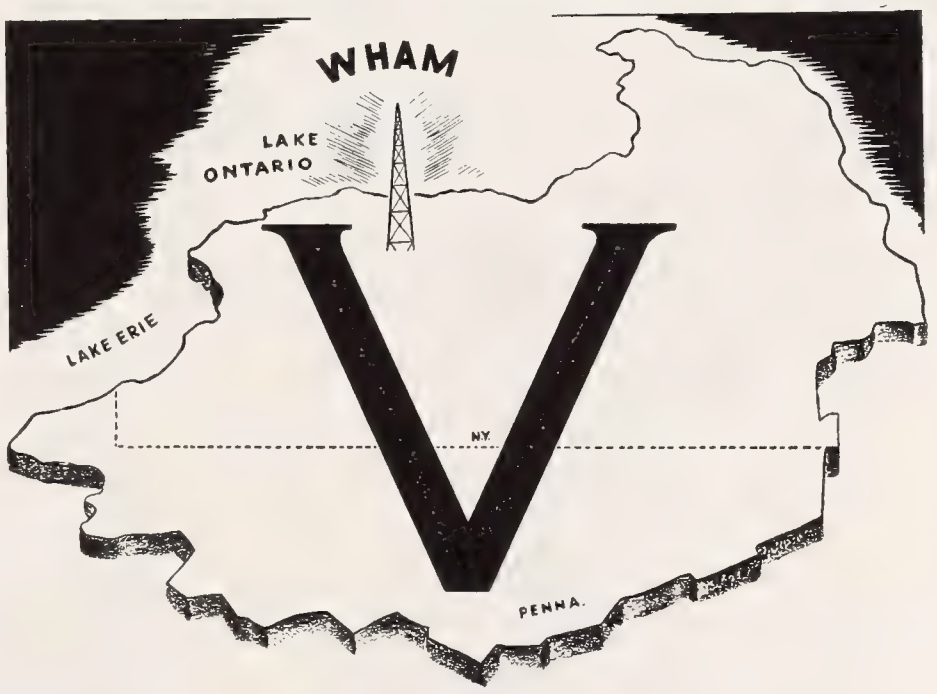
. . . The Pole Vaulting Fish?

If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through primeval Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world's largest single spring, and relax in Florida's healthful sunshine.

The Perfect Place to Spend Your Vacation

MODERN LODGE

Write for free booklet and rates: Wakulla Springs Lodge, Wakulla, Florida



EVERY DAY IS "V" DAY IN WHAMLAND

In WHAMland's 43 county primary area before the war were 5,305 factories with 307,863 workers . . . one of the factors helping then to make WHAMland a stable year 'round market.

TODAY those figures have been vastly increased. In Rochester alone 1942 employment was more than 50% higher than in '41. WHAMland is wholeheartedly in the war, turning out the tools of Victory.

WHAMland folks are prosperous. They are buying WHAM advertised essentials . . . and War Bonds, too . . . Bonds they will some day use to buy the products the names of which WHAM makes familiar to them today.

For sales today and for your sales of tomorrow, use WHAM's 50,000-watt, clear-channel coverage.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with the National Broadcasting Co., and The Blue Network, Inc.

"The Stromberg-Carlson Station"

WDRC
CONNECTICUT'S PIONEER BROADCASTER
HARTFORD'S THE SPOT . . .
for your spot campaign. It's the major market of the country's richest state . . . neatly delivered to you at a low cost by WDRC . . . where there's one uniform rate for national, regional and local adcasters.
CBS

WTOC MEANS
We Threw Out Chests
Last month when the local Defense Savings Staff informed us they sold over $80,000 in Bonds in one day through a special promotion with the assistance of WTOC.
$$$ WTOC $$$
Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY

Where Sales Multiply
Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE
"New Hampshire plus Vermont won't give you WHBF's radio homes coverage."
WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

War Broadcasting Extended by CCBS

Clear Channel Group Devotes 10% of Time to Government

THE GROWING scope of radio's war functions is recorded in a survey of one year's broadcasting since Pearl Harbor by the 1A Clear Channel stations.

The report, prepared by the Clear Channel Broadcasting Service, embraces the broadcast schedules of KDKA, Pittsburgh; KFI, Los Angeles; WBAP, Fort Worth; WFAA, Dallas; WGN, Chicago; WHAM, Rochester, N. Y.; WHAS, Louisville; WHO, Des Moines; WJR, Detroit; WLS, Chicago; WLW, Cincinnati; WOAI, San Antonio; WSB, Atlanta; WSM, Nashville; WWL, New Orleans. The survey covers the period from Dec. 7, 1941, to Dec. 7, 1942.

War Programs Increase

At the beginning of this country's active participation in the war, station programming was devoted primarily to spot announcements, news broadcasts and a limited degree of educational work on the background of war developments. As the year progressed, stations gradually began putting more and more showmanship and individual management into their war programs. This is illustrated by the different methods now employed by Clear Channel stations in the sale of War Bonds, scrap metal and rubber salvage collections, new stunts and shows for servicemen and in creating organizations of listeners to do many other activities for the war effort.

With the second year of war now under way, broadcasts related to the war have become one of the largest single types of programming on Clear Channel stations' schedules. Figures for the first year reveal a total of 63,606 spot announcements concerned with the war effort broadcast by CCBS stations, approximately 2,026 hours of locally originated live programs, 954 hours of locally originated and transcribed shows and 2,436 hours of network war shows.

Only Sustainers Counted

Although war programming is just a necessary function of radio in wartime, the hours devoted to war broadcasts by each station were more than 10% of its total broadcasting time. The total value of all time dedicated to the war effort, estimated on the basis of each station's card rates and discounts, but making no allowance for production and talent costs, runs over $4,400,000.

Programs and announcements used in the compilation of this survey were broadcast on a sustaining basis. No newscasts, sports programs and late-hour orchestra music—of interest and for the entertainment of practically all listeners—were included.

NAB Head Calls Petrillo Ban a Blow To Morale; Patriotic Music Stymied

By NEVILLE MILLER
President, NAB

FULLY five months have elapsed since James C. Petrillo put into effect his ban on electrical transcriptions and other types of musical recordings. Since Aug. 1, no new recordings have been made; in fact, few songs have been written during the intervening five months. Such inspiring events as the Battle of the Solomons, the North African campaign and the scuttling of the French fleet at Toulon, which ordinarily would have been celebrated in song, have gone unnoticed by the composers, and the inspirational values of new patriotic music have been lost to the people. The result is a distinct blow at the morale of the American people; and consequently to the war effort.

Industry Employed Thousands

The passage of time has made the claim on which Mr. Petrillo went to the public, namely, a claim of unemployment, even more patently absurd than it was on Aug. 1. It is recognized that the country at the present time faces manpower shortages. Even before 1942, however, the American Federation of Musicians had no legitimate issue of unemployment outside of a few large centers of population, and there is no evidence to show that recordings have ever thrown musicians out of work. The NAB has repeatedly pointed out that the radio industry, far from reducing employment of musicians, has provided continually expanding opportunities for their employment; and that musicians today have more employment in radio at better wages, than ever before.

From the broad social and economic viewpoint, it can be demonstrated that the invention of the phonograph and radio not only brought distinct cultural gains to all the people, but made possible the employment of several hundred thousand persons and hundreds of millions of dollars of capital.

NAB has demonstrated the speciousness of the argument that the record is responsible for unemployment among musicians. It is, of course, obvious that in many industries machines have been invented which have caused men and women to lose their jobs. The phonograph, however, was invented more than half a century ago, before any union musician now alive had decided upon music as a career. The industries which make use of the phonograph or record can hardly be expected to assume a responsibility in perpetuity of providing jobs to men and women who elect instrumental music as a career.

Mr. Petrillo, on June 25, made public his order banning the making of transcriptions and recordings, beginning Aug. 1. At no time has he made any demands on the affected industries which they might accept or reject. Indeed it is possible that he has not even formulated the terms and conditions upon which he would permit his men to return to work.

The various points of view, as well as all the facts in the situation, are expected to be thoroughly explored by the subcommittee of the Senate Interstate Commerce Committee, headed by Senator D. Worth Clark (D-Idaho), whose investigation is scheduled to begin on Jan. 12.

Five months have seen no change in the ban; have emphasized the absurdity of Mr. Petrillo's claim of unemployment. And the musicians who used to make recordings are already out of pocket in the sum of $1,000,000 to $2,000,000.

To Film 'Command'

FILM VERSION of *Command Performance*, Army program shortwaved to the AEF, will be produced by a new Hollywood independent company now being formed. Headed by Myron S. Marks, formerly partner of Marks Bros. Theatre Circuit, Chicago, and Jule Styne, songwriter, the firm acquired film rights to the shortwave radio program June 28, it was said. Picture will combine both drama and music. It will relate story of the program from its inception, dramatizing wartime conditions under which the AEF receives the show. Actual production starts following conferences by Marks with Government officials.

WHCU
"National Spot Business"
1942
1941
NATIONAL SPOT BUSINESS
UP OVER 100%
ABOVE LAST YEAR . . .
There are many reasons. Probably the most important is that WHCU CONSISTENTLY PRODUCES RESULTS!
A Rich Central New York Market
870 Kilocycles
CBS
WHCU
1000 Watts
ITHACA, N. Y.

Special Programs For Overseas Men

Navy-OWI Broadcasts Beamed to All War Theatres

HOME TOWN news is featured in two new programs beamed to Navy and Marines personnel overseas and begun recently through cooperation of the Navy's Public Relations radio branch, headed by J. Harrison Hartley, and the OWI Overseas Forces Division, of which Louis G. Cowan is chief.

The Navy program, *Calling the Navy*, is a daily quarter-hour, recorded by the OWI and transmitted at various times on shortwave stations to all theaters of operations. It contains local news items and notes of interest to naval personnel.

Designed for the Southwest Pacific area only, *Tell It to the Marines* is aired by KGEI, San Francisco, at 1:05 a.m. (PWT), immediately following KGEI's regular newscast, Tues., Thurs. and Sat. This program follows the Navy show in format, although Marine combat correspondents have been asked to provide material and keep Washington headquarters posted on the type of news the Marines want.

Greetings from Adm. Ernest J. King, Commander-in-Chief and Chief of Naval Operations, the Hon. Ralph A. Bard, Assistant Secretary of the Navy, and Lt. Gen. Thomas Holcomb, USMC, commandant, were broadcast on all Navy programs Jan. 1 and 2. The *Calling the Marines* broadcast started Jan. 5.

Pall Mall Changes

AMERICAN CIGARETTE & Cigar Co., New York (Pall Mall), with broadcast of Jan. 11 increases to quarter-hour and shifts the Gracie Fields program on 126 BLUE stations, Monday through Friday, 9:55-10 p.m. to 10:15-10:30 p.m. Besides Miss Fields and Harry Sosnik's orchestra, program features the Sportsmen Quartet. Don Hancock announces. Sam Pierce is Hollywood producer of Ruthrauff & Ryan, agency servicing the account. Chuck Lewin represents the network.

CBS Signs With Radio Writers

RADIO WRITERS GUILD, Chicago, has signed a contract with CBS covering the continuity and news writers providing for wage increases ranging from ten to 15% over present salaries. Contract, pending approval of the War Labor Board, is retroactive to Oct. 1.



630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

1887 Ira L. Grimshaw 1943

IRA L. GRIMSHAW, 55, assistant general counsel of NBC, died suddenly of a heart attack at his home in Scarsdale, suburb of New York City, on New Year's Day. He had been with NBC for 10 years, located in the company's New York offices, with A. L. Ashby, vice-president and general counsel.

Born May 31, 1887, in Denver, he moved to San Francisco at an early age and in his teens, to Santa Fe. Graduated from the U of Michigan with the degrees of A.B. and LL.B., he returned to New Mexico to practice law, later becoming clerk for the Supreme Court of New Mexico.

Moving east, Mr. Grimshaw was associated with the late Stephen Brooks Davis, formerly Justice of the Supreme Court of New Mexico, as assistant counsel for the National Electric Light Assn. He was also assistant to Judge Davis when the latter had charge of radio licenses when these were administered by the Department of Commerce. He was subsequently associated with Judge Davis in general law practice in New York until the Judge's death in 1933, following which he became a member of the legal staff of NBC.

During his decade at NBC, Mr. Grimshaw devoted himself chiefly to legal problems arising in the network's sales and program talent divisions and he was also in close touch with legislative matters pertaining to radio and with the industry's union negotiations.



MR. GRIMSHAW

Mr. Grimshaw served as a major in the Army in World War I.

He is survived by his widow, Mrs. Beatrice Grimshaw, and by two sons, Robert and Thomas, both students at the U of Michigan. Funeral services were held at Scarsdale on Jan. 3 and were in part conducted by the Masonic Lodge of which Mr. Grimshaw was a high ranking member.

P&G Adds Stations

PROCTER & GAMBLE Co., Cincinnati, on Jan. 18 will increase the station lineup for four of its Monday through Friday daytime serials to the full NBC network of 128 outlets. Programs affected are: *Road of Life* (Duz), 11-11:15 a.m., currently on 80 stations; *Vic and Sade* (Crisco), 11:15-11:30 a.m., on 73 stations; *Right to Happiness* (Ivory Soap), 3:45-4 p.m., on 81 stations, all handled by Compton Adv., New York. Also *Ma Perkins*, (Oxydol), 3:15-3:30 p.m., now on 84 stations, placed by Blackett-Sample-Hummert, Chicago.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Ralph B. Huber

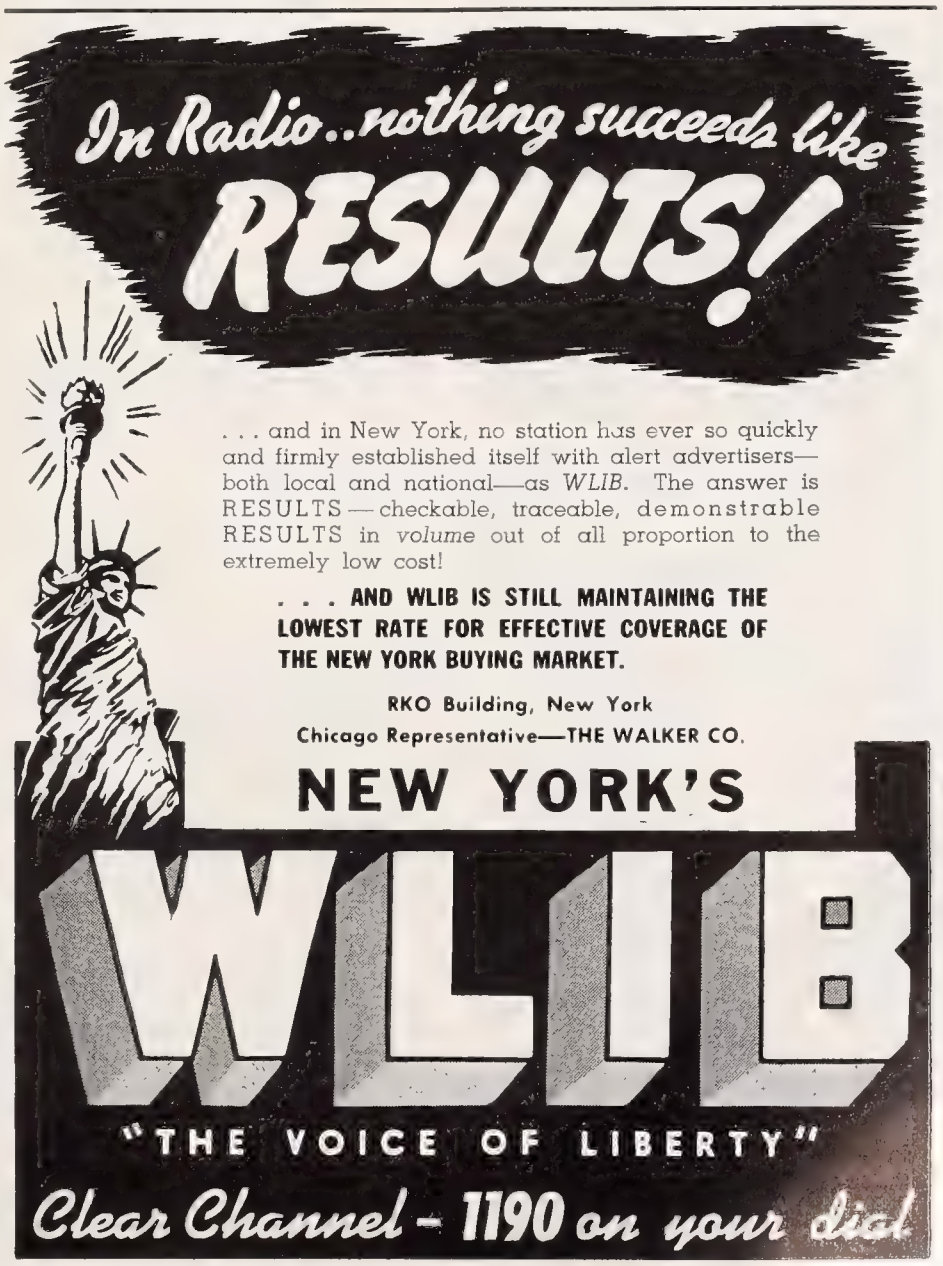
RALPH B. HUBER, 54, president and general manager of the Petersburg Newspaper Corp., licensee of WPID, Petersburg, Va. and publisher of the *Petersburg Progress-Index*, died Jan. 4. He is survived by Paul S. Huber, president of Norfolk Newspapers Inc., publishing the *Norfolk Virginian-Pilot* and *Ledger-Dispatch*, with which WTAR is affiliated, and co-owner of the *Richmond News-Leader* and *Times-Dispatch*, with which WRNL is affiliated. He was a veteran of the AEF in the last war and had held the Petersburg post since 1919 except for six years as business manager of the *Richmond Times-Dispatch*.

Quaker Oats Newscast

QUAKER OATS Co., Chicago, has purchased Prescott Robinson's five-minute early morning newscast on WOR, New York, six days a week with commercials for Quaker Oats and Aunt Jemima Pancake Flour on alternating days. Agency for Quaker Oats is Ruthrauff & Ryan, Chicago; for Aunt Jemima, Sherman K. Ellis & Co., Chicago.

More Stern Shorts

BILL STERN, NBC sportscaster who recently renewed his contract with Columbia Pictures Corp. for a series of shorts, has signed two additional contracts with film companies. He has signed for two more years with M-G-M's "News of the Day," and will do a Universal feature to be produced by Walter Wanger under the title "They've Never Been Licked."



Sales Up in Strike

(*Continued from page 14*)

cerpts from some of the answers follow:

Bernard Estes, director of public relations, WINS: "This story is as unfair as it is inaccurate . . . to my knowledge no radio station in New York deliberately went out and solicited accounts that were currently running in the newspapers—thereby taking advantage of a fellow advertising medium in distress. The amusement field (restaurants, theatres and movies), which did increase its use of radio, found it to be so successful that a good portion of the temporary business has become permanent without affecting the amount being done with the newspapers; in other words, the amusement field is spending more money for advertising without decreasing its newspaper appropriation—so that while radio has gained, newspapers cannot claim that they have lost anything."

Most Stores Sat Tight

Hugh Kendall Boice, vice-president, WQXR: "Bloomingdale's, which was already on the station on a regular schedule, bought some additional time. But most of the other stores and specialty shops simply sat tight, thinking every morning and afternoon that the strike would be over. We have checked on the effect of the newspaper strike on the theaters and motion picture houses through an agency here which handles a lot of this advertising, Kayton-Spiero Co. The motion picture houses had no falling-off at all; in fact, they were very busy. They were the ones who bought most of the time on stations here. The theatres always note a falling-off in business during the few days before Christmas."

Edgar Kobak, executive vice-president of the BLUE, said that WJZ, BLUE station in New York, made no effort to go after department store advertising during the strike. When one medium is in trouble the other media should help out and not go in competitively, he said, adding he would ignore attacks of the Munger variety as not typical of the views of the newspaper industry.

WHN's answer to Mr. Bacon had not been completed as BROADCASTING went to press, but Herb Chason, WHN promotion manager, pointed to the Federal Reserve figures showing the department store sales increase as an answer to the newspaper stories.

When "Random Harvest" opened at Radio City Music Hall on Thursday, without the usual three-day newspaper advertising but with only radio promotion, crowds swamped the lobby more than an hour before the first show began.

Sherman D. Gregory, general manager, WEAF, said: "When the strike was called we immediately increased our news periods as much as possible . . . the amusement industry, plus Curtis Publishing Co., immediately contracted for live spot announcements on a day-to-day basis and have since continued to buy announcements on WEAF. . . . After the first 24 hours three department stores asked for rates for 15-minute periods in case the strike went on.

"When the strike entered its third day, the *New York Herald-Tribune* asked WEAF for a 15-minute period in which to inform radio listeners what would be in the next day's issue of the *Herald-Tribune*. That afternoon the strike was called off, but the *Herald-Tribune* had been prepared to buy a 15-minute spot, write the copy for this period and have it read by one of our announcers."



LA PALINAS IN HAND, these three gentlemen go over the contract which appoints Schwimmer & Scott, Chicago, as agency for the Congress Cigar Co. (La Palina) account. They are (l to r), David A. Jenks, vice-president of Congress Cigar Co., Newark; R. J. Scott, partner of Schwimmer & Scott, Chicago; Lou Colen, treasurer of Congress. Company is currently using one-minute spot announcements on midwestern stations.

MARK GREGORY, formerly an announcer of WMCA, New York, WFIL, Philadelphia, WNAC, Boston, and WCPO, Cincinnati, has joined WLW-WSAI, Cincinnati, replacing Howard Woodard, announcer who has joined the armed formes.

HITLER JAMMING SHORTWAVE BEAMS

INDICATING that United Nations news broadcasts are having their effect upon Germany and occupied Europe, the Nazis last week opened a wavelength "jamming" campaign described in a Jan. 7 United Press dispatch as "one of the greatest ether offensives of the war". The dispatch said they were attempting to jam every foreign broadcast which might disclose the extent of Germany's setbacks.

While Propaganda Minister Goebbels' commentators maintained a strategic silence on the Russian war, Nazi jamming transmitters attempted to reduce all foreign broadcasts to a jumble of noise.

They concentrated particularly on German-language broadcasts by the Moscow radio, but also attempted to block British broadcasts to Sweden, which hitherto have been untouched, and Swedish transmission to Europe.

The Nazis' jamming efforts indicated new fears of cracks in the German home front, where foreign broadcasts apparently are still being heard, despite the severe penalties which long have been imposed upon persons caught listening. British radio engineers reported, however, that their broadcasts were getting through to Europe despite the Nazis' efforts.

Va. Rounds on WOR

BENSON & HEDGES, New York, added a fourth program on behalf of Virginia Rounds cigarettes in the New York area Jan. 12 when it took over sponsorship of *John Gambling Musical Clock* on WOR, New York, Tuesday, 7:15-8 a.m. In addition to sponsoring news analyses by Paul Schubert five times weekly on six MBS stations, Benson & Hedges also uses a weekly quarter-hour musical program on WJZ, titled *Songs America Loves*, dedicated to the Sunday evening officers' tea dances at the Hotel Plaza, New York, and a six-weekly news program on WEAF. Agency, Duane Jones Co., New York.

New Kroger Show

KROGER GROCERY & BAKING Co., Cincinnati, is combining news and a dramatic show in its transcribed serial drama, *Mary Foster — The Editor's Daughter*, the Ralph H. Jones Co., Cincinnati, agency for Kroger, announced. Setting of the weekday program is the newspaper office of a small New England village to which comes world news of Associated Press, United Press, Wide-World, International News Service and Reuters. The editor and his daughter bring news of vital interest to their people and seek to guide their community life.

STOVIN & WRIGHT Ltd., Toronto, has been appointed exclusive representative in Canada for CJGX, Yorktown, Sask., and CFPR, Prince Rupert, B. C., and Joseph Hershey McGillvra has been appointed exclusive United States representative for CJGX, it was announced by Stovin & Wright at Toronto.





WPB to Get AFRA Pacts This Week

10% Salary Raise Provided; Nets, Union in Accord

AMERICAN Federation of Radio Artists expects to submit its revised network sustaining contracts to the War Labor Board for approval sometime this week. Attorneys for the networks and AFRA, in a meeting last week, agreed on the final form of the new contracts, which were sent out by the union to broadcasters for signatures.

"The alterations were changes of expression and not of content," said Emily Holt, AFRA executive secretary. She added that the meeting adjourned on a note of complete agreement and that signing the contracts is now only a formality.

The four AFRA locals whose members are affected by the contract revisions—New York, Chicago, Los Angeles and San Francisco—have approved the new terms, so that when the contracts come in from the broadcasters AFRA will sign them and submit them to the WLB, probably early this week.

This is necessary because the contracts call for a 10% increase in the minimum scales for the employment of radio artists on sustaining programs on the nationwide networks and key stations. All wage increases must be approved by the WLB before they are put into effect, under the Government's wage stabilization program.

AFRA board on Thursday approved contracts negotiated by the union with WCAE, Pittsburgh, and WJWC, Chicago. Both are new contracts and standard AFRA documents with wages and conditions for artists and announcers at each station on a par with other stations of similar rating in their communities. WCAE contract runs for one year. WJWC contract expires Nov. 1, common expiration date of most AFRA contracts with Chicago stations.

Ray Jones, secretary of the AFRA Chicago local and a member of the union's national board, has enlisted in the Army and enters officers' training school Jan. 15. Vic Connors, field representative of AFRA, has been notified to report for induction on Jan. 29.

AIDING in conservation of rubber and gasoline, Producer Don Bernard of the *Blondie* programs, sponsored by R. J. Reynolds Tobacco Co. on CBS for Camels, has eliminated the Sunday night readings and increased the length of the Monday rehearsals. Saving amounts to 150 miles of driving weekly for the cast of the program.



NEW 52-WEEK CONTRACT for 125 one-minute announcements a week, Monday through Friday, participation in 15-minute live musical program Monday through Saturday, a 15-minute newscast Monday through Saturday was signed recently by (l to r) Cecil H. Hackett, managing director of WINS, New York, and Ben Tucker, president of Hudson Bay Fur Co. Contract, which was placed through Sidney Robbins Agency, Brooklyn, is effective Jan. 5. Radio was first used by the Hudson Bay Fur Co. in 1942 with 70 spots a week on WINS.

AGENCY Appointments

RICHARD HUDNUT Inc., New York, to Kenyon & Eckhardt, New York, for Richard Hudnut Salon and Du Barry Success School. No radio contemplated at present.

PHILADELPHIA TRANSPORTATION Co., Philadelphia, to Ivey & Ellington Inc., Philadelphia, effective Jan. 1.

MYSTIC LABS., Jersey City, subsidiary of American Home Products, Jersey City, to Erwin, Wasey & Co., New York, for cosmetic products. No radio contemplated at present.

R. M. HOLLINGSHEAD Corp., Camden, N. J. (Whiz products), to Aitkin-Kynett Co., Philadelphia, for Whiz auto products, Household Division, Industrial Division and Export Division.

KELLY-SPRINGFIELD TIRE Co., Cumberland, Md., to Compton Adv., New York. Media plans not set.

JACOB REED'S SONS, Philadelphia (men's clothing), to Seberhagen Inc., Philadelphia. Said to use radio.

CATALANIA CITRUS Co., Anahein, Cal. (Drop-o-Lemon Juice), to Harry M. Frost Adv. Agency, Boston. Said to use newspapers and radio.

DAVIS & CATTERALL, New York (cotton goods), to Lester Harrison & Assoc., N. Y. Said to use direct mail, dealer helps, window display and radio.

EVER-FLO SALES Co., Cleveland (antifreeze), to Ohio Adv. Agency, Cleveland. Newspapers and radio.

FRANKLIN CHEMICAL Co., Rochester, N. Y. (Trig Sani-Garb), to Brewer-Hayes, Rochester. Said to use newspapers, posters and radio.

QUAKER OATS Co., Chicago (Aunt Jemima dehydrated soup), to Sherman K. Ellis & Co., Chicago.

J. A. FOLGER & Co., San Francisco (coffee, tea), to Grant Adv., Chicago.

ALLIS-CHALMERS MFG. Co., Milwaukee (agricultural equipment), to Compton Adv., New York. No advertising plans at present.

ROBERT REIS & Co., New York (men's wear), to Ruthrauff & Ryan, New York and other offices. No media plans announced as yet.

DOUGLAS AIRCRAFT Co., Santa Monica, Cal., to Essig Co., Los Angeles.

Ranger's Tenth

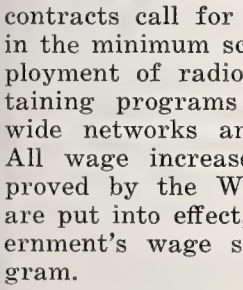
THE COWBOY of the air, the Lone Ranger, celebrates a decade of broadcasting with the Jan. 20 program on 65 BLUE stations, sponsored by General Mills Inc., Minneapolis, for Cheerioats thrice-weekly 7:30-8:00 p.m. Program was begun in 1933 under the supervision of George W. Trendle, president of the King-Trendle Broadcasting Corp., Detroit, who with John H. King founded WXYZ in 1929. Fran Striker has witten scripts since the series started.

Agency Names Weber

GEORGE WEBER, for five years manager of the Seattle office of Mac Wilkins & Co., Portland agency, has been made a partner in the firm, which will be known as Mac Wilkins, Cole & Weber. Mr. Weber has been with the agency since 1930. Arlyn Cole, third partner of the firm, has been appointed a chief specialist in the Navy and is on leave of absence.

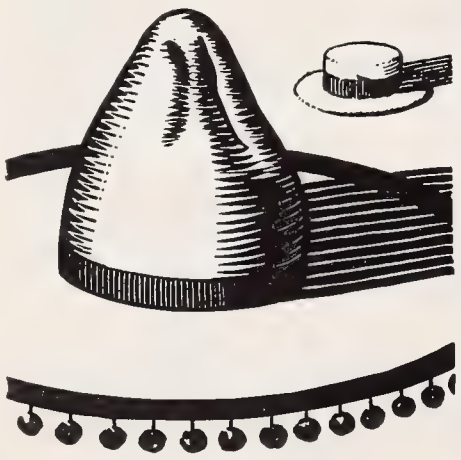
Blue Names All-Stars

THE All Players All America Football Team for '42, for ten years a feature of *Liberty* magazine, became a BLUE Network feature for the first time Dec. 30 when Norman Sper presided over a specal BLUE broadcast. It was the first time in history that this award has ever been made by a radio network. Each player was presented with a gold football.



WINS NEW YORK
CP 5,000 WATTS • 1000 KC
NEW YORK'S BEST SPOT BUY!
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

for Greater COVERAGE



LEHIGH VERTICAL RADIATORS
RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA — OFFICES IN PRINCIPAL CITIES

You'll Really Go Places in the Intermountain Territory in '43 with NBC's Parade of Stars over this station

KDYL
The POPULAR Station
Salt Lake City
JOHN BLAIR & COMPANY
National Representatives
UTAH'S ONLY NBC STATION

FTC Holds 17,925 Commercial Scripts for Further Scrutiny

Broadcasters Cooperate by Submitting Million Continuities for Review in Fiscal Year

DURING the fiscal year 1942, the Federal Trade Commission's Radio & Periodical Division marked 17,925 commercial broadcast scripts for further study as containing claims that might be false or misleading, according to the FTC's annual report made public Jan. 6.

The figure compares with 18,221 periodical advertisements noted as containing claims that appeared to be false or misleading.

Drugs Lead

Broadcasters cooperated with the FTC in submitting continuities for examination, the report states. The Commission staff received 1,053,875 commercial broadcast continuities during the fiscal year and examined 1,001,450. The continuities received amounted to 2,032,417 pages, with 1,912,725 pages examined. These consisted of 1,416,606 pages of individual station script and 13,119 pages of script representing the built-in commercial portions of transcription recording productions destined for broadcast through multiple pressings. An average of 6,230 pages of script was read each working day.

Of the radio and periodical cases, 86.5% resulted from the routine survey of advertising material and 13.5% came from complaints or information received from other Government agencies, competitors and other members of the public.

Breaking down questioned continuities by types of products, the FTC found that 75.6% were in the food, drugs, devices and cosmetics class. These are divided into human food 10.6%; animal food 2.9%; drugs 44.3%; cosmetics 15.4%; devices 2.4%. Other products are: Specialty and novelty goods, 5.4%; auto, radio, refrigerator and other equipment 1.3%; home study courses 1.6%; tobacco products 1%; gasoline and lubricants .9%; poultry and livestock supplies and equipment .2%; miscellaneous, including apparel, fuels, house furnishings and building materials 14%.

Fewer Pending Cases

During the year the FTC sent questionnaires to advertisers in 432 cases and to advertising agencies in 36 cases, and accepted 219 stipulations involving radio and periodical advertising, of which 27 were amended, substitute or supplemental stipulations.

A total of 451 cases received Commission handling under its methods of procedure. Of this number, 207 cases were considered settled upon receipt of reports showing compliance with previously negotiated stipulations. In 17 cases the FTC waived compliance reports. Of the remaining 227 cases, 208 were closed without prejudice to the right of the Commission to reopen if warranted by the facts.

Of these 208 cases, 99 were for lack of jurisdiction or lack of evidence sufficient to establish a violation of law, 94 because of discontinued business and practices or insufficient public interest, 15 because corrective action by the Post Office Dept. made further action by the Commission unnecessary, and 19 supplemental investigations were filed without action for various reasons.

In addition, the Commission in 42 cases directed issuance of complaints, 31 because advertisers failed to stipulate and 11 because of violations of previous stipulations. Field investigations were ordered in 28 cases and 779 radio and periodical cases were pending July 1, 1941, as against 726 on June 30, 1942.

Among FTC activities last year are included surveys, analyses, summaries and reports to various United States agencies covering advertising having relation to the war effort, armed services, price trends, rationing, priorities and other war-related topics. Possible violations of the Code of Wartime Practices for American Broadcasters as promulgated by the Office of Censorship were transferred to the FTC.

* * *

Errors in Morehouse Article

IN AN ARTICLE by PGad B. Morehouse, director of the Radio & Periodical Division, Federal Trade Commission, which appeared in the Dec. 28 BROADCASTING, two errors appeared. In a paragraph dealing with Commission procedure, the word "high" appeared as "low". This paragraph, at the bottom of the first column, page 15, should have read:

"That the Commission never proceeds except after a careful investigation into the facts and law of the case has been demonstrated by the extremely high percentage of court affirmances of its decisions on appeal therefrom."

An entire line of manuscript was omitted from a sentence in the middle of the second column. This sentence should have read:

"About 85% of such advertising cases as are deemed to warrant corrective action are settled after informal conference by voluntary stipulations on the part of the advertiser and his agency to discontinue the unfair and deceptive claims with no expense whatever for litigation."



PLEDGING SUPPORT to the National Foundation for Infantile Paralysis campaign, now under way, members of the New York Foreign Language Broadcasters Committee met recently for lunch at the Hotel Roosevelt to discuss plans. Seated were (l to r): Jacob F. Lurch, director, United Peoples Division; Edward A. Powers, director, Greater New York division of the Foundation; Joseph Lang, general manager of WHOM, New Jersey, and chairman of the Committee; Henry Greenfield, manager of WEVD; Norman Warembud, program director of WBYN, Brooklyn, while standing, in the same order, are Ralph Weil, manager of WOV; Edward Ervin, production manager of WBNX; Fred Coll, press agent; Sy Samuels and Beverly Kelly, handling publicity.

NBC Midwest Setup

A STAFF Operations Committee in NBC Central Division has been organized along the same lines as a similar group in NBC New York, to assist in determination of operating policies and to integrate network action and procedures, it was announced by Harry C. Kopf, vice-president and general manager of NBC Central Division. The group includes heads of the network's departments: William Wedell, network sales, chairman; Leonard Anderson, assistant office manager; Eric Danielson, traffic; E. A. Stockmar, sales traffic; Charles Urquhart, production; Phil Steitz, national and local spot sales.

Pro-Ten Test

WARFIELD Co., Chicago, Thomson & Taylor Division, plans to use spot radio in testing Pro-Ten, a meat extender, in midwestern markets. Company is using space in midwestern newspapers. Product is made of soy meal and oats and is used with hamburger, hash, etc. Agency is McJunkin Adv. Co., Chicago.

THE FTC has charged C. H. Stemmons, trading as C. H. Stemmons Mfg. Co., with falsely representing health and corrective qualities of "Air Flow Arch-Ezurs" in newspaper, magazine and other media advertising.



KFDM lights the way to super sales . . . Through a full coverage of the Gulf Coast area, that rich war industries market, KFDM brings you assurance of increased attention and sales.

BLUE NETWORK
KFDM
BEAUMONT
REPRESENTED BY HOWARD H. WILSON CO.

"This program has met with favorable response from our listeners, and the announcers are enthusiastic." WJPF

● More than five hundred radio stations are using programs prepared by ASCAP Radio Program Service. They are written by writers experienced in the problems of both the Program and Commercial Departments. They are available, without cost, to any ASCAP-licensed station. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

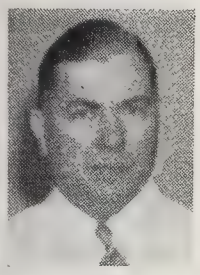




HIGH ON THE SHOULDERS of his co-workers sits R. Morris Pierce, chief engineer of WGAR, Cleveland, at a going-away party in his honor. He is headed for an OWI assignment abroad. Supporting Morris (l to r) are engineers Walt Widlar and Bill Slater. Peering under Pierce's arm is Harry Camp, sales manager. At right is Sereno Smith, engineer.

McCurdy to Capital

ROBERT G. McCURDY, veteran radio engineer associated with Graybar for nearly two decades, last week joined the Army & Navy Electronic Production Agency in Washington as production engineer. He retired from Graybar by virtue of 37 years' continuous service. Mr. McCurdy was manager of the Western Electric products department of Graybar, at St. Louis, when he joined the Government bureau. His superior is Fred R. Lack, director of ANEPA, on leave from his post as vice-president of Western Electric in charge of production and specialty products. Before going to St. Louis, Mr. McCurdy was with Graybar in New York and prior to that was manager of the Western Electric Products Co. in St. Louis.



Mr. McCurdy

Engineers' Pay Boost

AFTER several months of negotiation, the National War Labor Board has approved and authorized an agreement signed by KMPC, Beverly Hills, Cal. with Los Angeles Local No. 40, IBEW, which calls for improved working conditions and a $40 per month salary increase for station technicians, the increase retroactive to Aug. 15. Original agreement between station and union was signed last Oct. 14.

KDKA Post to Kenney

TED KENNEY has been named chief engineer of KDKA, Pittsburgh, to replace Dwight A. Meyer, who has assumed the duties of technical manager of all Westinghouse stations. Mr. Meyer replaces Joseph E. Baudino, assigned to supervise industrial installations for a newly-developed Westinghouse process of electronic tinplating.

Higgins Joins Navy

HAROLD HIGGINS, for the last ten years master control room engineer of WCAU, Philadelphia, has joined the Navy as a warrant officer. He reported last week to the Naval Research Station at Anacostia.

in the CONTROL ROOM



LOUIS VALENTINE, formerly with WRUL, is now with the control room of WAAB, Worcester. Fred Ricker, studio engineer of WAAB, recently married Miss Dorothy Neal, of Eastport, Me. Gerry Hession, W43B FM transmitter engineer, and George Johnson, same position, recently became the fathers of a boy and girl, respectively. Elmer Blanchard, formerly of WEIM, Fitchburg, Mass., and Leo Farrenkopf, new to radio, have joined the engineering staff of WAAB.

EDWARD OATES, former chief engineer of WINS, New York, now an Army private stationed at Fort Dix, N. J., on Jan. 2 in New York married Dorothy Kirsten, soprano with the Chicago Civic Opera Co. and protege of Grace Moore, operatic singer.

ROY BRIDGEMAN, of the WWJ, Detroit, engineering staff, is now a first lieutenant in the Army Signal Corps.

ERNEST BERRY has joined the control room staff of WKZO, Kalamazoo-Grand Rapids. Willis Jenkins, has joined the WKZO transmitter staff.

ROSS F. DEROY, formerly on the engineering staffs of WWDC and WMAL, Washington, has joined the engineering staff of WJSV, Washington.

PATRICIA MARIE PAPE recently joined the control room staff of WHO, Des Moines, as its first feminine member.

Easy Pickin'

WAIR is famous for its quick results. That's because WAIR has the listeners and the listeners' confidence. Add to this the exceptional income of Winston-Salem workers and you have a golden combination.

WAIR

Winston-Salem, North Carolina

WTTM Strike Contract Negotiated With IBEW

STRIKE of employes of WTTM, Trenton, over salaries and wages [BROADCASTING, Dec. 28], was settled Dec. 30, according to the IBEW. Participating in final conferences between A. Harry Zorg, WTTM general manager, and Lawson Wimberly, IBEW representative, was U. S. labor conciliator, William M. Margolis. Agreement provides for return of employes to positions without prejudice; recognition of IBEW as exclusive bargaining agency with closed shop; payment in full of current wages weekly; negotiation with the IBEW for a collective bargaining agreement by Jan. 15, with provision that the matter will be referred to an arbitration board failing settlement by Feb. 1. Arbitration procedure is established.

NLRB-WOW Ruling

IBEW Local Union B-305 has been named collective bargaining agent for all technical employes of WOWO-WGL, Ft. Wayne, as the result of an NLRB decision handed down Dec. 29. The action was taken in connection with negotiations under way on a renewal contract for technicians at the station, IBEW representatives in Washington explained.

HAROLD SPENGLER has been named chief engineer of WAIM, Anderson, S. C., succeeding William P. Callahan.

DeWitt to Signal Corps

JACK DeWITT, chief engineer of WSM, Nashville, who has been on loan to the Bell Labs., last week reported to the Army Signal Corps, Washington, as special consultant to the Chief Signal Officer. Two other WSM engineers, John Campbell and Arthur Omberg, already are on duty as civilian consultants with the Signal Corps in Washington. Lt. Col. E. M. Kirby, chief of the War Dept. Bureau of Public relations radio branch, and Capt. Jack Harris, radio branch executive officer, were once at WSM.

ALFRED J. RAPER, formerly of WJAG, Norfolk, Neb., has joined the engineering staff of KLZ, Denver.



Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT



Cox Asks Probe

(*Continued from page 11*)

were identified with war service regulations and 15 were temporary. Of the aggregate, 1,093 were in Washington and 1,169 in the field.

Compiling Data

The FCC already is working on its justifications for the new appropriation, compiling data of the character usually requested by members of the Appropriations Subcommittee, of which Rep. Woodrum (D-Va.) is chairman. Rep. Wigglesworth (R-Mass.) persistently has requested the Commission to furnish the committee with detailed information on station sales and transfers and on certain aspects of network operation.

Last March, Chairman Fly made two appearances before the House Rules Committee and denied knowledge of any effort to block passage of the resolution. There were fireworks aplenty then. It was strongly indicated that the Administration, because of the pressure of war activity and emergency legislation, preferred to avoid an inquiry. Subsequently, hearings were held before the House Interstate & Foreign Commerce Committee on the Sanders bill for reorganization of the FCC, but the measure died with the adjournment of the last session.

TEXT OF COX RESOLUTION

FOLLOWING is the full text of the resolution (HRes.-21) introduced Jan. 6 by Rep. Eugene E. Cox (D-Ga.) for an investigation of the FCC, which was referred to the House Rules Committee:

RESOLVED, That there is hereby created a select committee to be composed of five members of the House to be appointed by the Speaker, one of whom he shall designate as chairman. Any vacancy occurring in the membership of the committee shall be filled in the same manner in which the original appointment was made.

The committee is authorized and directed to conduct a study and investigation of the organization, personnel, and activities of the Federal Communications Commission with a view to determining whether or not such Commission in its organization, in the selection of personnel, and in the conduct of its activities, has been, and is, acting in accordance with law and the public interest.

The Committee shall report to the House (or to the Clerk of the House if the House is not in session) at the earliest practicable date during the present Congress the results of its investigation, together with such recommendations as it deems desirable.

For the purposes of this resolution the committee is authorized to sit and act during the present Congress at such times and places within the United States, whether or not the House is sitting, has recessed, or has adjourned, to hold such hearings, to require the attendance of such witnesses and the production of such books, papers, and documents, and to take such testimony, as it deems necessary. Subpoenas may be issued under the signature of the chairman of the committee or any member designated by such chairman or member.

FCC Changes Identification Rules For Non-Standard Broadcast Stations

APPLYING TO SERVICES other than standard broadcasting, the FCC last Tuesday adopted regulations pertaining to announcement of call letters for station identification. All standard stations, under existing regulations which are in no wise altered, are required to announce call letters at half-hour intervals except under conditions where a continuous program service would be interrupted. The new regulations, applicable to such services as television, FM, developmental, relay and studio-transmitter service require call letter announcements at least every hour. Following is the text of the public notice:

Adopted Section 2.65, relative to the announcement of call letters, which reads as follows:

"Section 2.65. Station Identification. When not required to identify itself by some other provision or provisions of the Rules and Regulations, every radio station shall identify itself by its regularly designated call letters as follows:

"1. Every station operating in the broadcast service shall transmit its call letters at the beginning and end of each period of operation, and, during operation, at least once every hour.

"2. Every station used for other than broadcast service shall transmit its call letters at the end of each transmission, and at least once every 15 minutes during an exchange of communications."

The Commission also adopted Sections 4.27 and 4.38 providing for station identification by relay and ST (studio transmitter) broadcast stations, as follows:

"Section 4.27. Station Identification. Each relay broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified.

"Section 4.38. Station Identification. Each ST broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified.'

Now Lt. Col. Hill

LUTHER L. HILL, vice-president of the Iowa Broadcasting Co., and station manager of KSO-KRNT, now on leave of absence while in the military service, has just been promoted from major to lieutenant colonel. Col. Hill is now on duty at the Army Air Forces Replacement Center, Miami Beach, Fla. He is a West Point graduate and a veteran of World War I.

Equal Time Issue Debated by House

Control of Air Commentators Urged by Two Members

REVIVAL of the perennial issue of equal time for discussion of public questions developed with the convening of the new Congress last Wednesday, with two members of the House unburdening on commentators and commercials.

Reps. Rankin (D-Miss.) and Mundt (R-S.D.) agreed that legislative steps to control commentaries would be desirable, but they offered no precise formula. Variations of the equal time issue have been raised during every recent session of Congress. Mr. Rankin loosed a tirade against "a few flannel-mouthed propagandists". He said Congress is constantly "abused, maligned and vilified over the radio" and asserted this was one of the problems it would have to meet.

"As far as I am concerned, I am in favor of making arrangements whereby we may either have a national radio system or time divided between the two sides of both House and Senate, in order that members and Senators may go on the radio and speak to the American people on issues that confront the Congress, and thus offset a lot of the propaganda and insinuations that are being spread by a few flannel-mouthed propagandists who are doing more to destroy American institutions than they are to spread public information."

Shaw in U. S. Post

DONALD S. SHAW, general manager of WMCA, New York, has been granted an indefinite leave of absence from the station to go into special Government work, nature of which is undisclosed. According to WMCA, Mr. Shaw's duties will be absorbed by E. E. Anderson, president of the station.



Mr. Shaw

WPAY Manager to Navy

RALPH H. PATT Jr., manager of WPAY, Portsmouth, has been appointed a lieutenant (jg) in the Navy, and reported for duty Jan. 1 at the naval training station at Noroton Heights, Conn. Paul Wagner, with WPAY since 1936, covering sports, special events and handling newscasts, has been appointed acting manager during Mr. Patt's absence.



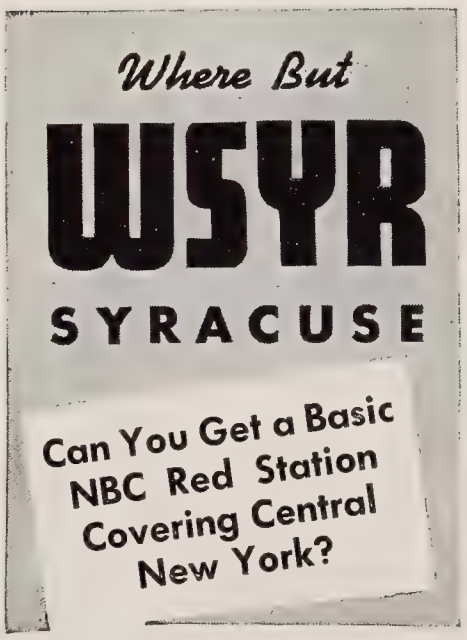
Mr. Patt

WJZM Joins Mutual

WJZM, Clarksville, Tenn., on Feb. 1 will become an affiliate of Mutual, bringing the network's total outlets to 212.







Radio Alert When Floods Threaten

Ohio Valley Stations Remain On Job as Waters Rise

RECALLING the emergency job radio performed in the disastrous 1937 Ohio valley flood, stations in affected areas during the recent high-water scare were prepared for any eventuality.

In Wheeling, W. Va., WWVA, operating on a 24-hour basis, kept listeners informed on the condition of the swollen Ohio with bulletins at half-hour intervals.

Portsmouth, O., one of the hard hit cities of the 1937 flood, made ready to meet the emergency should the Ohio go over a 62-foot wall which protects the city. Under Acting Manager Paul Wagner, WPAY organized its staff for fulltime duty. Bulletins were broadcast. The station did much to allay fears brought about by unfounded rumors. With no local newspapers published New Year's day, Portsmouth inhabitants turned to WPAY for full information. The swollen waters came within .8 feet of reaching the flood wall top before receding.

Cincinnati

In Cincinnati, Program Director Fred Dodge of WKRC organized for an all-out emergency operation, but when it became apparent that the Ohio river would not reach severe flood proportions there, WKRC devoted its special broadcasts to the city's preparedness campaign. A record library of the WKRC broadcasts will be presented to the city for reference use in future flood control planning.

In New York, the Red Cross needed oil stoves for victims of the Onandaga valley high water. Fred Ripley, whose music and poetry program for Carling's is a feature of WSYR, broadcast the appeal. Within a few minutes the Red Cross had 103 stoves.

Instalment Buying Plan

(*Continued from page 11*)

ing on the certificate's total values. The dealer would forward this contract to a sales finance agency authorized by the Federal Reserve Bank to handle collections and bookkeeping.

Payments Locally Made

In possession of the post-war delivery contract, the sales finance agency would issue a payment book to the purchaser and open a ledger account for him. Plans contemplate that the purchaser would make payments through local organizations, such as public utilities firms already equipped for budget collections. Local agencies would forward payments to the proper sales agencies and they, in turn, would transit the funds to the Federal Reserve Bank or district branch which would credit receipts to a special post-war delivery account in the name of the Treasury Dept.

Sales finance agencies and local collection agencies would be allowed small commissions, which would be subtracted from collections. Sales and collection commissions would be taken directly from purchaser payments but covered when the certificate was entirely paid by the Treasury.

Reverse of Present Buying

The incentive offered to the consumer is dual: a prior claim on goods finally available when post-war production commences and a 10% discount from the established post-war price, achieved by assigning a merchandise value in excess of the purchase price.

In developing the plan, Mr. Nugent pointed out that there was no intention of having it replace normal savings, purchase of War Bonds or any other existing tax method. He declared that the existing machinery for reduction of purchasing power is inadequate to handle the enlarged buying power resulting from increased production of war goods and reduced production of consumer goods.

The plan's success will be predicated in part, Mr. Nugent contended, on the established habit of instalment buying which is merely being turned in reverse. Normally the consumer is able to pay a small amount down and obtain the merchandise for immediate use. Under the proposed plan, payments would be made periodically but total payment would precede actual use.

The plan is not intended to enlarge the post-war market but rather to preserve goods and services that might otherwise be sacrificed to meet payments for durables.

Some opposition is anticipated from those who will maintain that consumers will be unwilling to buy goods not yet in existence. In answer, the plan points out that mail order houses have had success with sales of merchandise on the basis of catalogues where only descriptions of goods can make a sale. It is pointed out, however, that the consumer is not committing himself to a specific make or brand beforehand. Furthermore consumers are well aware of the performance of goods manufactured by such names as Ford, Chevrolet, Plymouth, Frigidaire, General Electric or any other. The consumer is free to choose among makes and models at the time of delivery.

Gross in Navy

GERALD C. GROSS, veteran FCC engineer and acting chief engineer in charge of common carrier operations, last Tuesday was called to active duty as a lieutenant commander in the Naval Reserve. He has been assigned to the Bureau of Ships, radio division, working under Lt. Com. W. G. H. Finch, former FCC assistant chief engineer and head of the Finch Labs. Com. Gross in December 1941 was transferred from his permanent post as assistant chief engineer in charge of broadcasting to the temporary assignment in the common carrier field. He filled the vacancy created by the call to active duty of Com. Andrew W. Cruse.



Com. Gross

Baldwin Promoted

MAJ. JAMES W. BALDWIN, former NAB managing director, now assistant executive in the office of the Chief Signal Officer, has been promoted to lieutenant colonel. He left an executive post with the Finch Laboratories to accept the commission.

BABI-JUICE Corp., Boston (oranges) plans to use radio, newspapers and billboards in its extensive campaign. David Malkiel Adv. Agency, Boston, is agency.

buy MAINE Strength

WGAN for your MAINE MARKET

★ The largest unduplicated coverage in Maine radio

★ Centering in Portland where payrolls exceeded records

★ Where rate of gain in retail sales exceeds that of any other city in America

★ Over 69% of CBS network commercial programs

5000 WATTS - 560 KC

• PORTLAND, MAINE •

"and when it's Dayton you're after, remember--"



WHIO IS THE DAYTON MARKET

5000 WATTS—BASIC CBS • *G. P. Hollingbery Co., Representatives*

Actions of the

FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 31 TO JANUARY 8 INCLUSIVE

Decisions . . .

DECEMBER 31

Yankee Network Inc.—Approved sale of capital stock of The Winter Street Corp., to General Tire & Rubber Co., Akron. Commissioners Walker and Durr dissented.

WSBT, South Bend, Ind.—Granted license to use present licensed auxiliary transmitter as main transmitter, and main transmitter as auxiliary.

WAAB, Worcester—Granted license to cover CP for increase in power to 5 kw., new transmitter and DA for day and night use, and move transmitter and studio.

WTMA, Charleston, S. C.—Granted license to cover CP new transmitter, DA for night use, change to 1250 kc, increase power to 1 kw, and move transmitter.

WRDW, Augusta, Ga.—Granted license to cover CP for change of frequency to 1480 kc, increase in power to 5 kw, installation of new equipment and DA for night use, and move of transmitter.

KBTB, Duluth, Minn.—Granted license to cover CP authorizing move of transmitter to Front St., & 63d Ave., West Duluth.

JANUARY 2

WLW, Cincinnati—Granted motion for postponement of hearing set for Jan. 8 on application for modification of license; hearing continued to Feb. 8.

JANUARY 6

The Metropolis Co., Ocala, Fla.—Granted motion to dismiss without prejudice application for license to operate on 1490 kc, 100 w, unlimited time, on facilities of WTMC.

Bay County Publishers Inc., Panama City, Fla.—Granted motion to dismiss without prejudice application for license for new station to operate on 1230 kc, 100 w N; 250 w D; unlimited; using facilities of WDLP.

WISH, Indianapolis—Granted petition to dismiss without prejudice application for CP to operate on 1310 kc, unlimited; DA-night.

WBRB, Red Bank, N. J.—Granted petition to withdraw without prejudice to refiling, and cancellation of hearing on application for CP to operate on 1240 kc, 100 w; S-WGBB and WFAS; and application for renewal of license.

Gloria Dalton, Los Angeles—Granted petition to intervene in hearing on application of KMTR, Los Angeles, for renewal of license; continued hearing from Jan. 12 to March 1; dismissed without prejudice request for transfer of hearing to Los Angeles.

KGER, Long Beach, Cal.—Granted license to cover CP for new equipment, increase in power, DA for night use, and move of transmitter.

Applications . . .

JANUARY 5

KVAK, Atchison, Kan.—Voluntary assignment of license from Carl Latenser to S. H. Patterson. (1450 kc).

KMAC, San Antonio, Tex.—Voluntary assignment of license from W. W. McAllister and Howard W. Davis, d/b as The Walmac Co., to Howard W. Davis tr/as The Walmac Co.

WEMP, Milwaukee — Voluntary assignment of license to Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette Jr., Evalyn H. Dolph, Hope D. Pettey, Leo T. Crowley, James E. Markham, co-partners d/b as Milwaukee Broadcasting Co. (1340 kc).

JANUARY 7

WQXR, New York—Extension of special service authorization to April 1, 1944 (1560 kc).

Transmitter Stolen

MOBILE transmitter WJSN of WTJS, Jackson, Tenn., was stolen from the streets of Jackson recently. Alarm was broadcast throughout four States. The blue Studebaker coach which housed the transmitter, gaily painted in silver letters, front, sides and rear, was spotted parked in front of a hotel in Columbus, Miss., by Bob McRaney, manager of WCBI, Columbus. Nothing was damaged.

CBS Russian Series

BASED on the experiences of Larry LeSeuer, CBS foreign correspondent, a new series, *An American in Russia*, will be broadcast, beginning Jan. 19, in the 10-10:30 p.m., spot now featuring Norman Corwin's *An American in England* program. Mr. Corwin will supervise the new program and Guy Della Cioppa will direct.

Philco Television Survey

A SURVEY of listening habits among Philadelphia's television receiving set owners is being conducted by Paul Knight, program manager of WPTZ, Philco television station in Philadelphia. WPTZ is conducting experimental programs to tests its newly-constructed transmitter at Wyndmoor, Pa. Plans contemplate resumption of regular programs in the near future.

ATLAS BREWING Co., Chicago (beer), beginning Feb. 15 will sponsor a five-minute news summary 6 nights weekly and 4 spot announcements weekly on WBBM, Chicago. Agency is Arthur Meyerhoff & C., Chicago.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts), on Jan. 19 starts for 52 weeks Harry W. Flannery on 7 CBS Pacific stations (KNX KARM KROY KGDM KQW KOIN KIRO), Tues., Thurs., 5:30-5:45 p.m. (PWT) Agency: Raymond R. Morgan Co., Hollywood.

MENTHOLATUM Co., Wilmington, Del. (Mentholatum), on Jan. 10 started for 13 weeks, Phil Stearns—News, on 18 CBS western stations, Sunday 5:45-5:55 p.m. (PWT). Agency: J. Walter Thompson Co., N. Y.

KELLOGG Co., Battle Creek (Pep), on Jan. 4 started for 52 weeks, five-minute participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Mon., thru Fri., 9:30-10 a.m. (PWT). Agency: Kenyon & Eckhardt, N. Y.

KELLOGG Co., Battle Creek, Mich. (Pep cereal), on April 5 starts *Breakfast at Sardi's* on 130 BLUE stations, Mon. thru Fri., 11:15-11:30 a.m. Agency: Kenyon & Eckhardt, N. Y.

Renewal Accounts

INTERNATIONAL SILVER Co., Meriden, Conn., on Jan. 3 renewed for 13 weeks *Edward R. Murrow From London* on 26 CBS stations, Sun., 6-6:15 p.m. Agency: Young & Rubicam, N. Y.

LEWIS-HOWE Co., St. Louis (Tums), on Jan. 19 renews *Treasure Chest* on 126 NBC stations, 8:30-9 p.m. Agency: Roche, Williams & Cunnyngham, Chicago.

CAMPBELL SOUP Co., Camden, N. J. on Dec. 22 renewed *Radio Reader's Digest* on 66 CBS stations, Sun., 9-9:30 p.m. Agency: Ward, Wheelock Co., N. Y.

VOICE OF PROPHECY Inc., Los Angeles (religious), on Jan. 3 renewed for 52 weeks *Voice of Prophecy* on 33 Don Lee Pacific and 3 Arizona stations, Sun. 9:15-9:45 p.m. (PWT). Agency is J. C. Hoskin & Associates, Chicago.

N. Y. Gas Spots

TO SHOW housewives how they can save cooking gas, Consolidated Edison Co., of New York will run an intensive one-week campaign starting Jan. 11 on New York stations WEAF WOR WMCA WNEW and WJZ. Institutional announcements will be aired on a three-a-day basis on each outlet. The company ran a similar schedule last fall to urge observation of dimout regulations. McCann-Erickson, New York, handles the account.

CUMMER PRODUCTS Co., New York (Energine) on Jan. 20 renews for 52 weeks *Manhattan at Midnight* on 63 BLUE stations, Wed., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

RICHFIELD OIL Corp., New York (dealer service), on Jan. 5 renewed Arthur Hale's *Confidentially Yours* on 24 MBS stations, Tues., Thurs. and Sat., 7:30-7:45 p.m. Agency: Hixson-O'Donnell, N. Y.

PHILIP MORRIS & Co., New York (cigarettes, tobacco), has renewed *Johnny Presents Ginny Sims* on 129 NBC stations, Tues., 8-8:30 p.m. (repeat 11:30-12 midnight). Agency: Biow Co., N. Y.

CENTAUR Co., Rahway, N. J. (Molle Shaving Cream), has renewed *Battle of the Sexes* on 55 NBC stations, Tues., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

CHARLES H. PHILLIPS CHEMICAL Co. (Phillip's Milk of Magnesia), has renewed *Waltz Time* on 74 NBC stations, Fri., 9-9:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

R. L. WATKINS Co., New York (Dr. Lyon's Toothpowder), has renewed *Manhattan Merry-Go-Round* on 69 NBC stations, Sun., 9-9:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

BAYER Co., New York (Bayer Aspirin), has renewed *American Album of Familiar Music* on 72 NBC stations, Sun., 9:30-10 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CITIES SERVICE Co., New York (petroleum advisers), has renewed *Cities Service Concert*, on 66 NBC stations, Fri., 8-8:30 p.m. Agency: Lord & Thomas, N. Y.

Network Changes

CHESEBROUGH MFG. Co., New York (Vaseline products), on Jan. 6 shifted *Dr. Christian* on 66 CBS stations, Wed., 8:30-8:55 p.m. with West Coast repeat 8:30-8:55 p.m. (PWT), from Hollywood to New York for four weeks or more. Agency: McCann-Erickson, N. Y.

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall), on Jan. 11 increases to 15 minutes and shifts Gracie Fields on 126 BLUE stations, Mon. thru Fri., from 9:55-10 p.m. to 10:15-10:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

STANDARD OIL Co., of Cal., San Francisco, on Jan. 24 shifts *Standard Symphony Hour* on 6 NBC Pacific stations, Sun., 9-9:45 p.m. (PWT) to 8:30-9:30 p.m. (PWT). Agency: BBDO, San Francisco.

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), on Jan. 7 shifted Bob Burns' *Arkansas Traveler* from 117 CBS stations, Wed., 9-9:30 p.m. to NBC, Thurs., 7:30-8 p.m. (repeat 9:30-10 p.m.), at the same time shifting *Mayor of Our Town* (Rinso) on 117 CBS stations, Wed., from 9:30-10 p.m. to 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

SKELLY OIL Co., Kansas City (petroleum products), on Jan. 2 expanded Alex Dreier's news commentaries, on 22 NBC stations, Mon. thru Fri., 8-8:15 a.m., adding Sat., 8-8:15 a.m. on all stations. Agency: Henri, Hurst & McDonald, Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, (Kools, Sir Walter Raleigh Smoking Tobacco), on Jan. 29 shifts *People Are Funny*, on 67 NBC stations, from Fri. 10-10:30 p.m. to Fri., 9:30-10 p.m. Agency: Russel M. Seeds Co., N. Y.

HALL BROTHERS, Kansas City (greeting cards), on Jan. 15 shifts *Meet Your Navy* on 94 BLUE stations from 10-10:30 p.m. to 8:30-9 p.m., Fridays. Agency: Henri, Hurst & McDonald, Chicago.

W. A. SHANE, for five years engineer in charge of CBL, Oakville, Ont., has resigned. He pioneered in radio both in the United States and Canada.



Portrait of

OPPORTUNITY

MR. RADIOMAN:

Put Yourself in the Picture for a Pay Increase and Better Position

Now, as never before, you men in the control rooms have a golden opportunity to go after—*and get* the higher engineering positions and the increased pay that go with them. The broadcasting industry needs competent men. By improving your own technical ability, you will help yourself, and at the same time make yourself more valuable to your employer and company.

CREI home-study training in practical radio engineering is a proven method for equipping yourself for advancement. For the past 16 years CREI courses have been known and respected throughout the industry. Now, with *time* so important and the *need* so urgent, every ambitious radioman should investigate the advantages of the CREI planned program of study for advancement and future security. Write today for free booklet.

CREI STUDENTS AND GRADUATES, ATTENTION!

The CREI Placement Bureau is flooded with requests for CREI trained radiomen. Employers in all branches of radio want trained men. Your government wants every man to perform his job, or be placed in a job, that will allow him to work at maximum productivity. *If you are or will be in need of re-employment* write your CREI Placement Bureau at once.

CAPITOL RADIO ENGINEERING INSTITUTE

Home Study Courses in Practical Radio Engineering for Professional Self-Improvement

DEPT. B, 3224 16th Street, N. W. Washington, D. C.

Contractors to U. S. Signal Corps and U. S. Coast Guard.
Providers of well-trained Technical Radiomen for Industry

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

SPORTS ANNOUNCER—To do play-by-play and daily sports show on 5 kw. station. State full details and salary required. Our staff knows of this ad. Box 185, BROADCASTING.

News Re-Write Man—With either radio or newspaper experience. State experience and draft status. Write Jack Shelley, WHO, Des Moines, Iowa.

First or Second Class Operator—Male or female. NBC Outlet. WMVA, Martinsville, Virginia.

Announcer—Qualified to act as program director, preferably over draft age. Local station deep south. Box 183, BROADCASTING.

ANNOUNCERS — Outstanding clear-channel New York State station. Give experience, references, draft status. Box 181, BROADCASTING.

Commercial Manager—With executive ability to become general manager of independent full time radio station 100 miles from New York. Give full details of past and present position in radio. Box 177, BROADCASTING.

Two first or second class operators—Local station in midwest city of 46,000. Excellent living conditions. Wire or write KFPW, Fort Smith, Arkansas.

WGCM, Gulfport, Mississippi—Has opening for program director. Single man preferred—age 38 or over.

1000 Watt Network Station—Has opening for experienced draft exempt announcer. Ideal working conditions. State salary expected, complete details first letter. WTJS, Jackson, Tennessee.

First or Second Class Operator — Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

ANNOUNCER-NEWSCASTER—Draft exempt, reliable, rounded experience. One seeking permanency with leading Central New York Station. If interested send transcription. Also state salary, experience and references in detailed letter. Address Box 191, BROADCASTING.

Experienced Time Salesman—By large regional station in southwest. Must have proven radio sales ability and record must stand careful examination. Excellent opportunity. Sell yourself in letter stating education, experience, age, draft status, salary requirements. Box 194, BROADCASTING.

Situations Wanted

Experienced "Musical - Clock" Announcer and Time Salesman—With Plenty of Personality and Selling ability. Now with Blue-Mutual Station in Major Midsouth Market. Desires similar connection with more progressive station. Age 35, Married, 3-A. Excellent background, references. Will arrange personal interview. Box 190, BROADCASTING.

STATION MANAGER—Young executive, now employed as Commercial Manager by West Coast station desires Station Manager's position. On present job five years; but has reached peak of earning and advancement. Nine years' experience in sales, announcing, writing, production, programming. Thirty years old, married, two children, 3B-4. If you need a Station Manager, write Box 175, BROADCASTING.

News Editor-Commentator-Writer — Thorough news room experience with finest national references. Draft exempt. Box 176, BROADCASTING.

Situations Wanted (Continued)

Two Announcers—Draft deferred, want better positions. One staff, M. C. and production; one news and sports. Will come separately or together. Box 170, BROADCASTING.

Available at once—First phone, deferred. Reliable, conscientious, seeks permanent position. State salary and living conditions. Fare to job must be paid. Box 171, BROADCASTING.

Station Manager—Progressive, young college man, now employed, with eight years' radio experience in programming and sales, desires permanent connection with progressive station as manager. Proven sales record. Best business and character references. Family. Box 173, BROADCASTING.

Chief Engineer—5 kilowatt network station. Nine years. Desires change. Experienced Doherty circuit, bridge and field measurements, studios, etc. Draft exempt. Best reference. Box 178, BROADCASTING.

Radio Engineer—Ten years' experience, first class phone license. Desires permanent position. Address Box 179, BROADCASTING.

WRITER — Copy, continuity, dramatic script. 2½ years' radio experience. Draft deferred. Wants position with larger station or agency. Reliable. Now employed. Box 180, BROADCASTING.

COLLEGE WOMAN — Excellent announcing voice, low pitch. Talented writer, producer-director. Experienced announcing, writing, producing. Box 182, BROADCASTING.

Transmitter Engineer—First phone license. Five years' experience, 4F. Network station, permanent. Box 184, BROADCASTING.

Announcer — Experienced — 4F. Commercials, news, disc jockey, control board. New York vicinity. Box 186, BROADCASTING.

Manager—Who produced substantial 1942 profit, desires change because owner won't play ball. Box 188, BROADCASTING.

First Class phone—Some experience. Mention wage scale and town's living conditions. Deferred. Available immediately. Box 172, BROADCASTING.

Wanted to Buy

Professional Type—Portable or console model playback machine. Must be able to play 12 and 16 inch records at both 78 and 33 1/3 RPM. AC or AC-DC. Furnish all details including cost. Box 174, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

For Sale

Presto Equipment For Sale—Two 6D turntables, equipped with time scales, microscope. 1C cutters, vertical dampers. One 85E Amplifier, 50A Radio tuner, Special 130C Mixer. Included in sale price, mixing table, 3" RCA oscillograph, Clough-Brengle audio oscillator; RCA, Shure, Brush, mikes and many other "impossible to get" items. For quick sale, as one unit only $1300. CASH. Harold Kay Laboratories, 54 South State Street, Painesville, Ohio.

TUBES—Five 212E, one 204A, two 242C. All excellent condition. Box 187, BROADCASTING.

WLW Film Tieup

WORLD PREMIER of "Hitler's Children", RKO screen version of Gregor Ziemer's *Education for Death*, on Jan. 14, 11:15 p.m. (EWT), will include a three-way broadcast on WLW, Cincinnati, featuring Gregor Ziemer, WLW commentator and author of the book, who will interview two of the leading stars of the picture, Bonita Granville, who portrays "Anna", and H. B. Warner, who plays the fearless Bishop. Other notables of screen and radio will also speak. Broadcast will be from the Albee Theatre, Cincinnati, Palace Theatre, Columbus and Keith's Theatre, Dayton.

Lever Moves Burns

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy), on Jan. 7 shifted *Bob Burns Show* on 115 CBS stations, Wednesday, 9-9:30 p.m. (EWT), to NBC stations, Thursday, 7:30-8 p.m. (EWT), with West Coast repeat, 6:30-7 p.m. (PWT). Show occupies the 30-minute spot on NBC stations recently vacated by *Kraft Music Hall*. Lacking studio space, NBC has rented El Capitan Theatre on Vine St., Hollywood, for the two broadcasts. Ruthrauff & Ryan is agency.

Frolic In A and B

PATRIOTIC interest in conserving transportation equipment has led WHO, Des Moines, to transfer its 2¼-hour *Iowa Barn Dance Frolic* program from the 4,500-seat Shrine auditorium to its studios A and B, to which audiences were admitted, beginning Jan. 2.

New Law Firm

RUFUS G. POOLE, former associate general counsel of the Wage & Hour Division, Dept. of Labor, and Darius F. Prince, tax attorney, recently joined the firm of Vesey & Wheeler, with offices in the Bowen Bldg., Washington. The new firm is Vesey, Wheeler, Poole & Prince. Howard Vesey and Edward Wheeler, son of the Montana Senator, were formerly in the law offices of Louis G. Caldwell, Washington, and established their own practice last year.

STANLEY TALBOT, former merchandising manager of Dr. Pepper Co., Dallas, has been appointed advertising manager of Pabst Sales Corp., Chicago, succeeding C. H. Wolfe, who is now account executive with Biow Co., New York.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

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CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

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EXACT MEASUREMENTS
ANY HOUR—ANY DAY
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66 Broad St., New York, N.Y.

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Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of the World
Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING FOR RESULTS!

OWI Reorganizes Overseas Branch

Barnes is Associate Director In Streamlined Setup

STREAMLINING operations of the Office of War Information Overseas Branch, several personnel changes were announced last week under which Joseph Barnes, chief of the New York headquarters of the Overseas Branch was advanced to the post of associate director of the branch, continuing in charge of the New York office; Harold Guinzburg was relieved of his responsibilities in the direction of the outpost setup and promoted to deputy director in charge of recording and transcriptions; and James Linen was advanced to take charge of outpost operations.

Along with changes in personnel, the branch was reorganized on the basis of geographical areas. Under the new arrangement, material will be prepared by areas. Under this decentralization it is expected, officials say, that broadcast operations will be improved through specialization.

Communications With Africa

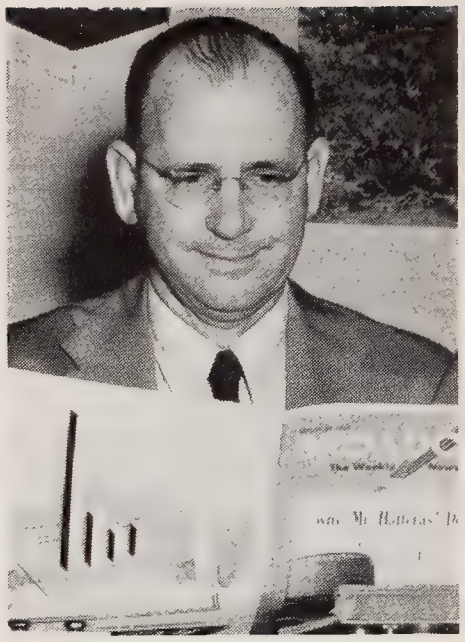
Last Wednesday new transmission facilities were opened from North Africa directly to Washington, Elmer Davis said at his news conference. Operating one channel of a six-channel transmitter, OWI is sharing time with press associations and newspapers in the direct transmission of news to this country instead of through London as heretofore.

The new setup will provide for the transmission of news at the rate of about 3,000 words per hour for three or four hours a day, Mr. Davis said. It will be delivered to Washington by Western Union and then transmitted to the news associations in New York, he explained. Censorship will be cared for at the African end, Mr. Davis felt, and said that no provision had been made for further censorship at this end.

Brazilian on Tour

CAPT. AMILCAR DUTRA, director of the Brazilian Government department of press and information and in charge of all broadcasting in Brazil, arrived in the United States last week for a month's visit at the invitation of Nelson Rockefeller, Coordinator of Inter-American Affairs. Chief purpose of his visit is to promote a further exchange of programs between the United States and Brazil, he told a press conference in New York, at which he stated his belief that radio is one of the most important media for effecting a closer understanding between the peoples of the two republics.

DAUGHTERS of two famous actors, Eddie Cantor and Fred Stone, will start radio careers simultaneously and for the same station, as staff artists of WNEW, New York. Paula Stone will conduct the *Broadway Beam*, a weekly program of Broadway and Hollywood news formerly conducted by Bill Bernie. Eddie Cantor's daughter, Marilyn, will be a staff announcer.



Official Army Air Forces Photo

SALUTED for his contribution of radio time to Duncan Field, San Antonio, was R. Early Willson, owner-manager of KABC, San Antonio. On Christmas day, 1941, Mr. Willson started a series of Duncan Field programs which have continued throughout the year. On first anniversary, Duncan Field's *Women in the War* program saluted Mr. Willson for his patriotism and air field's publication *Flying Times* carried story and picture of the radio executive.

14 Million Hear FDR

PRESIDENT ROOSEVELT's address to Congress last Thursday on the State of the Nation reached a total radio audience of 14,290,200, according to a tabulation made by C. E. Hooper Inc. The President's message, carried by all four major networks, was given a 27.7 Hooper rating.

A 24-PAGE book titled *Calling All Nations* was issued last month by the British Broadcasting Corp. to commemorate the tenth anniversary of its Overseas Service, originated in 1932 as the Empire Service under the direction of the now joint director-general of BBC, Sir Cecil Graves.

MULLEN ELECTED DIRECTOR OF NBC

FRANK E. MULLEN, vice-president and general manager of NBC, was elected a director of the company at a meeting of the board of directors last Friday.

In a statement following Mr. Mullen's election, Niles Trammell, NBC president, said:

"Mr. Mullen's election to the NBC directorate is a recognition of his fine service to broadcasting and to his many contributions to the network's part in the war effort. During his four years as NBC's general manager, his ability as an organizer and executive has substantially contributed to the progress of the network."

Mr. Mullen has participated in the development of radio since 1923, when he organized the first broadcast service for farmers. He joined NBC in 1926 and for eight years served as its director of agriculture with headquarters in Chicago. In 1939, he was transferred to New York as manager of the RCA Dept. of Information. Five years later he was elected RCA vice-president in charge of advertising. In 1940 Mr. Mullen was elected to his present position with NBC.

Edward J. Lynett

EDWARD J. LYNETT, 86, owner of the only commercially-owned but non-commercially operated broadcasting station in this country, died Jan. 1 in Scranton, Pa. following a short illness. He was publisher of the *Scranton Times*, largest newspaper in Northeastern Pennsylvania. His station is WQAN, which operates with 1,000 watts daytime and 500 night on 910 kc., sharing with WGBI, Scranton. WQAN accepts no advertising and operates only 1½ hours per day, not including Sundays—12 noon to 1 p.m. and 4:30 p.m. to 5 p.m., carrying largely news. All the remaining time is allocated to WGBI. Mr. Lynett is survived by two sons, William R. Lynett, assistant publisher of the *Times*, and Edward J. Lynett Jr., assistant business manager of the newspaper; also by a daughter, Elizabeth Lynett.



Drawn for BROADCASTING by Sid Hix

"And Now the Dixie Comfy Mattress Corp. Greets You From the Palm-Kissed Shores of Miami!"

NBC's Spot Sales Break All Records

Increase of 12% Is Recorded, According to McConnell

NBC's National Spot Sales Division had the best year in its history during 1942, James V. McConnell, national spot sales manager, announced last week. Reporting that the division had an increase of more than 12% over 1941, Mr. McConnell also stated that since Jan. 1 of the new year business has continued to be well ahead of a year ago, with new accounts and renewals on all the 11 stations represented by national spot sales.

Business during the first week of 1943 included a 13-week contract from Maryland Pharmaceutical Co., Baltimore, for 78 spot announcements on six stations, placed through Joseph Katz Co., Baltimore; participations on seven stations for ten weeks on behalf of a new income tax book, issued by Doubleday Doran & Co., New York, handled by Huber Hoge & Sons, New York; and 13 weeks of announcements on five stations for Vick's Inhaler, purchased by Vick Chemical Co., New York, through Morse International.

Two Lever Series

Lever Bros., Cambridge, Mass., has signed for one-minute announcements for Rinso, eight weeks on nine outlets, and has renewed for another 52 weeks *Aunt Jennie*, five-weekly quarter-hours on three stations, through Ruthrauff & Ryan, New York. Lever also signed for 52 station breaks on six outlets for Swan Soap through Young & Rubicam, New York.

Procter & Gamble, Cincinnati, has renewed for 52 weeks station breaks for Duz on seven stations, and has signed for five outlets on behalf of Lava, through its agency, Biow Co., New York. Continental Baking Co., New York, has signed a 52-week contract on four stations for Wonder Bread, in addition to 312 announcements on WEAF, New York, through Ted Bates Inc., New York. Another 52-week contract was received from Johnson & Johnson, New Brunswick, N. J., for station breaks on six stations. Agency is Ferry & Hanley Co., New York.

Advice to Housewives

Beechnut Packing Co., Canajoharie, N. Y., contracted for 13 weeks of station breaks on seven stations, plus a five-weekly news program on WEAF, New York, through Newell-Emmett Co., New York. Curtis Publishing Co. has increased its announcements on the same station.

Housewives receive instructions on how to save cooking gas through a series of institutional announcements sponsored by Consolidated Edison Co. of New York on three WEAF programs, placed through McCann-Erickson, New York.

Mr. Advertiser...

IN PHILADELPHIA

YOU DON'T NEED A

MIKE-RO-SCOPE



To See: **We are all out in producing for victory.**

To See: **Thousands of new workers with bulging payrolls.**

To See: **This NEW money is SPENDING money.**

But ... **TO GET YOUR SHARE**

You DO Need THIS "Mike"

5000 WATTS • 950 ON THE DIAL

Affiliated station of the Atlantic Coast Network

WPEN



CAPACITY: ONE GALLON

. . . *Doesn't Mean a Thing!*

THE "capacity" is the same whether the jug is full or empty. A radio station's capacity to cover square miles is identical whether or not anyone is listening. And unless people are listening, you can't pour a drop of selling into their ears. No amount of potential listeners can possibly equal *one* who actually does.

WKY's capacity for covering square miles in Oklahoma exceeds that of any other Oklahoma City station, but what is more important, WKY delivers that coverage with the greatest available volume of actual listeners. Hooper is authority for that.

WKY delivers *LISTENERS* with its coverage . . . and decisively more of them per square mile and per dollar than does any other Oklahoma City station.

WKY · OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

PRINTED IN U.S.A.

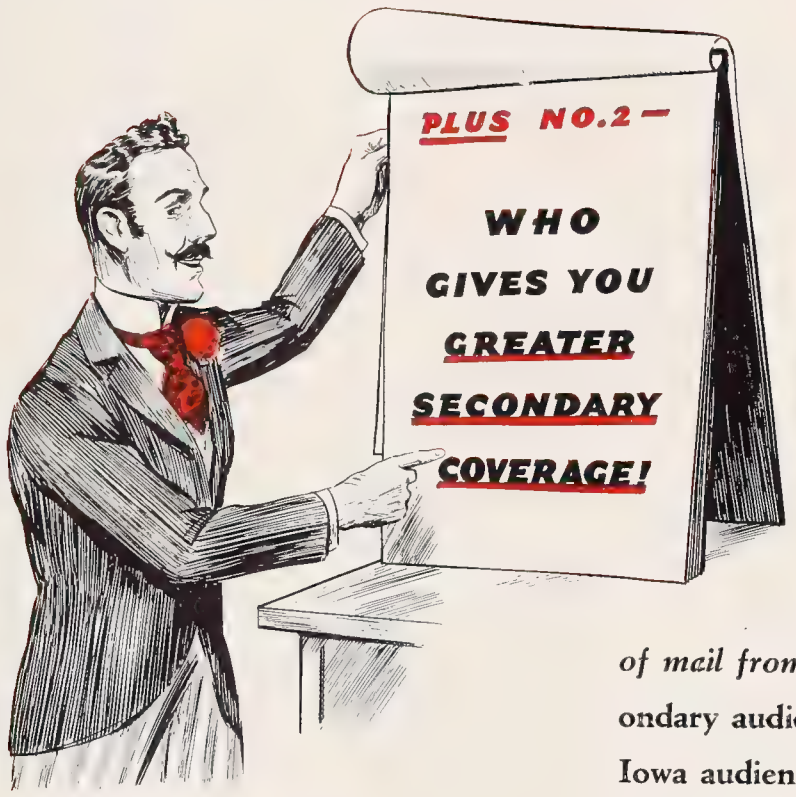
JANUARY 18, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



● Usually when a station man begins talking about secondary coverage, he is of sad necessity plunging into a never-never land of guesses, conjectures and blue sky from which he is lucky to return with any remaining sense-of-proportion whatever. Hence we hesitate even to discuss that part of WHO's audience.

But during the winter months, 40% of WHO's mail comes from outside Iowa—and even during the summer months we pull enormous quantities of mail from 30 to 37 states. This bespeaks a secondary audience at least two-thirds as large as our Iowa audience—and we know that in Iowa we are listened-to-most by 60.4% of all nighttime listeners in the State. (1942 Iowa Radio Audience Survey.)

That's Plus No. 2 for WHO. If you want to *cover Iowa*—and get a really spectacular bonus not included in the price of admission—you can do it with WHO alone, and *only* with WHO. Write us for all the other plusses, or just ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives



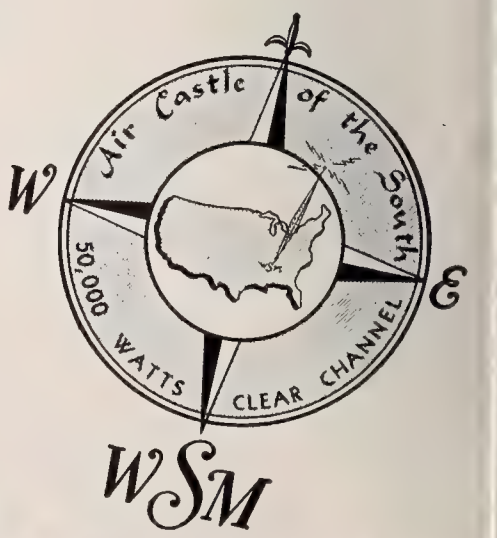
A "Can't be Beat" Combination



On January 2nd, the Ralston Purina Company, in cooperation with their agency, the Gardner Advertising Company, aired Purina's first major network show for feeds.

Originating from WSM and carried by 31 stations, the Purina show is a half hour slice of the nationally famous Grand Ole Opry.

Thanks a million, Purina! And thanks to you, Gardner! With a ready-built audience numbering millions, a staple three billion dollar agricultural market and an industrial growth that is the fastest in the nation, you've got an advertising opportunity with an upper case O. Add to this 50,000 watts, a clear channel and a low frequency and you've got a "Can't be Beat" combination. So good luck, many sales, congratulations and thanks again!



HARRY L. STONE, Gen'l. Mgr., NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.



STANDARD *is still* DELIVERING!

Current releases, recorded since the AFM ban, include:

THE DON COSSACK CHORUS, the most famous concert choral group in the world and the nearest thing to an orchestra you can get with human voices.

THE ROBERT CHILDE CHOIR, with especially fine arrangements of popular music, such as "*Brazil*," "*Starlight Sonata*" and "*Hallelu*."

THE FOUR VAGABONDS, featured network rhythm group, bringing us up to date on such current hits as "*Craziest Dream*," "*Move It Over*," "*There Are Such Things*," "*Rosie The Riveter*" and "*Steam Is On The Beam*."

THE CADETS, popular network quartet, doing an elegant job with "*Daybreak*," "*Weep No More, My Lady*," "*For Me and My Gal*" and other top tunes.

Pretty good proof, isn't it, that you can *depend* on Standard under any conditions. If you need a "tailored" plan of Service for the "duration," *Standard has it*.

★ *Standard Radio*

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

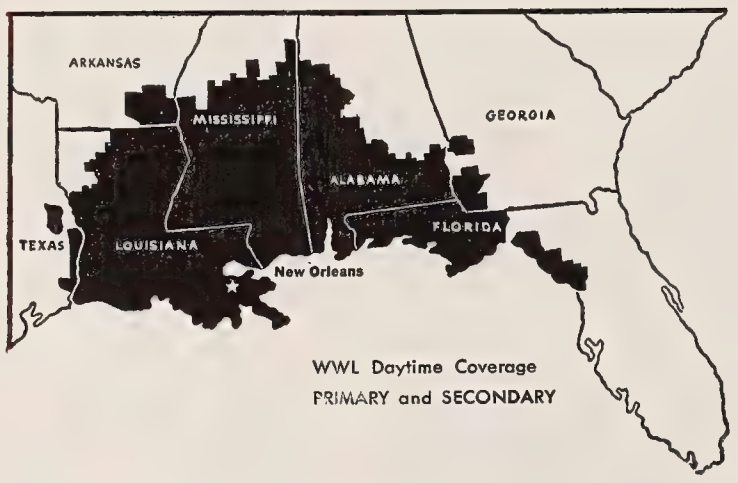
6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.

(Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as

Kind words from Quebec



Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Listeners in the far North hear WWL clearly. And they prove our power by writing in to say: "Program's coming in fine."

Listeners in the deep South go to their retailers—and prove WWL's selling-POWER—by buying the products we help advertise. WWL gives you complete dominance over the New Orleans area—growing, prospering, and profiting smart WWL advertisers.

The greatest selling POWER in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 3 JANUARY 18, 1943

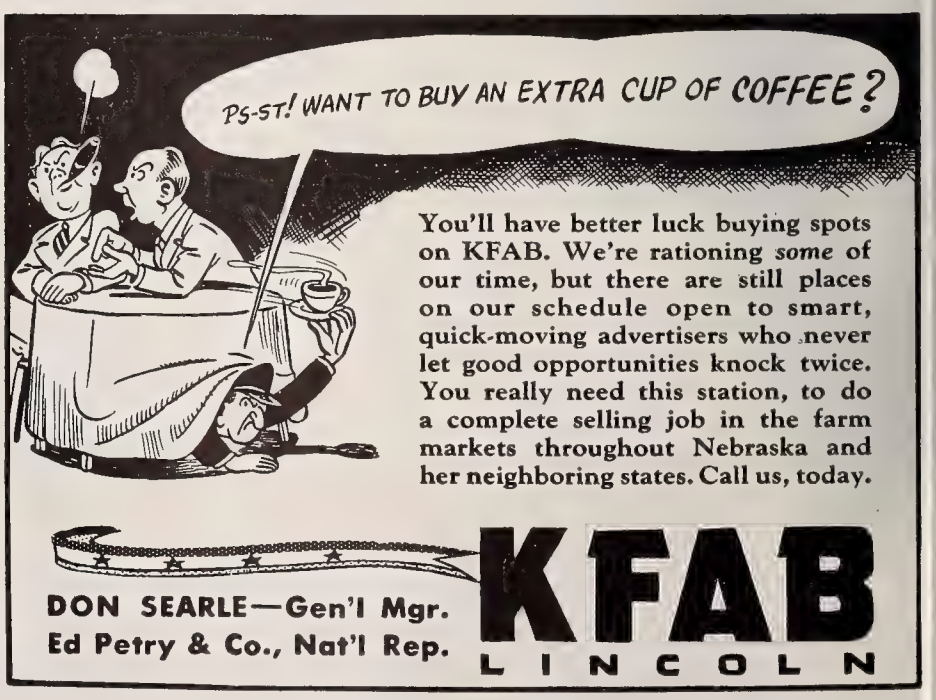
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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February



You'll have better luck buying spots on KFAB. We're rationing *some* of our time, but there are still places on our schedule open to smart, quick-moving advertisers who never let good opportunities knock twice. You really need this station, to do a complete selling job in the farm markets throughout Nebraska and her neighboring states. Call us, today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

A TALE OF TWO MARKETS

...and one important radio station

Two markets listen to WOV . . . both so vast and so rich and so responsive . . . both so easily obtainable . . . that advertisers cannot afford to overlook WOV when radio budgets are discussed.

The first is the one that listens during the day when WOV broadcasts to the nearly two million Italian-speaking Americans who live in the Metropolitan area . . . a market containing more Italian radio homes than ALL the radio homes in Pittsburgh, Buffalo and Cincinnati combined*. . . the largest Italian-speaking market in the world! But far more important than size is the fact that no radio station in New York has so loyal and consistent a group of listeners as this one which tunes regularly to WOV's Italian language programs.

WOV's second market is Metropolitan New York itself . . . the 2,917,000 radio homes that tune to WOV at night for such outstanding English programs as Alan Courtney and the "1280 Club". . . the brilliant commentary of Hans Jacob . . . the lilting rhythms of "Pan Americana". . . bringing another market of loyal, consistent listeners to 1280 on the dial.

When you learn how little it will cost you to reach either or both of these markets, you'll agree that WOV is one of America's important radio stations.

Why not take out your typewriter and send us or Joe McGillvra a letter today!



*Source:
Walter P. Burn & Associates
U.S. Census, 1940

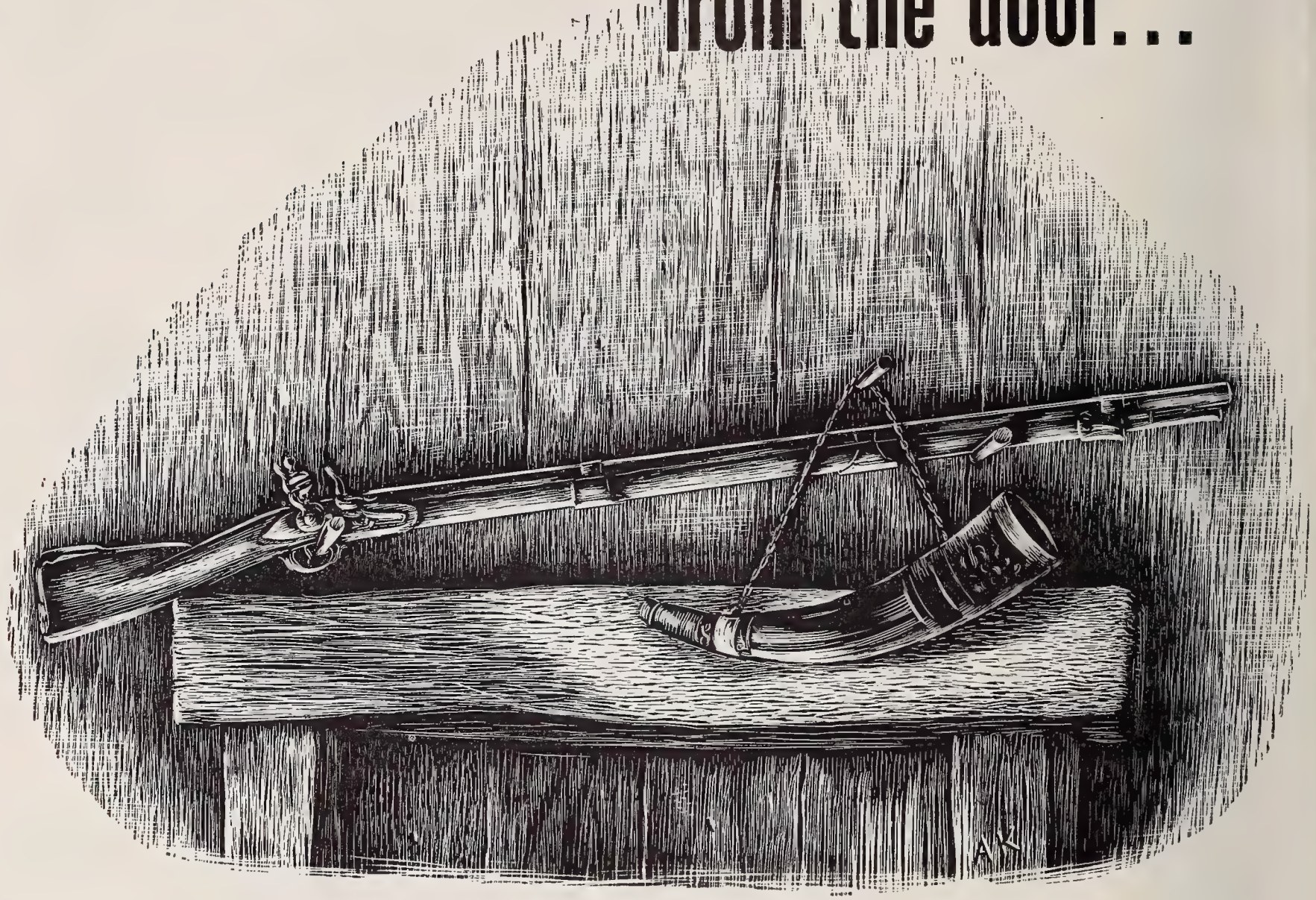
WOV.... FOR VICTORY

NEW YORK

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS

the musket came down from the door...



Over the door of every radio station in America, there hung, on December 7, 1941, a symbolic and invisible musket—in the traditional American manner.

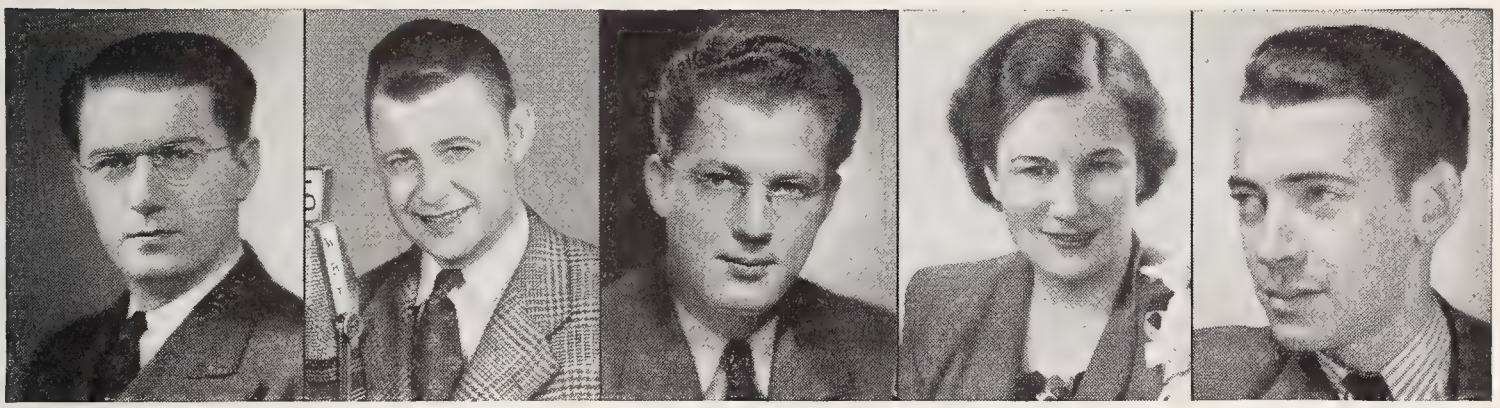
December 7, 1941, without panic or flourishes from the brass section, every station in the United States yanked down the musket, grabbed powder-horn, shot, ramrod and flint, and went to work.

1. January 6, 1943, Variety announced, after a year of searching analysis of all individual station enterprise throughout the nation seven special awards to local stations, *"for outstanding Wartime Service."* Five are CBS stations: KMBC Kansas City, Mo. • KOIN Portland, Ore. • WBT Charlotte, N. C. • WHP Harrisburg, Pa. • WJR Detroit, Mich.

2. And Variety made special awards for *distinctive merit in some field of war endeavor* and two of these went to: WBT Charlotte, N. C. *"for fostering racial good-will and understanding."* • WRVA Richmond, Va. *"for contributions of military-civilian understanding."*

3. And Variety chose, from the ranks of the great civilian-technician army of individuals working within the hundreds of local stations throughout the United States, nine for individual citation—that is, gave them "sharpshooter medals" for rare marksmanship with the musket.

Five of them were marksmen in Columbia Broadcasting System's stations:



Irving Abeloff WRVA *Grady Cole* WBT *Gene Dennis* KMBC ★*Clare Hays* KOIN *Dick Redmond* WHP

4. And Variety commended especially for "good ideas" applied to the victory effort: WCKY Cincinnati, Ohio • WBBM Chicago, Ill.

CBS stands at salute to these stations and individuals, congratulates them.

The awards simply sharpen the fact that throughout the CBS Network, there is not only singleness of purpose, but a keen eye on the target of victory, and unrelenting readiness and resourcefulness.



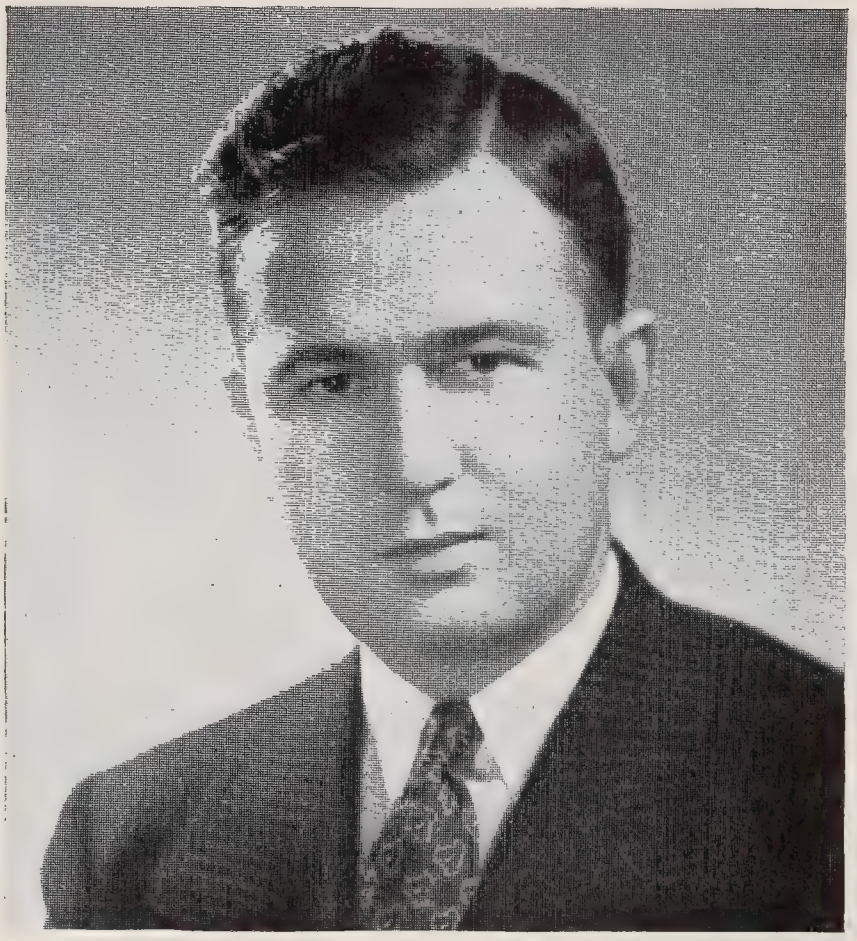
THE COLUMBIA BROADCASTING SYSTEM

★*Someday we hope Clare will meet Jr. Lieut. Liudmila Pavlichenko of the Russian Army.*

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATION

ODIN S. RAMSLAND

COMMERCIAL MANAGER, KDAL, DULUTH



1934 Graduated University of North Dakota School of Commerce
1936 Graduated U. of Minnesota School of Law
1936 Aetna Casualty Company, Minneapolis
1937 Local salesman, KDAL
1941 Commercial Manager, KDAL

EVERY coon's age or so you meet some young man who is quiet, restrained and modest, but who you just know is *stuff*—and Odin Ramsland is that sort of fellow. In radio now for only a few short years, Odin has made himself an expert on merchandising in his home area, and is helping to sell a phenomenal amount of his customers' goods as well as his station's time!

That (if you'll pardon a little commercial for our product) is one of the swell things about spot broadcasting—the fact that you make each station a virtual partner in your job of selling goods, and therefore get all sorts of benefits which simply don't otherwise accrue. . . . No, we don't seem to imply that any station wants to do your salesmen's foot-work. But you know and we know that where there's a vivid interest, most stations can handle certain strategic telephone calls, requests to wholesaler friends, etc., etc., that often make a lot of difference. . . .

So we're happy we're connected with spot broadcasting instead of with something that simply comes in when the station flips a switch. That's why we started this business in the first place, here in this pioneer group of radio station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WJWC . . . CHICAGO-HAMMOND
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 3 WASHINGTON, D. C., JANUARY 18, 1943 $5.00 A YEAR—15c A COPY

Early Truce Seen in Recording Strike

Petrillo Agrees to Senate Demand For Terms

CONFIDENT predictions that recording of popular music will be resumed next month after an enforced six-month vacation summarily ordered by James C. Petrillo, president of the American Federation of Musicians, were made last week after the AFM executive had promised a Senate investigating committee he would draw up a "program" of terms precedent to lifting of his onerous ban.

Under the lash of Senatorial committee pressure, Mr. Petrillo promised to convene his international executive board Feb. 1 in New York and evolve a plan to be presented to the committee and to the broadcasting and recording industry. His commitment followed two days of rigorous examination during which Mr. Petrillo had repeatedly refused to disclose his terms for termination of the "strike", other than to describe its goal as "more work" and relief of purported unemployment in musicians' ranks.

Senators Break Impasse

It was only after committee members, lead by Chairman Clark (D-Ida.) author of the inquiry resolution and Chairman Wheeler of the full Interstate Commerce Committee, had importuned Mr. Petrillo to break the impasse and disclose his demands that he finally yielded. He had been told pointedly that his ban was interfering with the war interest, and that his position was untenable. He steadfastly declined, however, to say precisely what he sought other than "more work", claiming that Assistant Attorney General Thurman Arnold had threatened him with "five years in the can" if he participated in a "secondary boycott".

But the AFM president made a number of disclosures and shed much light on what AFM would like to accomplish in exacting tribute from all users of music, recorded and live. He made a far better witness than was anticipated and was complimented for the way he handled himself and parried questions.

As a witness, Mr. Petrillo was no shrinking violet. At times he pounded the table to emphasize his pleadings in behalf of the "starving musician". He said point blank that he would lift the ban in advance of an agreement with the recording companies only if President Roosevelt, after hearing the facts, asked him to do so. Then, he said, he would "grant the request".

Wants Legislation

Mr. Petrillo disclosed, under sharp questioning of committee members and of Committee Counsel Herbert M. Bingham, Washington attorney, that what he really wanted was protective legislation from Congress that would give AFM members a property right in recordings and allow them to collect royalties on each record, in the same fashion as ASCAP collects tribute. His counsel, Joseph A. Padway, had suggested that a levy of one or two cents per record might accomplish that purpose.

In his two-day seige on the stand Tuesday and Wednesday, Mr. Petrillo confessed many things and cleared up many mysteries about the inner workings of the powerful labor union of 148,000 members. He said that if the war lasts five or six months longer, AFM would not have enough competent musicians available to supply radio's requirements, as he appraised them.

Mr. Petrillo was chagrined because the recording companies had not attempted to negotiate a settlement of the controversy. When committee members pounded away at his "untenable" position in failing to make known his demands, he said simply that that was for the companies "to find out" and that he was confident the whole problem could be settled around the conference table. He attacked the NAB as rolling in wealth, and the recording companies as being mere subsidiaries of the major radio interests. He ascribed to the NAB a vicious "smear" campaign which insulted AFM and himself.

To Consult Board

Upon suggestion of Chairman Clark, after several preliminary proposals had been rejected point blank, Mr. Petrillo agreed to have his international board of nine members, at its scheduled meeting in New York Feb. 1, draw up a program of demands for settlement of the controversy and submit it to the Senate committee. Chairman Clark observed that such a plan, drawn in writing, might bring an end to the Senate's inquiry and benefit all concerned. He stressed the need for new popular music for our armed forces and for public morale, pointing out that the country has subsisted on "cold storage" recordings since Aug. 1.

The committee, after hearing Counsel Padway on legal aspects, last Thursday recessed subject to the call of the chair, probably for a fortnight. Presumably it proposes to await receipt of the Petrillo settlement plan before resuming its inquiry. Because the legislative authority to conduct the inquiry under the Clark Resolution (SRes. 286) expires Jan. 31, Senator Clark said the committee would seek to have the resolution reconsidered and adopted by the Senate prior to the end of the month. He expressed confidence this would be done.

Following the recess, the Committee under present plans proposes to hear testimony from representatives of the affected industries, including the NAB, the transcription companies, record manufacturers, and coin-operated machine concerns, as well as music organizations representing the public. Further testimony from government officials, probably including OWI Director Elmer Davis and FCC Chairman James Lawrence Fly, also is expected, supplementing their statements of last September in the preliminary inquiry, also conducted by Chairman Clark but with a different subcommittee. These officials attested to the dire consequences of a continued ban, not only upon public and military morale but upon smaller broadcasting stations which would be forced out of business with the drying up of recorded music supplies.

Refused Truce

Before agreeing to the Clark proposal, Mr. Petrillo rejected a suggestion that he call off the strike now, and negotiate with the transcription and record companies. He said he had dealt with these "big business" people for 20 years, and that it would take "two or three years" to negotiate a deal. When Senator Clark suggested that a 30-day deadline be set, the AFM head said the companies could record enough popular music in that time to last a year.

Mr. Petrillo told the committee he earned an aggregate of $49,000 a year, aside from allowances and contingent funds. He gets $26,000 as president of the Chicago Federation of Musicians and $20,000 from

(*Continued on page 36*)



Trumpeter Petrillo—"I play very quiet!"

Radio Reaches Peak as Voice of the Nation

Vast Audiences in Year Are Noted By the CAB

By A. W. LEHMAN, Manager
The Cooperative Analysis of Broadcasting Inc.

THE YEAR 1942 was the first calendar year in which American radio broadcast the wares of its advertisers under the shadow of war—a global war for the survival of a way of life and the nation. Under the impact of war, the radio record of the year revealed a fulfillment of its promise rather than any widespread change in listening habits.

With a growth in audiences throughout the year, radio revealed itself as a powerful channel of information. In World War I, radio telegraphy—the wireless—was only a means of communication. In the years between, radio grew to maturity as an advertising medium, as a source of entertainment and culture, and even a vehicle of education. But the demands of World War II have given radio the opportunity to show its ability to reach and speak to the people of the nation.

War Messages

Within the month between Pearl Harbor and the New Year of 1942, radio demonstrated not only its great social force, but its vast audience potentials. During those days when public interest was at full pitch, our President twice obtained phenomenal record-breaking audiences expressed in the twin CAB ratings of 83%.

After Americans recovered somewhat from the shock of the not-wholly-unexpected, but treacherous outbreak of war, there was a slight decline in the size of President Roosevelt's radio audiences. His broadcasts, however, continued to draw twice the listeners of his 1941 pre-Pearl Harbor addresses. Four talks measured by CAB between March 15 and Dec. 1, 1941, averaged 31%, while five Presidential addresses of 1942 were recorded at from 45.8 to 83% and yielded an average of 61%.

These Presidential addresses, broadcast over all the major networks, were rated as follows:

Jan. 6, Roosevelt's Address to 77th Congress, 12:30 p.m., 52.0.
Feb. 23, Roosevelt, "Progress of the War", 10:00 p.m., 83.0.
April 28, Roosevelt, "War Economy", 10:00 p.m., 69.5.
Sept. 7, Roosevelt, "Cost of Living", 9:30 p.m., 55.8.
Nov. 17, Roosevelt, Herald Tribune Forum Address, 10:30 p.m., 45.8.

The address on the "Progress of the War" tied two previous broadcasts at the all-time high. The April 28 talk on War Economy ranked fifth among the President's radio efforts, being just a few points behind his famous Greer Incident speech in the fall of 1941 which was recorded at 72.5.

Two of Prime Minister Winston Churchill's orations were rated by CAB during 1942. One broadcast on Feb. 15 was scored at 41% of radio set-owners, while he was rated 27.4 on May 10. Both were on Sunday afternoon. The Feb. 15 broadcast, Churchill's second most popular effort, was surpassed only by his famous speech before a joint session of the Congress of the United States (Dec. 26, 1941). The May 10 talk ranked third among the six Churchill addresses which the CAB has measured since earlier in 1941.

An increase in a fortnight's time of 30 to 40% in listening—same programs, same days of the week—could only have provoked outspoken disbelief at any time before America went to war. But the shifting tides of battle in the global war have produced these sharp shifts in listening to radio news programs.

The American landing in North Africa is a case in point. Loudspeakers pouring out reports of action at Oran, Algiers, Casablanca, and other African ports attracted listeners who saw the dawn of victory in the efficient display of Anglo-American initiative.

CAB investigation of listening Nov. 8, 9 and 10—the troop landings began Nov. 7—found that commercial network news broadcasts had an average rating of 8.9 by day-part and 9.5 by coincidental. Two weeks earlier, and on the same days of the week, Oct. 25, 26 and 27, news programs had a day-part average of 6.2 and a coincidental rating of 7.3. The rise in the day-part average amounted to a fat 43.5%, while for the coincidental audience score it was a fulsome 30.1%. Either gain was unmistakable evidence again, and for the umpteenth time, that war news has a compelling urgency absent in the peacetime affairs of the world.

But increases in news listening were not confined solely to commercial network news programs. Probably the most outstanding radio development in 1942 was the marked rise in listening to all news programs as shown in Table I.

For December, 1942, the 20 programs the CAB scored as nighttime leaders, listed in order of the size of their ratings, were:

Chase and Sanborn Program
Fibber McGee and Molly
Jack Benny
Pepsodent Program—Bob Hope
Kraft Music Hall
Lux Radio Theatre
Red Skelton
Maxwell House Coffee Time
The Aldrich Family
Kay Kyser
Rudy Vallee
Fitch Bandwagon
Mr. District Attorney
Time to Smile—Eddie Cantor
Kate Smith Hour
One Man's Family
Hit Parade
Texaco Star Theatre—Fred Allen
Abie's Irish Rose
The Great Gildersleeve

In comparison with the year before there is little change in this roster of radio's great productions. The programs that were not in the previous year's list are: Rudy Vallee, Mr. District Attorney, Hit Parade, Abie's Irish Rose and The Great Gildersleeve. Of these five, two—Abie's Irish Rose and The Great Gildersleeve—are relatively new to radio. The former, a radio version of one of Broadway's famous attractions, was first broadcast in January, 1942, earning an initial rating of 11.8. The Great Gildersleeve made his debut in September, 1941, with an opening score of 5.6. There again is the evidence that many leading radio programs start with modest, if not low, ratings.

In Table II the ten nighttime leaders for the winter months—the traditional standard time period—are given by rank. Changes in position during the seven months are few. Eight of the ten were among the ten leaders for the same months of 1941. New to this group, when compared with the same period of 1941, are Kraft Music Hall and Walter Winchell.

A noteworthy development in network radio during the summer months of 1942, the traditional daylight saving period, is the stability in the rankings of the leaders (Table III). This lack of fluctuation is particularly significant

I—Set-Owners Hearing One or More News Broadcasts

(Based on Wednesday night first nine months of 1942 vs. first nine months of 1941)

	Between 5 - 7 P. M.		Between 7 - 9 P. M.		Between 9 - 12 P. M.	
	1941	*1942*	*1941*	*1942*	*1941*	*1942*
January	27.7%	35.3%	12.6%	17.2%	18.3%	21.5%
February	25.0	31.6	10.5	15.9	19.0	22.3
March	27.7	29.8	10.5	15.6	17.9	21.0
April	26.1	25.9	10.8	12.1	16.6	17.6
May	21.5	22.8	9.6	12.0	18.1	18.2
June	20.3	26.6	8.5	12.3	15.9	15.4
July	18.1	26.5	9.8	8.9	14.4	25.2
August	18.6	24.2	9.3	12.3	15.7	15.9
September	19.6	35.4	9.3	12.8	16.9	17.7
Average—First Quarter	26.8	32.2	11.2	16.2	18.4	21.6
Average—Second Quarter	22.8	25.1	9.6	12.2	16.9	17.1
Average—Third Quarter	19.4	28.7	9.5	11.3	15.7	19.6
Average—Nine Months	23.0	28.7	10.1	13.2	17.0	19.4

II—Monthly Ranking of the Ten Leaders For Seven Winter Months—1942

	For the Period	*Jan.*	*Feb.*	*March*	*April*	*Oct.*	*Nov.*	*Dec.*
Fibber McGee & Molly	1	1	1	3	1	2	1	2
Jack Benny	2	2	3	1	3	3	2	3
Chase & Sanborn	3	3	2	2	2	4	3	1
Bob Hope	4	6	5	6	NB	1	4	4
Aldrich Family	5	4	4	4	4	5	6	9
Lux Radio Theatre	6	5	6	5	5	7	5	6
Maxwell House	7	7	7	7	6	10	8	8
Kraft Music Hall	8	10	8	9	7	8	7	5
Walter Winchell	9	9	9	12	13	9	11	NB
Kate Smith Hour	10	8	10	8	10	13	15	15

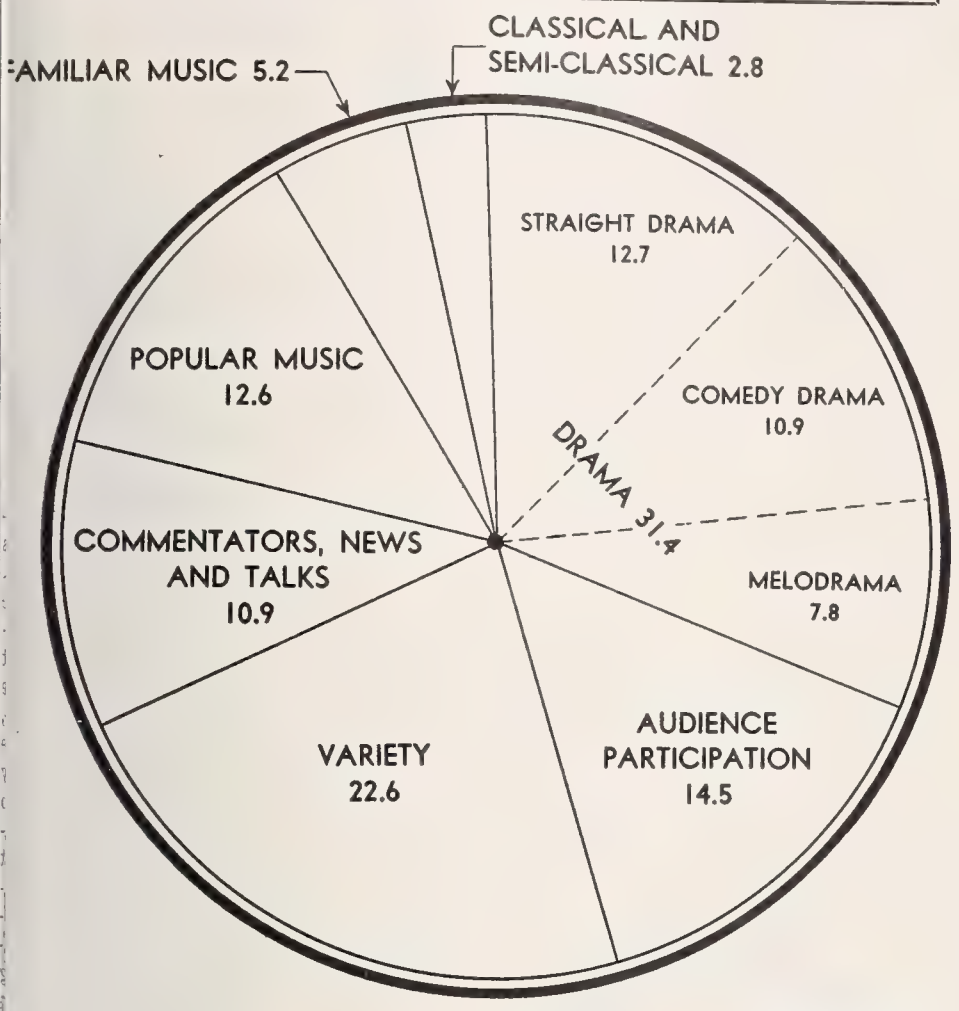
NB—Not Broadcast.

III—Monthly Ranking of the Ten Leaders For Five Summer Months—1942

	For the Period	*May*	*June*	*July*	*Aug.*	*Sept.*
Chase & Sanborn	1	1	1	NB	NB	1
Lux Radio Theatre	2	3	3	NB	NB	3
Aldrich Family	3	2	2	NB	1	2
Kraft Music Hall	4	6	4	*	2	5
Maxwell House-a	5	5	5	4	4	4
Mr. District Attorney	6	4	6	3	3	7
Jergens Journal—Walter Winchell	7	7	7	2	*	8
Hit Parade	8	8	8	1	5	10
One Man's Family	9	9	10	5	7	6
Rudy Vallee	10	10	9	*	6	9

* Not rated.
a—also called Post Toasties Time.
NB—Not broadcast. Only programs broadcast three or more months out of the five summer months were used for the purpose of this analysis.

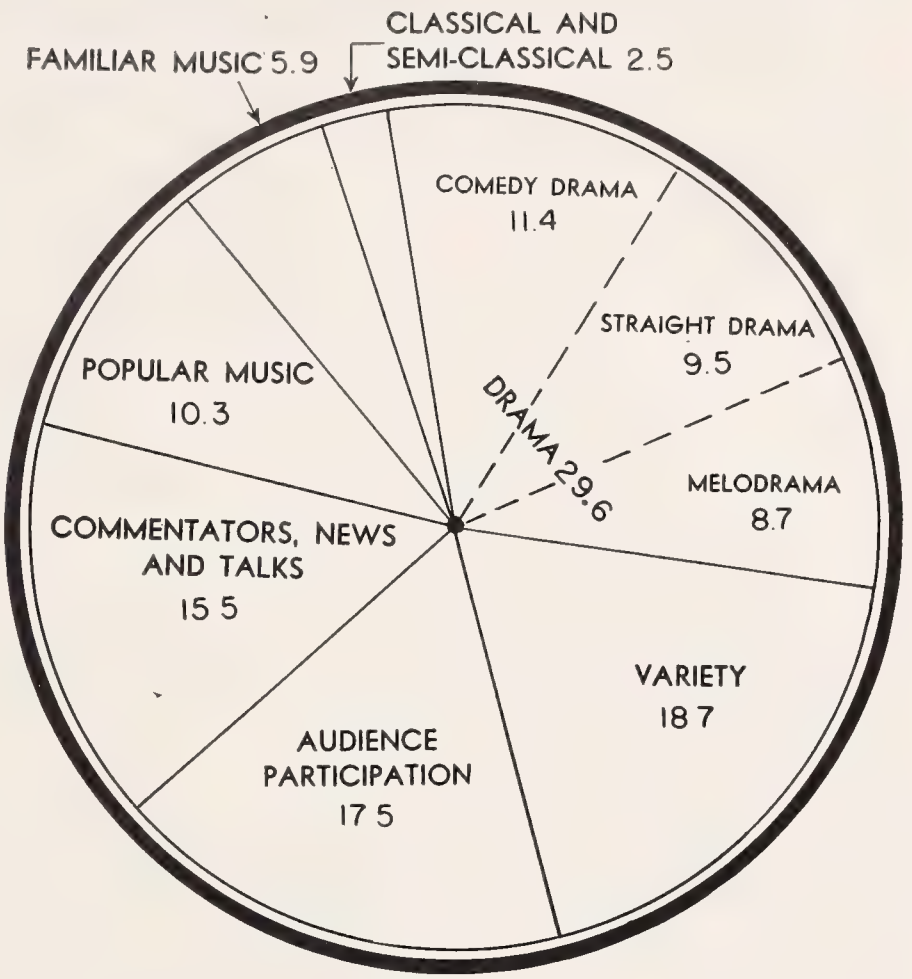
IV—Comparison by Program Types of Ratings And Amount of Time on the Air
Nighttime Programs
(October 1941-April 1942)



Type of Program	Ratings Average	Rank	Range Low	Range High	No. of Programs	Amount of Time On The Air % of Time	Rank in % of Time
Variety	16.1	1	1.9	36.5	29	22.6	2
Audience Participation	11.4	2	2.1	22.4	22	14.5	3
Drama							
Straight	12.4		5.7	31.6	19	12.7	
Comedy	10.9		3.5	33.1	14	10.9	
Melodrama	9.9		4.8	20.9	12	7.8	
All Drama	11.3	3	3.5	33.1	45	31.4	1
Popular Music	8.7	4	1.8	21.9	13	12.6	4
Classical & Semi-classical Music	8.4	5	2.8	13.3	4	2.8	7
Familiar Music	7.4	6	1.7	11.6	8	5.2	6
Commentators, News, Talks	5.3	7	1.0	22.7	19	10.9	5

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week rate as 1¼ hours per week, 15-minute programs 3 times a week ¾ hour, etc.

V—Comparison by Program Types of Ratings and Amount of Time on the Air
Nighttime Programs
(May-September 1942)



Type of Program	Ratings Average	Rank	Range Low	Range High	No. of Programs	Amount of Time on the Air % of Time	Rank in % of Time
Variety	13.4	1	1.6	34.3	32	18.7	2
Drama							
Straight	10.0		3.3	24.8	16	9.5	
Melodrama	8.1		2.7	18.4	9	8.7	
Comedy	9.1		3.0	24.6	13	11.4	
All Drama	9.2	2	2.7	24.8	38	29.6	1
Audience Participation	8.3	3	2.0	15.3	21	17.5	3
Familiar Music	7.6	4	4.8	9.6	7	5.9	6
Popular Music	6.9	5	2.4	16.3	12	10.3	5
Semi-classical	5.7	6	2.7	7.5	3	2.5	7
Commentators, news, talks	4.9	7	1.7	17.4	17	15.5	4

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week rated as 1¼ hours per week, 15-minute programs 3 times a week ¾ hour, etc.

n comparison with the wide variations which have occurred regularly in many previous summers.

Leading Daytime Programs

The network weekday leaders of December, 1942, in the order of the size of their ratings, were:

Kate Smith Speaks
Big Sister
Our Gal, Sunday
Romance of Helen Trent
Ma Perkins
Life Can Be Beautiful
Right to Happiness
Aunt Jenny's Stories
Road of Life
Pepper Young's Family

Seven of the ten were also on the previous year's roll of leaders, while three appeared among the ten having the largest audiences during December, 1940. The three which were not on the 1941 roster are: Big Sister, Aunt Jenny's Stories, and Pepper Young's Family. All, however, are relatively old serials having been broadcast for at least five years.

Like the nighttime list, the daytime schedule discloses little change during the past year.

The foregoing group lists only 15-minute programs broadcast each weekday—that is, Monday to Friday, inclusive. If the Sunday presentations were added, three more programs would be included: The Pause That Refreshes On The Air, Prudential Family Hour, and William R. Shirer. These would place respectively in fourth, sixth, and seventh positions. In the previous year these same programs not only placed among the leading daytime productions, but two of them outrated the weekday offerings.

The average rating of the ten weekday leaders for December of 1942 works out at a little better than ten, and permits the significant comparison with the average rating of eight for the leaders of the same month of 1941. The ratings of the three Sunday shows, moreover, are, in each instance, slightly higher than a year ago.

Programs by Types

Since the winter of 1939-40, when audience participation* programs reached a high level of popularity, there has been little change in program types until 1942. That year brought the definite emergence of the comedy drama. During the summer of 1942 not only the amount of time devoted to comedy plays increased, but the average rating for last summer climbed to 9.1 as against 6.9 for the previous summer. Another development of 1942 was an increase in the number of commentator and news programs. (see charts IV and V).

* Audience participation (programs in which members of the audiences actually or vicariously participate) emerged as a type in the winter of 1937-38. During that period they had an average rating of 9.7. The following winter season they averaged 10.5. In 1939-40 they moved to 11.4, and held that average for the two succeeding winters.

The Audience Level

On the whole, 1942 audiences of nighttime network programs exceeded somewhat those of the previous year. Generally, the upswing from 1941 was more substantial in the latter half of the year.

This rise is reflected in the distribution of program ratings for December month (Table VI).

Special Events

In addition to gauging the audiences of President Roosevelt and Prime Minister Winston Churchill, the CAB also recorded ratings for several other noteworthy speeches and programs in 1942:

Secretary of State Cordell Hull's

(*Continued on page 24*)

Finish Fight Looms in Cox-Fly Row

Georgian Would Punish 'Bureaucrats'; WALB Renewal Hearing

WASHINGTON seethed last week with reports of a finish fight between the Georgia Democrat, Rep. Eugene Cox, and FCC Chairman James Lawrence Fly, with talk of "impeachment proceedings" against "bureaucrats" levelled on the House floor by the Georgian.

Activity occurred on two fronts —in the House, where Judge Cox made a half-minute speech Thursday on impeachment without naming names, and at the FCC, where a renewal hearing involving WALB, Albany, Ga., was in progress, with allegations of improprieties by Rep. Cox refuted by the station.

The Cox-Fly feud has flared up intermittently during the last couple of sessions, but now it has reached white heat. Mr. Fly declined to comment on these latest developments.

Rep. Cox, ranking majority member of the all-powerful House Rules Committee, is the author of a resolution (HRes-21) introduced at the opening day of this session, to investigate the FCC generally and Mr. Fly in particular. Mr. Fly, on the other hand, is said to have been largely responsible for having instigated a Department of Justice inquiry into Rep. Cox's participation as counsel for the Albany Herald Broadcasting Co., and his receipt of a $2,500 fee. The whole subject of WALB license renewal was being inquired into by the FCC at a formal hearing all last week. Georgia's two senators—Russell and George—appeared at the FCC hearing. Senator George attested to the integrity and character of his House colleague.

Cox Confident

Whereas Rep. Cox failed last session in his effort to get House approval of his inquiry resolution, he confidently predicted action this week. Approval of the resolution, at least by the Rules Committee, was generally regarded as likely by House members, providing for a select committee of five to conduct the inquiry. Funds for counsel and investigators also is provided. How such a resolution would fare in the House was problematical, though Judge Cox said he thought it would pass this week with not more than a score of votes against it.

In his half-minute speech to the House Thursday, Rep. Cox said: "The time has come for this House to protect itself and the country against the scorn and abuse of bureaucratic dictatorship by resorting to the process of impeachment."

Asked by newsmen afterward what "bureaucrats he had in mind," Rep. Cox would not amplify the statement but predicted speedy Rules Committee approval of his resolution and suggested that reporters "draw their own inferences."

In another address to the House last Friday, Rep. Cox charged the FCC was seeking to "frame" him in order to defeat his resolution. "This inquisition is not because of any infraction of FCC rules by the station, but merely because of my resolution to investigate Fly's dictatorial setup," the Congressman said. "It's a frame-up, pure and simple. They are trying to blackmail me into laying off the Commission."

Rep. Cox again predicted to the House that his resolution would pas "with few dissenting votes." He said he was not interested in "witch hunting," but solely in protecting the communications industry "against Fly's gestapo tactics." If permitted to continue and spread to other fields, he added, "we will lose freedom of the press and speech."

In reintroducing his resolution with the opening of Congress Jan. 7, Judge Cox said the story of the operations of the Commission under the chairmanship of Mr. Fly "will prove shocking." He charged it had almost completely established "terroristic control" and that it "maintains a Gestapo the equal of which has never been seen in free government."

While Chairman Fly is the principal target of the Georgia congressman, the name of Commissioner C. J. Durr, newest member of the FCC, also has been drawn into Congressional talk. Mr. Durr, along with Chairman Fly, has acted more or less as legislative liaison official for the FCC.

Judge Cox's name was drawn into the WALB renewal hearing as a result of investigations instituted by the FCC's law department. It had been expected that Rep. Cox himself would be called to testify, but that had not eventuated last Friday when BROADCASTING went to press. Rep. Cox inferred he doubted whether the Commission had the "nerve" to call him. Testimony relating to the $2,500 transaction, however, highlighted the proceedings.

Last Thursday, almost coincident with Judge Cox's half-minute speech in the House, Marcus Cohn,

(*Continued on page 45*)

1905 William C. Gillespie 1943



WILLIAM C. GILLESPIE, 38, vice-president and manager of KTUL, Tulsa, and supervising director of KOMA, Oklahoma City, died last Wednesday after suffering a fractured skull the preceding Saturday night in a fall at his home. He was injured in a freak accident. While talking over the telephone, he leaned against a basement door which was unlatched and fell about eight feet. Blood transfusions and a brain operation failed to revive consciousness.

One of Tulsa's civic leaders and one of the most aggressive personalities in the broadcasting field, "Bill" Gillespie was commercial manager of WKY, Oklahoma City, when he conceived the idea of purchasing the non-commercial KOCW, Chickasha, Okla., from the Oklahoma College for Women, and moving it into Tulsa where a CBS franchise was available.

In 1934 he sought the backing of Tulsa newspaper publishers for the project, and they turned him down. Thereupon he persuaded J. T. Griffin, president of the Griffin Wholesale Grocery Co., Muskogee, and a local banker, that radio was a good investment, and Mr. Griffin backed the purchase of the college station and its reconstruction in Tulsa. Mr. Gillespie became manager and part owner, building it into one of the most successful regional stations in the Midwest.

Mr. Gillespie's career includes his service with WKY as well as service in sales capacities with NBC Chicago, and WMBD, Peoria. For a time he was manager of the Iowa Broadcasting System. In 1939 he negotiated the half-million dollar deal with Elliott Roosevelt, then head of Hearst Radio Inc., for the purchase of KOMA, Oklahoma City, by the Griffin interests.

Just 12 hours before the accident he had returned from a ten-day business trip to New York and Washington. In the latter city he had attended the OWI convention of regional consultants, having been the regional consultant for the 12th district. He was also prominent in NAB affairs and a member of its sales promotion committee.

He was born in Nostagula, Ala. in 1904, and is survived by his wife, a son, William, his parents, two sisters and one brother.

Arnold Will Argue New Petrillo Plea

Justice Dept. Wins Reopening Feb. 8 in Conspiracy Case

THE ANTI-TRUST suit seeking an injunction against the recording ban of James C. Petrillo and his American Federation of Musicians, reopened in the Chicago federal court in a surprise move by the Department of Justice last Monday and arraigned for hearing on Jan. 18, will be tried before John P. Barnes on Feb. 8. The extension to Feb. 8 was granted by Judge Barnes last Thursday at the request of the AFM, which, through David Katz, Chicago counsel, explained that Joseph A. Padway, counsel for the AFM, would be occupied until that time. Likelihood on argument Jan. 25 on an AFM motion to dismiss was indicated, however.

Thurman Arnold, Assistant Attorney General, again plans to argue the case for the Government. Although the amended complaint against Petrillo was quietly filed in Chicago Dec. 24, the Government did not petition Judge Barnes for a hearing until last Monday. The new suit reiterates the charges of "conspiracy in restraint of trade" against the AFM enumerated in the original complaint summarily dismissed by Judge Barnes on Oct. 12, but there is one important addition: Petrillo is charged with conspiring, through the recording ban, to force 550 non-network affiliated stations off the air. These stations, the Government adds, depend largely or entirely upon phonograph records or transcriptions for their musical requirements, since no live musicians are available.

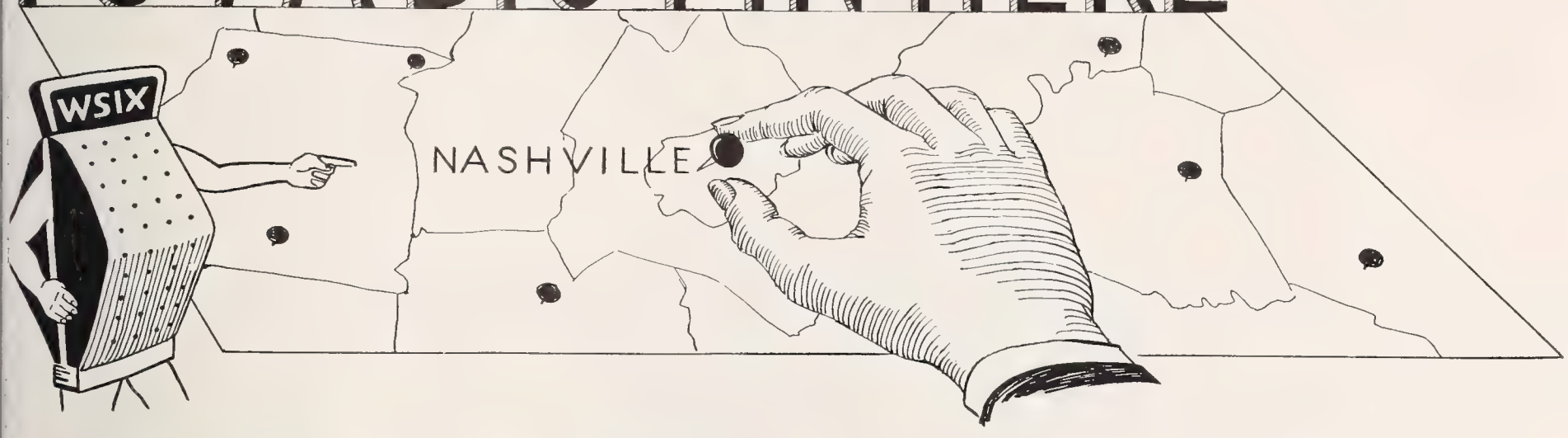
Affidavits Renewed

This charge, according to Daniel M. Britt, special assistant to the attorney general in Chicago, reinforces the allegation of AFM monopoly. Judge Barnes, in handing down his Oct. 12 decision, characterized the case as a labor dispute and outside the pale of the anti-trust statute. However, in handing down his decision, he said he had not read the affidavits filed in support of a temporary injunction. These affidavits have been reintroduced by the Government as part of the new suit asking temporary and permanent injunction.

The affidavits cite the plight of small stations, many of whom do not have a union local in their territory even if they could afford musicians. Seventy-five per cent of the air time of most of these stations is devoted to playing recorded music and programs. The affidavis were filed by KERN, Bakersfield, Cal.; WMAZ, Macon, Ga.; WRLC, Toccoa, Ga.; WAGM, Presque Isle, Me.; KGVO, Missoula, Mont.; WWNC, Asheville; KVOO, Tulsa; KBND, Bend, Ore.; KUSD, Vermillion, S. D.; KGBS, Harlingen, Tex.; KRRV, Sherman, Tex.; WTAR, Norfolk; WAJR, Morgantown, W. Va.; WRJN, Racine, Wis.; WHUB, Cookeville, Tenn.

ON YOUR MARKET MAP

PUT A BIG PIN HERE



THE HUM of industry in Nashville is audible in current statistics: car loadings up 8.3 per cent over those of a year ago . . . electric power (industrial) up 9 per cent . . . telephone stations up 6.8 per cent.

Retail sales show even greater increases, for there's money pouring into the Nashville market also from army camps and agricultural prosperity in the surrounding areas.

For thorough coverage, WSIX, "the Voice of Nashville", presents a spot on the dial lighted by star programs from both the Blue Network and Mutual Broadcasting System.

SPOT SALES, INC., NATIONAL REPRESENTATIVE

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Continued Drive



1942 Winners of the Annual H. P. Davis Memorial Announcers' Awards

Howard Petrie, *WEAF, New York, National winner*
Gil Verba, *KOA, Denver, Mountain zone winner*
Lorne Greene, *CBL, Toronto, Eastern zone winner*
Ted Meyers, *KFI, Los Angeles, Pacific zone winner*
Fred Moore, *WGL, Ft. Wayne, Central zone winner.*

For Perfection...

Never before in its history has NBC been so completely mobilized for one cause and one purpose...The cause of *Victory!*

Yet even in the midst of a busy schedule of public service and war effort programs, NBC is permitting no detour from perfection, no letdown of its standards. NBC's constant striving to give America the finest in broadcasting, is continuing today, and will continue despite the pressures and demands of war.

Evidence of this is the recently conducted NBC competition for the annual H. P. Davis Memorial Announcers' Awards, open to every NBC station—owned, operated, or affiliated.

The H. P. Davis Memorial Announcers' Awards were established in 1935 by Mrs. Davis, in tribute to the memory of the late Mr. Davis, "the father of broadcasting" and founder of KDKA.

For the radio industry, these awards stand as symbols of the highest attainment in the art of announcing. *For NBC, they represent the never-ending effort to maintain the highest level of performance in an important branch of radio.*

THIS IS THE NATIONAL BROADCASTING COMPANY

ANA May Intervene in Network Appeals From the FCC Monopoly Regulations

LIKELIHOOD that the Assn. of National Advertisers will seek to intervene in the Supreme Court appeals of NBC and CBS from the FCC's network monopoly regulations was reported in New York advertising circles last week. Conversations to that end have been in progress for some time, it was learned, and the matter was considered by the ANA executive board last week.

Argument before the highest tribunal on the network appeals from the statutory three-judge decision in New York is tentatively set Feb. 10. Briefs normally are due three weeks ahead of argument by the appellants and about one week by the Government and by MBS, intervenor on the FCC's behalf. The ANA brief would be filed as a friend of the court and would support the networks' overall contention that network broadcasting as it is known today would be seriously disturbed if not demoralized should the regulations become operative.

It is presumed that ANA, representing some 150 of the nation's leading advertisers, would bring out that it was only after development of the network system of broadcasting that radio became an advertising medium. National advertisers believe that any change in the present system of network broadcasting would be inimical to their best interests. General counsel for ANA is I. W. Digges of New York.

War Dept. Radio Guide

REVISED radio guide for public relations officers, effective as of Jan. 1, 1943, was released last Thursday by the War Dept., Adjutant General's office. Under the new procedure, the Office of War Information now clears all Government radio time. Army public relations officers in the field will clear any new local program through OWI field men except in the case of commercial or network broadcasts. These programs must be submitted to the Radio Branch, War Dept., Washington, which in turn will clear through the OWI.

Arthur Murray Spots

ARTHUR MURRAY School of Dancing, New York, has allocated $100,000 for a spot campaign throughout the country, part of a $500,000 allottment for advertising. The studio has used occasional spot broadcasting. Ruthrauff & Ryan, New York, is agency.

WLW Asks Court To Reverse FCC

Seeks Order Giving It Right To Operate 750 kw. W8XO

COURT action to order the FCC to grant it authority to operate the experimental WLW transmitter, W8XO, with 750,000 watts was sought by the Crosley Corp. last Friday in an appeal filed with the U. S. Court of Appeals for the District of Columbia. Crosley also filed with the FCC a petition for rehearing on the denial of the application of W8XO to continue operating with 500,000 watts from midnight to morning.

In its appeal, Crosley, through its attorneys, William J. Dempsey and William C. Koplovitz, pointed out that the application for increase in power from 500,000 to 750,000 watts for W8XO was to prove the technical feasibility of transmitting equipment. It held the Commission's denial was erroneous and arbitrary under the FCC's own regulations and in failing to accord the applicant the type of hearing provided under FCC procedure. The court was asked to reverse the Commission's orders of Nov. 30 denying the construction permit application, and of Dec. 29 denying W8XO renewal of license.

Procedure Questioned

In its petition for rehearing before the FCC, Crosley set out that the Commission is required to establish procedure in handling renewals of license and that the application for renewal could not be dismissed in the manner in which it was ordered.

It was held there is nothing in the regulations governing developmental broadcast stations which distinguished their procedural rights from those of any other class of station and that full hearing should be accorded Crosley before action is taken.

No announcement has yet come from the Office of War Information regarding probable acquisition of the WLW 500,000-watt transmitter for psychological warfare purposes, either in international shortwave work or for longwave broadcasting abroad. The matter is being considered. If the transmitter is employed for international broadcast purposes, it probably will be made into several 50,000-watt units.

Amos 'n' Andy Open

FACING further curtailment in canned goods, Campbell Soup Co., Camden, N. J., after five years, will cease sponsoring the five-weekly CBS *Amos 'n' Andy* with broadcast of Feb. 19. Firm, it was reported, had offered the team a weekly half-hour spot in lieu of their five-weekly quarter-hour program. Due to lateness of the season, it was said, team declined the offer. Firm will continue its sponsorship of the weekly CBS *Radio Reader's Digest*. Ward Wheelock Co., Philadelphia, is agency.



NEW RECORDS...

Commercial Mail Soars to Sensational Heights!

Totals for the start of 1943

TRIPLED

same period of 1942

Serving a Primary Area of 5,000,000 Americans That's Eastern Ohio, Western Pennsylvania and Northern West Va.

JOHN BLAIR
Represents us

An Advertiser writes:

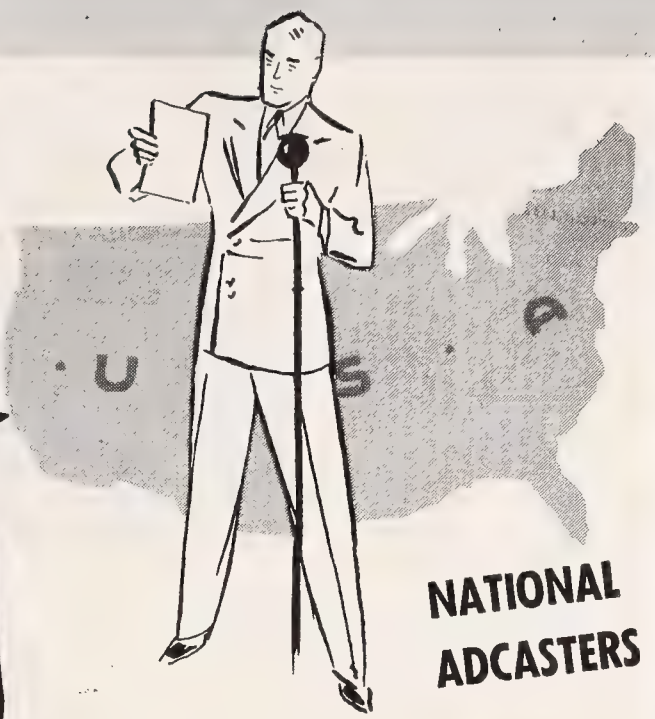
I am pleased to see that orders are increasing now that Christmas holidays have passed. We are very well pleased with the volume of business being brought in by your fine station.

50,000 Watts

WWVA
A FORT INDUSTRY STATION
WHEELING, W. VA.

50,000 Watts

IN HARTFORD, ALL 3 PAY THE SAME LOW RATE







For more than 10 years, advertisers have enjoyed the tangible benefits of WDRC's rate policy . . . one low rate to everybody . . . a bargain for all. WDRC is being profitably used by an abundance of local advertisers who want complete coverage of this rich trading area*. . . and an equally long list of regional and national spot accounts who pay as little as the local adcasters. In Connecticut's Major Market, WDRC will deliver the goods for you . . . and do it at a lower cost.

*Connecticut tops the 48 States in Effective Buying Income, and Hartford leads all cities in Connecticut. (Sales Management's figures)



BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Co-Op to Sponsor Discs in 30 Cities

Sunday Afternoon Selected For Post-War Themes

RADIO SERIES by the Cooperative League of the U.S.A., originally scheduled to start Oct. 11, 1942, but temporarily suspended pending clarification of its format to conform with the NAB code [BROADCASTING, Oct. 12, Dec. 21], will definitely begin a 13-week campaign on 30 stations, effective Feb. 14, under the title of *Here Is Tomorrow, Neighbor.*

Dealing with various post-war opportunities in such fields as housing, education, culture, transportation, industry and agriculture, the transcribed quarter-hour series will be heard Sunday afternoons at any time between 12:30 p.m. and 5:45 p.m. best suited to the individual station selected.

Short Talks

Leading figures in the fields mentioned will deliver two to three-minute talks on their chosen subjects at the end of each program. Dramatizations, dealing with food, clothing, health, new jobs and other topics of prime importance after the war, will fill the main portion of the transcriptions. Clinton Johnston, CBS, will produce and Gerald Kean will write scripts. Agency is Atherton & Currier, New York.

Quarterly meeting of the League was held Jan. 6-8 in Chicago. A review of the year and a report on the pending radio campaign as well as on the joint meetings between League officials and the NAB Code Committee, held in Washington in December, were presented.

Bank Buys Radio

DRYDOCK Savings Institution, New York, following a one-month test campaign on two New York stations [BROADCASTING, Nov. 30], has signed a 52-week contract on WJZ, New York, to promote its bank services. Drydock's contract calls for four participations weekly on Ed East in *Breakfast in Bedlam*, and started Jan. 11. Requests for a savings plan booklet offer were still coming in last week, although the test offer campaign was concluded in mid-December. Agency is Anderson, Davis & Platte, New York.

Carnation Stops Spots

A SHORTAGE of evaporated milk, caused by the heavy drain on supply by overseas troops, has resulted in the cancellation of the *Carnation Bouquet*, transcribed program, on 33 United States and 35 Canadian stations, by Carnation Co., Milwaukee. Cancellation virtually removes Carnation from the spot field, but the NBC broadcasts of *Carnation Contented Program* Monday, 10-10:30 p.m. were renewed as of Jan. 4. Erwin, Wasey & Co., New York, handles the account.



PROGRAM TALK occupied these four CBS Coast executives during recent Hollywood visit of Gilbert Seldes, director of television for that network and currently working on daytime programs. Idea exchangers (l to r) are Hal Hudson, Pacific Coast program director; Mr. Seldes; Rull Johnston, program sales director; Arthur J. Kemp, sales manager.

Monday Period on NBC Is Selected by Heinz For 'Information Please'

AFTER several weeks speculation as to what advertiser would take over Dan Golenpaul's *Information Please* program when American Tobacco Co., New York, discontinuses its sponsorship of the Friday evening show on NBC Feb. 5, H. J. Heinz Co., Pittsburgh, last week announced it will sponsor the show.

Now heard Fridays at 8:30 p.m., the program will be moved Feb. 15 to Mondays 10:30-11 p.m., but will continue its present format of guest experts appearing with the regular trio of John Kieran, Franklin P. Adams and Oscar Levant. Heinz plans to promote its "57" varieties of food products on the show, and has signed a 44-week contract with an eight-week summer hiatus, at an undisclosed weekly price. Maxon Inc., Detroit, is agency.

American Tobacco, which has sponsored the quiz program for Lucky Strikes since November, 1940, was asked by Mr. Golenpal to give up the show Feb. 5, when he objected to the company's teaser campaign on "Lucky Strike green has gone to war" [BROADCASTING, Dec. 21]. Several advertisers were interested in *Information Please*, it was reported, with Lever Bros. Co., Cambridge, supposed to have the inside track.

New P & G Serial

PROCTER & GAMBLE Co., Cincinnati, which has had an option on the Monday through Friday 10:45-11 a.m. period on NBC since Jan. 1 when the time was relinquished by General Foods Corp.'s serial *Young Dr. Malone* [BROADCASTING, Dec. 28], will place a new serial in that spot, effective Jan. 25. Titled *Woman of America*, the program will deal with post-Civil War days, starring Anne Seymour as a pioneer woman. Product promoted will be Ivory Snow and agency is Benton & Bowles, New York.

WKAT, Miami Beach, Fla., has appointed Spot Sales Inc as station representative, replacing Paul H. Raymer Co.

Welles Relieved

ON PLEA that he is overburdened with work, Orson Welles, narrator-writer-producer of the weekly CBS *Ceiling Unlimited*, sponsored by Lockheed & Vega Aircraft Corps., is being relieved of that assignment following broadcast of Feb. 1, which completes his 13-week contract. Sponsors indicated the series will continue, although no replacement has been announced. His release is reported as "amicable and by mutual consent". Time demands of his current schedule which includes the CBS sustainer, *Hello, Americans*, and film assignments, were cited. Agency is Foote, Cone & Belding, Los Angeles.

J. B. Ford Merger

J. B. FORD Co., Wyandotte, Mich., and the Michigan Alkali Co., of the same city, have been consolidated as Wyandotte Chemicals Corp. J. B. Ford, maker of Wyandotte cleaning products, has used spot radio in the past and is lining up plans for 1943, according to N. W. Ayer & Son, Philadelphia. Officers of the new company are E. M. Ford, president and director; I. H. Taylor, sales vice-president; C. B. Robinson, sales vice-president for J. B. Ford division, and Bert Cremers for the Michigan Alkali division.

Kreuger Drops Plans

KREUGER BREWING Co., Newark, has abandoned plans for the *The Gay Falcon* series on a New England hookup of NBC stations, scheduled to start Feb. 3 [BROADCASTING, Jan. 11] due to difficulties in obtaining time clearance. No further radio is contemplated following discontinuance late in January of *Go Get It*, weekly participation program on WOR, New York. Compton Adv., New York, handles the account.

Parfax Expands

RADIO is being considered to accompany the introduction of Parfax Gasoline Booster in the selected markets of Buffalo, Rochester, Niagara Falls, Batavia, Olean and Erie, Pa. Parfax Sales, Buffalo, is distributor and Ellis Adv. Co., Buffalo, handles the account. Newspapers are already being used.

DAVIS STILL AIMS TO TAKE THE AIR

CONCEDING he still hopes to go on the air with a regular broadcast series, Elmer Davis told his news conference last Wednesday, "I'd still like to do it, but I can't see my way clear to getting around to it just yet."

He reported the transmission of 6,000 words a day to this country from North Africa over the recently opened channel of the new Signal Corps transmitter in the area. News intended for the troops and for local rebroadcast in North Africa is transmitted from this country daily over the same channel.

He said that atmospheric conditions have interfered with the transmission at times but added that increased service is anticipated despite that factor.

Clark Candy Expanding Blue Network Activities

RETURNING to BLUE with almost double the number of stations used on its former program *Service With a Smile*, D. L. Clark Co,. Pittsburgh candy manufacturers, will sponsor John Gunther, and John Vandercook, both authors and commentators, on 110 stations, Sunday, 5 to 5:30 p.m. starting Feb. 28, or earlier.

Promoting Clark candy bars and Zagnut bars, the broadcasts will consist of news analyses, for the first quarter-hour, followed by a period during which Gunther and Vandercook will answer questions submitted by listeners. A world atlas and a 24-bar box of Clark candy will go to listeners submitting questions used on the program. Clark entered network radio for the first time October, 1941 with *Service With a Smile*, weekly army talent show, which ran for 26 weeks. Walker & Downing, Pittsburgh, is agency.

Gulden Adds

CHARLES GULDEN Inc., New York, has added WCAO, Baltimore, and WFBL, Syracuse, to the list of six eastern stations carrying quarter-hour recorded programs and news periods for Gulden's mustard from two to three times weekly [BROADCASTING, Oct. 19]. In addition, advertiser uses seven weekly news periods on WQXR, New York. Agency is Charles W. Hoyt Co., New York.

Standard Brands Buying

STANDARD BRANDS, New York, is placing a schedule of 15 spot announcements weekly on eight New England stations for Fleischmann's B Vitamin Yeast tablets, one of its four new products recently announced. Campaign to start Feb. 15 is being placed by Kenyon & Eckhardt, New York.

Nursery Campaign

GARDNER NURSERY Co., Osage, Iowa, on Jan. 18 began its twelfth consecutive radio advertising campaign with daily schedules of one minute spots and five and fifteen-minute programs on 64 stations. Stations will be increased gradually to 350. Campaign continues to June. Agency is Northwest Radio Adv. Co., Seattle.

"CBS OUTLET"

- - - *an incomplete label!*

● KLZ, along with 115 other stations, carries CBS programs. But the similarity ends there.

KLZ possesses an individual character and personality which distinguishes it from all other stations and which makes it stand out in its own community.

To KLZ's label as a "CBS Outlet" should be added its additional important functions as an outlet for local news, for farm and market information, for local religious, educational, and sports broadcasts, and for a vast assortment of service programs of special interest and importance to the Rocky Mountain region.

KLZ is proud of its CBS label. It is prouder still of its opportunity and record of service in its community and of the estimate attached to it by the listeners which it serves in this area.

KLZ

Denver

Columbia Network
560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

$8,089,000 Budget Is Asked For FCC Operations in Year

$2,000,000 Is Requested for Normal Functions Despite Curtailment; War Funds Soar

HOW THE FCC will fare during the new fiscal year beginning next June, in the light of increased demand for curtailment of Government overhead, was considered by the House Appropriations Subcommittee for independent offices at hearings held behind closed doors last Friday.

The President, in his budget message last week, recommended an appropriation for the 1944 fiscal year of $8,089,000 for the Commission, an increase of $703,000 over the current fiscal year funds and four times the amount the Commission received in the pre-war and war planning period.

Normal Functions Reduced

Significant was the statement in the President's message that he would cooperate with Congress in effecting reductions in "non-war" expenditures, even through revision of "underlying legislation" and in any other way.

While $6,000,000 of the projected $8,000,000 appropriation is earmarked for national defense appropriations, the fact that a $2,000,000 fund is sought for normal peacetime operations of the Commission occasioned some surprise. The Commission's normal functions have been reduced appreciably—possibly as much as 75%, it was estimated in informed quarters.

The President's message, accompanying his total war budget of nearly 109 billion dollars, and seeking additional taxes and compulsory savings of 16 billions for the new year, made recommendations only for non-war expenditures of the Government. The President pointed out that he would submit next spring detailed information covering war expenditures, since their disclosure now would "reveal information to our enemies".

The budget estimate for the FCC allocates $6,070,000 for national defense activities, with the $700,000 increase in that field alone. This would cover activities of the Radio Intelligence Division and Foreign Broadcast Intelligence Service, created two years ago as war operations, along with national defense expenditures for engineering, law and accounting, in behalf of the Board of War Communications.

A supplemental appropriation of $140,500 for the fiscal year 1943 was sought for the FCC last Tuesday in an executive communication sent to Congress. This fund was for the national defense activities of the FCC and was referred to the appropriations committee.

The budget breakdown indicated the sharply increased cost of FCC operation during recent years. In 1936, when the FCC undertook its far-reaching telephone investigation, the appropriation, including the special inquiry fund, aggregated $2,262,000. In 1937, it dropped to about $2,000,000 and in 1938, 1939 and 1940 it was in the neighborhood of $1,800,000. The first year of defense activities, in 1941, boosted the appropriations to approximately $3,465,000. Then in 1942 it jumped to $5,244,000 and the current fiscal year to $7,386,000.

The explanatory statement in the President's budget message pertaining to FCC appropriations follows:

"The estimates submitted for the fiscal year 1944 provide for a continuation of the regulatory work of the Commission at the same level as for 1943 and an expansion in its war activities. For the latter purpose, an increase of approximately 11% is submitted in the estimates. This will make provision for the work of monitoring stations which are operated on a 24-hour basis to insure a continual and effective policing of all radio communications channels and signals. It will also provide for coordination with the War Dept. Interceptor Commands in the silencing of radio stations during air-raid danger and insure prompt return to the air when the danger is over. Other activities affected by the increase are: Listening in on foreign radio transmissions of intelligence and propaganda, thereby guiding counter-propaganda and other necessary actions; and maintenance of an adequate communications service to meet the needs of the Nation, including the formulation of plans for the Board of War Communications."

In the breakdown by projects or functions, the 1944 estimates for the FCC allot $284,207 for regular activities of the engineering department and $3,626,557 for its war activities; the law department's regular functions for 1944 were estimated at $264,008 and for national defense at $292,763; the accounting department's regular activities were estimated at $249,576 and for national defense at $52,589; the administrative department regular functions $470,526 and for national defense $273,387. The Foreign Broadcast Intelligence Service had a 1944 budget estimate of $1,824,704, an increase of about $150,000 over the current appropriation. In the regular functioning of the Commission, the field staff of the engineering department would receive, under the 1944 estimate, $618,402 and the field accounting department $113,281.

Other items in the budget message relating to radio include a State Dept. allotment of $2,089,950 for communications services, as against $1,394,350 in the 1943 fiscal year. Of this aggregate, a figure of $165,600 for radio transmissions in code is allotted, and described as a new communications venture for the State Dept.

A slash of $200,000 in the appropriation for the Anti-Trust Division of the Dept. of Justice is recommended, with a total budget of $1,600,000. This is regarded as of significance, because of pending anti-trust suits instituted by Assistant Attorney General Thurman Arnold, involving the major networks, and also the Associated Press suit, which is believed to involve principles applicable to network broadcasting.

FURNITURE STORES' 11th YEAR

South Carolina Dealer, Making 3500th Talk, Praises Steady Use of Radio Time

C. P. HAMMOND, president of Hammond-Brown-Jennings furniture stores, steady users of radio advertising, delivered his 3,500th talk on WSPA, Spartanburg, S. C., recently, and took time out from his customary fishing commentaries to advise other merchants that radio advertising pays.

Mr. Hammond has been giving informal 15-minute talks on the station for 11 years. In that period he has seen his furniture business grow by leaps and bounds.

In his 3,500th talk, he credited this success to his steady use of radio. "To make radio advertising pay," he said, "an advertiser has to take a program and stick with it. Spasmodic advertising over the radio does not pay," he asserted, adding he had been on the air three to six times weekly for 11 years.

Addressing other merchants, he said, "It will pay you fellows who are doing business in the old way to do it the new way—use radio. I know Hammond-Brown-Jennings has profited by our programs over WSPA."

The furniture store president-commentator is a constant angler, having fished all over the Carolinas, Georgia and Florida. Last year he fished all the way to California. His fishing tales have always been within reason—perhaps because he is a leading Methodist.



Hammond's 3,500th Talk

The program is shaped from notes on the back of envelopes. Mr. Hammond tells not only his own experiences, but fish stories that listeners send in. For commercials—after 3,500 talks—he still depends on informal memos.

JUSTICE RUTLEDGE VERSED IN RADIO

THE SUPREME Court acquires a justice conversant with radio regulatory problems with the appointment last week by President Roosevelt of Associate Justice Wiley Blount Rutledge Jr., of the U. S. Court of Appeals for the District of Columbia, to the nation's highest bench. Justice Rutledge, who fills the seat left vacant by the resignation of James F. Byrnes, Economic Stabilization Director, has served on the lower court since 1939.

The appellate court handles virtually all appeals from decisions of the FCC, and while Justice Rutledge has not written any of the more important opinions pertaining to radio regulation, he nevertheless has participated in practically all of these cases.

Mentioned as possible successor to Justice Rutledge on the circuit court is Thurman Arnold, Assistant Attorney General in charge of anti-trust prosecutions. Mr. Arnold's nomination, however, likely would precipitate considerable Congressional controversy because of his labor views and his aggressive anti-trust policy. Justice Rutledge's confirmation, on the other hand, was regarded as a foregone conclusion.

Only 48, Justice Rutledge was born in Cloverport, Ky., the son of a Baptist preacher. He was dean of the law school of the U of Iowa when named to the lower court and is the first Roosevelt appointment from the west.

Union Buying Time

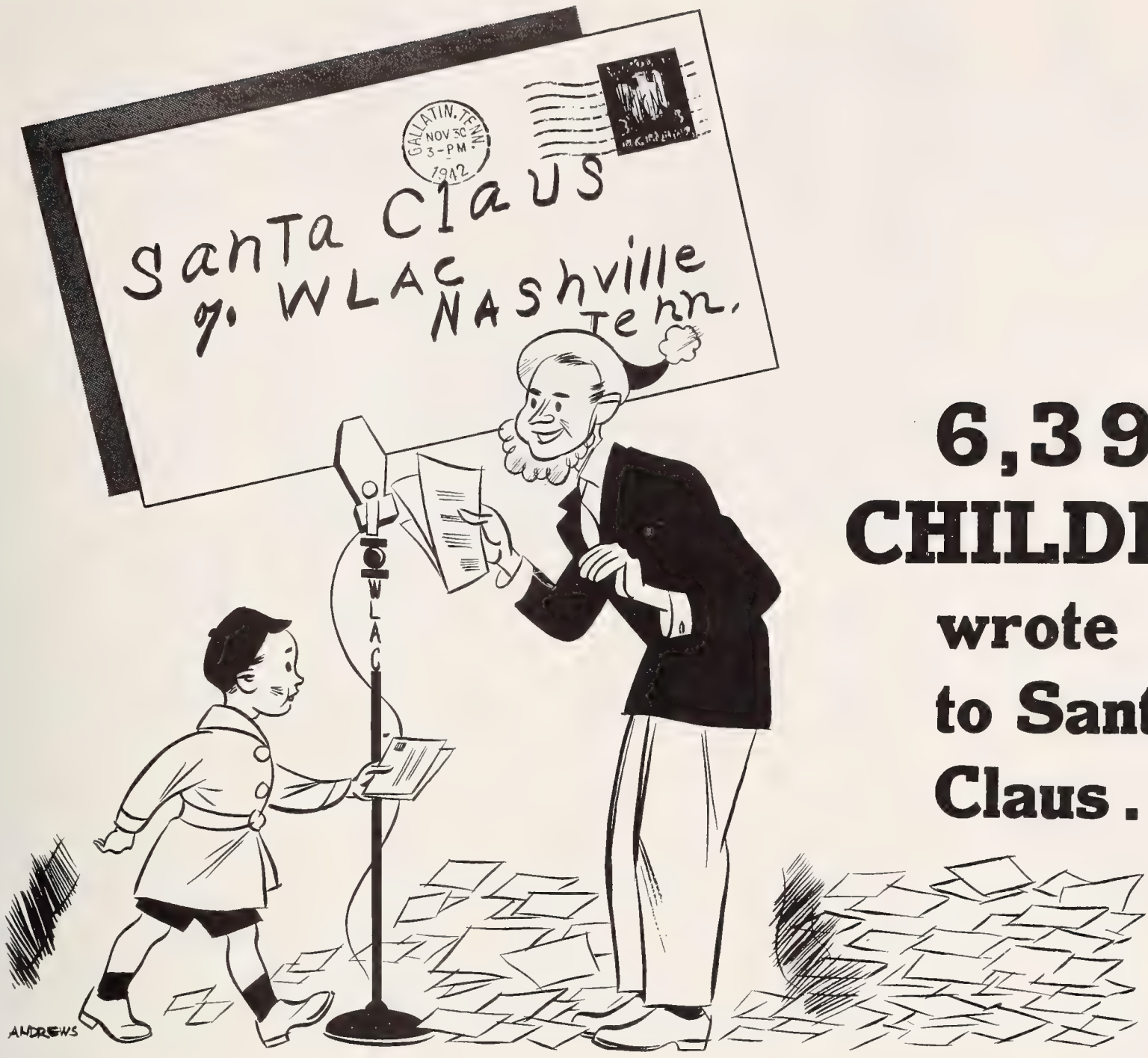
TRANSPORT Workers Union, an affiliate of the CIO, has purchased a weekly program on WLIB, Brooklyn, Sundays, 3-3:15 p.m. to present the case of New York subway workers, for whom it is seeking higher wages. Broadcasts started Jan. 10, with Michael Quill, TWU international president, as speaker. Union officials and representative citizens are to be heard on subsequent programs, for a period of four weeks. Addition of other outlets is contemplated. Walter Wiley Adv., New York, is handling the account.

Stationery Spots

STATIONERS SPECIALTY Co., New York, using radio for the first time, will start a national campaign on 50 to 60 stations later this month on behalf of a servicemen's combination diary and scrap book titled *My Buddy Book*. Five-minute and quarter-hour programs and spot announcements will be used on a varying basis. First stage of the campaign got under way Jan. 11 on New York stations WHN and WJZ, with a schedule of from three to five live announcements weekly. Carl Calman Inc., New York, handles the account.

Cosmetic Latin Spots

MICHEL COSMETICS Inc., Long Island City, N. Y., has started a transcribed quarter-hour musical series, *Romance & Melody* on XEQ, Mexico City, on a twice-weekly basis, and may place the programs on other Latin American stations. Agency is Irwin Vladimir & Co., New York.



6,393 CHILDREN wrote to Santa Claus...

just to hear him read their names over the air!!

SANTA CLAUS...

appeared over WLAC at 4:15 in the afternoon for just 28 days, offering nothing more than an acknowledgement of letters. Children responded with 6,393 mailing pieces.

And, more children heard Kris Kringle in the great Tennessee Valley area than ever before, because THIS time the old gentleman was using the new 50,000-watt transmitter of WLAC.

THAT'S THE TYPE OF RESPONSIVE AUDIENCE NOW TUNING TO THIS STATION !!

WLAC
NASHVILLE, TENN.

• 50,000 WATTS • 1510 ON YOUR DIAL

PAUL H. RAYMER CO.
National Representative

J. T. WARD, OWNER F. C. SOWELL, MGR.

CBS AFFILIATE

OWI V-MAIL DRIVE TO BEGIN JAN. 25

UTILIZING more than 70 commercial and sustaining network programs as well as all independent stations, a three-weeks' campaign for V-Mail will start Jan. 25, the OWI radio bureau disclosed last week.

Commercial and sustaining programs will weave in their own plugs to suit the material of their particular shows, and the local stations will receive three one-minute recorded announcements for use each day during the drive.

Some of the commercial programs to be used are *Lux Radio Theatre, Kate Smith, Eddie Cantor, Amos 'n' Andy, Dinah Shore, One Man's Family, Andre Kostelanetz, Vic & Sade, Backstage Wife, Mayor of the Town, Maxwell House Time, Big Sister, Gracie Fields, Easy Aces, Bill Stern, Jack Benny, Life Can Be Beautiful.*

Backing up the campaign to insure proper distribution within easy reach of the average citizen is the OWI's Merchandising Committee on Army and Navy V-Mail consisting of Stanley L. Wessel, chairman, The Wessel Co.; Craig R. Sheaffer, president, W. A. Sheaffer Pen Co.; T. J. Hargrave, president, Eastman Kodak Co.; W. C. Wittemore, executive secretary, Wholesale Stationers Assn.; W. F. Kittell, F. W. Woolworth; Robert J. Bender, president, Gartner & Bender Inc.; John W. Dargavel, executive secretary, National Assn. of Retail Druggists; Charles P. Garvin, general manager, National Stationery Assn., and Harry Affelder, president, Envelope Mfrs. Assn.

Jack O. Gross Named KFMB General Manager

JACK O. GROSS, former sales manager of KFWB, Hollywood, has been appointed general manager of KFMB, San Diego, Cal., with option to buy subject to FCC approval. Station owner, Worcester Broadcasting Corp., on Jan. 11 applied to the FCC for voluntary transfer of control to the First National Trust & Savings Bank of San Diego, as trustee for the late Warren B. Worcester.

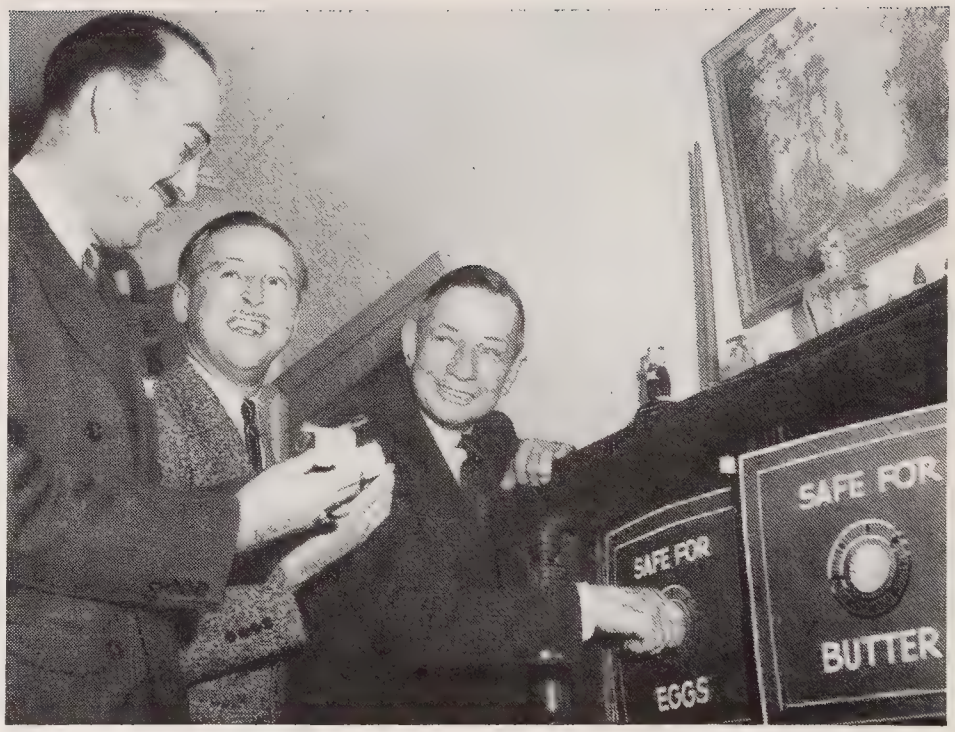


Mr. Gross

In radio more than 20 years as announcer, producer, sales executive and manager, Mr. Gross has been identified with the former KEHE, Los Angeles, Southwestern Broadcasting System and KTBS-KWKH, Shreveport.

Walker Heads WJHP

WALLACE A. WALKER, former chief statistician of MBS in New York and also formerly with C. E. Hooper Inc., New York research firm, has been appointed manager of WJHP, Jacksonville, Fla., succeeding Henry G. Wells, now in the Navy. Mr. Walker was graduated from Yale in 1930 and in 1928 was a member of the national championship fencing team.



FOR SAFE-KEEPING, Hollywood BLUE executives stored this beribboned egg and quarter-pound of butter in improvised larders following Dec. 27 broadcast on the four major networks announcing general rationing. Keepers of the egg and butter are these BLUE western division officials (l to r): Sydney Dorais, auditor; Milton Samuel, publicity director, and Don E. Gilman, vice-president.

Bob Hope Top Comedian, Benny Second In World-Telegram's Annual Radio Poll

FOR THE SECOND consecutive year Bob Hope has been voted favorite comedian, and his show the favorite program, by 120 radio editors of United States and Canada in the 12th annual poll conducted by the *New York World-Telegram.* Jack Benny, winner for eight years up to 1941, again is second comedian. He is third in the "favorite program" group.

Information Please moved to second place in that class, and after Benny, the editors chose Fred Allen, Bing Crosby, New York Philharmonic, Charlie McCarthy and *Lux Radio Theatre.* Favorite quiz show was *Information Please* and top dramatic program was *Lux Radio Theatre.*

Dinah Shore New Star

Outstanding new star is Dinah Shore, followed by Zero Mostel and Red Skelton, last year's winner in that category. Harry James nosed out Guy Lombardo as most popular orchestra, a position Guy has held for 11 years. Bing Crosby again won the vote for male popular singers, while Dinah Shore was favored girl singer.

Best Government show was *The Army Hour* and outstanding broadcast of the year was Cecil Brown's description of the sinking of the *HMS Repulse* and the *Prince of Wales.*

Following is the list of favorite programs which secured 10 or more votes (the number following the name of the star or program represents the total vote after averaging on the basis of three votes for first choice, two for second and one for third):

Favorite Program—Bob Hope 74, Information Please 68, Jack Benny 54, Fred Allen 50, Bing Crosby 48, New York Philharmonic 42, Charlie McCarthy 36, Radio Theatre 34, Fibber McGee & Molly 30, Henry Aldrich 24, Duffy's Tavern 22, NBC Symphony 22.

Comedians—Bob Hope 167, Jack Benny 94, Fred Allen 87, Fibber McGee & Molly 80, Red Skelton 28, Charlie McCarthy 27, Duffy's Tavern 25, Burns and Allen 14.

Quiz Programs—Information Please 197, Take It Or Leave It, 105, Quiz Kids and Truth or Consequences 56, Bob Hawk 41, Dr. I.Q. 29, Double Or Nothing 22, Kay Kyser 19.

Dramatic Programs—Lux Radio Theatre 173, Screen Guild 47, Henry Aldrich 44, Cavalcade of America 34, Inner Sanctum 26, One Man's Family 20, First Nighter 18, Mr. District Attorney 14, March of Time 13.

Juvenile Programs—Let's Pretend 118, Quiz Kids 47, Lone Ranger 39, Jack Armstrong 29, School of the Air 21, Little Blue Playhouse and Henry Aldrich 20, Children's Hour 13, Superman 12.

Popular Orchestras—Harry James 89, Guy Lombardo 69, Tommy Dorsey 47, Fred Waring 43, Sammy Kaye 40, Andre Kostelanetz 32, Kay Kyser 29, Benny Goodman 22, Freddy Martin and Xavier Cugat 19, Jimmy Dorsey and Glen Miller 17, Phil Spitalny 12.

Quarter-Hour Programs—Fred Waring 99, Vic and Sade 43, Walter Winchell 30, News of the World 21, Amos 'n' Andy 16, Easy Aces 15, Lum and Abner 14, Harry James and Dinah Shore 12, Treasury Star Parade 11, Ceiling Unlimited and Here's Morgan 10.

Girl Popular Singers—Dinah Shore 191, Kate Smith 84, Ginny Simms 79, Connie Boswell 33, Frances Langford 25, Mary Martin 23, Helen O'Connell 11.

Male Popular Singers—Bing Crosby 184, Dennis Day 54, Barry Wood 33, Frank Sinatra 29, Lanny Ross and Frank Parker 28, Bob Eberle 26, Frank Munn 11.

New Star—Dinah Shore 50, Zero Mostel 45, Red Skelton 44, Herb Shriner 25, Ed Gardner 20, Victor Borge, Harry James and Ginny Simms 15, Joan Davis and Wilbur Evans 10.

Concert Singers—Lily Pons 77, Nelson Eddy 70, Richard Crooks and Gladys Swarthout 64, Lawrence Tibbett 43, Jan Peerce 32, James Melton 29, Marian Anderson 25, John Charles Thomas 24, Margaret Speaks 22, Conrad Thibaut 12, Vivian della Chiesa 11, Helen Traubel 10.

Symphonic Programs—New York Philharmonic 190, NBC Symphony 160, Kostelanetz Orchestra 46, Philadelphia Symphony 45, Voorhees Orchestra 22, CBS Symphony and Wallenstein's Concert Orchestra 17, Wallenstein's Sinfonietta 16, Cleveland Symphony 14.

Sports Announcers—Bill Stern 236, Ted Husing 122, Red Barber 89, Mel Allen 33, Don Dunphy 21, Stan Lomax 15, Clem McCarthy 11.

Announcers—Milton Cross 115, Ken Carpenter 56, Harry von Zell 55, Don Wilson 45, Martin Block 25, Bill Goodwin 20, David Ross 15, Howard Petrie, Harlow Wilcox, Ken Niles 10.

News Commentators—Raymond Gram Swing 107, H. V. Kaltenborn 59, Lowell Thomas 55, Gabriel Heatter 32, William L. Shirer 31, Fulton Lewis jr. 30, Raymond Clapper 28, Earl Godwin 26, Cecil Brown 22, Edward R. Murrow 19.

Outstanding Broadasts — Cecil Brown on sinkings 50, Roosevelt's war message to Congress 40, The Murder of Lidice 30, Churchill's address to the U. S. Congress 21, Premiere of Shostakovich's Seventh Symphony 20, Bond Night on the Blue, Roosevelt's Speech to the French, Bill of Rights Show, and Willkie's report on world tour 15, and MacArthur's speech from Australia 10.

Best Government Show—The Army Hour.

CHANGE IN DISC RULE

Announcement on War Series May Come at End

ACTING upon recommendations of the Office of War Information, the FCC announced last Tuesday it had granted permission for stations to identify mechanical recordings as such by appropriate announcement either immediately preceding or immediately following the broadcasting of transcribed Government messages of maximum duration of two minutes on war information. Existing regulations require the identification announcement immediately preceding all transcribed broadcasts, irrespective of length, except where incidental music is involved.

The FCC announced the action was taken upon request of OWI on Jan. 6 for permission to make announcement, "This transcribed communication is from the Office of War Information", following one-minute spot transcribed announcements.

The Commission went beyond the OWI suggestion by waiving the rule on war information transcriptions up to two minutes in length and by permitting the announcement before or after, rather than only after rendition, as recommended by OWI.

'Dimes' on Blue

WITH Eddie Cantor as m.c., the annual *March of Dimes,* featuring radio and film name talent, this year will be released exclusively over BLUE stations Jan. 23, 11:15 p.m.—12:15 a.m. (EWT). Preceding President Roosevelt's birthday by one week, the 60-minute benefit broadcast for Warm Springs (Ga.) Foundation will originate from Hollywood. Vick Knight, West Coast manager and producer of the Biow Co. is to handle production. Edgar (Cookie) Fairchild has been assigned musical director. Talent arrangements are through cooperative efforts of Hollywood Victory Committee and Committee for Celebration of the President's Birthday.

Winchell Due Soon

LT. COM. WALTER WINCHELL, on leave of absence in Brazil from his Sunday night program, sponsored on the BLUE by Andrew Jergens Co., Cincinnati, may return to the program by Jan. 24, according to Lennen & Mitchell, New York. His Sunday night 9-9:15 p.m. period has been filled by four commentators.

"...a memorable contribution to the war"—

WNEW can be proud, without boasting, of Variety's Special Award for 1942—a citation for its program memorializing Nazi rape of the Czech town of Lidice.

In making the award, Variety's editors said:

"In producing 'We Refuse To Die', WNEW displayed vision, courage and showmanship of first-rate calibre . . . It was a major undertaking. The original broadcast was aired on October 25th. Subsequently it was heard over the entire world.

"Thus a single station was responsible for telling all the peoples of the world that America noted well the infamy of Lidice. By so doing, WNEW made a memorable contribution to the war."

WNEW expresses its thanks to Variety, and to Madeleine Carroll, Joseph Schildkraut, Erich von Stroheim, Clifton Fadiman, Philip Cohan, and the others who freely gave their services to this broadcast.

If, through "We Refuse To Die," millions of people, or even a handful, came to understand better what the United Nations are fighting for, that is reward in ample measure.

Recent WNEW Awards

1940 *Variety* Showmanship Award.
Billboard Radio Publicity and Exploitation Award.

1941 *Variety* Honorary Award.
Billboard Radio Publicity and Exploitation Award.

1942 *Motion Picture Daily* Special Exploitation Award.

WNEW

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY • 10,000 WATTS DAY AND NIGHT • 1130 KILOCYCLES

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

KGW

PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK

Represented Nationally by
EDWARD PETRY & CO., Inc.

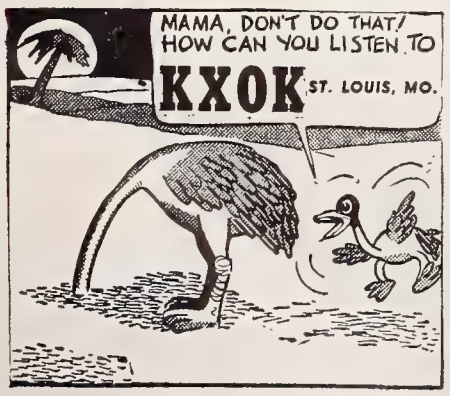
AP

WTHT, Hartford, Conn.

. . . excellent!

Sereno B. Gammell,
News Director.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.



630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

Radio at Peak

(*Continued from page 11*)

talk on "The Seriousness of the War", delivered on July 23, which was scored at 34, is the highest rating the CAB has credited any member of President Roosevelt's cabinet.

The President, the Vice-President, and the Secretary of Agriculture, speaking on a 15-minute program celebrating the ninth anniversary of the Administration's Farm Program, March 9, were heard by 49% of radio set-owners.

The talk, entitled "A visit to the United States Forces in Britain", which Mrs. Roosevelt broadcast Nov. 20 at 9 p.m. over the NBC network upon her return from overseas, yielded a rating of 10.9.

Sports

As usual, the CAB in 1942 reported on many sports events, including 11 boxing matches, numerous baseball games, the All-Star games, and the World Series.

Boxing—11 fights were rated in 1942 as against 17 such events tabulated in 1941. Of these 11 blow-by-blow broadcasts, only one was a championship affair—the Louis-Baer bout broadcast over the Mutual Broadcasting System at 10 p.m. on Jan. 9. This leading fight of the year was tallied at 43.5. The ratings of the 10 other matches ranged from 2.5 to 6.7.

Baseball—Throughout the season, the CAB reported on listening to play-by-play descriptions of both major and minor league games broadcast in CAB cities. The monthly averages of these games were below those of the previous season. The figures for both years are:

	1941	*1942*
May	15.6	13.5
June	14.6	13.9
July	15.1	12.8
August	13.6	12.3
September	15.7	13.1
Season average	15.0	13.2

The All-Star games of 1942, played (and broadcast over Mutual) on July 6 and 7, drew large audiences. The first game, played between the American and National League teams in New York, had a rating of 16.1. On the following evening the game played in Cleveland between the American League and Service Team had a rating of 15.2.

The World Series broadcasts of 1942 reached a mark of 30.1. This rating of the championship battle between the St. Louis Cardinals and the New York Yankees compared favorably in size of audience with previous years. Since 1939 the broadcasts of World Series games have been presented exclusively over the Mutual Broadcasting System. These one-network broadcasts have ranged in rating from 21.3 to 32.8. In 1939 the New York Yankees-Cincinnati Reds series rated 21.3. In 1940 the series between the Cincinnati Reds and the Detroit Tigers rated 25.2. The record for a one-network World Series presentation was made in 1941 when an audience measuring 32.8 was recorded for the five-game contest between the New York Yankees and the Brooklyn Dodgers.

The highest World Series rating ever reported by the CAB was the 1935 Detroit Tigers-Chicago Cubs Series which, broadcast over the Columbia, National, BLUE, and Mutual networks, attained a rating of 35.

VI—Distribution of Sponsored Network Nighttime Programs According to Ratings—December

Rating (% of Set Owners)	*1942* No. of Programs	*1942* % of Total	*1941* No. of Programs	*1941* % of Total
40% and over	4	3.3	0	0
35.0—39.9	0	0	2	1.8
30.0—34.9	5	4.2	3	2.6
25.0—29.9	4	3.3	2	1.8
20.0—24.9	8	6.7	6	5.3
15.0—19.9	15	12.5	14	12.4
10.0—14.9	37	30.8	32	28.3
5.0— 9.9	30	25.0	34	30.1
0.0— 4.9	17	14.2	20	17.7
	120	100.0	113	100.0

Tube Researcher Gets IRE Medal

Dr. William Wilson Honored; Fellowships to Ten

DR. WILLIAM WILSON, retiring as assistant vice-president of Bell Telephone Labs. after 28 years with the Bell System, will be awarded the Institute of Radio Engineers 1943 Medal of Honor at the IRE midwinter conference Jan. 28 in New York. Dr. Wilson, for many years in charge of vacuum tube research and development for the Bell System, is a Fellow of the Institute, which he served for three years as a director.

Ten Fellow awards will be granted by the IRE, as follows: Andrew Alford, head of Air Navigation Labs. of International Telephone & Radio Mfg. Co., New York; Ivan S. Coggeshall, general cable supervisor, Western Union Tel. Co., New York; Capt. Jennings B. Dow, Bureau of Ships, USN, Washington; Lee A. DuBridge, professor of physics and dean of faculty, U of Rochester.

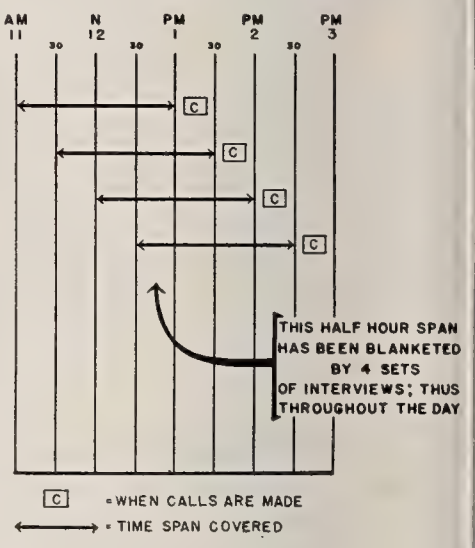
Dr. Peter C. Goldmark, chief engineer, CBS television department; Daviel E. Harnett, chief engineer, Hazeltine Service Corp., Little Neck, N. Y.; Dorman D. Israel, chief engineer, Emerson Radio and Phonograph Corp., New York.

Axel G. Jensen, television research engineer, Bell Telephone Labs., New York; Lt. Col. George F. Metcalf, Office of the Chief Signal Officer, War Dept., Washington, and Dr. Irving Wolff, physicist, RCA Laboratories, Princeton, N. J.

ALL-CANADA Radio Facilities Ltd. has taken Canadian rights to *Hollywood Headliners* and *Look in Your Mirror*, produced by NBC's Radio-Recording division.

CHART VII

CONTINUOUS DAY PART'S OVERLAPPING TECHNIQUE



Nikola Tesla

NIKOLA TESLA, electrical genius and immigrant from Austria-Hungary, died in his sleep Jan. 7 at the Hotel New Yorker, New York City after two years of failing health. Mr. Tesla, who among other things conceived the idea of the rotating magnetic field and invented arc lighting, the Tesla motor, the Tesla coil, and discovered many electrical principles used in radio, had worked to the end, and recently was experimenting in radiation, material streams and emanations. His first invention was made in Budapest in 1881, but since 1884 he has lived in the United States. He was 85.

WTOC stands for we deal with . . .

Wise,
Thoughtful,
Observant
Clients who have their eyes open to Savannah's boom market

$$$ WTOC $$$

Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY



Telephone wire coming up

Here's a bomber-gunner hurrying to load his 50-calibre gun. . . .

In peace, a lot of that copper would have gone into new telephone lines. Now it's needed for shooting and winning the war.

That's why we can't build new lines right now. That's why we're saying —"Please don't place Long Distance calls to war-busy centers unless it's absolutely necessary."

Thanks for all your help and we hope you will keep remembering.

COPYRIGHT ARMY AIR FORCES AID SOCIETY

BELL TELEPHONE SYSTEM

WAR CALLS COME FIRST

What Time Have You?



Do you have time on a major metropolitan station that you assume "covers" the flourishing Quincy area?

If you have time at 8:00 to 8:15 A. M., for example, on the *top ranking* "outside" station, you're actually heard by only 17% as many people as listen to WTAD at that hour. At 12:00 to 12:15 noon—only 24%. At 8:00 to 8:15 P. M.—only 35%!

And at *any* time, outside Quincy proper, 50% *more* people indicate WTAD is their favorite station (over its nearest competitor).

If you have time on any one of 10 "outside" stations, you're paying *something* to "cover" Quincy. Looks like a pretty spotty selling job at whatever the cost, doesn't it? Especially when you *can* have time on WTAD—at *very* moderate rates—and really reach 563,000 listeners who spend more than 130 million dollars annually.

A CBS STATION

1000 Watts, Day and Night

930 Kilocycles

WTAD

QUINCY, ILLINOIS

Represented Nationally by the Katz Agency

Wartime Subjects On CAB Agenda

Annual Convention Feb. 15-17 To Hear NAB Officials

WARTIME SUBJECTS will highlight the ninth annual convention of the Canadian Assn. of Broadcasters, scheduled for Feb. 15-17 at the King Edward hotel, Toronto. It will be the fourth wartime meeting for the CAB.

Preceding the official sessions will be a directors' meeting Feb. 13. A directors' dinner, Feb. 14, will be given Neville Miller, NAB president; Lew Avery, sales director, and Mrs. Dorothy Lewis, coordinator of listener activity of the NAB, Washington.

Avery Leads Sales Talks

At the first closed meeting, scheduled for the morning of Feb. 15, Glen Bannerman, president and general manager, will make his annual report. Standardization of rates also will be discussed. Dr. J. S. Thomson, recently appointed general manager of the Canadian Broadcasting Corp., will speak at a luncheon session that day.

Advertisers, agency executives and CBC officials have been invited to attend an afternoon session at which a preliminary report of the CAB Research committee on "Recommendations for Setting Up an Authoritative Method of Measurement of Coverage and Listener Habits" will be made. Following the report Mr. Avery will lead a roundtable discussion on "Selling the Medium".

War Problems Scheduled

Second day will begin with a breakfast roundtable discussion of "Broadcasting and the Armed Services", with speakers from the Canadian armed forces public relations office. Government officials will discuss manpower, priorities, war finance and the Wartime Prices and Trade Board at a morning session Feb. 16.

Officers will be elected at a closed afternoon conference to be followed by the annual CAB dinner.

Mrs. Lewis is scheduled to lead a discussion on "Interesting to the Listener" at a breakfast session Feb. 17. Both morning and afternoon meetings will be closed, with censorship, public relations, internal relations, transcribed music and general business on the tentative agenda. A joint luncheon for the CAB and Broadcast Sales Club of Toronto is set for the same day.

Waldman Promoted

EMERSON WALDMAN, chief of foreign language and farm programs of the Treasury War Savings Staff, has been appointed assistant chief of the Radio Section. Mr. Waldman came to the Treasury from Steve Hannigan Associates in October, 1941, and had previously been with NBC, Transradio Press and the *Washington Daily News.*

Merchandising & Promotion

Program Buildup—Northwest Discounts—Whipping Sales
Filbert the Flea—Fishing for Time

CBS DEPARTMENT of program promotion, headed by Thomas D. Connolly, has sent envelopes of suggested promotional and publicity material on *Adventures of the Thin Man,* which started on CBS Jan. 8 sponsored by General Foods; *Colonel Stoopnagle's Stooparoos,* which began on CBS Jan. 10, sponsored by Schutter Candy Co., and Harry James, heard since last fall on CBS for Chesterfields and recently voted the best swing band in the *Motion Picture Daily* poll, to stations broadcasting these programs for their use in building up local audiences.

* * *

Northwest Discounts

STRESSING discounts over and above the frequency discounts, when advertisers buy two or all three of the markets of the Pacific Northwest group of stations, a new booklet is being sent to prospective advertisers. Daytime and nighttime coverage market data and listener capacity are listed for KXL, Portland, Ore., KFPY, Spokane, Wash., and three stations of the Z net, Montana—KGIR, Butte, KRBM, Bozeman, and KFPA, Helena.

* * *

Whipping Sales

"TO WHIP the Axis, buy War Bonds and Stamps . . . to whip low sales, hire WIBW", reads the Topeka, Kan., station's latest promotion gift to prospective advertisers. Encased in a long red box is an attractive whip of vari-colored woven silk thread. Pasted on the accompanying card containing the sales message is a War Stamp. Carter-Owens Adv. Agency, Kansas City, originated the idea.

* * *

Radio's Part

LAUDING radio's part in civilian defense, in the War Bond campaign, in farm programs, in building morale, and in all phases of the war effort on all fronts, officials of the Government and private industry pay tribute to the industry in five full-page advertisements which appeared in the *Baltimore News-Post* recently. The The first of a series, the ads quote leading Federal officials.

* * *

Dedicating Bonds

DEDICATION of War Bonds to individual boys in the armed forces is a feature of the War Bond and Stamps campaign of KWTO, Springfield, Mo. For every Bond purchased at their studios, the stations makes a spot announcement of the boy in whose honor the Bond was purchased, also writes to him about it.

* * *

Rambling for Radio Fans

PERSONALITIES and programs of WTAG, Worcester, and networks are discussed for radio fans in a new column, "Radio Ramblings", in the *Worcester Telegram,* WTAG's affiliated newspaper. Author is Paul Larkin, for 10 years on the paper's editorial staff.

Plugs Radio

A DISTINCTIVE advertising layout was employed by WCAU, Philadelphia, on the last day of the old year. A complete page was taken in the three major Philadelphia dailies to present a boxed message, six inches wide by four inches deep, entirely surrounded by white space. In its copy, WCAU commended all the broadcasting stations in Philadelphia and throughout the country as well for the role they played in the war effort in 1942, and prophesied that the greater job to be done in 1943 would be similarly accomplished. The full-page ads, combining a dignified institutional message with showmanship, were placed in the *Inquirer, Bulletin* and *Record,* with which WCAU enjoys a space-for-time swap arrangement.

* * *

Scrappy Mascot

FILBERT THE FLEA, the scrappy mascot who stings sluggish citizens into active defense work, is a patriotic creation of "Skipper" Dawes, education director of WFIL, Philadelphia, aired on the station's *Quaker City Scrappers* program for school children. The mascot will be featured in a cartoon on a "Scrappers Score Card", sent by WFIL to 500 schools in the Philadelphia area to provide a pictorial means of recording the patriotic activities of the boys and girls in the school's classes.

* * *

Angling for Advertisers

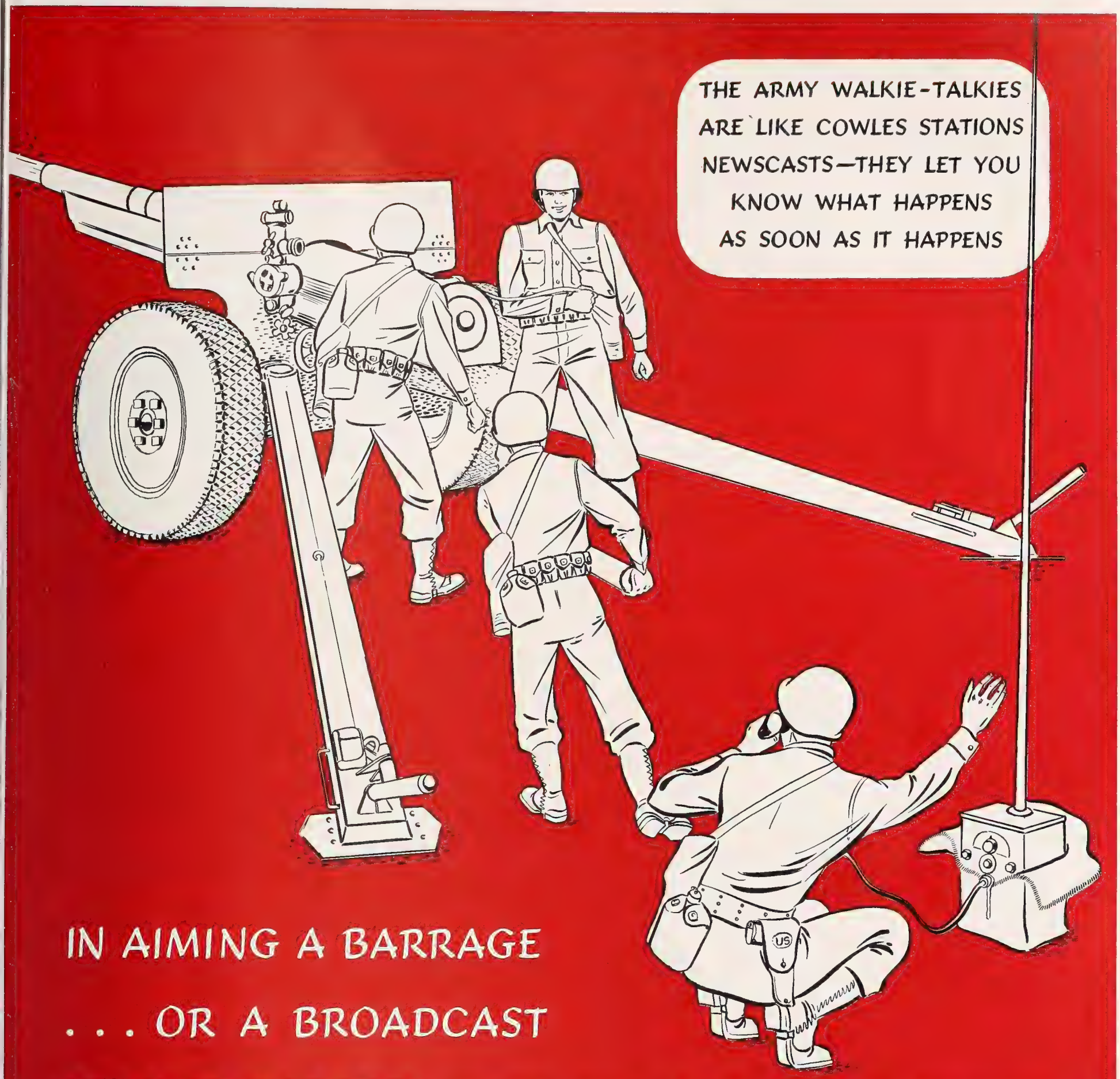
FISHERMAN'S CALENDAR for 1943 has been published by WBIG, Greensboro, N. C., with day-to-day instructions telling the best days to fish. In the center of the calendar WBIG tells advertisers that they're out for a "big catch", angling for their trade.

* * *

WOR-Paper Tie-in

IN A PROMOTIONAL tie-in on a time for space basis, with the *New York Herald-Tribune,* WOR, New York, has turned over the 6:45-7 p.m. period, Sunday, to news commentaries by Richard L. Tobin, a member of the Tribune staff. Broadcasts started Jan. 10.





IN AIMING A BARRAGE

. . . OR A BROADCAST

TEAMWORK GETS THE JOB DONE BETTER

THE COWLES STATIONS

AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE

GEARED FOR RESULTS

WMT	KRNT	KSO	WNAX
CEDAR RAPIDS WATERLOO	DES MOINES	DES MOINES	SIOUX CITY YANKTON

REPRESENTED BY THE KATZ AGENCY

BROADCASTING
and
Broadcast Advertising

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SOL TAISHOFF, Editor

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And Advertising Offices
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Telephone—MEtropolitan 1022

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J. FRANK BEATTY, Managing Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN

WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

Subscription Price: $5.00 per year—15c a copy • Copyright, 1942, by Broadcasting Publications, Inc.

Caesar's Lament

FOR TWO DAYS last week Little Jimmy Petrillo shadow-boxed with the Senate Interstate Commerce Subcommittee on his recording ban and refused to be pinned down on precisely what he wanted. "More work" was his answer —a sort of broken record repetition.

But Jimmy did reveal what he would like to have during his testimony and in his dealings with glittering generalities. He would like to have legislation, he said, whereby AFM would be placed in the position of ASCAP and receive royalties for each record and transcription made. Nice stuff, if you can get it. So would every other organization and manufacturer who in any wise supplies part of radio's raw materials. All Jimmy wants is a property right in radio.

Petrillo didn't make a bad showing. He flouted his authority. Though he deprecated the "czar" title which he alleged is used by the NAB in its "smear" campaign, he brandished his power at every turn. He even said that he would "grant" the request of the President of the United States if, after he had reviewed the facts, Mr. Roosevelt should ask that the recording ban be lifted. We understand why AFM elected him president, for Jimmy acquitted himself well, considering the jam he was in.

AFM hasn't made known its demands because those President Petrillo has in mind wouldn't bear Congressional scrutiny. He would like to get that property right, a la ASCAP, but he knows the Supreme Court has already held the performing artist has no such right. The truth is that radio has made the musicians—not the reverse—and Jimmy almost admitted it.

What AFM really wants, we believe, is a deal with the transcription companies whereby they won't deliver discs or library services to stations that do not hire staff orchestras. He wants a recorded music counterpart of the "squeeze" he has been able to apply to the networks when their affiliates do not hew to the line and retain fixed quotas of musicians (whether they perform or not) with the quotas fixed by AFM. He talked blandly about "secondary boycott" threats by Trust-Buster Thurman Arnold. We imagine AFM knows well that open negotiations of the character proposed would fly in the face of the statutes. Hence, no disclosure.

Chairman Clark of the Senate subcommittee finally drew from Petrillo the commitment that he would get his executive board to draw up a "program" of demands which it desires met before the recording ban is lifted. That was a master stroke. We feel confident Mr. Petrillo won't come forward with the kind of squeeze-play he had in mind when he slammed the door last Aug. 1.

Meanwhile the ban is still on, despite the assertion in high places that the wartime morale is being adversely affected. Petrillo says he'll withdraw it only if the President so requests. It may come to that.

Funny Money

SOME SURPRISE may be occasioned by the fact that the FCC appropriation has increased some 400% since 1940. A slight lifting of the eyebrows may greet the disclosure that it seeks about $700,000 additional, or a new high figure of eight-million-odd for the new fiscal year 1944, which begins next June.

But there's one figure in the President's budget message to Congress last week that we just can't fathom. It's an item of $2,000,000 for the "nonwar" or regular activities of the FCC —equal to the amount it required last year or any year since 1937. This in the face of the announced intention, both of the administration and of Congress, to cut nonwar activities to the bone.

Normal operations of the FCC, since the war's advent, have been curtailed probably to as great a degree as those of any other independent agency. There are no new station grants, requiring investigations. There aren't even modifications of licenses which might entail hearings. Routine broadcast traffic has been slowed to a walk by the freeze orders. Television and FM are on ice. There are no costly inquiries into newspaper ownership, multiple ownership, "sudden death" network regulations, or anything of that nature.

Then how can the Commission justify the same overhead, personnel and staff for purely normal functions? In 1936, when the FCC conducted its broad investigation into the telephone industry and retained a special staff for the purpose, it required an appropriation of only $2,262,000. The next year it dropped to $2,067,000; then $1,840,000, and it hovered around that figure until 1941 when it received $4,465,000, covering the first year of defense activity. In 1942 it jumped to $5,244,000, and for the current 1943 fiscal year to $7,386,000. And now the proposed 1944 figure is $8,089,000.

Justification for the FCC's national defense fund, which accounts for two-thirds of the estimates, is difficult in these times. The Independent Offices Subcommittee of the House Appropriations Committee held preliminary hearings on the FCC appropriations last week. It had already served notice that it would inquire deeply into all estimates and essay to appraise the need for the national defense budgets of all agencies.

It has been suggested that agencies like the FCC, for the war's duration, should be curtailed to skeleton operations, with reduced personnel and staffs all down the line. Most of the FCC's functions these days are dictated by the Board of War Communications. And in some quarters, we hear, activities of BWC are regarded as impinging on functions of the military arms.

We don't profess to know the answers on the defense activities. To us it seems, overall, a creditable job has been done. But we can't reconcile a full peacetime appropriation for the normal work of the FCC when its operations probably do not exceed 25% of the prewar work load.

Senseless Harping

STILL INDULGING in "why-don't-you-play-with-me, I've got-a-better-ball" childish tactics, a few newspapers are wont to harp on the "job radio didn't do" for advertisers and in covering the news during the New York deliverymen's strike.

Referring to the strike which deprived New Yorkers of daily newspapers for three days in the week ended Dec. 19, the *Chicago Daily News* commented [BROADCASTING, Jan. 11]: "Radio didn't do the job. Wartime prosperity didn't do it. The enviable and deserved reputations of famous stores didn't do it. The slump came, as every newspaperman knew it would come, and New York's Christmas was curtailed.

The *Chicago Daily News* and a few other publications failed in their first duty to their readers—that of reporting the facts. Federal Reserve Bank figures of department store volume in New York City during the week ended December 19 shows a 4% increase over the corresponding week of the previous year. More than that, the figures show that sales were higher than in any other week since the Weekly Federal Reserve Index was begun. Those figures were available to the newspapers which attempted to criticize radio because a few advertisers, deprived of newspapers, bought radio time.

Comment that "the enviable and deserved reputations of famous stores didn't do it" is an indictment of the daily newspaper as an advertising medium, yet nobody will deny that for years newspapers have done an admirable job for their clients. It's childish to infer that New Yorkers, because they were without newspapers for three days, had forgotten such stores as Saks Fifth Avenue, Macy's, Bloomingdale's and others.

Those criticisms of radio really were a blow below the belt. New York radio stations did not go after extra business during the strike. In fact, most of them had to turn down advertisers who wanted time. Furthermore, several broadcasters canceled established commercial programs to cooperate with New York's dailies by broadcasting local news.

We Pay Our Respects To —



JAMES ROBERT DOSS Jr.

FRIENDS by the score in every State of the Union. That's what those who know him say about James Robert Doss Jr., genial operator-owner of WJRD, Tuscaloosa, Ala.

To prove it they'll tell you that for years Jimmy's favorite greeting on the street is "Morning, Friend" or "Afternoon, Friend". It makes no difference whether Jimmy Doss knows a man or not—the other fellow always is addressed as "friend".

That cheery, friendly manner, plus astute business judgment, has made Mr. Doss one of the South's best-known broadcasters. Since Oct. 6, 1936, when WJRD was opened, it has grown to be one of the most popular stations in the South, for in its programming is reflected the cheery, happy characteristics of its owner.

Jimmy Doss wasn't always a broadcaster but he has been successful in all his business ventures.

Soon after his birth in Rome, Ga., in 1900 Jimmy moved with his parents to Decatur, Ala. He attended elementary schools in Decatur and was graduated from the Decatur High School in 1915. Then followed four years at Mrs. Lettingham's Private School where he earned the nickname "Rabbit". As an athlete he outdistanced many a fast runner in track events.

Upon his graduation in 1917 he dabbled a bit in real estate on the West Coast. In 1921 he went to Hollywood and became a producer and director for the Federal Picture Corp.

Jimmy Doss became interested in radio in its early stages and 1928 found him bidding adieu to the motion picture business for the new field. He became territory supervisor for the Grigsby-Grunow Co., manufacturers of the Majestic radio, covering the panhandle of Texas, Oklahoma, Arkansas, Tennessee, Ohio, Kentucky, Mississippi and Louisiana.

Two years later Mr. Doss returned to the town of his youth to open a candy manufacturing business in Decatur. Buying time to sell his wares, he realized the value of radio advertising as his "Jimmy's Sauerkraut Candy" became famous throughout the Southeast.

With radio the powerful medium of advertising that he found it to be, Mr. Doss decided to go into the business himself. In June, 1935, he and his brother, J. L. Doss, opened WMFO, Decatur.

Not satisfied with the job he was doing with WMFO, Mr. Doss set out to expand, and on Oct. 6, 1936, came the fullfilment of his dream when WJRD, Tuscaloosa, went on the air. There his brother again was a business partner, an association that continued until just the past year when J. L. Doss opened WJLD in Bessemer, Ala.

On Sept. 12, 1939, Mr. Doss sold WFMO to the Tennessee Valley Broadcasting Co., of which the Mutual Savings and Life Ins. Co. was a large stockholder. The call letters were changed to WMSL.

Jimmy Doss is a bachelor, devoted to his parents who still live in Decatur. His chief hobby is traveling, but for the duration he has curtailed that desire. He likes golf and horseback riding, plays tennis and is a devotee of motor boating, although that hobby, too, has been shelved for the time being.

He is an Elk and a member of the Tuscaloosa Chamber of Commerce. His interest in civic affairs and charities has been exemplified in his liberal contributions, both in radio time and finances.

Abert Named

DONALD B. ABERT, former manager of WTMJ, Milwaukee, has been named business manager of the *Milwaukee Journal*, with the promotion of Irwin Maier to publisher. Mr. Maier succeeds Leonard L. Bowyer, who died Dec. 19. Mr. Abert has been assistant business manager of the *Journal*, which operated WTMJ, since September, 1940.

Personal NOTES

LT. E. P. H. JAMES, former sales promotion manager of NBC and later publicity manager of the BLUE, who joined the Army Air Forces last spring and trained at Miami Beach, is to be married Jan. 23 at Harrisburg, Pa. The bride is to be Laura Wyatt-Brown, daughter of the Episcopal Bishop of Harrisburg.

D. E. (Plug) KENDRICK, operator of WINN, Louisville, is recuperating from an operation which he underwent Dec. 26. He has been ill for several months.

MARK WOODS, president of BLUE, has been named chairman of the public service division of the businessmen's committee for the 1943 finance campaign of the Boy Scout Foundation of Greater New York. Among those who will be serving in Woods' division will be: Frank White, CBS treasurer, for radio broadcasting, and James C. Petrillo, president of the American Federation of Musicians, for musicians.

COLBY M. CHESTER, chairman of the board of General Foods Corp., New York, and chairman of the 1943 on Jan. 14 made a special radio ap- Red Cross War Fund of New York, peal on behalf of the organization's current drive during the intermisson of the Ranger hockey broadcast on WHN, New York.

JOHN COWLES, president of the *Minneapolis Star-Journal and Tribune*, and brother of Gardner Cowles Jr., assistant director of the OWI, has taken a leave of absence from the newspapers to become special assistant to Edward W. Stettinius Jr., Administrator of Lend-Lease in Washington. John Thompson, publisher, will be in charge of the newspapers during Mr. Cowles' absence.

WALLACE BOONE, assistant manager of the auditing department of NBC Hollywood, has been inducted into the Army.

PAUL FORCHHEIMER, formerly manager of KNOW, Austin, Tex., and now a second lieutenant in the Army Air Forces, is stationed at Williams Field, Ariz. as assistant public relations officer for the Advanced Flying School.

GEORGE ROESLER, formerly of the Chicago sales staff of Edward G. Foreman Co., has joined the national sales department of WAAF, Chicago. Howard Dunnevan, program director of WJOB, Hammond, Ind., has joined WAAF as war program director.

ALMA F. GRAEF has been appointed assistant to Sidney J. Flamm, vice-president in charge of sales of WPAT, Paterson, N. J., and will also handle publicity from the New York offices. Miss Graef entered radio in 1931 as secretary to A. C. Cormier, at that time general manager of WOR, resigning in 1935 to join WMCA as assistant to the general manager.

CHARLES W. MITCHELL, of the sales staff of the Branham Co., New York, has been elected a vice-president of the radio and newspaper representative firm.

IRWIN STEINGUT, chairman of the New York State Assembly, a post he has held since 1931.

JOHN A. TAPPIN has been appointed manager of the WLW grocer relations department, succeeding W. H. Oldham Jr., who has joined the Navy.

NAT WOLFF, deputy chief of the radio division, OWI, has returned to Hollywood after two months in New York where he set up OWI offices.

Mygatt, Howard to CBS

GERALD MYGATT, a former editor of *This Week*, and of *Liberty* magazine, and Ella Howard, previously promotion manager of *House and Garden* and *Glamour* have joined the sales promotion department of CBS. Mygatt, author of a novel, two movies and a number of short stories, was at one time copy chief of Calkins & Holden Inc., New York, and has served as associate editor of *The Philadelphia Inquirer*, as managing editor of *Cosmopolitan* magazine, and as sales promotion manager of *Good Housekeeping*. Miss Howard, who will assist Louis Hausman, CBS supervisor of presentations, has served as assistant advertising manager of a Seattle department store, and as advertising manager of several Oregon papers.

BEHIND the MIKE

LT. MONTE A. KLEBAN, former production manager of WOAI, San Antonio, is now head of the radio department of the public relations office, Camp Campbell, Ky. Lt. Kleban enlisted last April and quickly found himself promoted to officers' training at Fort Benning, Ga., from which he graduated to his present post.

BILL WINSETT and Denny McClain of the announcing staff of WTJS, Jackson, Tenn., have been inducted into the Army. Leslie Brooks, program director, has been commissioned an ensign in the Navy. H. L. Branson, Jackson, new to radio, has joined the announcing staff. James Blaine has returned to the announcing staff from WRAL, Raleigh.

LINDA DARLING, wife of Bob Knox, chief announcer of WRAW, Reading, is recovering from an operation.

JEPSON LUNDQUIST has joined the announcing staff of KGVO, Missoula, Mont., replacing Bill Strothman, who shifted to news editor, replacing Rod Belcher, now in the Army.

MILDRED GREGERSON, has been appointed publicity director of WDAY, Fargo. Don King, George Dale and Lester Sackett have joined the announcing staff.

JANICE SCHWENSEN has been named to replace Virginia Mikulak, resigned, of the continuity department of KGO, San Francisco.

ROSEMARY BOLLES, new to radio, has joined the continuity department of WHEB, Portsmouth, N. H., taking over the duties of Julia Hill, now in the bookkeeping department. Brenda Caswell, also new to radio, has been added to the sales division, and Mrs. Edward Violet replaces Mona Nason in the business office.

MEL ALLEN, sportscaster of WABC, New York, has changed his legal name from Melvin Israel, to Mel Allen, a name he has used for the past five years.

GORDON BURWASH, Canadian Broadcasting Corp. scriptwriter and actor, is now a sub-lieutenant in the Royal Canadian Navy, attached to the information branch, and is assigned to broadcast work.

ROSS MULHOLLAND, announcer of WCAU, Philadelphia, is the father of a boy.

Always Popular
Now More
POWERFUL

The Voice of Baltimore

NOW
5,000 WATTS
DAY & NIGHT
600 KC

The Only Columbia Station in Maryland

★

Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

ERIC F. LUND, former director of WLVA, Lynchburg, Va., is training in the Army military police. Claude Taylor is now program director. Lt. Bill Loren, former WLVA music director and announcer, has received his wings in the paratroops.

JIM YOUNG, formerly of WTMA, Charleston, S. C., and other Southern stations, has joined the announcing staff of WWDC, Washington, in connection with special features.

JACQUELYN KEESE, formerly of WMAL, Washington, WATL, Atlanta, and WTMA, Charleston, S. C., has joined the staff of WWDC, Washington, as coordinator of programs.

ROBERT ERHMAN, production manager of WJSV, Washington, Jan. 18 will join the radio section at national headquarters of the American Red Cross, Washington.

KENNETH JOSEPH, formerly of the announcing staff of WOLF, Syracuse, has joined WLIB, Brooklyn, in a similar capacity.

ROBERT McFADDEN of the NBC research department on Jan. 12 became the father of a boy.

BILL CARTY, former announcer of WIP, Philadelphia, reported for duty Dec. 31 as an ensign in the Navy. William Banks and Charles Kaplan are celebrating their tenth year on the station as announcers.

THURSTON HOLMES has left the announcing staff of WCAU, Philadelphia, to join WPEN, Philadelphia, in a similar capacity.

GEORGE W. CRAWFORD Jr., Conrad G. Smith, John P. Hendricks and Arthur S. White have joined the guide staff of NBC-Chicago.

BOB ROBERTS has left WPEN, Philadelphia, to join KYW, that city, as announcer. Since the KYW announcing staff already has a Peter Roberts, he will be known as Robert Warren.

MARION BASEL, formerly announcer at Radio City Music Hall, has joined WLIB, Brooklyn.

CARL POST, formerly of Davis-Lieber, Inc., New York, has joined David Alber Associates, New York, also a publicity firm. Isobel Frary, formerly of Lennen & Mitchell Inc., New York, replaces Post on the Davis-Lieber staff.

ZAN DIAMOND, previously associated with J. G. Proctor Co., New York, has formed an advertising and publicity agency under his own name at 527 Fifth Avenue, New York.

JACK WILLIAMS, transcription librarian of WBT, has been commissioned a second lieutenant in the Army Air Forces and is stationed at Victorville, Cal.

Plants...Payrolls...People

3 New Shipyards and other war industries have brought over 25,000 skilled and highly paid workers to Savannah.

NBC
BLUE, TOO

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

Harmon Flies On

LT. TOM HARMON, former Michigan football star, who became a sports announcer of WXYZ, Detroit, has not forsaken sportscasts altogether even though his present job is flying bombers for Uncle Sam at the Army Air Base at Greenville, S. C. During the season just ended he made frequent broadcasts on WFBC, Greenville giving predictions and comments on outstanding games.

MARJORIE MORROW has resigned as casting director of CBS, effective Feb. 5 to join the Eastern office of Warner Bros., movie firm, as associate director. Millicent Holloway and Ruth Norman, of the casting division, will take over her duties at CBS.

PETER HARKINS, manager of the Kibitzers, Toby David and Larry Marno, whose early morning program was heard on WMAL, Washington, will act as the Kibitzers' writer, production man and personal manager for their program on BLUE, originating from WJZ, New York.

MARJORIE JORDAN, Brantford, Ont., former freelance scriptwriter for the Canadian Broadcasting Corp., is now stationed at the Women's Royal Canadian Naval Service headquarters, Ottawa, and recently took part in her WREN uniform in the *Comrades at Arms* weekly CBC network feature.

HOWARD HARRIS, Hollywood writer on the NBC Abbott & Costello Show, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has resigned to accept a similar assignment on the weekly Bob Burns Show, sponsored by Lever Bros. Co. (Lifebuoy), on that network.

WILLIAM PARKER, Los Angeles news analyst, and Ellamae Collette, of of that city, were married in Las Vegas Jan. 9.

LEONARD DAVIDSON, statistician of Keystone Broadcasting System, Chicago, is the father of a daughter born Jan. 6.

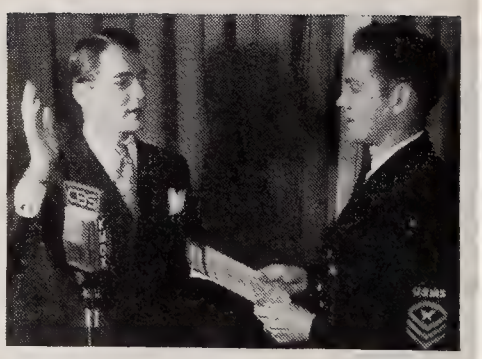
PAUL GROVES, staff vocalist of WJJD, Chicago, is the father of a girl born Jan. 1.

OWEN BABBE, formerly announcer of KMPC, Beverly Hills, Cal., recently joined KFWB, Hollywood, in a similar capacity. Other announcers added to the KFWB staff include Dave Ormont, Bentley Morris, Dick Garton, Joe Yocam, Terry O'Sullivan.

JACK O'CONNOR, announcer of WRBL, Columbus, Ga., on Jan. 3 married Amie Butler, also of Columbus.

The Northwest's Best Broadcasting Buy

WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.



OATH IS TAKEN by Johnny Jacobs, announcer of KMOX, St. Louis, for Merchant Marine service, from Chief Petty Officer Manuel Snipes, Maritime recruiting officer in St. Louis. Jacobs is the 28th KMOX employe to enter the armed services.

CHARLES S. MONROE, of the CBS program writing department, married Gwynedd Owen, consultant at the Junior League Dec. 31.

HENRY BRAINERD, music rights department of NBC Hollywood, has joined the Coast Guard.

PENNY SINGLETON, who portrayed title role in the weekly CBS *Blondie* program, sponsored last season by R. J. Reynolds Tobacco Co. (Camel cigarettes), returns to the cast Feb. 1.

LT. HOWARD FINCH, formerly production manager of WJIM, Lansing, Mich., and now in the Army Air Forces, has been promoted to public relations officer of Kirtland Field Advanced Flying School, Albuquerque, N. M.

FRANK WELTMER, continuity editor of KOY, Phoenix, has resigned to join KTMS, Santa Barbara, Cal. His duties have been taken over by Paul Charles Benard, in charge of dramatics at KOY.

ROBERT J. McANDREWS, formerly western division sales promotion manager of NBC Hollywood, and now at West Coast Air Forces Training Center, Santa Ana, Cal., has been promoted to first lieutenant.

ART YOEMAN, formerly with various Hollywood film studios, has joined the research staff of Foote, Cone & Belding, that city, to gather material for the weekly CBS *Ceiling Unlimited*, sponsored by Lockheed and Vega Aircraft Corps.

CARROLL H. MARTS has been named assistant to Miles E. Lamphiear, MBS auditor, replacing Frank J. Dvorak in the network's Chicago headquarters.

R. A. LIMBERG, field engineer of NBC Chicago, has joined the Army Signal Corps. N. J. William and C. McDonald Jr., also of NBC Chicago, have joined the Navy Air Corps.

JOHN CARLSON, of the publicity staff of WBBM, Chicago, has been inducted into the Army.

MAURICE CONDON, sales promotion manager of WGAR, Cleveland, reported for Army duty Jan. 11.

EVERY TELEGRAM'S A RUSH TELEGRAM AT
Postal Telegraph
CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

PHILIP J. O'FARRELL, formerly with WCAP, Asbury Park, N. J., has joined WPAT, Paterson, N. J., as announcer, replacing Bernard Gaylor, who resigned to enter military service.

TOM BENSON, announcer of CKY, Winnipeg, is the father of a boy.

CHARLES EDWARD (Chuck) BARNHART, former head of the continuity staff of WMBD, Peoria, has been appointed director of the continuity department of KMOX, St. Louis, replacing Lloyd Clay, now with the FBI.

ROBERT E. LARRABURE has been appointed war program manager of WCOA, Pensacola, and will have charge of governmental agency announcements and programs concerning the war effort.

HARRY KOPLAN, former associate in the Sue Carol Agency (radio and motion picture talent), has joined the announcing staff of KHUB, Monterey.

JIMMY JAMES, former sports editor of WPDQ, Jacksonville, Fla., has joined the Army Air Forces, and is in training at the Flight Training School, Nashville, Tenn.

MAX HUTTO, former producer of NBC Hollywood, was graduated Jan. 6 as flight officer from Army Air Forces Advanced Flying School at Stuttgart, Ark.

TRAV CABANNIS has joined the announcing staff of WOAI, San Antonio, and will also handle news editing.

MERRILL MAEL, former announcer of KEVR and KOL, Seattle, has joined the announcing staff of KOMO-KJR, Seattle.

LEW WALKER, formerly associated with Federal Transcribed Programs, New York, WCNW, and WBYN, Brooklyn and KYW, Philadelphia, has joined the staff of WCOP, Boston, as program director.

CARTER WAYNE, formerly of WPIC, Sharon, Pa., has joined the announcing staff of WFDF, Flint.

JANE BURKHALTER, ballet dancer, and Don Meeks, formerly of WPIC, Sharon, Pa., have joined the announcing staff of WWVA, Wheeling, W. Va.

JOHN VERSTREATE, rewrite man in newsroom of KSTP, St. Paul, has been promoted to news editor. Del Franklin, from KDAL, Duluth, has joined the announcing staff of KSTP.

MARTHA SMITH, control operator of WCSC, Charleston, S. C., was star interview materal for Lt. Dorothy Cooper, South Carolina WAAC recruiting officer, who broadcast a recruiting program the day Mrs. Smith left for Fort Des Moines, having already been sworn into the WAACs.

NORVIN C. DUNCAN Jr., former program director of WFBC, Greenville, S. C., has been inducted into the Army and assigned to the public relations office of Army Air Base at Greenville, S. C.

BOB BOUCHIER, formerly of KOBH, Rapid City, S. D., has joined the announcing staff of WLOL, Minneapolis.

JOE MULVIHILL, announcer of WCAE, Pittsburgh, on Feb. 27 will marry Anne McCormick.

NELSON GRIGGS, announcer of WGY, Schenectady, recently began training as a transport pilot at the Civilian Pilot Training Center at Vermont U.

HILLIARD GATES, sports announcer of WOWO-WGL, Fort Wayne, Ind., has been inducted into the Army.

ROBERT M. FLANIGAN, formerly of the Chicago staff of NBC Spot Sales has joined the Army and is stationed at Camp Wallace, Texas.

PATRICIA KELLEY, *Camel Caravan* publicist, joined the CBS publicity department last week. Miss Kelley has worked as feature writer for the *Chicago Daily Times*, and as a reporter on the *New York Mirror*.

TOM ARMSTRONG, publicity director of WTRY, Troy, recently became the father of a daughter.

MELVIN JASS, formerly of KUTA, Salt Lake City, has joined KLO, Ogden, Utah, as announcer at KLO's Salt Lake City studio, and Bill Carpenter of Rochester, N. Y., has joined KLO as announcer at Ogden.

JOHN LYNCH, former news editor of WDAY, Fargo, has joined the staff of United Press in Chicago. Mercedes Gilbreath, formerly of the Dickinson Press, and Gerald Seaman have joined the news staff of WDAY.

WALTER S. ZAHRT, sales promotion and merchandising manager of WOAI, San Antonio, has been elected president of San Antonio's Advertising Club.

ARDEN E. SWISHER, merchandising manager of WNAX, Sioux City-Yankton, has been commissioned an ensign in the Navy.



SIMILARITY BETWEEN Dudley Field Malone and Winston Churchill, as apparent in this picture published in BROADCASTING, Aug. 3, 1942, has led Mr. Malone to the role of the man he resembles in the forthcoming picturization of *Mission to Moscow*, popular seller authored by Joseph E. Davies, former ambassador to Moscow.

KWK Newsman Captured

ED KALBFLEISCH, former assistant news editor of KWK, St. Louis, is a prisoner of war, captured by the Japanese in the Philippine Islands, according to official notice received from the War Dept. by his parents. Kalbfleisch, a member of a coast artillery unit, had been sent to the islands shortly before the war began.

HAL MOORE, organist and musical director of WSPA, Spartanburg, S. C., has been inducted into the Army and is stationed at Fort Jackson, S. C.

TOM MOORE, former announcer of WIBG, Philadelphia, now a lieutenant in the Army Air Forces, recently married Dolores Mellberg, daughter of Capt. Carl E. Mellberg, chaplain of the 34th Bombardier Group.

IRVING FOGEL, formerly transcription producer of Hollywood, and now with the Army Special Services Division has been promoted from captain to major.



IT DOESN'T GO POP!

The mighty voice of WOAI roars forth over a clear channel, blasting Central and South Texas with the full force of 50,000 watts. There's no wasted ammunition here!

In San Antonio, WOAI has a greater audience---morning, afternoon and night---than the four other stations combined, as shown by the latest C. E. Hooper Station Listening Index.

Because the same outstanding listener preference extends throughout this big and prosperous Texas market, advertisers use WOAI in the certain knowledge that they will receive "big-gun" coverage.

50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

WAVE DOESN'T PLAY TO WIN (Ky.)!

WAVE's signal probably doesn't reach the 200 or so miles to Win (Ky.)—but you're not missing much by our inability to cover this tiny town or any others like it, in these parts. Because WAVE *does* cover the whole Louisville Trading Area—a market of 1,336,000 people who have 57.5% of Kentucky's buying power, and spend 17.1% *more* in retail stores than the rest of the State *combined!* That's the Kentucky market you want—and WAVE delivers it at lowest cost!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . N.B.C.

FREE & PETERS, INC.
National Representatives

Agencies

TOM LEWIS, formerly Hollywood manager and vice-president of Young & Rubicam, now with the Special Services division, Radio Section of the War Dept., has been promoted from major to lieutenant-colonel.

ROBERT L. SMOCK, previously with Young & Rubicam, McCann-Erickson, WNEW, New York, and WIRE, and WFBM, Indianapolis, has joined the copy department of Marschalk & Pratt Co. New York.

JOHN BARNETSON, formerly with Ward Wheelock Co., Philadelphia, has joined Kenyon & Eckhardt, New York, as a copy writer.

GEORGE CARLTON ROHRS, formerly regional food rationing representative of the OPA has joined Swertfager & Hixon Adv., New York, as executive in charge of marketing and merchandising and as a member of the plan board.

SALLY CRAMER, formerly with Abott Kimball Co., New York, has joined Lennen & Mitchell, New York, to handle sales promotion on cosmetic accounts. Christine Le Vathes, previously advertising manager of Jay Thorpe, New York department store, has joined L. & M.

STEWART-LOVICK LTD., Vancouver, is the new name of the former agency of Stewart-McIntosh Ltd. J. E. H. Lovick, an executive of the agency, has become a partner with V. L. Stewart.

THOMAS F. HARRINGTON, vice-president and radio director of Young & Rubicam, New York, is under observation in Misericorda Hospital, New York. He will probably be there about ten days.

Coast Officials Appointed By Foote, Cone & Belding; Successors in Canada

APPOINTMENT of two vice-presidents in the San Francisco and Los Angeles Foote, Cone and Belding offices has been announced by Don Belding, chairman of the board [BROADCASTING, Jan. 4].

Eugene I. Harrington and Herb Reynolds, formerly Lord & Thomas vice-presidents, are the new San Francisco executives. Mr. Harrington, San Francisco manager, has been made a partner, advanced to executive vice-president and placed in charge of Northern California operations. Mr. Reynolds will function as copy director.

William J. Pringle and Robert Freeman are vice-presidents in Los Angeles. Mr. Pringle, a former vice-president of Lord & Thomas, is chairman of the plan board and supervises advertising of such accounts as California Fruit Growers Exchange; All-Year Club of Southern California; Union Oil Co.; Purex Corp.; Southern Pacific Lines; Pacific Mutual Life Insurance Co.; California Chain Stores Assn., and various divisions of Safeway Stores Inc. Mr. Freeman, likewise a former vice-president of Lord & Thomas and art director, will continue in that capacity.

Spitzer & Mills Ltd., agency succeeding Lord & Thomas of Canada Ltd., is composed of J. W. Spitzer and G. F. Mills, who had been managers of Lord & Thomas for several years. Both joined the agency when it opened in Canada in 1929.

CHARLES J. DURBAN, advertising manager of the Tire Division of U. S. Rubber Co., New York, has taken on additional duties as assistant advertising director of the entire company.

FRANK J. CORKERY, for nine years associated with Richard A. Foley Adv., Philadelphia, has been named director of radio of that agency.

ADDISON SMITH of the director staff of Ruthrauff & Ryan, New York, left ten days ago for a cross-country tour of cities in which Noxzema Chemical Co., Baltimore, airs its *Quiz of Two Cities* programs, in behalf of skin creams and oils, product handled by R. & R. Smith is due back in New York in mid-February.

LEE COOLEY, production supervisor of Ruthrauff & Ryan, New York, recently became the father of a baby daughter.

AGENCY Appointments

ELWAY FOOD PRODUCTS, New York, to H. A. Salzman Inc., New York, for Vitamalt, a new roasted malt product which can be used as a beverage or as a coffee stretcher. Media plans will not be settled until April.

HIXSON PRODUCTS Co., Chicago, (dehydrated soups, coffee stretcher), to Cunningham Co., Chicago. Said to use radio.

SEIDLITZ PAINT & VARNISH Co., Kansas City, to Barrons Adv. Co., Kansas City.

STANDARD BRANDS, New York, to J. Walter Thompson Co., N. Y. (Sted Cereal Beverage); Ted Bates, N. Y. (Stams tablets, Stan B complex tablets); Kenyon & Eckhardt, N. Y. (Fleischmann's B vitamin yeast tablets).

I. J. FOX Co., New York, furriers, to David Malkiel Adv. Agency, Boston.

SANTA FE TRAILWAYS Bus System to Calkins & Holden, Chicago, R. J. Potts-Calkins & Holden, Kansas City, cooperating. Appropriations for spot radio in selected areas will be increased.

BBDO has transferred Wayne Tiss from Minneapolis to Hollywood as associate radio director and also moved the latter offices to 1680 N. Vine St. Telephone is Hollywood 7337. Jack Smalley continues as Hollywood manager. Firm in addition has established Los Angeles offices at 523 W. Sixth St., with W. B. (Doc) Geissinger as manager.

JANE BAKER, formerly of WJJD, Chicago, and Lord & Thomas, Chicago, has joined the production department of Grant Adv., Chicago.

HARRY RICHARDSON, former radio director of Needham, Louis & Brorby, Chicago, is the father of a girl, born Jan. 4.

EDWARD LANE, formerly a partner in Director & Lane, New York, has sold his interest and is no longer connected with the firm.

DAVID MARCUS, formerly business manager and treasurer of *Printer's Ink*, has been appointed to the newly-created position of general manager of Deutsch & Shea Adv., New York.

WILLARD BUTLER, timebuyer of McCann-Erickson, New York, on Jan. 19 will be inducted into the Army.

LILLIAN DeCOSTA, former secretary of Paramount Pictures, New York, has joined Thomas LaBrum Agency, Philadelphia, as office manager.

J. B. VAN URK, formerly of the Bureau of Industrial Service, New York, has joined the public relations staff of N. W. Ayer & Son, New York.



In business it is intelligence that guides safely through clouded situations

intelligent

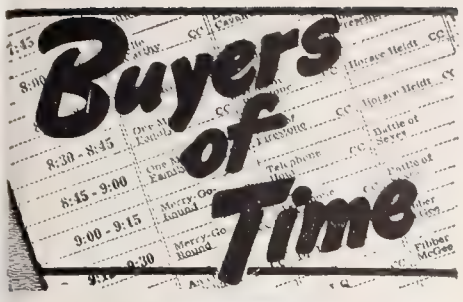
WEED AND COMPANY

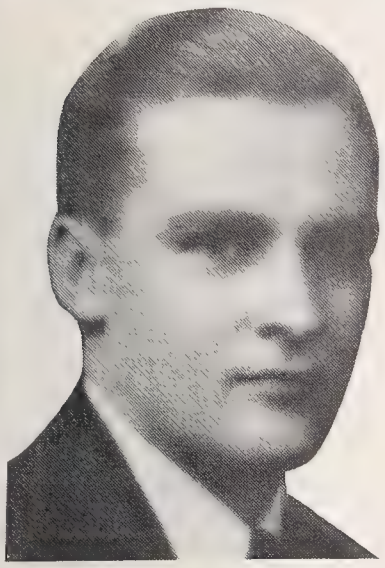
RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

WISN MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA

The Katz Agency, Inc. — Representatives





RUSSELL A. YOUNG

TALK about either the Orient or timebuying, and you'll have the ears of Russell A. Young, one of Young & Rubicam's buyers of spot and network time in New York. For Russ knows the score on the Orient, and he knows all the timebuying angles, inasmuch as he has spent a goodly portion of his career in both spheres of commerce.

Russ Young was born Nov. 12, 1914, at New Rochelle, N. Y. After schooling at Lawrenceville (N. J.) School for Boys, he joined the merchant marine to see how other people lived in the world. He claims he jinxed every ship on which he scrubbed decks, as three of the ships carrying him to the Orient later met with mishaps. He saw the Far East from Yokohama to the Philippines with intermittent trips to Holland and Belgium.

Finally deciding that his seafaring days were over, he applied for a job at Young & Rubicam and on St. Patrick's day 1936, entered the filing and proof rooms of the agency to learn what the advertising business was all about. He learned fast and soon was shifted to the media department. In due time he was spacebuying for such important accounts as Bordens, Travelers Life, Cluett-Peabody, Metropolitan Life and Life Savers. In 1939 he was transferred to the radio department, answering to Carlos Franco, station relations director. He has been there ever since, buying spot for Rheingold, Lipton, R. H. Macy, Bordens and network for Time (*March of Time*), Gulf Oil (*We the People*) and Celanese Corp. of America (*Great Moments in Music*).

Russ married Gay Morgan in 1940 and on most any snowy weekend, gas rations permitting, you might find the Youngs enjoying their favorite sport of skiing up in the hills of Vermont.

Harry Margulies

HARRY MARGULIES, 46, vice-president and radio director of Guenther-Bradford & Co., Chicago, died Jan. 9 at his home in Chicago of a heart attack. He joined the agency shortly after his graduation from Northwestern U in 1917.

McCann-Erickson V-Ps

CLARENCE A. HOPPOCK and Julian L. Deane, of the New York office of McCann-Erickson, and Carl Ohliger of the agency's San Francisco office, have been elected vice-presidents of the firm, following the annual board of directors meeting. The following vice-presidents of McCann-Erickson have been elected to the board: L. O. Coulter, G. E. Hyde, M. C. Leckner, E. D. Madden, W. E. McKeachie, H. A. Mitchell and Jackson Taylor.

Two Elected VPs

STEPHEN M. KENYON and Samuel Dalsimer, both account executives and members of the plan board of Cecil & Presbrey, New York, have been named vice-presidents of the Agency. L. F. Triggs, formerly of Ruthrauff & Ryan, and previously of Charles Daniel Frey, Chicago, has been named director of the creative department of Cecil & Presbrey.

Silvernail Joins BBDO As Radio Business Chief

FRANK SILVERNAIL, timebuyer of Young & Rubicam, New York, on Jan. 18 joins BBDO, New York, as business manager of the radio department, taking over the position held by Carroll Newton, who has been promoted to associate radio director of the agency in charge of the eastern division.

Entering radio in 1929 as talent on WEAF, New York, and later as NBC merchandising counsel, Mr. Silvernail was with Stephen Slesinger's radio program service prior to joining Pedlar & Ryan, New York, in 1938 as timebuyer. He has been a member of the timebuying staff of Y & R since 1941, handling both network and spot for such accounts as Gulf Oil Co., General Foods Corp., and Bristol-Myers Co. No successor has been named as yet at Y & R.

DO YOU NEED A CHIEF ENGINEER?

Twelve years broadcast engineering and executive experience, interested if you can pay $4800 per annum. Prefer Florida, South, or Southwest. Write or wire—

BOX 224
BROADCASTING



Listening Posts!

You will find Hallicrafters Communications Equipment working three shifts at our Country's "Listening Posts"... searching the airways for illegal programs and espionage messages.

Hallicrafters Communications Equipment is engineered to "take it" on this constant operating... there are no rest periods, no time out, it's constant performance!

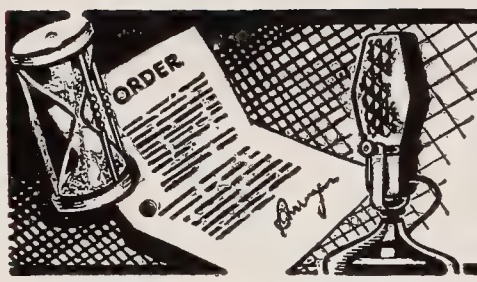
The Hallicrafters Equipment you can buy—when communications equipment may again be sold for Civilian use—will incorporate all of the endurance and top quality performance you will ever demand.

Illustration—typical view of Hallicrafters Communications Equipment is a monitoring (listening in) station—somewhere in the U.S.A.

WORLD'S LARGEST EXCLUSIVE MANUFACTURER OF SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT

ARMY E NAVY

hallicrafters
CHICAGO, U.S.A.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WJZ, New York

Doubleday, Doran & Co., Garden City, N. Y. (income tax book), weekly *ta*, thru Huber Hoge & Sons, N. Y.

F. & M. Schaefer Brewing Co., Brooklyn, 6 *sa* weekly, 39 weeks, thru BBDO, N. Y.

Drydock Savings Institution, New York (bank), 4 *sa* weekly, 52 weeks, thru Anderson, Davis & Platte, N. Y.

P. Lorillard Co., New York (Old Friend's tobacco), 3 *ta* weekly, 13 weeks, thru Lennen & Mitchell, N. Y.

Consolidated Edison Co., New York (fuel conservation), 15 *sa*, 1 week, thru McCann-Erickson, N. Y.

Stationers Specialty Co., New York (*My Buddy Book*), 3 *sa* weekly, 2 weeks, thru Carl Calman Inc. N. Y.

Reader's Digest Assn., Pleasantville, N. Y., 3 *sa* weekly, 13 weeks, thru BBDO, N. Y.

Procter & Gamble Co., Cincinnati (Duz), 9 *sa* weekly, 52 weeks, thru Compton Adv., N. Y.

WHN, New York

Poultry Tribune, Chicago (magazine), *sp*, 2 weeks, thru First United Brodacasters, Chicago.

Stationers Specialty Co., New York, (*My Buddy Book*), six *sp* weekly, 13 weeks, thru Carl Calman Inc., N. Y.

Carter Products, New York (Arrid), *sa*, 52 weeks, thru Small & Seiffer Inc., N. Y.

American Chicle Co., L. I. City, N. Y. (chewing gum), 7 *sa* weekly, 52 weeks, thru Badger, Browning & Hersey Inc., N. Y.

Philadelphia Daily News, Philadelphia, *sp*, thru First United Broadcasters, Chicago.

Franklin School of Dancing, New York, 3 *sp* weekly, 13 weeks, thru Franklin Adv. Co., N. Y.

Gospel Tabernacle, New York, weekly *sp*, 52 weeks, direct.

WABC, New York

Ward Baking Co., New York, 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.

Marlin Firearms Co., New York (razor blades), 3 *sa* weekly, thru Craven & Hedrick, N. Y.

Pepsi-Cola Co., New York, 12 *ta* weekly, thru Newell-Emmett Co., N. Y.

Penick & Ford Ltd., New York (M-T-Fine desserts), 5 *ne* weekly, thru BBDO, N. Y.

North American Accident Insurance Co., Newark, N. J. weekly *ne*, thru Franklin Bruck Adv. Corp., N. Y.

KERN, Bakersfield, Cal.

Bulova Watch Co., New York, 7 weekly *sa*, thru Biow Co., N. Y.

Pet Milk Sales Corp., St. Louis (condensed milk), 2 weekly *t*, thru Gardner Adv. Co., St. Louis.

Rainier Brewing Co., San Francisco, 7 weekly *sa*, thru Buchanan & Co., San Francisco.

Regal Amber Brewing Co., San Francisco, 7 weekly *sa*, *ta*, thru M. E. Harlan Adv., San Francisco.

WOR, New York

Serutan Co., Jersey City (Laxative), 5 *sp* weekly, 52 weeks, thru Raymond Spector Co., N. Y.

Carter Products, New York (Arrid), weekly *t*, 52 weeks, thru Small & Seiffer, N. Y.

KIDO, Boise, Ida.

Utah Oil Refining Co., Salt Lake City, *ta*, thru Gillham Adv. Agency, Salt Lake City.

WLIB, Brooklyn

Barney's Clothes, New York (men's clothing store), 12 *sa* weekly, 52 weeks, thru Emil Mogul Co., N. Y.

Pepsi-Cola Co., New York, 20 *ta* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.

Bulova Watch Co., New York, 70 *sa* weekly, 52 weeks, thru Biow Co., N. Y.

Franklin School of Dancing, New York, 14 *sa* weekly, 4 weeks, thru Director & Lane Adv. Agency, N. Y.

Everglo Vitamins, New York, 40 *sa* weekly, 4 weeks, thru Director & Lane Adv. Agency, N. Y.

Universal Broadcasting Co., New York, 3 *sp* weekly, 52 weeks, thru Furman, Feiner Co., N. Y.

I. J. Fox Co., New York (furs), 45 *sa* weekly, 4 weeks, direct.

Michael Bros., New York, 6 *ne* weekly, 52 weeks, direct.

Harman Watch Co., New York, 7 *ne* weekly, 13 weeks, thru Moss Associates, N. Y.

KFI, Los Angeles

Penick & Ford, New York (Brer Rabbit molasses), 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.

Nehi Corp., Columbus, Ga. (Royal Crown cola), 6 weekly *sa*, thru BBDO, N. Y.

Sparkletts Drinking Water Corp., Los Angeles, 5 weekly *ne*, thru Raymond R. Morgan Co., Hollywood.

Garden City Publishing Co., New York (income tax booklet). weekly *sa*, thru Huber Hoge & Sons, N. Y.

BC Remedy Co., Durham, N. C. (BC headache powders), 3 weekly *ta*, thru Harvey-Massengale Co., Atlanta.

Bullock's Inc., Los Angeles (department store), weekly *sp*, thru Dana Jones Co., Los Angeles.

Pure Food Co., Mamaroneck, N. Y. (Herb-Ox bouillon cubes), 5 weekly *sp*, thru J. M. Mathes Inc., N. Y.

Coast Federal Savings & Loan Assn., Los Angeles (finance), 8 weekly *sp*, thru Robert F. Dennis Inc., Los Angeles.

Reader's Digest Assn., Pleasantville, N. Y., 3 weekly *sa*, thru BBDO, N. Y.

Knox Gelatine Co., Johnstown, N. Y., weekly *sp*, thru Kenyon & Eckhardt, N. Y.

WMCA, New York

John Surrey Ltd., New York (Snow Apple pipe tobacco), 3 *ne* weekly, thru Jasper, Lynch & Fishel, N. Y.

KFRC, San Francisco

Langendorf United Bakeries, San Francisco (Holsum, American meal bread), 110 *ta*, thru Erwin, Wasey & Co., San Francisco.

Langendorf United Bakeries, San Francisco (Hollywood bread), 70 *sa*, thru Ruthrauff & Ryan, San Francisco.

Acme Breweries, San Francisco, 13 *sp*, 51 *t*, thru Brisacher, Davis & Staff, San Francisco.

Leslie Salt Co., San Francisco, 192 *t*, thru Erwin, Wasey & Co., San Francisco.

Murine Co., Chicago (eye lotion), 65 *t*, thru BBDO, Chicago.

Standard Beverages, Oakland, 22 *sa*, thru Emil Reinhardt Adv. Agency, Oakland.

Wellman, Peck & Co., San Francisco (wholesale grocers), 2 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.

Bulova Watch Co., New York, 25 *sa* weekly, thru The Biow Co., N. Y.

O'Connor, Moffatt & Co., San Francisco, (department store) 6 *ne* weekly, thru Ruthrauff & Ryan, San Francisco.

Feminine Products Inc., New York (Arrid deodorant) 2 *ta* weekly, thru Small & Seiffer Inc., N. Y.

Fox West Coast Theatres, San Francisco, 3 *ne* weekly, direct.

CKWS, Kingston, Ont.

Bata Shoe Co. of Canada, Ltd., Frankford, Ont. 26 *sp*, thru J. J. Gibbons, Toronto.

Standard Brands, Montreal (Magic baking powder), 330 *ta*, thru J. Walter Thompson Co., Montreal.

Standard Brands Ltd., Montreal (Fleischmann's Yeast), 270 *ta*, thru J. Walter Thompson Co., Montreal.

Bristol-Myers Co. of Canada, Montreal (Sal Hepatica) 39 *sa*, thru Ronalds Adv. Agency, Montreal.

CHEX, Peterborough, Ont.

Colgate-Palmolive-Peet Co., Toronto (Super Suds) 626 *ne*, thru L. J. Heagerty & Associates, Toronto.

Canada Starch Co. Ltd., Toronto (corn starch, syrup) 30 *sp*, thru Vickers & Benson, Montreal.

Wonder Bakeries, Toronto, 78 *sa*, thru J. J. Gibbons, Toronto.

WQXR, New York

Barnes & Noble Inc., New York (publishers), weekly *sp*, 7 weeks, direct.

SPONSOR MUST PAY FOR STANDBY TIME

RULING that time taken up by station breaks is not deductible from the sponsor's payment for the programs on which they occur, the Supreme Court of New York has awarded a $5,000 judgment to Donald Flamm, former executive of WMCA, New York, against Famous Furriers, New York. Suit filed by Flamm called for $5,000, payment by the defendant as sum still due for broadcasts sponsored by the fur company on WMCA during 1939 and 1940.

The sum had remained unpaid to Flamm upon sale of his interest in the station some time ago. Famous Furriers had failed on the payment, which represented cost of time used for station identifications, contending that the station had not fulfilled its contract in supplying the full amount of time called for.

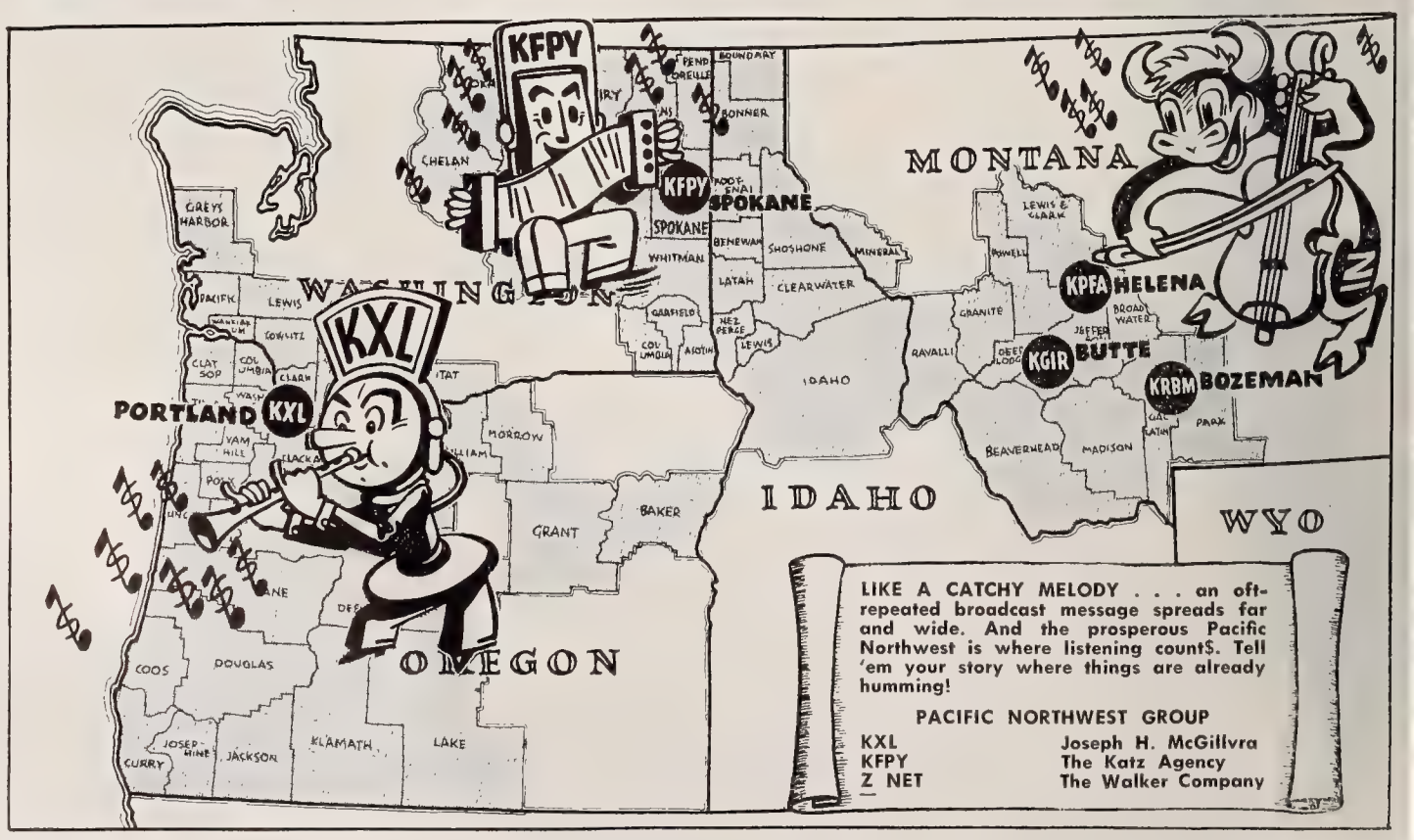
Ruling in favor of the plaintiff. the court recognized the practice wherein station identifications required by the FCC make it impossible to deliver the full quarter- or half-hour contracted for in the purchase of time.

Luft Latin Boost

GEORGE W. LUFT Co., New York, manufacturers of Tangee cosmetics, has increased from 15 to 19 the number of Latin American stations, carrying a thrice-weekly live quarter-hour of Hollywood news, titled *Habla Hollywood*. Commercials include a slogan. Lineup is part of a recently enlarged export advertising campaign, the bulk of which has been placed in newspapers and magazines. Program was started last spring [BROADCASTING, April 6, September 7]. Export Adv. Agency, New York, handles the account.

FTC Hits Franco Labs

CHESTER D. FRENCH, trading as the Franco Labs., Long Beach, Cal. (Py-O-Ten, Pap-Tabs, Pap-Tea) is charged with misrepresentation in radio continuities and other media in a complaint issued by the Federal Trade Commission Jan. 12.



Radio Advertisers

VAN CAMP'S Inc., Indianapolis (Tenderoni), has started sponsoring daily participation in the Chef Milani program on KFWB, Hollywood. Contract is for 26 weeks, having started Dec. 21. Placement is through Calkins & Holden, New York. Other current participating sponsors of the program are Wilson & Co., Los Angeles (Oleomargarine), through Brisacher, Davis & Staff, that city; Seasonettes Co., Santa Barbara, Cal. (food seasoning), through Eugene F. Rouse & Co., Los Angeles.

CALCO CHEMICAL Div., American Cyanamid Co., Bound Brook, N. J. has purchased a half-hour on WJZ, New York, Jan. 20 only, for a broadcast of ceremonies marking the award of the Army-Navy "E" to the company for production achievement. Agency is J. M. Mathes Inc., New York.

SHREDDED WHEAT CO., Niagara Falls, Ont. (Shreddies) has renewed and expanded the 5-minute five-times weekly transcribed program *Today's Adventure With Gordon Sinclair* on 13 Canadian stations. Account was placed by Cockfield, Brown & Co., Toronto.

KELLOGG CO. of Canada Ltd., London, Ont. (corn flakes) has started a special daily spot announcement campaign during January and February on six Canadian stations. Account was placed by J. Walter Thompson Co. Ltd., Toronto.

DAGGETT & RAMSDELL (Canada) Ltd., Toronto (cosmetics) has started *Do You Remember* 5-minute program five times weekly on CFRB, Toronto. Account was placed by Cockfield, Brown & Co. Ltd., Toronto.

DR. McDONALD Vitaminized Feed Co. has started sponsoring *The Farm Forum*, on KSO, Des Moines. Program is conducted by Mal Hansen, farm director of KSO, and features market and farm news.

BEN HUR PRODUCTS Inc., Los Angeles (coffee), on Jan. 12 started the weekly half-hour variety program, *Hollywood Showcase*, on KNX, Hollywood. Contract is for 13 weeks. Featuring Mary Astor m.c., the program presents contest performers. Lud Gluskin is musical director. Paul Pierce produces. Agency is Barton A. Stebbins Adv., Los Angeles.

FRANK W. GRAY, formerly sales promotion manager of Mission Dry Corp., Los Angeles (orangeade), has been appointed a vice-president of that firm.

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

Brown Is Best Foods Advertising Director

ELECTIONS and appointments within The Best Foods Inc., New York, were announced last week by William J. Wardall, chairman of the board, and L. G. Blumenschine, president, following the liquidation of Best Foods into Hecker Products Corp., and subsequent adoption of the new name [BROADCASTING, Jan. 4]. Albert Brown has been named director of advertising and merchandising for Best Foods Inc.; B. F. Nelson, director of purchases, and W. A. Truslow, director of industrial relations.

Both companies are extensive users of radio advertising for their products, through two New York agencies. Benton & Bowles will continue to handle Nucoa, the Best Foods and Hellmann's lines of mayonnaise and dressings, Fanning's bread and butter pickles, Shinola, 2-in-1 and Jet Oil shoe polishes. Advertising for Hecker's family flours, cake flours and cereals is placed by Arthur Kudner Inc.

BROADWAY Department Store, Los Angeles, on Jan. 20 starts sponsoring a weekly 20-minute home economics program, *Broadway's Sewing Circle*, on KHJ, Hollywood. Agency is Lee Ringer Adv., Los Angeles.

VICK CHEMICAL CO., New York (Va-Tro-Nol) has placed eight station breaks weekly on WBBM, Chicago on a 13 week schedule. Contract placed by Morse International.

COORS BREWING Co., Golden, Colo., renews for a year its weekly quarter-hour *Shorty & Sue* of Coors on KOA, Denver.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

PREDICTIONS PAY
Harold Deal Wins War Bond
In 'Time' Contest

ACCURATELY PREDICTING the pulling power of six letters won for Harold R. Deal, advertising and sales promotion manager of Tide Water Associated Oil Co., a $100 War Savings Bond.

Conducted by *Time* magazine, the circulation Letter Sweepstakes contest involved eight letters which were sent to a selected list of executives. Contestants were asked to forecast the order of their resultfulness.

Mr. Deal, one of 12 winners, has just concluded supervision of the 17th season of football broadcasts released weekly by Associated to the entire West Coast area.

Ide Named V-P

KNOX IDE, vice-president, general counsel and secretary of American Home Products, Jersey City, has been elected to the new post of executive vice-president. Alvin G. Brush is chairman of the board. Mr. Ide, who will be administrative executive to the board chairman and will continue as secretary of the company, has been a director since 1936, secretary since 1937, and a vice-president since November 1941.

PRESENTATION Banquet of the 1942 Annual Advertising Awards will be held Feb. 5 at the Waldorf-Astoria Hotel, New York, it was announced last week by *Advertising & Selling* Magazine, sponsor of the annual awards.

"MAKIN' THE GRADE IN THE RED RIVER VALLEY AIN'T SO TOUGH WHEN YOU KNOW HOW! WHICH MEANS USING WDAY, AT FARGO—THE VALLEY'S FAVORITE STATION!"



WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NAT'L REPRESENTATIVES

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE · FOR DEFENSE
BUY U.S. BONDS TODAY



Western Electric
ARSENAL OF COMMUNICATIONS EQUIPMENT

Where But
WSYR
SYRACUSE
Can You Get a Basic NBC Red Station Covering Central New York?

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Early Truce Seen in Recording Strike

Petrillo to Submit His Demands for Disc Settlement

(*Continued from page 9*)

the American Federation, plus $3,000 contingent funds, as well as current expenses and a car and chauffeur in each city. He said he paid his income tax out of his Chicago Federation contingent fund.

Efforts to ascertain whether AFM sought more money from radio brought the response that he wanted "more work" which would mean less unemployment. He said he wasn't seeking a higher wage scale. "That comes later", he declared, asserting AFM couldn't fight "on all fronts at the same time". He also promised that the motion picture industry was to be dealt with because of the unemployment of pit men, which he estimated at 22,000, caused by introduction of the sound track. He gave no reason for failure to attack the movies ahead of radio, and he admitted finally that radio actually has created work opportunities for musicians, as evidenced by the steady increase in AFM membership since 1934.

WSIX Mentioned

While the witness didn't say so flatly, the inference was drawn that what AFM seeks from recorders is an agreement of some nature that service will not be provided by them to stations which do not engage staff orchestras. This technique has been employed in the case of network-affiliated stations, and Counsel Bingham brought out the situation last year of WSIX, Nashville, which was dropped by MBS because of Petrillo's demands that it increase its payments for a staff orchestra, under pain of having music withdrawn from the whole network. (The station since has been reinstated and also is a BLUE outlet.) Petrillo said he had not taken such action in the case of 201 other network-affiliated stations which he cited as employing no musicians.

That all has not been well in AFM since he invoked the ban was admitted by President Petrillo. He said he was ready "now" to enter negotiations and settle the controversy, but he wanted it done on a fair and equitable basis. The recording companies he said, have "some justice" on their side, but he insisted they should share their "enormous profits" with us.

That AFM is far from destitute was admitted by Petrillo too, under questioning of Chairman Clark. He said he didn't like to talk about "our treasury", but he thought it had about $2,500,000 in its reserve fund.

Mr. Padway, in an all-day appearance Thursday, read a 50-page statement, but spent most of his time ad libbing and answering questions. He explained he was general counsel of the AFL, as well as counsel for AFM, and that he appeared also as an expert witness on all labor matters. He substantiated everything the AFM president had said, but went beyond him in criticizing the NAB campaign of "vilification and abuse."

Endeavoring to show a split in the broadcasting industry on the AFM issue, Mr. Padway quoted at length from statements made by Samuel R. Rosenbaum, president of WFIL, Philadelphia, deprecating the AFM campaign and describing "billingsgate, bilge and bluff" as no longer successful weapons in labor negotiations.

Senator Tobey urged that Mr. Rosenbaum be called as a witness and Chairman Clark said the invitation would be issued. Stanley Hubbard, president of KSTP, St. Paul, also asked to appear before the committee, but was told by Chairman Clark that his testimony would be heard during presentation of the broadcasting industry case, perhaps some two weeks hence. The subcommittee, Senator Clark said, would be called together in executive session during the Jan. 18 week to consider future procedure.

In his attack upon NAB, Mr. Padway predicted that someday "free private enterprise will go out the window because of these tactics." He said it would be difficult for Petrillo to sit down with the NAB because of this campaign and that such men as Judge L. B. Morris, general counsel of RCA Victor Division, Camden, and Mark Woods, president of the BLUE Network, would be able to do more with AFM "in an hour than NAB in a month" to settle the controversy. He asserted that these officials had not been unfair and had not engaged in the NAB campaign.

The commitment also was made by Mr. Padway that AFM would not demand money from the smaller stations, calling them "innocent victims" of the controversy. He agreed with Senator McFarland (D-Ariz.) that the stations were important in the war effort.

Mr. Padway praised the committee and its work, describing it as the most constructive effort yet made to settle the controversy, and that he thought it would be solved.

Opening Day's Testimony

Every effort of committee members, including Chairman Wheeler of the full committee, to draw from Mr. Petrillo the reason for his arbitrary ban, proved futile during the first day's inquiry. His repeated answer was that he wanted "more work" to relieve purported unemployment in musicians' ranks—not more money from the standpoint of scale.

Pounding the table at times, the union leader, surrounded by a retinue of counsel and assistants, repeatedly insisted that if the committee and the Government hadn't interfered, he probably would have

NRDGA Meeting

NEW RULING of New York newspapers that mention of a radio program in retail advertising copy will cause the advertising to be billed at the national instead of the local rate [BROADCASTING, Jan. 11], was discussed at the dinner meeting of the sales promotion board of directors of the National Retail Dry Goods Assn. last Tuesday, but no action was taken. Consensus of the board was that the problem is one which concerns only New York stores, and that differences in the contracts of various stores with the different papers make it a matter to be settled individually and not one for group action at this time. It is understood that NRDGA executives refrained from scheduling a radio discussion until the study of radio for retailers which the broadcasting industry is undertaking has been completed.

Moore Paint on Blue

ANNUAL CAMPAIGN of Benjamin Moore Paint Co., New York, will get under way on 56 BLUE stations March 6, with a quarter-hour program Saturday, 10:45 a.m., featuring "Betty Moore" with hints on interior decoration. Series is designed to coincide with spring house-cleaning, and has been on the air 13 seasons. Account is handled direct.

Lever Dual Spots

DESPITE protests against two products being linked in a single commercial announcement as voiced by stations at many of the NAB district meetings held last fall, Lever Bros. Co., Cambridge, on Jan. 18 is resuming its use of 60-second announcements in a nation-wide campaign, divided equally between Rinso and Vimms vitamins. A similar drive was used last fall by Lever. Agency for Rinso is Ruthrauff & Ryan, New York, and Vimms is handled by BBDO, New York.

Regular License to WCOC

IN THE ISSUE of Dec. 21, 1942, BROADCASTING inadvertently reported that WCOC, Meridian, Miss., had been granted a *temporary* renewal of license to Aug. 1, 1944, because of the fact that renewal was for a period of less than two years. However, it has been ascertained that the renewal was of a regular nature, the short period being due to the FCC's new policy of stabilizing renewal dates.

HARRY DARE REYNOLDS, 69, president of Reynolds-Fitzgerald Inc., New York, radio and newspaper representative, on Jan. 13 died at his home in Mount Vernon, N. Y., after a year's illness.

entered negotiations with the industries affected by now. He admitted that all was not well as a result of the ban and that he was more worldly wise now, but he said he didn't propose to lift the ban unless President Roosevelt, after knowing the full facts, ordered him to do so. He said he would then "grant the request".

Morale Threat Cited

Whereas the original membership of the committee was to be five (Clark, Ida.; Tunnell, Del.; McFarland, Ariz., democrats; White, Maine; Tobey, New Hamp., Republicans), Senator Andrews (D.-Fla.) was added Jan. 12 when the hearings opened. But 8 or 9 members of the committee attended the sessions because of the widespread interest. In addition to Chairman Wheeler, others who participated included Senators Johnson (D-Colo.) and Stewart (D-Tenn.).

Opening the hearing in the Senate's caucus room, nearly filled to capacity, Chairman Clark recounted the history of the proceedings and emphasized the serious threat to wartime morale, here and abroad, provoked by the Petrillo ban. Since Aug. 1, he said, the American people have been without any form of new recorded music and have had to subsist entirely on "cold storage music". That applies to the armed forces too, he said. He summarized the exchanges of correspondence between Petrillo and such Government officials as Elmer Davis, director of OWI, and James Lawrence Fly, FCC chairman, wherein the union head refused to lift the ban. He cited the Interlochen and other bans, and said the situation was progressively becoming "intolerable" as an obstruction to the war effort. He predicted the ban would become "suicidal to American music" if continued.

Mr. Petrillo, in slow, measured delivery, read his 500-word prepared statement, urged the committee to shift its inquiry to an investigation of the "tremendous control of the entire music industry, including record making", exerted by "a few giant corporations at the expense of the live musicians". He levelled charges of "monopoly, interlocking arrangements and large profits" against these companies.

Dodges Issue

"This information can only be obtained by a thorough inquiry by this committee into the inner workings of the industry and a complete examination and cross-examination of the higher officials managing the industry, as well as a full and complete examination of all records, data and information gathered by the FCC," he asserted.

He charged AFM had been abused and insulted, and called the NAB the worst offender, declaring it had engaged in an "expensive publicity campaign composed of nothing but false issues and personal abuses". AFM welcomes the investigation if it is full and complete and includes the entire industry, he declared.

Exercising his prerogative as chairman of the full committee, Senator Wheeler asked point blank what AFM wanted, putting his finger on the crux of the issue. When Petrillo dodged the question by saying the issue could be settled only if the transcription and recording companies sat around the table, Senator Wheeler commented it was the first time he had ever heard of a strike being called with no demands made. He said the attitude seemed to be "to hell with the public".

Feeling Against Union

Petrillo admitted he had called the "strike" without notifying the transcription companies or the public in advance. He said he thought it was the thing to do and that it could be settled by negotiation. But none of the companies called on him, he protested, and they relied upon the Government to settle the matter. He said it was a question of who goes broke first—the stations, recording companies or AFM.

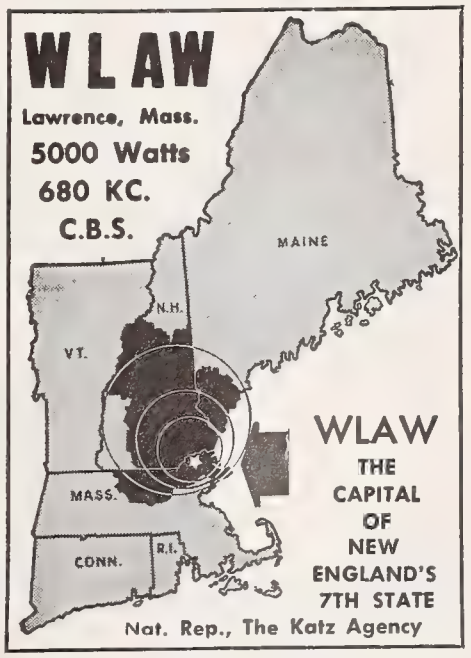
Sharply criticizing Petrillo's position, Mr. Wheeler said that labor unions will destroy themselves if they do not change their policies. He said that there is a tremendous feeling growing among farmers and business men against unions and that tactics of this type feed that kind of feeling.

While he refused to divulge his demands upon recording companies, Petrillo said Assistant Attorney General Thurman Arnold "has been after me ever since I took office" and that Mr. Arnold threatened "secondary boycott" action if Petrillo made demands upon music users. He declared there are 201 stations on networks that do not hire a single musician and that



PETRILLO PROBERS as the Senate Interstate Commerce Subcommittee convened Monday to launch its investigation of the AFM recording ban are (l to r) Andrews, Fla.; Tunnell, Del.; McFarland, Ariz.; Chairman Clark, Idaho (with pencil raised); Committee Counsel Herbert M. Bingham (obscured); White, Me.; Tobey, New Hampshire; Johnson, Col.; Wheeler, Mont. (latter two not members of subcommittee.)

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.


WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE
Nat. Rep., The Katz Agency



THE RIGHT INTRODUCTION
Get's You In!
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he wanted them to stop performing recorded music unless they retained staff orchestras. For every dollar that is spent on live music in radio, he charged $4 was procured gratis.

Claims 'Hard Questions'

Admitting he had never told the record companies what he wanted, Petrillo said in reply to Chairman Clark that the union might have in mind a permanent ban on recordings. Asked point blank whether he proposed that, Petrillo responded with a sharp "No".

Petrillo protested repeatedly that he was being asked "hard questions" about how much the union wanted from record companies. He charged that transcription companies were making "thousands of copies" of commercial transcriptions and collecting "thousands of fees", whereas the AFM got only one for each recording arrangement. He gave that as the reason for his sudden withdrawal last September, of authority to continue recording of commercial transcriptions. These would have been banned originally, he declared, if he had known the facts.

AFM now is making an investigation of off-the-air recordings of name bands being sold to stations, Petrillo said. He charged too that many locals are "dubbing" recordings of network programs and selling them commercially.

When pressed by Chairman Clark, Petrillo said he would lift the ban only if President Roosevelt requested it after hearing the facts, but that until then union members will not play for recordings of any nature.

"After an explanation to the President, if he desires to stop the ban and says records should be made for the duration of the war, I say the request will be granted", he said.

In his repeated clashes with committee members, Petrillo said all he sought was unemployment relief for his members. He was unable to cite detailed figures on unemployment, however, but held that Senator Clark's estimate that only 10,000 of the union's 138,000 members were full-time musicians, was in error. A survey was made last week in 20 large cities, he said, which indicated that of a membership of 63,000, nearly half, or 25,000, were unemployed. But this survey did not show how many were otherwise gainfully employed or were part time.

Highly critical of Assistant Attorney General Arnold, Petrillo said that "anything we put in writing, Arnold says is a secondary boycott". He alluded to the Schedule A contracts with the broadcasting industry on hiring of staff orchestras agreed to in 1937 in this connection. Arnold, he charged, had said that if such a contract were renegotiated, he would "put us in the can for five years."

Appropos the Interlochen incident, Petrillo insisted that the music camp was a "commercial enterprise" despite Chairman Clark's observation that its rates were nominal and that its head claimed it was non-profit. Because the school is on a "commercial basis", Petrillo held that it could not be broadcast as a sustaining series. Beyond that, he revealed that "several months ago" he had banned the broadcasting of any amateur school bands as competitive with professional musicians.

Petrillo did not say he wanted more money from the transcription and record companies. He said if these companies came to AFM, he was confident the problem could be solved. Asked point blank what he wanted from them, he rejoined, "That's for them to find out". He said he only "wanted to be fair", but Senator Wheeler interrupted that everybody wanted that, just as they wanted "peace".

Says 'Musicians Starving'

When the union head commented that AFM might not make any more records, Senator Wheeler said if that happened there promptly would be legislation to curb labor unions. He told Petrillo his first obligation was to get a formula and say "this is what I want". But Petrillo said the musicians were in a "unique" position, and wanted the companies to come to him.

Petrillo said he didn't believe the ban was hurting the nation's morale or the war effort. He said that while as a "general policy" AFM had turned down requests that the ban be lifted, the Army and Navy had not been denied use of recordings. But he admitted upon further questioning of Chairman Clark that recordings couldn't be made for that purpose alone.

The recording companies, Petrillo exploded, "are making all the money while the musicians are starving". He said he couldn't understand why no one was interested in the plight of the musicians.

Unless amateur musicians are banned from the air, Petrillo said, the broadcasting stations will use their services "as a club against us" by contending they don't need staff orchestras. He admitted this was only surmise and that it hadn't happened, but that he knew "big business".

Confessing that the ban "has not helped us", Petrillo said he was not satisfied to "let it stand, but that he did not know where he stood, with the court proceedings pending in Chicago and the hearings before the committee.

Pearl Harbor Changed Plans

Petrillo said there was small hope of getting money out of the smaller stations. "If there's no money there, you simply can't get it," he said. Pressed by Senator McFarland on what he wanted from the transcription companies, Petrillo said that if a mistake had been made, then the fact that the recording companies had made no overtures did not make that second "mistake" right. He did not argue that it was his "move", declaring again he was dealing with "big business".

"We're not going to make records unless the Government forces us to do so", Petrillo finally asserted. "I don't think the Government will do that".

Petrillo revealed, under questioning by Counsel Bingham, that he planned originally to make the recording ban effective on Jan. 15, 1942, but that the Pearl Harbor incident made such a deadline inappropriate.

He admitted no unemployment surveys had been made until a week or so ago, but said he thought about $900,000 a year is spent in New York alone to feed AFM unemployed. The figures caused a lifting of eyebrows. He didn't know

AFM OPEN TO ALL

Petrillo Says Anyone With Fee Can Join

WHY IS THE membership of the American Federation of Musicians set at 138,000 whereas perhaps less than 15% can be regarded as full time professional musicians. James C. Petrillo, AFM president, gave the answer last Wednesday to the Senate Probe Committee.

Answering Senator Tobey (R.-N.H.) who said he was a "mediocre pianist", Petrillo declared in many local jurisdictions anyone can join the union "if he has the desire". In other locals, examinations may be required, but "they never turn anybody down". The initiation fee is from $5 to $50, he said.



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how many AFM members were employed in other industries, but said that if these men "are pushed into factories, what's going to become of our musical culture of our country?"

Recordings 'Too Good'

Denying that AFM membership had grown "by leaps and bounds", he said it once had 158,000 members—20,000 in excess of its present membership. The talking movies resulted in the unemployment of 22,000 "pit men" he said, and promised that steps would be taken to force their rehiring. But, in reply to Senator White and Counsel Bingham, he was unable to tell the committee how many men had been replaced by transcriptions and records. He charged simply that "it's always canned music that puts them out of work". He verified figures produced by Mr. Bingham that in 1936 AFM realized only some $600,000 for its members for recordings, as against about $3,000,000 in 1941.

Asked about quality of transcriptions, he said they are "too good". Sometimes, he added, "they sound better than the live bands. The boys have got something on the ball that I don't know about. They make a second class band sound like a first class one."

When Mr. Bingham objected to interruptions by AFM counsel Padway, Petrillo commented: "I've got a lawyer and you won't let him talk. I ought to send him home".

Only about 20 name bands make records, Petrillo complained. Under the present system he said "the rich man gets richer, but the poor kid can't get any place".

Inspired by Public Interest

Mr. Padway said that industry has started a "war of attrition" to "beat us down". They may succeed, he said, pointing out that if $15,000,000 were spent, some 15,000 musicians could be hired for that purpose. He said this was not an exorbitant figure.

Chairman Clark stated for the record that he had not discussed introduction of his resolution with any official of NAB or the recording companies, and that they were not aware of his action until after the resolution was introduced. He said he wanted that understood lest there be the implication that the NAB "engineered" the inquiry. He said he was motivated entirely by what he regarded as public interest.

Mr. Padway said that if the committee could "give us a satisfactory solution, we will accept it". His client was interested, he declared, in a solution that will see "all of our unemployed get jobs". Chairman Clark said the committee "might take you up on that".

Petrillo's second day on the stand was highlighted by his suggestion that Congress pass protective legislation for musicians, patterned after the copyright act which permits ASCAP to collect royalties from users of music. Under such legislation, he said, AFM could procure revenue from every recording made. Mr. Padway previously had indicated that perhaps an assessment of one or two cents per record might be worked out in some fashion, not to be paid directly to musicians but to be used in a general music fund.

Clark Urges Definite Plan

It was after Mr. Petrillo several times refused suggestions that the ban be lifted pending a settlement of the dispute with record makers that Chairman Clark proposed he call his international executive committee together and draw up a definite program which could be presented the committee and other industrial groups involved. Previously, the AFM head had rejected a suggestion that the ban be immediately lifted, and that negotiations be initiated, with a 30-day deadline. Petrillo contended the transcribers and record manufacturers could make enough recordings in 30 days to "last for a year."

Protests from many music clubs and organizations, including the American Federation of Music Clubs, headed by Mrs. Guy P. Gannett, of Rochester, were cited by Senator Andrews. He called attention to resolutions condemning the Petrillo ban of amateur orchestras from the air as striking a "serious blow" at the nation's musical culture. He said he thought that AFM was doing an injustice to the country and that these orchestras ought to be returned to the air.

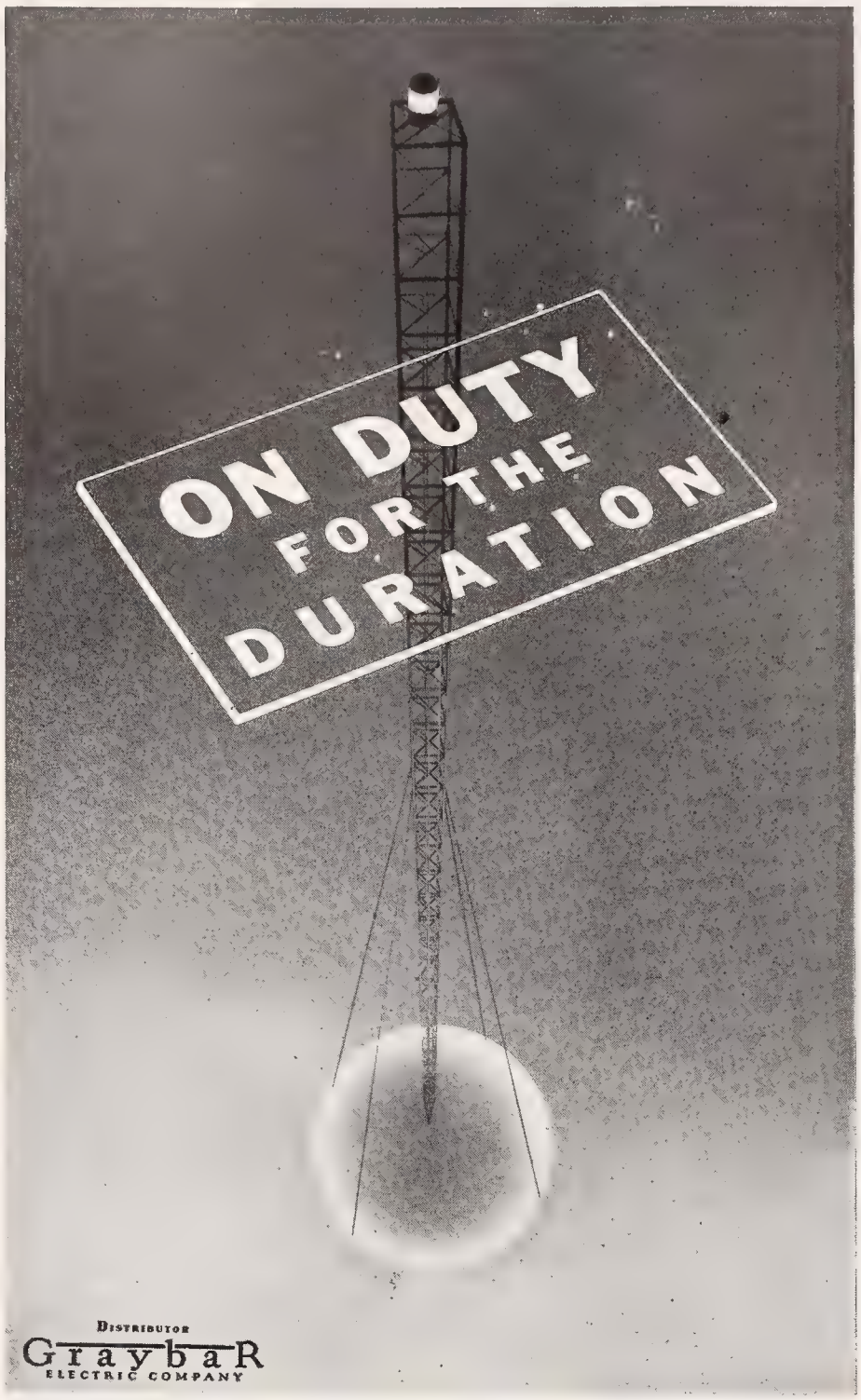
Cites Manpower Shortage

Pressed by Senator Tunnell for the kind of relief he wanted from Congress, Mr. Petrillo first said he wanted an ASCAP-type law. Musicians do not want to discontinue records, he said, but they want "the gentlemen to share the profits with us".

The AFM head was subjected to a severe grilling by Senator McFarland, who asked whether he did not think it was more important to have men work in factories in the war effort than to work as musicians. He cited the shortage of manpower, declaring that factories are "crying for men and our boys are dying on the other side". That is the reason, he said, that the people have built up the "sentiment against your bands".

Petrillo insisted that the people are not doing it, but that the NAB "with its hundreds of thousands of dollars" had whipped up this senti-

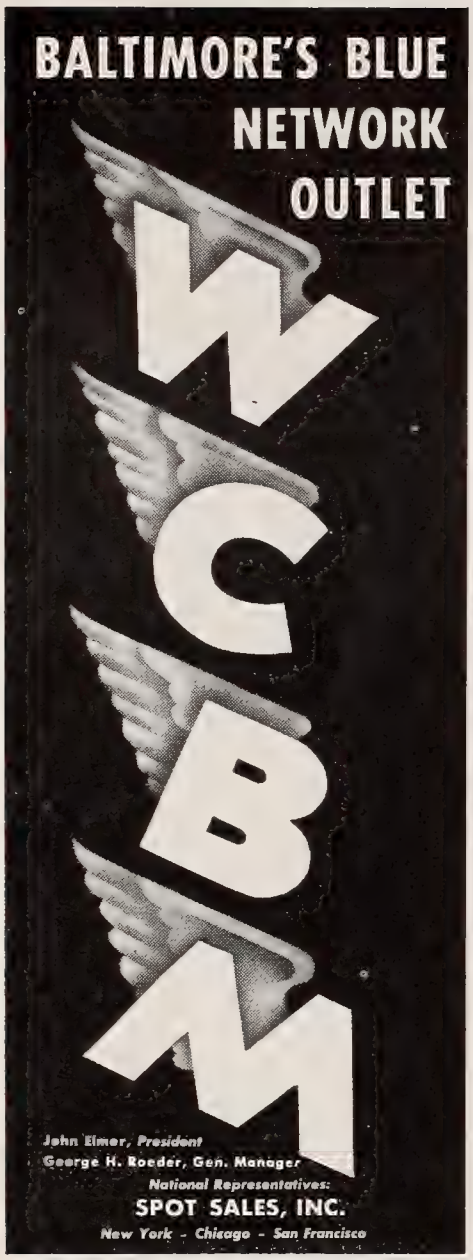




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ment and had called him a czar. He pointed to the gratis service of AFM for the military, declaring AFM was spending anywhere from $25,000 to $50,000 a week for that purpose.

Flying into a rage, and pounding on the table, Petrillo shouted that "we are not kids" and that AFM was "second to none in patriotism. If our men are needed, including myself, we'll go."

'Prepared to Negotiate'

Senator McFarland persisted that Petrillo could not be pinned down on what he wanted, but that it seemed he desired to have more men do the same amount of work and "increase the manpower shortage in the United States while we are crying for men for the war effort".

When Mr. McFarland commented that Mr. Petrillo had changed his story from the preceding day and that responsible people had told him that he was hindering the war effort, Petrillo said he was "certainly sorry to hear that".

Petrillo said several times he was prepared to enter negotiations to settle the strike, but that no overtures had been made to AFM. He said he was prepared to get his executive board together and get their ideas. Told by Chairman Clark that such a move would "help immeasurably", Mr. Petrillo said that he simply wanted to negotiate on a fair basis.

After Counsel Padway had attempted to answer questions for Mr. Petrillo, Senator Tunnell interjected that the AFM president could handle himself and that it was not necessary to barge in with a long argument and divert the trend of thought.

Petrillo said that he thought there was some justice to the recording company side, but that he was satisfied with the committee investigation and its desires. He predicted that the problem would be solved.

Petrillo first rejected the Clark proposition that he call off the strike, made just before the noon recess, on several grounds. Then, just prior to the close of his testimony Wednesday afternoon, he avidly accepted the suggestion that the international board draw up a definite program.

Senator Clark had suggested initially that Petrillo consider lifting the ban now, and then proceed to negotiate with the industry to see whether something couldn't be worked out. He suggested that Petrillo think it over during the noon recess and return with his answer, observing that such an action would put the organization in an infinitely better light all over the country and not weaken its bargaining power. Petrillo promptly retorted that if that happened, the record companies would negotiate for "two or three years".

Under rigorous cross-examination by Counsel Bingham, Petrillo said he did not know of the disbanding of many name bands because of lack of manpower. He said he had never made a check with orchestra leaders on this score.

There were several colloquies between Petrillo and his counsel over the accuracy of testimony previously adduced, regarding compensation received by musicians and statistics on employment.

The AFM head said he had never familiarized himself with industry finances. He estimated that radio in 1941 spent about $13,000,000 for musicians, exclusive of those used in commercial network programs. Mr. Bingham pointed out that the FCC's estimate was $8,000,000 and that the official figures of the Commission revealed that the musicians received more money than any other employes, including executives, but with the exception of technicians. The FCC figures showed average weekly earnings of $67.25 for staff musicians, with the average work week 19 hours, including rehearsal time.

To this, Petrillo rejoined that musicians worked longer hours than anyone else and were entitled to that compensation. He insisted he could not answer yes or no as to whether the broadcasters "could stand the pressure" of additional

Union Record-Changer Order A Mistake, Petrillo Admits

ADMISSION by James C. Petrillo, president of AFM, that his requirement covering unionized "platter-turners" employed by stations in Chicago and St. Louis is not "sound" was made last Wednesday before the Senate Petrillo Probe Committee.

Queried by Senator Tobey (R.-N.H.) on the ultimatum that stations employ union musicians as record and transcription changers (at $90 per 25-hr. five-day week in Chicago), the union head said he agreed that he had made a "mistake". He said when he made the demand upon the Chicago stations there was no objection, so he enforced it. If they had called his hand on the strike threat, he admitted he would have withdrawn the demand.

Explains Standby Fee

In St. Louis, Petrillo said he understood the scale was $45 per week. He did not know of any other jurisdiction which requires unionized platter-turners, declaring he didn't think the locals were powerful enough to make the demand. He admitted too, under questioning by Mr. Tobey, that a "child could do the job" of turning records, but said he based the demand upon relieving unemployment.

Petrillo sought to justify standby orchestras, contending the local musicians were deprived of employment by travelling bands engaged for radio performances commercially. Whether or not the standby band shows up, he said, the union scale is paid in Chicago and in certain other jurisdictions, but not generally. He was straightened out by Committee Counsel Herbert M. Bingham when, in answer to Senator Tobey, he said that the orchestras for which standbys were paid were not union, declaring he thought the Senator was referring to amateur bands.

In Chicago, Petrillo said, the standby fees do not go to the musicians but to the Federation orchestra and band fund to defray costs of benefits. But he didn't say this was so everywhere.

No Standby for Senator

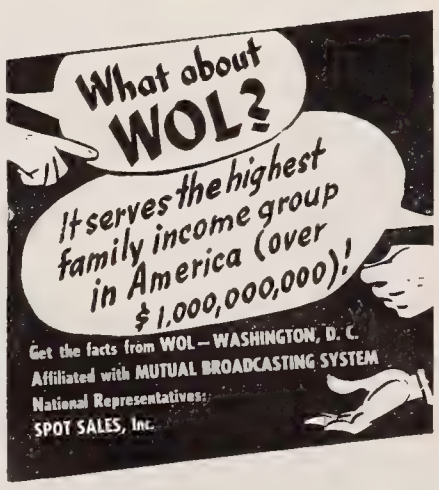
Senator Tobey said that being a New Englander, he probably didn't get the economic significance of such activities, and that it seemed to him an "incongruity" that men should be paid for work they do not perform. He asked whether Petrillo would favor a condition whereby a standby would be hired for Senator Clark (D.-Idaho) committee chairman, if he made a speech in Chicago for $300 and expenses. The answer was a vehement "no".

When Senator Clark raised the case of the premiere of the film "Wake Island" in Hollywood, wherein all revenues were given to the Marine Fund, but the union charged $200 for a standby for a Marine band, Petrillo said he thought this an "extreme case". He commented "we can't all be angels".

Asked about his requirement that two standbys be retained on repeat broadcasts by transcription, such as was recently invoked in the Jack Benny broadcasts, Petrillo said that Benny received "two fees"—one for each broadcast, whereas the band received only one. Under further interrogation, he admitted he didn't know whether Benny was paid twice but he "assumed" that was so, and therefore had invoked his ban.

To prove the magnanimity of AFM he said that it permits "delayed broadcasts" by stations which cannot accept a network program at the regular broadcast time, without additional orchestra fees. "We could stop that, but we can't fight on all fronts", he said. The committee let it drop there.





employment of musicians, based on their earnings, declaring that he did not realize he would be called upon to answer such questions and had not prepared himself.

Standby Fees to Locals?

Counsel Bingham then cited FCC statistics showing that 331 stations made less than $5,000 net last year before taxes, and that 221 additional realized less than $25,000. Such stations, Mr. Petrillo contended, were not required to hire musicians under the 1937 agreement.

While the original AFM Schedule A contract guaranteed performance of recordings, Petrillo declared that renewal of these contracts through AFM locals did not carry such a clause. He disclaimed any knowledge of such a clause in new contracts, though committee counsel said several stations had advised him of its existence.

Although Mr. Bingham cited AFM reports disclosing that standby fees of some $50,000 were turned in to the national organization by its locals in 1941, the AFM head said that such fees went only to the locals. He said there was a 15% tax, but he thought the report was in error when it revealed what amounted to a 50-50 split between locals and the national union on standby fees. "Something is wrong with it," he commented.

'Neutral' Problem Unsolved

Whereas in his previous testimony Mr. Petrillo had claimed that AFM had a peak membership of some 158,000, Mr. Bingham produced AFM figures to show that the organization's membership steadily has increased since 1934, or during radio's peak period. It was at a low of about 101,000 in 1934 and graduated upward to 138,000 in 1942, he cited. In 1929, it was later developed, AFM had a membership of 146,000.

Describing as a "hard question" Mr. Bingham's inquiry regarding cities which have stations but no musicians' locals, Mr. Petrillo said that the problem of "neutral territory" had never been cleared up but he hoped to do that someday.

Apropos coin-operated phonographs, Petrillo estimated that possibly 15% of the some 300,000 "juke box" locations could afford to hire four or five-piece orchestras and that perhaps half of them could hire one musician, resulting in increased employment for musicians. He admitted, however, that if his figures were right, AFM wouldn't be in a position to supply the necessary musicians, totaling about 45,000.

Whereas he estimated that each juke box returned an average of $12 a week, Mr. Bingham said he had been advised the net return to the operator is only about 90 cents per week. The location owner, however, gets about $2 a week while the machine owner gets $3 a week but only the 90-cent net, after paying expenses.

Wanted 'Credit Line'

Petrillo insisted that the armed forces were given carte blanche in the making of recordings, upon request, and with the guarantee that they would not be used for commercial purposes. He cited the case of a rejection from the American Legion though he said this same request would have been authorized if it had emanated from the military.

Asked about announcements recently injected on network musical programs that they were presented "through the courtesy of James C. Petrillo", the AFM head said he has used this vehicle to combat the NAB campaign and "get a credit line".

Finally admitting that there is an impending shortage of qualified musicians, Petrillo said that whereas AFM today could furnish all the musicians needed by broadcast stations, it won't be able to do so if the war continues for "five or six months". He said that some 25,000 AFM members are in the armed forces or in war work. This observation came after Senator Clark had commented that in many large cities, including Washington, stations were not able to hire competent musicians. Petrillo said they are not all "Stokowskis, Toscaninis and Petrillos" and that perhaps the calibre of men wanted were not available because they worked on other jobs four or five nights a week.

Radio Provided Work

He did not know about the inability of the St. Paul-Minneapolis union to supply men for radio.

Summarizing, Counsel Bingham asked Petrillo a series of questions and sought "yes or no" answers. He didn't get them all down the line.

Petrillo admitted (1) that radio has actually made work for more musicians; (2) that the phonograph was invented before AFM was founded and therefore could not be held responsible for present-day conditions; (3) that, in part, musicians are making more money today than ever before from recordings, contending that use of the music was an important consideration; (4) that the radio industry furnished an opportunity for musicians' employment, as indicated by the steady growth in AFM membership since 1934.

It was at this point that Petrillo agreed to convene his executive committee and formulate some sort of program for solution of the controversy.

Mr. Padway at the Wednesday session, stoutly defended the AFM action on recordings as a "simple

Night Owls

TESTING reaction of a night-owl program audience, WLS, Chicago, offered listeners to *Bunkhouse Jamboree*, daily 3-5 a.m. recording program, free samples of rum and maple tobacco. Healthy volume of mail resulted, coming 30% from industrial workers, 15% farmers, 13% plant guards, 9% women, 5% servicemen, 4% railroad employes.



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refusal to work", which he said was always used to redress injuries or improve the standard of living. He brought out that the AFL convention in Toronto last October had given Petrillo unqualified support. He attacked the NAB campaign as both expensive and "cheap." One of the most unfair aspects, he said, was the "attempt to wrap it in the American flag and to question patriotism of AFM and its members."

Chairman Clark did not agree that the NAB campaign caused the public resentment, pointing to the statements of public officials condemning the Petrillo action. Such men as Elmer Davis, he said, did not resort to "trickery." He said that public opinion may have been influenced somewhat by what the NAB did, but that it was not controlling.

Backlog Still Available

Senator Tobey commented he did not like such propaganda campaigns, terming them "the barnacles on the ship of democracy" that have to be removed.

Mr. Padway told the committee the whole controversy might have been settled before the "strike" became effective if negotiations had been initiated by the industry. He reiterated he thought the committee had done more to bring "this thing to a head" by its action the preceding day.

Contending that the industry had not yet been hurt, Mr. Padway cited the published reports that the backlog of recordings has not yet been entirely used up and that there has been no extreme suffering. He called the amateur musician controversy the "evil of apprenticeship" existent in practically all unions.

Counsel Bingham, drawing the witness' attention to statements that AFM contributes its services gratis to all Government agencies, asked whether it was not a fact that the Army's *Command Performance*, which is beamed to troops abroad, uses union orchestras at regular or special rates. H. J. Steeper, Petrillo aide in New York, said first he did not believe this was so, but pointed out that locals were autonomous where non-traveling bands were concerned. He said he would check into the matter, after Mr. Bingham said he had been informed that card rates are being paid. Similarly, Mr. Steeper did not know about the situation in St. Paul - Minneapolis and whether charges were made for public benefits, though here again he thought that was not the case.

Musician Shortage

When Mr. Bingham brought out that in Washington union musicians were not available for stations, and that most of the men had more than one job, AFM officials said they had no information on this and that regulations varied in different jurdisdictions. Mr. Padway thought that the situation stemmed from the fact that radio wanted first-class men and that they are not always available in all jurisdictions because of other commitments. He knew of no prohibition against a musician holding more than one job, he said.

After reviewing at length the contributed series of AFM for the war effort, Mr. Padway estimated that the value exceeded $15,000,000.

Juke boxes alone have lost jobs for some 15,000 members of AFM, said the labor attorney, while thousands of other musicians have been put out of jobs by use of transcriptions and records in broadcasting. He cited FCC statistics to show the widespread use of recordings by stations and pointed out these revealed that more than 500 stations rely "entirely on canned music."

Mr. Padway drew from Chairman Fly's testimony at the September hearings the inference that stations are violating Commission policies by performing an excess of recorded programs and by not using enough live local talent. He did not mention, however, that the FCC had no censorship powers over programs, unless they were obscene, profane or indecent.

Hits 'Monopoly'

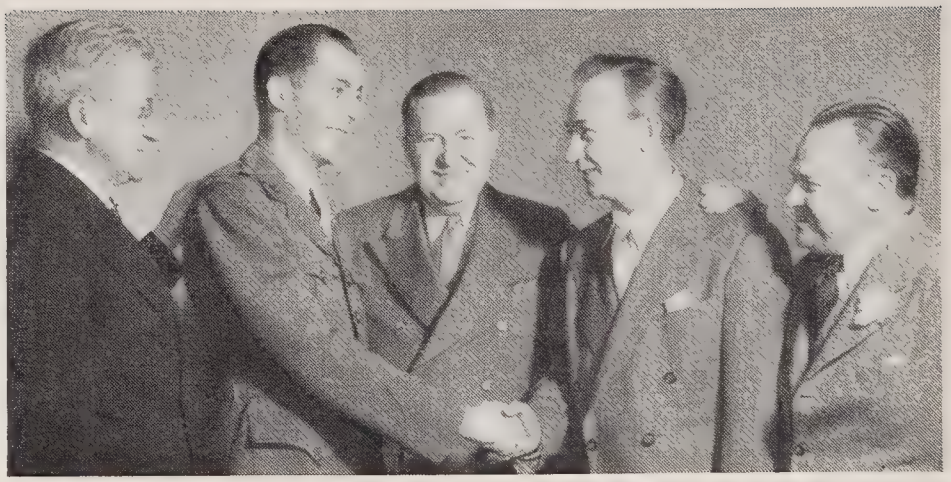
Launching his attack upon the "handful of tremendously wealthy and powerful corporations" who control recorded music, Mr. Padway cited these "little fellows" as RCA, Columbia and Decca. He said they have "reaped richly" from recordings and that two of them—RCA and CBS—controlled two of the three record companies, with only Decca accounting for 40% of the total production of 120 million records, not in the broadcasting field. He contended there were enough resources in the industry to take care of the interests of the musicians without raising the cost to the public "by one penny" and at the same time leave generous profits for stockholders.

He argued that it was not a case of inability of the industry to meet musicians' requirements, but their unwillingness to do so. As long as this attitude continues, he said, the musicians are "compelled to use their own means of redress, which is their refusal to play at their own funeral while the lion's share of gate receipts go to a few large companies."

Concluding his testimony, Mr. Padway warned NAB that this was not "an ASCAP fight." Live musicians are involved, he said, and they can "refuse to work." He added AFM could not be driven into a bargain as was ASCAP and that the quicker NAB realized that, the quicker there would be a "reasonable settlement."

NAB was characterized as "nothing more than an employers union" by Mr. Padway. He praised Mr. Petrillo and his work, and said that he was simply carrying out the mandates of his membership.

Chairman Clark concluded this phase of the hearing with the announcement that the subcommittee would hold an executive session on Wednesday to determine its future course of action. He indicated it would be at least two weeks before the hearings would be resumed, but that depended upon the committee views. More than likely the committee will not act until it receives the program of demands from the AFM executive board.



NEWSCASTERS OF WBBM, Chicago, wish former associate, Lt. Todd Hunter godspeed as he leaves for active service with the Marine Corps. Commentators on hand for the farewell were (l to r), Harlan Eugene Reed, Lt. Hunter, Gerhard Schacher, Alvin Steinkopf, Donald McGibney.

Johnson Staff Meets

GATHERED in studios of NBC affiliates in 21 cities in the U. S. and Canada, division managers and salesmen of S. C. Johnson & Son, Racine (wax, polish), met Jan. 9 in a closed circuit sales session featuring messages by Johnson executives and members of the company's NBC *Fibber McGee & Molly*. John J. Louis, vice-president of Needham, Louis & Brorby, agency handling the account, explained the meeting was a wartime measure to save time and transportation. Pickups were piped from New York, Chicago and Hollywood. William N. Connolly, Johnson advertising manager, spoke.

Red Cross Programs

TWO new Red Cross programs are being aired each week over NBC and BLUE. Over NBC the series is known as *That They Might Live* featuring guest actors each Sunday promoting the service's drive for nurse recruitment. Dramatic stories of America's fighting forces are heard Fridays over BLUE in cooperation with the Red Cross, 4:30-4:55 p.m. (EWT).



WSBA reaches the prosperous rural market of Northern Maryland and Central Pennsylvania. It's proved by . . .



The Time to Buy in Central Pennsylvania

WSBA
900
THE "MID-POINT" ON YOUR DIAL
York, Pennsylvania • Nat. Rep., The Walker Co.

"... timely, interesting and worth a thirty minute spot on the schedule."
WIBX

• Any ASCAP-licensed station may have the ASCAP Radio Program Service without cost. We provide well-written, timely shows which will be of special interest to your Commercial Department. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York



WMBD THE HEART OF ILLINOIS
PEORIA • 5000-1000 Watts • CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Woodell, Provost Join WEAF Staff

Promotion and Program Posts Are Filled by Gregory

SHIRLEY F. WOODELL, formerly sales manager of NBC's international division and later liaison with Government officials, has been named promotion manager of WEAF, New York, as part of a general change and expansion of the station's personnel by Sherman D. Gregory, WEAF general manager.

Mr. Woodell will have charge of program and sales promotion and station exploitation, taking over the duties of Robert L. Hutton, who has joined the NBC promotion department.

Provost Joins

Joining WEAF as assistant to Mr. Gregory is DeLancey Provost, formerly in charge of sales for Empire Broadcasting Corp., and previously general manager of Grombach Productions. Mr. Provost will concentrate on program building, while program publicity will be handled by Leighton Blood, formerly in the NBC press department.

Mr. Gregory revealed that national spot and local sales on WEAF increased 25% in 1942. For January, 1943, sales will be 33% ahead of the same month last year, he stated.

War Program Sponsors

FOUR participating programs built by WOR, New York, in 1942, all designed to throw light on wartime problems of food, nutrition or home economy, have attracted a total of 27 sponsors during the year, 17 of whom had never used the station before. Food companies ranked highest in the number of advertisers participating, followed by drug products, household goods and wearing apparel. Programs are: *Pegeen Prefers, The Consumer's Club, The Food & Home Forum,* and *Claire Wilson Reports.*

'Chef' Series Open

RADIO figure known as "The Mystery Chef," who started a program on BLUE last December on a sustaining basis, will be available for local sponsorship to all BLUE affiliates, effective Jan. 18. Series is aired Monday through Friday, 2:15-2:30 p.m.

OWI Names Carlin

TO HEAD the Office of War Information radio news division in New York, Harry J. Carlin, former teletype editor of the OWI Washington news desk, was named last week. In this capacity he will service commentators and station news departments with background information as well as providing material requested through queries. Before joining OWI, Mr. Carlin worked for the *Asbury Park* (N.J.) *Evening Press, New York Herald Tribune,* the *Long Branch Daily Record* and the *Brooklyn Daily Eagle.* His offices will be in Room 703, Chanin Bldg., and Room 312, 610 Fifth Ave., both in New York City.

Waiver Refused

NOTICE was served by the FCC last Tuesday that it would not grant requests of networks to eliminate station identification announcements during the President's birthday ball program on Saturday, Jan. 30. Disclosing it had denied the request of the BLUE Network for a waiver of Section 3.406 to eliminate the announcements during its 11:15 p.m. to 12:15 a.m. program, the FCC said that similar requests from other networks would not be granted.

Bibo Sues ASCAP

IRVING BIBO, Hollywood songwriter-publisher, in early January filed a $100,000 damage suit in Los Angeles Federal Court, naming ASCAP as defendant. Action charges ASCAP with violation of the Sherman Act by refusing to accept small publishers for membership. Bibo alleges that ASCAP "is unfairly and arbitrarily prohibiting competition by refusing membership with the result that small operators cannot market their releases."

Institute's Program

DESPITE limitations in the time women could spend listening to the radio during the war year, listening trends remained fairly constant in 1942, according to the Women's Institute of Audience Reactions, New York. The Institute, under the direction of Agnes Grew, is planning a variety program titled As They Like It, which will follow specifications set down by the women surveyed.



OKLAHOMA'S MEMBER of the FCC, Paul A. Walker, represented his State in the *Toast to Victory in '43* which brought messages from the 48 governors to WWDC, Washington, where senators, congressmen, military leaders and representatives of labor participated in a 14-hour continuous program saluting each of the states. Strickland Gillilan was m.c., assisted by WWDC staffmen under Manager Ben Larson.

WHAI, Greenfield, Miss., has appointed Burn-Smith Co. its national sales representative.

N. Y. Radio Club Lunch Is Programmed by INS

INTERNATIONAL News Service day was held Jan. 13 at the weekly luncheon meeting of the Radio Executives Club of New York with Leo Dolan, chief of the London Bureau in charge of European coverage, as chief speaker. Jack Oestreicher, director of foreign coverage, also spoke. Burl Ely, INS promotion manager, was in charge of the meeting.

Out-of-town guests included Ben Ludy, WIBW, Topeka; Jack Draughon, WSIX, Nashville; Hy Levinson, WCAR, Pontiac; Irwin Koppen, WTIC, Hartford; Ben Baylor, WMAL, Washington; Jack Van Sweringen, WPIC, Sharon; James Milne, WELI, New Haven; John Livingston, West Coast representative of Spot Sales.

Editor's Blue Series

SOL LEWIS, editor and publisher of the *Lynden* (Wash.) *Tribune,* who made his network radio debut on BLUE five months ago when he took part in *America's Town Meeting of the Air,* has started a weekly quarter-hour program of informal commentaries on national and world affairs on BLUE, under the title, *Sol Lewis—Country Editor.*

MILLER McCLINTOCK, president of MBS, and former executive director of the Advertising Council, on Jan. 13 was guest speaker at the first official meeting of the Media Men's Assn. of New York. Installation of permanent officers took place.

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

49 NBC TOP COMMERCIALS
Guarantee Audience
KTFI
TWIN FALLS, IDAHO
National Representatives
The Walker Co.
Homer Griffith Co.

If you're now using radio in the Charleston, West Virginia market—or planning to do so in the future—you should see the Crossley Study just completed.
5000 ON 580 **WCHS** CBS AFFILIATE
John A. Kennedy, President Howard L. Chernoff, Managing Dir.
Charleston, West Virginia
represented by THE BRANHAM COMPANY

NBC Plans Group Meets in New York

Committee Aims to Intensify Activity for Coming Year

PUBLIC SERVICE programs on stations affiliated with NBC will receive increased and intensified promotion throughout the coming year, with special emphasis on NBC's Red Cross series, *That They Might Live*, it was announced Jan. 12, after the first meeting of the new NBC Stations Planning and Advisory Committee in New York.

Chairman of the Committee for 1943 will be James D. Shouse, WLW, Cincinnati, who succeeds Paul Morency, WTIC, Hartford, chairman last year.

Longer Meetings

After reviewing the success of last year's activity the committee decided that meetings hereafter would be of two-day duration rather than one. Speaker at evening session, held in conjunction with the NBC Management Committee at the Hotel St. Regis, was Dr. James Rowland Angell, NBC public service counselor.

In addition to Messrs. Shouse and Morency, committee members present included Arden Pangborn, KGW, Portland, Ore.; Sidney S. Fox, KDYL, Salt Lake City; Edward Zimmerman, KARK, Little Rock; Stanley Hubbard, KSTP, St. Paul; Richard Shafto, WIS, Columbia, S. C., and Harry Stone, WSM, Nashville.

NBC executives attending were Niles Trammell, president; Frank E. Mullen, vice-president and general manager; William S. Hedges, Roy C. Witmer, Clarence L. Menser, Frank Russell, Harry Kopf, Sidney N. Strotz, O. B. Hanson, Dr. Angell, Charles B. Brown, John McKay, Sheldon Hickox, Easton C. Woolley, E. N. Lyford, Burton M. Adams, John M. Gaines, Albert E. Dale, William Burke Miller, A. W. Kaney, Philip I. Merryman, and William Brooks.

Kaye-Martin To Blue

ALLEN C. KAYE-MARTIN, formerly of the sales staff of *Printers Ink*, New York, and Margaret Sidney Eaton, previously promotion director of *The American Legion* magazine, have been appointed to the sales promotion staff of BLUE by B. J. Hauser, sales promotion manager.

OWI Changes

TO FILL the vacancy created by the death of William B. Gillespie, vice-president and general manager of KTUL, Tulsa, who also served as the OWI's regional consultant for District 12, William B. Way, manager of KVOO, Tulsa has been named. Another change has occurred in District 15 where Arthur Westlund, manager of KRE, Berkeley, succeeds Lincoln Dellar as regional consultant. Marcella Burke has been engaged as a writer to work in the radio bureau's New York office.

NAB Asks for Gas

PROTEST was filed Jan. 8 by Neville Miller, NAB president, against OPA regulations denying extra fuel rations to radio employes, other than technicians working at isolated transmitters [BROADCASTING, Jan. 4]. In a letter to OPA Chief Leon Henderson, Mr. Miller pointed out that radio broadcasting is considered essential to support the war effort, and that travel to and from temporary installations is part of its job.

LESTER STONE, attorney of Atherton & Currier Inc., New York, has been elected a vice-president.



AGREEMENT between the local Post Office and Sam Schneider, farm editor of KVOO, Tulsa, resulted in this mailbox for engineers at KVOO's transmitter, 11 miles from town. Mr. Schneider, conductor of *Rural Route 1170* inspects the box, which eliminates engineer's former plight of no box, no mail.

ASA, WPB in Accord On Victory Parts Line

SUBSTANTIAL agreement has been reached between the WPB and the American Standards Assn. on the Victory Model line of replacement parts, according to Frank H. McIntosh, chief of Radio & Radar Divisions' Civilian Broadcasting Branch, and it now appears that the way is clear for an early order for their production.

Final differences between WPB and ASA were ironed out at meeting in New York Jan. 14, which left only minor specifications to be adjusted, Mr. McIntosh said. He also indicated that the WPB's twin program for concentrated production of essential replacement tubes would be in effect shortly, with letters now being prepared to direct manufacture of the selected list of tubes.

NBC Division Changes

WYNN WRIGHT, former eastern division production manager of NBC, has been appointed eastern division program manager. He will be succeeded by Lester O'Keefe, assistant eastern division production manager. Walter Bunker Jr., western division production manager, has resigned to become producer of the *Jack Benny Show* for Young & Rubicam. He succeeds Robert L. Welch, now in the Army. Ned Tollinger, NBC producer, succeeds Mr. Bunker.

CBS BILLINGS RISE 2.3% ABOVE 1941

CBS billings for 1942 totaled $45,593,125, marking an increase of 2.3% over 1941, according to the network's accounting department. The 1941 total billings amounted to $44,584,378.

Breaking down the CBS figures by agencies, it was shown that Young & Rubicam ranked in first place with billings of $5,674,501, followed by Ruthrauff & Ryan, $5,101,813; J. Walter Thompson Co., $3,206,386; Blackett-Sample-Hummert, $3,202,741; Ward Wheelock Co., $2,242,578; Biow Co., $1,950,838. The following ten sponsors placed the largest amount of business on CBS in 1942:

Lever Bros. Co.—$4,226,500.00
General Foods Corp.—$4,223,395.00
Procter & Gamble Co.—$3,087,534.00
Campbell Soup Co.—$2,858,829.00
Wm. Wrigley Jr.—$2,462,069.00
R. J. Reynolds Tobacco—$1,779,100.00
Colgate-Palmolive-Peet—$1,697,460.00
Liggett & Myers Tobacco—$1,472,639.00
Sterling Products, Inc.—$1,469,634.00
American Products Corp.—$1,367,079.00

Ken Dyke Quits OWI To Enter Army Service

RESIGNATION of Kenneth R. Dyke, former NBC promotion director, as chief of the campaigns bureau of the Office of War Information, was announced last week when he joined the Army as a major, assigned to the Special Services Division. To replace him, Gardner Cowles Jr., assistant director for OWI domestic operations, named Andrew Dudley, acting chief of the campaigns bureau.

In his Army assignment, Maj. Dyke will be concerned with public relations for the various radio activities of the Special Services Division, attached to the staff of Lt. Col. A. C. Farlow. The Division's radio activity is concerned with entertainment in the camps, shortwave broadcasts to the troops and the use of radio in general morale work.

Shartle Named V-P

WILLIAM S. SHARTLE, former director of the New York office of Russel M. Seeds Co., and radio executive of H. M. Kiesewetter Adv. Agency and Erwin, Wasey & Co., New York, has been appointed vice-president and radio director of Henri, Hurst & McDonald, Chicago. Ward Dorrell, present radio director, has been made executive on the Skelly oil account, succeeding Jack Shaw, who has joined the American Red Cross.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.

THE FACTS WILL OUT

We have known Mississippi figures were UP and this week the Mississippi Unemployment Compensation Commission released confirming figures comparing the quarter ending September 30, 1942, with the same quarter of 1939:

Construction Workers	UP	326.5%
Earnings	UP	718.4%
Employees in Manufacturing	UP	148.4%
Earnings	UP	236.3%
Employees in Retail and Wholesale Groups	UP	120.3%
Earnings	UP	127.9%
All Other Groups	UP in proportion	

Invest your 1943 advertising dollars with WJDX—dominant radio station in the UP Mississippi Market.

Member of Southcentral Quality Network
WJDX WMC WSMB KARK
KWKH KTBS

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

BOOST YOUR SALES
Advertise over Central America's most modern stations
190,000 AMERICANS OF THE CANAL ZONE
BUY AMERICAN
Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City
COLON
PANAMA
SOUTH AMERICA
HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

Attention Station Owners
RADIO EXECUTIVE
at present General Manager of a Mid-West Station desirous of making a change. 15 years experience as a station manager and owner. 43 years of age, a college graduate, newspaper background, well known in the industry, best of references on request. Must have a 30 day notice before making a change. Write or wire . . .
Box 215
BROADCASTING

Cox-Fly Fight to Finish

(*Continued from page 12*)

FCC attorney assigned to the WALB proceedings, denounced as "unsupported innuendoes and insinuations," allegations made by Delacey Allen, WALB attorney and a stockholder in the station, that the Commission investigators were more interested in trying to "get something on Rep. Cox than they were in the station's business."

He asserted the purpose of the renewal proceedings was largely based on failure of the station's records to reveal that Arthur Lucas and William K. Jenkins, southern theatrical operators and part owners of WDRW, Augusta; WMOG, Brunswick, and WLAG, Lagrange, Ga., were stockholders in WALB. Thus, it was contended, the Commission's inquiry was prompted largely by the multiple ownership aspect.

McIntosh Admits Payment

Earlier in the proceedings, H. T. McIntosh, president of the Herald Publishing Co., licensee of WALB, and of the Albany Herald Broadcasting Co., had testified that $2,500 had been paid Rep. Cox, congressman from the district in which Albany is located, for legal services. He said the entire transaction had been handled "in an ethical and legal manner" in no wise in conflict with his status as a member of Congress.

Judge Cox, when the incident originated, had reported that the $2,500 check had been endorsed and sent back by him and that he had received stock in the new corporation "which never has functioned." The stock subsequently was transferred to "a private charity," he said.

Rep. Cox, discussing his pending resolution, asserted there was no doubt whatever that the measure would pass. He reiterated charges against Chairman Fly and his "gestapo agents". (Two FCC investigators spent considerable time going through WALB files last year.)

The WALB hearing was on issues involving voluntary assignment of the license from the Herald Publishing Co. to the Albany Herald Broadcasting Co., for construction permit to install new equipment and for renewal of license. The hearing had been postponed on the Commission's own motion several times, while aspects of the applications were being investigated.

Mr. McIntosh testified no material facts had been intentionally withheld but that mistakes "of a minor nature" had been made.

Witnesses called last week included, in addition to Senator George, chairman of the Senate Finance Committee, and Senator Russell, former governor of Georgia, Congressmen Robert Ramspeck (D-Ga.) and Stephen Pace, of Georgia. All testified in favor of renewal of the WALB application.

I. C. Gortatowsky, a stockholder in the station, testified that Rep. Cox had been asked to act as counselor for the new company at a $2,500 fee, that he refused the assignment and compensation at first, but, upon insistence of stockholders, he had "agreed to perform such duties as he could legally and ethically perform" while and as a member of Congress.

When Mr. Cohn introduced numerous photostatic copies of checks and other WALB financial records, WALB Counsel Allen commented that these records were "borrowed by FCC investigators" known to him only as "Rowell and Clift," with consent of Mr. McIntosh, to be taken to Atlanta for photostating. Instead, he charged these were brought to Washington, turned over to the FCC and "some of them were sent to the FBI." (FCC records reveal that Russell Rowell and Clarles Clift are members of the FCC law department. They have been assigned to investigatory work.)

At the FCC hearing Friday, Counsel Allen charged that Commission Counsel Cohn was attempting to introduce evidence on which to base prosecution of Rep. Cox for alleged violation of the Federal statute prohibiting members of Congress from receiving remuneration for services rendered before any Federal agency. He added that Mr. Cohn wished to "prejudice" the Commission against WALB's application for renewal by showing that Rep. Cox acted as the station's attorney in 1940.

This prejudice might be aroused, he declared, "because the FCC is under the likelihood—if that is the correct word—of being investigated by the House at the instance of a resolution introduced by Rep. Cox."

Standard On 95

STANDARD OIL Co. of Indiana, Chicago, will use 95 stations for a campaign of noon hour spot announcements offering War Bonds for outstanding farm achievements, scheduled to start April 5 on a 26-week basis, six announcements a week. This is an increase over last year's campaign schedule aimed at rural markets. Agency is McCann-Erickson, Chicago.

WOR Lunch in Chicago

TIME buyers and radio directors from 25 Chicago agencies attended a luncheon Jan. 14 at which Joseph Creamer, promotion director of WOR, New York, and R. C. Maddux, vice-president, explained the WOR-Crosley continuing survey of the New York area. Hosts were Robert Wood and John Shelton.

FOUR new directors of Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., were elected at a special meeting held Jan.9. The new directors are: Frank E. Devans, of Goodwin, Nixon, Hargraves, Midlleton & Devans, law firm; William Fay, vice-president in charge of broadcasting of Stromberg; Lloyd L. Spencer, vice-president in charge of sales, and Fred C. Young, vice-president, engineering.



Nat. Rep.: The Walker Company
Boston: Bertha Bannan



Your Separate Peace

We're all in this war together, and we'll work together without thought of ourselves until we win! But what peace will bring — for you — depends on your *individual* efforts . . . now!

If peace is to bring prosperity for your business, you must continue to hold the goodwill of your customers. One well proven way is to give them something they value — radio entertainment — to remember you by.

CFRB
TORONTO
860 KILOCYCLES

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN

or the Foreman Co. • Chicago • New York

REACH THE WOMEN OF THE OHIO VALLEY WITH . . . .

Olive Kackley



50,000 WATTS C B S

WCKY

THE L. B. Wilson STATION

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

THE 5000 WATT

Voice of the Tri-Cities

ROCK ISLAND · DAVENPORT · MOLINE

"New Hampshire plus Vermont won't give you WHBF's radio homes coverage."

WHBF

Affiliate: Rock Island ARGUS

Basic Mutual Network

1270 KC FULL TIME

780 OUTLETS TO AIR OWI 5-WEEKLY STRIP

TO be known as *Uncle Sam*, the new five-weekly strip series to be released by the radio bureau of OWI is already scheduled to be heard over 780 stations under the Station Transcription Plan starting Feb. 1.

Each day's disc will constitute a separate unit although all programs will be tied together through the narration of Uncle Sam telling listeners of various problems of concern to each citizen. Although the material is informational in character, it was pointed out that each show will be "entertainingly presented."

To aid stations in the sale of the series a presentation is being prepared for the OWI by Louis Hausmann of CBS for distribution to each station participating in the plan. This will be ready within a few weeks, it was said, and will then be distributed to each participating station. Publicity material on the program will also be distributed within the next 10 days, it was said.

The subjects to be covered in the first week's set are rationing, China and Lend-Lease, manpower, ten years of the Nazi regime and the war production incentive. Three writers engaged in the preparation of material are Carlton Morse, author of *One Man's Family*, Don Quinn, Fibber McGee & Molly writer, and Carroll Carroll, Kraft Music Hall scripter. Preparation of the discs in the series is going on in Hollywood under the supervision of Nat Wolff, west coast OWI chief, and George Zachary, chief of the program service division, who has gone to the coast to assist Mr. Wolff on production.

New Rio Shortwave

NEW 50,000-watt shortwave station Radio National went on the air at Rio De Janeiro, Brazil, New Year's night, with Lt. Com. Walter Winchell, then on a special mission to Brazil, as m.c. of the opening program. Station will broadcast nightly to North America on 26.5 meters. Equipment was built and installed by RCA Victor Division.

Food-Market Service

DECENTRALIZATION of the *Market News Service* and *Radio Round-Up Service* issued weekly from seven regional offices of the Food Distribution Administration rather than from the Washington office, has been started. Elwyn J. (Mike) Rowell, chief of the Radio & Market News Section of FDA, last week met with station officials and distributors of farm products in Pittsburgh, Akron and Cincinnati. Douglas R. Mackenzie, of FDA, will visit the seven regional offices. Service goes to nearly 500 stations. News releases will be issued from New York, Chicago, Des Moines, Denver, San Francisco, Dallas and Atlanta.

Truckload of Discs

DONATING a truckload of transcriptions, Sidney N. Strotz, western division vice-president of NBC, Hollywood, and Jack Richardson, radio recording manager of the network, supplied Camp Young, Cal., remote desert Army training center, with a large portion of its musical Christmas cheer. Discs will be used year round by service men sent to the camp for desert warfare training.

Record Ban Hurts Overseas Programs

OWI Needs Discs to Combat Nazi Attack on U. S. Music

LACK of new commercial recordings and shortage of materials has handicapped efforts of OWI in telling the truth about American musical taste and talents to occupied countries. Macklin Marrow, OWI musical director for overseas broadcasts, told leaders in music and morale work at a meeting in Town Hall, New York, Jan. 12.

The OWI spokesman explained that civilians of foreign countries are confronted with Axis propaganda emphasizing the general decadence and barbarism of American culture, and the lack of fine orchestras or composers. OWI is attempting to refute these charges by presenting a true picture of American music, he said.

Mr. Marrow said OWI is faced with the problem that "not only have no new commercial recordings been made in the past few months, but because of the shortage of materials and one thing or another, a large number of standard titles are no longer available." He said the recording companies and the AMA had cooperated, however, and is helping the government enlist leading conductors, composers and symphony societies in making records to overcome the shortage.

Mr. Marrow said American troops overseas apparently have greater preference for serious music than do civilians, with 29% of the servicemen requesting that type, compared to 17% civilians. He said listeners abroad are getting all types of our music "due to magnificent cooperation of musicians in all branches of the art."

Among other speakers at the meeting were Dr. Serge Koussevitzky, conductor of the Boston Symphony, now heard on the BLUE, Major Howard Bronson, music officer of the Army Special Service Division, and Dr. Howard Spivacke, head of the music division of the Army.

General Baking Spots

GENERAL BAKING Co., New York, has released a radio and newspaper campaign throughout territory of the firm's Pennsylvania division. Spots on 29 stations from Trenton to New Orleans are being placed through Ivey & Ellington, Philadelphia.

WANTED

ANNOUNCER — local network station. Who can write and read copy, read news, play records and be useful around studio. Starting salary $25.00 per week. Moderate hours. Send transcription sample of work if possible. Write or wire,

BOX 227 BROADCASTING

Too Hot

WITH the East worried about lack of heat, studio staff of WKZO, Kalamazoo, had to evacuate Jan. 7 because things were too hot. Fire in the Burdick Hotel below the studio caused the alarm, but no WKZO equipment was damaged.

Former Radio Men Now In War Theatre Post

MAJ. BROOKS WATSON, former program director of WMBD, Peoria, and now radio public relations officer on the staff of the European Theatre of Operations, was heard over Mutual last week when he was m.c. of the BBC-Mutual program, *Stars & Stripes in Britain*. Member of the War Dept. Bureau of Public Relations radio branch, Maj. Watson was assigned to Gen Eisenhower's staff a few months ago.

Maj. Howard Nusbaum, formerly of BBC, New York, also is in London with the European staff, while Lt. Al Wharfield, formerly of C. E. Hooper Inc., New York, is on Gen. Eisenhower's staff in Algiers. All three officers were on duty in Washington before their transfers overseas. Capt. Rankin Roberts, also of the War Dept. radio branch, is in Chungking.

Carleton Scott Richardson

CARLETON SCOTT RICHARDSON, president of Richardson-MacDonald Advertising Service Ltd., Toronto and Montreal, died in his sleep Jan. 9 at his country home, Brier Farm, Aurora, Ont. He was a veteran of the First World War, and had been with the advertising agency, formerly Consolidated Adv. Service Ltd., since his return from overseas. Prior to World War I he served on Canadian and United States newspapers. He is survived by his widow; his mother, Mrs. E. J. Allen; a son, Flight Lt. C. D. Richardson, of the Royal Canadian Air Force; a daughter, Mrs. J. MacNeill, all of Toronto.

RCA will establish a branch in Philadelphia for its RCA Service Company Inc., dealing primarily in the servicing of telegraphic, radio and motion picture equipment. Application for a certificate of authority to conduct its business in Pennsylvania was filed recently with the State Department. The branch office will be established at 123 South Broad St.

Broadcasters!

LET YOUR AUDIENCES HEAR

STARLIGHT SONATA

the most unforgettable melody since "My Sister and I"

Lyrics by Helen Bliss

Music by Henry Manners

and

AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox". Words and music by Paul J. Winkoop

Both songs have been arranged for orchestra by JACK MASON

BROADCAST MUSIC, Inc.

580 Fifth Ave. - New York City

WOKO's Renewal Set for Hearing

Sam Pickard's Name Linked to Station's Ownership

EVIDENTLY still seeking to resurrect antiquated charges of purported improprieties in former Radio Commission licensing policies, the FCC last Tuesday designated for hearing the renewal application of WOKO, Albany. The name of Sam Pickard, former member of the old Radio Commission and afterward vice-president of CBS in charge of station relations, was linked with the new proceedings.

Only a fortnight ago, it was learned authoritatively [BROADCASTING, Jan. 11] that the Department of Justice had notified the Commission that an investigation directed against Mr. Pickard would not be pursued because it construed the case as moot due to the statute of limitations. This action followed a far-reaching but highly secret inquiry conducted by the FCC, largely upon instigation of FCC Chairman James Lawrence Fly.

Not Stockholder

The Commission announced it had designated the WOKO application for hearing "to determine whether the representations and statements made to the Commission by its predecessor, the Federal Radio Commission, by the licensee, its officers, directors, stockholders, or agents, with respect to the ownership or transfer of, subscription to, consideration paid for the stock of WOKO, Inc., truly and accurately reflect the facts."

It also said the hearing would seek to determine all the circumstances and conditions under which the stock of WOKO had been issued, transferred or assigned and determine whether or not the applicant was qualified to continue operation of the station, and whether the renewal should be granted.

The FCC records do not show Mr. Pickard as a stockholder in WOKO, but it is understood that the Commission action was based upon purported information that one of the four stockholders was Mr. Pickard's brother-in-law. The station is a CBS affiliate.

President and general manager of the station is Harold E. Smith, who holds 25½% interest. Other stockholders are the *Knickerbocker News*, holding 25%; Raymond B. Curtis, of Garrison, N. Y., 25½%; and R. K. Phelps, of Kansas City, 24%.

Alkine Adding

ALKINE Co., New Brunswick, N. J., in its annual winter campaign for Flemolyn cough medicine, started in November, has added six participations weekly on WINS, New York, for a 13-week period. Firm uses WNEW, New York, WAAT, and WHOM, Jersey City, and approximately eight additional stations in the Midwest. Agency is Jackson Adv., New Brunswick.

After more than five years with the Campbell Soup Company on February the nineteenth 1943 their sponsorship will discontinue.

During this period we feel that we have advertised one of America's finest products.

We want to express our deep appreciation to the Campbell Soup Company for the very pleasant association we have had with this great organization.

AMOS 'N' ANDY
(Freeman F. Gosden)
(Charles J. Correll)

Actions of the

FEDERAL COMMUNICATIONS COMMISSION

JANUARY 9 TO JANUARY 15 INCLUSIVE

Decisions . . .

JANUARY 12

WOKO, Albany, N. Y.—Designated for hearing application for renewal of license of WOKO to clarify stock ownership.

KROY, Sacramento, Cal.—Granted consent to assignment of license for KROY from Royal Miller to a partnership composed of Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney and Will Thompson, d/b as Royal Miller Radio.

WOW, Omaha—Commission adopted order denying joint petition of Woodmen of the World Life Insurance Society and Radio Station WOW Inc., for extension of time in which assignment of license of WOW may be consummated.

BLUE Network — Denied request for waiver of Sec. 3.406, to eliminate station identification announcements Jan. 30 from 11:15 p.m., to 12:15 a.m., in connection with President's birthday. (Commission stated other similar requests would not be granted.)

JANUARY 13

WLAW, Lawrence, Mass.—Granted petition to intervene in hearing on application of WBNY, Buffalo, for modification of license.

WBNY, Buffalo—Granted motion to continue hearing to Feb. 23 on modification of license.

NEW, Chattahoochee Broadcasting Co., Columbus, Ga. — Granted continuance of hearing to Feb. 4 in re application for new station.

KFAC, Los Angeles—Granted postponement of hearing to March 22 in re application for CP.

WORK, York, Pa.—Granted postponement of hearing to Feb. 25 in re modification of CP.

JANUARY 14

KOA, Denver — Adopted order granting petition for rehearing filed by NBC as licensee of KOA, directed against the grant of application of WJW Inc., for modification of CP; change of frequency from 1240 to 850 kc; increase power to 5 kw, with DA-day and night; change location 13.8 miles nearer Cleveland; move studios from Akron to Cleveland. Dismissed KOA's request for stay order without prejudice to KOA's right to renew request if WJW should seek authority for actual operation on 850 kc in Cleveland prior to final decision by Commission in this matter.

KTRB, Modesto, Cal.—Granted license to cover CP for increase in power, change of hours of operation; install new transmitter and DA for night use, and move transmitter.

WOC, Davenport, Ia.—Granted license to cover CP for change of frequency; increase power; move transmitter and DA for day and night use.

Applications . . .

JANUARY 11

WEEU, Reading, Pa.—Special service authorization to operate from 7 a.m. to local sunrise, Jan., Feb., March, 1943 (850 kc).

KFAB, Lincoln, Neb.—Extension of Special Service Authorization to operate synchronously with WBBM from local sunset at Lincoln, Neb., to 12 midnight (CST), to Feb. 1, 1944. (780 kc).

WBBM, Chicago—Same as above, with KFAB. (780 kc).

KFMB, San Diego, Cal.—Voluntary transfer of control from Warren B. Worcester, deceased, to The First National Trust & Savings Bank of San Diego, as Trustee under Declaration of Trust for Warren B. Worcester. (1450 kc).

KOAC, Corvallis, Ore.—License to use formerly licensed main transmitter as auxiliary with power of 1 kw. (550 kc).

WKAQ, San Juan—Modification of CP for extension for completion date to July 26.

JANUARY 13

WQXR, New York—Modification of CP for change in equipment, etc., to April 1, 1944.

W3XE, Philadelphia—CP for move of transmitter to Mermaid Ave., west of Cheltenham Ave., Springfield Twp., Montgomery Co., Pa., and make changes in equipment. Also license to cover.

KMLB, Monroe, La.—CP to install new transmitter. (1230 kc).

JANUARY 14

KXYZ, Houston, Tex.—License to use formerly licensed main transmitter as auxiliary with power of 1 kw. (1320 kc).

KGHI, Little Rock, Ark.—License to cover CP for new transmitter. (1230 kc).

Tentative Calendar . . .

WCOA, Pensacola—CP for 1030 kc, 10 kw, DA-night; unlimited (Jan. 18).

WKBW, Buffalo—Renewal of license (main & aux.), for 1520 kc, 50 kw, unlimited; DA-day and night (Jan. 19).

WGR, Buffalo—Renewal of license (main & aux.), for 550 kc, 1 kw night; 5 kw day; unlimited; DA-night (Jan. 19).

Network Accounts

All time Eastern Wartime unless indicated

New Business

ARC EQUIPMENT Corp., Bryan, O., (war industry), on Jan. 16, 3 to 3:30 p.m. sponsored one-time broadcast of Army-Navy "E" award ceremonies on 117 CBS stations. Agency: Beeson, Faller, Reichert, Toledo.

CRANE Co., Chicago (war industry), on Fri., Jan. 29 will sponsor one-time broadcast of Army-Navy "E" award ceremonies on 146 BLUE stations, 4:30-5 p.m. Agency: Buchen Co., Chicago.

GILLETTE SAFETY RAZOR Corp., Boston, on Jan. 29 only, sponsors Allie Stolz vs. Willie Pep boxing bout on 211 MBS stations, 10 p.m. Agency: Maxon Inc., N. Y.

H. J. HEINZ Co., Pittsburgh (food products), on Feb. 15 starts *Information Please* on NBC, Mon., 10:30-11 p.m. Agency: Maxon Inc., Detroit.

FOLGER COFFEE Co., San Francisco (coffee), on Jan. 23 starts for 13 weeks *Harry W. Flannery-News Analyst*, on 7 CBS Pacific stations (KNX KQW KARM KROY KOIN KGDM KFPY), Sat., 5:30-5:45 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

A. RAMSEY & SONS, Montreal (paint) on Jan. 30 starts *Veillee de Ramsey* on CKAC, Montreal; CHRC, Quebec; CJBR, Rimouski, Que.; CHNC, New Carlisle, Que., Sat. 8:30-8:55 p.m. Agency: A. McKim Ltd., Montreal.

ROYAL CANADIAN Air Force, Ottawa (Women's Division), on Jan. 12 started *RCAF Quiz Show* on 29 Canadian Broadcasting Corp. stations for 13 weeks, Tues. 8:05-8:30 p.m. Agency: Adv. Agencies of Canada, Toronto.

NATIONAL CELLULOSE Co., Toronto (paper products) on Jan. 3 started *Toronto Conservatory Program* on CFRB, Toronto, and CFPL, London, Ont., Sun. 2:30-2:45 p.m. Agency: Ferris Adv. Agency, Hamilton, Ont.

STUDEBAKER SALES Corp., South Bend, Ind., on Jan. 18 starts for 13 weeks *Norman Nesbitt*, newscaster, on 33 Don Lee Pacific stations, Mon. thru Fri., 5:30-5:45 p.m. (PWT). Agency: Roche, Williams & Cunnyngham, Chicago.

Renewal Accounts

PHILIP MORRIS & Co., New York (cigarettes), on Feb. 5 renews *The Philip Morris Playhouse* on 114 CBS stations, Fri., 9-9:30 p.m. (repeat, 11:30 p.m.-12 midnight). Agency: Biow Co., N. Y.

LADY ESTHER Ltd., Chicago (cosmetics), on Feb. 15 renews *Screen Guild Players* on 117 CBS stations, Mon. 10-10:30 p.m. Agency is Pedlar & Ryan Inc., New York.

Network Changes

CARTER PRODUCTS, New York (Carter's Little Liver Pills), on Jan. 10 renewed for 52 weeks *Inner Sanctum Mystery* on 53 BLUE stations, 8:30-9 p.m., at the same time turning over recorded repeat on 12 additional Pacific Coast stations, 6:30-7 p.m. to Arrid. Agencies: Ted Bates Inc., (Liver Pills), and Small & Seiffer, N. Y. (Arrid).

WBRB WAR VICTIM AS RESULT OF FIRE

UNABLE to secure replacement equipment and personnel due to war freezes, WBRB, Red Bank, N. J., on Jan. 6 secured authority of the FCC to remain silent for the duration. Its petition to withdraw without prejudice to re-filing, an application for 100 watts on 1240 kc. was granted by the Commission. The station, licensed to Monmouth Broadcasting Co., headed by Thomas F. Burley and managed by John C. Bird, formerly shared time on 1240 kc. with WFAS, White Plains, N. Y., and WGBB, Freeport, Long Island. Mr. Burley continues direction of WCAP, Asbury Park, N. J.

Early last year WBRB's main transmitter equipment was destroyed by fire. It remained silent despite special service authorizations for operation issued by the FCC while efforts were made to secure new equipment and replace personnel. Its present status enables it to apply anew for the facility when equipment is obtainable, but presumably not until after the war.

DALE CARNEGIE, lecturer and author of *How to Win Friends and Influence People*, last week started a series of five-weekly broadcasts on the lives of famous people, on BLUE titled *Little Known Facts*, Monday through Friday, 9:55-10 p. m.

LAND O' LAKES Creameries Inc., Minneapolis, on Feb. 2 shifts Boake Carter news commentaries on 19 MBS stations from Mon., Wed., and Fri., 12 noon-12:15 p.m. to Tues. and Thurs., 12-12:15 p.m. Agency: Campbell-Mithun, Minneapolis.

FIRESTONE TIRE & RUBBER Co., Akron, on Feb. 8 shifts *Voice of Firestone* on 126 NBC stations, Mon., 8:30-9 p.m. from New York to Hollywood for three weeks. Agency: Sweeney & James Co., Cleveland.

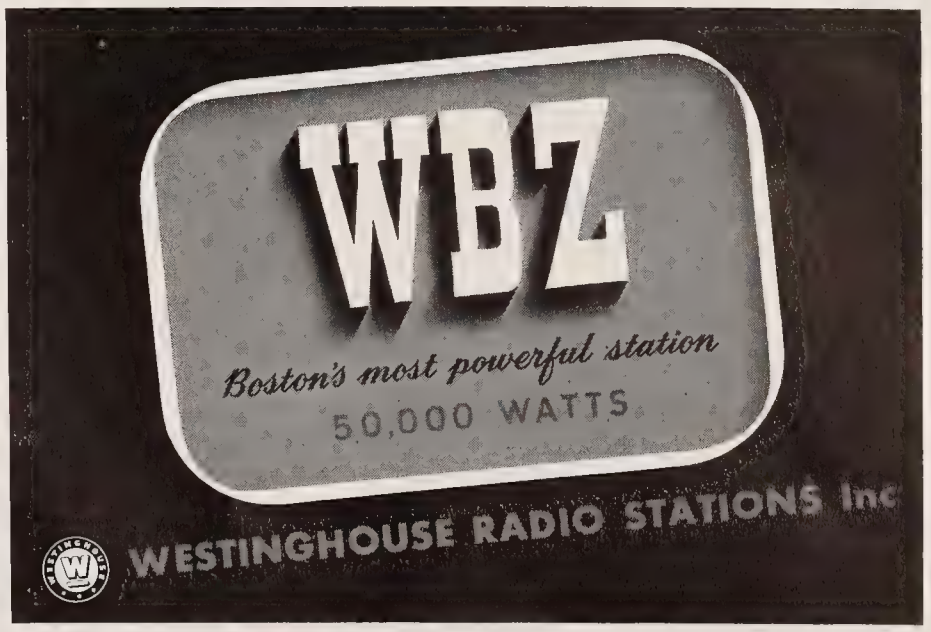
KELLOGG Co., Chicago (cereal), on Feb. 1 shifts *Superman* on 39 MBS stations from Monday thru Friday 5:30-5:45 p.m. to 5:45-6 p.m. Agency: Kenyon & Eckhardt, N. Y.

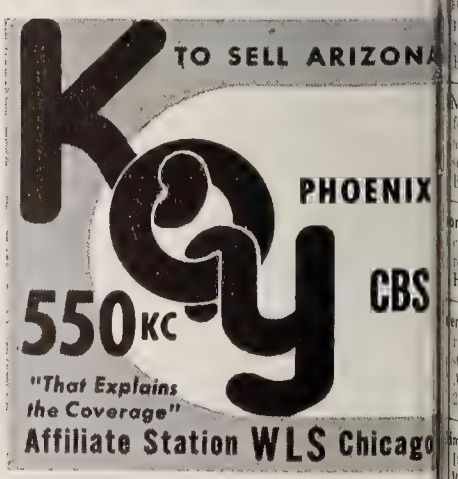
BROWN & WILLIAMSON Tobacco Corp., Louisville (Wings), on Jan. 29 shifts *People Are Funny* on 67 NBC stations, Fri., 10-10:30 p.m., to Fri., 9:30-10 p.m. Agency: Russel M. Seeds Co., Chicago.

LEVER BROS. Co., Cambridge, Mass. (Swan soap), on Jan. 29 shifts *Tommy Riggs & Betty Lou* on 127 NBC stations Fri., 7:30-8 p.m., with West Coast repeat 7:30-8 p.m. (PWT) to Fri., 10-10:30 p.m. Agency: Young & Rubicam, N. Y.

COLONIAL DAMES Corp., Los Angeles (cosmetics), on Jan. 15 replaced *Find the Woman* with *Quiz Quotient* on 9 CBS Western stations, Fri., 9:55-10 p.m. (PWT). Agency: Glasser-Gailey & Co., Los Angeles.

CONTI PRODUCTS Corp., New York (soap, shampoo), on Jan. 17 discontinued Walter Compton's *Background for News* on 9 MBS stations, Sun., 10:45-11 a.m. and on Jan. 21 starts *The Treasure Hour of Song* on about 10 MBS stations, Thurs. 9:30-10 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.





CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

WSCASTER—Recognized midwest 5KW asic network affiliate has opening for top-flight news broadcaster who has nade outstanding reputation on a good tation. The starting salary will be 100.00 per week, and only a man with reputation will be considered. Please eply fully and in confidence to Box 204, BROADCASTING.

nouncer—Preferably man with newsasting experience for substantial local tation, with network affiliation, in east. ive draft status. Box 225, BROADCASTNG.

erator Wanted—First or second class, xperience unnecessary. Write Box 214, BROADCASTING.

st or Second Class Operator — Permanent position for draft-exempt sober nan or woman. State experience and eferences. Radio Station KLO, Ogden, Utah.

nouncer — Give experience, abilities. ermanent. Box 197, BROADCASTING.

NOUNCERS—Outstanding clear-chanel New York State station. Give experince, references, draft status. Box 196, BROADCASTING.

MMERCIAL MANAGER—For 250 W. N.B.C. station in city of 30,000. Good roposition to man that can deliver. refer man now working in Florida. adio Station WLAK, Lakeland, Florida.

perienced News Broadcaster—Newspaper ackground preferred. Good salary. CKN, Kansas City, Kansas.

nouncer—3D phone ticket. Midwest netvork station. Give complete details—raft status and requirements in first etter. Box 203, BROADCASTING.

NOUNCER—Interested in sales work. 30 plus share of profits. Will consider oman. Box 205, BROADCASTING.

MEDIATE OPENINGS—For experienced nnouncer and licensed operator. Both ust be draft exempt or deferred for ix months. Applicants give experience, raft status, minimum salary expected. ermanent positions and ideal working onditions in Virginia city. Write fully ox 208, BROADCASTING.

mmercial Manager—Virginia station has mmediate opening man experienced in adio sales. Must have good character, mbition, capable of writing selling opy, and be draft exempt. Only those vith good sales record in radio need pply. Fine opportunity, good salary. Vrite full details Box 207, BROADCASTNG.

OGRAM—PRODUCTION MANAGER—With ideas and a sense of showmanship. Good salary, permanent position to a nan willing to work. Regional network tation. In replying, detail previous experience, draft status, and attach snapshot. All replies confidential. Box 210, BROADCASTING.

NNOUNCER—Experienced, draft deerred. Permanent. 5 kw network affiliate. Give full particulars about yourelf, including salary expected. Box 209, BROADCASTING.

mbination Engineer-Announcer — Any lass license. Man or woman. Air mail references, draft status, salary. KFFA, Helena, Arkansas.

mote Studio Manager—Must be all round person. Salary and percentage, or straight high percentage. Permanent job. Air mail references, draft status. Box 223, BROADCASTING.

me Salesman—For network affiliate. Draft exempt. Must have proven ability. Box 216, BROADCASTING.

Help Wanted (Continued)

Announcer Wanted—State full details in first letter, including wages expected for fifty-hour week. Send audition record. Radio Station WRLC, Toccoa, Georgia.

Situations Wanted

TWO ATTRACTIVE SMART YOUNG WOMEN FOR YOUR STATION—Bookkeeper with two years' experience for $35.00. Experienced program director and continuity writer for $40.00. Can handle woman's program and announcing. Both for duration. Change of management means immediate availability. Address Box 226, BROADCASTING.

Young Philadelphian—4F, little experience, desires to learn all-around work in radio station. Box 199, BROADCASTING.

Announcer—25 years old, 4F, three years university speech and broadcasting. Experienced, employed. Will send transcription. Write Box 213, BROADCASTING.

Announcer-Writer—Small station. Fine references. Age 24. 4F. Box 200, BROADCASTING.

Cut Expenses—With exceptionally qualified man, engineer, first-class license, scintillating banjoist, ingenious promoter salesman, writer, manager, age 38, $250. W. E. Hanna, 902 East St. Charles, Lombard, Illinois.

Announcer—All-around Man — Specialty sports—baseball, basketball, hockey, football. Wants place with a future. Continuity writer and salesman. Military exempt. Twelve years experience. At liberty in thirty days. Box 198, BROADCASTING.

Experienced Radio Engineer—Desires responsible position with broadcast station. Box 212, BROADCASTING.

Station Owners—Need a manager or commercial man with new ideas? Married, desiring location in city around 40,000. Experience and qualifications for local or network affiliate. Box 211, BROADCASTING.

Chief Engineer—3-A desires change. Prefer midwest or east. Box 201, BROADCASTING.

AVAILABLE—A Radio man with complete broadcasting background. 10 years of successful operation. Aware of sales, promotion, production, copy, and facilities problems. 34 years old. Permanently deferred. Sales or Station Managers position preferred. Box 202, BROADCASTING.

Capable Production Man-Announcer—3-B draft. Desires better position. Box 221, BROADCASTING.

Engineer — Desires employment with progressive station. Fourteen years' experience maintenance, operation, and installation. College graduate, 39 married. Location Southwest or West Coast. Box 220, BROADCASTING.

Transmitter Operator—First ticket and maintenance. Box 219, BROADCASTING.

MORNING PERSONALITY - NETWORK NEWSCASTER—Now conducting successful morning show on major basic network station, desires change with increased opportunity. Draft exempt. Married. $75.00 weekly and talent possibilities, minimum. References, added details upon request. Box 218, BROADCASTING.

Announcer—Network experience. Also feature commentator, master ceremonies, special events. Knows press, public relations. Experienced writer. Now employed independently; daily program 50 KW station. Draft 4F. Box 217, BROADCASTING.

Situations Wanted (Continued)

Writer—Credits include top network commercials, evening and daytime, on contract basis. Also production. 8 years agency and network experience. 3A, three dependents. Available New York, Chicago or Hollywood originations. Box 206, BROADCASTING.

Twenty-two Years Experience—Selling syndicated radio, features and advertising services over entire USA and parts of Canada. Married with family, age 42. Free at once, willing to sell on drawing account and commission . . . not salary alone. Best references . . . known all over. Ed Dolbey, 14 Echo Lane, Larchmont, New York.

Experienced Woman Continuity Writer—College graduate. Wants position in Middle West. Pleasant radio voice. Box 222, BROADCASTING.

Wanted to Buy

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

For Sale

Presto Equipment For Sale—Two 6D turntables, equipped with time scales, microscope. 1C cutters, vertical dampers. One 85E Amplifier, 50A Radio tuner, Special 130C Mixer. Included in sale price, mixing table, 3" RCA oscillograph, Clough-Brengle audio oscillator; RCA, Shure, Brush, mikes and many other "impossible to get" items. For quick sale, as one unit only $1300. CASH. Harold Kay Laboratories, 54 South State Street, Painesville, Ohio.

For Sale (Continued)

RADIO STATION FOR SALE: Due to owner being called into service, large radio station in Capital City of large Southern State can be bought reasonably. Quick action necessary. For information see Moran & Webb, 85 Popuar Street, Atlanta, Georgia.

One Used Presto—Model Y recorder in good condition, $450. Alfred Rutherford, R.R. 2, Box 214, Anchorage, Ky.

HERE'S A COMBINATION

1. Writer, announcer, producer, operator. 14 years in radio. Past 2 years as manager of local independent. Desires change due to transfer of ownership. 1st Class License.

2. Salesman, writer, announcer, operator. 6 years in radio. Good sales record. 3rd Class License.

3. Woman. Announcer, traffic, programming. 3 years in radio. Specialty ad lib, informal and women's features. 3rd Class License.

All three experienced in sales promotion and servicing as well as routine board work. Will go singly or as unit.

For further information and references write to

Box 195, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
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PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
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Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
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(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING FOR RESULTS!

Nets Take Extra Precautions As Vulgarity Charge Arises

Fly Notes Increase in Number of Complaints in Recent Weeks; Scripts Scanned Carefully

REPLYING to recent claims of vulgarity and profanity prevalent on radio programs, representatives of CBS, NBC and BLUE issued formal statements last week explaining that censorship of material was being enforced in accordance with network policy and that performers have been asked to guard against ad-lib slips of this type.

FCC Chairman Fly said the number of complaints coming from the listening public have been "more than the ordinary number in recent months and weeks." He declined to comment any further but indicated that an investigation was being made.

Protesting against "hells and damns and other rough and vulgar expressions", the Ensley Highland Methodist Church of Birmingham, Ala., complained to the networks and also is reported to have sent letters of protest to President Roosevelt and Wendell Willkie.

NBC Opinion

"We recognize that this is our problem," C. L. Menser, NBC vice-president said, "and we are doing everything we possibly can to meet it. We have talked to the performers personally. We have deleted and will continue to delete all objectionable material from our scripts. We have taken them off the air a few times when they insisted on re-inserting material which we have deleted and will continue to do so."

Then he added, "we of course, welcome all possible assistance from the public and the Army in dealing with this problem." In fact Lt. Col. Ed Kirby, chief of the Army's radio branch, met with network and station representatives in Washington last fall to discuss the question of material. At that time a letter was sent to agencies, advertisers and performers by the War Dept. requesting them to guard against objectionable material in their scripts.

Jan Schimek, CBS commercial editor, states that "CBS has had no complaints against specific programs or artists. Columbia's editorial staff has adhered to basic points of policy, which have been in effect and a matter of public record since 1929, respecting the use of comedy material and the indiscriminate use of such words as 'hell' or 'damn.'

"The network will permit no programs or announcements that are slanderous, obscene, or profane, either in theme or treatment. In applying these principles Columbia has taken affirmative steps to insure that its program material is suitable for mixed audiences of people of various ages and tastes. We have always considered that radio is a guest in the home and must not abuse its privileges."

According to Charles Barry, Eastern program manager of the BLUE, the network realizes that in entertaining large groups of men, the natural tendency of comedians is to sharpen up the lines. Fortunately, in the case of the two BLUE programs for Army camps, Coca Cola's *Victory Parade* of spotlight bands and Hall Bros. *Meet Your Navy*, broadcast from Great Lakes Naval Training Station, the BLUE has not come up against the problem. If it does, he said the BLUE "will hold to the standards of good taste and does not intend to deviate therefrom."

Marlin Cancels

MARLIN FIREARMS Co., New York (razor blades), will cancel all spot broadcasting, effective Feb. 1, due to a cut in the company's steel allotments, and because the flow of steel blades to servicemen has reduced the civilian supply. Marlin will definitely return to the air at a later date, however, according to a spokesman of Craven & Hedrick, New York agency. Company has been using spot announcements and participations on approximately 60 stations nationally [BROADCASTING, Oct. 5].

Knox Butter Stretcher

TO PROMOTE special "butter-mix" formula, Knox Gelatine Co., Johnstown, N. Y., has been using participations on women's programs since the first of the year. Announcements have been placed on Marjorie Mills' program in New England; Mary Margaret McBride on WEAF, New York; June Baker on WGN, Chicago; KJBS, San Francisco, and KFI and KHJ, Los Angeles. Agency is Kenyon & Eckhardt, New York.

Harlow to BMI Post

CREATION of a program and music relations department of BMI to assist program managers has been announced by M. E. Tompkins, vice-president and general manager. New department will be headed by Roy Harlow, former vice-president and program director of the Yankee and Colonial networks, and one-time operator of his own agency in New England. More recently Mr. Harlow has been Massachusetts state organization officer for OPA.



Mr. Harlow

San-Nap-Pak on NBC

SAN-NAP-PAK MFG. Co., New York, on Feb. 21 will take over 52-week sponsorship on NBC of the quiz program *What's My Name?*, formerly sponsored on Mutual by Standard Brands, New York, for Fleischmann's yeast. The show was last heard June 30, 1942, when Standard Brands discontinued it at the end of a 26-week contract. The new sponsor will promote its Lydia Grey cleansing tissues on the show, Sundays 10:30-11 p.m., using 13 NBC stations. Arlene Francis and Budd Hulick will again be in charge of the quiz sessions. Agency is Biow Co., New York.

Exporters Expand Time

INCREASED USE of radio advertising is anticipated on the part of U. S. exporters during 1943, according to a preliminary report based on a survey by the Office of Coordinator of Inter-American Affairs and the Dept. of Commerce. U. S. export advertising in the other American Republics will show a definite increase this year over 1942, the report states, but rate increases may force some North American advertisers to reduce space in Latin-American newspapers. "Manufacturers are expected to utilize local radio stations to a greater extent than ever before, some for the first time," the report adds.



Drawn for BROADCASTING by Sid Hix

"Earl Godwin Says They're Squawking Back Home About Gas and Coffee Rationing!"

WJW Rehearing Is Ordered by FCC

NBC Petition Is Granted in Removal to Cleveland

IN AN ACTION that occasioned as much surprise as the original grant, the FCC last Wednesday granted the petition of NBC, as licensee of KOA, Denver, for a hearing on the application of WJW Akron, for removal to Cleveland where it would become a BLUE Network outlet on the 850 kc. channel. The Commission on Dec. 4 had authorized WJW to make the move duplicating on the 850 kc. channel where KOA is dominant station.

The Commission said it had adopted an order granting the petition for rehearing filed by NBC and directed against the WJW grant to change frequency from 1240 kc. to 850 kc. and increase its power from 250 watts to 5,000 watts. The change in location was to a site 13.8 miles nearer Cleveland and removal of studios from Akron to Cleveland, which would make the station in effect a Cleveland outlet. It previously had been announced that the station, now on MBS, would join the BLUE.

Stay Order Denied

The Commission simultaneously dismissed KOA's request for a stay order without prejudice to the station's right to renew the request if WJW should seek authority for actual operation on the frequency in Cleveland prior to final decision on the rehearing. It was expected the rehearing would be expedited. It also was reported that WJW would proceed with its construction of the transmitter at the new location at its own risk and without awaiting final FCC adjudication.

The Commission's original decision, reached Dec. 2 but not announced until Dec. 4, tended to complicate the legal situation surrounding the breakdown of the 850 kc. clear channel, on which WHDH, Boston, was assigned over the protest of KOA, and on which WJW was authorized to operate. Last February the U. S. Court of Appeals for the District of Columbia reversed the FCC's decision in the WHDH case, but the Commission since has taken the case to the Supreme Court. William J. Dempsey, former FCC general counsel, is acting as FCC special counsel.

Last January, WJW, owned by Bill O'Neil, son of the president of the General Tire & Rubber Co., was authorized to operate on 850 kc. for primary service in Cleveland. Subsequently, it applied for removal to the location 14 miles closer to Cleveland, which the FCC granted. Commissioners Case and Craven dissented from the original grant, on the ground that it would degrade clear channel operation.

There also was complaint that the grant was not in accord with the full spirit of the April 27 equipment freeze order, although it was said at the Commission that very little new material would be required.





EARLY EVENING MERCHANDISE-ABLE AREA*

As the night begins to lower, the thoughts of a goodly portion of the 11½ million people who live in this prosperous land turn to dinner and an evening's entertainment over WLW. These thoughts of food are pretty big; they amount to almost six hundred and fifty millions every year.

*This map does not define the limits of WLW coverage, which extends into portions of several additional states. It indicates the 38 markets in which advertising over WLW enjoys a high degree of merchandise-ability with the retailers and wholesalers who move your merchandise.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION

RCA

872-A/872

HALF-WAVE MERCURY-VAPOR

RECTIFIER

Price $7.50



Designed for

LONGER LIFE—HIGHER PEAK EMISSION

WITH CORRESPONDINGLY LOWER TUBE DROP

RATINGS

Filament Voltage, 5 volts

Filament Current, 7.5 amperes

Peak Inverse Voltage, 10,000 volts, max.*

Peak Plate Current, 5 amperes, max.

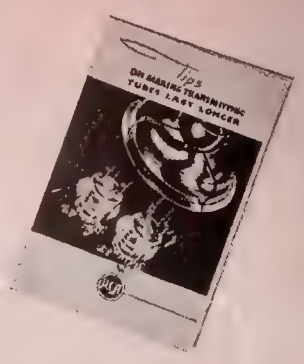
Average Plate Current, 1.25 amperes, max.

*For condensed-mercury temperature of 20-60° C.

While you've been busy making hard-to-replace transmitting tubes last longer on the job, RCA engineers have been losing no time in building longer potential life into the tubes that are produced. The RCA 872-A/872 Half-Wave Mercury-Vapor Rectifier offers a good example of achievements scored in this direction:

Adoption of a special alloy for the cathode base has yielded materially increased emission with correspondingly low tube drop which, in turn, has resulted in greatly improved shelf and operating life. Thermal efficiency has been greatly increased, and, therefore, the tube will withstand higher surge currents without sputtering of the cathode coating —an important factor in increasing life.

In brief, the RCA 872-A/872 of today is a stronger, sturdier tube than ever before—just as numerous other RCA Transmitting Tube types are delivering longer life and better performance as the result of progressive RCA engineering developments.



TIPS ON MAKING YOUR TRANSMITTING TUBES LAST LONGER

Many valuable operation hints on making Transmitting Tubes last longer that were incorporated in previous RCA advertising have now been compiled into a handy booklet. A copy will gladly be sent upon request to RCA Mfg. Co., Commercial Engineering Section, Harrison, N. J.

RCA TRANSMITTING TUBES

PROVED IN COMMUNICATION'S MOST EXACTING APPLICATIONS

PRINTED IN U.S.A.

JANUARY 25, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

WOR is not an Albany station

(we mean Albany, N. Y.—not Georgia, really)★

He was rather impatient. He was a manufacturer. The product was a war-substitute for mending clothes, shades, soft goods . . .

(Please be patient and read on – there is some very important meat in this.)

WOR was the *only* station this man could afford; we mean, *big* station. And he had – what some people would think – peculiar ideas.

"Sell my product," he said. "Sell it in Albany, N. Y., and Boston, which is in Massachusetts, and Philadelphia – as well as (hold tight) Maryland."

We could try.

WOR jumped this man's Albany sales 190%. In Boston and such surrounding territory as Connecticut, Rhode Island, WOR sold 75% more of this man's product than ever before. Maryland? Up, too. About 100%.

And so the story went – in practically *all* the 16 great war-active cities WOR platters its power down on.

WOR even pursuaded 43 department stores which had never handled the product to handle it.

Would *you*, perhaps, like to have WOR do maybe this kind of job for you? In cities like Paterson, Newark, Trenton, Bridgeport, New Haven, and even – well, maybe Albany, N. Y., or Boston?



our address is **WOR**

—that power-full station,

at 1440 Broadway, in New York

★ WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

RESULTS

60,268 WOMEN

A fruit jar maker used 65 announcements on WLS, and 60,268 women wrote in asking for the home canning book he offered! A breakdown of one week's mail— 11,783 letters — disclosed that 25.8% came from Cook County (Chicago), though that area contains only 22% of the radio homes in the WLS Major Coverage Area! There it is again: Results! Half again as many inquiries as the year previous! 60,268 more letters — to prove WLS is listened to in Midwest America. And one-fourth of these to show further that *WLS is listened to in Chicago!* The John Blair man will tell you more . . about how WLS Gets Results. Just ask him!

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

NEW ENGLAND PEOPLE ARE SPENDING MORE TIME



---AT HOME!

ACCEPTANCE
is
The
YANKEE
NETWORK'S
FOUNDATION

FOLKS in New England are cooperating in gas saving, using their cars for "essential shopping, procuring medical attention, attending religious services," and other occupational or emergency purposes defined by the OPA. For entertainment, they are staying at home, listening to the radio.

That's why, to a greater extent than ever before, the great proportion of The Yankee Network's audience of 7,321,796 can be reached in their homes — homes that are completely covered in 21 cities by the friendly, neighborly Yankee Network home-town stations.

Yes, your radio messages are receiving wider attention than ever before in radio history. And with The Yankee Network you reach more prospective customers in centers where they live, work and buy, than through any other station or combination in New England.

Today, The Yankee Network's loyal legion of friends is demonstrating responsiveness with tremendously accelerated tempo.

When you buy time, keep in step with the times — get all-out results through The Yankee Network's home-town, 21-station coverage in New England.

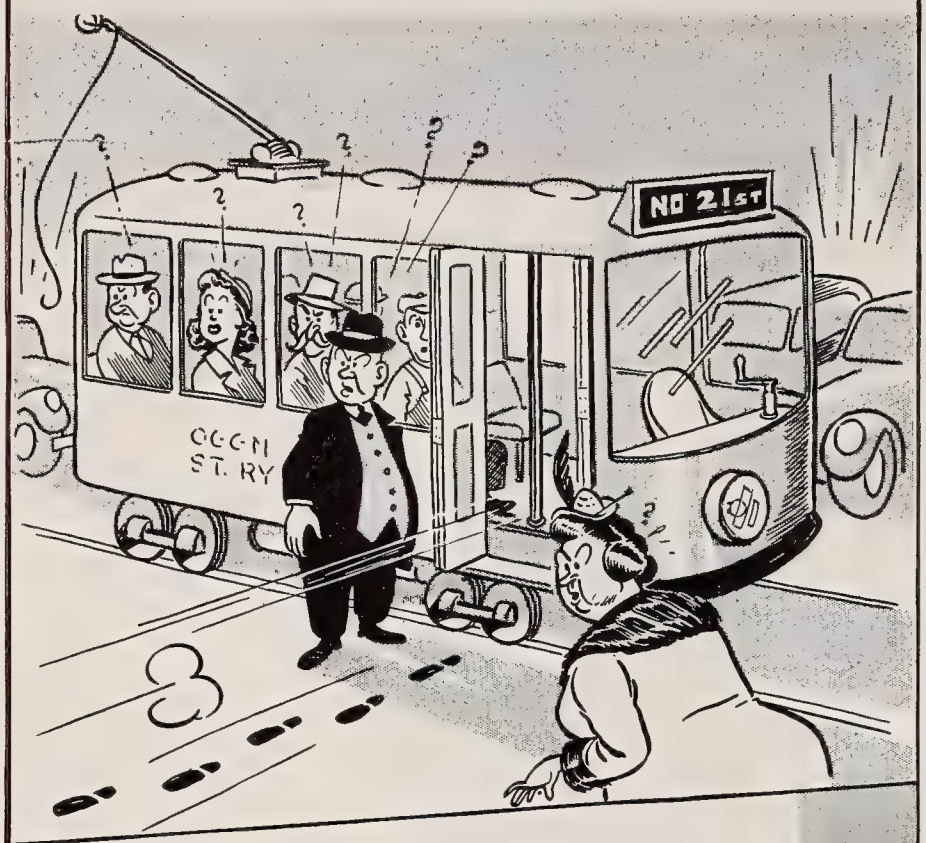
THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Motorman Botts has discovered the secret of success . . .



He's gone to buy up time on KFAB . . .

You, too, can easily learn how to be a Successful Business Man. Simply place your accounts on this station.

Here's why! Our listeners, in the farm and small town areas throughout Nebraska and her neighboring states, are spending the largest farm income in their history. Such income is doubled and tripled by the *cycle* of its spending—from farmer to merchant to doctor to grocer to wholesaler to farmer ad infinitum.

When these people buy, they buy what KFAB recommends. It becomes exceedingly obvious, therefore, which station *you* need to do a *complete* selling job for your account.

ED PETRY CO NAT'L REPR

KFAB LINCOLN, NEBR

DON SEARLE GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE KOIL

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 4 JANUARY 25, 194

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Subscription $5.00 a Year • Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February

WELL-PAID WAR WORKERS ALL OVER THE TAMPA TRADE AREA **LISTEN TO THESE NBC PROGRAMS:**

Jack Benny	One Man's Family	Fibber McGee
Bob Hope	Album of Familiar Music	Dr. I. Q.
Charlie McCarthy	Aldrich Family	Kaltenborn
Hour of Charm	Truth or Consequences	Red Skelton
Lowell Thomas	Information Please	Kay Kyser
Abbott & Costello	Kraft Music Hall	Tommy Dorsey
Telephone Hour	Eddie Cantor	Contented Hour

A major percentage of the 400,000 other folks in the primary service area of WFLA are listening to—and buying the advertised products.

WFLA TAMPA—NBC

JOHN BLAIR & CO. . . NATIONAL REPRESENTATIVE



Christmas furlough . . . on wax!



It's a long way from the South Pacific to the Buckeye state. But the boys of Ohio's 37th came home for Christmas anyhow. Not in person . . . but on records which arrived at Radio Station WGAR just before the holidays.

When the division sailed for foreign shores, it had packed along modern, portable, record cutting equipment . . . agreed to ship platters back for broadcasting to the home folks over WGAR. By the time the transcriptions arrived, the War Department had restricted such broadcasting . . . but said "yes" to our request for a special playing before an approved audience. And so, at a private party held by WGAR for relatives and friends of Ohio's Jap hunters, the boys came home for Christmas . . . *on wax!*

Bringing Johnny Doughboy's "hello" to Mom, his plea to "send one of those big chocolate cakes," and his best regards to "the girl with all the freckles"—this may not be the *duty* of a radio station. But, it *was* our privilege and our pleasure!

RADIO IN SERVICE OF HOME AND NATION

WGAR
THE FRIENDLY STATION
Cleveland

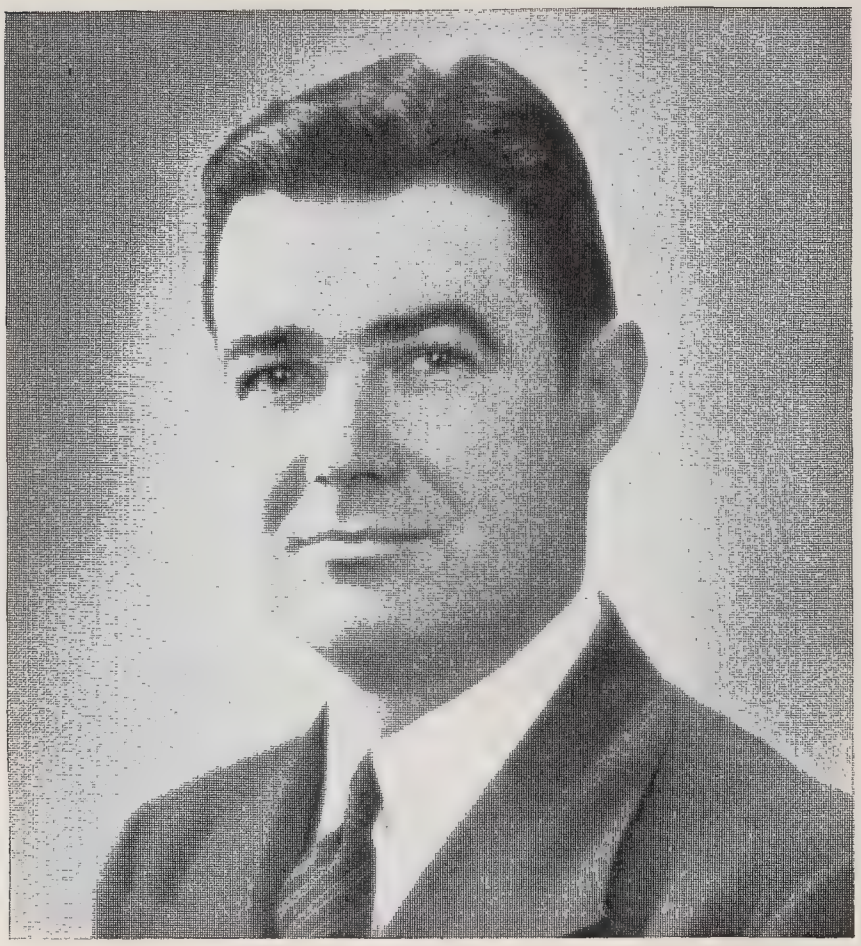
BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
. A. Richards, President . . . John F. Patt, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

BARNEY J. LAVIN

MANAGER, WDAY, FARGO

1931-32	Took radio course at Federal Radio Institute, Milwaukee, after finishing High School
1932-35	Attended Marquette University. During last two years, served as operator and announcer at WHAD, the University station
1935	Control room operator at WDAY
1935-36	Local Salesman, WDAY
1936-42	Sales Manager, WDAY
1942	Appointed Manager, WDAY



LESS than eight years ago Barney Lavin was a more or less typical college boy, doing amateur announcing "on the side" for his school-owned radio station. But Barney was one of those kids who seize opportunities and responsibilities faster than most people even recognize them. So getting an opportunity at WDAY in 1935, Barney became Sales Manager one year later—and then, aged 30, was appointed *Manager* of The Oldest Radio Station in the Northwest!

Speaking of "seizing opportunities and responsibilities"—that's one of the things on which we sort of pride *ourselves,* too. First in sensing the opportunity for radio-station representation itself, back in 1932—then, over the years, in establishing *most* of the responsibilities to be assumed by this entire branch of the radio business. . . .

No, we're not demanding your admiration just because we were *first* in so many of the now standard practices of station representation. What we are really trying to point out is the *spirit* behind these innovations—the spirit of trying to earn your patronage by increasing the value of our services—a spirit in which we believe we are *still* pioneering, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WJWC . . . CHICAGO-HAMMOND
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24. No. 4 WASHINGTON, D. C., JANUARY 25, 1942 $5.00 A YEAR—15c A COPY

New AT&T Rates Save Industry $2,145,000

More Use of Small Outlets on Nets Foreseen

SAVINGS IN network program transmission costs amounting to approximately $2,145,000 will accrue to broadcast stations as the result of rate cuts adopted by the AT&T, as announced last Thursday by the FCC. Under the total cut, AT&T has agreed to reductions in telephone rates which effect an overall reduced revenue of its Long Lines department by an estimated $50,700,000.

The overall savings, included in lower wire and connecting costs, will affect every network outlet, plus non-network stations which are occasional users of wire line service. All radio wire line costs effective Feb. 1 will be paid on a new base of $6 per airline mile, as against the former rate of $8 per airline mile for high fidelity service.

Will Help Small Stations

The $2,145,000 reduction applies to estimated expenditures by national networks of $8,000,000 a year for a Long Line service, and of an additional $2,000,000 spent for regional and other remote service through Associated Bell Companies. The overall reduction runs in the neighborhood of 25%-35%, it was estimated, though the precise figures all down the line must await the adjustment and filing of tariffs by AT&T and the Associated Bell Companies.

It was said at the FCC that one direct effect of this rate reduction will be to promote wider small station use of the networks. Until May 1942 stations wanting to make use of network programming occasionally, were subject to a 30-day contract. In May a one-hour per day rate was introduced for casual users. This served to promote the airing of public interest programs by small stations but the rates were still regarded as high for small operators.

Under the new rate structure, reductions have been effected all along the line, ranging from 40-50% in individual cases covering all schedules. Now small stations will be further encouraged to avail themselves of such public interest programs as the networks are willing to make available, according to FCC sources.

Selling Job Remains

This important step does not relieve the small stations entirely, however, for the problems of selling national advertisers on the use of local stations and the willingness of the networks to undersell their standard stations still remain.

Revised rates cover Schedule A & B line users whose frequencies range from 100-5,000 cycles, Schedule C users who are limited to a frequency range from 200 to 3,500 cycles, Schedule D users who require special transmission without supervision or special operations for occasional use within the 200-3,500 cycle range, and Schedule E which covers talking circuit users.

Schedule A users may now obtain service for 16 hours per day at the rate of $6 per airline per month instead of the former $8. Each additional hour per day has been reduced from 15 cents per mile per month to 10 cents.

Schedule B Cut 25%

Under Schedule B, hour programs will be transmitted at the rate of 15 cents per mile per hour instead of 20 cents as heretofore. Each additional 15-minute period or fraction thereof consecutive with the initial period will be charged at the revised rate of 3¾ cents instead of the former 5-cent rate.

Rate charges under Schedule C for 24-hour service have been reduced from $5.20 to $4 per airline mile per month. Those using less than 24 hours a day between noon and 9 p.m. have been reduced from $3 to $1.50 per airline mile per month for the first hour. Each additional hour will be charged at the rate of 25 cents per airline mile per hour instead of the former 50 cents.

Cost of service for hours between 9 p.m. and 9 a.m. will be charged at the rate of 75 cents per month for the first hour instead of $1.50. Each additional hour will cost 20 cents instead of 25 cents.

Rates of Schedule D call for 10 cents instead of 15 cents for the first hour or fraction thereof and each additional period will be charged at the rate of 3 cents instead of 3¾ cents. These are all inter-exchange channel per airline mile costs.

Changes in the rates of station connections are as follows: Schedule A users (16 hours per day) must now pay $75 per month instead of the former $125. Each additional hour per day is to be charged at the rate of $15 per month instead of $20 as heretofore.

Hourly connections operating under Schedule B are to be charged at the rate of $20 per month instead of $30.

Under Schedule C, each bridg-

(*Continued on page 50*)

'Command Performance' Costs Army $25,480 Year for Music

LATEST application of the AFM recording ruling finds musicians who formerly donated time and talents on *Command Performance U. S. A.*, government-produced weekly shortwaved transcribed program for overseas servicemen, now charging the Army $24.50 per man. This is for a three-hour session, including rehearsal time and the 30-minute performance.

During initial 42 weeks, when series was produced by radio branch, Bureau of Public Relations of the War Dept., no charge was made by musicians for their services. Gesture was widely publicized at that time as an AFM contribution to the war effort.

Costs Army $25,480

With production of the program shifting to the Army Special Service Division Nov. 30, the situation took on a different aspect. The AFM cancelled that particular contribution to the war effort and prevailing contract rates were put into effect by Los Angeles Local 47. With orchestra averaging 20 men, the Army is now paying musicians on *Command Performance* $490 per week, or $25,480 on a yearly basis, to entertain soldiers, sailors and marines overseas.

In cancelling its previous contribution arrangement, Los Angeles Local 47 officials contended that the Army Special Service Division had a budget for production, and pointed out that music and talent on other transcribed shows were being paid. This stand, it is said, was with the approval of AFM national headquarters. Army Special Service Division, in addition to *Command Performance*, also produces the weekly halfhour variety show *Mail Call*, which uses a band, and *Jubilee*, all-Negro variety program, built around an orchestra.

It was pointed out though, that travelling name bands are permitted to contribute services gratis to *Command Performance* and other government produced transcribed programs for overseas transmission. Recent examples include Kay Kyser, Harry James and Benny Carter. Musicians Union also recognizes gratis use of remote bands in production.

Artists on the weekly *Command Performance* regularly receive air credit in lieu of compensation. In isolated instances, however, where credit is not specifically given, payment is made in accordance with prevailing minimum AFRA rates, it was said.

Besides government shortwave programs to men overseas, military bases originating commercial programs are also subject to an AFM ruling which, in many instances, discourages sponsors from sending shows on such tours. Although there are no standby fees for these commercial bands on military-base originating broadcasts, it was pointed out that the sponsor pays a 15% fee on the overall per man, per hour, to the AFM national headquarters when orchestra plays outside the local union jurisdiction. In addition the advertiser pays an extra one-hour rehearsal time fee for travel. For after broadcast off-the-air entertainment for servicemen at the military bases, the AFM one-hour overtime charge prevails.

ANA Says FCC Rule Creates Monoply

Enforcement of Time Option Ban Would Injure Locals

A DEVASTING indictment of the FCC's chain-monopoly regulation banning exclusive time options was delivered by the Association of National Advertisers last Thursday in a brief filed with the Supreme Court, in which it predicted that national network business would gravitate to the highest powered stations and would tend to create the sort of monopoly the FCC contends it is seeking to avert.

The brief, filed by Isaac W. Digges, of New York, ANA counsel, accompanied a motion for leave to intervene as a friend of the court in the NBC and CBS suits against the FCC chain-monopoly regulations. It was revealed by Mr. Digges that plans already are under consideration by many national advertisers to use the 30 most powerful stations (50,000-watt unlimited time outlets) and the 64 stations comprising the best coverage of the United States as sort of "tailor-made" networks, if the option time regulation becomes effective.

Final Phase of Controversy

ANA buttressed both the NBC and CBS arguments that enforcement of the option time regulation, aside from the other seven rules, would kill network broadcasting as it is known today. The major networks had consistently predicted that enforcement of the regulation would open the way for "fly-by-night" operators and for creation of tailor-made networks by national advertisers or their agencies.

Coincident with the filing of briefs by the appellants, NBC and CBS, last week, the Supreme Court docket indicated argument of the cases about Feb. 10. This argument constitutes the final phase of the "life and death" controversy with the FCC which began with the issuance of the Commission's chain-monopoly regulations on May 2, 1941.

Obviating the need for Supreme Court action extending the mandate of the statutory three-judge court in New York deferring enforcement of the much-litigated regulations, the FCC last Friday announced it had, on its own motion, suspended the effective date until April 1 or the date of the decision of the Supreme Court, whichever is earlier. The previous deadline, fixed by the lower court when it suspended the FCC's action last November, was Feb. 1 or the argument of the appeal, whichever was eariler .

Stations Intervene

ANA's brief contended that the regulation was invalid and that there was no finding by the Commission that public interest required its enactment. The brief cited that ANA's membership comprises not only important users of broadcast advertising but many potential users of the medium. It cited compilations made by Publishers Information Bureau and BROADCASTING that members of ANA placed with the networks 72% of gross business of the networks in 1940.

ANA brought out that it had procured written consent of all the parties to the litigation for filing of its brief as a friend of the court. The court presumably will act on the motion prior to scheduled argument. Opposing the network appeals are the FCC, as the respondent, and MBS, which has intervened in the Commission's behalf, as it did in the lower courts.

Briefs in support of NBC's position were filed by Stromberg-Carlson, as licensee of WHAM, Rochester, and Woodmen of the World Life Insurance Society, as the then licensee of WOW, Omaha. Both of these stations, as typical Blue and Red outlets, respectively, joined in the original NBC litigation in the lower courts.

Nets Depend on Options

Mr. Digges argued that the record is barren not only of substantial evidence but even of a scintilla of evidence to support any finding that "wholesale destruction of radio stations' freedom to contract for time options will not deal a damaging blow to network broadcasting".

To the contrary, said the brief, common knowledge and experience well accepted in advertising, merchandising and distribution, and the generally known past experiences of the broadcasting industry itself, establish that "the network system of broadcasting is dependent upon the ability of networks to obtain options for radio time from their affiliates".

Despite the fact that these economic considerations, inherent in the placement of advertising contracts, easily could have been ascertained upon inquiry by the Commission, "the Commission nevertheless issued no invitation to the advertising community, as represented by buyers of radio advertising, to present evidence to the Commission," ANA contended.

'Practical Impact'

ANA argued that comprehension of the facts was essential to an understanding of the "practical impact" of the option rule upon the business of national advertisers. Most significant was the disclosure that business would gravitate to the 30 most powerful stations in the United States—the 50,000 watters—if the option rule became effective, and to the 64 stations which cover 100% of the population most economically. These 64 outlets have a time cost of $12,015 as against $14,778, which would have to be spent for the same time on the air on 160 stations to reach only 84.1% of the population.

Thus, it was pointed out that

(*Continued on page 48*)

Petrillo Pulls Dance Remotes From Blue Network and CBS

AMERICAN Federation of Musicians last Wednesday ordered all remote dance band pickups off CBS and the BLUE network, which filled the vacancies in their program schedules with a variety of studio programs and, on the BLUE, with some recorded programs. Move was made by the national AFM to speed a settlement of a dispute between the Pittsburgh local of the union and WJAS and KQV, affiliates of CBS and the BLUE respectively, in that city.

Both stations are owned by H. J. Brennen. It was explained at AFM headquarters in New York that with the expiration of the stations contracts with the Pittsburgh local, the union had asked that the staff musicians at KQV and WJAS be employed for more weeks each year then they were formerly. Mr. Brennen, the union reported, not only did not accede to these demands but presented a counter proposition that the annual term of employment for these musicians be shortened.

Commenting on the AFM action last Thursday, Mark Woods, president of the BLUE, described that network as the "innocent but injured party in the current ban against broadcasting of dance bands from remote pickup points issued by the AFM." Pointing out that the dispute is a local one to which the BLUE is not a party, "the network as a matter of fact employing musicians under terms completely agreeable to the union," Mr. Woods said: "Not only is the network penalized by conditions beyond its control, but 145 independent American broadcasting stations, affiliated with the BLUE network are also penalized because one BLUE affiliate has differences with the musicians organization."

Dance Pickups Affected

Only the dance pickups were affected, it was understood, with the BLUE to be permitted to broadcast the Boston Symphony Orchestra on Saturday night and CBS to be allowed to broadcast the New York Philharmonic on Sunday even if the dance bands were still off the network.

The CBS remote action, it was reported, developed after Mr. Brennan had failed to come to an agreement with his local on demands for an increased allotment for musicians on the CBS outlet, WJAS. Mr. Brennan, it is understood, had been contracted for $19,000 per year for the station with the union demanding $22,000. He has paid $10,000 for KQV. The negotiations reached an impasse with the result that Petrillo ordered the remotes pulled, resorting to customary tactics branded by industry as a secondary boycott.

New Developments As Senate Group Awaits AFM Plan

Petrillo Invokes Old Tactics In Denying Net Remotes

THE PETRILLO music situation remained in a state of suspended animation last week, while the Senate Interstate Commerce Committee awaits receipt of "demands" from the AFM international board for removal of the transcription-recording ban.

Two developments during the week, however, were pointed to as additional examples of the arbitrary mailed-fist methods of James C. Petrillo, AFM president, despite his testimony to the Senate committee a fortnight ago to the contrary. Petrillo's action in jerking remote bands from CBS and BLUE Wednesday, because of the controversy of WJAS, Pittsburgh, with the AFM local, and the disclosure in Los Angeles that the Army is paying $25,000 a year for music for the *Command Performance* program, aroused considerable interest

Uses Old Tactics

Chairman Clark (D-Idaho), of the Senate committee, said plans for resumption of the broad-scale inquiry into AFM would not be developed until after the committee received the AFM proposal [BROADCASTING, Jan. 18]. Meanwhile, he introduced a resolution in the Senate to continue the life of his subcommittee for the duration of the new Congress. Approval of the resolution is regarded as automatic. All existing resolutions expire Jan. 31 under previous Senate action, unless renewed prior to that date.

Meanwhile, argument was set for today (Jan. 25) on the AFM motion to dismiss the new anti-trust suit of the Department of Justice against AFM, based primarily on the recording ban, pending before Federal Judge John P. Barnes in Chicago. If the motion to dismiss is refused, regarded as likely in the light of developments, the case will be heard Feb. 8. Last October Judge Barnes dismissed the original suit, filed and argued by As-

(*Continued on page 44*)

Fly Main Target in House Probe of FCC

Cox Measure Gets Overwhelming Approval

RUMORS flew thick and fast bout impending changes on he FCC in the wake of the lmost unanimous action of he House last Tuesday vot-ng out the Cox resolution for n investigation of the organi-ation, personnel and activi-ies of the FCC, with Chair-nan James Lawrence Fly the principal target, but with the vhole Commission branded by Rep. Cox (D-Ga.) as "the nastiest nest of rats in this ntire country."

While confirmation of re-rganization plans was lack-ng in official quarters, there ropped up rumors, repeated-y heard in the past, that Chairman Fly might be given an-ther Government assignment. Off-etting this, however, was the ob-ervation in informed circles that uch a development was unlikely, ow that an inquiry had been or-ered.

No comment whatever was heard rom Chairman Fly following the lmost unprecedented House action nd the vitriolic attack upon the hairman and the Commission by Rep. Cox, but the atmosphere round the Commission was sur-harged. While the Commission as been attacked many times be-ore in Congress, there had never een such a scathing denunciation f it since its creation in 1934.

To Name Counsel

The select committee, headed by Rep. Cox himself, probably won't et under way until about mid-March, according to the Georgian. The first order of business is selec-ion of counsel—whom Judge Cox aid would be outstanding—and f a chief investigator. It will be thorough-going job, he said, and will delve deeply into every aspect f Chairman Fly's stewardship, of FCC operations, of purported "ges-apo" tactics, of alleged Communis-ic taint and, in effect, every charge evelled against that body since ts creation.

Chairman Cox said he would call his committee together this week o go over preliminary matters and determine the size of the ini-ial appropriation. It is thought a fund of about $35,000 to $40,000 will be sought. He asserted the com-mittee was interested in maintain-ng "free speech, free press and free radio".

In addition to normal functions of the FCC, its war activities will be covered, insofar as they may duplicate functions of the military, which presumably includes such operations as the Foreign Broadcast Intelligence Service.

Judge Cox said a number of attorneys were being considered for the key post of chief counsel but that no decision had been reached and that one would not be until the committee held an organization meeting. Appointment of the counsel, however, as well as of the chief investigator, is expected at least a fortnight before the hearings get under way.

Only Two Nays

There was no question about the attitude of the House toward the FCC. After the Rules Committee on Monday had reported the Cox resolution unanimously, the House, as the first order of business the following day, heard Rep. Cox denounce Chairman Fly as "the worst bureaucrat in Washington". Previously, Rep. Fish (R-N. Y.), ranking minority member of the Rules Committee, had supported the resolution. (Text of speech on page 47.)

The skids were greased and efforts, ascribed to the FCC, to amend the resolution to encompass a broad-gauged investigation of the broadcasting industry, fell completely flat. Only two "nays" were heard when Speaker Rayburn called for the vote and he promptly appointed the committee.

On the committee with Chairman Cox will be Democrats, Hart, of New Jersey, and Magnuson, of Washington; Republicans, Wigglesworth, of Massachusetts and Miller of Missouri (a first-termer). A full staff of attorneys and investigators will be retained, according to Judge Cox.



REP. COX

While the inquiry is directed only against the FCC and the stewardship of its members, it was freely predicted that many aspects of industry operations might well be covered. After frustrating floor efforts of Rep. Sparkman (D-Ala.) to have the scope of the inquiry broadened to include the industry, Judge Cox indicated he might later agree to allow the committee to enter other aspects of radio.

Also linked as a prime target of Judge Cox's ire is Commissioner C. J. Durr, newest member of the FCC named in November of 1941 to succeed Frederick I. Thompson of Alabama. Mr. Durr generally has been regarded as the logical successor in the event Chairman Fly was called to other duties. He has been the Commission's Congressional liaison, and while Judge Cox has not openly criticized Mr. Durr in the manner he has flailed Chairman Fly, it nevertheless is known that he proposes to have him on the carpet, along with other FCC members.

Presence of Rep. Wigglesworth on the select committee occasioned considerable comment, since he has been a persistent critic of both the FCC and of purported monopoly in the industry virtually from the creation of that body. A member of the Independent Offices subcommittee of the House Appropriations Committee, Rep. Wigglesworth has subjected Commission executive personnel to intense grillings on broadcast regulations and affairs, behind the closed doors of that committee.

The hearing on the FCC's record-breaking 1942 appropriation was held Jan. 15, with Chairman Fly, according to reports, questioned rigorously on defense funds as well as normal FCC expenditures. The full Appropriations Committee has served notice that it proposes to slash non-war expenditures and to inquire deeply into so-called national defense appropriations of Governmental agencies outside the military.

The fact that the FCC seeks an ordinary appropriation for normal activities of $2,000,000—equal to that of last year—has occasioned some comment, particularly in the light of the sharp reduction in normal activities, studies and investigations.

At the last hearing before the appropriations subcommittee, voluminous data on station sales and transfers, on other normal expenditures of the Commission, and on draft deferments and personnel was requested, largely by Rep. Wigglesworth, it is understood. The report has spread that the FCC has sought and procured as many draft deferments, per capita, as any agency of Government.

Other members of the subcommittee have not been identified particularly with radio matters, but all are attorneys. The committee was regarded as a capable and effective one. It will constitute the only select committee of the House conducting a special inquiry at this time.

Broad Powers

Preparatory to getting the inquiry under way, Rep. Cox desires to select counsel and investigators who will ferret out material upon which to base the study. The committee has broad powers and the right to subpoena records, books, papers and documents and to take testimony under oath. The committee is ordered to report to the House during the present Congress the results of its investigations "together with such recommendations as it deems desirable".

Actually, there were no state-

(*Continued on page 46*)

HOUSE FCC INQUIRY COMMITTEE

EDWARD EUGENE COX. Democrat, of Camilla, Ga., chairman. Graduate of Mercer U, 1902. Attorney. Judge, superior court, Albany circuit, 1912-16. Has served 10 consecutive terms in Congress, since March 4, 1925. Ranking majority member, House Rules Committee.

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EDWARD J. HART, Democrat, born in Jersey City in 1893. Graduate of Georgetown University, 1924. Member of D. C. and New Jersey bar since 1925. In practice in Jersey City since 1927. Secretary of Excise Commission, Washington, D. C., 1913-17. Chief Field Deputy, Internal Revenue Bureau, 1918-21. Assistant corporation counsel, Jersey City, 1930-34. Member 74th to 78th Congress, since 1935.

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WARREN G. MAGNUSON, Democrat, of Seattle. Born in Moorhead, Minn., 1905. Graduate of U of Washington Law School, 1925, entering law practice that year. Special prosecuting attorney, King County, 1932. Elected to Washington State Legislature in 1933. Assistant United States District Attorney, 1933. Elected prosecuting attorney of King County, 1934. taking office in 1935. Elected to 75th Congress in 1937 and has served consecutively since.

RICHARD B. WIGGLESWORTH, Republican, of Milton, Mass., born in Boston in 1891. Graduate of Harvard, A.B. 1912, LL.B. 1916. Served in Philippines as assistant private secretary to W. Cameron Forbes, Governor General, 1913. Served in France during World War as captain, Field Artillery. Office of Secretary of the Treasury as legal advisor to assistant secretary in charge of foreign loans, and secretary of World War Foreign Debt Commission, 1922-24. Assistant to agent general for reparation payments, Berlin, 1924-27. Paris representative and general counsel for organizations created under Dawes plan, 1927-28. Elected to Congress Nov. 6, 1928 to fill unexpired term of the late Louis A. Frothingham. Reelected to successive Congresses. One of the most vocal critics of the FCC and of purported monopoly in radio in Congress.

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LOUIS EBENEZER MILLER. Republican, of St. Louis, born in Willisburg, Ky., in 1899. Educated in Kentucky and at St. Louis U. Valedictorian of class, he graduated with LL.B. and LL.M. degrees. Lawyer practicing for 20 years, specializing in trial work. In the Army during the first World War. Elected to the new Congress Nov. 3, 1942.

Radio Does Big Job for Government

Network Allocation Plan Is Used Effectively to Reach Millions

By SEYMOUR MORRIS

Chief, Allocation Division, Domestic Radio Bureau, OWI

MOST people are probably not aware that this country has just weathered successfully what promised to be the greatest passenger transportation crisis in our history—in the recent holiday period.

Mr. Joseph B. Eastman, Director of Defense Transportation, credits the fact that we came through this potential crisis without the much-feared breakdowns in our railroad and bus systems in large part to the two-week radio campaign on "Don't Travel at Christmas" which was carried on the Office of War Information's Network Allocation Plan in the period Dec. 7 to Dec. 20.

Scientifically Scheduled

Many other media were, of course, used in this campaign—some of them quite successfully. But no medium was used as radio was used—with a series of messages scientifically scheduled across all types of programs, hammering away on the same point, and each day delivering those messages to approximately one-third of the homes in the country.

Furthermore, probably no other medium delivered a "Don't Travel at Christmas" message with the impact of radio's messages on this subject. For in the great majority of cases this appeal was not simply a bald announcement, but either an effective dramatization of the subject or a fervent plea from one of the country's best known radio personalities.

The message reproduced below is a typical example, and is significant because it indicates so clearly how a proven advertising technique lends itself to a Government campaign.

Announcer: Do you want this to happen?
Girl (about 10): Will Daddy be wearing his uniform when he comes home?
Woman: He's not coming home, dear—not for a long time.
Girl: Not even for Christmas, Mommy?
Woman: No-o-o. Y'see dear, he can't get a seat on the train at Christmas time. And right after that he's going far (Fade) far away.
Announcer: Or this?
Sound: (Long distance telephone ring) (Receiver being taken off hook).
Man (about 25): Yes . . . .
Woman: (Doubling) (On filter) Ready with your call to California.
Man: Oh—hello? Mom? (Pause) Say—I guess I won't get to see you before I leave. (Pause) Yeah—I got the furlough all right. But looks like the whole country's traveling this Christmas. I can't get a seat on the train. What? (Pause) Nope—I tried the busses—they're jammed, too. And Mom—I'll be going over right after—so it looks like (Fade) This is goodbye.
Announcer: Folks I put it up to you. Could you have that on your conscience? Could you make a pleasure trip anywhere this Christmas time—knowing that when you do you deprive some soldier of his last chance of seeing his family? Y'see for every civilian that occupies a seat on a train—or a bus—or a plane this Christmas time—some soldier is going to stay in camp—and may miss a final visit with those he loves before he goes over seas. We have just so much equipment for transportation. What we have cannot be replaced. It must last us throughout the war. And the major portion of that equipment must be reserved for use that is essential to the war. Moving troops—shipping tanks—guns—food! Getting workers in vital war industries from one spot to another! The equipment that is left must be rigidly conserved. Conserved for important business trips—emergency sick calls civilians may need to make between now and the end of the war. So don't travel this Christmas time unless you must! Remember—some soldier may miss his last visit home, if you're occupying a seat on a bus or a train!

What Can Be Done

The above message is not cited as an "outstanding" example of the kind of messages which network advertisers are regularly delivering for the OWI under the Network Allocation Plan. It is presented rather, as an expert, workmanlike example of what can be expected when the best commercial writing talent in the advertising business tackles the war messages which are regularly assigned their programs by our office.

This particular message was carried on a daytime serial which was broadcast over two different networks the same day to a total audience of 12.1 (coincidental rating). In addition, this same subject was carried on 64 other radio programs within the previously mentioned two-week period. Assuming minimum duplication, every radio family in the country heard a "Don't Travel at Christmas" message somewhere around 4.3 times. In view of this, it is no wonder that on some railroads during the holiday period traffic was actually below the 1940-41 level. And over the country as a whole there were no serious tie-ups and no breakdowns, as had been feared.

The "Don't Travel" campaign will be picked up again in the near future, inasmuch as railroad and bus traffic will be an increasingly serious problem. However, the first major danger point has been successfully passed—thanks largely to radio's help.

Reaches Large Audiences

The Network Allocation Plan is certainly one of the most remarkable innovations in the use of radio ever devised. And it is interesting that it was not suggested by the Government, nor urged upon the industry by the outside. Rather, it was conceived, developed, and formally proposed to the Government by a representative group of radio people who have had key positions within the industry for the past decade.

Most of the readers of BROADCASTING are aware of the mechanics of the plan. They know that every commercial network program (plus a group of sustaining programs requested by OWI) is regularly carrying war messages assigned by OWI on a certain percentage of its broadcasts.

Essentially, the factor that makes this plan such an innovation is the staggeringly large audiences which it reaches every day.

We estimate that we have a total of about 90 listening units (C. E. Hooper) at our disposal every day through the programs participating in the plan during the big listening months. In general, we schedule only three different campaigns on the plan during a given week. If each of these campaigns had equal weight, they would, of course, divide the 90 points per day among them insofar as possible. In other words, each campaign would have—in effect—a 30 rating program every day of the week, or slightly over 200 points in the 7-day period. And important campaigns can be scheduled for two, three or four weeks, or longer.

Best Testimony In Results

Aside from "special events" like a Presidential radio address or a newspaper-story campaign of almost unprecedented proportions, the Government has no other way it can reach upwards of 50%* of the population of the country every single day—with subjects of its own choosing, weighted exactly as the needs justify.

But the best testimony to the soundness of the plan is not the people it reaches, but the results it has achieved.

On many of the campaigns which have been scheduled it has been impossible to check results. Many other campaigns have been carried in so many media that it has been impossible to state with finality which one was primarily responsible for the results. If it were not for Mr. Eastman's statement, we would have to put the "Don't Travel at Christmas" campaign in that category. There are some campaigns, however, which were carried on our Allocation Plan exclusively, and these tell an interesting story.

Last June the Civil Aeronautics Administration came to us and told us of their great need for young men to volunteer for their glider pilot schools. The Army was increasingly anxious to get all the glider pilots the CAA could produce, yet there was no way of securing candidates for CAA courses through Selective Service, and the number of volunteers was almost negligible. CAA had studied the problem and knew the reason why—to most young men piloting a glider sounded like a rather uninspiring kind of job. If a boy was going to take up flying, he wanted to fly a motor plane or none at all.

Dispelling a Myth

In the Fact Sheet which was sent to all shows to which this message was assigned, we stated: "Let radio . . . through your efforts . . . *Dispel the myth that:* Although most people haven't even thought of it, a powered plane is not the *only* effective type of aviation. Gliders . . . properly directed . . . are equally important; offer air-minded men a bigger opportunity for adventurous service."

After two weeks on the Network Plan, 30,000 glider pilots had been turned up, and every CAA school in the country packed to capacity. Men in charge of this operation told us later that they were frankly amazed at our ability to fill their needs in record time, since every

(*Continued on page 42*)

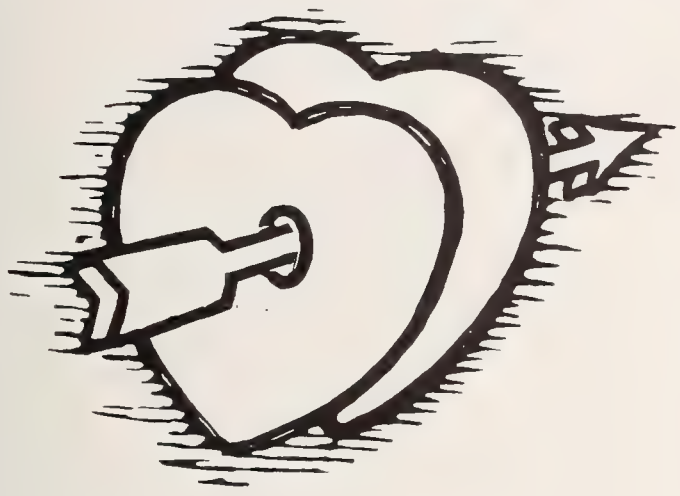


MR. MORRIS

THAT RADIO is performing an outstanding job for the Government in disseminating necessary wartime information is graphically told by Seymour Morris, chief of the allocation division, Domestic Radio Bureau, OWI. Upon his graduation from Princeton in 1933, Mr. Morris joined Lord & Thomas and subsequently served with Benton & Bowles and Compton Adv. Inc., until March, 1942, when he became agency liaison for the OFF. The following June when OFF was absorbed by the OWI, Mr. Morris became chief of the allocation division, where he has done an admirable job in channeling Government copy through the nation's broadcasting outlets.

* Making allowance for considerable duplication within the 90 listening units despite the fact that the shows making up this total are scattered across all 4 networks at all times of day.

Some Things Just Belong -



Like a boy and his dog...

Like Flatbush and the Dodgers...

Like Hollywood and the movies...

LIKE CHICAGO AND WGN...

The erudite call it mutuality but we say—"Some things just belong." It's that way with Chicago and WGN

The people of Chicago are so well aware of WGN as *THE* Chicago station that in surveys they have chosen WGN "Chicago's outstanding radio station."

The advertisers in the Chicago market have also been aware of this fact for in 1942 they placed more local and national spot time on WGN than on any other two major Chicago stations combined

A Clear Channel Station

50,000 Watts *720 Kilocycles*

WGN



MUTUAL BROADCASTING SYSTEM

Coca Cola Plans Third Blue Series

Local Bottlers to Buy Time For Afternoon Program

A THIRD NETWORK program, sponsored by Coca Cola Co., Atlanta, will be launched Feb. 8 on the BLUE when the company presents *Songs by Morton Downey* Monday through Friday from 3-3:15 p.m. The number of stations on which the program will be aired depends on the number of bottlers who arrange to sponsor the series in their respective cities. Contracts now in their hands will be delivered to the D'Arcy Adv. Co., agency in charge, which in turn will make final arrangements with the BLUE.

Prior to the start of the new show, which also will feature Raymond Paige's orchestra, two closed circuit talks were scheduled last week. On Tuesday, Keith Kiggins, vice-president in charge of stations of the BLUE, gave an outline of the future show to BLUE affiliates, explaining to them how Coca Cola was responsible for production and talent, and the bottlers for the time.

Bottlers Enlisted

The second closed circuit talk, unique in that it was a campaign to enlist the bottlers' support of the program, was held Jan. 20 with bottlers in their home cities invited to preview the show by the sponsor and station managers of BLUE affiliates. Talks were presented by Mark Woods, president of the BLUE; Harrison Jones, chairman of the board of Coca Cola; Mrs. Alfred J. Mathebat, president of the American Legion Auxiliary in Indianapolis, as well as short messages by representative housewives and rating experts who set forth the necessity for such a new type of afternoon radio show.

Coca Cola also sponsors the Sunday afternoon *Pause That Refreshes on the Air* on CBS, as well as *Victory Parade of Spotlight Bands* six nights weekly on the full BLUE network.

Humphrey's Drive

HUMPHREY'S HOMEOPATHIC Medicine Co., New York, which on Jan. 4 started a campaign on five Eastern stations for its drug products, has added three New England outlets. Contract for 24 weeks calls for live announcements from five to seven times weekly on WOR, WNEW WBAL WCAU WBEN WICC WDRC WJAR. Humphrey's schedule is larger this year than last, when five outlets were used. Atherton & Currier, New York, is the agency.

WSAP Opens Feb. 1

WSAP, Portsmouth, Va., which has postponed its opening a number of times, due to technical difficulties, expects to start operations Feb. 1. WSAP will operate with 250 watts on 1490 kc., and will be affiliated with Mutual. Portsmouth Radio Corp. is owner.

4,400,000 Radio Sets Sold in 1942 Bringing U. S. Total to 59,340,000

DESPITE the fact that the War-Production Board ordered the cessation of all radio set production last April when all radio set plants converted to a probable 2 billion dollar military production program, the total number of radio sets in use as of Jan. 1, 1943 rose to 59,340,000, according to estimates by O. H. Caldwell, editor of *Radio Retailing Today*. During 1942 the number of radio sets sold totaled 4,400,000, including 350,000 auto radios and 500,000 sets exported.

Mr. Caldwell estimates that the total bill for radio during 1942 amounted to $280,000,000, which included $203,000,000 in time sales by broadcasters, $40,000,000 talent costs, $225,000,000 for electricity, batteries etc. to operate receivers, $136,500,000 for 3,900,000 radios sold at retail. His year-end statistics follow:

Civilian Radio Sales, 1942

	Number	*Retail Value*
Total sets sold	4,400,000	$154,000,000
Sets exported	500,000	17,500,000
Auto radios	350,000	12,250,000
Home radios, U. S.	3,550,000	124,250,000
Total tubes, U. S.	87,700,000	96,000,000
Tubes, initial equipment	34,700,000	38,000,000
Tubes, replacements	53,000,000	58,000,000
Parts, supplies		70,000,000
Phonograph records	110,000,000	48,000,000

Annual U. S. Radio Bill

Sales of time by broadcasters	$203,000,000
Talent costs	40,000,000
Electricity, batteries, etc.	225,000,000
3,900,000 radios sold retail	136,500,000
53,000,000 replacement tubes	58,000,000
Radio parts, supplies, etc.	70,000,000
Servicing radio sets	70,000,000
TOTAL	$802,500,000

Radio Sets in Use

	Jan. 1, 1943
U. S. homes with radios	30,800,000
Secondary sets in homes	16,660,000
Battery portables	3,130,000
Auto radios	8,750,000
Total sets in use, U. S.	59,340,000

Pillsbury Spots

PILLSBURY FLOUR MILLS Co., Minneapolis (flour) has placed participating announcements, two to six weekly, starting Jan. 18 on WCAO WEEI WBEN WGAR KRLD KXYZ KCMO WTMJ WCCO KSTP WCAU WRC WBBM. Agency is Mcann-Erickson, Chicago.

Everglo Extends Spots

EVERGLO VITAMIN Co., New York, which entered radio a few months ago with a spot campaign on WLIB, Brooklyn has extended the announcements for its vitamin product to 15 stations in the Eastern area on a basis of 10-295 times weekly. Agency is Director & Lane, New York.



FETED BY NBC officials with a luncheon at the 21 Club, Jan. 15 was Capt. Amilcar Dutra, head of the radio division of the Brazilian department of press and propaganda, in America for a visit at the invitation of the Office of the Coordinator of Inter-American Affairs [BROADCASTING, Jan. 11]. Among luncheoners were (l to r): John F. Royal, NBC vice-president in charge of international broadcasting; Capt. Dutra; Don Francisco, head of the radio division of the CIAA; Frank E. Mullen, NBC vice-president and general manager.

BLUE BILLINGS UP 22% DURING 1942

GROSS TIME sales for the BLUE during 1942, its first full year of operation as an independent network, totaled $15,782,493, representing a 22.74% increase over BLUE billings in 1941 which totaled $12,858,169.

Six agencies placing business of $1,000,000 or more on the BLUE for their accounts during 1942 are: Blackett-Sample-Hummert, $2,454,298; Young & Rubicam, $1,423,288; Wade Adv. Agency, $1,277,917; J. Walter Thompson, $1,168,219; Maxon Inc., $1,030,288 and Roche Williams & Cunnyngham, $1,015,598. The ten leading advertisers last year on the BLUE were:

Sterling Drug Inc., $1,710,654
American Home Products, $1,453,832
Miles Lab., $1,277,917
Ford Motor Co., $1,012,626
General Mills, $843,352
Coca Cola Co., $822,874
Sun Oil Co., $786,928
Carter Products, $578,191
Andrew Jergens Co., $541,488
Swift & Co., $504,205

Brisacher in N. Y.

R. T. VAN NORDEN, vice-president of Brisacher, Davis & Staff, San Francisco, has been placed in charge of a New York office for the agency, which will be set up in the near future at an unnamed location. The agency will hereafter be known as Brisacher, Davis & Van Norden, it was announced. According to Mr. Brisacher, the New York office is being opened to facilitate service to the growing number of Pacific Coast manufacturers who are already conducting market research in anticipation of national distribution after the war.

Spots for Shreddies

NATIONAL BISCUIT Co., Los Angeles (Shreddies), in a 10-week campaign which starts Jan. 25 will use a total of 55 dramatized one-minute transcribed announcements weekly on 11 western stations. List includes KNX KFI KHJ KPO KQW KJBS KOIN KIRO KJR KTAR KERN. Agency is Botsford, Constantine & Gardner, Los Angeles.

KPAS Boosts Power

KPAS, Pasadena, Cal., on Jan. 14 increased its power from 5,000 to 10,000 watts fulltime on 1110 kc. Western Electric-equipped studios are located in the Huntington Hotel. J. Frank Burke is president of Pacific Coast Broadcasting Co., operating KPAS. Loyal K. King and John L. Akerman are general and commercial managers, respectively.

ANPA Meets April 20

AMERICAN NEWSPAPER Publishers Assn., will hold its 57th annual convention April 20-22 at the Hotel Waldorf-Astoria, New York, preceded, as usual, by a one-day meeting of the Associated Press April 19.

Pabst to Place

PABST SALES Corp., Chicago (beer) will sponsor a half-hour variety program on NBC. Starting date and time period have not been decided. Agency is Warwick & Legler, New York.

How one radio station dominates its market...

WSPA—the Piedmont's station in Spartanburg, S. C.—is ostensibly "ringed in" by outside stations, two of them 50 kw. But people listen to programs in the prosperous Piedmont—to WSPA programs, tailored for our people, balanced by a solid CBS structure.

We knew what kind of job WSPA is doing up and down the Piedmont Plateau; we wanted to *prove* the kind of job we're doing in Spartanburg.

Hooper found out. This Fall, they made 5,872 coincidental calls. Here's what they found:

8:00 A.M. to 12:00 NOON	12:00 NOON to 6:00 P.M.	6:00 P.M. to 10:30 P.M.
WSPA 59.8%	WSPA 59.0%	WSPA 63.8%
All outside stations combined 27.6%	All outside stations combined 22.1%	All outside stations combined 16.4%

More listening to WSPA than to all outside stations combined—more on a day-and-night average by over 300%!

In the half-millivolt area of WSPA alone—exclusive of the Army Camps—are 73,670 radio homes. Retail sales exceed $100,000,000.

It's a big target we aimed at. Thanks for helping us hit the bulls-eye.

WSPA South Carolina's FIRST station • Spartanburg, S. C.



5000 WATTS DAY • 1000 WATTS NIGHT • 950 KC • REPRESENTED BY HOLLINGBERY

Commerce Groups Personnel Named

Senate Committee Definite; House Approval Likely

VIRTUAL completion of the organization of the two Congressional committees identified with radio legislation was effected last week, with the Senate committee appointments definite and those of the House, subject to floor approval, regarded as virtually automatic.

Holdover Democratic members of the House Interstate & Foreign Commerce Committee are: Lea, Cal., chairman; Crosser, Ohio; Bulwinkle, N. C.; Chapman, Ky.; Boren, Okla., Kennedy, N. Y.; and O'Toole, N. Y. Already selected by the Democratic caucus for the committee, subject to House approval, are Beckworth, Tex.; D'Alesandro, Md.; Myers, Pa.; Priest, Tenn.; Harris, Ark.; Sadowski, Mich.; Harless, Ariz.

Wheeler Heads Senate ICC

Holdover Republican members of the House committee are Wolverton, N. J.; Holmes, Mass.; Reece, Tenn.; Wadsworth, N. Y.; Halleck, Ind.; Hinshaw, Cal.; Brown, Ohio; Howell, Ill. Already named by the Republican conference for the committee, subject to House approval, are Tibbott, Pa.; Hall, N. Y.; Winter, Kan.; and O'Hara, Minn.

Membership of the Senate Interstate Commerce Committee, approved Jan. 14 by the Senate, includes the following Democrats: Wheeler, Mont., chairman; Smith, S. C.; Wagner, N. Y.; Barkley, Ky.; Bone, Wash.; Truman, Mo.; Johnson, Colo.; Hill, Ala.; Stewart, Tenn.; Clark, Idaho; Tunnell, Del.; McFarland, Ariz. Republicans are White, Maine; Austin, Vt.; Shipstead, Minn.; Tobey, N. H.; Reed, Kan.; Gurney, S. D.; Brooks, Ill.; Hawkes, N. J.; Moore, Okla.

Goodwin to Test Spots In East for Skin Cream

N. C. GOODWIN LABS., New York, which has been testing in various eastern markets since September of last year for a skin ointment, Tobene, moves into the New York market for another test Jan. 25, with a 13-week contract for spot announcements on WHN. While testing markets, including WICC, Bridgeport; WAAT, Newark; and WAGE, Syracuse, Goodwin has been using both live announcements and transcriptions, latter titled *Tobene Telephone Dramas*, in an attempt to compare effectiveness of the two types of commercials.

To date the live spots have brought the best results. Firm continues on WAGE in addition to starting on WHN and plans to carry on its tests in both radio and newspapers. Product is new to the general market, but has been used in clinical tests in hospitals for several years. Ray-Hirsch Co., New York, handles the account.

HOW DEPARTMENT X OPERATES

CBS Unit Paves Way for Handling of Problems —Likely to Arise in Post-War Era—

IN A STATEMENT written for BROADCASTING'S yearend symposium on "What's Ahead for Radio?" [BROADCASTING, Dec. 28], CBS President William S. Paley first revealed the existence of the network's "Department X," which, he stated, "devotes all its time to studying the war aims, post-war planning, the probable nature of the problems that we shall have to solve. Department X has already given us enough challenging data to make us definitely forward-looking."

Headed by Bryson

Asking CBS for more detailed information about Department X, BROADCASTING learned that it is really a part—what might be termed the post-war division—of the program department; that it is headed by Lyman Bryson, CBS director of education and chairman of the network's adult education board, currently on leave of absence from his position as professor of education at Teachers College, Columbia U; that it was started more than a year ago, on Dec. 1, 1941, six days before Pearl Harbor.

"We realized then," Mr. Bryson explained, "that whether or not the United States was drawn into war, it would inevitably have to take part in the tremendous rehabilitation program which would follow World War II. The vital role which radio will play in world-wide reconstruction was apparent even then, since, for the first time in the history of wars and peace treaties, such a means of mass communication has been available."

Undertaking what CBS believes to be one of the most complete surveys of post-war planning in the country, the staff of Department X has already made 400 digests from important books, pamphlets and articles, representing the opinions of more than 1,000 writers, and is now cross-indexing this mass of material. The group has also prepared five elaborate charts of post-war issues which it has placed at the disposal of public officials, experts on foreign affairs and other post-war planners.

The CBS post-war division is also studying the work of more than 300 organizations, representing all facets of political and economic thinking, who are active in this field. Its agenda for further study includes such diverse topics as the establishment of an international or regional federation, the necessity for an international police force, a World Court, an international system of production and distribution of goods and services, reemployment of war veterans, economic counsels, labor control, the place of small nations in the post-war world set-up, the youth problem, compulsory education, prevention of inflation or deflation, housing for demobolized service men and war workers, and many more.

Plans for Department X have developed largely at the weekly conferences held by Mr. Bryson with other CBS executives, writers and producers, including Edmund A. Chester, director of the short-wave department; Norman Corwin, writer-producer-director; Robert J. Landry, director of program writing; Leon Levine, assistant director of education; William E. Forbes, executive assistant; Davidson Taylor, assistant director of broadcasts; Robert L. Shayon and William Robson, producers.

Department X research staff comprises Mildred Adams, writer on international politics; Sylvia Stone, economist; Rudolph Felsch, bibliographer; Mrs. Ruth Friedlich, science research worker; Mrs. Ann Spinney and Helen Kandel, general research workers.

WAR CANCELS OHIO ENGINEERING MEET

ANNUAL Ohio State Broadcast Engineering Conference, usually held in February, has been cancelled this year due to the war.

Dr. W. L. Everitt, director and originator of the Conference, is on leave from Ohio State to the Signal Corps. Lynne C. Smeby, former Director of Engineering for the NAB, who cooperated with Dr. Everitt in handling the sessions, is now with Dr. Everitt in the Signal Corps.

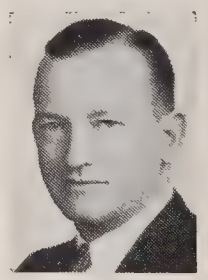
It is probable that there will not be another conference until after the war. According to the Ohio State announcement, the conference will be resumed as soon as conditions permit.



CONFIDENCE IN BASEBALL for this year was shown when France Laux (seated), sports announcer of KMOX, St. Louis, was signed by Hyde Park Breweries for the play-by-play account on KXOK, St. Louis, of American and National League games played in that city, beginning April 21. Celebrating Laux's return to the mike are (l to r) Gene Gordon, Hyde Park advertising manager, and Elton (Bud) Hascall, account supervisor, Chicago office of Young & Rubicam, agency handling the account. Laux was loaned to KXOK by KMOX.

WILLIAM B. RYAN HEADS KFI-KECA

WILLIAM B. RYAN, general manager of KGO, San Francisco, has been appointed general manager of KFI-KECA, Los Angeles, effective Feb. 15, Earle C. Anthony, head of the Los Angeles stations, announced. Mr. Ryan succeeds the late Harrison Holliway, who died last Sept. 23. For the past several months, stations have been operating under a three-man board, set up under direction of Mr. Anthony.



Mr. Ryan

Well known in Pacific Coast radio and advertising, Mr. Ryan became manager of KGO after serving four years as sales manager of NBC, San Francisco. Previously he was with Foster & Kleiser Co., outdoor advertising firm.

Mr. Ryan was one of the first executives named to the BLUE network Co. when it was organized in February, 1942. He will continue his San Francisco activities until appointment of a successor, Mr. Anthony said.

Richardson on Flight

EXCLUSIVE story of the British bombing of Berlin on the night of Jan. 16 was related by Stanley P. Richardson, manager of the NBC London office, in two NBC broadcasts. The following night, Sunday, Mr. Richardson was heard on NBC 11:01-11:05 p. m., reciting his eyewitness account of the flight. He was the only American broadcaster to witness the bombing. He re-told the story Jan. 18 on the MBC Alka-Seltzer *News of the World*, 7:15-7:30 p. m. Before going to London last autumn, Mr. Richardson was assistant to J. Harold Ryan, assistant director of censorship for radio, in charge of short-wave activities.



Mr. Richardson

Furniture Discs

CHARLES MICHELSON, New York, radio transcription firm, has been appointed to handle sales of *My Prayer Was Answered*, program now sponsored on 65 stations by as many furniture stores belonging to the Retail Furniture Assn., Baltimore. Series started in September on a weekly basis for a 39-week period. Other members of the furniture group may assume sponsorship of the program shortly.

Two Join F & P

DAVID G. JONES and Jones Scovern have joined the New York sales staff of Free & Peters, station representatives. Mr. Jones was formerly business manager of WLAW, Lawrence, Mass., and account executive of N. W. Ayer & Son, Philadelphia, while Mr. Scovern is a former member of the sales staff of the *St. Louis Post-Dispatch* and recently at the affiliated station, KSD, St. Louis.

TIED FOR 1ST IN BOSTON

From 8:30 a.m. to 9 a.m.

PERCENTAGE OF LISTENERS.....27.5%

According to the Hooper "Continuing Measurement of Radio Listening" report (June 15th through Sept. 1942) of seven Boston stations.

THIS is the story of an independent radio station that is doing a single-handed job in Boston . . . . a station that by sheer popularity, and without benefit of network, is a major factor in this market. WORL is the station to watch . . . . WORL is the station to use. It's "Boston's Best Buy."

WORL



THIS LITTLE BUDGET WENT TO THE

"920 CLUB"

List of Surplus Equipment Is Made Available to Stations

FCC Catalogs Results of Nationwide Survey of Supplies, With Supplements to Be Issued

SURPLUS equipment held by standard broadcast stations as well as by other licensees except amateurs was announced last Friday by the FCC in announcing results of a nationwide survey.

Known as "The Catalog of Surplus and Salvageable Equipment", the bulletin will shortly be distributed to interested Government departments, inspectors-in-charge of regular and sub-field FCC offices as well as to a list of 124 broadcast stations located throughout the United States and its territories to provide the best possible geographical distribution.

Since the material assumed greater bulk than anticipated, it will not be possible to distribute one copy to each station. Instead, centrally located stations have been named in each State where the 1,100-page manual is to be kept available to those interested.

Types of Equipment

Equipment covered in the manual appears under the following headings: Antenna Equipment; Transmission Line and Coupling Equipment; Transmitters and Associated Equipment; Audio Equipment (not integral part of transmitter); Test, Measuring and Maintenance Equipment; Fabricated and Raw Materials; Receiving Equipment; Recording Equipment; Tubes, all kinds; Quartz Crystals; Miscellaneous Equipment.

As soon as the Manuals are ready for distribution a copy will be available for use in the office of each inspector in charge of the FCC's radio districts, in the FCC's Washington office and at the stations contained in the list below. These stations were selected, it was explained, to provide the "best possible geographical distribution". Stations in any given city were determined by selecting the first standard station in the alphabetic call-letter order.

Stations which do not choose to accept the responsibility for the manual will have it passed on to the next station in that city according to alphabetic order.

The FCC urges that those interested inspect the lists personally instead of attempting to correspond with the stations or the FCC, since this would impose "an unreasonable burden".

Since questionnaires received later than Jan. 12 were not tabulated, the FCC advises owners whose equipment is not listed to wait since supplements will be issued. In fact the FCC recognizes that the value of this type of informational service depends on its being up-to-date and assures that this will be done. Catalogued equipment disposed of through sale or otherwise should be taken off the list and the FCC requests such transactions be reported promptly.

Material contained in the Manual results from questionnaires mailed Nov. 20 to the nation's 8,000 licensees including all except hams. Precise figures are not yet available as to how many standard broadcast stations among others responded.

Complete Manuals are available at these stations:

Alabama — WAPI, WALA, WCOV; Alaska—KFQD, KFAR, KTKN; Arizona—KOY, KTUC, KYUM; Arkansas—KFPW, KARK; California—KHSL, KIEM, KARM; Colorado—KGIW, KFXJ, KGHF; Connecticut—WDRC; Florida—WJAX, WDBO, WTAL; Georgia—WRBL; Hawaii—KTOH, KOTH; Idaho—KIDO, KSEI; Illinois—WSOY, WTAD; Indiana—WGL, WFBM; Iowa—WOC, KRNT, KGLO; Kansas—KGNO, KSAL, KANS.

Kentucky—WAVE, WPAD; Louisiana—KALB, KVOL, KRMD; Maine—WABI, WCSH, WAGM; Maryland—WTBO; Massachusetts — WHAI; Michigan — WASH, WJMS, WDMJ, WSOO, WTCM; Minnesota—KDAL; Mississippi—WCBI, WJDX; Missouri—KWOS, WMBH, KMOX; Montana—KGIR, KFBB, KGEZ, KRJF; Nebraska—KMMJ, KGNF, KBON; Nevada—KENO, KOH; New Mexico — KGGM, KAVE, KICA; New York—WABY, WSLB, WAGE; North Carolina—WISE, WAYS, WPTF, WMFD.

North Dakota—KFYR, WDAY, KLPM; Ohio—WCKY, WBNS; Oklahoma—KOCY; KOME; Oregon—KORE, KFJI, KOOS, KWRC; Pennsylvania — WHP, KDKA, WARM; Puerto Rico—WPRA, WPAB; South Carolina—WCSC, WCOS; South Dakota—KABR, KOBH, WNAX; Tennessee—WAPO, WBIR, WHBQ, WLAC.

Texas—KFDA, KEEW, WTAW, KROD, KFYO, KGKL, KABC, KWFT; Utah—KSUB, KDYL; Vermont—WCAX; Virginia — WLVA, WBBL; Washington — KFIO, KIT; West Virginia — WHIS, WSAZ; Wisconsin — WTAQ, WKBH, WEMP; Wyoming — KDFN, KVRS, KWYO.

Cudahy Spots

CUDAHY Packing Co., Chicago, has placed a varying schedule of station breaks from 10 to 70 each on WBBM WIND WGN WLS WAIT for Old Dutch Cleanser. Agency is Grant Adv., Chicago.

OLD BANK BREAKS ICE

Weekly Series on WJZ Plugs —Savings, War Bonds—

ENTERING radio for the first time in its 92-year history, Williamsburgh Savings Bank of Brooklyn, last week started a quarter-hour world news summary on WJZ, New York, titled *History As It Happens*. Featuring Gilbert Martyn, BLUE announcer, and newsreel commentator, the series is heard Saturday, immediately following the BLUE broadcasts of the Metropolitan Opera, which ends between 5 and 5:15 p.m.

Commercials promote the bank's Savings Account services, and also advocate the purchase of War Bonds. Announcement of the contract, handled by Muir & Co., New York, follows shortly after another savings bank, Drydock Savings Institution, New York, signed a 52-week contract on the same station, following a successful test campaign at the end of last year [BROADCASTING, Jan. 18, Nov. 30].

W. B. LEWIS GIVEN NEW POST AT OWI

WILLIAM B. LEWIS, chief of the OWI radio bureau, was promoted to the post of assistant director of the OWI domestic branch, assisting Gardner Cowles Jr., domestic director, in the formation of plans and production. No successor was named to Lewis' post and meanwhile Douglas Meservey will serve as acting chief.



Mr. Lewis

In this capacity, Mr. Lewis will absorb the planning function of the bureau of campaigns with Drew Dudley becoming chief of campaigns. James Allen continues as assistant director of the domestic branch except for duties assigned to Mr. Lewis.

UNION PROTESTING AIR TIME DENIAL

DIFFICULTIES encountered by the Transport Workers Union, New York, in attempting to buy time on New York stations for broadcasts on behalf of higher wages for New York subway workers may lead the organization to take the matter to the FCC, according to Walter Wiley Adv., New York, agency handling the account.

The union started a weekly quarter-hour on WLIB, Brooklyn, Jan. 10 [BROADCASTING, Jan. 18] but so far has been unsuccessful in purchasing time on other New York stations. Outlets refusing to sell time, on the grounds that the subject is too controversial, according to the agency, are: WHN WOR WEAF WABC WQXR WJZ WNEW.

WHN however has offered a one-time half-hour broadcast free of charge, on the condition that it be in the form of a debate giving both sides of the issue. The union will probably take advantage of the offer. Negotiations are pending with two other stations, WEVD and WOV, neither of which has refused the account. WMCA and WINS have not so far been approached on the matter.

The union has sought to buy time for a twice-weekly quarter-hour program, preferably in the 7-9 p.m. period. Current series on WLIB presents addresses by union officials and representative citizens. Michael Quill, TWU international president appeared on the initial broadcast.

Buffalo Hearing

HEARINGS on a renewal of license by the Buffalo Broadcasting Corp. operators of WKBW-WGR, Buffalo, were conducted in Washington last week with the applicant and the Commission being heard. The record is open until March 1 for further witnesses and exhibits.

New Soup Tested

QUAKER OATS Co., Chicago is testing its new dehydrated Aunt Jemima soups in the Milwaukee market with six participating announcements on *Nancy Gray* on WTMJ, Milwaukee. The product is being packaged in yellow, green pea and navy bean varieties. Agency is Sherman K. Ellis & Co., Chicago.

Standard Brands Plans New Drive

Effort to Plug New Vitamin Product in Midwest States

IN WHAT IS DESCRIBED as one of the "most intensive advertising and sales promotion campaigns in the history of the drug industry," Standard Brands, New York, is launching a drive in six middle-western states next month for Stams, new multi-vitamin and mineral tablet product, recently announced by the company.

Main portion of the campaign will be the Charlie McCarthy-Edgar Bergen program, sponsored on NBC by Standard Brands for Chase & Sanborn coffee. Stams will be advertised on the show in the six selected states, effective Feb. 28. Announcements will also be carried daily on the company's NBC serial program *The O'Neills*, while special announcements will be placed on leading CBS, Mutual and BLUE stations in that area.

Bowman Promoted

Coincident with the announcement of the Stams campaign by Ted Bates Inc., New York, agency in charge, it was reported that the pharmaceutical division of Standard Brands has been reorganized under the direction of Charles L. Bowman. John LaWare, formerly in charge of bulk vitamin sales in Chicago, becomes sales manager of bulk products, while John W. Clis- sold, formerly in charge of bulk products on the Atlantic Coast, becomes sales manager of consumer products. According to Mr. Bowman, other pharmaceutical products will be added to the company's drug line in the near future, while the distribution of Stams, now marketed through chains and service wholesalers in the drug field, will be widened to a national basis in a short time.

KGGF Joins BLUE

KGGF, Coffeyville, Kan., has joined the BLUE network as of January 15. The station operates on 690 kc with 500 w. night and 1000 w. day power.

M. M. BLINK, co-owner of Standard Radio, has left for the West Coast to confer with Jerry King, his partner, concerning future plans of the firm.

Essential Men

PAUL V. McNUTT, War Manpower chief, urged all occupationally deferred men to take pride in their deferment last week when he said: "Although a great deal of emphasis has been laid on the fact that essential workers are vital to war production there is still much work ahead in registering this fact with the public, and with the workers themselves. Occupational deferment usually indicates that a man is making a more valuable contribution to the war, right now, than if he were in uniform."



The Pacific Coast is one market— in 1943 sell it as one market!

1943 OPENS, 70 accounts are ing regional *network radio* to ll the Pacific Coast the way it n best be sold — *as one market.*

hese 70 advertisers realize that Pacific oast network radio provides the largest rculation at the lowest cost per thousand any medium they can buy.

hey know that network radio is the edium for instant and complete coverage the West's highly-paid war industry orkers. That network radio is the only gional medium that provides a monthly check on the *net* circulation of their advertising.

That network radio's priority on the finest available time periods guarantees maximum results from their radio expenditures.

Increasingly, Pacific Blue is the network regional advertisers are buying. *Since August 1 more new regional accounts have started on Pacific Blue than on any other two Coast networks combined.* These are a few of the reasons—

1. COMPLETE COVERAGE: Recent mail patterns show that Pacific Blue's 13 stations deliver primary coverage, day and night, of the counties where 95% of the Coast's retail sales are made.

2. READY-BUILT PROGRAMS: You can buy a sales-proven program on 13 Pacific Blue stations for as little as $246 (time and talent). On nine California stations for only $150 (T and T).

3. GUARANTEED TIME: Pacific Blue protects your program investment by guaranteeing your time against preemption. Many guarantees are on a 52-week basis. You retain the time you buy on Pacific Blue.

4. RATE ECONOMY: Pacific Blue costs 20% less than any other Coast network offering comparable facilities. See Pacific Blue Rate Card No. 2 for new discounts and rebates.

THE PACIFIC BLUE NETWORK

ollywood, Sunset and Vine • San Francisco, Taylor and O'Farrell ★ **REPRESENTED BY BLUE SPOT SALES** — *New York • Chicago • Detroit*



Thanks, Thanks, Always Those Thanks

Courtesy, Perhaps, Can Be Overdone on the Air

Editor's Note: Customarily, contributed editorials carry the by-line of the writer. The contributor of this column, a well-known newspaperman and afterward a radio news editor, prefers to remain anonymous, because of his present government connection.

"THANK YOU Mister! . . ."

More and more radio leans to the courteous side to thank sponsors, commentators, performers and anyone else within mike distance. For what?

This writer is thinking particularly of the vast numbers of news commentators who graciously consent to interpret the news (at a stipulated price, of course) for the multitudes. And when they've finished their bit the announcer comes in with: "Thank you So-and-So."

Courtesy is good stuff. A bit of it in our daily lives helps to keep the rough edges off war jitters. But on the air mike courtesy goes a long ways.

They Depend on Radio

With a nation fighting for its very existence the people are entitled to know what's going on. They turn to their radios to hear the commander-in-chief. They listen for news on the war's progress because they know radio comes through. What's more they *depend* on radio for war news.

When American forces invaded North Africa Nov. 7 the world was electrified as the first bulletins were broadcast. Regularly scheduled programs were interrupted as developments unfolded. Millions sat up late that night, ears glued to the radio. It was news that bolstered morale back home. It was news a world had been awaiting.

One thing marred the whole occasion for radio listeners. Following a time-worn custom announcers came in with: "We wish to thank the sponsors of Blank, Blank and Blank for relinquishing their time that we might bring you this important news."

A few weeks ago when President Roosevelt's New York Herald-Tribune Forum talk was aired by NBC a certain pride welled in the hearts of more millions as they thrilled to the National Anthem following an inspiring talk. Then came the awful truth! Hardly had the strains of . . . "the land of the free and the home of the brave" faded when listeners learned that a sponsor had relinquished part of his time that NBC might bring them the President's voice! At least so the announcer said in thanking the sponsor.

Have we reached the point where an address by our President depends upon the whims of a sponsor or two . . . where advertisers must be thanked publicly because they "relinquish" their time that important news affecting an entire world might be broadcast . . . where commentators deserve a vote of thanks for earning a living?

Darn nice of the sponsors to sacrifice their regular time for the President! Kind of the advertisers to give up their spots for news of utmost importance! Most delightful of the commentators to devote a 15-minute period of their daily lives to interpret the news as they see it!

They'll Gladly Cancel

A consistent listener soon gets the impression that the foregoing is true; that radio and its advertisers are conferring a great favor upon the public by letting them in on what's going on.

Actually such conditions do not exist. On the contrary there isn't a radio timebuyer who wouldn't gladly cancel his program for the President or for important war news. Chances are he'd probably cancel his contract if radio carried his show in preference to the President or vital news. And if it were necessary he'd willingly pay for the time consumed by broadcasting such events.

No, the United States of America still is a Republic in which the roots of Democracy are deeply rooted. The answer to this mad scramble to thank this firm and that and individuals lies in radio itself.

We cannot criticize the commentators because they are publicly thanked for doing a job. Don't forget the announcer reads prepared copy and chances are some agency writer tossed in that "thank you". Still adhering to hide-bound tradition which originated some years ago radio clings to the format of thanking sponsors, commentators, performers and anyone else on the least pretext.

Let's look at this mike courtesy from today's viewpoint. What's the listener's reaction? The sponsors who were so lavishly thanked the night of Nov. 7 should thank God that we had an Army capable of invading North Africa and carrying the war to our enemy. They should be thankful that they can advertise their merchandise and enjoy the fruits of a Government of the people, by the people and for the people.

They Want to Listen

Why should announcers thank commentators? The newsmen should thank the public that commentators are privileged to expound their own interpretations. When a million or so Americans tune in a commentator they don't do it because they were ordered to listen. They *want* to listen.

Let's change the script. Make it read, "The such-and-such program sponsored by So-and-So, which was canceled tonight, will be heard at the usual time next week."

If we have any thanks to toss around let's thank God for America and a Free Radio.

"Thank you Mister!"

Kyser's Cutlery

IN RESPONSE to an appeal for knives for soldiers in the Solomons, made by Kay Kyser on a recent NBC *College of Musical Knowledge* program, a deluge of cutlery of all types and descriptions is pouring into Army Headquarters in San Francisco. The campaign, titled "Send a Knife and Save a Life", was suggested to Kyser by Frank Martinelli, San Francisco restaurant man, who thought his own collection of kitchen knives could be put to better use in Guadalcanal.

CN Disc Series

WEST DISINFECTING Co., Long Island City, has signed for a five-minute transcribed program on KXOK, St. Louis, titled *Fact Or Fantasy*, for CN Disinfectant. Program features stories of mental and psychic phenomena and is produced by Basch Radio Productions, New York. West will place another program on a station in the New York area in February. Company has used spot broadcasting on a limited basis for several years. Agency is Alfred J. Silberstein Inc., New York.

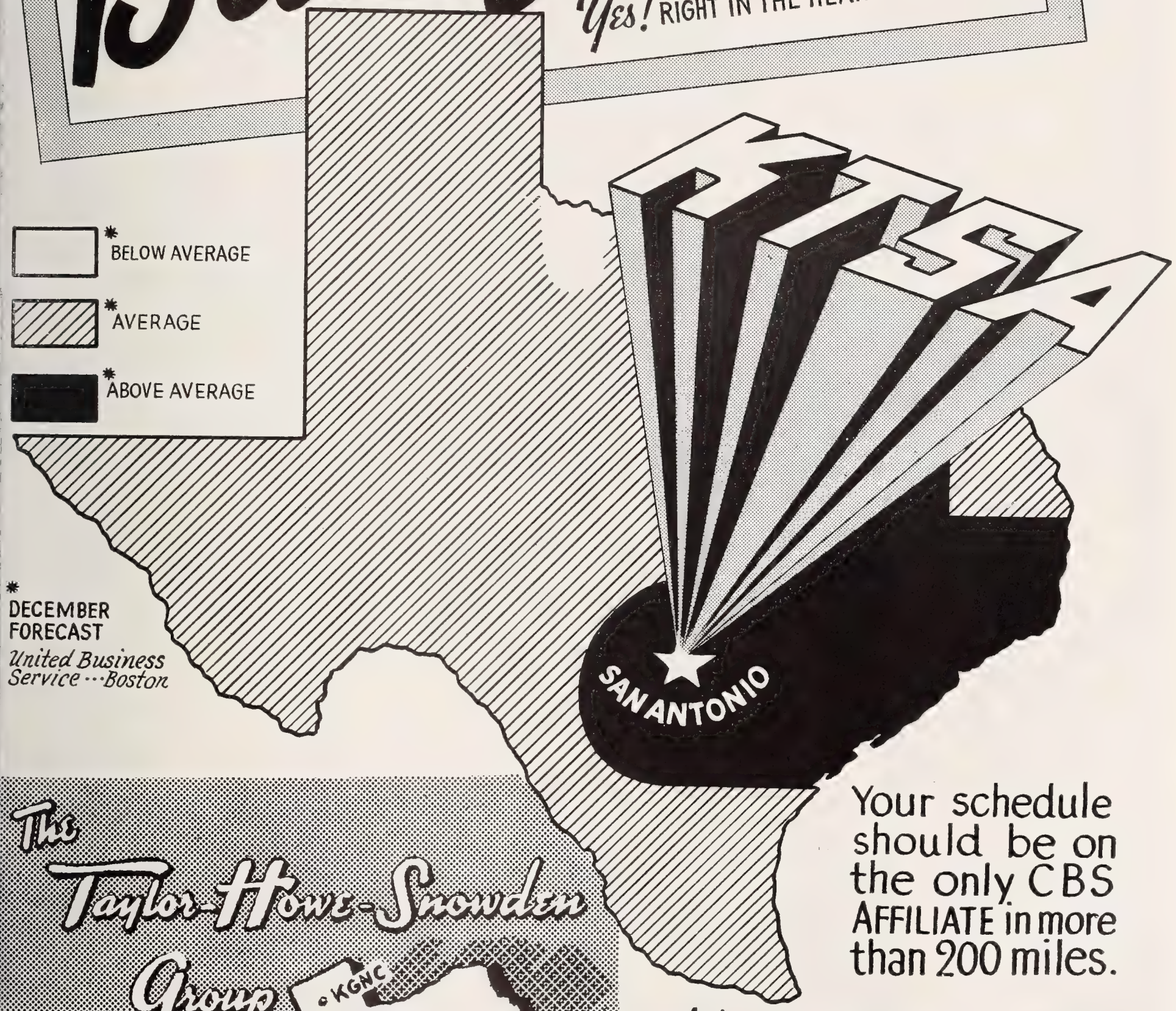
DR. L. D. LeGEAR MEDICINE Co., St. Louis (poultry, livestock remedies), has started a thrice-weekly quarter-hour series on WLS, Chicago, featuring Doc Hopkins and Karl and Harty. Agency is Pondrom & Collins, Dallas, Tex.



CONTRACT FOR CLASSICS to be sponsored by a dry cleaning chain is signed by Joseph Blau, president, L. Blau & Sons, Long Island City, for a daily hour of music for 13 weeks on WLIB, Brooklyn. Approving are WLIB Saleswoman Sylvia Ansen, who handles the account, and Louis W. Berne, WLIB sales promotion manager. Commercials emphasize wartime conservation of clothing by dry cleaning.

WE'RE IN THE Black MARKET

Yes! RIGHT IN THE HEART OF IT!



The Taylor-Howe-Snowden Group

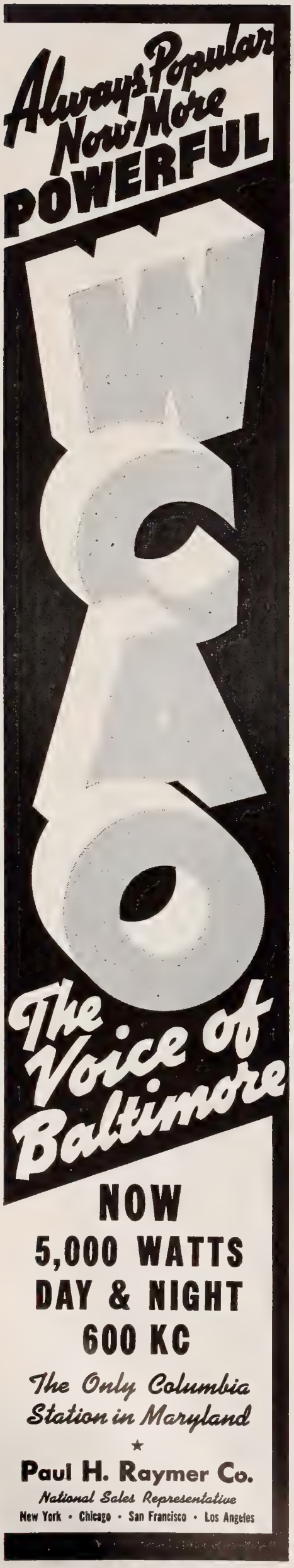


Your schedule should be on the only CBS AFFILIATE in more than 200 miles.

Ask ANY JOHN BLAIR MAN !

★ KTSA ★
CBS AFFILIATE
LONE STAR CHAIN

CENTRAL SALES OFFICE
805-806 TOWER PETROLEUM BLDG., DALLAS
KEN L. SIBSON, GEN. SALES MGR.



Three Radio Cases In Supreme Court

Network, Clear Channel and Petrillo Ban Are Pending

THREE important radio cases—network monopoly, clear channel breakdown and the Petrillo recording ban—now are before the Supreme Court by virtue of the action of the highest tribunal last Monday in approving the FCC's petition for review of the NBC-KOA clear-channel breakdown case.

Previously the court had accepted for review the appeals of NBC and CBS from the decision of the statutory three-judge court in New York upholding the FCC's network monopoly regulations now tentatively scheduled for argument Feb. 10.

The Dept. of Justice has asked the highest tribunal to review the action of the Federal District Court in Chicago, dismissing its anti-trust suit against the American Federation of Musicians and James C. Petrillo, but this proceeding has been reopened before Federal Judge John P. Barnes.

KOA Hearing

In granting the FCC petition for certiorari in the KOA case, it was indicated argument would be heard during the second week in March. William J. Dempsey, former FCC general counsel, has been retained by the Commission to argue the case.

The U. S. Court of Appeals for the District of Columbia, in a split opinion last September, reversed the Commission's decision allowing WHDH, Boston, to operate full-time on the 850 kc. channel, resulting in the breakdown of that frequency through duplicated operation. Subsequently, the Commission assigned WJW, Akron, to the frequency and authorized its removal to Cleveland, but this matter was set down for rehearing by the Commission Jan. 13 on motion of NBC [BROADCASTING, Jan. 18].

New Class of Stations Covers Civil Air Patrol

CIVIL AIR PATROL stations to be used during emergencies were established last week by the FCC, which modified its radio emergency rules. The Civil Air Patrol established by the Director of the Office of Civilian Defense, provides forest patrol, courier service, disaster relief, rescue missions and trains aircraft and ground personnel. The new class of stations, designed by the Commission to be used exclusively for its essential communications except when use of such a station is under military control, will operate on the ultra-high frequencies now available for War Emergency Radio Service.

All Civil Air Patrol stations will be licensed within a State in the name of a Wing Commander, who supervises the State branch of Civil Air Patrol. A Communications officer will direct actual operation of the stations.



LIPSTICK BARRAGE was bestowed upon Mr. Amplistat's cheeks and forehead by the feminine staff members of WGAR, Cleveland. "Mr. A" is Maurice Condon, publicity and promotion manager of WGAR, whose cracks at radio cliches have amused the readers of BROADCASTING for many months. Now he is entering the military service and will devote his devastating talents to embarrassing the Axis countries.

Educators Ask Radio to Cooperate In College-Level Program Analysis

WITH universities and colleges facing curtailment because of the war, the Assn. for Education by Radio and the National Assn. of Educational Broadcasters shortly will survey the industry to determine the extent and effectiveness of "university level" broadcasting.

Little thought has been given to programs in the university level category, according to Maj. Harold W. Kent, president of AER. The two organizations list as college level broadcasts programs dealing with research and interpretation in the fields of Government, music, international affairs and literature which are intended either for listeners whose interest and background are on the college or university level or for the college classroom itself.

Classified as university level programs are *Invitation to Learning, The Inter-American University of the Air, Lands of the Free, Of Men and Books,* symphony music and others of that nature.

Report Forms Available

In an effort to analyze university level programs now on the air to ascertain their effectiveness in filling the anticipated gap brought about by war conditions, the AER and NAEB will ask broadcasters to fill out report forms which are to be mailed them. Network programs are not listed unless they are originated by the station which makes the report.

Information requested by the educational groups includes program title; whether it is sustaining or commercial; under whose auspices it is presented; what the sponsoring agency hopes to achieve through the broadcast; whether the program is planned jointly by sponsor and station; sources of content; writer, producer, whether professional, students, faculty members or volunteers; program subjects, such as philosophy, music, literature, science, government, etc.; type of presentation, whether dramatic, roundtable, lecture, music; how long program has been on the air, how and by whom series is promoted or sponsored; concrete evidence of achievement of purpose, and how it is measured, whether Crossley, registration, mail, phone, student response.

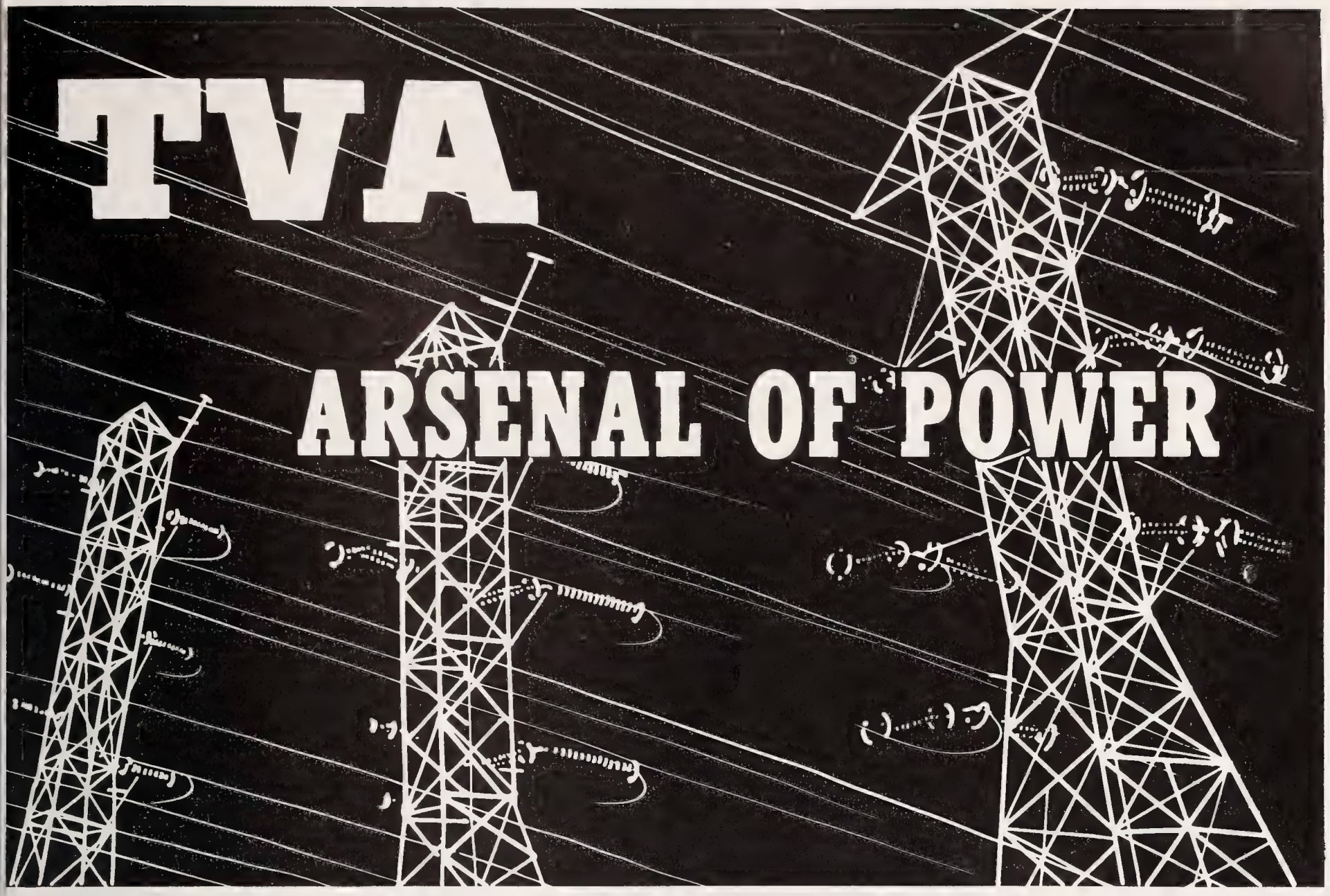
When the results of the survey are tabulated the AER and NAEB believe they will be able to ascertain how educators can utilize present programs to the fullest extent and how radio might be better used for educational broadcasts. The survey will be conducted under the direction of Michael R. Hanna, general manager of WHCU, Ithaca, N. Y., and chairman of the AER survey committee.

Nicht in King Features Post, Includes INS Sales

FRANK J. NICHT has been promoted to the post of general sales manager of King Features Syndicate, International News Service and International News Photos, according to an announcement this week by J. V. Connolly, president of King Features Syndicate. This appointment consolidates and coordinates the selling activities of the sales staffs of all three syndicates, including the radio division. Erich Brandeis, veteran King Feature promotion manager, was named chief of the promotional department of all three syndicates.

Offering Records

STUDIO RECORDS Inc., new recording firm in New York, has mailed offers to radio stations promising two records per week for $1.50, with no contract necessary. Letters says tunes are played by a CIO orchestra.



Man has created no more productive, no more gigantic constructive project in entire history than TVA. It is a vast fountain-head of power, welling forth its energy in a mighty surge. The materials it has in use would build eight Boulder Dams. Sixty per cent of all the electricity needed to carry on our vital aluminum industry is supplied by TVA.

Here, in this great power generating center, WLAC sits astride the area responsible for its very being. With 50,000 watts, its signal is heard far and wide throughout this industrial mecca . . serving the thousands upon thousands of men and women who are working night and day, turning out the power we need for victory.

That's why we say . . WLAC is the industrial gateway to the rich Tennessee Valley.

50,000 WATTS
WLAC
CBS
NASHVILLE, TENNESSEE
F. C. SOWELL, MANAGER
J. T. WARD, OWNER
PAUL H. RAYMER, NATIONAL REPRESENTATIVES
INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY

BURCH SHOT DOWN BY JAPS

Details of Radio Engineer's Death in Action

Last Year Just Disclosed

INFORMATION that Maj. Joseph A. Burch, former consulting engineer for RCA, met death in a plane shot down by Japs over Soerabaia, Java, in the Dutch East Indies, has just been received by BROADCASTING. Although the War Dept. notified Maj. Burch's family on Feb. 3, 1942, that he had been killed in action details were not available until disclosed by the Rev. W. W. Patterson of Minneapolis, who recently returned from Java.



Maj. Burch

He was stationed in Java as a communications expert when a wave of Japanese planes attacked the city and shot down the plane in which he and fellow officers were just taking off.

Maj. Burch was commissioned in the Army Specialist Reserve in March, 1941, and was on hand in Teheran, Iran, when that country was occupied by the British and Russians. He restored communications traffic to normalcy within three days. In World War I, Maj. Burch served overseas as sergeant and radio operator in the Signal Corps.

Born at Valley Mills, Tex., in 1899, Maj. Burch became a railroad telegrapher at 14 and at 16 was a radio operator on sea-going vessels. He later took up radio and electrical engineering and built the first highpowered radio transmitter at Halifax, N. S., for United Press.

He is survived by five brothers, two sisters, and his mother, whose home is in Waco, Tex. Three brothers are connected with radio: H. B. Burch, with CBS New York; H. A. Burch, Army Air Forces, McDill Field, Fla., and Leo S. Burch, Office of the Chief Signal Officer, Washington.

Minwax to Expand

MINWAX Co., New York, completing plans for national distribution of Preen floor wax, will expand radio advertising to new markets. Second station to be added Feb. 10, when the company starts a weekly participation in Nancy Booth Craig's *Woman of Tomorrow* on WJZ, New York. Minwax introduced the product to radio six months ago, using three participations weekly on WTIC, Hartford, in a test campaign. Firm continues on WTIC. Minwax has used some spot broadcasting in the past for other products. R. T. O'Connell Co., New York, handles the account.



Radio Is Allotted Oil For Non-Heating Uses

BROADCASTING and radio communications centers are classified as essential users of fuel oil under Petroleum Administrative Order No. 3 issued Jan. 18, and are entitled to unrestricted use of fuel oil for non-heating purposes.

Essential users of oil for non-heating purposes must file a schedule of needs with the Petroleum Administration for War's New York and regional offices. Application under the new regulations, which do not affect oil rations for heating, must be accompanied by a statement that the non-heating allotment will be used exclusively in the essential operation.

Alice Hughes To WMCA

ALICE HUGHES, columnist of King Features Syndicate, and formerly heard on WINS, New York, for Rogers Department Stores, has moved to WMCA, New York, starting off Jan. 25 with two sponsors for different portions of a six-weekly program, *A Woman's Views*. Hygrade Food Products, New York, sponsors Miss Hughes Sunday, 7:45-8 p.m., for meat products, while Phil Cooper, New York cleaning establishment, uses the 9-9:15 a.m. period Monday and Tuesday. Series is heard sustaining at that time Wednesday, Thursday and Friday. In addition to news of general interest to women, Miss Hughes will feature "Crusades" relating to various phases of the war effort, such as food prices. Business was placed direct by both accounts.

Latin American Drive

NORWICH PHARMACAL Co., Norwich, N. Y., last week released an extensive Latin-American campaign for Pepto-Bismol and Unguentine, using transcribed announcements on nine stations in Cuba, Puerto Rico and Panama, in addition to concentrated newspaper advertising in those countries and Bermuda. The radio schedule got under way last week, with announcements on five chain outlets in Cuba, three in Puerto Rica and one in Panama. Norwich has not used radio in Latin America for several years. Export Adv., New York, handles the account. Domestic Advertising, handled by Lawrence C. Gumbinner Adv., New York, may include spot broadcasting early this year.

Westman to ASA

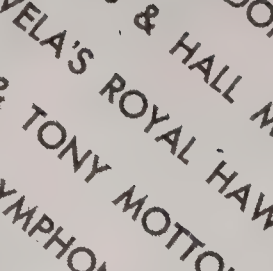
HAROLD P. WESTMAN, formerly secretary of the IRE, resigned last week to devote full time to the American Standards Assn., working on war standards for radio. Mr. Westman had been active in IRE's standardization work for 14 years, and more recently had been on loan to ASA on a part-time basis.

CANADIAN radio producers, entertainers and artists now in the *Canadian Army Show*, broadcasting unit of the Canadian Army, include Capt. Geoffrey Waddington, band leader; Capt. Robert Farnon, arranger and actor; Capt. Rai Purdy, producer, owner of Rai Purdy Production Ltd., Toronto; Sgt. Jimmy Shields, tenor; Sgt. Russell Titus, baritone; Sgt. Frank Shuster and Sgt. Johnny Wayne, comedy duo.

It's in the Record...

—For all-'round usefulness, NBC THESAURUS has "what it takes": Variety of top-notch talent that the Program Director demands—Ready-built programs that help clinch time sales for the Sales Manager—Recording quality to delight the ears of the Engineer—"big names" that bring smiles and renewals from Sponsors—and Economy that any Station Manager will approve.

—To give new zest to your 1943 program schedule and new enthusiasm to your staff, choose—



THESAURUS

A TREASURE HOUSE OF RECORDED PROGRAMS

Radio-Recording Division • National Broadcasting Co.
New York • Washington, D. C. • Chicago • Hollywood, Cal.

LANDT • DEEP RIVER BOYS • GOLDEN GATE QUARTET • RED RIVER DAVE • THE QUINTONES • TRINITY CHOIR • FIELDS & HALL • THE JESTERS • EDWIN FRANKO GOLDMAN AND HIS ORCHESTRA • JOHN SEAGLE, BARITONE • THE FOUR BELLES • ALLEN ROTH AND HIS MALE CHORUS • SOURWOOD MOUNTAIN BOYS • AL & LEE REISER, TWIN-PIANO TEAM • CY WALTERS, PIANIST • BOURDON STRING ENSEMBLE • ALLEN ROTH CHORUS • FIELDS & HALL MOUNTAINEERS • FRANK BANTA, PIANIST • LUKEWELA'S ROYAL HAWAIIANS • SHEP FIELDS ORCHESTRA • CARL KRESS & TONY MOTTOLA, GUITAR DUETS • SAMMY HERMAN TRIO • ROSARIO BOURDON SYMPHONY ORCHESTRA • NOVELTY ORCHESTRA • LANDT TRIO • ALLEN ROTH AND HIS ORCHESTRA • CARSON ROBISON • MEN OF NOTE • IRVING MILLER ORCHESTRA • BOB HANNON, TENOR • NORMAN CLOUTIER STRING ORCHESTRA • SAMMY KAYE ORCHESTRA • AL & LEE REISER, TWIN-PIANO TEAM • XAVIER CUGAT ORCHESTRA • LAWRENCE WELK ORCHESTRA • VINCENT LOPEZ ORCHESTRA • DICK JURGENS ORCHESTRA • EDWIN FRANKO GOLDMAN BAND • HORACE HEIDT ORCHESTRA • THE FOUR BELLES • WALTZ ORCHESTRA • TED STEELE NOVATONES • CHARLIE BARNET ORCHESTRA • SALON ORCHESTRA • DENVER DARLING • RICHARD LEIBERT, ORGANIST • THE SMARTIES • HARRY BREUER GROUP • GOLDEN GATE QUARTET • AL DONAHUE ORCHESTRA • THE MASTER SINGERS • JOHN SEAGLE, BARITONE • TEDDY POWELL ORCHESTRA • THE CAROL SINGERS • SOURWOOD MOUNTAIN BOYS • THREE CATS & A CANARY • KAREN KEMPLE, SOPRANO • RANCH BOYS • THE ISLANDERS • HI, LO, JACK & THE DAME • JERRY SEARS ORCHESTRA • BOURDON STRING ENSEMBLE • HARRY HORLICK ORCHESTRA • TEDDY POWELL ORCHESTRA • VIVIAN DELLA CHIESA, SOPRANO • VICENTE GOMEZ, GUITARIST • VIVIAN DELLA CHIESA, SOPRANO • JIMMY WAKELY TRIO • THE POLKA DOTS, HARMONICAS • ROSARIO BOURDON SYMPHONY ORCHESTRA • TONY PASTOR ORCHESTRA • CHARLIE BARNET ORCHESTRA • THE JESTERS • XAVIER CUGAT ORCHESTRA • CARL KRESS & TONY MOTTOLA, GUITAR DUETS • PLUS—MOOD MUSIC, CHASERS, FANFARES, SOUND EFFECTS, PIANO FILLS, SPECIAL THEMES, PLUS—SPECIAL MUSIC.

It Happened
TEN YEARS AGO THIS MONTH
From the 1932 files of BROADCASTING

EDWARD PETRY, former manager of the Bulova radio account, has organized Edward Petry & Co. as exclusive national representative of stations, with New York offices headed by Henry Christal, Chicago offices by Edward Voynow and San Francisco offices by J. R. Doig. Mr. Voynow has resigned as Chicago manager of Scott Howe Bowen Inc. and joining him in the new Petry organization is George Kercher, former radio editor of the *Chicago Evening Post* and later with NBC, Chicago. Mr. Petry announced that his firm will represent the following stations: WFAA, Dallas; WBAP, Fort Worth; WHAS, Louisville; KPRC, Houston; WDAF, Kansas City; KSD, St. Louis; KFH, Wichita; WSMB, New Orleans; WSM, Nashville; KFYR, Bismarck, N. D.; WTMJ, Milawukee; KSL, Salt Lake City; WBRC, Birmingham; KTHS, Hot Springs, Ark.; KLZ, Denver; WFBM, Indianapolis; WMC, Memphis, and WWJ, Detroit.

•

HERBERT L. PETTEY, who was radio director of the Democratic National Campaign Committee, has been named chairman of the committee in charge of radio for the Roosevelt inauguration March 4, working under Rear Admiral Cary T. Grayson, inaugural chairman. Mr. Pettey has been mentioned as a probable successor to the Radio Commission post left vacant by the resignation last summer of Maj. Gen. Charles McK. Saltzman, chairman.

•

FRANK M. RUSSELL, NBC Washington vice-president, has announced the acquisition by NBC of a five-year lease on WMAL, Washington, effective Feb. 1. The deal was made with M. A. Leese, owner of the station, and WMAL will be linked as the NBC Blue Network outlet. Mr. Russell announced that Vincent F. Callahan, his assistant, who has been commercial manager of WRC, and Kenneth H. Berkeley, WRC manager, will take full charge of WMAL.

•

FULFILLING the mandate of the NAB St. Louis convention in November, to engage a man of commanding stature to represent it in its copyright fight, the NAB has retained as counsel Newton D. Baker, noted Cleveland attorney and Secretary of War during the Wilson Administration.

•

FEDERAL Radio Commission records as of Jan. 1, 1933, show that there are 39 stations licensed to educational institutions of which 12 sell time. Of the original 95, some 30 voluntarily assigned their licenses to commercial enterprises, 18 were deleted by reason of voluntary abandonment, and about a dozen were deleted for cause.

•

THE 1933 New Year heralded the tenth anniversary of the Gilbert and Sullivan opera sponsorship on KPO, San Francisco, by George W. Caswell & Co., San Francisco (Caswell Coffee). Emil Brisacher, president of Emil Brisacher & Staff, claims that the program, which has not missed a single week in ten years, is the oldest continuous radio feature on the air.

•

A NEW turntable for broadcast purposes, which will reproduce lateral-cut records and transcriptions at either 78 or 33 1/3 r.p.m., is announced by RCA Victor Co. for outright sale to stations. The apparatus was originally developed for NBC.

•

RADIO SALES Inc. has been formed as a subsidiary of CBS to handle national spot business for stations operated by that network. Roger T. Vernon is in charge at New York offices of CBS, and Robert V. Stephenson is in charge in Chicago.

•

A TEST conducted by the *Denver Post*, which omitted radio program listings for several days, led to such a deluge of telephone inquiries both to the newspaper and local radio stations that the schedules were reinstated and more space devoted to radio.

•

WCAU, Philadelphia, celebrated the New Year with the opening of new studios and general offices in its own building at 1622 Chestnut St., to be known as the WCAU Bldg.

•

NEGOTIATIONS are underway for the sale of WJBO, Baton Rouge, La., to a corporation controlled by Charles P. Manship, publisher of the *Baton Rouge State Times & Advocate*. Val Jensen is present owner.

•

DR. ALFRED N. GOLDSMITH, vice-president and general engineer of RCA and former president of the Institute of Radio Engineers, has resigned effective Jan. 24 to enter private consulting engineering practice in New York.

•

WALTER PRESTON has replaced Keith McLeod in the music department of the NBC program division, Mr. McLeod having resigned.

•

ARTHUR J. KEMP, formerly an account executive with the Rodney E. Boone Organization, newspaper representatives, has been appointed advertising manager of KHJ, Los Angeles.

•

HASSEL SMITH, formerly with the McCann Erickson and Hamman-Lesan agencies, has been appointed commercial manager of KFRC, San Francisco. Rush Hughes and Wyn Louthain are leaving WFRC to join NBC.

•

CHARLES W. PHELAN, of the Yankee Network, has applied to the Radio Commission for a new station in Portland, Me., to operate with 500 watts on 1340 kc.

•

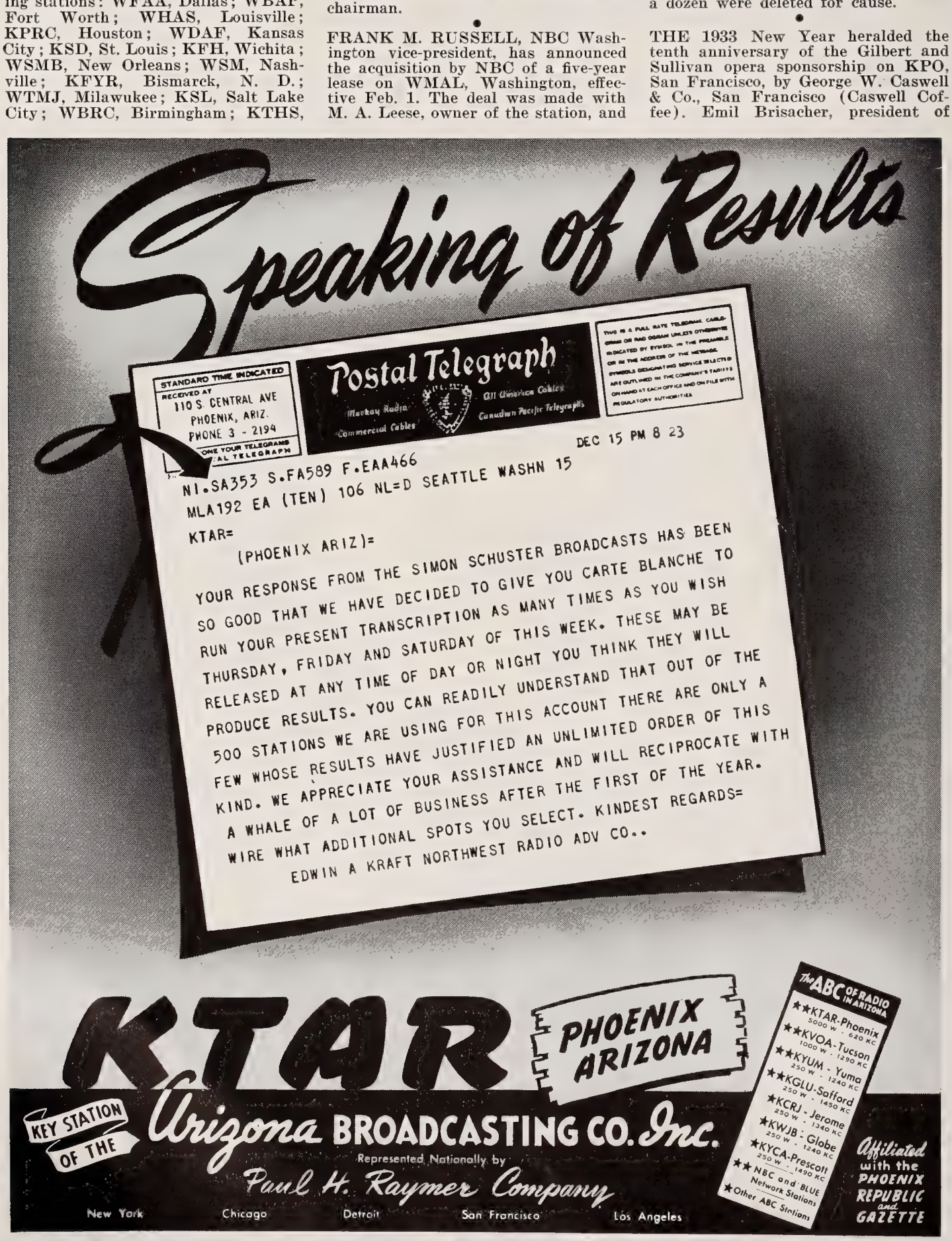
WILLAN C. ROUX, formerly assistant to the advertising manager of L. Bamberger & Co., Newark, has joined the sales promotion staff of NBC in New York.

•

DON BECKER, radio writer, has rejoined WLW, Cincinnati, and is writing a new detective series titled *Ken-Rad Unsolved Mysteries.*

KGW 'Soap Opera'

KGW, Portland, Ore., last week premiered its own "soap opera", *House Divided,* which tells the story of an average American family in which the mother remains at home to care for two young children while the father is in the Army. Program is broadcast Monday through Friday on a sustaining basis. Script is by Henry M. (Hank) Norton, former continuity writer of KGW; producer is Homer Welch.



Purely PROGRAMS

EVA LeGALLIENE, actress of the British and American stage, stars in a quarter-hour murder-mystery series started on BLUE, Jan. 17, titled *Horror Inc.* Works of classic authors such as Edgar Allen Poe, Bulwer Lytton and others are related by Miss LeGallienne, who dramatizes the more thrilling moments of the tales in monologue style. Mort Lewis, radio writer, collaborates with the actress in preparing the broadcasts.

* * *

The Reporting Game

CONTESTANTS are cast as cub reporters in a quiz show now heard on NBC. The "city editor" recites a news story, and then selects a contestant to handle the assignment. Money prizes are awarded to those who show the best powers of observation and memory. Guest star each week is a real reporter, who relates his most interesting story. Additional feature is a musical assignment, requiring participants to piece together a story from the titles and lyrics of music played during the program. Frances Scott conducts the NBC program, named *Let's Play Reporter.*

* * *

Humor in History

DAYS in 1609 when Kingston, New York, was made a trading post by Henry Hudson, come to life in a new weekly quarter-hour comedy skit, *Sophia & Joshia,* on WKNY, Kingston. Featuring local historical events chiefly of early 1900's, Sophie Miller, script writer of the station and author of the show, dips into ancient newspapers and directories for names and addresses of one-time livery stables, blacksmith shops and old newspaper offices.

* * *

War Weapon No. 1

TO INCREASE understanding of the place of food in the war, CBS has started a new series, *Food and the War,* Wednesdays 4:30-4:45 p.m. Interviews with authorities on food production, shopping, marketing, rationing and other consumer food problems are scheduled. Recently interviewed were Roy Hendrickson, director of the Food Distribution Administration, and C. W. Kitchen, assistant director of FDA.

* * *

To Point the Way

PRESENT TREND toward religion and the part spiritual life takes in the war emergency is recognized in a new 10-minute weekly series on WOSH, Oshkosh, Wis., *Books That Point the Way,* featuring reviews of religious books by Rev. Jesse Pindall Peirce of the local Congregational Church. The Oshkosh Library is cooperating with the project.

* * *

Eyewitnesses

EYEWITNESS accounts of servicemen on foreign war fronts will be aired on Jerry Belcher's interview programs Tuesdays and Saturdays, 6:30 p.m. on WCKY, Cincinnati.

Final Exams

GRADUATION of the radio class in nutrition, an experiment in public education added last November to Carlton Fredericks' program, *Living Should Be Fun,* on WMCA, New York, is scheduled early in February. Enrollment has jumped from 300 to 5,400. Listeners were invited to enroll as regular students. Tests based on the broadcasts of the five-weekly series have been mailed each week to students. Their answers are graded and these tests, plus a final examination this month, determine those who will receive the special diplomas issued by the station.

* * *

Safety in Industry

TO BUILD listener interest among war workers, to whom *Men, Machines and Victory* on BLUE is largely directed, a feature has been added whereby a "Safety Ace" is selected each week as one who has made an outstanding contribution to the safety of his fellow plant workers. Poster picture of the first winner will be distributed widely throughout war industries. Series, which is presented by the War Production Fund of the National Safety Council, has been extended for another 13-week run, the fourth since its inception early last year.

* * *

Air Cadet Show

FEATURING Army Air Forces cadets in training at Minter Field, Cal., weekly half-hour musical program titled *Flying High* was started on Don Lee network Jan. 20, Wednesday, 4:30-5 p.m. (PWT). Under supervision of Col. Pyle, commanding officer, show will be written by Corp. Howard Bauman, with Pvt. Dave Scofield, formerly of KFRC, San Francisco, as announcer. Warrant Officer Harold Hines is musical director, with Corp. Paul Frey as vocalist. Program is to be shortwaved via KWID, San Francisco, to the AEF.

* * *

Musical Quiz

A MUSICAL QUIZ for soldiers, *What's Your Name, Soldier?* weekly feature of War Bond Section of the Eighth Service Command on WFAA-WBAP, Dallas-Fort Worth, WOAI, San Antonio and other Texas Quality network stations, gives soldier audiences a chance to identify song titles. Prizes of War Stamps are offered. Music is provided by the Fifth Ferrying Group Orchestra from Love Field under the direction of Master Sgt. Frank Malone.

* * *

Home Ec Series

HOME ECONOMICS problems in war are considered in a Saturday morning program on KYW, Philadelphia, titled *Living in Wartime.* Leading home economists of schools will participate in discussions of dehydrated foods, make-over meals, rationing and the rubber situation. Series is under the direction of Dr. Holman White, of the Pennsylvania State Education Assn., and William C. Galleher, educational director of KYW.



Star Programs

THAT BUILD YOUR AUDIENCE

WITH the choice programs of both Blue Network and Mutual carried over WSIX, an unusual collection of the finest programs in radio is daily serving to build a substantial audience for all WSIX advertisers.

Through this galaxy of star attractions WSIX is drawing listeners in greater number than ever before—and from a territory that is richer than ever before in its history.

For availabilities among these headline programs, and any other information, contact the station or Spot Sales, Inc., National Representatives.

Member Station
The Blue Network and Mutual Broadcasting System

5000 WATTS — 980 KC

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

. . . If you're now using radio in the Charleston, West Virginia market— or planning to do so in the future— you should see the Crossley Study just completed.

5000 ON 580 WCHS CBS AFFILIATE

John A. Kennedy, President Howard L. Chernoff, Managing Dir.

Charleston, West Virginia

represented by

THE BRANHAM COMPANY

CBS SHIFT SENDS WOOD TO CAPITAL

ROBERT S. WOOD, assistant director of CBS news broadcasts in New York, joined CBS Washington last week, as director of public affairs in the capital city, Paul W. White, CBS director of news broadcasts, announced.

Mr. Wood will direct all news, public affairs and special events broadcasting which originate in Washington. Effective Feb. 1, Ann Gillis, director of CBS special events in Washington, will resign. Eric Sevareid remains as chief correspondent of the CBS Washington bureau, relinquishing his administrative work owing to the pressure of broadcast duties.

To replace Mr. Wood, Everett Holles, CBS night news editor, has been named. Harry Wefing becomes night news editor.

Mr. Wood is a native New Yorker, educated at Cornell U and graduating from the U of Toronto. After service in World War I with the Royal Air Force, he remained on the continent as a newsman with the *London Times*. Returning to the U. S., he joined the *New York World*, successively becoming reporter, rewrite man, copy reader, foreign correspondent and assistant managing editor. When the *Evening World* expired, he started *Radio Guide* in 1931, remaining until the start of the New York World's Fair in 1939, when he became assistant director of radio.

Fry Leaves NBC Feb. 1; Ray Named Successor

WILLIAM B. RAY, manager of the press department of NBC-Chicago has been appointed news and special events director of the central division to succeed Kenneth D. Fry, who has resigned, effective Feb. 1, to join the Overseas Branch of the OWI. John F. Ryan, NBC news editor, will take over his duties as press department manager.

Mr. Ray joined NBC in 1933, coming from the news staff of the Chicago Evening Post. In 1937 he was named press department manager. Mr. Ryan, formerly with the *Chicago Times* has been in the NBC press department for the last four years.

NORMAN BARASCH, BLUE page boy, has sold three scripts to the BLUE for the *Three R's* series.



FUTURISTIC PICTURE of Don Searle, general manager of KOIL-KFAB-KFOR, Omaha, as created by station employes at a recent banquet at the conclusion of which he presented each with a $25 War Bond in the name of KOIL-KFAB-KFOR. The beard, hair gray from worry, ears overdeveloped from listening to all three stations are due in 25 years. Glasses are from reading Government questionnaires; telephone headset is for listening to himself talk; admiral's hat marks him as head of his own Navy by 1978 should Uncle Sam turn him down. His own invigorator is to keep him in trim.

Linkletter Pleads

PLEADING GUILTY to charges of falsely claiming U. S. citizenship, Arthur G. Linkletter, San Francisco freelance announcer and m.c., is at liberty on $2,500 bail while his case has been referred to a probation officer at his request. Linkletter was indicted last Dec. 9 by a Federal grand jury [BROADCASTING, Dec. 21]. At that time he issued a statement that he was an adopted child and hadn't learned of his Canadian birth until Aug. 15, 1942. Department of Immigration officials testified, however, that his college enrollment records showed the radio man had reported his Canadian birth several years ago.

NOTICE: Radio Station Managers!

"NAME THE TUNE CONTEST"

and

"NAME THE BAND CONTEST"

Copyrighted in detail and available for use only in certain localities

apply to

Holder of Copyrights

HOWARD W. DAVIS, Smith-Young Tower, San Antonio, Tex.

Operator's Rules Are Eased by FCC

Radiotheory Test Waived For Limited License Holders

HOLDERS of restricted radiotelephone licenses may operate stations of 1000 watts maximum power without passing examinations in radiotheory, the FCC ruled Jan. 19 in adopting Order 91-C, further relaxing wartime standards for broadcast technicians.

The order, adopted at the recommendation of BWC, will remain in effect until further notice, the Commission said, indicating that emergency technicians may be employed at least until the manpower problem is overcome.

FCC's latest action waives the compulsory theory examination that previously had limited tenure of emergency permits to six months. It also widens the field of operations for limited permit holders, allowing them to work at any 1,000-watt outlet in addition to Class IV (local) stations.

The order also provides that holders of any commercial license may be employed at any broadcast station so long as at least one first class radiotelephone license holder is on the staff, and that holders of restricted license may be similarly employed, provided that they pass a special radiotheory test similar to the examination for a Class A (the most difficult) amateur license.

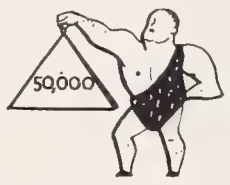
In issuing the order, which superseded the earlier Order 91, 91-A, 91-B, FCC explained that military needs has decreased the number of operators qualified for station posts, and that a shortage had resulted.

Movement for revision of Order 91-B, adopted in May, 1942, authorizing employment of limited permit holders at Class IV stations, arose at the 17th District NAB meeting Nov. 19-20 at Portland, Ore. Marshall H. Pengra, manager of KRNR, Roseburg, Ore., told the session that very few parttime technicians would be able to pass the theory test. A petition was adopted by the 17th District, and subsequently at other NAB meetings, urging BWC to drop the theory requirement.

KROY Transfer Approved

TRANSFER of license of KROY, Sacramento, was approved by the FCC Jan. 12, under an agreement whereby Royal Miller, the owner, makes a voluntary assignment of license to a partnership comprising himself, his wife, Marion Miller, Mr. and Mrs. L. H. Penny, certified public accountants, and Will Thompson Jr., doing business as Royal Miller Radio. Mr. Thompson is general manager of the station, while Mrs. Miller has heretofore been supervisor of operations. Under the agreement, Miller and his wife each retain 22½% of the stock; Mr. and Mrs. Penny acquire 22½% of the stock for $6,750 each; Mr. Thompson purchased 10% for $5,000.

RCA Dept. of Information has published a 20-page booklet, "Radio and Electronics", explaining in simple, non-technical language the scientific and historical background of the Electronic Age predicted for the post-war world.

Even if you add 2+2 with your fingers  you can quickly prove this fact: KPO has more power  than all (11) Bay Area stations combined!  Then add KPO's popularity  add KPO's low-cost-per-listener  and complete market coverage  and you'll have four  good reasons why KPO is the number  station in Northern California.

Get the facts...and you'll buy



REPRESENTED BY NBC SPOT SALES OFFICES

New York • Chicago • San Francisco • Boston

Cleveland • Denver • Washington • Hollywood

KPO

50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO



SERVICE is keynote of *Home Service Daily* featuring Elinor Lee, WJSV director of women's programs, scheduled for 26 weeks on Washington's CBS station by Potomac Electric Power Co. Signing the contract is A. G. Neal, president of PEPCO, with Carl J. Burkland, WJSV general manager, also seated. Standing are (l to r) H. A. Brooks, PEPCO vice-president and commercial manager; Mrs. Lee; Miss Mary Turner, director of PEPCO's home service; J. T. Terry, PEPCO vice-president.

DICK MACK, Hollywood manager of McKee & Albright and director of the weekly NBC *Rudy Vallee Show* sponsored by Sealtest Inc., has written a new song "When the WAACs Go Marching Along", premiered on that program Jan. 22.

GEORGE KING, co-director of *Student Workshop* on WLIB, Brooklyn, is author of a dramatic script, *Young in Heart*, selected by the War Writer's Board for nationwide distribution to high schools and colleges for performance.

PEPCO HELPS HOUSEWIVES

Power Firm's Daily Program Includes Swap —Service, Rationing, Nutrition News—

WARTIME PROBLEMS form a three-way basis for *Home Service Daily*, service-type program scheduled to begin Jan. 25 on WJSV, Washington (9:45-10 a.m.), daily except Sunday, under sponsorship of the Potomac Electric Power Co. Henry J. Kaufman, advertising agency handling the account, placed it for a 26-week period.

Menu Suggestions

Featuring Elinor Lee, WJSV's director of women's programs, *Home Service Daily* will be divided into three sections, an electrical equipment registry or trading post, latest rationing news and food and nutrition suggestions. Increasing scarcity of electrical appliances and replacement parts is responsible for the trading post idea. Persons who want to sell any extra devices such as irons, washing machines and such, are invited to register them with Mrs. Lee. Potential purchasers also will register their wants and the information gleaned from both lists will be correlated by a special staff at PEPCO.

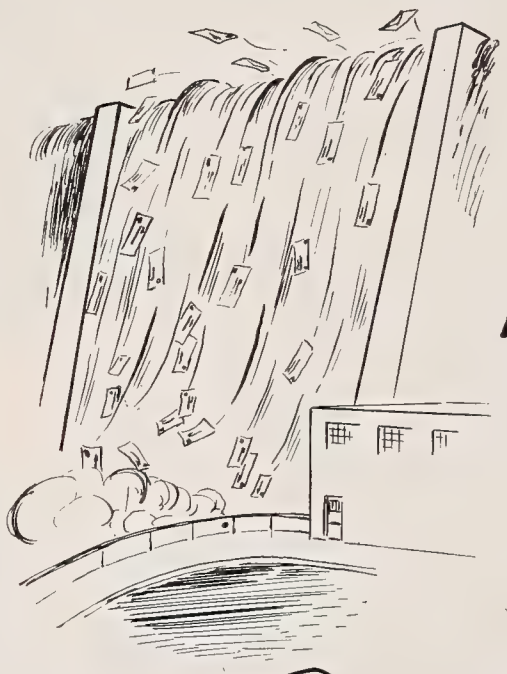
In connection with broadcasting late rationing news developments, Mrs. Lee will offer suggestions for menus using foods available in Washington and vicinity the day of broadcast. When point rationing becomes effective she will announce points required for items in each day's menus. From time to time special menus tested and prepared by the PEPCO Home Service division, headed by Miss Mary Turner, will be broadcast. These will be sent in booklet form to listeners who write for them.

Special promotional tie-ins with the program are planned by the power company. A series of newspaper ads will run daily in the four Washington papers the first week the program is on the air and at intervals following. Special inserts will be mailed with electrical service bills to 200,000 customers, and announcements will be printed on the backs of bills.

Promotion Tie-ins

Counter cards calling attention to the *Home Service Daily* with Elinor Lee will be distributed to all electrical stores for windows and counters. Besides a street window display, planned for the entire run of the broadcast, a booth featuring pictures of Mrs. Lee will be maintained in the show-rooms of the power company, where booklets

TVA Dams Didn't Stop This Flood...as



7 DAYTIME SPOTS *Bring Deluge of* 7,308 PIECES of MAIL

Recently, after going on the air with 10,000 watts, Scripps-Howard's WNOX ran a total of seven **daytime** announcements in two days (4 one day, 3 the next) offering listeners a free plant bulb.

7,308 wrote the station within four days.

While most of them live within 150 miles of Knoxville, hub of East Tennessee wartime activity, yet daytime listeners in 24 states heard the offer and wrote for the gift.

*A similar offer with a total of four **nighttime** announcements in two nights (two each night) brought mail from 1,879 listeners in 23 states.*

The Branham Company will be glad to tell you more about the ability of 10,000-watt WNOX to pull mail—and to produce results in the booming Tennessee Valley.

Operated by Scripps-Howard Radio, Inc.
★ CBS ★
Affiliated with The Knoxville News-Sentinel
★ 990 KC ★

KNOXVILLE **WNOX** TENNESSEE

10,000 WATTS Day + Night

. . . Covering East Tennessee, Northern Georgia, Northwestern South Carolina, Western North Carolina, Southwestern Virginia and Southern Kentucky.

mentioned on the broadcast will be available.

The booklets, also to be mailed, will include "Recipes and Balanced Menus", "Use and Care of Electrical Equipment", "Vegetable Cookery" and "Wartime Recipes" featuring available and useable foods. All recipes will be tested and prepared under Miss Turner's direction in the company's home service kitchens.

Right at home when it comes to working with food programs, Mrs. Lee was graduated from Beaver College in Pennsylvania with a major in home economics. She studied dietetics at a Baltimore hospital. For two years she was home economist with the Potomac Light and Power Co. in West Virginia, later serving as district home economist for the Government in West Virginia. From there she went to Westinghouse Electrical Manufacturing Co. as Middle Atlantic home economist, resigning in 1938 to become WJSV home economist and later director of women's programs.

WNRC Ballots Out

FOR THE second successive year, only programs serving the war effort will be considered in the ninth annual survey of network programs by the Women's National Radio Committee, which is sending out ballots to listeners this month. Announcement of results will be made at a luncheon May 5 at the Waldorf-Astoria, New York, according to Mme. Yolanda Mero-Irion, founder and chairman of the committee. Ballots this year are confined to five classes — drama, music, forums, news analyses, juvenile programs.

Home Listening Up

HOME LISTENING in New York on Jan. 10, first Sunday after the ban on pleasure driving, showed an increase over other Sundays of last 14 months, a survey completed by the Pulse, New York, shows. Morning period Jan. 10, with 9% increase over previous month, showed average sets-in-use per quarter-hour at 11.0, highest figure ever recorded by the Pulse for Sunday mornings. Afternoon and night listening showed an increase of 8% over the previous month.

New England Farm News

WITH appointment of Sidney Vaughan as director of the New England Radio News Service, New England farmers will continue to receive farm news on New England stations. The service, started Nov., 1928, has been handicapped by entrance of its entire staff into the armed services. Mr. Vaughan, assistant county agricultural agent of Worcester County, Mass., Extension Service, conducted a farm program on WTAG, Worcester. He replaces Charles E. Eshbach, inducted into the Army Dec. 30. Also inducted were Donald Goldthorpe and Philip Fleming. Stanley Flower has been appointed to the staff. Cooperating in the New England service are the U. S. Dept. of Agriculture, six State departments of Agriculture, Yankee network, Westinghouse stations WBZ-WBZA. In addition to programs on the Yankee network, and WBZ-WBZA, a syndicated farm news program is aired on 23 New England stations.

Local Stations Must Sell Advertisers On Ability to Do Job, Says KTSW Head

EDITOR, BROADCASTING:

Without attempting to argue a "cause", I should like to express an opinion regarding your editorial entitled "It Would Help", appearing in the Jan. 4 issue of BROADCASTING.

While your suggestion that the government supply programs for local sponsorship applies to local non-network stations, I believe many local network stations fall into the same curtailed revenue classification. Such stations, for example, as those whose network contracts do not equal either their network contract time commitment or their cash outlay for network lines. To these stations, network affiliation is merely a source of program material. Their condition is not improved by the national "institutional" advertisers' policy of restricting the war-time budget to the larger markets on the perhaps justified theory that if the name is kept alive in the metropolitan market it can re-spread to the hinterlands.

Admittedly, this is a "selling" problem of the smaller stations—and we have good selling ammunition in a recent Hooper survey which showed that, on an average, local stations in a single station community can triple the national rating of a network program.

But this same selling problem would apply to any program produced by the government for local sale. We have programs with good followings for sale right now, but there just aren't the retail advertising budgets to handle these programs. No, I'm afraid additional programs "for sale" wouldn't help. We have too many of those now.

Our problem, though more acute now, is no different than it was before Pearl Harbor or will be after victory. We in the local market have got to convince the institutional advertisers today and the merchandise advertisers tomorrow that the best way to maintain their names and sell their products is through the stations that serve their local customers, the owners and operators of their local outlets — broadcast their church services, high school sports contests, and community events—report their local news—help put over their community chest drives —in fact are an active part of the community. The bigger stations are doing this in their "local markets"; and the advertisers know it. The local stations are doing the same job (on a smaller scale and with a lower rate card) in their communities; the advertisers must be told about it!

J. NELSON RUPARD,
General Manager,
KTSW, Emporia, Kan.



"Two heads are better than one—even if one happens to be a calf's head."
Old Farm Proverb

In spite of the above implication, there's one thing we *do* know that will help your sales problem in Kansas and adjoining states. We know how the folks in this area listen—think—and act!

Because of this, WIBW programs, personalities and services are those of *established* interest and appeal.

THE RESULT? WIBW is the most-listened-to station in this six-state area. You're more certain that your message will be HEARD. And because such messages are personal recommendations of established, friendly personalities . . . more certain they will be ACTED upon.

Let's get our heads together

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

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WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

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The Bell Tolls

A LONG step toward supplying outlying stations with "casual" or intermittent network service was taken jointly by the FCC and the AT&T in effecting long lines rate reductions which would amount to 25% on network line service. The savings, it is estimated, will amount to $2,000,000 on a $10,000,000 base, which will mean correspondingly reduced overhead for network outlets generally, covering both wire and connecting costs.

Most significant is the reduction by some 50% in the cost of service for "casual" users of lines, either for one-hour or contract service. Regular network outlets benefit from $8 to $6 per air line mile. There are about 200 small stations now removed from network circuits by an average of 45 miles. It seems reasonable that some of the $2,000,000 in line costs saved could be diverted to providing intermittent service to some, perhaps all, of these outlying stations. Perhaps it wouldn't entail more than $100,000 of the savings.

Here is an instance where industry and Government have worked harmoniously for the public's benefit.

Cox's Round

IT WAS IN THE CARDS for the Cox Resolution to pass the House. The FCC has run a reckless course under the chairmanship of James Lawrence Fly. He has brooked no opposition, and went out of his way to engage in a controversy with the fiery Georgian. Now Mr. Fly must face the music, along with his majority colleagues who have rubber-stamped these unrelenting grabs for power.

We would have preferred a fact-finding inquiry looking toward new legislation that would spell out the Commission's functions and leave no room for doubt. Such a study was undertaken last year on the Sanders Bill by the House Interstate Commerce Committee. A vast amount of valuable testimony was adduced. But it got nowhere—largely because of Mr. Fly's steadfast opposition.

Dead cats aplenty will be thrown during the Cox Committee inquiry, if past performances are any criterion. That's inevitable in this kind of inquiry, which has no definite legislative objective. Members of the House have been predicting such an investigation for at least two years.

We are not sanguine enough to believe the inquiry will be confined to an investigation solely of the FCC. Brickbats will hit the industry, too. But Mr. Fly may not be able to trot out his "two New York corporation" technique, or blame it all on the NAB, as he has done so adroitly in the past.

To indulge in personalities is distasteful. We don't agree with Mr. Cox that the FCC houses the "nastiest nest of rats in the country". But we do know, by dint of years of contact and observation, that the relationship between the regulators and licensees has been anything but what Congress intended and that the FCC, by slow degrees, was arrogating to itself complete control over all aspects of communications.

The temper of the House was reflected in the speed with which it approved the Cox measure. There were only two dissenting voices of some 300-odd votes. Last year the identical resolution was stymied in the Rules Committee. The Administration was against it and the House leadership thereby was impelled to withhold its support.

This time, however, it was just as apparent that the Administration did not intercede and that Mr. Fly was on his own. Evidently there had been too much complaint and Mr. Fly has been navigating in too much hot water for the White House to step in. Or perhaps the House leadership felt there was no way of holding the resolution back.

One need but look back over Chairman Fly's three-year tenure to glean the reasons for the House action. The Cox incident capped the climax. Network-monopoly, newspaper divorcement and the rifling of station-newspaper files, the television fiasco, multiple ownership, the NAB fight, internecine strife on the FCC—all have caught up with the Commission. It has been too much of a one-man show.

Even at the eleventh hour efforts were made to head off the Cox Resolution through introduction of another proposal by Rep Sparkman, Alabama Democrat, to divert the investigation to cover the industry. It was blocked. Obviously the move had its origin within the FCC, for it dealt too intimately with industry affairs to have been born on the Hill. Moreover, Rep. Sparkman never before had interested himself in radio, as far as we are aware.

The Cox subcommittee appears to be competently manned. All are attorneys—and all but one—Miller of Missouri—are House veterans. Judge Cox is a commanding House figure and a former State jurist. Rep. Wigglesworth (R-Mass.) is well-known to radio, for he has been the most persistent Congressional critic of the FCC and the industry.

Most important is selection of competent committee counsel. A reputable and fearless attorney should be selected, one who will accept such a call from his Government.

Results, Unlimited

WITH THE NATION well into its second year of war, radio has forged ahead as perhaps the most powerful medium on the home front. In this issue, Seymour Morris, chief of the allocation division, Radio Bureau, OWI, gives a concise picture of what radio is doing [see page 10]. To quote Mr. Morris: "The best testimony of soundness of the (network allocation) plan is not the people it reaches, but the *results it has achieved.*"

The Network Allocation Plan, now used by OWI and which had its beginning in the industry itself even before the war, is recognized in many quarters in Washington "as the most effective information vehicle the Government has at its disposal," writes Mr. Morris. And he pays tribute to the "imagination, technical skills and hard work of the writers, producers, sponsors and network officials."

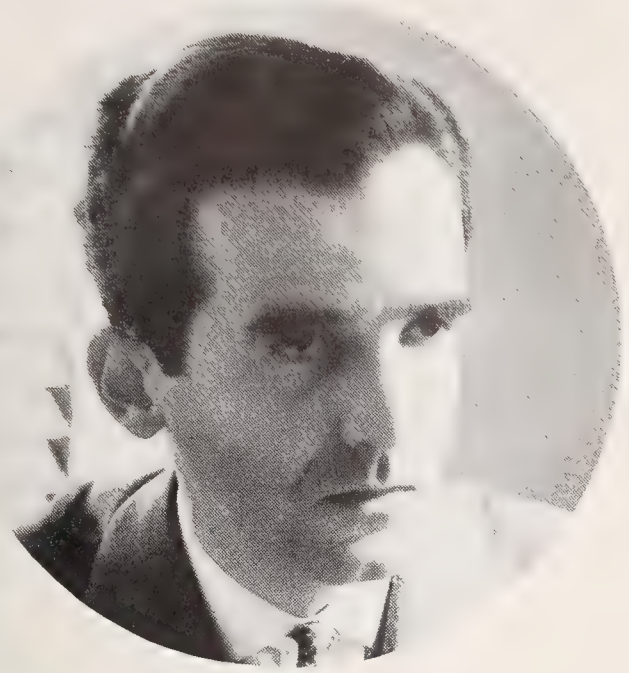
Radio has gone along, doing its job without any thought of personal aggrandizement, interested only in winning the war. In spite of authentic statements and definite evidence that broadcasting has become a most potent medium of spreading information, a few disgruntled members of the press, living in the past, have made every effort to create disunity by ridiculing the industry. For example:

An attempt was made not long ago to discredit radio with reference to the news that American troops had landed in North Africa. A newspaper trade journal commented: "Those who are inclined to think of radio first in the field of war reporting must have been chagrined when the first broadcasts direct from the radio correspondents with American forces in North Africa came trailing through the ether nearly a week behind the first stories filed by war correspondents representing U. S. news services."

What the trade journal failed to say was that radio gave first news of the landing to Americans and the world a few minutes after official announcements were issued at 9 p.m. Nov. 7. Major networks and individual stations interrupted scheduled programs to broadcast the White House statement and War Dept. communique. During the remainder of the evening commercial broadcasts were interrupted—some canceled—while radio reported developments from both Washington and abroad. The trade journal failed, also, to mention that the broadcasts heard "a week late" were not, in any sense, newscasts. Rather they were special events pickups from Africa.

We commend these facts to our newspaper colleagues, along with Mr. Morris' article. Both radio and newspapers have a definite job to do. Radio is doing its task.

We Pay Our Respects To —



EDWARD ROSCOE MURROW

"A MAN FITTED to his time and to his task, a student, a philosopher, at heart a poet of mankind and, therefore, a great reporter"—these were the words used by William S. Paley, CBS president, to describe Edward R. Murrow, CBS European chief, at the dinner in Murrow's honor on his return from Europe in December, 1941.

Elmer Davis, head of the OWI, when he was a CBS news analyst, paid Murrow this tribute in an introduction to Murrow's book, *This Is London:* "We who work with Murrow are keenly aware of his excellence as a reporter of pure news."

Archibald MacLeish, Librarian of Congress, at the Murrow dinner told Murrow, "Because you told them the truth and because you destroyed the superstition of distance and of time which makes the truth turn false you have earned the admiration of your countrymen."

All this must be deserved. It is. In the five years since Murrow became chief of the CBS European staff, stationed in London, his voice has entered into the homes and public places of the American people giving a picture of life in Great Britain during wartime that earned, and is earning, such high encomiums.

Tall, slim and dark, with an expression both keen and cultured, Murrow is perhaps the only foreign correspondent who could play a foreign correspondent in the movies and give the role all the glamour Hollywood wants. Though Murrow's looks are a bit on the ascetic side, this is misleading as he is famous for his conviviality and for his down-to-earth love of people. The almost poetic insight into the feelings of the war stricken English that his broadcasts often evince, is due to his spending every available moment, day and night, talking to the clerks, shopgirls, munitions workers, pub sitters, raid wardens and housewives all over the British Isles.

His acquaintance among the molders of Empire policy has become so great that he has been described as the best-informed American in London outside the American Embassy. The Murrow capacity for making friends has become almost legendary.

Twice bombs fell on Columbia's London offices as Murrow was broadcasting his famous *"This* is London." But he sticks to his post, for he is an almost uncontrollable daredevil. His New York superiors positively forbade him to take a cruise on a minesweeper, but he did it anyway and broadcast a description of his experiences. During the blitz on London, he spent night after night atop the roof of BBC's Broadcasting House practicing ad lib descriptions of the flaming raids. He wanted to broadcast an eyewitness account, but the censors refused for fear his words, heard in Berlin, might be short-waved back to the high-flying Nazi planes. So he practiced descriptions which would give nothing away and finally won permission to make an ad lib broadcast.

Although Murrow is high in the esteem of the British people, many of whom have often expressed a wish that BBC had an "Ed Murrow" in America, his actions, typically American, sometimes astonish them. For instance, Paul White, CBS director of public affairs, tells of the time Murrow decided to buy a car. He window-shopped until he found a long, low-slung rakish model in a London salesroom. He simply walked in, and astonished the placid salesman by saying, "I want that car." The salesman protested that he'd be glad to arrange a demonstration, but, Murrow, in typical fashion, just kept repeating "I want that car"—until the awed Briton finally consented to sell it to him, untried!

Paul White also tells of Elmer Davis' return from England after staying with Murrow during part of the blitz; Davis reported that he had never fully understood the horrors of war until he had driven with Murrow!

Ed Murrow returned to the United States in November, 1941 for a vacation and then embarked on a lecture tour of the country, speaking before workers in war plants and gatherings from coast-to-coast. At the conlusion of his lecture tour last April, he returned to London and began broadcasting regularly once again.

Always generous, Murrow donated the fee for a recent Sunday night broadcast to the Community Chest of Greensboro, N. C., his home town. The National Com-

(*Continued on page 35*)

Personal NOTES

HUGH A. L. HALFF, president and general manager of WOAI, San Antonio, has been elected a member of the board of directors of the city's Chamber of Commerce for the current year.

EDWARD E. HALE, formerly merchandising representative of WLW, Cincinnati, at Fort Wayne, Ind., has been brought to Cincinnati as assistant to Miss B. Strawway, WLW director of merchandising.

ROBERT W. FRIEDHEIM, Eastern sales manager of NBC's Radio Recording Division, has been appointed business manager of the division, according to C. Lloyd Egner, NBC vice-president in charge. Friedheim, who has been acting business manager since May, 1942, joined the division in 1937 as a salesman. He had previously been at WBBM, Joplin, Mo.

CECIL HOLMAN, director of FM station K49KC in Kansas City, is now recuperating from bronchial pneumonia, and will shortly resume his duties at the station. During his illness programming and announcing was handled by Elizabeth Whitehead, assistant program director, and Karl Hoff, announcer.

EDWARD R. HITZ, assistant to Roy C. Witmer, NBC vice-president in charge of sales. has returned after an illness of seven weeks.

LT. LESTER W. LINDOW, former manager of WFBM, Indianapolis, now public relations officer at Camp Wolters, Tex., has been promoted to the rank of captain.

BOB SEAT, promotion manager of KXOK, St. Louis, has gone on active duty with the Army Air Forces, and has been assigned to Kelly Field, Tex. Dave Mars, promotion manager of the *St. Louis Star-Times,* will replace him.

FRANK SQUIRES, owner-manager of CJCS, Stratford, Ont., and former manager of CKWX, Vancouver, has been commissioned captain in the Canadian Army, and attached to the *Army Show* as press agent. He is a veteran of World War I, in which he served with the Royal Flying Corps.

CECIL SLY, secretary-treasurer of Universal Microphone Co., Inglewood, Cal., is in Washington, for a series of War Dept. conferences.

CLAYTON J. COSSE, formerly district sales representative of the Stanback Co. (headache powders), at Philadelphia, has been appointed assistant advertising manager of the Stanback Co., at Salisbury, N. C., where he will be assistant to Dr. T. M. Stanback.

KEMPER WILKINS has joined the staff of WOWO-WGL, Fort Wayne, as salesman.

JAMES N. CRANDALL, senior news editor of the Canadian Broadcasting Corp., Vancouver, has joined the Royal Canadian Air Force. He was formerly news editor of British United Press, and a war correspondent in England in 1940 for BUP. He is being replaced by Richard L. Elson, formerly with the Canadian Press, and a brother of Robert T. Elson, Washington correspondent for the Southam Canadian chain of newspapers.

JOHN MARTIN, for the last six months on loan to the Canadian Government as coordinator of government advertising and secretary to the Interdepartmental Publicity Committee at Ottawa, has resumed his former position as advertising manager of the Massey-Harris Co. Ltd., Toronto.

GERTRUDE LANZA, formerly of the NBC and CBS artists' bureau, and freelance promotion agent, has been appointed publicity director of the Yankee Network.

WILL THOMPSON Jr., general manager of KROY, Sacramento, Cal., has been commissioned an ensign in the Navy and is at the U of Arizona, Tucson. D. E. Lundy, formerly sales manager of KROY, has been made business manager, with Mrs. Royal Miller, as owner-manager, supervising operations.

BEATRICE COLONY, former stage actress, and a granddaughter of John Wilkes Booth, has joined the sales department of WKNE, Keene, N. H. David Carpenter, general manager of WKNE, became the father of a son born Jan. 12.

FRED MITCHELL, identified with public relations and theatrical work in New York, has joined the sales staff of National Concert & Artists Corp., New York, to handle package show sales.

MARION R. HARRIS, for 14 years with Don Lee Broadcasting System, Hollywood, has joined KMPC, Beverly Hills, Cal., as account executive.

W. CABELL GREET, CBS speech consultant, has completed a book, "War Words: Recommended Pronunciations". Columbia U Press will publish.

POWEL CROSLEY Jr., president of the Crosley Corp., Cincinnati, recently married Mrs. Longworth Wallingford, of Indiana.

Priaulx Heads WMCA

C. NICHOLAS PRIAULX, treasurer of WMCA, New York, has been appointed general manager of WMCA, New York, according to E. E. Anderson, station president. Mr. Priaulx joined WMCA two years ago as treasurer and will continue in this post. As general manager, he succeeds Donald S. Shaw, on leave of absence in the Government. Charles Stark has been named sales manager to vice-president in charge of sales.

Mrs. William J. Slocum

WIFE of William J. Slocum, director of baseball broadcasts for General Mills, and mother of William J. Slocum Jr., director of special events and sports for CBS, Mrs. Sallie Egan Slocum, died recently at her New York home following a long illness. Surviving also are three other sons, John F. Slocum, press representative of the New York Yankees; Sgt. Charles E., of the Army, and Francis E. Slocum.

BEHIND the MIKE

RICHARD HUBBELL, CBS television writer-producer-director and author of *4000 Years of Television* has joined March of Time Inc., New York, as a director.

RAY MACKNESS, formerly an announcer of CBR, Vancouver, is now a Pilot Officer in the Royal Canadian Air Force, stationed as radio representative at RCAF headquarters in London.

FRANK McGLOGAN, staff announcer of KSTP, St. Paul, has enlisted in the Army Air Forces.

ROBERT B. STONE, program production department of GE television station WRGB, Schenectady, has been promoted to program manager, replacing John G. T. Gilmour, who has entered the Army as a first lieutenant of the Signal Corps.

CHARLES BALTIN, assistant war activities director of WHOM, Jersey City, is the father of a boy.

ALAN FREED, formerly of WKST, New Castle, Pa., has joined the announcing staff of WIBG, Philadelphia, and Clare McClatchy has joined the program department.

ALVIN BRAMSTEDT has returned to the announcing staff of KFAR, Fairbanks, Alaska, after serving with KSFO-KWID, San Francisco.

BOB WILLIAMS, newscaster at KSFO, San Francisco, formerly with Grant Adv., Chicago, and announcer at WGN, Chicago, has joined the announcing staff of NBC.

CBS Script Shift

CBS' script department has been renamed the department of program writing and comes under the jurisdiction of Robert J. Landry, recently appointed director of program writing. Albert Perkins assumes the title of manager of writing staff and John C. Turner is script editor. Joseph Ruscoll, who has been writing "Our Town" sketches for *Camel Caravan* program, last week joined the department.

JACK WAGES, announcer-producer of KOY, Phoenix, has been inducted into the Army and assigned to Fort MacArthur, Cal.

CARLETON KADELL, Hollywood announcer, has been assigned to the weekly CBS *Ceiling Limited*, sponsored by Lockheed and Vega Aircraft firms.

J. CLINTON STANLEY, assistant production manager of the BLUE Chicago, has been commissioned lieutenant in the Navy and reported for active duty last week.

HERBERT CHITTICK, formerly of KUTA, Salt Lake City, and other Western stations, has joined the announcing staff of WFDF, Flint, Mich.

PAT FLAHERTY, announcer of WOAI, San Antonio, has been assigned to handle the announcing and m.c. duties for the Golden Gloves tournament on Jan. 27, 28 and 29.

HOOPER WHITE, continuity editor of WKZO, Kalamazoo, became the father of a girl born Jan. 14.

KATHERINE FOX, coordinator of war activities and director of public service of WLW-WSAI, Cincinnati, has been asked to serve as chairman of Women's Radio Activities for the State of Ohio, by the Treasury Dept.

PVT. TONY AINSLEY of the Seaforth Highlanders, has been placed on detached service to the Canadian Broadcasting Corp. from the Canadian Army, and is currently at CBR, Vancouver, from where he goes next month to CFPR, Prince Rupert, B. C., now leased and operated for the duration by the CBC. Ainsley wears army battle-dress on the job, and came to CBR direct from London where he had been detached with the BBC as announcer and producer. He joined in Vancouver in September, 1939, spent nearly three years overseas as dispatch rider, physical training and Bren gun instructor and, recently, with the BBC. Originally from New York, he has been broadcasting in New York, Chicago and San Francisco for the past 15 years.

MERLE SNIDER, program director of KOH, Reno, Nev., is the father of a son born Jan. 16.



CONGRATULATIONS are extended to Ward Wilcox, senior account executive of KTSA, San Antonio (right) by Sgt. A. Ambrose, Marine Recruiting Office, San Antonio, on the occasion of his acceptance for Marine Corps officer candidate school. Manager George Johnson, of KTSA, watches.

MORTON G. BASSETT, timebuyer of Morse International, New York, has entered the armed forces. He has been replaced at Morse by Betty Barrett, assistant timebuyer for several years.

PVT. DAVE SCOFIELD of the Army, formerly announcer of KFRC, San Francisco, has been assigned the announcing role in the new program *Flying High* which originates at the Army Air Forces Training Center at Minter Field.

FRANK MERRILL, formerly commissioner of radio at the U of California, has joined the announcing staff of KROW, Oakland, Cal.

FLETCHER MARKLE, script writer at Canadian Broadcasting Corp. Vancouver studios is now in the Royal Canadian Air Force.

SGT. DORWIN BAIRD, assistant publicity director for radio in the Canadian Army, has been promoted to lieutenant.

KATHIE ADDISON, dancer, formerly with the San Francisco Opera Ballet, recently joined KFRC, San Francisco, as receptionist.

KENT PATERSON, formerly in the merchandising department of General Foods Corp., New York, and a graduate of Stanford U and Harvard Business School, has been added to the Detroit sales staff of BLUE. George Schreier, formerly sports commentator of WAAT, Jersey City, has been named night publicity manager of BLUE.

WILLIAM THOMAS HAMILTON has resigned from the sales division of WOR, New York, to become an advertising solicitor for *Puck*, *The Comic Weekly*. Prior to joining WOR Hamilton was with WNEW, New York, and *Tide Magazine*.

FORT PEARSON, announcer of NBC Chicago, is the father of a boy born Jan. 15.

DAVE GARROWAY, staff announcer of NBC Chicago, has been commissioned an ensign in the Navy. He will report Feb. 1 at Harvard U for his indoctrination period.



NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

**Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!

THERE'S NOT ANOTHER LIKE IT!

WJLC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

MARTIN BLOCK, m.c. of *The Make Believe Ballroom* on WNEW, New York, and announcer for two of the network Lucky Strike programs, has been appointed chairman of the entertainment committee of the President's Birthday Ball Celebration.

JIM KANE of the CBS press department in Chicago has been transferred to the network's New York publicity department, under the direction of George Crandall, CBS publicity director. He will be succeeded in Chicago by Sheppard Chartoc, formerly with Tom Fizdale publicity firm in N. Y.

WILBUR WELSH, formerly with NBC, where he served in the traffic, program and central booking offices for seven years, last week joined the sales service dept. of Mutual.

JOE KING, announcer of WJSV, Washington, has joined the New York announcing staff of CBS. His assignments include sports and special events. A member of the network's photo department, Aloysius (Chris) Christie, joins the Army Jan. 26.

R. C. ATHERTON, former production writer of WTAD, Quincy, Ill., has joined KSAL, Salina, Kan., as program director.

AL NEWKIRK, news editor and publicity director of WICA, Ashtabula, O., is the father of a girl born recently.

DICK MINER and Jack Stranahan, announcers of WICA, Ashtabula, O., inducted into the Army Jan. 12, have been replaced by Eleanor Mirabell and Patricia Heasman.

LT. ROBERT L. BURGER, former program director of WCAX, Burlington, Vt., has been appointed public relations officer of the Army Air Base, Greenville, S. C. Zeb Lee, former announcer of WPTF, Raleigh, N. C. also assigned to that public relations office, announces the daily *Yawn Patrol* program.

ROBERT W. PRIGGE, new to radio, has joined the sales department of WSAI, Cincinnati.

LEW KENT, former station announcer, has been appointed director of WMAZ, Macon, Ga., replacing Allie Williams.

DRESSER DAHLSTEAD, chief announcer of BLUE Hollywood, has been inducted into the Army. His place has been taken by Victor Perrin. Recent additions to the staff include Reed Browning, transferred from KGO, San Francisco, and Ralph Rogers, formerly of KGW-KEX, Portland.

LINDSAY MACHARRIE, chief of the radio section of the American Red Cross in London, writes and narrates the weekly *Red Cross Reporter*, heard on CBS Saturday from London.

LEON GUTTERMAN, publicity director of KFWB, Hollywood, has recovered from injuries received when he was hit by an auto.

BILL PENNELL, CBS staff announcer, has resigned to become announcer for the new Westinghouse program aired Sunday afternoons on the full NBC network.

BILL WINSETT, special events announcer of WTJS, Jackson, Tenn., has been inducted into the Army. Leslie Brooks, program director, has been commissioned ensign in the Navy.

GLADYS HODGE, for the last ten years a commentator of CJOR, Vancouver, recently was married to Archibald Sturrock, Victoria, B. C.

BENEDICT HARDMAN, news editor of KOB, Albuquerque, recently married Murel Watson of Minneapolis, Minn.

DOROTHY McCUNE, women's activity director of KVOO, Tulsa, is leaving to join her husband, a lieutenant of the Army Air Forces, in California.

Fred Thomas to WCKY

FRED R. THOMAS, for eight years newswriter and night news editor of WLW-WSAI, Cincinnati, on Jan. 18 joined WCKY, Cincinnati, as news editor. One of the first writers in the Crosley newsroom when it was created in 1935, Thomas had written the 11 p.m. news copy for several years. He wrote Paul Sullivan's copy until Sullivan left WLW in 1939 and subsequently wrote for Peter Grant, Jay Sims and Arthur Reilly, who have done the 11 p.m. news.

JIM VAN KUREN, announcer of CKLW, Windsor-Detroit, married Catherine Bolton, Windsor, Ont., Jan. 23.

JACK MALLOY has joined the announcing staff of WOWO-WGL, Fort Wayne.

MARCUS BARTLETT, production manager of WSB, Atlanta, has entered the Navy as a lieutenant (j.g.) and after indoctrination training at Tucson, Ariz., will be assigned Navy public relations work at Charleston, S. C.

ENS. WM. B. MURPHY, production manager of KWIL, Albany, Ore., has been ordered to active duty at Chicago, and will be succeeded by Bob Reinholdt.

WALT DENNIS, sales promotion manager of KVOO, Tulsa, has been named to chairmanship of the President's Birthday, the American Legion War Bond, and Tulsa Press Club War Committees.

GLADYS CRANDALL, of Milton, Mass., new to radio, has joined the service department of WEEI, Boston, succeeding Dorothy Barbera, who recently joined the WAVES.

ROBERT DeLANEY, new to radio, has joined the announcing staff of WFBL, Syracuse, replacing Charles Batters who left to join the staff of WRC, Washington.

WALTER BUNKER Jr., production manager of NBC's western division, has resigned to become producer of the Jack Benny show for Young & Rubicam, agency placing the NBC show for General Foods Corp. He succeeds Robert L. Welch, who left last week to join the Army.

BOB HAWK, quizmaster of the CBS *Thanks to the Yanks* program, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, for Camels, on Feb. 23 will become guest editor of the quiz feature in *Look Magazine*.

THOMAS M. BELVISO, manager of the Music Library Division of NBC, on Jan. 24 was awarded the honorary degree of Doctor of Music at the first mid-year commencement of Bethany College, Bethany, W. Va.

SEND FOR THIS BOOK TODAY!



You'll want it for Facts on the big Iowa market

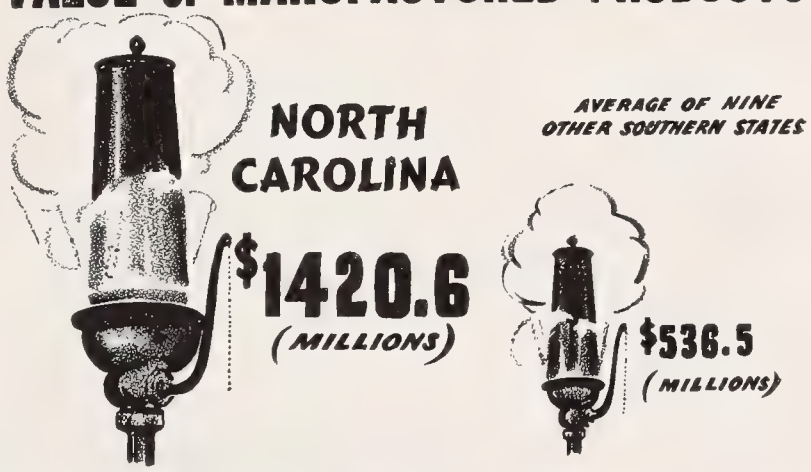
Here's a survey conducted by Dr. F. L. Whan, Univ. of Wichita, covering 9,218 Iowa families in all 99 counties, fifth in a series of annual studies of the Iowa radio audience. New facts and figures revealed on this billion-dollar market! Tells virtually everything about Iowa listeners. Every executive needs it. Write for your free copy. But hurry!

Address Dept. RS,

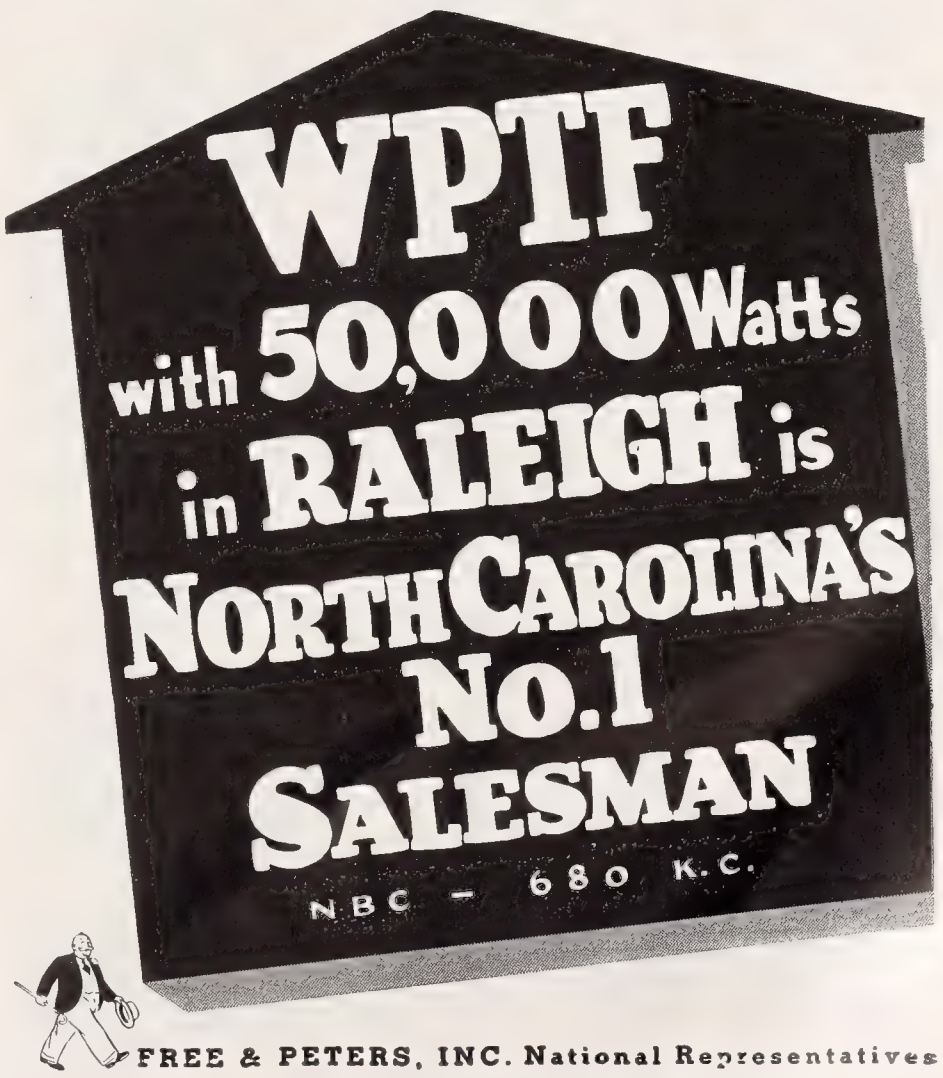
CENTRAL BROADCASTING CO.
Des Moines, Iowa



VALUE of MANUFACTURED PRODUCTS



Source: — Census of Manufactures, 1939



FREE & PETERS, INC. National Representatives

DON'T SHOOT THE WORKS ON CHANCE (Ky.)!

Word of honor, fellers—Chance (Ky.) is a real town. But the odds are against your doing much business in Chance, or Bet, or any of the other small towns in this State. Y'see, the Louisville Trading Area, alone, has 57.5% of Kentucky's total buying power—which makes it your one best bet for sales possibilities! . . . And speaking of good propositions, don't forget that WAVE gives you complete coverage of the Louisville Area *at lowest cost!* Want the proof?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

Agencies

FRANK WALSH has resigned as copy chief of Nelson Chesman Co., Chattanooga, Tenn., to become assistant advertising manager of the Chattanooga Medicine Co. Nelson Chesman will continue to handle the medicine company account, with Henry Tritschler, agency president, and John Fontaine, vice-president, acting as media director and account executive, respectively.

WALTER KANE Agency, Los Angeles, Cal., talent service, has been renamed the Kane-Armstrong Agency. Sam Armstrong now is a partner with Walter Kane.

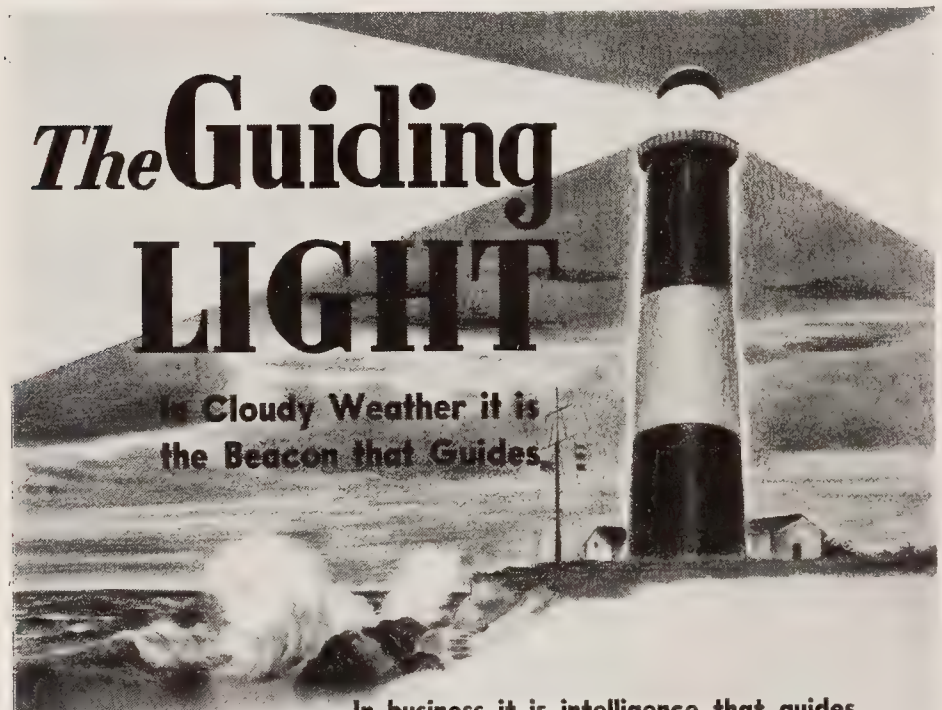
DIANA CARLSON, script assistant of Dick Mack, producer of McKee & Albright, on the weekly NBC *Rudy Vallee Show*, has joined the WAACs and reports within six weeks.

DONALD A. BREYER, vice-president of Hillman-Shane-Breyer, Los Angeles agency, is the father of a girl born Jan. 10.

M. L. GOWANS, formerly account executive of The McCarty Co., Los Angeles, has joined Darwin H. Clark Adv., that city.

BERNICE E. NEWMARK, for the past six months in the copy department of Director & Lane, New York, and previously copy writer for Halpern Adv., New York, has been named copy chief of Director & Lane, replacing Edward Lane, who has left the agency. Samuel Howitt, freelance scripter, has joined the copy department to handle radio continuity.

JAMES T. GALLAGHER, formerly of Gallagher & Muir and Young & Dutton, has joined the copy staff of Gray & Rogers, Philadelphia.



In business it is intelligence that guides safely through clouded situations

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

intelligent

Advertising by Government Is Favored But Payment Angle Draws Controversy

FIVE businessmen agree that the Government should advertise, but disagree sharply as to whether the Government should pay for it, according to a symposium in the current issue of *Public Opinion Quarterly*.

Supporting the view that the Government should not buy advertising are Chester J. La Roche, chairman of the Advertising Council and chairman of the board of Young & Rubicam, New York advertising firm; Arthur Price, mail order sales manager of Sears, Roebuck & Co.; and Ralph Coghlan, editorial page editor of the *St. Louis Post-Dispatch*. Opposite view is taken by Arthur T. Robb, editor of *Editor & Publisher*, and Leonard Dreyfuss, president of United Adv. Corp., New York.

Mr. Price insists that present experience in Canada and England does not support the belief that improved results follow where Government advertising is paid for. He further asserts that under our present system there is no apparent lack of advertising sufficient for the Government's purposes, and calls attention to the danger to the media inherent in the spending of vast sums for Government advertising.

Strongest protester against such a paid program is Mr. Coghlan, who points to the subsidized press of France as the horrible example of lost freedom of expression under a system where a media accepts "important and continuing funds" from the State, and warns against that danger here.

Basing his opinion on a different viewpoint, Mr. La Roche believes that the Government should not pay for advertising until it has used available facilities more completely and has analyzed the total effect more fully.

Paid campaigns such as that for Army recruiting and others, he reminds, drew heavy contributions from local advertisers, and he suggests that more use be made of radio sustaining time, newspapers, prominent public figures for "exploitation purposes" and the possibility of distributing information through the house-to-house organization being set up by the OCD. Concerning freedom of the press, he believes that the press, with public support, can take care of itself. Future prospects are encouraging, he feels, because of the demonstrated willingness of the various advertising media to help, as well as advertisers who may have no goods to sell, but have brand names and good will to keep alive.

Mr. Robb, noting that the Army and Navy and their subordinate branches have employed paid campaigns, concludes that the matter of Government advertising involves only a question of why, what and how.

With a realistic approach, advertising can be applied to all Government plans and programs, he concludes, and should be carried out in the same manner used by any successful business firm. With a strictly business attitude toward the task, there would be no question of a subsidy which might be used to influence editorial expression, thinks Mr. Robb.

GEORGE McGARRETT of the radio department of Young & Rubicam, New York, has been named program supervisor of that division of the agency, succeeding Harry Ackerman, who has been promoted to production chief.

JOHN M. FARRELL, account executive of of Santa Fe Trailways Bus System, has moved with the account from Ferry-Hanly Adv., Chicago, to Calkins & Holden, Chicago.

CALVIN WOOD, formerly Southwestern manager of Miller-Freeman Publications, Los Angeles, has been appointed copywriter and media director of Buchanan & Co., that city. He succeeds Margaret McDermott, resigned.

AUSTIN PETERSON, formerly radio supervisor of Young & Rubicam, Hollywood, who has been civilian liaison between OWI and radio section of the Army Special Services Division, has been commissioned a captain and assigned to the latter organization.

GLENHALL TAYLOR, manager of Young & Rubicam, Hollywood, is in New York for conferences with home office executives.

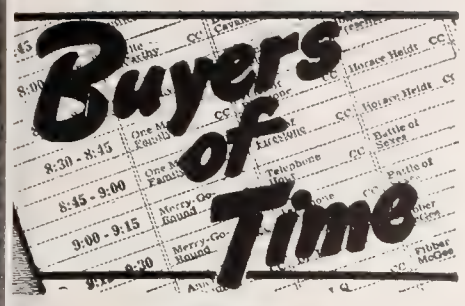
JAMES S. MacVICKER, assistant account executive of Ruthrauff & Ryan, New York, has been commissioned an ensign in the aviation division of the Navy.

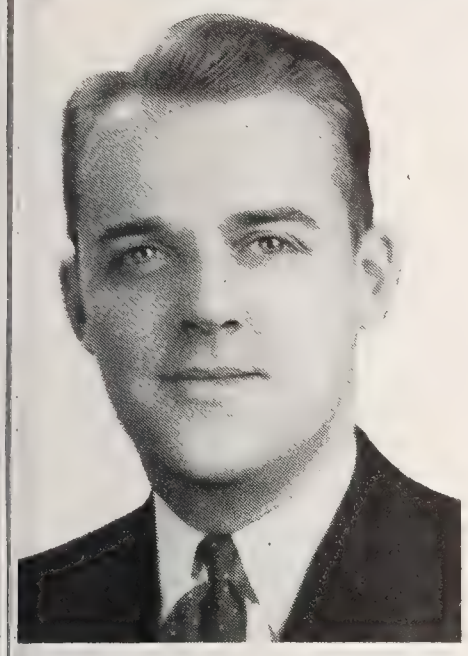
ROBERT BUECHNER, formerly of Free & Peters, Chicago, station representatives, has joined N. W. Ayer & Son, New York, as account executive.

ARTHUR KUDNER, president of Arthur Kudner Inc., New York, is in England as a member of the W. Averell Harriman mission.

JAMES G. ROGERS Jr., vice-president and general manager of Benton & Bowles, New York, left the agency last week on indefinite leave to serve as an assistant to Gardner Cowles Jr., Director of Domestic Operations of the Office of War Information in Washington.

49 NBC
TOP COMMERCIALS
Guarantee Audience
KSEI
POCATELLO, IDAHO
National Representatives
The Walker Co.
Homer Griffith Co.





HOWARD GROVER GARDNER

NEW to the timebuying field but experienced in network and spot radio, Howard Grover Gardner, who recently joined Pedlar & Ryan, New York, has enjoyed a wide assignment of jobs.

During his college days at Colgate, he ran a shooting gallery, managed a miniature golf course and was messboy aboard a tramp freighter to Belgium. He was graduated in 1934 with a B.A. degree.

For the next three years young Gardner was on the auditing staff of Prudential Life Ins. Co., New York. In June, 1937, he joined NBC as page boy and six months later was transferred to the research department, where he delved into radio statistics.

In 1939 Mr. Gardner moved into the newly-created circulation department under Jack Greene, where he assisted in NBC's all-county survey studies. His colleagues included Mort Bassett, now timebuyer for Morse International, and Jerry Vernon, now BLUE research manager, Chicago.

Early in 1942 Mr. Gardner left NBC to join the sales staff of John H. Perry Associates, selling both newspaper space and radio time. When Tom Carson left Pedlar & Ryan last fall as timebuyer to join the Armed forces, Mr. Gardner was named Mr. Carson's successor.

With Bill Steers, director of media, Mr. Gardner handles both network and spot radio buying, including such network shows as Lady Esther's *Screen Guild* (115 CBS stations), Bristol-Myers programs with Dinah Shore (119 BLUE stations) and *Mr. District Attorney* (127 NBC stations), plus Procter & Gamble's *Pepper Young's Family.*

Born in East Orange, N. J., Nov. 20, 1912, Mr. Gardner married Elma Grover in 1941. His hobbies include golf, football and furniture refinishing.

Edward R. Murrow

(*Continued from page 31*)

munity Chest had asked for a plug on Murrow's program and this was his answer.

Immediately following his graduation from Washington State College in 1930, Murrow became president of the National Student Federation. He visited some 300 American colleges and universities and travelled extensively in Europe in the two years he was with the Federation, organizing a special student travel bureau and arranging for the first international debates between American and European universities. In 1932 he joined the Institute of International Education as assistant director. He left the foundation to join CBS.

He was born April 25, 1905, in Greensboro, moving to Washington State with his family in 1920. He attended Stanford, the U of Washington and Washington State College, earning an A.B. and an M.A. with honors. He majored in political science, speech and international relations. In 1935 he married Janet Brewster, of Connecticut, who is now with him in England.

Since his appointment as CBS European chief in 1937, Murrow's reporting has brought him much praise and many prizes. He was selected for the Overseas Press Club's first award for best foreign news coverage; his book *This Is London,* was a best seller; Kappa Sigma, his college fraternity voted him "Man-of-Year" in 1941. *London After Dark,* which he produced for CBS, won first award of the Fifth American Exhibition of Recordings of Educational Programs for European News held by the Ohio State's Institute for Education by Radio in 1941. And the recent, highly successful CBS series from London with Norman Corwin, *An American in England,* was produced by Ed Murrow.

WDRC

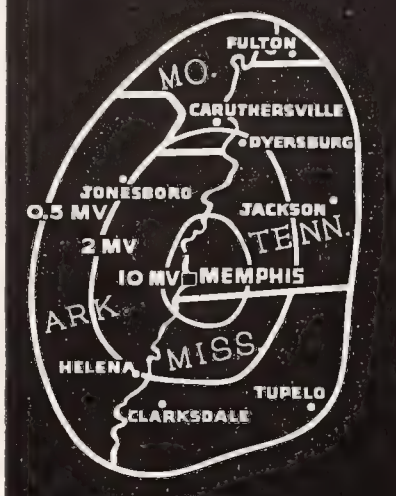
CONNECTICUT'S PIONEER BROADCASTER

$16,050,000

That's Sales Management's estimate of Hartford's retail sales next month . . . 26.3% ahead of 1942's record February. It's an upward swing that keeps pace with the ever-increasing preference for WDRC. Basic CBS for Connecticut.

CBS

WHAT EVERY RADIO ADVERTISER SHOULD KNOW!



Coverage and listening area data *

WMC-MEMPHIS
SIGNAL CONTOURS
5KW DAY - 790KC
MEASUREMENTS MADE
BY
McNARY & CHAMBERS

*Radio Station WMC, broadcasting over a frequency of 790 kilocycles, with a day and night power of 5,000 watts, gives a strong signal to 379,810 radio homes in its primary daytime listening area, covering a total of 3,052,647 people, in which there are 9 cities of more than 10,000 population, 55 cities with a population of 2,000 or more.

WMC
MEMPHIS, TENN.



THE "BUY-WAY" HIGHWAY OF THE MID-SOUTH

Member of
South Central Quality Network
WMC-Memphis
WJDX-Jackson, Miss.
KWKH-KTBS-Shreveport
WSMB-New Orleans
KARK-Little Rock

5,000 WATTS DAY AND NIGHT
REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
OWNED AND OPERATED BY
THE COMMERCIAL APPEAL



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

KDKA, Pittsburgh

Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap and ointment), *ta*, 1 year, thru Atherton & Currier, New York.

Meadow Gold Dairies, Pittsburgh, *sp*, 1 year, thru Walker & Downing, Pittsburgh.

McKesson & Robbins, Bridgeport (Bexel vitamin B), *ne*, 3 months, thru J. D. Tarcher & Co., N. Y.

O'Cedar Corp., Chicago (polishes, mops), *sa*, 3 months, thru Aubrey, Moore & Wallace, Chicago.

Pittsburgh Brewing Co., Pittsburgh, 6 *sp* weekly, 1 year, thru Smith, Taylor & Jenkins, Pittsburgh.

Dairy Assn. Co., Lyndonville, Vt. (Kow Kare), *sa*, 3 months, thru Hays Adv. Agency, Burlington.

Skinner Mfg. Co., Omaha (raisin bran cereal), *ta*, 1 year, direct.

Barbasol Co., Indianapolis (shaving cream), *sa*, 3 months, thru Erwin, Wasey & Co., N. Y.

Plough Inc., Memphis (St. Joseph aspirin), *sa*, *t*, 5 weekly, 4 months, thru Lake-Spiro-Shurman, Memphis.

Procter & Gamble, Cincinnati (Duz) *sa*, 1 year, thru Compton Adv., N. Y.

Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), *sa*, 3 months, thru Rogers & Smith, Chicago.

Pan American Coffee Bureau, New York, 5 *sa* weekly, 3 months, thru J. M. Mathes Inc., N. Y.

Pure Food Co., Mamaroneck, N. Y. (Herb Ox bouillon cubes) *sa*, 3 months, thru J. M. Mathes Inc., N. Y.

Duquesne Brewing Co., Pittsburgh, *sp*, 1 year, thru Walker & Downing, Pittsburgh.

Rumford Chemical Works, Rumford, R. I. (baking powder), *sa*, 3 months, thru H. B. Humphrey Co., Boston.

Hulman & Co., Terre Haute, Ind. (baking powder), *sa*, 1 year, thru Pollyea Adv., Terre Haute.

International Salt Co., Scranton, *sa*, 6 months, thru J. M. Mathes Inc., N. Y.

E. L. Knowles Inc., Springfield, Mass. (Rub-ine), *ta*, 6 months, thru Chas. W. Hoyt Co., N. Y.

Bristol Myers Co., New York (Minit Rub), *ne*, 1 year thru Young & Rubicam, N. Y.

Benrus Watch Co., New York, *sa*, 1 year, thru J. D. Tarcher & Co., N. Y.

Grove Labs., St. Louis (vitamins), 3 *sp* weekly, thru Russel M. Seeds Co., Chicago.

WFIL, Philadelphia

American Chicle Co., Long Island City, N. Y. (Chiclets), 60 *ta* and *sa* weekly, 52 weeks, thru Badger, Browning & Hersey, N. Y.

Christian Voices, Philadelphia (religious), 6 *sp* weekly, 52 weeks, thru Cox & Tanz, Philadelphia.

Abbotts Dairies, Inc., Philadelphia, 8 *sa* and 5 *sp* weekly, 52 weeks, thru Richard A. Foley Adv. Agency, Philadelphia.

Carter Products, Inc., New York (Arrid), 2 *sa* weekly, 52 weeks, thru Small & Seiffer, N. Y.

National Biscuit Co., New York (Premium crackers), 12 *sa* weekly, 26 weeks, thru McCann-Erickson, N. Y.

Thos. Leeming & Co., Inc., New York (Baume Bengue), 3 *sa* weekly, 8 weeks, thru William Esty & Co., N. Y.

WEVD, New York

Grocery Store Products Co., New York, (cream of rice), 5 *ne* weekly, 13 weeks, thru Joseph Jacobs Jewish Market Adv., N. Y.

WGY, Schenectady

International Salt Co., Scranton, Pa., 2 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.

Longines-Wittnauer Watch Co., New York, weekly *sp*, 26 weeks, thru Arthur Rosenberg Co., N. Y.

Studebaker Corp., South Bend, 12 *ne*, thru Roche, Williams & Cunnyngham, Chicago.

McKesson & Robbins, Bridgeport (Calox), 3 *sa* weekly, 7 weeks, thru J. D. Tarcher & Co., N. Y.

Procter & Gamble, Cincinnati (Duz), 3 *sa* weekly, 1 year, thru Compton Adv., N. Y.

Beech-Nut Packing Co., Canajoharie, N. Y. (gum), 2 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.

Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (peanuts), 6 *sp* weekly, 1 year, thru Goodkind, Joice & Morgan, Chicago.

Johnson & Johnson, New Brunswick (toothbrush), 261 *sa*, thru Ferry-Hanly Co., N. Y.

Lever Bros., Cambridge, Mass. (Vimms), weekly *sa*, 3 months, thru BBDO, N. Y.

Lever Bros., Cambridge, Mass. (Rinso), 11 *ta* weekly, 8 weeks, thru Ruthrauff & Ryan, N. Y.

Lever Bros., Cambridge, Mass. (Swan), 6 *sa* weekly, 3 months, thru Young & Rubicam, N. Y.

American Chicle Co., Long Island City (Chiclets), 3 *sp* weekly, 6 months, thru Badger Browning & Hersey, N. Y.

Caruso & Rinella, Schenectady (Bluebird citrus fruits), 15 *sa* thru Robert C. Russell, Schenectady.

KTFI, Twin Falls, Ida.

Faultless Starch Co., Kansas City, 3 *ta* daily, thru Ferry-Hanly Co., Kansas City.

Carter Products Inc., New York (Little Liver Pills), 3 *ta* weekly, thru Ted Bates, N. Y.

Manhattan Soap Co., New York (Sweetheart soap), 4 *ta* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Gospel Broadcasting Co., Los Angeles (religious), weekly *t*, thru R. H. Alber Co., Los Angeles.

Sego Milk Products Co., Salt Lake City, 2 *t* weekly, thru Gillham Adv. Agency, Salt Lake City.

Bulova Watch Co., New York, 7 *t* weekly, thru Biow Co., N. Y.

Voice of Prophecy Inc., Chicago (religious), weekly *t*, thru Geo. C. Hoskin & Assoc., Chicago.

WBBM, Chicago

Fitzpatrick Bros., Chicago (cleanser), 6 *sa* weekly, 13 weeks, thru Arthur Meyerhoff & Co., Chicago.

Nehi Inc., Columbus, Ga. (Royal Crown cola), 6 *sa* weekly, 52 weeks, thru BBDO, N. Y.

Consolidated Royal Chemical Corp., Chicago (Velure, Zymole), 6 *sa* weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.

Murphy Products Co., Burlington, Wis. (feeds) 3 *sa* weekly, 13 weeks, thru Wade Adv. Agency, Chicago.

Fashion Frocks, Cincinnati (dresses) 6 *sa* weekly, 4 weeks, thru Franklin Bruck Adv. Corp., New York.

American Poultry Journal, Chicago (magazine) 3 *sp* weekly, 13 weeks, thru Shaffer-Brennan-Margulis, St. Louis.

Cudahy Packing Co., Chicago (Old Dutch Cleanser) 42 *sa* weekly, 8 weeks, thru Grant Adv., Chicago.

Kerr Glass Co., Los Angeles (bottles) 5 *sa* weekly, 8 weeks, thru Raymond Morgan Co., Hollywood, Cal.

Johnson & Johnson, New Brunswick, N. J. (Tek toothbrush), 6 *sa* weekly, 52 weeks thru Ferry-Hanly Co., New York.

First Federal Savings & Loan Assn., Chicago, 3 *sp* weekly, 52 weeks, thru Jewell F. Stevens, Chicago.

WMAQ, Chicago

Rit Products Corp., Chicago (dyes), 20 *ta* weekly, 23 weeks, thru Earle Ludgin & Co., Chicago.

Colgate-Palmolive-Peet Co., Jersey City (Super Suds) 60 *ta* weekly, 52 weeks, thru Wm. Esty, New York.

Marlin Firearms Co., New Haven (razor blades), 39 *ta*, 13 weeks, thru Craven & Hedrick, New York.

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*) 8 *sa*, 1 week, thru BBDO, New York.

WINS, New York

Alkine Co., New Brunswick, N. J. (Flemolyn), 6 *sa* weekly, 13 weeks, thru Jackson Adv., New Brunswick, N. J.

Colgate-Palmolive-Peet Co., Jersey City, (Super Suds), 780 *ta*, 39 weeks, thru Ted Bates Inc., New York.

Block Drug Co., Jersey City, N. J. (Gold Medal capsules), 6 *sa* weekly, thru J. Walter Thompson Co., N. Y.

Jacob Ruppert Brewery, New York, 6 *ne*, 24 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

Hooper Ratings Show Bob Hope Holds Lead

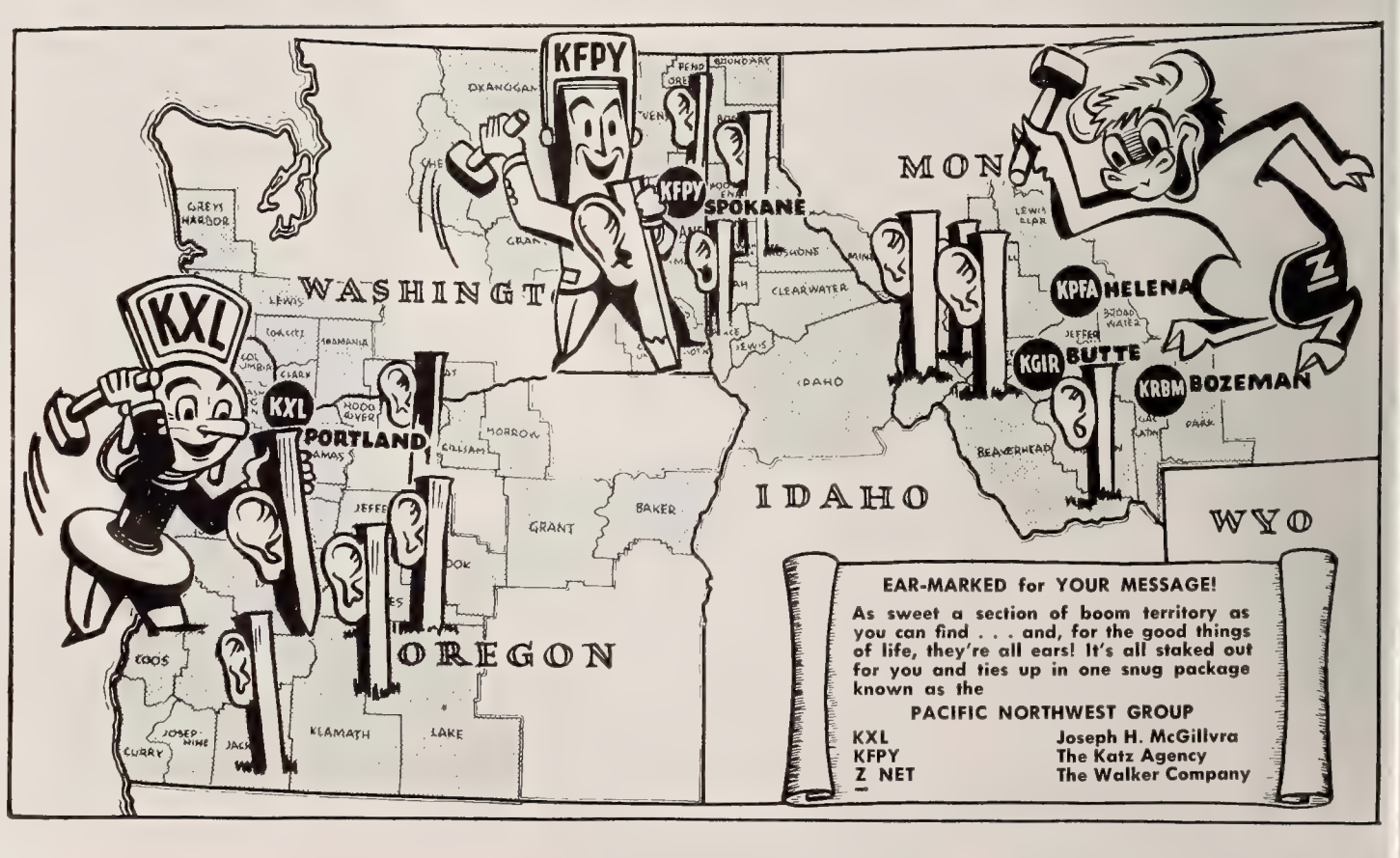
BOB HOPE continues to lead in the C. E. Hooper National Program Ratings for the "First 15". In the Jan. 15 report he held top place, followed by Charlie McCarthy, Fibber McGee & Molly, and Jack Benny. Bob Burns, who has moved to a spot where he is relieved of Eddie Cantor's competition, appears on the list for the first time, in 15th place. Programs following the first four, are: Aldrich Family, Mr. District Attorney, Frank Morgan-Fanny Brice, Abbott & Costello, Radio Theatre, Rudy Vallee, Music Hall, Kay Kyser, Eddie Cantor, Take It or Leave It, Bob Burns.

Red Skelton leads with 40.3, his all-time high, among programs broadcast after 10:30 p.m. (EWT). The Set-in-Use index stands at 34.2, 3.2 below the after-Pearl-Harbor all-time high of the corresponding period a year ago. Average rating is 12.4, the same as that reported a year ago, and the highest average rating in Hooper records since 1940, when Hitler invaded Norway.

Red Cross Canada Drive

A CAMPAIGN for funds by the Canadian Red Cross starts early in March in conjunction with a similiar drive by the American Red Cross. Plans for the utilization of radio in the campaign includes network programs on the Canadian Broadcasting Corp. network and paid spot announcements before and during the campaign on all Canadian stations. Glenn Bannerman, president and general manager of the Canadian Assn. of Broadcasters is chairman of the radio committee for the Red Cross, with George Taggart of the CBC and Jack Slatter of Radio Representatives Ltd., all of Toronto, on the committee. Paid advertising is placed through a group of four agencies, J. J. Gibbons Ltd., Toronto; Russell T. Kelley Ltd., Hamilton, Ont.; Cockfield, Brown & Co., Toronto; A. McKim Ltd., Toronto (handling radio).

PIONEER HIBRED CORN Co., Princeton, Ill., (seed corn) is sponsoring news commentator Julian Bentley in a quarter-hour program three times a week, on WLS, Chicago. Agency is R. J. Potts-Calkins & Holden, Kansas City.



Radio Advertisers

FREIHOFER BAKING Co., Philadelphia, has started a test spot campaign on WFIL, Philadelphia, which uses 18 live spot announcements scheduled for 13 weeks, a total of 234 spots. It is planned to extend the campaign to additional stations in the Philadelphia market. Agency is Richard A. Foley Adv. Agency, Philadelphia.

ALBERT BROWN, advertising director of Best Foods Inc., New York [BROADCASTING, Jan. 18], has named J. L. Callahan, to be assistant in charge of sales promotion, production, trade and specialized advertising of all products of the company. George E. Hummert takes charge of consumer media, kitchens, offers, recipe developments and copy detail. Carl Helm remains in charge of public relations for Best Foods.

ABBOTTS DAIRIES, Philadelphia, has started a campaign on three Philadelphia stations. A series of announcements has been placed on WFIL, KYW and WCAU and, depending upon wartime conditions, will continue 52 weeks, along with a commentary program. Agency is Richard A. Foley Adv. Agency, Philadelphia.

SERUTAN Co., Jersey City, on Jan. 4 started for 52 weeks, *Journal of Living*, transcribed on two Don Lee California stations (KHJ KFRC), Monday through Friday, 8:45-9 a.m. (PWT). Agency is Raymond Spector Co., N. Y.

ALTA WINERY, Dinuba, Cal. (St. Charles wine), on Jan. 18 started sponsoring the nightly quarter-hour *Sports Page* with Sam Balter on KMPC, Beverly Hills, Cal., at 6 p.m. with a repeat broadcast at 10 p.m. directed to defense industry workers. Contract is for 13 weeks. Agency is Barton A. Stebbins Adv., Los Angeles.

SEARS, ROEBUCK & Co., Los Angeles, supplementing its regular spot announcement campaign on Southern California stations, on Jan. 12 started sponsoring a thrice-weekly quarter-hour program, Nelson Pringle, news analyst on KNX, Hollywood. Contract is for 13 weeks. Agency is the Mayers Co., Los Angeles.

TO PROMOTE the Broadway play, "Dark Eyes", Harris Theatrical Enterprises, New York, last week started sponsorship of a five-weekly news period on WEAF, New York, from midnight to 12:05 a.m.; three station breaks weekly on WOR, New York, and WQXR, New York. No time limit has been placed on the campaign. Pioneer Adv. Corp., New York, is agency.

STERLING DRUG Inc. directors last week elected six new vice-presidents of the company, which in December absorbed 16 subsidiaries to simplify the corporate structure. Vice-presidents and their divisions are: Joseph D. Bohan, Centaur Division, Rahway, N. J.; Maxwell R. Hott, Dr. W. B. Caldwell Division, Monticello, Ill.; James N. Cooke, Cummer Products Division, Bedford, Ohio; Alfred J. Burns and Robert R. Harsell, Charles H. Phillips Division, New York; David H. Williams, R. L. Watkins Division, Lowell, Mass.

BEKINS VAN & STORAGE Co., Los Angeles, in early January increased its daily spot announcement schedule to include KLZ KOIN KIRO KHQ as well as KNX and KQW. Firm also started sponsoring the BLUE commentary *Baukhage Talking* on KFSD, San Diego. Bekins also sponsors the thrice-weekly quarter-hour program of Harry W. Flannery, news analyst, on 5 CBS California stations (KNX KQW KARM KROY KGDM), Monday, Wednesday, Friday, 5:30-5:45 p.m. (PWT). Brooks Adv. Agency, Los Angeles, has the account.

FULTON LEWIS Jr., Washington news commentator, Feb. 15 begins his third year of broadcasts over KSAL, Salina, Kan., without a single sustaining broadcast. On Feb. 15 Western Star Milling Co., maker of Kansas Star Flour, takes over sponsorship of Mr. Lewis, who was sponsored by Franklin Life Ins. Co., Springfield, Ill., for the past year.

CONTI PRODUCTS Corp., New York (shampoo), on Jan. 24 started for 13 weeks a transcribed version of *Alfredo Antonino Concert*, on two Don Lee California stations (KFRC KHJ), Thursday, 7:30-8 p.m. (PWT). Agency is Bermingham, Castleman & Pierce, N. Y.

EMPIRE GOLD & Diamond Buying Service, New York, is conducting a campaign on five New York stations, using 35 to 70 announcements weekly, for a 52-week period ending October, 1943. Agency is Carl Calman Inc., New York.

BEST YEAST Co., Toronto (Hi-Do yeast), on Jan. 25 started daily transcribed flash announcements on 26 eastern Canadian stations. Agency is Tandy Adv. Agency, Toronto.

W. & J. SLOANE, Beverly Hills, Cal. (chain home furnishings), placing direct, on Feb. 1 starts sponsoring a daily early morning quarter-hour newscast on KMPC, that city. Contract is for 13 weeks.

GOLDEN AGE Corp., Los Angeles (macaroni), after several weeks layoff, on Jan. 17 resumed four time signal announcements daily on KECA, that city. Agency is Brisacher, Davis & Staff, Los Angeles.

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG TORONTO

IT PAYS TO ADVERTISE ON THE SPOT

...with SPOTS!

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES

NATIONAL RADIO STATION REPRESENTATIVES

PRESS GALLERIES FOR RADIO NEWSMEN ★ AIR

MAIL CONTRACT ... IVE TONS

OF KEYS ... TAGE

FARM ... IC

ARMY PE ... E

WAR DEPA ... ION

DESTR ... TIONING

FUEL ... INOCULARS FOR THE NAVY

REVE ... TIC ... ER PRODUCTION

... D DEMANDED

5 YEARS of Outstanding Accomplishment



FULTON LEWIS, JR.

America's most famous news name Now on 180 Mutual Stations nightly

Five years ago Fulton Lewis, jr., stepped from his role as a Washington newspaper correspondent to the microphone at WOL. In a few months he was featured on the Mutual Network, and in a few years he has "upset more political applecarts" and made *more* "news scoops" than any other radio personality! Congratulations to you, Fulton Lewis, jr., for a good job well done . . . not only from your millions of listeners . . . but from your many sponsors for whom you have brought extraordinary results.

Fulton Lewis, jr., is still available for sponsorship in a few "open" cities at the *one time quarter hour rate per week!* Phone, wire, or write at once for full details to . . . WM. B. DOLPH, WOL, WASH., D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.

Affiliated with the MUTUAL BROADCASTING SYSTEM

ELECTROLUX Corp., Old Greenwich, Conn., has started weekly sponsorship of *The Parade of Business*, Sunday 6:45 p.m. program on WSRR, Stamford, Conn. Program presents little known facts about business trends and how they affect the public, and is directed to employes as well as employers.

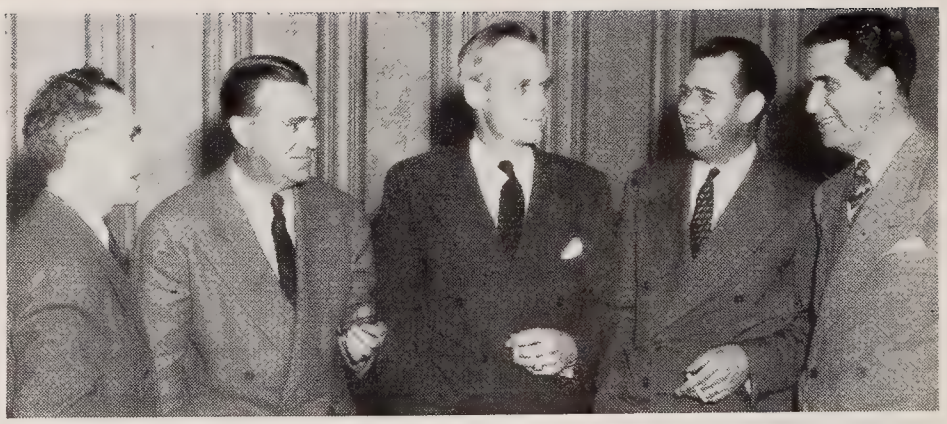
IMPERIAL MUTUAL Life Insurance Co., Los Angeles, on Jan. 18 started a six-weekly quarter-hour newscast on KFWB, Hollywood, for 13 weeks. Other Southern California radio is contemplated. Agency is W. B. Ross & Assoc., Los Angeles.

CARTER COAL Co., Washington, D. C. (coal), has renewed sponsorship of transcribed half-hour mystery drama, *The Hermit's Cave*, for 26 weeks on WBBM, Chicago. Account was placed through Ralph H. Jones Co., Cincinnati.

KELITE PRODUCTS Inc., Los Angeles (Kenu cleanser), through Little & Co., that city, on Jan. 25 starts sponsoring a thrice-weekly five-minute program *The Name in the News*, on KNX, Hollywood, with transcribed version on KQW, San Francisco. Dave Vaile is featured as commentator. Contracts are for 52 weeks. Firm contemplates expanding to other West Coast stations.

HOOSIER STYLE SHOP, Hammond, Ind., is sponsoring a five-minute period five-times weekly on WJWC, Chicago titled *Hollywood Question Box*. Amzie Strickland is commentator. Account was placed direct.

UNION LIFE Insurance Co., Chicago, is sponsoring thrice-weekly 10-minute series of organ recitals by Herb Foote on WBBM, Chicago. Account was placed through Irving Rocklin & Assoc., Chicago.



HITTING ON ALL EIGHT despite nationwide gasoline curtailment are these five network, agency and Union Oil Co. executives who met recently to hold a discussion of that California firm's weekly NBC *Point Sublime* series. Half-hour program recently entered its third consecutive year on 11 NBC Pacific Coast stations. Confabbers are (l to r): Theodore L. Stromberger, advertising manager of Union Oil Co.; John W. Swallow, western division program director of NBC; Jack Smock, account executive of Lord & Thomas; Ed Barker, network sales executive; Alex Robb, package sales manager of NBC western division.

CANADIAN RED CROSS, Toronto (financial drive) starts on March 1 daily dramatized spot announcements on all Canadian stations. Account is placed through A. McKim Ltd., Toronto, which is one of four agencies placing advertising for the campaign.

Winchell Returns

WALTER WINCHELL resumed his Sunday program, *Jergens' Journal* on BLUE Jan. 24, following his return from a special assignment in Brazil. During Winchell's absence his sponsor, Andrew Jergens Co., Cincinnati, substituted a three-commentator program, *Three-Thirds of the News* with Baukhage, John Gunther and Robert St. John in the 9-9:15 spot. Agency is Lennen & Mitchell, New York.

AGENCY *Appointments*

COLGATE-PALMOLIVE-PEET Co., Jersey City, to William Esty & Co., New York, for Vel, a packaged detergent for washing dishes and fine fabrics. No media plans have been made.

WIRE & CABLE Division, Electric Auto-Lite Co., Toledo, to Ruthrauff & Ryan, New York. R & R now handles all 26 Auto-Lite divisions.

WOODWARD-WAGNER Co., Philadelphia (plumbing items), to Fox & MacKenzie, Philadelphia.

PRATT FOOD Co., Philadelphia (animal and poultry products), to McKee & Albright, Philadelphia.

PERKINS GLUE Co., Lansdale, Pa. (vegetable, cassein and resin glues), to John Falkner Arndt Adv. Agency, Philadelphia. Robert Arndt is account executive.

WESTERN SAVINGS FUND Society of Philadelphia, Philadelphia banking institution, to John Falkner Arndt Adv. Agency, Philadelphia. David B. Arndt is account executive.

FILTREX Co. of New Jersey, Elizabeth, to Neff-Rogow Inc., New York, for Heatrex boiler cleaning compound. Some spot broadcasting being used locally.

CALIFORNIA-GROWN SUGAR Group, San Francisco, to J. Walter Thompson Co., N. Y.

SCHUTTER CANDY Co., Chicago, to Roche, Williams & Cunnyngham, N. Y.

E. FOUGERA Co., New York (Magitex dog bath), to Donahue & Co., N. Y.

WOODMAN ACCIDENT Co., Lincoln, Neb., to Richard Cole Adv. Agency, Omaha, Neb.

I. J. FOX Co., Boston, to David Malkiel Adv. Agency, Boston.

81 Food and Drug Firms Plug Bonds

5% of Advertising Budgets Devoted to Treasury

REVISED LIST of food, drug and other firms cooperating with the Treasury War Savings staff, released last week by Lee H. Bristol, chairman of the Industry Policy Committee, names 81 companies now devoting approximately 5% of their advertising budgets exclusively to War Bonds.

Campaign has been under way several weeks, Mr. Bristol said, but the number of participating firms is still expanding. He stated that space and money already contributed by the food and drug industry under the plan are in a volume comparable with some of the most extensive business campaigns in the nation.

All Media Used

In addition to spot and network radio time, the firms include newspaper, magazine, billboard and other media in the schedule. In most cases companies are placing the War Bond advertising through their own agencies, but all copy is prepared by agencies chosen by the Advertising Council to insure integration of the appeal.

Firms now participating are:

Alkalol Co., American Cyanamid Co., American Home Products, Elizabeth Arden, Armand Co., Associated Distributors (Dana cosmetics), Barbasol Co., Bathasweet, Bauer & Black, Becton & Dickinson, Bristol-Myers Co., Bourjois, Burma Vita, Burroughs & Wellcome, Carter Products, Ceribello, Chap Stick Co., Colgate-Palmolive-Peet, Conti, Coty, Denver Chemical Co., Drug Products Co., Father John's, Emerson Drug Co., Fellows, Forhan's, Fougera & Co., Foley & Co., Frailey Products Inc.

Grove Labs., Guerlain, Gillette Safety Razor Co., Hoffman-LaRoche, Johnson & Johnson, Houbigant, Hudnut Sales Corp., International Cellucotton, Iodent, Kilmer Co., Lady Esther, Lambert Pharmacal Co., Lederle Labs., Lewis-Howe, Thomas Leeming, Lucien Lelong.

Lever Bros., Maybelline, O. E. McKewen Co., Mennen Co., Miles Labs., McKesson & Robbins, Parke-Davis & Co., Pepsodent Co., Pinex, Norwich Pharmacal Co., Parfums Ciro, Parfums Weil, Pharmacraft Co., (Fresh deodorant), Resinol Co., Schutter Candy Co., Seeck & Kade, R. B. Semler.

Sterline Products, Serutan, Helena Rubenstein, Sales Builders (Max Factor), Shulton, Vadsco Sales, Vick Chemical, Weco Products, William R. Warner Co., (Sloan's liniment), Willard Tablet Co., White Labs., Zonite Products Corp.

Radio for 'Marginal Americans'

ITALIAN broadcasting in Boston, says Jeanette Sayre Smith in an article in the current *Public Opinion Quarterly* titled "Broadcasting for Marginal Americans", does little to help the local Italian population adjust itself to the American way of life and to its role in the war effort, since no specific information is given on the nature of the world today and the struggle of the Democracies against Fascism. About one-fifth of the Italians in the Italian North End community speak no English, and since the recent banning of newscasts in Italian have turned to Italian shortwave broadcasting for their information, the article points out.

IN THE RADIO LIMELIGHT

a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION WTJS JACKSON, TENN.

1000 Watts *1390 Kc.* *MBS*

A. B. ROBINSON, *Commercial Mgr.*

Solid sender to over 31,000 radio families in West Tennessee is WTJS at Jackson, bringing them top local and regional programs in addition to the best features of the Mutual Network.

Spot advertisers on this 1000 watt Mutual outlet today tap new wealth from high farm prices (cash farm incomes up 30.3% in Tennessee) and industrial expansion such as the $34,000,000 ordnance plant and depot employing thousands in and around Jackson.

WTJS *alone* affords complete, consistent coverage in West Tennessee . . . and WTJS *alone* can make *your* sales message ring the cash registers in this market.

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY

CHICAGO NEW YORK

DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS

KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

In the Sweet Buy and Buy

If you'd like that grand and glorious feeling that comes from seeing your merchandise move almost like magic, put WAIR to work in this great American market. You'll learn quickly why WAIR is famous for its salesability.

WAIR

Winston-Salem, North Carolina



RADIO DIRECTORS and timebuyers of Chicago agencies were guests at a recent luncheon given in Chicago by WOR, New York, at which slide films of the WOR Crossley continuing study were exhibited and explained by R. F. Maddux, WOR vice-president in charge of sales, and Joseph Creamer, sales promotion manager. Representing their agencies are (seated l to r): Genevieve Lemper, Foote, Cane & Belding; Bergliette Boe, H. W. Kastor & Sons; June Rollinson, Russel M. Seeds Co.; Dorothy Samuel and Muriel Wagman, Sorenson & Co.; Carolyn Bonnesen, Sherman & Marquette; (standing): L. J. Nelson, Wade Adv.; H. W. Mallison, Badger, Browning & Hersey, N. Y.; Buckingham Gunn, J. Walter Thompson Co.; George Duram, H. W. Kastor & Sons; Ralph Cushing, Presba, Fellers & Presba; Al Callies, Ruthrauff & Ryan; John Gordon, Needham, Louis & Brorby; Jack North, Aubrey, Moore & Wallace.

Studio Notes

USING FACILITIES OF WHBC, Canton, Ohio, the MBS recently broadcast ceremonies attending award of the Army-Navy "E" to the Hercules Motors Corp. for outstanding war production activities. Newly-elected Rep. Henderson H. Carson acted as m.c.

WITH proceeds being donated to Warm Springs (Ga.) Foundation, infantile paralysis fund, KOY, Phoenix, in late January released a play-by-play description of rugby match between cadets of the nearby RAF training field. Match decided winner of a three-game series between Scottish and English players stationed there.

SCRIPTS of *Democracy's Workshop*, recent series designed as report on Los Angeles County school activities and presented on KNX, Hollywood, have been turned over to U. S. Office of Education for distribution nationally. Originated by Frances Farmer Wilder, director of education of CBS Hollywood, the programs were written and produced by Chester Huntley of that network's special events department.

TO HIGHLIGHT its Sunday night schedule, KMTR, Hollywood, is presenting a series of half-hour dramatized playlets, *Portraits for Americans*, written by Arch Oboler. Using young motion picture name talent as well as members of the station's *Matinee Playhouse* players, the half-hour dramatic programs are produced by Robert L. Bice.

TO BRING HOME to its employes the importance of broadcasting as an essential war industry and to encourage self-criticism, announcers of the stations operated by Northern Broadcasting & Publishing Co., Ltd., in Ontario, were recently asked to submit answers to the question: *What, in your estimation, are qualities necessary in a good announcer?* Answers were judged by Guy Herbert of All-Canada Radio Facilities Ltd., Toronto, and first award went to Harry R. McLay, announcer of CKWS, Kingston, Ont., second award to Warren Robinson, announcer of CFCH, North Bay, Ont.

ANNUAL REPORT issued by E. E. Hill, managing director of WTAG, Worcester, reports that the station lost only 56 minutes during 1942, out of a total of 6,386 hours. Auxiliary transmitters were used only 91 hours, while WTAG's FM station, W1XTG, was on the air 6,051 hours, with a daily average of 16:37, and WTAG had a daily average of 17:30, for a total of 23,350 programs. The FM affiliate carried 20,175 programs.

WELI, New Haven, recently received praise from local OPA and ODT officials for the part the station has played in disseminating information to the public. Letters received by the station from the agencies complimented the spirit and effectiveness of WELI's cooperation.

KMPC, Beverly Hills, Cal., has established additional sales offices at 617 S. Olive St., in downtown Los Angeles.

WKY, Oklahoma City, on Jan. 23, 9:30-10 p.m. (EWT), started a new thriller series, *The Strange Dr. Carnak*, authored by Scott Bishop, continuity editor of the *Oklahoma City Broadcaster*, who is known to radio fans for his horror series, *Dark Fantasy*.

WTJS, Jackson, Tenn., has acquired the AP radio news wire from Press Assn.

Cooperation

SOLDIERS of Jefferson Barracks and KXOK, St. Louis, cooperate to provide entertainment for the Army post and the public. A special newscast daily at 2:50 p.m. from KXOK is piped over the public address system and a series of bugle calls, transcribed by the station, is used at the post. The soldiers do a weekly half-hour variety show, *Meet the Men of Your Army*, broadcast over KXOK. In addition, the post's air corps orchestra has made transcriptions at the station which are played over the P. A. system to entertain the soldiers.

ADDITION OF two new programs was announced by WJWC, Chicago-Hammond this month. Features are an early-morning half-hour, broadcast six times weekly, titled *WJWC Farm Hour*, and quarter-hour newscast, five-nights weekly with Edward D. Flynn as commentator.

WHEN A HEAVY New Year's snow storm gave Brockville, Ont., a ten-day blackout because of damage to electric power lines, CFLC, Brockville, was off the air. The station moved to Brockville some months ago from Prescott, Ont.

WEEKLY talks by Gov. Robert E. Baldwin will be broadcast to the people of Connecticut on WTIC, Hartford and WICC, Bridgeport, while the state legislature is in session. Practice originated during the Governor's first term of office, and talks are devoted to analyzing various measures before the legislature.

A SERIES of lectures before college students in the San Francisco Bay area has been launched by NBC-KPO department heads under the direction of John W. Elwood, KPO general manager.

WLW Appointments

TWO appointments in the trade extension department, WLW, Cincinnati, have been announced by John E. Rudolph, director. John A. Tappin becomes manager of the grocery division and Ralph E. Visconti heads the drug field. Trade extension department is studying war problems facing retailers and wholesalers with view of aiding dealers in merchandising.

Radio Stars in Films

EDGAR BERGEN and his Charlie McCarthy, featured on the weekly NBC *Chase & Sanborn Show*, have been signed for a role in the RKO film, "Keep 'Em Singing", which goes into production during mid-March. They will be teamed with Kay Kyser, star of the weekly NBC *College of Musical Knowledge*. Kyser will also be starred in the MGM film, "Right About Face", now in production. Bud Abbott and Lou Costello, on NBC, signed a new two-picture contract with MGM.



KSO & KRNT
gave Tenderoni a flying start

—Chas. H. Flanders, Jr.

As broker for Tenderoni, Charles H. Flanders, Jr., has a right to be proud of the complete distribution achieved in a very short time. Commenting on radio's part in that job, Mr. Flanders says:

"Rarely have I seen a new product take such rapid strides in Iowa as Van Camp's Tenderoni has made since last June.

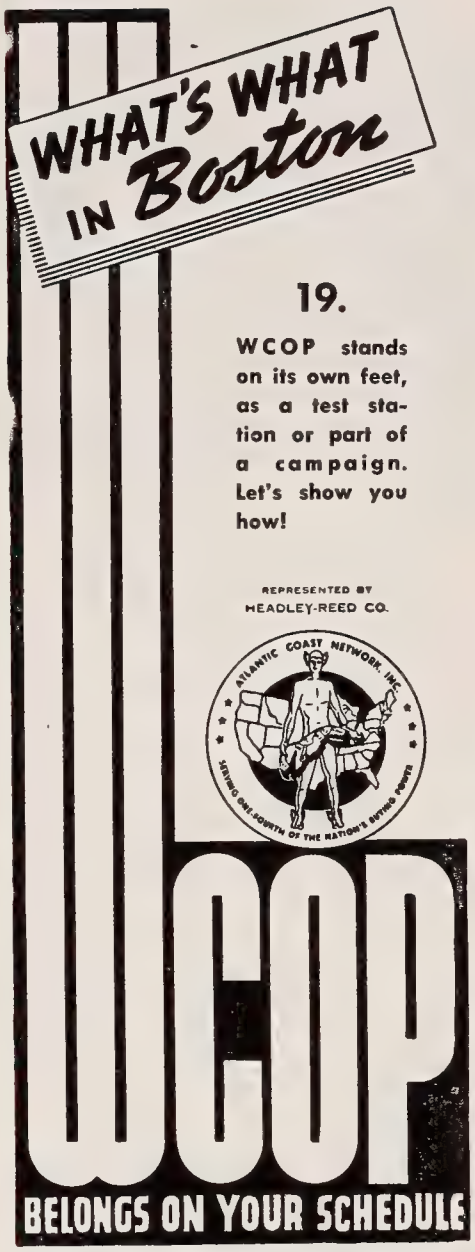
"We know we have an outstanding product, but surely a good share of the applause goes to spot broadcasting on KSO and KRNT, which gave Tenderoni a flying start in Iowa.

"We cover 53 Counties and find the spot broadcasts were effective in all of them. Your stations did a lot toward getting the wholesale trade to tie up with our introductory campaign so I am sure the results for these first six months are as pleasing to you as they are to me."

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES
Affiliated with the Des Moines Register & Tribune
Represented by The Katz Agency

WAKE UP... Your Georgia Sales with WRBL COLUMBUS CBS
Represented by SPOT SALES Inc.

THERE'S MORE FOR YOUR MONEY AT CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
CFNB Signal strength increased 25%
BOSTON N.Y.



- COVERAGE
- EFFICIENCY
- ECONOMY
- SATISFACTION

YOU

get all four

when you install

LEHIGH
Vertical
RADIATORS

Radio Division
Lehigh Structural Steel Co.
17 Battery Place • New York City

WPTF's NEW STUDIOS
Station Located in Durham
Life Bldg., Raleigh

MODERN and well-planned studios have just been opened by WPTF, Raleigh, N. C., on the mezzanine and second floors of the new Durham Life Ins. Co. Bldg., a 16-story structure just completed.

The station set-up includes audition rooms, audience-participation studios, a special musical studio for orchestras, and a master control room that resembles the Ritz Grill Room in its appointments. The station, an NBC affiliate, 50,000 watts on 680 kc., is managed by Richard H. Mason.

B & W Change

BROWN & WILLIAMSON TOBACCO Corp., Louisville, on Jan. 22 discontinued *Plantation Party* heard Fridays at 9:30-10 p.m. for Bugler & Sir Walter Raleigh tobacco on 66 NBC stations. The period vacated by this program will be filled Jan. 29 by the B & W program, *People Are Funny* (Wings King Size cigarettes), formerly heard 10-10:30 p.m. *Plantation Party* is a five-year-old program, having first been broadcast locally on WLW in 1938. Agency is Russel M. Seeds Co., Chicago.

Turco on Coast

TURCO PRODUCTS Inc., Los Angeles (cleaning compound), on Feb. 9 renews for 13 weeks *Smile in the Morning* on KECA, that city. Featured is Mark Breneman as commentator, with Wilson Edwards, announcer. Firm also sponsors participation in *Art Baker's Notebook* on KFI, that city. Having increased its advertising budget, Turco Products will use other Southern California radio during 1943. Warren P. Fehlman Adv. Co, Huntington Park, Cal., has the account.

Record GE Orders

WAR orders totaling $2,003,039,000 were received in 1942 including heavy demands for electronic and communications equipment by General Electric Co. compared with $1,132,837,000 in orders during 1941. The orders for 1942 represent an increase of 77% over the previous year.



AGREEMENT for NBC affiliates to expand and intensify promotional activities for public service programs was made at the first quarterly meeting of the 1943 NBC Stations Planning & Advisory Committee at Radio City [BROADCASTING, Jan. 18]. Members of the committee are (standing, l to r): Stanley E. Hubbard, KSTP, St. Paul; S. S. Fox, KDYL, Salt Lake City; James D. Shouse (chairman for 1943), WLW, Cincinnati; Paul W. Morency, WTIC, Hartford. Seated: G. Richard Shafto, WIS, Columbia, S. C.; Arden X. Pangborn, KGW, Portland, Ore.; Harry Stone, WSM, Nashville; G. E. Zimmerman, KARK, Little Rock.

NBC Officials to Resume War Clinics In Series of Meetings During Spring

NBC's "radio war clinics", held last year between March 16 and April 1 [BROADCASTING, March 9], proved so successful in giving network officials and NBC affiliate stations an opportunity to discuss broadcasting problems brought about by the war, that a second series has been scheduled to start Jan. 28, with 13 NBC executives making a tour of seven cities from coast to coast.

Arranged by William S. Hedges, NBC vice-president in charge of stations, the clinics will be conducted as two-day sessions in selected geographical sections of the country. Full sanction of the tour has been given by the Office of Defense Transportation, although NBC is urging affiliated station officials to attend the clinic held nearest to their city to keep traveling at a minimum.

Post-War Plans

The first meeting will be held Jan. 28-29 at the Hotel Waldorf-Astoria, New York, with subsequent sessions scheduled as follows: Feb. 1-2, Hotel John Marshall, Richmond; Feb. 3-4, Netherland Plaza Hotel, Cincinnati; Feb. 5-6, Drake Hotel, Chicago; Feb. 9-10, Hotel Roosevelt, New Orleans; Feb. 11-12, Hotel Rice, Houston; Feb. 16-17, Hotel Ambassador, Los Angeles.

Discussions will center around increasing radio's usefulness in the war effort. Technical developments in the broadcasting field, including television and FM, will be highlighted along with planning radio's place in the new industrial and economic post-war world.

NBC officials making the trip, in addition to Mr. Hedges, will be Niles Trammell, president; Roy C. Witmer, vice-president in charge of sales; Clarence L. Menser, vice-president in charge of programs; Dr. James Rowland Angell, public service counselor; Frank M. Russell, vice-president in charge of the Washington office; O. B. Hanson, vice-president and chief engineer; John F. Royal, vice president in charge of international broadcasting; Charles B. Brown, promotion and advertising director; John McKay, manager of the price department; Sheldon B. Hickox Jr., manager of station relations department; Noran E. Kersta, director of television, and James M. Gaines of station relations.

Sanctioned by ODT

In announcing the second annual group of clinics, Mr. Hedges said:

"Last year's meeting throughout the country were highly successful in producing a better understanding by network officials of the daily problems of affiliated stations comprising the network. In renewing the war clinics again this year in the face of diminishing civilian transportation facilities, it is our feelng that the stations and the network will be able to better serve the war effort, our communities and our nation as a result. We are happy that in this decision we have the sanction of the ODT."



Producers Clamor for Stars of the Air To Build Up Box Office Pull of Films

THEORIZING that persons living great distances from theatres know more about radio performers than they do screen stars, Hollywood film studios are spotting well-known personalities in pictures in an effort to bolster box-office receipts.

Although such radio stars as Jack Benny, Bing Crosby, Al Jolson, Bob Hope, Red Skelton, the Andrews Sisters, Abbott and Costello and others are well known in both radio and films, the new Hollywood trend is to use more radio personalities and portions of well-established programs in forthcoming pictures. Producers believe that radio listeners will go to theatres to see their favorite air stars on the screen.

Program to Be Filmed

Among radio talent to be presented shortly in pictures are Ginny Simms and Freddy Martin's orchestra of the Philip Morris program, *Johnny Presents Ginny Simms*, NBC. They will be featured with Harold Peary, star of the NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co., in the RKO production, "Seven Days' Leave", which will include the NBC *Truth or Consequences*, sponsored by Procter & Gamble Co.

Bill Stern, NBC sportscaster, and Bill Walker, NBC announcer, will be seen in the Universal film, "We've Never Been Licked". Dick Joy, another announcer, portrays a newscaster in the film, "Corregidor", produced by Dixon R. Harwin for Producers Releasing Corp.

Phil Baker m.c. of the CBS *Take It or Leave It*, sponsored by Eversharp Inc.; Eddie O'Shea, New York radio actor; Bill Goodwin, announcer-actor of the CBS *Burns & Allen* show, and Frank Graham, Hollywood CBS announcer-narrator, also will be in pictures. Graham's *Cosmo Jones* program, formerly heard on CBS Pacific stations, is being filmed in a series of 22 releases by Monogram.

Ken Niles, Hollywood announcer, is in demand at film studios, while John W. Vandercook, NBC news commentator, does the narration in Columbia's short, "Our Second Front".

Vera Vague, comedienne of the NBC Bob Hope show, sponsored by Pepsodent Co., has signed a two-picture contract with Republic. Her first film, scheduled for production in February, will include Lulu Belle and Scotty of the Alka-Seltzer *National Barn Dance*, NBC, and the Tennessee Ramblers of WBT, Charlotte, N. C. Lulu Belle and Scotty have made several pictures for Republic.

The NBC *Time to Smile*, sponsored by Bristol-Myers Co., is used in sequences of the Warner Bros. film, "Thank Your Lucky Stars", featuring Eddie Cantor, Dinah Shore, Harry Von Zell, Bert Gordon, the Mad Russian and Edgar Fairchild's orchestra. Miss Shore also stars in her own BLUE network program, *In Person, Dinah Shore*, sponsored by Carter Products Inc.

Other radio personalities, scheduled for film debut, are Conrad Binyon and Mary Lou Harrington of the NBC *One Man's Family*, sponsored by Standard Brands, and Phil Spitalny and his all-girl orchestra of the General Electric *Hour of Charm*, NBC.

New Disc Regulations Adopted by CBC Board

A CHANGE in the regulations for the use of transcriptions was made at the last meeting of the Canadian Broadcasting Corp. board of governors [BROADCASTING, Dec. 14] and has now been announced as a new regulation 7(m) replacing 18(4). The new regulation, announced in a circular letter over the signature of J. R. Radford, CBC supervisor of station relations, and dated Toronto, Jan. 8, reads:

7. No one shall broadcast: (m) any program or speech by means of mechanical reproductions or in any other manner so as to achieve indirectly or by an evasion that which a regulation or ruling of the corporation prohibits, and the general manager of the corporation shall be the sole judge of what constitutes an evasion under this regulation and his ruling shall be final and binding with respect to any such matter.

'No Arrests'

USING recording equipment, Dave Driscoll and John Whitmore of war services and news division, WOR, New York, recently cruised about the city four nights looking for accidents. They recorded on-the-scene traffic violations and broadcast the transcriptions in a program *Death on Wheels* Jan. 17, in which Driscoll remarked "we didn't encounter a policeman making an arrest for traffic violations." Program drew a statement from Police Commissioner Valentine, denying police were laggard, and an inquiry from Globe Indemnity Co., on possibility of using the radio material in the company's safety campaigns.

BILL GOODWIN, announcer-comedian on the CBS *Burns & Allen Show*, has started working in the Paramount film, "Riding High".



RECENT ADDITIONS to the transmitter staff of WGN, Chicago, are Fritz & Lottie, Dobermann Pinschers, posing here with George Thies. The dogs formerly appeared in vaudeville and have been trained to assist in guard duty at the WGN transmitter near Roselle, Ill.

AMP-Alpha Deal

ASSOCIATED Music Publishers has announced its licensees are now authorized to perform all copyrighted music of Alpha Music. Deal was made by AMP last fall but at that time it could not obtain exclusive rights to five selections.

W. W. CHAPLIN, war correspondent, now heard on NBC, has contracted with D. Appleton-Century Co., New York, to write a book tentatively titled *Maginot to Moscow*.

ARGENTINE CHAIN HAS 18 STATIONS

LA PRIMERA Cadena Argentina de Broadcastings, South America's oldest network, opens the 1943 season with 18 member stations, a record total that includes outlets in Paraguay and Uruguay as well as Argentina, according to a yearend statement made by Sr. Jaime Yankelevich, director of the network and owner of its key station, Radio Belgrano — LR3 — Buenos Aires, to the United Press.

For its programs, which are relayed nightly to member stations by wire lines and shortwave radio, the network has a 1943 budget of $625,000, the story reported. Ferruccio Calusio, recently returned from the United States where he acted as guest conductor of the NBC Symphony, will organize and conduct a symphony orchestra for the Primera network. Other top talent for the year includes the Argentina movie star, Libertad Lamarque, who will star in a dramatic series; Los Rancheros, Mexican singing trio; Mercedes Simone, Amanda Ledesma, Agustin Irusta, Fernando Borel and Francisco Canaro.

Featuring a mobile chain show arrangement, the network does not keep its permanent staff at Belgrano all year, but shifts it from station to station so that each member of the network becomes in turn the origination point for the major network broadcasts. The Primera chain also receives CBS programs via the Continental Chain. Radio Belgrano is serviced with regular news broadcasts by UP.



50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

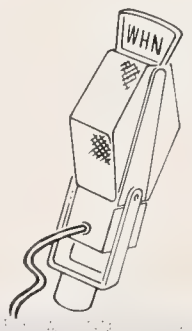
What's Power?

Power is people in great numbers, who listen to WHN's entertaining and informative programs.

Power is millions of advertising impressions on the ears and minds of listeners, with increased purchases of clients' products therefrom.

The power of WHN *only begins* with 50,000 watts on a clear channel in America's largest market.

And the complete power of Station WHN assures a profitable campaign ...at the lowest possible cost!



50,000 WATTS
CLEAR CHANNEL
NEW YORK CITY

WHN

RECORDED SERIES PLACED BY CO-OP

COOPERATIVE LEAGUE of the U. S. A. will use the following list of 30 outlets for a transcribed program, *Here Is Tomorrow, Neighbor*, [BROADCASTING, Jan. 18], starting Feb. 14: WJSV WHDH WELI WTRY WQXR WSYR WFIL WIP KDKA WHKC WING WSPD WJMS WHDF WDMJ WIND KSTP WISN WTAQ WEBC WHLB WMFG WDAY WNAX KGNC KFYO KFWB KQW KHQ KGW.

Series has been the center of a controversy caused by the refusal by CBS and NBC to sell the League time on stations owned and operated by the networks. Stations involved in the dispute were KDKA and WTAM (NBC), and WJSV and WCCO (CBS) [BROADCASTING, Oct. 12, Dec. 21].

Negotiations for time were suspended pending clarification of the series, format to conform with the NAB code. Agency is Atherton & Currier, New York.

Interior's Radio Time

MORE THAN 250 programs, requiring over 3,300 presentations, were broadcast without charge for the Dept. of Interior by major networks and local stations in the year ending June, 1942, Secretary Ickes' annual report to the President reveals. Programs were prepared by the Radio Section of Interior's Division of Information, and some originated in the department's studio.



Radio Does Job for Government

(*Continued from page 40*)

thing else they had attempted previously had scarcely had any effect whatsoever.

Radio Helps OPA

Six weeks after the price control law went into effect, the Office of Price Administration made a survey and found out that only 20 percent of the country's dealers were posting ceiling prices. OPA asked us for help.

They didn't want to turn the housewives of America into a female Gestapo. On the other hand, their budget didn't permit them to hire anything like the force that would be necessary for them to pay a personal call on every retailer in the country. Therefore, it was obvious that the general public would have to be used to put pressure on the retailers if the law was to mean anything.

The Fact Sheet emphasized the point that a dealer who was not posting prices was probably not doing so because he didn't realize he should, or because he had forgotten to do so.

A few weeks after the conclusion of a 14-day drive on "Look for Posted Prices" on the Network Plan, a second survey disclosed that the number of dealers complying with the law had jumped from 20 to 50 percent. Not perfect by a long shot, but certainly a considerable step in the right direction.

Recruits Nurses

Later in the summer the Red Cross came to us and asked our help in increasing their pool of nurses who had volunteered for active duty in the Army and Navy. The latter were then calling for 3000 a month, and it looked as if the pool might soon be exhausted unless new volunteers were secured. The difficulty of the problem was heightened by the fact that the nurses who could volunteer were also needed at home, because of the doctor shortage. Also, it takes quite a bit of persuading to encourage such women to give up a salary as high as $25 a day for the trials and sacrifices of a nursing career at a Pacific island outpost. We wrote the most effective Fact Sheet we could, and asked writers and producers to play up the nobility of such sacrifices in order that nurses might be more widely appreciated by the general public.

At the conclusion of the three-week Allocation Plan drive, volunteers were already coming in at 50 percent above the pre-drive rate. Several weeks after the conclusion of the drive, the number jumped to well over 100 percent—and in many communities as high as 250 percent above the pre-drive rate.

Up to that time the biggest nurse recruitment month in the history of the Red Cross had been February, 1942, when the aftermath of Pearl Harbor had sent every unattached nurse out seeking active duty. But September, 1942, topped February by a considerable margin, and the Red Cross attributed it entirely to the three-week radio drive.

There are similar stories on all recruitment campaigns we have undertaken. Candidates for Marine officers' schools jumped 40 percent after two weeks on the Network Plan. Mechanics for three branches of the Army were solicited in late September, and by mid-October quotas were passed. This was a particular achievement, in view of the enormous pressure from industry for this very type of skilled technical personnel.

104,000 More for CAA

In mid-November the CAA called us again, this time asking for our help in getting non-combat pilots. It was decided that applicants should be told to write to Washington and they would then be referred to the proper training field in their neighborhoods. The CAA stated they believed they could get the right number of qualified applicants out of 50,000 returns. In view of the great pressure for manpower from many directions, we knew this would not be an easy job. We did some pretty long guessing to decide what total circulation would be necessary in order to turn up 50,000 returns. We finallv decided upon 150 points of audience within a 7-day period as a campaign of sufficient impact.

Fifty thousand inquiries are by no means difficult to get on an ordinary commercial radio offer. But it must be remembered that asking a man to change the whole future course of his life, becoming a non-combat pilot—particularly in the face of other pressure from Army and Navy sources, together with lucrative offers from all branches of industry—made the securing of these 50,000 inquiries a vastly different matter from the ordinary "box-top" operation.

But despite the anticipated difficulties, we overshot our mark and a total of 104,000 inquiries was secured. This, of course, met all CAA's immediate needs. They are now making every effort to keep in regular touch with the "surplus applicants" in order to reserve space for them when future training courses open up.

Heating Crisis Averted

Even though the fuel oil situation is extremely serious at the present time, the fact is, it might have been much worse. Last September at the time fuel oil rationing was announced, we launched a three-week campaign in which listeners were urged to do two things: (1) Make their homes "heat-tight" by installing insulation, storm windows, weather stripping, etc. (2) In areas where fuel oil would be rationed, all oil users should convert to coal where possible.

Actually, we were later advised that every insulating and weather-stripping company in the East and midwest was working at capacity speed, and that many home owners who had tried to weatherstrip their houses were unsuccessful because of labor and materials shortages.

Cooperation Brings Results

When we first launched the Network Allocation Plan we shared with everyone who had agreed to cooperate in it a scepticism as to its ability to handle certain types of subjects.

We knew that as the war heightened and as more and more restrictions were imposed, the type of war message which this vehicle would be asked to handle would be increasingly serious. Nevertheless, in the past 40 weeks we have seen messages like "Get a War Job", "Mileage Rationing", and "Share the Meat" carried on some of the top programs on the air—comedy programs, variety shows, dramas, musical shows, etc.—almost all of which have handled these subjects with a blend of entertainment and seriousness more skillful than anything we dared hope.

That the plan is now recognized in so many quarters in Washington as the most effective information vehicle the Government has at its disposal is due to the imagination, technical skills and hard work of the writers, producers, sponsors and network officials who are responsible for the shows to which these messages are assigned.

These people have proved that the radio can take the lead in bringing the American public the true facts on the hard realities of the war. At the same time they have also proved they can keep entertaining the public to the end that their spirits will not fail, and their determination not falter to prosecute the war until victory.

A year ago this double job seemed like a large order. Today it is an accomplished fact.

Luncheon for Cuhel

FRANK CUHEL, former MBS foreign correspondent in Australia and the Dutch East Indies, who returned to this country in December, 1942, was honored Jan. 15 at a luncheon at Toots Shor's, New York, tendered him by Miller McClintock, Mutual president.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Lowest Cost per Listener
In the Tri-City Area

TROY - ALBANY-
SCHENECTADY

WTRY

TROY, NEW YORK

1000 Watts
at 980 Kc.

The ONLY Basic BLUE Station
In Eastern New York

Represented by RAYMER

Press Aims Heavy Barrage at Petrillo

AFM Czar Gets Rough Treatment for His 'Mullarkey'

A TORRENT of editorial criticism of James C. Petrillo and his AFM has been loosed by the nation's leading newspapers, in the wake of his testimony before the Senate Interstate Commerce subcommittee Jan. 12-14.

Even though Petrillo, in the opinion of observers, made a far better impression than was expected, the editorial reaction not only condemned Petrillo and his dictatorial practices, but, in one of two instances, chided the committee for "exchanging jokes" with the union leader. His plea of technological unemployment was branded as "so much mullarkey" in another editorial, while there was general condemnation of his admission that $90-a-week "pancake turners" would not have been forced on stations if the stations had not capitulated.

'Times' Rebuke

In a lead editorial, the *New York Times* held that the testimony of Petrillo and his counsel, Joseph A. Padway, who is also general counsel of AFM, did not put their policies in any better light. Their excuses, the newspaper said, have been offered hundreds of times before and none of them holds water.

The *Times* held intolerable the "kind of private dictatorship" Petrillo is permitted to exercise and pointed to his admission that he might attack the motion pictures next because of purported unemployment. In addition to telling the American public what music it can or cannot hear, "he may soon be telling it what motion pictures it can and cannot see."

Petrillo's promise to "negotiate" was branded meaningless by the newspaper, which took Congress to task for the "tyrannical economic life-and-death powers" which allow Petrillo to impose "the most extravagant demands on the industry." It urged legislative action, advising both Congress and the Administration to "look at Mr. Petrillo well. He is their creature." As long as Congress acquiesces in the Supreme Court decision that labor unions enjoy sweeping immunity from antitrust acts and from the Federal anti-racketeering act, "we shall have Petrillos."

The *New York Herald-Tribune* commented editorially on Petrillo's commitment that he would lift the ban on recordings if the President asked him to. It pointed out that the implications are (1) that he need not consult his union with respect to rescinding the order, and (2) one of "lordly condescension".

This newspaper also criticized the labor policy of the Administration and the more recent decisions of the Supreme Court which, it held, have persuaded labor leaders that they need not consult public convenience even in wartime. Because of these policies and decision, it stated, the union leader in his magnanimity, he comes forth: "I, James Caesar Petrillo, will withdraw my ukase if the President requests it."

Purity of Motives

The *Washington Post* said Petrillo made several "damaging admissions" in his testimony, among them that his motives "were neither so pure nor so lofty as they have been made out." All he wanted was simply "a larger cut in the profits for the musicians employed in the bands which make these records," said the newspaper.

Alluding to his admission that the $90-a-week pancake turner edict was "a mistake", the *Post* said Mr. Petrillo "must have felt like biting off his tongue after such an admission. It is bad enough when a dictator admits, as Mr. Petrillo did, that he is not an angel, but when he confesses a mistake—that is well-nigh fatal. No wonder he is now ready and even eager to negotiate with almost anybody about anything."

The *Spartanburg (S. C.) Journal* also flayed Petrillo's "slip of the tongue." Alluding to Petrillo's iron grip on the union and the requirement that a permit to play can be obtained only by paying dues to AFM, the *Journal* said "pirates used to use the same system." The newspaper predicted that Petrillo's pancake turner slip may be used against him by the broadcasters and recorders when he starts dealing with them about the matter of making records.

Pegler's Comment

Westbrook Pegler, hard-hitting Scripps-Howard columnist, alluded to the "ribald spectacle of Jimmy Petrillo, a rich and rowdy unioneer, kidding the Senators and defying them to interfere with his make-work and mock-work program, even at a time when Paul McNutt is proceeding to squeeze nonessential businesses out of business, because there is said to be a shortage of vital manpower."

Pegler commented that Petrillo was "in the right" and knew it and that they (the Senators), not Petrillo, are to blame. He pointed out, as did other newspapers, that the Supreme Court delivered to Congress "two insulting challenges within the last couple of years" in opinions from which Petrillo derives his power. The court said "unions could do no wrong, and gave approval to systematic and outrageous waste of manpower under the standby system, which is the whole cause of the controversy with Petrillo's union of musicians."

The *Philadelphia Inquirer* resumed its editorial tirade against Petrillo, citing particularly the pancake-turner faux pas and the need for Congress to revise the labor laws. "This is only one instance of the way Petrillo works. He has got away with many things during his career as dictator of music for the American people. It's time to call a halt. Exemptions for labor organizations, provided by the laws and their interpretation by the courts, have prevented remedial action. The new Congress can and should do something about it."

RADIO DID JOB

'Hitler's Children' Premiere Breaks Records

HOUSE RECORDS in 34 midwestern theatres were broken recently when the RKO picture "Hitler's Children", based on the book *Education for Death* by Gregor Ziemer, WLW, Cincinnati, news commentator, was given its world premiere preceded by radio promotion.

In Cincinnati spearhead of the premiere performances, the Albee theatre gross was 192% above the average for top pictures. A peak of 300% over the average was reported by the Sipe theatre, Kokomo, Ind. In view of preliminary reports last Thursday, Ned E. Dipenet, president of RKO Pictures Inc., said, "Box office and attendance figures from both large cities and small towns in the world premiere, sponsored in its listening area by WLW, have clearly demonstrated the intensive coverage and selling power of radio."

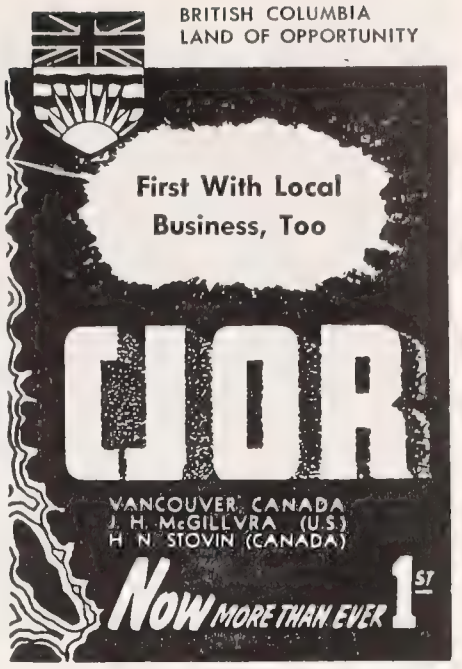
WLW promoted the premiere a week in advance, principally on Ziemer's 11:15 p.m. program *News Background.* Night before opening, a 30-minute air preview was broadcast by WLW with station dramatic staff members augmented by Bonita Granville and H. B. Warner, stars of the picture.

Radiothermic Process Opens New Power Field

A NEW use for radio frequency power in industry is described by I. R. Baker of RCA Victor Division in the January issue of RCA's *Radio Age*, in an article which predicts that the process will shortly require equipment with an output greater than all the U. S. broadcasting stations.

Process, known as radiothermics, was developed in the laboratories last year, Mr. Baker says, but will prove of such importance in the war effort that equipment rated at more than 3,700,000 watts will be needed in 1943. Radiothermics will "shorten production cycles, improve products and accomplish manufacturing processes which were previously impractical," he writes, pointing out that it can be used to heat, glue, dry, anneal, rivet, weld, and reactivate enzymes.

CHARLES RYDER, West Coast chief auditor of CBS, Hollywood, doubles as producer of a series of five-minute interviews devoted to information on Federal income tax, recently begun on KNX, that city, as part of the weekly program, *Let's Face the Facts.*



365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives



WFBG

ALTOONA, PA.

Complete Coverage

NBC affiliate and BLUE Network

19 years in the public service

HEADLEY-REED CO.
National Representatives



NO ZOOT SUITS, but plenty of bathrobes as a couple of radio personalities do their stuff in a clothing store. Because of manpower shortage Russ Hodges (left) and Art Brown, specialty announcers of WOL, Washington, offered their services to one of their sponsors, Regal Clothing Co. Before turning them loose on customers the management asked Hodges and Brown to practice fitting themselves in the robe department.

AFM Disc Plan Awaited

(*Continued from page 8*)

sistant Attorney General Thurman Arnold, on the ground that it was a labor dispute and beyond the pale of the anti-trust statutes.

Mr. Arnold again plans to argue the case, which already has been taken to the Supreme Court. In some quarters it was reported this may be his last principal argument, since he is mentioned as the likely selection by President Roosevelt to fill the vacancy on the U. S. Court of Appeals for the District of Columbia, created by the elevation of Associate Justice Wiley B. Rut-Rutledge to the Supreme Court.

This court handles practically all radio appeals. Whereas Mr. Arnold is understood to have declined several other Federal court appointments, it was felt in some quarters he might be disposed to accept this time.

* * *

THE GOVERNMENT anti-trust suit against AFM appeared to be strengthened last week, according to legal observers, by the unanimous Supreme Court decision upholding the conviction of the American Medical Assn. for violation of the Sherman Anti-trust law in a case somewhat similar to the current litigation against the AFM.

The AMA and the AFM suits are parallel in this respect: The AMA was charged with "restraint of trade" in an attempt to drive the Group Health Assn., a nonprofit cooperative for medical care, out of business by coercing physicians from accepting employment in the association.

Conspiracy Charged

The AFM, the new complaint against the union charges, is conspiring to drive independent stations, which depend on recordings and transcriptions for their musical requirements, out of business by refusing to lift an arbitrary ban on the recording of music.

The AFM motion to dismiss denies the government allegation of conspiracy. The union also alleges that the case involves a labor dispute and therefore under the Norris-LaGuardia act the court has not the jurisdiction to grant an injunction against the AFM. It was on this latter point that Judge Barnes dismissed the original suit three months ago. However, the AMA made the same allegation in its suit—that a labor dispute was involved in its fight with Group Health covered by the Norris-LaGuardia act, but the court refused to hold the association immune from prosecution under the anti-trust laws.

The Department of Justice original suit against Petrillo, dismissed by Judge Barnes, is an appeal to the Supreme Court and its status remains unchanged by the new case before that same judge on Monday. If the motion to dismiss is denied, the case will be heard Feb. 8, for a temporary injunction. If the injunction is granted, the case will be closed as far as the Federal District Court is concerned.

The AFM filed a last minute short memorandum brief last Friday in support of its motion to dismiss the anti-trust suit. The memorandum, filed by David Katz, local counsel of AFM, before Judge Barnes, expands the allegations set forth by the AFM dismissal motion filed last Monday: 1, That the case is a labor dispute; 2, That it is covered by section 20 of the Clayton act; 3, That there is no difference between this new action and the one dismissed by Judge Barnes Oct. 12.

Announcer Lauded

AN INVENTION by Bill Robbins, announcer of WCKY, Cincinnati, converting the Thompson submachine gun from 45 to 22 calibre for training is subject of an article in the current issue of *Army Ordnance,* official publication of the Army Ordnance Assn., Washington. Unit perfected by Robbins is regarded by Government officials as an economical feature in training men, says article by Lt. Col. Calvin Goddard. Also in the same issue is a story by Robbins on simplified spark photography in which he describes his experiments with what he terms a "sparkograph".

Williamson to London

LT. GREGORY WILLIAMSON, former radio director of Pedlar & Ryan and for the last year with the Navy in a radio capacity, has taken up new duties in London as assistant public relations officer in charge of radio on the staff of Admiral Harold R. Stark, commander of U. S. Naval forces in European waters. Lt. Williamson, formerly with NBC, joined the Navy in January, 1942, and was assigned to the Industrial Incentive Section in the office of the Undersecretary of the Navy.

FOX CASE, western division public relations director of CBS, Hollywood, has been re-elected chairman of legislative committee of NAB, 16th district and Southern California Broadcasters Assn.

U.S., AFRA OFFICIALS CONFER ON SALARIES

CONFUSION arising from attempts to apply the provisions of the government's wage stabilization regulations to radio performers was reported to be "considerably clarified" following a conference held in Washington early last week between A. D. Burford, chief of the Salary Stabilization Division of Internal Revenue, and a delegation from the American Federation of Radio Artists comprising Lawrence Tibbett, AFRA president; Emily Holt, national executive secretary; George Heller, executive secretary of the New York local; Henry H. Jaffe, the union's counsel. Details of the discussion were not divulged.

The union is not expected to submit its revised sustaining contracts to the War Labor Board for at least another week, according to AFRA headquarters, where it was explained that the working out of minor details had held up signing of some of the contracts, which in turn had delayed the union in filling out the extensive forms required by the WLB. AFRA is expected to submit all the new contracts at once so that they may be considered together as an industry proposition rather than as 40 individual contracts.

Trommer Placing

JOHN F. TROMMER Inc., Brooklyn, brewer, has renewed *The Answer Man,* quarter-hour program heard on WOR, New York, Tuesday and Thursday, 7:45-8 p.m., for 13 weeks, and has placed a combination live and transcribed version of the series on WBZ, Boston, and WBZA, Springfield, Mass., Wednesday and Friday, 6:15-6:45 p.m. Trommer continues its spot announcements on five or six stations in the New York area. Federal. Adv., New York, handles the account.

Coca Cola Invades Canada

COCA-COLA of Canada on Feb. 1 starts its first network broadcast in the Dominion. Having for years used the transcribed *Singin' Sam* program, the new departure features a war theme and will be known as the *Victory Parade;* it will be aired Mondays and Fridays for 25 minutes, 8:05-8:30 p.m., on 29 Canadian Broadcasting Corp. stations, through D'Arcy Adv. Co., Toronto.

Forest Fire Plugs

AS PART of the promotion campaign prepared by a volunteer group of West Coast advertising men through the Advertising Council to combat forest fires, one-minute announcements will be distrbuted to stations throughout the country this month.





Mr. A Goes to War

BY MAURICE CONDON

In which Mr. K. W. Amplistat, an ingrate if ever there was one, turns on his creator and exposes him as a cliche-ridden promotion man. The author of this series, sales promotion director of WGAR, Cleveland, is now in the Army and this is his last contribution for the duration.

Q. Well! You're Condon, aren't you?

A. Yes, and you're K. W. Amplistat, the nebulous collector of radio cliches. Please get the hell out of here because I'm in a hurry.

Q. I thought you'd recognize me. What are you doing in such haste?

A. I'm writing a letter to be sent to the Cleveland food chain executives and to 350 selected retail grocers.

Q. Interesting. Why are you writing this letter?

A. Because Boswell's Birdseed, "A song in every seed, a melody in every mouthful", has purchased a schedule of Class "D" spots on WGAR.

Q. And you are acquainting the various grocers of this advertising expenditure?

A. That's right. Now please go devil John Patt or Harry Camp while I get this out. Gotta make this fast.

Q. No, I'll stay and assist you. For instance, how are you going to describe this schedule?

A. Why, a schedule is big, substantial, impressive, elaborate, terrific, unusually aggressive, considerable, fine, ample, excellent. Sometimes if the agency is insistent, I describe the schedule as thumping big, unprecedentedly large.

Q. That should impress the grocer. How do you describe the announcements?

A. They're sparkling, effective, carefully-worded, persuasive, friendly, action-compelling, sales-stimulating, impelling.

Q. And when are these announcements scheduled?

A. You'll be pleased to know that Boswell's Birdseed announcements are scheduled between programs having large, steady audiences, proven audiences. Yes, these spots are scheduled advantageously, where buying audiences are assured.

Q. What does your coverage do?

A. Our coverage embraces half a million radio homes.

Q. And each listener is what?

A. Each listener is a potential customer.

Q. Therefore this coverage is—

A. Gilt-edged.

Q. Do you appeal to the avarice that is in all men?

A. I appeal to their larceny.

Q. In what way?

A. I hint at more sales, greater profits.

Q. For instance?

A. When radio goes to work for you—goods move, sales skyrocket, there's a greater turnover.

Q. I see.

A. Results shower in—more dollars and cents in the cash register—customers come back again and again—it's like an unexpected legacy—you reap the benefits of radio's unparalleled sales potency.

Q. This, in turn, has some effect on the cash register?

A. Your cash register will ring like a carillon—tinkle merrily—play a happy, profitable tune—or, in the words of the popular song, the cash register goes jingle, jangle, jingle.

Q. Timely, timely.

A. And, I point out, that tune "ain't so very far from wrong" when you're selling Boswell's Birdseed.

Q. Therefore the grocer stands to be what?

A. The gainer.

Q. And this campaign merits what?

A. Your closest cooperation.

Q. It will what?

A. Bolster your sales.

Q. All this, if you—Mr. Grocer—

A. Capitalize on this outstanding campaign.

Q. By—

A. Displaying Boswell's Birdseed where the customers can see it. Put some right on the counter, next to the cash register. Make an "island" in the main aisle. Put in a window display. Remind your customers. Talk it up!

Q. These cooperative helps will do what?

A. They will help you realize the full possibilities of this campaign.

Q. The response will be—

A. Quickly noted. A definite, cumulative response.

Q. So you urge the grocer to give the campaign—

A. That extra push.

Q. You end the letter with a clever little something?

A. Oh, it's nothing. Maybe I'll close with "Hoist sales!"

Q. Ingenious indeed.

A. And now, Mr. Amplistat, will you please take it on the Arthur Q. Duffy? I know very well why you've quizzed me. Undoubtedly it is to lampoon promotion letter writing in one of your future articles.

Q. You guess correctly. I will leave now.

A. Oh—just a moment, Mr. Amplistat.

Q. Yes, Condon?

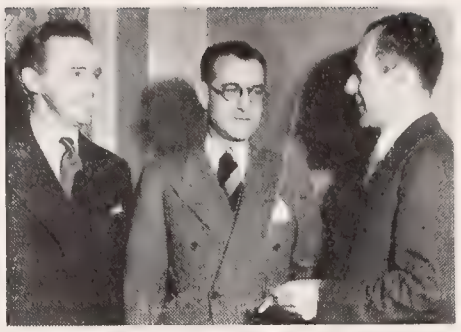
A. I know where there is a great fertile field of cliches for you.

Q. You do? Where?

A. In the armed forces of the United States Army, Mr. A.

Q. But, Condon, I'm not in the Army!

A. The hell you're not, Mr. A! We're both in! Forward—march!



SPEAKERS at a meeting of the American Marketing Assn., in New York, Jan. 14, were (l to r): George H. Allen, chairman of the radio group of the New York section of AMA; Dr. W. R. C. Baker, vice-president in charge of radio, television and electronics of General Electric Co., Schenectady; Dr. Herman S. Hettinger, marketing research authority of the OWI.

Sat. Afternoon Audience

SATURDAY afternoon listening in the New York market is larger than is generally considered in radio circles, according to the Pulse of New York Inc., which has completed a survey of radio audiences on four Saturdays, one in each month, October through January. Measuring listening between 12 noon and 6 p.m. through personal house-to-house interviews, both roster and coincidental methods revealed that on the average 18.2% of the homes were listening to the radio during each quarter-hour. Women comprised 60% of those listening.

MARY MARGARET McBRIDE, woman commentator of WEAF, New York, is the author of a book, *America for Me*, published by MacMillan Co., New York.

Canadian Broadcasters Pay Higher Music Fees

CANADIAN broadcasting stations during 1943 will pay $146,113 for use of copyright music to the Canadian Performing Rights Society (Canadian ASCAP) and to BMI Canada Ltd. This is an increase of more than $15,000 above the 1942 payments, due to an increased number of radio receivers licensed in the last fiscal year. The Canadian Copyright Appeal Board announced the schedules in the *Canada Gazette* Jan. 18.

Under the approved schedule, CPRS collects in 1943 $129,879 as against $116,377 in 1942, based on the rate of 8 cents per licensed receiver; BMI Canada Ltd. will receive $16,234 in 1943 as against $14,547 in 1942, based on the rate of 1 cent per licensed receiver. In connection with the Petrillo fight against juke boxes, the Canadian Copyright Appeal Board deleted a proposed license fee for coin music machines from the original schedule submitted by CPRS.

WIRES May Be WAACs

QUALIFIED members of the WIRES (Women in Radio & Electrical Services), technical course for women given by the Army Signal Corps at schools and colleges throughout the country, are now eligible for membership in the WAAC. Women training in the WIRES may have inactive status as WAACs until their communications training is finished, and take their WAAC basic training after completion of the course.



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United Press



Searching Probe of FCC Seen As Cox Resolution Is Passed

(*Continued from page 9*)

ments in opposition to the Cox resolution on the House ffoor. Reps. Sparkman (D-Ala.) and Rankin (R-Miss.) both sought amendment of the Cox proposal to cover an industry investigation, but under House rules, clearly pronounced by Speaker Rayburn and Rep. Michener (D-Mich.), assistant majority leader, the Cox resolution went through intact, like greased lightning.

Since Chairman Fly assumed the FCC helm in 1939, he has been in the storm-center of repeated controversies, largely pertaining to broadcasting. He succeeded Frank R. McNinch as FCC chairman, when the North Carolinian's health broke under pressure of Commission operations.

Mr. Fly has been in controversy not only with the industry but with members of the House and Senate and with others in public life. A courageous and deft witness, however, he has successfully weathered every Congressional storm, including one at the last session precipitated at the outset of the Cox controversy.

There has been some talk of possible "ripper" legislation at this session to reduce the size and operations of non-war agencies. Linked with the FCC has been talk of curtailing it from seven to three members, but this has not reached the form of a legislative proposal. That is one possible outcropping of the Cox inquiry.

The only scheduled legislative matter, aside from the Cox inquiry, dealing with the FCC is that of confirmation of one commissioner. The term of George H. Payne, Republican, of New York, expires June 30. In the Commission's earlier days, he was its stormy petrel, but he has not been openly involved in any controversies during the last year or two.

The attack appears to be levelled largely against the FCC majority, which on most policy matters has comprised Chairman Fly and Commissioners Paul A. Walker, Ray C. Wakefield, Durr and Payne. Commissioners T. A. M. Craven and Norman S. Case usually have been in the minority on policy matters, including such transcendental considerations as the network monopoly report, newspaper ownership, and clear channel breakdowns.

On His Own Now

Last year the Cox resolution was before the Rules Committee and hearings were conducted before that body, but White House intercession blocked action. This session it appeared quite evident the White House either had no interest in or thought it futile to attempt to block the resolution. In some quarters, it was reported the White House had advised Chairman Fly he was on his own.

Strenuous efforts to thwart passage of the resolution in its original form were made even up to the eleventh hour, it was reported, with the Sparkman proposal regarded as a move in that direction. Several House members commented that the Sparkman proposal had all the earmarks of having been handled within the FCC. Mr. Sparkman never before has been identifield with radio legislation, though he has served in Congress since 1936. His home state of Alabama also is the home state of Commissioner Durr.

Rep. Sparkman's address to the House last Monday, following the favorable Rules Committee report on the resolution, cited the need for an investigation of the whole subject of radio. He talked intimately of the plight of small stations, their inability to get network service, the recording situation, the outlook for the transcription companies as a result of the Petrillo ban, the Cooperative League controversy, and other controversial phases of commercial radio. He quoted magazine and other articles dealing with purported indecency in network programs and dealing with network operations generally.

Observers pointed out that obviously Mr. Sparkman had either made an intensive study of the whole subject quite recently, or had been supplied the information. All of these matters have been covered in recent Commission activities, and have drawn comments from Chairman Fly at his press conferences.

Rep. Fish vigorously supported the Cox proposal, pointing out that Chairman Fly was heard by the committee at the last session on a similar resolution and that therefore no new testimony had to be taken. Though the House seldom appoints select committees, in contrast to the Senate which has a half-dozen of them, Rep. Fish said there is involved the freedom of speech of the nation in the current FCC activity.

Cites Watson Case

He cited the case of Goodwin Watson, chief of the broadcast division of the Foreign Broadcast Intelligence Service, and alluded to his purported Communistic leanings. He urged that a complete investigation be made, but said that while he was in sympathy with the Sparkman proposal he felt it was designed to cover a much broader field and that a separate committee of Congress should undertake that.

Rep. Halleck (R-Ind.) a member of the House Interstate Commerce Committee, pointed out that this committee had conducted an exhaustive inquiry into radio generally last session, pursuant to the Sanders bill, and that this phase of the inquiry already had been covered. He said he did not profess to speak for the committee, but indicated that legislative steps might be taken at this session pursuant to that study.

In his address, Rep. Cox said he talked about a matter that was of "deepest personal interest". He reviewed the *Albany Herald*-WALB case and explained his activities on behalf of the newspaper applicants to procure a station for needed service in the Albany area. He said he had talked with Chairman Fly, Commissioner Paul A. Walker, Andrew D. Ring, former assistant chief engineer, and William J. Dempsey, then general counsel of the Commission, regarding the application, and that a license subsequently was granted. Because Mr. Dempsey felt that the Commission's hostile attitude toward newspaper ownership and operation of stations might prove a deterrent, a new corporation was set up, divorced from the newspaper. There was much correspondence on this. Alluding to the $2500 item, for which stock later was issued, Judge Cox explained that this money was turned over to a local charity.

Sees 'Dictatorship'

Last March, after the station had operated for a year, an application for transfer to the new company was set for hearing. Judge Cox explained he had introduced his resolution originally last year as a result of representations made to him by many small stations, newspapers, people in Government, and officials of the Army and Navy, and because of what he called the general bad reputation of the Commission. He said he thought Chairman Fly was "trying to set up a despotic dictatorship".

After the resolution had been introduced, Judge Cox charged "Fly sent out his gestapo" like a "pack of wolves" and rifled the files of all parties and individuals in any wise identified with the *Albany Herald* operations. He said his own income tax returns were checked, both Federal and State, and that even Post Office Dept. records were examined for registered communications. Moreover, he charged that Chairman Fly had sat on the "doorstep" of the Dept. of Justice, seeking to goad the Attorney General into instituting criminal charges against him, and that the WALB hearing had been deferred several times apparently to give him more time to accomplish that result.

Charging that "of all the bureaucrats in town who seek to smear Congress, this man Fly is the worst," Judge Cox unleashed as bitter an attack as has been heard in many a day in the House. He said that as to the $2,500 item the stock in the new firm had been given him "as a gift and without my knowledge". (The FCC had sought to prosecute Governor Cox on the ground that he had violated the Federal statute preventing members of Congress from accepting fees for practice before Government department.)

The FCC was charged with being a "nest of Reds" and Chairman Fly's former activities as general counsel of TVA were branded as having the purported taint of Communism.

Watches for Russia

IN RESPONSE to a plea for watches for the Russian Army, made by Lisa Sergio, commentator, over WQXR, New York, listeners sent in more than 150 timepieces in three days. Watches will be forwarded to Russia through the Ambijan Committee for Emergency Aid to the Soviet Union.

The Time to Buy in Central Pennsylvania

WSBA reaches *thousands* of listeners in Central Pennsylvania and Northern Maryland *every* day. With WSBA coverage of this rich industrial and agricultural territory YOU can put YOUR product on . . .

THE MAP THAT MAIL BUILT!



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THE "MID-POINT" ON YOUR DIAL
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National Representative: The Walker Co.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
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TEXT OF SPEECH BY REP. COX

FOLLOWING is the text of the speech made in the House Jan. 19 by Rep. Cox (D-Ga.), when he called for an investigation of the FCC:

Mr. Speaker, I am this morning bringing to you a matter in which I have the deepest possible personal interest. If the resolution I am offering is adopted, it will operate as a depressant upon the bureaucrats seeking to swallow up all legislative power which belongs alone to Congress and should be of like concern to you.

In 1939 the Albany Herald, a newspaper, the editor of which is Mr. Henry T. McIntosh, the model man of my state, its first citizen, brought to my attention that it was interested in the development of a small broadcasting station in Albany, Ga. Ours is something of a desert land insofar as radio is concerned. In Albany there is a small station, but it did not render entirely satisfactory service to the people within that territory, though it rendered a service that was valuable and appreciated.

Following this first communication from Mr. McIntosh, the Albany Herald filed its application for leave to establish a station. The Albany Herald is a daily newspaper, the largest newspaper published in the southwest quarter of my State, and is the paper of widest circulation.

The people who own and operate the Albany Herald are my lifelong friends. They are people with whom I was reared. They are my confidants. They are people whom I love and who love me. In the spring of 1940 permission to build and operate a station was granted by the Federal Communications Commission.

While the application was pending in the Commission I made many visits to the Commission. I visited with Mr. Fly, with Mr. Ring, its engineer, with Mr. Walker, another member of the Commission, with the counsel of the Commission. I consulted freely and frequently with Mr. Dempsey, its general counsel.

After the license had been granted and the station had been built and had been operating for about a year, a new corporation was set up to take over the property and its operation. That new corporation was created because of advice given to me, to the counsel of the Albany Herald and to its manager, by Mr. Dempsey, the general counsel of the Commission in which Mr. Demnsey said that because of the hostile attitude of the Commission toward newspaper ownership and operation of radio, a new corporation to take over and to operate the station should be created. Tremendous correspondence passed between McIntosh, the Albany Herald, counsel, and others interested in the station and myself.

When the new corporation was set up, and without any knowledge on my part, they issued to me, upon the suggestion of Mr. McIntosh, according to the minutes, a check for $2,500, which was in turn endorsed by me and returned as payment for stock in a like amount in the new corporation. Later on the stock was issued for $2,500 in the new corporation. It may be worth $2,500 or it may not be worth a dime. It will not be worth a dime unless the new corporation is permitted to function.

Friends in the new corporation insisted they wanted me connected with the station; that they wanted me to serve in an advisory capacity. They had been told that I could not represent them before the Commission or anyone connected with the Commission or any other agency of the Government. They said they did not want this; that they had their regular counsel.

When the new corporation was set up, an application for transfer of ownership of property and license to operate was made to the Commission. In March 1942, after the station had been operating for more than a year, and after the Albany Herald had filed its application for leave to transfer, about which I had nothing to do and no information, I introduced a resolution to investigate the Commission.

Neither the Albany Herald nor McIntosh nor any other person interested in the Albany property had any knowledge, much less anything to do with my introducing the resolution to investigate. The resolution which I offered was the result of representations made to me by the small broadcasters throughout the country, by newspapers having an interest in broadcasting, and by people in the Government—people connected with the Army and with the Navy, and many others, and because of the bad reputation of the Commission ever since it was first created; all these people insisted that Mr. Fly, the Chairman of the Commission, was undertaking to set up a despotic dictatorship over all media of communication. That he has been endeavoring to do that I attest to be a fact.

To those of you who doubt the truthfulness of this statement, if you know anybody connected with the Commission in whom you have confidence, and will telephone them now, they will tell you. Or if you still have doubt and you know anybody in the newspaper field who in anywise is interested in broadcasting, ask them and they will tell you so.

Now, after the resolution was introduced. Mr. Fly sent his agents into my district. He did for me just what he has done for other Members of Congress. He did for me just what he has done for everybody else who has made any criticism of the Commission and of its communistic operations. He set his Gestapo like a pack of hungry wolves on my trail, and they have trailed me since the day I offered the first resolution, and they are trailing me now.

Agents Search Files

As stated he sent these agents into my district. They went to the office of the broadcasters and they rifled their files. They went to the office of the Albany Herald and they rifled its files. They went to the office of the counsel of the Herald and the broadcasting company and they rifled his files. They came back and brought a bale of material here to Washington over the protest of the people whose property it was. They brought it to Washington and they have it now, and they refused to return it over repeated appeals on the part of the people whose property it is.

That was not all. They went in the banks of my district in an effort to find something on me; they went to the post offices in my district and made investigation as to registered mail that had been sent to me, and they sought to make an investigation of that. And that is not all.

This man Fly, when his agents got back to Washington, went down to the Department of Justice and appealed to the Department to prosecute me or to initiate some sort of investigation. He and his snoopers and spies have in a sense sat upon the steps of the Department of Justice for a year almost making appeal after appeal that the Department initiate an investigation of me. They cited the Herald radio station to show cause as to why the license granted to it should not be revoked and as to why other applications that it had on file should not be denied.

Those hearings were continued from time to time for the purpose of giving Fly further opportunity to influence the Department of Justice to investigate me, continued not once, not twice, but more than that; and following every continuance another visit by the Gestapo of this man Fly, who is the worst of a bad lot, was made to the Department of Justice.

And that is not all, my friends; that is not all. This same Fly—and if I were disposed to go into his record I could bury him with filth—he sent his agents into the Internal Revenue, his Gestapo into the Bureau of Internal Revenue to examine my returns from 1931 up to last year; they made photostatic copies of them. That was not all: They made a like investigation in Internal Revenue of a clerk in my office. Think of it, my friends. A clerk in my office. They went into the Internal Revenue Department in my State and made a similar investigation there.

As to the stock that was issued to me, that was in the new corporation; it was issued on the basis of an opinion, furnished by their attorney, that it was perfectly ethical and legitimate for a Member of Congress to represent anybody insofar as he did not appear before any agency or agent of the Government in their behalf. From the time that stock was issued I have never communicated directly or indirectly with the Commission with reference to any interest of the broadcasting company or of anybody else! There was no irregularity in the transaction, no effort to cover up at all; and I might say to you as to what disposition was made of the stock, not made in the endeavor to cover up anything, it was transferred to a little private charity.

Charges Blackmail

This resolution that is pending here now is a reintroduction of the first resolution. I am endeavoring to have a special committee set up to investigate the Commission and its operations and I say to you that of all the bureaucrats who have sought to smear Congress this man Fly is the worst. His pursuit of me has been nothing but blackmail.

When he was down here in the Tennessee Valley Authority a cell of the Communist Party which was referred to as the best unit of the entire organization was set up in the Authority; and there are other things I might tell you. His whole outfit now is a nest of Reds. This man Dodd, who opposed Howard Smith four years ago, is there; so is the man who wrote the statement that Congress was the joke of the century; he is still there, this man Dodd who said to his draft board over in Virginia about five weeks ago that he was going to South Africa, but applied to the State Department for a passport to England was denied a passport because of his communistic affiliations, he is down there now. This Commission as run by Fly is the nastiest nest of rats to be found in the entire country.

Mr. Speaker, I move the previous question on the resolution.

The previous question was ordered. The resolution was agreed to.

A motion to reconsider was laid on the table.

The SPEAKER: Pursuant to the provisions of House Resolution 21, Seventy-eighth Congress, the Chair appoints as members of the Select Committee to Conduct a Study and Investigation of the Organization, Personnel, and Activities of the Federal Communications Commission the following Members of the House: Mr. Cox (chairman), Mr. Hart, Mr. Magnuson, Mr. Wigglesworth and Mr. Miller of Missouri.

Latin Drama Courses

BECAUSE of the increase in dramatic radio broadcasting to Latin America from this country, the Office of the Coordinator of Inter-American Affairs, in cooperation with NBC and CBS, has worked out a plan whereby Spanish and Portuguese speaking people in this country can become trained radio artists. Two schools are being organized to get under way in February under the direction of Alfred Barrett, a program supervisor of the OCIAA.



"We consider it a highlight among our local musical presentations." WDNC

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Columbia's Station for the SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

ANA Says FCC Creates Monopoly

(*Continued from page 8*)

inevitably competition among purchasers would be keenest for the use of the 30 most powerful stations, or for the 64 stations comprising the best coverage of the country "for the simple reason that of the possible combinations for nationwide coverage above set forth, the cheapest and most conveniently obtainable would be comprised of the best stations."

ANA continued it was "common knowledge" in the advertising business that plans "presently are under consideration into just such time contracts if Regulation 3.104 is to be held valid." The brief continued:

"The reason for such a trend is quite apparent. Many large national advertisers have a great investment in goodwill represented by consumer acceptance of given programs at given hours. It is only natural that they should wish to preserve the goodwill inherent in these listening habits at a minimum of cost. Thus, when contracts for the best stations have been entered into, a lesser opportunity will be offered to the remaining radio stations throughout the country, as well as a lesser opportunity to the remaining national advertisers. Under existing conditions, no national advertiser is so enabled to monopolize the market, for according to the charts cited, *supra*, he would be obliged to purchase time on stations affiliated with at least three different networks in order to get time on all of those stations."

ANA held that if it were true, as the Commission found, that exclusive network affiliation contracts severely limit the number of national networks then it is doubly true that the ability of a few large and powerful national advertisers to contract for key stations of the country "would substitute for the four highly competitive existing nationwide network organizations a monopolistic network of the larger stations."

An even greater hazard, ANA said, is presented in the power to monopolize, in the ability of a few large advertising agencies to tie up the most desirable radio facilities in the United States. 75% of the gross dollar volume of the advertising business of the networks was received in 1940 through 10 leading advertising agencies acting in behalf of their clients, it said.

With a deteriorated efficiency in radio broadcasting, the court was told, it is axiomatic that newspapers and other competitive media of advertising "would gain at the expense of radio." Then ANA said pointedly that national advertisers can reach their audience "if radio is eliminated entirely." National advertisers "are interested in one thing only—the efficiency of their advertising messages in producing sales at a low cost, with a minimum of waste," said the brief. They have no concern with the "fortunes of a particular medium of advertising, or of the fortunes of the various instrumentalities that comprise that medium, whether it be radio or anything else, except as the facilities obtainable may be used as a tool for the scientific marketing of their wares. The advertiser wants to reach his exact market, to the extent possible."

Barriers Seen

Pointing out that each national advertiser is operating in a highly competitive market, ANA said the use of advertising is interwoven into the economic fabric of the nation as a whole. The Commission erred in not seeking to explore these inter-related factors, which are "at the heart of the question." If such an exploration had been made, "Regulation 3.104 would have been quite differently conceived," ANA predicted.

Citing that the regulation "will create barriers against use of radio by national advertisers," the brief quoted liberally from recognized works on advertising and how campaigns are developed, from market investigation to finished campaign. Advertising appropriations, it was stated, "do not spring full-panoplied from the head of Jove."

If uncertainty prevails as to availability of time in such an important medium of advertising as broadcasting, or any important part of it, it would become impossible for the advertising specialists to plan with any real foresight how to coordinate the medium of radio with the other media desired to serve the needs of the national advertiser.

The optioning of time of stations has brought radio advertising "into harmony with the actual needs of the national advertiser and with his marketing problems." The uncertainty resulting from enforcement of the regulation would make the use of the advertising dollar less efficient, add to the cost of distribution, and lessen the revenue to radio from advertisers whose combined dollars now support the structure. Moreover, it was held that the regulation would lessen competition in the purchase of advertising.

It would also render a "marked disservice to the public interest generally" for the whole structure of radio, with its emergent value to the people and the Government of the United States" is supported by the advertising dollar. Thus, it was pointed out, the advertising dollar in radio takes on a broader aspect than its purely commercial uses.

"The destruction of network organizations—the inevitable result of the application of Regulation 3.104—will, at the same time, destroy the incentive of the national advertiser, and result quantitatively in a marked deterioration of the listening audience." While the FCC majority pays "lip service to the network concept," it proceeds, by the option time regulation, "to destroy the very principle which it enunciates." The court was asked to set aside the Commission's order.

CBS Argument

CBS devotes more than three-quarters of its brief of over 100 printed pages to technical legal argument supporting the network's contentions that the FCC regulations exceed its authority and are based on an "erroneous interpretation by the Commission of the extent of its power;" that if the Act were construed to authorize the FCC orders it would be unconstitutional; that the regulations are arbitrary and capricious, that the District Court erred in dismissing the complaint without a tral.

The brief was filed by Charles E. Hughes Jr., who argued the case in the lower court, Allen S. Hubbard, Harold L. Smith and Wright Tisdale, of his firm.

CBS points out that the effect of the regulations "would be to destroy the network as a joint enterprise, of which the network organization and all its affiliated stations are cooperating members, and to compel a condition whereby, regardless of affiliation relations, every network is available to every station and every station to every network on a 'first come, first served' basis. . . . This strikes at the root of the existing affiliation system." CBS would also be required to dispose of WBT, Charlotte, N. C., and possibly of WCCO, Minneapolis, and WJSV, Washington.

Apart from impairment of Columbia's economic ability to continue to render its costly sustaining service and to maintain its high commercial standards, it would be highly inequitable to make the circulation and goodwill which Columbia has built up for its affiliated stations salable by competing network organizations which had contributed nothing to such circulation and goodwill."

NBC in its 100-page brief, supplemented by a 100 page appendix, contended the proper forum for the trial upon the validity of its contracts with stations is the District Court in Chicago. (There is pending before that court the anti-trust suit of the Department of Justice against RCA-NBC and CBS). If that contention is denied, NBC held, "appellants are nonetheless entitled to a full and fair trial in the District Court in New York.

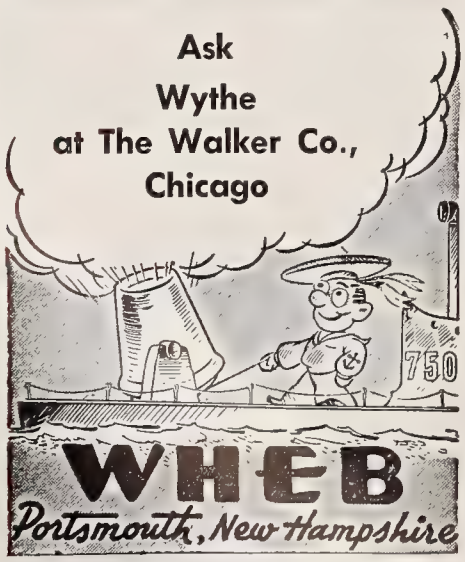
Sees Irreparable Injury

John T. Cahill, chief counsel for NBC, asked the highest tribunal to reverse the three-judge court's action and remand with instructions for a permanent injunction against the FCC's order, or, in the alternative, for issuance of a temporary injunction and a new trial before that court on the issues raised. Like the ANA brief, NBC contended that the national advertiser, under the FCC regulations, would seek to broadcast his program "over the largest and most powerful stations in each area without regard to their network affiliation". Instead of four competing networks, the best stations in each area will absorb a disproportionate share of available advertising "to the irreparable injury of the present radio service".

On the NBC Counsel with Mr. Cahill were James D. Wise, A. L. Ashby, NBC vice-president and general counsel; Harold S. Glendening and John W. Nields. For WOW, David M. Wood and John B. Dawson of counsel held the district court erred in dismissing the NBC complaint without trial, and that the FCC acted beyond its authority. E. Willoughby Middleton and Thomas H. Middleton, of counsel for WHAM, asked the Supreme Court to reverse the lower court and remand the case for issuance of a permanent injunction against enforcement of the Commission's order.

ASCAP Ban Lifted

BILL REPEALING all sections of the 1937 Anti-ASCAP statute of the State of Tennessee was passed by the state legislature and became a law last Tuesday, John G. Paine, general manager of ASCAP, announced Jan. 21. Similar bills were introduced in the state Senate by Senator J. H. Ballew and in the House by Representative Fred S. Powell.



Nat. Rep.: The Walker Company
Boston: Bertha Bannan



630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

FTC CLOSES PROBE OF NETS' CHARGES

WITH no clear indication that any irregularities had been uncovered in network rate and discount practices, Samuel L. Williams, staff investigator of the Federal Trade Commission returned to Washington last week to prepare his report on a preliminary investigation of the four major radio chains.

Officials of the FTC expect Mr. Williams' report and recommendations within a month, as the investigator has announced that he will leave to accept a Navy Commission.

Investigations of this type are common FTC procedure, Commissioner Ewin L. Davis cautioned in explaining the probe last month [BROADCASTING, Dec. 7]. He pointed out that in a majority of the cases, they are routine checks, and never lead to formal complaint.

Chevrolet to Sponsor CBS Kennedy Series

CHEVROLET MOTOR Division of General Motors Corp., Detroit, which has used extensive transcribed announcement campaigns in past years, is turning to network radio Feb. 2 with twice-weekly sponsorship of news by John B. Kennedy on CBS. Program, presented on an institutional basis, will be heard Tuesdays and Thursdays, 6:30-6:45 p.m., on an undecided list of stations. Agency is Campbell-Ewald Co., Detroit.

Mr. Kennedy already is doing two newscasts weekly on CBS for Barbasol, Mondays and Fridays at 6 p.m., and will continue this series as well as his broadcasts on WNEW.

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco Wheats), on Jan. 12 began sponsorship of five quarter-hour periods a week on WLS, Chicago. Account was placed by Rogers & Smith, Chicago.

SELL CAR-BUY RIDE
West Coast Dealer Uses Novel N. Y. Campaign

AN EFFORT to solve two wartime problems—individual transportation and what to do with a useless auto—has brought The Smiling Irishman, Los Angeles used car dealer, to the New York radio market. By the beginning of current week, time will have been purchased on 14 New York outlets, according to Tony Holzer, dealer representative.

Spot campaign began Jan. 16 with 150 announcements a week on WPAT, Paterson, N. J., and seven weekly on WMCA and WWRL, New York. The Smiling Irishman offers to buy used cars then invites listeners to "buy a ride" to the West Coast or points between in the used cars acquired by the dealer in New York. Mr. Holzer said priorities have been granted for motor fuel for the project as partial solution to transportation problem.

The used car-transportation radio campaign will continue for three months, Mr. Holzer said. Account is handled by Advertising Bureau of America.

Two Suits Filed in N. Y. Challenge ASCAP Control, Copyright Tenure

TWO SUITS were brought against ASCAP in the New York Supreme Court last week, one charging the society's directors and officers with mismanagement of ASCAP funds and demanding a complete accounting of financial transactions since ASCAP's founding in 1914, the other a suit to determine the ownership of public performance rights in musical compositions in 1951, following the expiration of the current contracts assigning these rights to ASCAP.

Plaintiffs in both suits are Gem Music Corp. and Denton & Haskins Corp., music publishers, who are publisher members of ASCAP. In the second suit they are the only plaintiffs and ASCAP the sole defendant. In the first suit George Whiting, ASCAP writer member, is also listed as a plaintiff, and the trio is described as "suing on behalf of themselves and all other members of ASCAP similarly situated who may desire to join in this action and contribute to the expenses thereof."

Complaints Served

Both complaints were prepared by Andrew D. Weinberger, attorney for the plaintiffs, and were served last week on the defendants, who in the suit for an accounting include ASCAP and 34 of its officers and directors and 19 music publishing companies. Complaint in this case alleges that the defendants have not only consistently refused to give the society's membership any report on collections and expenditures, but that they have also failed to make proper collections and have "diverted substantial funds of ASCAP to their private use." In addition to a full accounting, this complaint asks the court to award judgment "in favor of ASCAP" and against the other defendants for losses resulting from the "waste, dissipation or diversion" of ASCAP funds by the defendants.

Second suit, asking for a definition of performance rights following the expiration of contracts between the owners of the musical compositions and ASCAP, arose from the answer made by ASCAP counsel to the suit of BMI and Edward B. Marks Music Corp. [BROADCASTING, June 8]. This answer, in effect, held that once any right has been assigned to ASCAP it remains a right of ASCAP in perpetuity and that the withdrawal of a publisher from membership in ASCAP does not deprive ASCAP of the right to license his music.

Citing the requirement of ASCAP's articles of association that "each member shall, upon election to membership execute an assignment . . . vesting in the society the right to license the nondramatic public performance of the member's works for the period of any then existing agreement between the society and its members", the brief admits that each plaintiff has made such an assignment to ASCAP, both agreements expiring Dec. 31, 1950.

OWI Chief Telegraphs Appreciation to Radio

IN TELEGRAMS addressed to all station managers last week Elmer Davis, director of the Office of War Information, thanked radio and sponsors for their cooperation with the various war information activities. The telegram, dispatched Jan. 21, follows:

"For the United States Government may I express sincere appreciation to you and your war program manager and staff for your cooperation with the various war information activities so important to America's prosecution of this war and particularly for recognition you are giving new OWI annoucement and transcription plans. Our thanks also goes to those sponsors who are so willingly aiding you to assure good time and regular audiences by giving their time for these important war efforts. (Signed) Elmer Davis, Director, Office of War Information."

OPA May Act Tuesday On Extra Gas Rations

DECISION may be made this Tuesday on an NAB appeal for relaxation of OPA's ban on extra gas rations for radio technicians working on temporary remote locations, Richardson C. Harrison, chairman of OPA Eligibility Committee for gasoline said Friday.

Neville Miller, NAB president, had written two letters complaining that OPA regulations discriminate against radio, since "C" books are distributed to photographers using bulky equipment. Mr. Miller pointed out that radio is an essential service and that broadcasts from temporary remote locations involve transportation of heavy equipment. "C" books have already been issued to engineers employed at permanent isolated radio transmitters. [BROADCASTING, Jan. 4].

Furay Honored

JAMES H. FURAY, vice-president and member of the board of directors of United Press, has been awarded a citation for his contribution to Pan-American unity, by Rochester U. A certificate of distinguished service will be presented to him Wednesday, Jan. 27 at the University's Latin-American conference "in appreciation and recognition of his notable contributions to mutual understanding between the republics of North and South America and to the fostering among them of true friendship and a sense of common purpose." Mr. Furay has just returned from his 10th tour of South American countries, where he has been active for the past 25 years in extending UP service to the newspapers of that continent.

For Paralysis Fund

MINUTE RECORDINGS by radio talent have been made and distributed to more than 300 stations in connection with the 1943 "Fight Against Infantile Paralysis", which reaches its climax on the President's birthday Jan. 30. Transcriptions were made by WBS.

MICHAEL J. MANSFIELD, formerly station commentator of KGVO, Missoula, Mont., was elected to Congress in November and has this month assumed his seat in the 78th Congress.

WJHL, Johnson City, Tenn., has appointed Howard H. Wilson Co. exclusive national representatives.

Quaker on CBS

QUAKER OATS Co., Chicago (Aunt Jemima Pancake flour) on Feb. 7 will start a five-minute Sunday musical program featuring Aunt Jemima and the Old Plantation Singers. Program originating in Chicago, will be broadcast at 2:55-3 p.m. on 34 CBS stations following *World News Today*. The network series is in addition to the five-minute transcribed Aunt Jemima program currently running on 50 stations three to six times a week. Agency is Sherman K. Ellis & Co., Chicago.

Ballantine on CBS

P. BALLANTINE & SONS, Newark, out of network radio since last summer when it sponsored *Three Ring Time* on the BLUE, returns to the air March 8 on CBS with a musical program featuring Guy Lombardo and His Royal Canadians and guest stars, Monday evenings 10:30-11 on a large group of Eastern stations. Agency is J. Walter Thompson Co., New York.

● KMPC, most powerful independent in the West, is tops in value in Southern California! One of the "first three" stations in power, coverage and prestige, KMPC is only fifth in cost!

KMPC

LOS ANGELES ★ 710 K C

for Southern California ★ 10,000 WATTS

AFFILIATED IN MANAGEMENT WITH WJR, DETROIT AND WGAR, CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

HEAVY SCHEDULES FOR UNCUT BREAD

AS THE Government order restricting the production of sliced bread went into effect last Monday, General Baking Co., New York, started a heavy schedule of spot broadcasting on 27 stations in New York State and New England, to explain the order to consumers, and to promote the company's uncut Bond Bread loaves.

Sudden activity on the part of General Baking was indicated last week [BROADCASTING, Jan. 18] with announcement that the company was using 29 stations from Trenton to New Orleans, through Ivey & Ellington, Philadelphia agency handling the Middle Atlantic and Southern divisions.

In New York City General Baking started an average of five transcribed announcements weekly and some participations on WEAF WMCA WJZ WNEW WOR WQXR. Upstate New York and New England stations received a heavier allotment of transcribed announcements, varying from eight to 24 times weekly, with Buffalo the center of the most concentrated advertising. Upstate stations include: WBTA WBEN WBNY WGR WKBW WBL WSYR. In New England, General is using WBZ-WBZA WEEI WHDH WNAC WDRC WTIC WFBI WGAR WPRO WSPR WBRY WORC WTAG. BBDO, New York, handles General's East and Northeastern advertising.

When you see the
Above Coat of Arms
You Think of Nova Scotia

When You Think of
Nova Scotia
You Must Think of

CHNS

The Key Station of the
Maritimes at Halifax

Rep.: WEED & CO.

New Tolls to Effect Savings

(*Continued from page 7*)

ing connection will cost $20 per month instead of $40. Those using less than 24 hours per day will pay $15 per month for the first hour instead of the former $25 and each additional hour will be charged at the rate of $1.50 per hour instead of the $3 per hour rate.

Under Schedule D, each bridging connection has been reduced from $1.25 to 62½ cents. Minimum charge for this service has been reduced from $20 to $10.

Reversed Charges Reduced

Schedule E, which covers talking circuits, will now be charged at the rate of 62½ cents instead of $1 per bridging connection.

Reversal charges also have been revised. Type I charges will be $75 per month on Schedule A junction point equipment for reversals instead of $100 as heretofore. Type I inter-exchange channels on Schedule A have been reduced from $1 to 75 cents.

Type II reversal charges per airline of inter-exchange channels reversals have been reduced from 4 to 3 cents. Inter-exchange channels under Schedule C have been reduced from 2½ cents to 2 cents.

Switches—in with sections of networks for reversals have been reduced from $1 to 75 cents. All other switches for Schedules A & B have been reduced from 50 cents to 40 cents for each switch. Switches under Schedule C, D and E. have been reduced from 25 cents to 20 cents.

"Real Significance," Says Fly

Commenting on the benefits of the rate reduction, FCC Chairman James Lawrence Fly said:

"I believe this agreed settlement accomplishes some highly desired results. The importance of the extension of the great benefits of network broadcasting to the small and remote radio stations of this country can hardly be overemphasized; they are an essential part of our modern system of mass communication and every effort ought to be made to preserve these small stations and to improve the service they are rendering to the public. I think, too, the benefits to the press of the nation and to the nation, itself, in making more economical the free flow of news and information is of real significance."

Miller Praises Commissioners

Active in the negotiations were FCC Chairman Fly and Commissioners Clifford Durr, Ray C. Wakefield and Paul A. Walker. Accounting details were handled by William J. Norfleet, chief accountant of the Commission, assisted by Harold G. Cowgill, FCC head rate examiner.

In recognition of the rate revision, Neville Miller, NAB president, said: "FCC Chairman Fly and Commissioners Walker, Wakefield and Durr are to be heartily congratulated on the outcome of the move to secure a reduction in telephone rates and line charges by the American Telephone and Telegraph Co. With the broadcasting industry, and especially the smaller stations struggling under the added burden incident to war responsibilities, this reduction in line charges is certain to prove a boon".

Since the Government leases 43% of private telephone and telegraph lines it is apparent that many of the benefits will go to the taxpayer. Indirect benefactors will be war industry. All individuals or organizations using leased private lines are expected to benefit substantially from the reductions representing about 25% in the case of private telephone lines and 35% in private telegraph lines. Small broadcasting stations benefit from the casual rate reduction amounting to about 50%. The heavier broadcast users derive their benefits from the downward revision from $8 to $6 per airline mile.

Some Overlapping

Rates are effective Feb. 1 for long lines and Mar. 1 for the Associated Companies' interstate services. The reductions are applied to the following existing rates of the Long Lines Dept.:

$11,900,000 to private line telephone and telegraph as well as program rates; $11,200,000, which is the increased share of connecting carriers' (Assoc. Cos. and Independent Cos.) divisions of long lines revenue on the present board-to-board basis, retroactive to Jan. 1; $13,700,000 covering increased share connecting carriers' divisions of interstate toll revenue on station-to-station basis, effective the date of tariff filing (within two or three weeks); $22,800,000 reduction in overtime rate per minute from approximately one-third the initial period rate (initial period rates of over 30 cents) to one-fourth on Long Lines and Assoc. Cos. interstate business, effective Feb. 15 for Long Lines and March 1 for the Assoc. Cos.

There is some overlapping in the foregoing figures owing to the relationship of AT&T and the Bell Systems.

Typical Small Station Savings

Miles Distant From Point	New Rate	Old Rate
One Hour Any Time During Month 50	$ 15	$ 27.50
100	20	35
200	30	50
Five Hours Any Time During Month 50	35	57.50
100	60	95
200	110	170
1 Hour Per Day Per Mo. Between Noon and 9 p.m. 50	90	175
100	165	325
200	315	625
1 Hour Per Day Per. Mo. Between 9 a.m. & 9 p.m. 50	65	100
100	90	175
200	165	325

Tribute to Lombard

HALF-HOUR tribute to the late Carole Lombard, screen star killed last year while on a War Bond selling tour, was broadcast Jan. 15 by a special network of Indiana stations, with WENR, Chicago and WLW, Cincinnati. Program originated at WIRE, and was m.c.d by Eugene C. Pulliam, WIRE president, and Indiana War Savings Staff chief. Indiana stations participating, in addition to WIRE, were: WBAA, West Lafayette; WLBC, Muncie; WSBT, South Bend; WAOV, Vincennes; WBOW, Terre Haute; WEOA, Evansville. Transcriptions were rebroadcast by: WIBC, Indianapolis; WENR, Chicago; WLW, Cincinnati; WIND, Gary; WOWO, Ft. Wayne.

'Three Squires' on Air

WESTMINSTER TOBACCO Co., a subsidiary of Rum & Maple Tobacco Corp., New York, in February is starting a series of one-week radio campaigns, offering listeners free samples of its "Three Squires" pipe mixture, which retails for 15 cents a package. One-minute announcements will be used intensively for a week's period on a four-times-a-year basis, according to Raymond Spector Co., New York, agency in charge.

Sexton to Army

VINCENT SEXTON, night editor of the CBS publicity department, has been appointed a captain in the Bureau of Public Relations, War Department. He reported for duty in Washington last week. Sexton joined CBS three years ago, after 15 years as City Hall reporter and legislative correspondent of the *New York Journal American*.

HAVE YOU SEEN HENRY

. . . The Pole Vaulting Fish?

If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through primeval Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world's largest single spring, and relax in Florida's healthful sunshine.

The Perfect Place to Spend Your Vacation

MODERN LODGE

Write for free booklet and rates: Wakulla Springs Lodge
Wakulla, Florida



'STEPPER DOWNER'
Voltage Step-Switch Devised To Save WCKY Tubes

NECESSITY MOTHERED another invention in prolonging the life of the valuable tubes of WCKY, Cincinnati, and a voltage step-down switch was devised by H. B. Glatstein, transmitter supervisor, and William Heitzman, transmitter engineer, under the direction of Charles H. Topmiller, chief engineer. Switch was constructed from parts of an electric fan, a gear-case pan, a camera tripod, and other scrap brass and bakelite. It reduces voltage to tubes in three stages, over a two-minute period. Here Glatstein points to the new switch, which eliminates destructive stresses in the filaments of the tubes when they are turned off.



CBS to Hold Classes In Radio Operations

MEN and women engaged in radio, advertising, department store and allied activities will be offered a new evening course in "The Business Side of Radio", to be held Feb. 4 through May 20 at CBS headquarters in New York under auspices of New York U. John J. Karol, CBS market research counsel, and former manager of Crossley Inc., will conduct classes, which will analyze functions of all important departments of individual station and network operation.

Application of promotion and research will be discussed as will the relationships of FCC, ASCAP, BMI and NAB to station and network operation, in addition to a review of recent developments and progress in FM, television and facsimile broadcasting.

Darlington Stays with ACA

RESIGNATION of Edgar T. Darlington as national vice-president of the American Communications Assn. and head of the Broadcast District Local No. 1, comprising the Eastern Seaboard with central offices in Philadelphia, was rejected by the union's national executive committee. Mr. Darlington, an engineer of WFIL, Philadelphia, resigned over differences with the local union's board of directors over policy in station negotiations.

CECIL L. SUITT has been appointed chief engineer of KTHS, Hot Springs, succeeding J. Clinton Norman.

in the CONTROL ROOM

GEORGE RITCHIE and Gordon Thompson, operators of CKY, Winnipeg, have joined the Royal Canadian Air Force.

HOWARD C. WAGAR, technician of KFWB, Hollywood, has been commissioned a lieutenant in the Navy.

DEAN WICKSTROM and N. Vincent Parsons, former technicians of KPAS, Pasadena, Cal., have joined CBS, Hollywood, in a similar capacity.

ALICE CARLEY and Eleanor Brendemuhl have joined the control room staff of WDAY, Fargo.

C. W. JONES, engineer and control room operator of WTMS, Jackson, Tenn., is father of a boy.

CLEON McKNIGHT, formerly of KFAC, Los Angeles, has joined the technical staff of CBS Hollywood.

MEREDITH E. THOMPSON, chief engineer of WSAV, Savannah, is cooperating with Dr. R. L. Sweigert, state director of the Engineering Science Management War Training Program for Georgia, in giving a training course in Savanah using facilities of WSAV.

HAROLD BECKHOLT has been appointed chief engineer of WSPA, Spartanburg, S. C., and Murray Coleman as chief engineer of WORD, Spartanburg.

RALPH BENNETT, former chief engineer for the Spartanburg, S. C., Adv. Co., has joined the engineering department of NBC New York.

LT. LORAN WICKER, former engineer of WFAA-WBAP, Dallas-Fort Worth, has been appointed assistant Regional Control Officer, Airways Communication Squadron (somewhere in Australia).

ALVA SMITH, chief engineer of WOWO, WGL and W49FW, Fort Wayne, Ind. recently spoke to the American Institute of Electrical Engineers in Fort Wayne on subject of frequency modulation.

GLEN GLASSCOCK, formerly of the engineering staff of KOA, Denver, now stationed in San Francisco, has been promoted to Lt. Com. in the Navy.

IRENE WAHLE, new to radio, has joined the engineering staff of WFVA, Fredericksburg, Va.

SAM ROTH has joined the engineering staff of KSTP, St. Paul.

ELVY C. SCULL, formerly of the Merchant Marine, has been added to the engineering department of WHEB, Portsmouth, N. H., partally replacing Fred Lines, now on half-time duty.

BERNARD SCHNEPS, previously engineer of WNYC, New York, has joined WLIB, Brooklyn, as studio control engineer.

WALTER LARDNER, transmitter engineer of WTRY, Troy, N. Y., was inducted into the Army Jan. 12.

WILLIAM WATSON, former engineer of WTRY, Troy, has joined the OWI shortwave branch in New York City as control engineer.

GAYLE PEARSON is the first girl operator for the Tri-City Network, with key-station WLVA, Lynchburg, Va. Maynard M. Duvall, maintenance engineer for the network, left Jan. 20 for Army Signal Corps officers candidate school.

S. SOMERS SMITH, former engineer of WBT, Charlotte, now with the Army somewhere in the Pacific, has been promoted to major.

Loudspeakers' Quality Measured in ASA Test

EXPLANATION of tests conducted by a committee of the American Standards Assn. to establish loudspeaker volume measurements appears in the December 1942 issue of *Industrial Standardization*, ASA house organ.

Written by Alfred N. Goldsmith, chairman of the ASA sectional committee on radio the article declares that although speakers are common to every home and theatre, no standards had previously existed to judge their quality. He says such measurements must include physical and psychological studies and must overcome such problems as acoustic qualities of the room.

LESLIE J. WOODS, representing National Union Radio Corp., Newark, in Washington on war orders, has been named vice-president and general manager of the company. Woods joined National Union in 1923, becoming general manager of its auto radio division in 1941.

STANTON D. BENNETT, chief engineer of KFAR, Fairbanks, Alaska, has left to accept a position on the research staff of the Mass. Institute of Technology.

FRANK KERN, engineer of WFIL, Philadelphia, has been added to the teaching staff of Drexel Institute of Technology, his alma mater.

WALTER STONGER, control room supervisor of WFBL, Syracuse, has returned to duty, on crutches, after suffering a broken leg three weeks ago while skiing.

HAROLD R. HIGGINS, former master control operator of WCAU, Philadelphia, has been appointed a warrant officer in the Naval Reserve and is currently stationed at Washington.

DONALD A. WELLER, chief engineer of WISN, Milwaukee, has been commissioned a first lieutenant in the Army Signal Corps and is now on active duty.

FRED U. WAMBLE, formerly of WCRS, Greenwood, S. C., has joined KGVO, Missoula, Mont., as chief engineer. Gene Nalley and Laurence Smith are assistant engineers.

SGT. CLARK CASEY and Pvt. Cliff Thorness, formerly sound engineers of CBS Hollywood, are now stationed at West Coast Air Forces Training Center, Santa Ana, Cal.

MEL NOE, technician of CBS Hollywood, has been commissioned a lieutenant (j.g.) in the Navy and reports for duty Jan. 28.

BUD BOREN, chief engineer of KYOS, Merced, Cal., recently became the father of a girl.

LLOYD KNIGHT and Bob Cline, soundmen of WGN, Chicago, have been inducted into the Army.

MARGARET LOWE, of Moundsville, W. Va., new to radio, has joined the control room staff of WWVA, Wheeling.

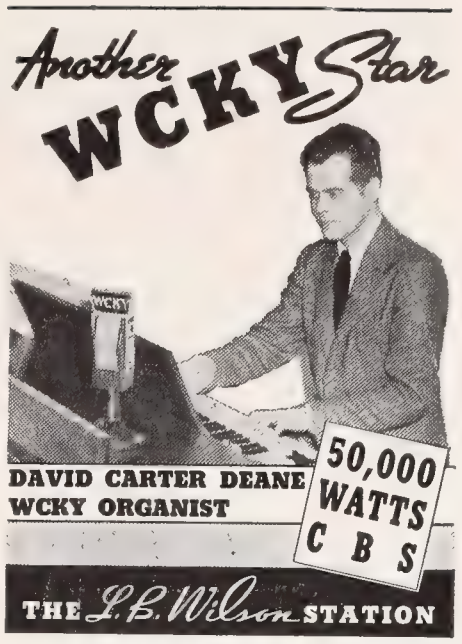
CECIL SLY, comptroller of Universal Microphone Co., Inglewood, Cal., has been made secretary-treasurer. He succeeds I. I. Sevey who remains on administrative staff.

M. S. ADAMS, field engineer of NBC Hollywood, has been commissioned a first lieutenant in the Marines.

JOSEPH E. KAY, field supervisor of NBC Hollywood, is the father of a girl born Jan. 5.

DALE SHIMP and Gus Flassig, engineers of WJWC, Chicago, have joined the Army.

CHARLES BARNHART, formerly of WIND, Chicago, has joined the engineering staff of WBBM, Chicago.



162 Advertising Agency Account Executives
Space Buyers & Officers
(Ross Federal Research & Sales Management)
PICK
WIBX
Utica, N. Y.'s *ONLY* Radio Station!
3RD. In Middle Atlantic Test Market
Columbia's Middle Link in Central New York



WHERE THEY'LL DO THE MOST GOOD!

Complete coverage of the rich Gulf coast area . . . teaming with war industries and a new listening public.

Blue Net work
KFDM
BEAUMONT



REPRESENTED BY HOWARD H. WILSON CO.



"Just because her husband advertises on WFDF, everybody in Flint Michigan thinks she's so important!"

Actions of the

FEDERAL COMMUNICATIONS COMMISSION

JANUARY 16 TO JANUARY 22 INCLUSIVE

Decisions . . .

JANUARY 19

WDEL, Wilmington, Del.—Granted modification of CP to change DA-daytime, and extension of commencement and completion dates; granted with understanding that station assumes full responsibility for interference due to blanketing.

KWTO, KGBX, Springfield, Mo.—Granted additional time within which licensees may effect a plan to separate the common ownership of the stations, not to extend beyond May 18, 1943. Also granted KWTO's request to operate for 30 days as presently licensed with 5 kw. at new site specified in outstanding CP, using single tower and indirect power measurement.

Renewal of Licenses—KADA KELO KFXD KGDE KGHI KMLB KODL KPHO KPOW KVCV KVEC KWNO KYSM WAJR WBLJ WCED WCLO WCOL WCPO WDSM WENY WESX WHOP WIBX WIL WISE WJBC WJOB WKBO WMFR WMPC WRBL WSKB KGEK WBOW WHBY WJRD WLVA WMOB.

Granted temporary renewals of license—KFUN KHAS KOOS KVNU KVOS WAIM WBHP WCAT WITH WJNO WLOG WTHT WTOL KWG WABI WAYX WBOC WOLS KWFC WLBJ WCRS WFPG KID KBUR WAAB.

W3XAD, W3XEP, Camden, N. J.—Granted authority to cancel CP and close records of the Commission with respect to these stations, cancel licenses, and delete call signals.

JANUARY 20

KEX, Portland, Ore.—Granted motion to dismiss without prejudice application for CP to operate on 1190 kc, 50 kw, unlimited time, using DA.

JANUARY 21

WGRC, New Albany, Ind.; WKPT, Kingsport, Tenn.—Scheduled for oral arguments on Feb. 3 applications for change in operating assignments (Dockets 6052 and 6249).

WCOA, Pensacola, Fla.—Granted petition to dismiss without prejudice application for CP to operate on 1030 kc, 10 kw power, unlimited time.

WKY, Oklahoma City—Granted modification of CP, as modified, for installation of DA-night, move of transmitter, increase of power day and night to 5 kw, and extension of completion date to July 20.

W3XWT, Washington, D. C.—Granted modification of CP, as modified, for extension of commencement and completion dates.

Licensed Radios in Canada

CANADA'S receiving set licenses, for which a $2 fee must be paid, numbered 1,681,230 as of Dec. 31, 1942, according to a report last week by the Radio Division of the Canadian Dept. of Transport. This compared with 1,623,489 on the same date of 1941. Licensed radios were distributed as follows: Prince Edward Island, 8,065; Nova Scotia, 79,590; New Brunswick, 50,879; Quebec, 427,319; Ontario, 620,748; Manitoba, 105,078; Saskatchewan, 123,382; Alberta, 121,396; British Columbia, 144,200; Yukon and Northwest Territory, 573.

Bill's Thrill

THE *Columbus* (O.) *Citizen* published a story recently about Bill Barlow, director of publicity of WLW-WSAI, Cincinnati, to this effect: Bill stepped into a cab in a snowstorm and said, "Union Station, please!" Two pairs of eyes glared at him from the front seat. "Say that again, mister. And would you like a rug over your feet?" Apologizing, Barlow jumped out of the cab in a hurry. He had tried to appropriate a police cruiser.

Applications . . .

JANUARY 20

KFDM, Beaumont, Tex.—License to cover CP for installation of new transmitter.

W6XLA, Los Angeles—Modification of CP, authorizing new television relay station, to make changes in equipment, reduce power from 800 w to 25 w (100 w peak), and extension of commencement and completion dates.

Tentative Calendar . . .

NEW, Wilkes-Barre Broadcasting Corp., Central Broadcasting Co., Northeastern Penna. Broadcasters Inc., Key Broadcasters Inc., Wilkes-Barre, Pa.—For CP on 1240 kc, 250 w; unlimited; using facilities of WBAX. (Further hearing—Jan. 26.)

W55NY, New York—Modification of CP for 45,000 kc; 8,500 square-mile area, unlimited time. (Jan. 28.)

COMMISSION NEEDS RADIO INSPECTORS

AN APPEAL for radio inspectors at annual salaries of $2,600 and $2,000 has been issued by the Federal Communications Commission.

Under modified requirements applicants will not be required to take written tests. They will be rated on education and experience. To qualify for the post of radio inspector at $2,600 applicants must have had a full four-year course in electrical or communications engineering at a recognized college or university, a full four-year college course with major study consisting of at least 24 semester hours in physics, four years of technical experience in radio work, or any time-equivalent combination of the first three requisites.

Amateur radio experience under a class A license may be substituted for two years or less of experience. To qualify for assistant radio inspector at $2,000 the applicant must have had three years of education or experience as outlined for inspectors.

All applicants must hold valid second-class radiotelegraph operators' licenses or must demonstrate during the first six months of service their ability to transmit and receive 16 code groups per minute in International Morse code. Applicants must be able to drive automobiles.

Persons doing war work are not encouraged to apply unless they may use higher skills in the FCC positions. Applications may be made to the U. S. Civil Service Commission, Washington, Civil Service regional headquarters or at post offices.

Television Abstracts

COMPILED from The Proceedings of the National Television System Committee and Its Panels, *Television Standards & Practice* [McGraw-Hill Book Co., New York, $5], edited by Donald G. Fink, is a thorough examination of the technical bases of a public television service and enables the reader to understand the reasons for standards adopted by the FCC. The symposium consists of technical reports and papers directly underlying these standards and includes an introductory chapter by Mr. Fink for the reader not familiar with the work of the NTSC.

Network Accounts

All time Eastern Wartime unless indicated

New Business

BARBASOL Co., Indianapolis (shaving cream), on Jan. 27 starts for 52 weeks, *Nelson Pringle—News Analyst*, on 7 CBS Pacific stations (KNX KARM KROY KQW KOIN KIRO KFPY), Wed., Fri., 7:45-8 p.m. (PWT). Agency is Erwin, Wasey & Co., N. Y.

BRITISH-AMERICAN OIL Co. Ltd., Toronto (oil, gasoline) on Feb. 4 starts *Fighting Navy* on 31 Canadian Broadcasting Corp. stations, Thurs. 9:30-10 p. m. Agency: J. Walter Thompson Co. Ltd., Toronto.

COCA-COLA Co. of Canada Ltd., Toronto (beverage) on Feb. 1 starts *Victory Parade* on 29 Canadian Broadcasting Corp. stations, Mon. and Fri. 8:05-8:30 p. m. Agency: D'Arcy Advertising Co., Toronto.

WASHINGTON STATE Apple Adv. Commission, Wenatchee, on Jan. 18 started for 13 weeks *The World Today* on 8 CBS Pacific and Arizona stations, Mon., Wed., Fri., 3:45-4 p. m. (PWT). Agency: J. Walter Thompson Co.. Seattle.

DOUGLAS SHOE CO., Boston, on March 7 starts news commentary on MBS, Sun., 10:30-10:45 p. m. Agency: Harold Cabot Agency, Boston.

Renewal Accounts

BEST FOODS Inc., New York (Force and H-O Oats) on Feb. 14 renews *The Moylan Sisters*, on 14 BLUE stations, shifting from Sun., 5-5:15 p.m. to 3-3:15 p.m. Agency: Arthur Kudner Inc., N. Y.

SUN OIL Co., Philadelphia, on Jan. 25 renews *Lowell Thomas—The Day's News* on 23 BLUE stations. Mon. thru Fri., 6:45-7 p.m. Agency: Roche, Williams & Cunnyngham, Philadelphia.

HALL BROS., Kansas City (institutional), on Feb. 2 renews for 13 weeks *Meet Your Navy* on 114 BLUE stations, Fri., 8:30-9 p.m. Agency: Henri, Hurst & McDonald, Chicago.

Network Changes

ANDREW JERGENS Co., Cincinnati (Jergens Lotion), on Jan. 24 discontinued *Three-Thirds of the News* on 110 BLUE stations, Sun., 9-9:15 p.m. and resumed Walter Winchell's *Jergen's Journal* in that period. Agency: Lennen & Mitchell Inc., N. Y.

STANDARD BRANDS Inc., New York (Chase & Sanborn Coffee) on Sun., Jan. 24. only, extended *Chase & Sanborn Program* on 134 NBC stations, 8-8:30 p.m. to a full hour for "E" award ceremonies, replacing *One Man's Family* (Yeast), 8:30-9 p.m. Agencies: J. Walter Thompson Co. (C. & S. coffee, tea); Kenyon & Eckhardt Inc. (Yeast), N. Y.

Changes at WNOX

SEVERAL changes have been announced in the engineering staff of WNOX, Knoxville. Joseph B. Epperson, chief engineer, who also has been chief engineer of Scripps-Howard Radio, has taken a technical post with the Government. He is succeeded by George Smith, formerly of WAPO, Chattanooga. Additions to the WNOX engineering staff include Rex Horton, formerly of WBIR, Knoxville, and Ray Evans, recently with WPFO, Knoxville police department station.

OWI Additions

FOUR radio men have been added to the Office of War Information's Overseas Branch. Ken Fry, NBC's midwestern director of news and special events, will head an outpost unit (see page 26). John McTigue, formerly of BLUE, is in charge of teletype operations in the field. Ralph J. Gleason, trade news editor of CBS, serves as a reproduction editor in the field. Bill Miller, formerly of NBC, is headed for a field operation.

MORE GREMLINS!

They Delight in Making Life Tough for Engineers

A NEW SPECIES of Gremlin, that nuisance prankster so notorious in things military, has been discovered in the control room of WFIL, Philadelphia. Typed as the Electro-Tabulus Radiatron Gremlin, "ET" for short, this cunning creature has an inordinate mania for fondling transcriptions. One of his pet diversions consists of waiting until an engineer has cued up an ET, then slipping up and moving the needle over a couple of ridges, so that the transcription starts up with a "wow".

An expert in sleight-of-hand, this "ET" Gremlin has been known to juggle transcriptions when the engineer's back was turned, even putting an Ex-Lax where a Pepsi-Cola spot should be. Little is known of "ET", except that he is dressed in brown, has two antennae instead of a feather in his cap, and a cute habit of whistling through his teeth to confuse the engineer's ears.

CBS COAST NETS ADD 3 ACCOUNTS

REFLECTING the general activity of radio advertising on the West Coast, three regional network programs have been placed with CBS during the past week through San Francisco agencies, it was announced by Charles E. Morin, Northern California manager.

Washington State Apples Adv. Commission, Wenatchee, on Jan. 18 started for 13 weeks sponsoring thrice-weekly *The World Today* on 8 CBS Pacific and Arizona stations (KNX KQW KOY KROY KIRO KFPY KTUC KARM), Monday, Wednesday, Friday, 3:45-4 p.m. (PWT). Placement is through J. Walter Thompson Co., San Francisco.

Chemicals Inc., San Francisco (Vano), through Sidney Garfinkle Adv. Agency, that city, on Jan. 24 started for 52 weeks, Dean Dickason, commentator, on 4 CBS Californi stations (KNX KQW KARM KROY), Sunday, 9:15-9:30 p.m. (PWT).

Sperry Flour Co., San Francisco, on March 15 starts for 52 weeks Nelson Pringle, news analyst, on 8 CBS Pacific station (KNX KARM KROW KQW KOIN KIRO KFBY KGDM), Monday through Friday, 7:45-8 a.m. Knox Reeves Adv., San Francisco, has the account. In addition, Barbasol Co., Indianapolis (shaving cream), on Jan. 27 starts for 52 weeks a twice-weekly quarter-hour program with Nelson Pringle on 7 CBS Pacific stations (KNX KARM KROY KQW KOIN KIRO KFPY), Wednesday, Friday, 7:45-8 p.m. Agency is Erwin, Wasey & Co., New York.

After the War

TO KEEP the American people informed of all aspects of post-war planning, including activities of pressure groups attempting to promote or protect their selfish aims, John B. Hughes is devoting the Sunday broadcasts of his five-a-week *News and Views* program on MBS to discussions of what the world will be like after the war.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Experienced Announcer — Draft exempt. Flat salary plus commercial fees on one of South's most progressive stations. 5,000 watt network affiliate. Write, wire or phone Henry P. Johnston, WSGN, Birmingham, Alabama.

Two Combinations — Announcer-operator and salesman-announcer. New York State, real opportunity right men. Write fully. Box 246, BROADCASTING.

Announcer—For general studio work. $40 to the right man. Write fully. WLLH, Lowell, Massachusetts.

KFDM, 1000 Watt Network Affiliate—Beaumont, Texas, has opening for good versatile announcer. Prefer single man, draft exempt. State all first letter.

$40 for 44 Hours—Or can use any ticket. WLOG, Logan, West Virginia.

Salesman With Ambition—Permanent exexutive position and ability to sell 250 watt Mutual station metropolitan market 90,000. Excellent opportunity. State income required and full details. Box 237, BROADCASTING.

Chief Engineer—250 watt network station. Splendid opportunity permanency right man. Give complete information. Box 238, BROADCASTING.

Independent Station in Southern City—Needs experienced announcer. Only steady, reliable man accepted. $35 weekly starting salary. Give complete information in detailed letter. Address Box 233, BROADCASTING.

250 Watt Non-Network Station—Needs reliable announcer-newscaster with well rounded, independent station experience. Permanent position with pleasant working conditions, Give draft status, starting salary requirements, full details and references in letter. E. A. Alburty, Manager WHBQ, Memphis, Tenn.

IN CALIFORNIA — Operator-announcer wanted. Union station. Send transcription. KFRE, Fresno, California.

Are You a Capable, All-Around Announcer? If so, there may be a position for you on the staff of a progressive western station. Send qualifications, age, draft status, and salary requirement to Box 230, BROADCASTING.

Operator Wanted—First or second class, experience unnecessary. Write Box 243, BROADCASTING.

First or Second Class Operator — Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

COMMERCIAL MANAGER—For 250 W. N.B.C. station in city of 30,000. Good proposition to man that can deliver. Prefer man now working in Florida. Radio Station WLAK, Lakeland, Florida.

Situation Wanted

Announcer-Writer—4-F, 22. Four years' experience. Studio, remotes. Minimum $40.00. North or Midwest. Box 250, BROADCASTING.

Experienced Program Director — News, sports, writing dramatics. Draft exempt. Box 245, BROADCASTING.

Salesman—Good experience, good references, over 38—3-A. Dependents. Ideas, sober, hard worker, high producer, diplomatic; qualified to supervise sales force. Box 247, BROADCASTING.

Sales Manager—Of 250 watt station now employed in large eastern city wants change. Inquire Box 240, BROADCASTING.

Situations Wanted (Cont'd)

Director-Announcer-Writer — Ten years major networks. Seven years small station experience. Interested in permanent agency or station opportunity. Draft exempt. Box 228, BROADCASTING.

Excellent Radio Comedy—Experienced gagwriter. Donnelly, 147 Meserole Avenue, Brooklyn.

VASSAR-'39—Radio, publicity experience. Interested in script-writing, public relations and journalism. New York, Washington, California. Box 229, BROADCASTING.

Chief Engineer—250 watter. Desires change. Good voice, transcription if desired. Answer Box 231, BROADCASTING.

Transmitter Operator Position Desired—First class license, broadcasting experience, draft exempt. Box 239, BROADCASTING.

COMMERCIAL MANAGER — 3-A. 31. 9 years' experience. Now employed. Looking for long range opportunity. Prefer Midwest. Box 236, BROADCASTING.

PROGRAM-PROMOTION MANAGER — Network and local experience. Excellent background. Seeking Midwest local. Write, announce. 4-F (medical discharge). Married. All inquiries answered. Box 235, BROADCASTING.

Chief Engineer—Desires change to more modern, progressive station. Former RCA Engineer, seven years' broadcast experience. Three years' supervisor 5000 watt regional. Station size immaterial if position permanent with opportunity. Box 232, BROADCASTING.

Experienced Woman — Program director, copywriter, operator, airs women's programs and news. Prefer East or Midwest, state salary. Box 248, BROADCASTING.

Engineer — Desires employment with progressive station. Fourteen years' experience maintenance, operation, and installation. College graduate, 39, married. Location Southwest or West Coast. Box 244, BROADCASTING.

Twenty-two Years Experience—Selling syndicated radio, features and advertising services over entire USA and parts of Canada. Married with family, age 42. Free at once, willing to sell on drawing account and commission . . . not salary alone. Best references . . . known all over. Ed Dolbey, 14 Echo Lane, Larchmont, New York.

Experienced Radio Engineer—Desires responsible position with broadcast station. Box 242, BROADCASTING.

Announcer—All-around Man — Specialty sports—baseball, basketball, hockey, football. Wants place with a future. Continuity writer and salesman. Military exempt. Twelve years experience. At liberty in thirty days. Box 241, BROADCASTING.

Clever, resourceful college woman—Experienced promotion, publicity, merchandising, seeks difficult job, commensurate remuneration. Make offer. Box 234, BROADCASTING.

Wanted to Buy

Wanted—2 crystals and holders, any frequency from 1200 kc to 1400 kc; 1 holder for RCA 250 D transmitter and 1 holder for G. R. Frequency Monitor. Parts will be purchased separately or as unit. Must have TC less than 3 p.p.m. Also want 1 F.C.C. approved modulation monitor. Box 249, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

Miller 'Testimonial'

STATEMENT ascribed to "Melville Miller, president of the National Assn. of Broadcasters" on the jacket of *The Rape of Radio*, by Robert West was not made by the NAB executive, according to Russell Place, NAB counsel. Mr. Place declared that Rodin Publishing Co., publishers of the book, admitted the purported quotation was an "egregious blunder". Jacket quotes "Melville Miller" as saying "the most revealing book on radio since the advent of broadcasting."

Boylston to WBRW

VERNON BOYLSTON, formerly commercial manager of WKMO, Kokomo, Ind., and previously with WASK, Lafayette, has been appointed general manager of WBRW, Welch, W. Va. He replaces James Flanniken, who has joined the staff of WBLK, Clarksburg, W. Va.

William T. Brace

WILLIAM T. BRACE, 51, vice-president of A. McKim Ltd., advertising agency, and manager of its Montreal office, died in Montreal Jan. 17 after a two-day illness. He had been with the agency more than 25 years and from 1926 to 1934 was manager of its London Office. Born in Brockville, Ont., he is survived by his wife, three children and two brothers.

IBS Elects Naomi Fine

NAOMI ROSS FINE was elected executive secretary of the Inter-collegiate Broadcasting System, New York, at the fourth annual convention of the IBS, succeeding Jean MacInnis, who resigned last February. Miss Fine has been associated with IBS for the past year, and previously served with a Baltimore agency. Leslie Katz, son of the head of the Joseph M. Katz Co., Baltimore, was elected program director of IBS. He has been acting program director for the past few months.



PROFESSIONAL DIRECTORY

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An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

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NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
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Radio Engineering Consultants
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Commercial Radio Equip. Co.
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Main Office: 7134 Main St. Kansas City, Mo.
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Consulting Radio Engineers
WASHINGTON, D. C.
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BROADCASTING
FOR
RESULTS!

Radio Time Donated to U. S. Not Deductible From Taxes

Treasury Holds War Bond Plugs and Broadcast Of Government Needs Function of Industry

TIME DONATED to the armed forces and other government agencies is not deductible from federal taxes, Guy T. Helvering, Internal Revenue Commissioner, ruled last week, answering an inquiry from Russel P. Place, NAB counsel.

The ruling was the second explanation requested by Mr. Place to clarify broadcasters' rights under Section 23 (q) of the Internal Revenue Code which provides for deductions up to 5% for contributions to the Government.

Credit for Operations

Answering an earlier inquiry from the NAB, Mr. Helvering ruled that actual costs of producing government shows may be credited from taxes as a necessary business expense [BROADCASTING, Dec. 14].

Mr. Place's second letter asked whether radio time could be considered a deductible gift, using published card rates as a measure. The Commissioner's answer last week declared that radio time could not be considered a gift within the meaning of Section 23(q), but repeated that operating expenses could be credited.

His letter follows:

Further reference is made to your letter of Dec. 17, 1942, stating that radio stations at the request of the Treasury, War and Navy Departments, and other Governmental agencies, have contributed the use of their broadcasting facilities without charge to the Government to broadcast various programs and announcements designated by such agencies as necessary or desirable in furtherance of the sale of war bonds and stamps, the recruiting men for the armed forces, and other Governmental purposes.

You request to be advised whether radio stations so contributing the use of their facilities to the Federal Government are entitled to deduct in their Federal income tax returns under section 23(q) of the Internal Revenue Code, as amended, the value of the radio broadcast 'time' contributed, using as a measure of value the published card rates customarily charged advertisers for similar use of the station's facilities.

Section 23(q) of the Internal Revenue Code, as amended effective for the taxable years beginning after Dec. 31, 1941, by section 125 of the Revenue Act of 1942 approved Oct. 21, 1942, provides for the deduction in the case of corporations of contributions or gifts, payment of which is made within the taxable year to or for the use of:

"(1) The United States, any State, Territory, or any political subdivision thereof or the District of Columbia, or any possession of the United States, for exclusively public purposes; . . . . to an amount which does not exceed 5 per centum of the taxpayer's net income as computed without the benefits of this subsection."

The records of the Bureau disclose that the question presented in your letter was made the subject of a communication addressed to you by the Bureau on Dec. 9, 1942. I. T. 3593, I.R.B. 1942-51, 3, which was subsequently issued on the subject reads in part as follows:

"The business of a radio broadcasting station includes, among other things, the broadcasting of news, advertising of products, and dissemination of other matters of interest to the public. In broadcasting information with respect to the purchase of United States War Bonds, radio broadcasting stations are carrying on one of the functions for which they are organized, and the expenses incurred in connection therewith are deductible as ordinary and necessary business expenses under section 23(a)1 of the Internal Revenue Code, as amended."

This office is of the opinion that the value of the radio broadcast time does not represent a payment made to the United States within the meaning of section 23(q) of the Internal Revenue Code as amended, and no deduction on account thereof is allowable. However, expenses incurred by radio broadcasting stations in connection with broadcasting information regarding the purchase of United States War Bonds, recruiting men for the armed forces etc., are deductible as ordinary and necessary business expenses under section 23(a)(1) of the Internal Revenue Code as amended.

WDAY Fetes NBC

PHEASANT DINNER will be given in New York Monday, Jan. 25 by WDAY, Fargo, N. D., for the sales and executive staff of NBC, parent network and for Free & Peters, New York representatives of the station. Barney Lavin, general manager, is arranging the dinner, which will be held at the Hotel Ambassador. Pheasants served to the party will come from North Dakota, famed pheasant country.

Birch Gets Coast Post

RAY BIRCH, formerly radio engineer of the Army Signal Corps. and prior to that on the technical staff of KPRO, Riverside, Cal., has been appointed regional communications officer of the Ninth Civilian Defense Region and is serving in the Civilian Protection Division under Lt.-Col. Austin C. Matheny. He is headquartered in San Francisco, where he is active in other defense work.

Boler Secures Control Of North Central Chain

JOHN W. BOLER, president and general manager of the North Central Broadcasting System, has acquired all common stock in the regional network from his associates, David C. Shepard and Howard S. Johnson. He also is understood to have purchased Mr. Shepard's interest in the Jamestown (N. D.) Broadcasting Co., operators of KSJB, in which Mr. Johnson also has an interest.



Mr. Boler

Organized Nov. 1, 1937, by Messrs. Boler, Shepard and Johnson, all of St. Paul, the NCBS has 24 affiliated stations in Minnesota, North Dakota, South Dakota, Wisconsin, Iowa and northern Michigan. Until the recently announced transfer each of the owners held one-third common stock. Messrs. Shepard and Johnson retain 817 shares of preferred stock.

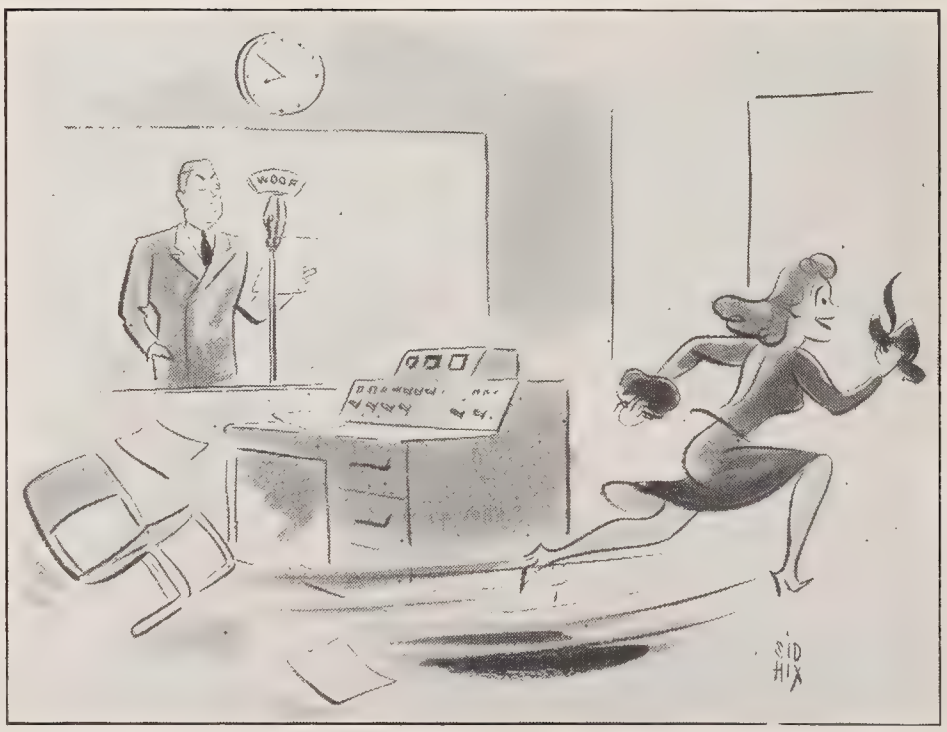
The three associates also own KVOX Broadcasting Co., Moorhead, Minn. Mr. Boler is president and manager-director of KVOX and KSJB, Jamestown, N. D.

WPB Advisors

LAWRENCE VALENSTEIN, president and treasurer, and Joseph Lorin, vice-president and account executive of Grey Adv., New York, have taken on additional duties as members of the staff of the campaigns and media branch of the Division of Information of the War Production Board. They will serve as advisors and consultants in the campaign to explain the WPB's Inventory Limitation Order L-219.

Capt. Thompson Now

JOSEPH A. THOMPSON, former NBC production man on duty with the War Dept. radio branch, has been promoted to captain. He is assigned to field duty, assisting in production of *Pass in Review*, the *Army Hour* and other programs in which the War Dept. is interested.



Drawn for BROADCASTING by Sid Hix

"Visit Glamour Gams Shoppe Early Today! One Thousand Pairs of Nylon Hose on Sale at Nine O'clock!"

MRS. ROOSEVELT LATE

First Lady Walks to WMAL —Dimes Broadcast—

MRS. ELEANOR ROOSEVELT, the nation's First Lady, became a radio-victim of the "no pleasure" driving edict of OPA last week, when, forced to walk more than four blocks from The White House to a broadcast of WMAL, in a sidewalk booth, she was five minutes late for an address in connection with the "Mile O' Dimes" campaign.

Bryson Rash, director of special features of WMAL, Washington, filled in the First-Lady's tardiness with a recorded music program, and, after her brief address, Mrs. Roosevelt retraced her steps to The White House, four blocks away, on foot.

Cocilana Expanding

COCILANA Inc., New York, this month is expending its spot broadcasting for Cocilana Cough Drops in addition to the seven stations it has been using since last October in New York, Boston, Philadelphia and Washington [BROADCASTING, Oct. 5]. Announcements on a varying basis are now heard on WGAR and WHK, Cleveland, WBAL, Baltimore, and on WEEI, as well as on WBZ-WBZA Boston. Company recently extended its thrice-weekly sponsorship of news by Johannes Steele on WMCA, New York, to WIP, Philadelphia, via direct line. Agency is Al Paul Lefton Co., New York.

New Canadian Group

AN ADVISORY committee on interdepartmental advertising has been set up under the Wartime Information Board, Ottawa, with John C. Porter, advertising manager of Robert Simpson Co., Toronto, national department store chain, as chairman. The new group replaces a committee which was headed by the Hon. T. C. Davis, former deputy minister of the National War Services Dept., and on which John Martin, advertising manager of Massey Harris Co., Toronto, was coordinator of Government advertising. Mr. Martin has returned to private business.

Air Express Names Agency

AIR EXPRESS division of Railway Express Agency, New York, has appointed Erwin, Wasey & Co., New York, as its agency effective March 1. Advertising will be coordinated more closely than before with Air Transport Assn., an account also handled by Erwin, Wasey. The possibility of resuming radio advertising by the Air Express division has been considered but has been dismissed for the present.

Brinckerhoff in Marines

E. V. BRINCKERHOFF, president of General Sound Corp., New York, recording firm, was sworn in last week as captain in the Marine Corps. Capt. Brinckerhoff will take a leave of absence from his company for the duration, and reports for active duty Feb. 5. Miss Dorothy Vanston, vice-president of General Sound will take over his duties.

Why we were so Long at the Fairs



For years KMBC's listener-leadership in Greater Kansas City has been a well-recognized fact. It took visits, however, to both the Missouri and Kansas Fairs of 1942 (Sedalia, Mo., August—Topeka, Kans., September) to establish the margin of preference for KMBC in the *rural* sectors of the Heart of America Area — the region encircled by KMBC's half-millivolt daytime contour.

This is the story: An independent market-analysis organization sent its trained, professional interviewers to both State Fairs. There, they conducted personal-interview surveys of persons living in this 78-county Heart of America Area.

They asked specifically to what stations these listeners tune for "service programs" . . . News, Markets, Farm Talks, Farm Programs, and Home Service Features. These, we believe, are the features best calculated to contribute to rural listening *habits*.

Results of these studies, based on nearly 5,000 interviews, show that:

> In the Heart of America Area, KMBC audiences outrank those of all other stations in each of the five "service program" classifications!

And for "service programs" in general:

> KMBC has 350% more regular listeners than the nearest competing station . . . virtually as many listeners as 25 other stations combined—all that were mentioned!

Here, at last, is reliable evidence that in rural as well as urban portions of the Heart of America, listeners definitely prefer KMBC.

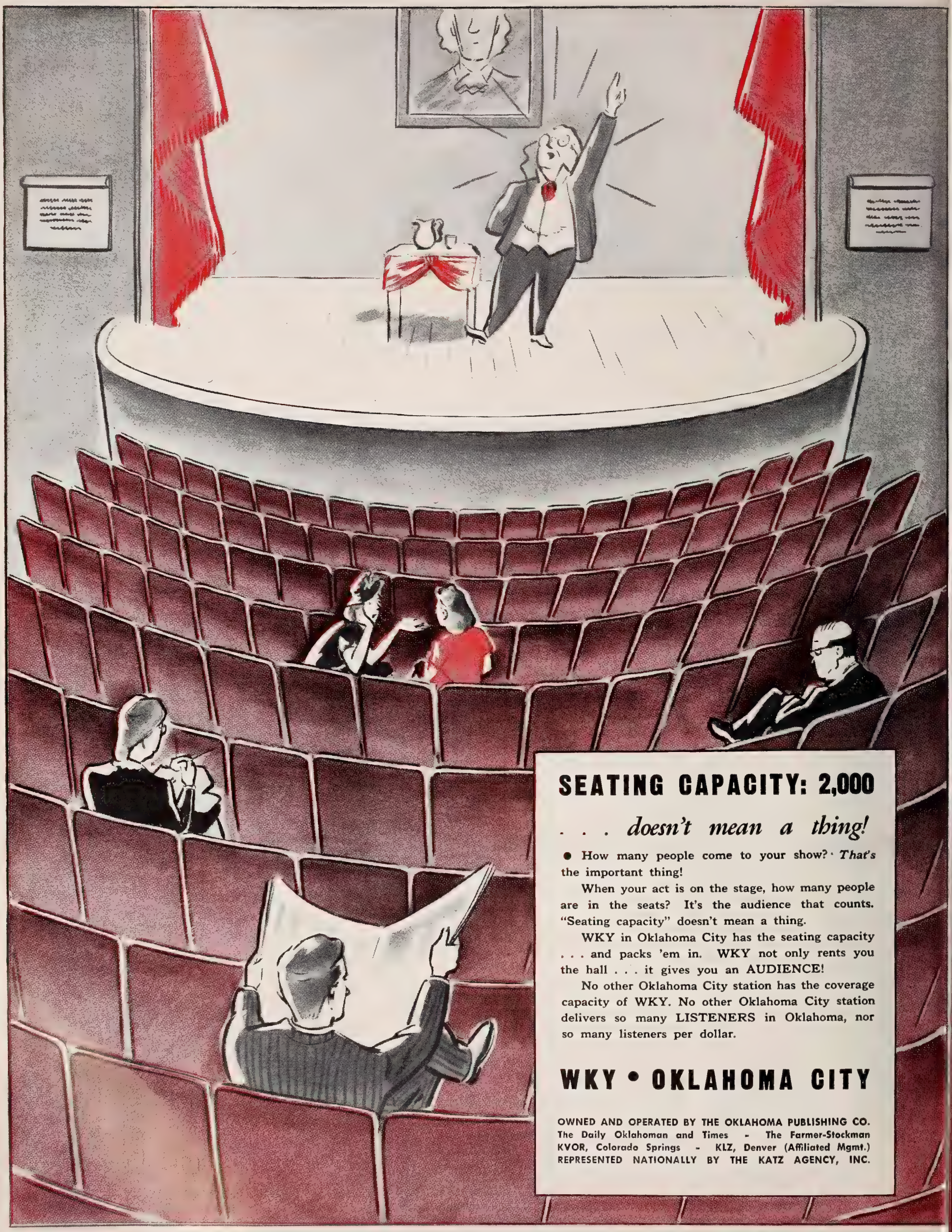
The chart below contains more detailed results of the "State Fairs Survey." The KMBC audience in each program classification is compared with audiences of the next three highest-ranking stations. Percentage figures indicate what portion of the *entire* rural Heart of America audience *habitually* tunes to each station.

	KMBC	Station "B"	Station "C"	Station "D"
NEWS	38.3	23.8	12.1	5.7
FARM PROGRAMS	56.6	8.1	13.6	5.0
MARKETS	51.0	14.4	14.7	5.0
FARM TALKS	56.1	7.4	14.1	4.0
HOME SERVICE FEATURES	46.0	18.0	10.2	— —
ALL SERVICE FEATURES (AVERAGE)	49.6	14.3	12.9	3.9

KMBC of Kansas City

FREE & PETERS, INC.

SINCE 1928, THE BASIC CBS STATION FOR MISSOURI AND KANSAS



SEATING CAPACITY: 2,000

. . . *doesn't mean a thing!*

● How many people come to your show? *That's* the important thing!

When your act is on the stage, how many people are in the seats? It's the audience that counts. "Seating capacity" doesn't mean a thing.

WKY in Oklahoma City has the seating capacity . . . and packs 'em in. WKY not only rents you the hall . . . it gives you an AUDIENCE!

No other Oklahoma City station has the coverage capacity of WKY. No other Oklahoma City station delivers so many LISTENERS in Oklahoma, nor so many listeners per dollar.

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

PRINTED IN U.S.A.

FEBRUARY 1, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

13 MILLION IN 13 YEARS

A MILLION A YEAR—for thirteen successive years. Again in 1942, listeners sent WLS 1,172,220 letters, making it 13 million letters in 13 years—13,882,685 to be exact! Yes, another year—another million letters at WLS! That's a lot of mail, representing a lot of listening . . . by listeners loyal and responsive to WLS programs and to the advertisers who present them. You, too, can be one of the lucky advertisers sharing this confidence. Just ask the John Blair man.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

CHICAGO

REPRESENTED BY
JOHN BLAIR & COMPANY

AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

KLZ — *"The Friendly Station"*

That's more than a slogan . . . it's a reputation. That's the way listeners have felt about and talked about KLZ for years. And KLZ has adopted the phrase, "The Friendly Station", because it regards this public expression both as a compliment and a challenge.

Since broadcasting its first commercial program 23 years ago, KLZ has managed to remain "one of the folks", nor without sacrificing either its own dignity or that of its listeners. Through all these years, KLZ has maintained a keen interest in the thoughts, activities, and problems of the people it serves, rubbing shoulders with them at every opportunity, on their farms, in all their civic, educational, religious activities.

KLZ speaks to its listeners as a friend, is regarded as a friend by its listeners. Isn't that the way you want your selling message put over . . . just between friends?



Denver **Columbia Network 560 Kc.**

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

When It's Groundhog Day Down South





● Around Feb. 2 people down South begin to feel the urge of Spring—and advertising hits its high months of the year. It's time to spring those spring schedules down this way!

To cover Middle Tennessee, the rich Nashville market, you need only one medium—WSIX, "the voice of Nashville". Get the facts and figures here before you make out ANY schedule pertaining to this part of the country.

Member Station, The Blue Network and Mutual Broadcasting System

Spot Sales, Inc., National Representatives

5000 WATTS

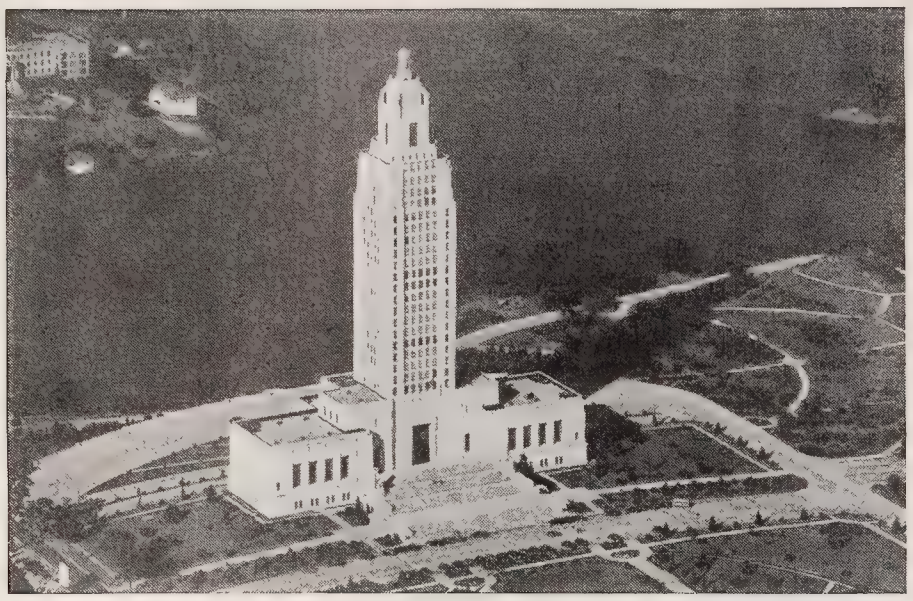
WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

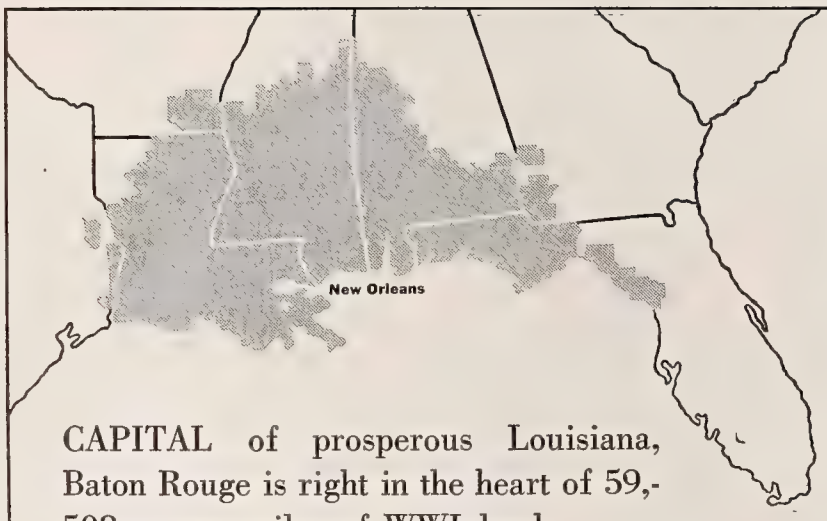


The Skyscraper Capitol

at Baton Rouge, Louisiana

IS IN WWL-LAND

and so are 10,000,000 Customers from 5 States



CAPITAL of prosperous Louisiana, Baton Rouge is right in the heart of 59,508 square miles of WWL-land.

THIS GREAT Deep South Market is dominated by just one station—50,000 watt, clear channel WWL—five times more powerful than any station for hundreds of miles.

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 5 FEBRUARY 1, 1943

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Hix Cartoon 54

Subscription $5.00 a Year • Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February



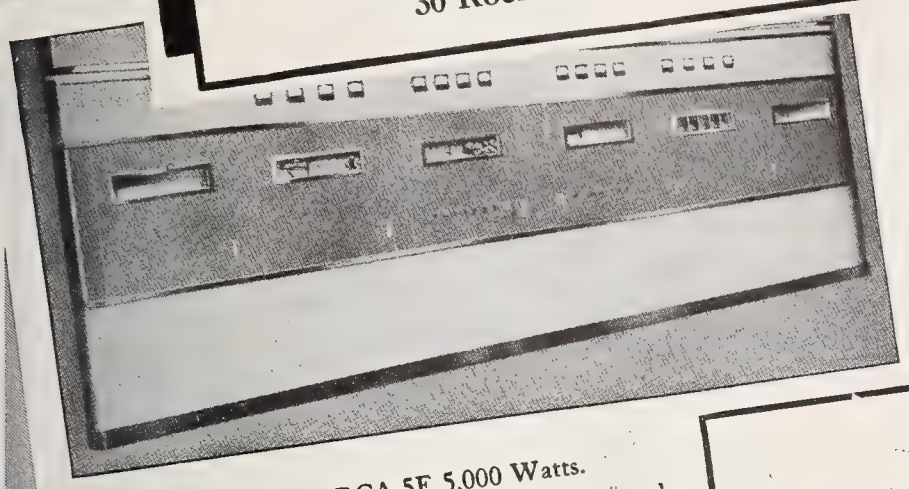
You'll have better luck buying spots on KFAB. We're rationing *some* of our time, but there are still places on our schedule open to smart, quick-moving advertisers who never let good opportunities knock twice. You really need this station, to do a complete selling job in the farm markets throughout Nebraska and her neighboring states. Call us, today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

"They awaken the sponsor to the realization of the commercial value of good music properly presented."
If you are an ASCAP-licensed station, and you are not taking fullest advantage of these sales-worthy programs, write or wire at once. They are without cost to you.

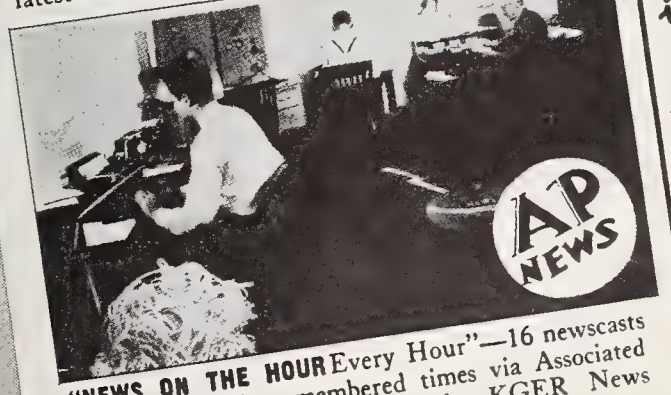
ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City



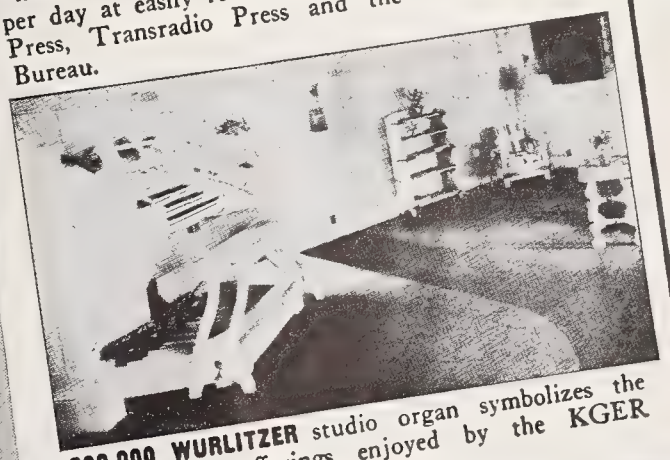
KGER's New RCA 5E 5,000 Watts.
Southern California's Most Strategically Located Transmitter in the Heart of Los Angeles County.



STUDIO A, Los Angeles studios, incorporates every latest feature for perfect broadcasting.



"NEWS ON THE HOUR Every Hour"—16 newscasts per day at easily remembered times via Associated Press, Transradio Press and the KGER News Bureau.



$30,000 WURLITZER studio organ symbolizes the fine musical offerings enjoyed by the KGER audience.

Station KGER

5000 WATTS DAY & NIGHT

LOS ANGELES - LONG BEACH
643 SO. OLIVE - 435 PINE AVE.

C. MERWIN DOBYNS, *President and General Manager*

December 19-1942

Robert L. Murray
Director of Radio Program Service
American Society of Composers,
Authors and Publishers
Thirty Rockefeller Plaza
New York City

Dear Mr. Murray:

We have been very pleased with the writing skill displayed in your Radio Programs Service. These excellent Scripts are a valuable contribution to the programing of an independent station, in our opinion, for two important reasons:

A - They turn a recorded program into a piece of finished showmanship; not a makeshift music filler put on by a "disc jockey" while he is busy with six other things.

B - They awaken the sponsor to the realization of the commercial value of good music properly presented.

You have our congratulations on your efforts to change music costs into music profits, and we wish you continued success.

Sincerely yours,

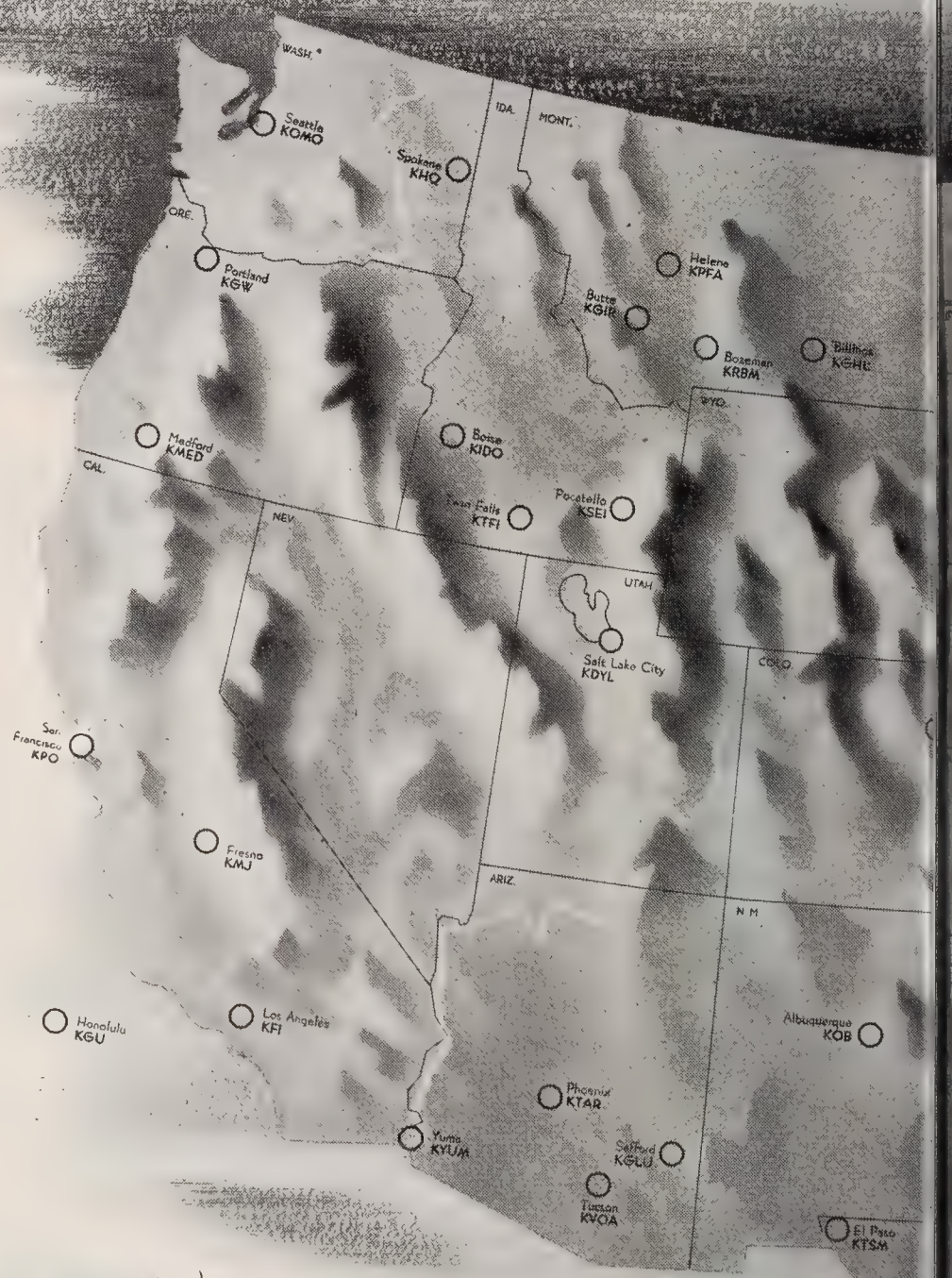
Consolidated Broadcasting Corporation Ltd.

CMD:cmb

C. Merwin Dobyns President

IN 16 YEARS . . .

OVER 12 CENTURIES OF



SINCE THE birth of NBC—16 short, history-packed years ago—the total number of years that NBC-affiliated stations have broadcast to the people would, if laid end to end, reach back to 743 A.D.—the year in which another lusty infant was born—Charlemagne.

During these 1200 years of broadcasting, each of these NBC stations has earned the loyalty and confidence of the people of its community; has established itself as a progressive force of enlightenment, as well as a popular source of entertainment.

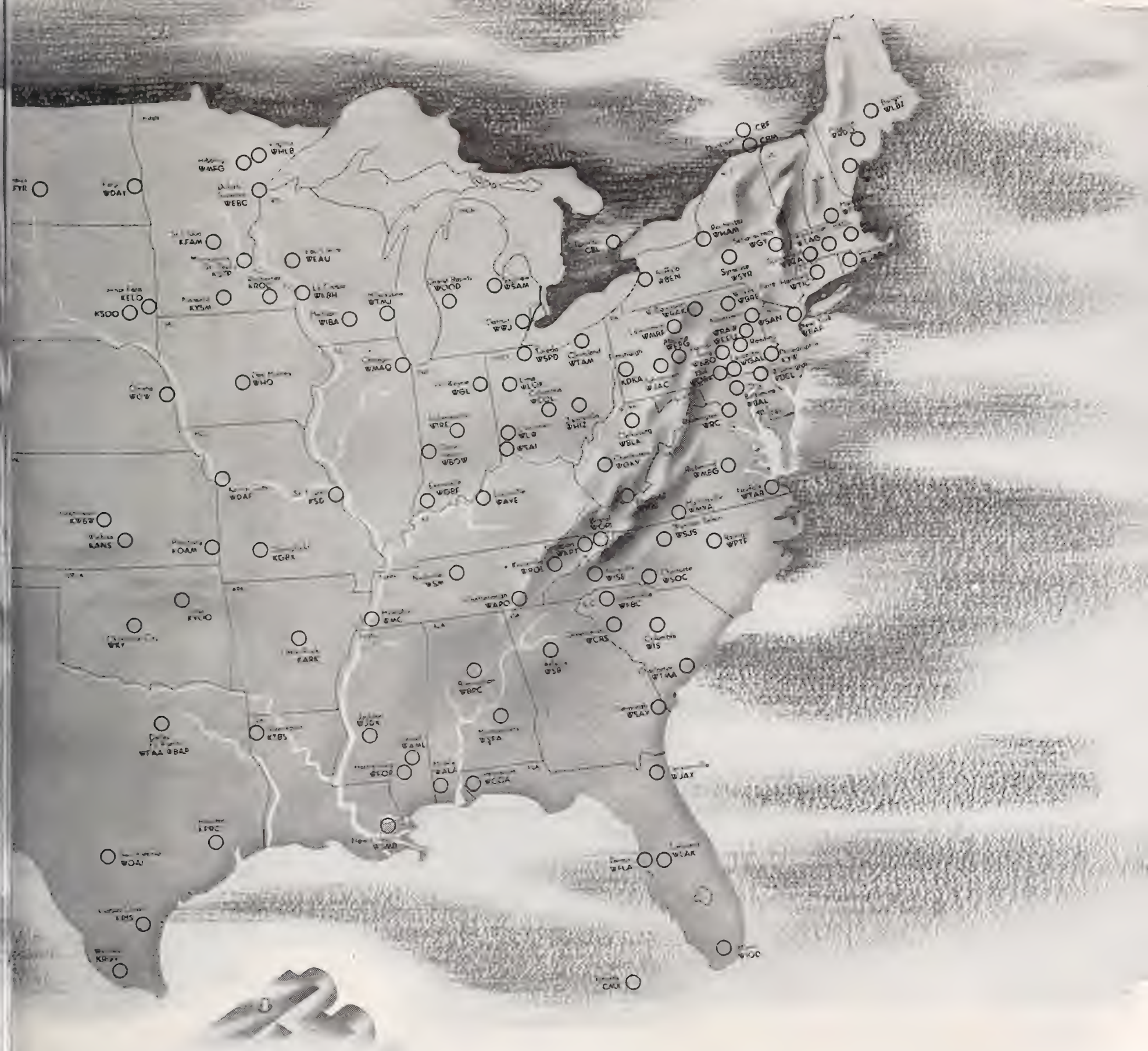
When war struck, NBC moved immediately to aid the government in every way possible and to maintain at the same time the high calibre of radio service the people have come to expect from NBC stations. It was upon this foundation that NBC established radio's first War Clinic in 1942.

Today, as NBC affiliates and network executives meet for their 1943 War Clinic, they have behind them a proud record of war-service achievements . . . before them the goal of even greater contributions to traditional American broadcasting and to the nation's successful prosecution of the war.



" *This is t*

ROADCASTING SERVICE



ATIONAL BROADCASTING COMPANY. . ."

ROBERT E. BAUSMAN

BUSINESS MANAGER, WISH, INDIANAPOLIS



1927-32	The Richmond (Ind.) Palladium
1932-34	The Rockford (Ill.) Register-Republic
1934-35	The Dayton (Ohio) Daily News
1935-37	Business Manager, The Vincennes (Ind.) Sun Commercial
1937-41	Business Manager, Radio Station WIRE, Indianapolis
1941	Business Manager, Radio Station WISH, Indianapolis

"NEVER" wrote Robert E. Bausman in sending us his thumb-nail biography—"never have I seen a more vivid case of a country boy remaining a country boy"! . . . But Abe Lincoln was a country boy too, and modest as Bob Bausman is, he isn't fooling anybody about his business ability. Bob knows as much about human contacts as about radio contracts—and therefore has plenty of both!

Ever consider that radio stations, too, succeed by the quality of their *human contacts*—that the nature of these contacts determines the size, type and receptivity of their audiences? Well, how else do you explain the fact that no two stations ever consistently produce equal results—no matter how well-matched as to power, location, time-of-broadcast, etc.?

"Management makes the radio station" because it's *management* that sets the quality of its station's contacts, and hence sets the size, type and receptivity of your audience. The stations at the right are well-managed stations. They give you larger, better, more receptive audiences for every dollar. We'd like a chance to prove it to you, here in this pioneer group of radio-station representatives.

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KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
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VOL. 24, No. 5 WASHINGTON, D. C., FEBRUARY 1, 1943 $5.00 A YEAR—15c A COPY

Revised Manpower List Aids Radio

Ten New Critical Occupations Named

IMPORTANT manpower relief for radio results from a revised list of critical occupations within the communications services, including broadcasting, announced last Friday by National Selective Service headquarters. This represents an amended and final version of Occupational Bulletin No. 27, first issued in October [BROADCASTING, Oct. 19, 1942].

Ten new occupational titles have been added to the list which is dated Jan. 23 and is currently in the hands of draft boards throughout the country. These new "necessary occupations" include station manager; program director; news editor, managing editor, news, special events, or public affairs; traffic manager; radio broadcast technician (all around), and maintenance mechanic. (See complete list of critical occupations below).

New List More Liberal

The new list results from the efforts of an industry committee composed of Frank M. Russell, NBC Washington vice-president; Kenneth Yourd, CBS Washington counsel, and Howard Frazier, NAB director of engineering, who worked closely with representatives of the Board of War Communications, the FCC and the War Manpower Commission.

Far more liberal than the first, the revised list includes most of the key personnel essential to the operation of small stations. At the same time, industry leaders in Washington felt that it is more than adequate to care for the vital personnel of larger stations as well as networks.

Criteria for deferment under the new list remain the same. First, all occupations covered require a "reasonable degree of training, qualification or skill to perform the duties involved", the bulletin points out. Second, the list is intended to cover those occupations "which must be filled by persons capable of performing the duties involved" to insure efficient maintenance. Lastly, all occupations listed require "six months or more of training and preparation".

The bulletin advises draft boards to consider the following factors in the classification of registrants employed in broadcasting as well as in the other communications services:

"The training, qualification, or skill required for the proper discharge of the duties involved in his occupation; the training, qualification, or skill of the registrant to engage in his occupation; and the availability of persons with his qualifications or skill, or who can be trained to his qualification, to replace the registrant and the time in which such replacement can be made."

The list does not provide blanket deferments for occupational titles listed but is rather intended to serve draft boards with a guide to the key occupations.

It will be seen in the complete list below that the occupations in the broadcasting field are named specifically by reference to domestic or international broadcasting or both. Other occupations named are specifically labelled radio communications if not broadcasting.

Communications services covered are divided in seven sections: radio broadcasting, radio communications and television services; magazines of general circulation; production of motion pictures; protective signal systems; submarine cable services; telegraph services; telephone services.

Local Boards Autonomous

Specific titles in the list covering broadcasting include: director of operations, radio broadcasting; electrician (all-around); engineer, professional or technical; engineering draftsman, design; instructor, training program; maintenance mechanic; manager, employment or personnel; station manager; managing editor, news, special events or public affairs; news editor (domestic or international broadcasting); news editor-announcer (international broadcasting); program director; radio broadcast technician (all-around); rigger radio; television engineer; traffic manager and translator.

The development of the revised list is the final step in the definition of the industry's essentiality. In July, 1942, radio was included among the body of 34 industries essential to the war effort. In October last year the first list covering key occupations was issued. At that time it was pointed out in BROADCASTING that there was a strong likelihood of a revision.

The only remaining development in broadcasting's manpower picture will come in two or three weeks when a detailed "dictionary" breakdown of the new list will be issued by the WMC to its local offices to aid draft boards.

Local boards remain autonomous in their decisions. Furthermore a local Selective Service spokesman warned that forms known as 42-A as last amended Sept. 15, 1942 must be filed for all men in the broadcasting industry considered essential by their employers, even though their job titles are contained in the revised list.

List of Critical Occupations for Communications . . .

FOLLOWING is the list of "critical occupations" contained in Selective Service Occupational Bulletin No. 27 (Amended Jan. 23), pertaining to radio broadcasting; radio communications (radio-telephone and radiotelegraph) and television services:

Radio Broadcasting; Radio Communications (Radiotelephone and Radiotelegraph); and Television Services.

Director of Operations, Radio Broadcasting (Domestic or International). (This title includes those persons who are in charge directly, or through subordinates, of the activities of the various operating departments of a network. It also includes assistants who are directly responsible to the director of operations for the efficient functioning of the various operating departments of a network. It does not include any directors or assistants concerned with sales, promotional, legal, tax, clerical and other non-operating aspects of a network.)

Dispatcher, Radio Communications.

Electrician (All Around.)

Engineer, Professional or Technical. (This title covers persons who are actually engaged as engineers in the operating or research phases of this activity regardless of educational background.)

Engineering Draftsman, Design.

Foreman, Radio Communications (Installation and Repair).

Inspector, Radio Communications Equipment.

Installer, Radio Communications Equipment.

Instructor, Training Program (Radio Communications). (This title covers only those persons engaged in the occupations included in this list who, because of their skill and experience, are detailed as instructors in an established training program.)

Instrument Maker (All Around).

Machinist (All Around).

Maintenance Mechanic (Domestic or International Broadcasting, and Radio Communications).

Manager, Employment or Personnel.

Manager or Superintendent, Radio Communications System or Station. (This title covers those persons who are actively engaged in supervising directly, or through subordinates, various technical and operating departments of a system or station in the radio communications industry. This title covers, also, assistants who are directly responsible to such managers for the efficient functioning of the various technical and operating departments. It does not cover managers or their assistants concerned with promotional, sales, legal, clerical, tax. rate structure, or other segments of a nonoperating character.)

Managing Editor, News, Special Events or Public Affairs (Domestic or International Broadcasting).

Mechanician, Radio Communication Equipment.

News Editor (Domestic or International Broadcasting).

News Editor-Announcer (International Broadcasting).

Plant Maintenance and Operations Supervisor (Radio Communications).

Program Director (Domestic or International Broadcasting).

Radio Broadcast Technician (All Around) (Domestic or International Broadcasting).

Radio Communications Technician (All Around).

Radio Telegrapher (This title covers radiotelegrapher of both stationary and mobile radio services.)

Radiophoto Operator.

Rigger Radio (Radio Communications and International Broadcasting.)

Station Manager (Domestic or International Broadcasting).

Storekeeper, Chief (Radio Communications).

Television Engineer.

Traffic Manager (Domestic or International Broadcasting).

Traffic Supervisor (Radio Communications).

Translator (International Broadcasting, Shortwave Monitoring Services, or radio communications).

WJWC Operation To Be Suspended

Chicago Station Blames Loss Of Revenue Due to War

WJWC, Chicago, using 5,000 watts on 1520 kc, and operated by John W. Clarke, Chicago investment broker, last week notified the FCC it was surrendering its license and will discontinue operation within the next few days. Marshall Field 3d, owner of the *Chicago Sun*, is a minority stockholder in the station.

The entire physical facilities and transmission equipment of the station have been offered to the Government by Mr. Clarke. The employees were notified of the dissolution last Thursday by William R. Cline, general manager.

Losing Money

In a letter to FCC Chairman James L. Fly, Mr. Clarke stated that the operation was losing money and that wartime conditions made the development of wider coverage impossible.

"We have discussed the problem of carrying on in the face of constant and regular operating losses. We have considered our possible duty of continuing the service, regardless of cost. While the public of Chicago is not now receiving the type and kind of service which we intended to give that public, we have reached the conclusion that the service now received by the public from other existing facilities will be adequate under present conditions. . . ."

Liquidation of WJWC closes a chapter in Chicago radio started just one year ago with Mr. Clarke, Mr. Field, Dr. George F. Courrier, minister of Elgin, Ill., and original owner of the station and Doris Keane, formerly vice-president and general manager, as the principals. Last January Mr. Field acquired 30% interest in the station (then operating with the call letters, WHIP) for $50,000, and Mr. Clarke, a 15% interest for $25,000. Mr. Clarke last May purchased 26% of the stock from Mr. Field and 10% of the stock from Dr. Courrier, obtaining 51% or control of the station.

The Hammond-Calumet Broadcasting Corp., licensee of the station, will be kept alive according to Mr. Clarke, who wrote Chairman Fly "we hope when the time is propitious to again ask the permission of the FCC to be the grantee of a license and re-enter the service of the public in our area."

The present stock alignment of the corporation is: Mr. Clarke, 51%; Dr. Courrier, 41%; Doris Keane, 4% and Mr. Field 4%.

Outstanding debenture bonds of the licensee corporation in the principal sum of $150,000, issued for station expansion last June, are held by Mr. Field and Mr. Clarke in the amount of $75,000 each.



Mrs. Mullane Bares the Consequences

DELUGE of pennies was the result of a Staten Island housewife's wrong answer to a question asked her by Ralph Edwards (above) on the Jan. 23 *Truth or Consequences*, sponsored by Procter & Gamble Co., Cincinnati, on NBC.

Mrs. Dennis Mullane was asked, "How many kings of England possessed the name of Henry" and when she mistakenly guessed five, Edwards suggested as her "consequences" that listeners send her one-cent contributions to buy War Bonds for her son Harold, a 17-year-old Marine.

Mrs. Mullane had received 200,000 letters by last Wednesday with no let-up in sight. Although NBC has sent to her house a staff of 15 persons to help her open the mail and count the cash—the average seems to run 3 to 4 cents per letter—it doesn't look as though the official total, either of individual letters or amount collected, could possibly be added up for another week or so.

Besides the letters, packages by the score have been arriving. Post office regulations provide that they must be delivered to Mrs. Mullane's home in West Brighton, Staten Island, N. Y., so huge mail trucks, filled with packages containing gifts for her son, roll up to her door. One radio listener sent a bank with 304 pennies; another sent 186 coppers and a grandmother of 13 children sent a penny for each grandchild. Some letters contained quarters, half dollars and currency.

A&P STORES PLAN CBS FOOD SERIES

GREAT ATLANTIC & Pacific Tea Co., New York (retail grocers), on Feb. 17 begins a twice-weekly program at 11 a.m. on 32 CBS stations as far west as Kansas City, area most intensively covered by A&P's retail outlets. The quarter-hour series, to be heard Wednesdays and Fridays, will be based on food talks by a CBS newsman, as yet unselected, and advice to housewives on how to buy food by a woman commentator.

Material will be made up in Washington with all food reports given as seen from the nation's capital. Guest stars will appear and occasional remote pickups from commissaries of Army camps are planned. Agency is Paris & Peart, New York.

Knight on Leave

VICK KNIGHT, executive radio producer of Biow Co. in the agency's Hollywood office, is on a two-weeks' leave of absence because of illness, according to Milton H. Biow, president of the agency. Bernard Prockter, Biow radio director in the New York office, is now in Hollywood to handle Mr. Knight's duties until his return. Although it has been rumored that Mr. Knight had handed in his resignation, no confirmation could be obtained from Mr. Biow.

Kaltenborn Tour

H. V. KALTENBORN, NBC news analyst, leaves Feb. 19 when the commentator sets out on a flying trip to Latin America to study conditions there. He will visit Cuba, Puerto Rico, Brazil, Trinidad, Panama and Mexico in a three-week tour, returning to New York for his March 15 broadcast on NBC. He will also make periodic broadcasts from Mexico City during the trip, but his regular five-weekly 7:45 p.m. news spot will be filled by a substitute program.

750 kw. Authorized for WLW Adjunct at Request of OWI

EVEN THOUGH the FCC ordered termination of the 500,000-watt operation of WLW's developmental transmitter effective the first of the year, that transmitter, using the call letters W8XO, has been authorized to continue operation with power up to 750,000 watts for experimental purposes. The plant—highest powered in the continent and probably in the world—is earmarked for psychological warfare service at points unknown sometime in the future.

At the request of OWI, it was learned last week, the WLW transmitter was authorized by the FCC to continue engineering tests with peak power, which probably will reach 750,000 watts. In the near future, it is thought, the transmitter will be sent abroad as part of the psychological warfare effort, probably to be used for longwave, rather than international shortwave broadcasting. If it is used for shortwave, the transmitter may be split up into several 250,000 watt units.

Litigation Pending

After the FCC denied the application of the WLW adjunct for authority to experiment with 750,000 watts during early morning hours and had terminated its authorization to operate with 500,000 watts during the early morning, Crosley Corp., licensee, appealed last month to the Court of Appeals. That litigation now is pending.

The new authorization, presumably for the purpose of getting the "bugs" out of 750,000-watt operation preparatory to war shipment, was said to have no bearing whatever on the Commission's denial of the formal applications. It was regarded entirely as a matter having to do with the war effort. The station continues to use the developmental call letters W8XO, rather than a new set of call letters which might have been assigned for the experimental operation.

It was pointed out that the tests are purely of an engineering or technical character, and have no bearing on program operations. Crosley engineers were instructed to report the results, so that coverage and related data on peak power performance could be ascertained.

Operation with 750,000 watts, according to engineering opinion, would constitute the highest power used for broadcast transmissions. While power of that order is reported to have been used in Europe—notably Russia—engineers point out that different methods of measurement are employed. In this country power is rated off the antenna, rather than input.

FCC Ripper Bill Revived in House

Old Sanders Measure Reintroduced by Holmes

REVIVAL of the Sanders Bill, to reorganize the FCC and spell out many of its functions, with the possibility of legislative action at the current session, was seen last week with the reintroduction of the measure by Rep. Pehr G. Holmes (R-Mass.) in the House.

The new bill (HR-1490) was offered last Monday and promptly was referred to the House Interstate & Foreign Commerce Committee, which held hearings on the original measure last session. With completion of the organization of the committee for the new term, it was indicated that Chairman Lea (D-Cal.) shortly would appoint a subcommittee to study the voluminous testimony and perhaps draft a new committee bill.

Action Significant

It was indicated in Chairman Lea's behalf that he had no concrete plan of action and that the first step was the naming of a subcommittee—probably of five or seven—to evaluate the evidence and make recommendations on revision of the new bill or drafting of a committee bill. Chairman Lea himself, it was thought, probably would undertake the chairmanship of the subcommittee.

The action last week was regarded as significant, in the light of the overwhelming vote of the House on the Cox Resolution (HRes-21) for a far-reaching inquiry into the FCC and the stewardship of its personnel [BROADCASTING, Jan. 25]. Just prior to that action, question was raised on the House floor regarding a full-scale industry inquiry and broadening of the scope of the Cox Resolution. This was met with the observation by Interstate Commerce Committee members that they had already conducted the inquiry, having heard representatives of the industry and of the FCC, pro and con, on the original Sanders Bill. The FCC opposed the Sanders measure in the form it was introduced, while the NAB gave it full support.



JUST BACK from Australia, where he served as MBS correspondent, Frank J. Cuhel (left) was tendered a luncheon Jan. 15. Miller McClintock, recently installed MBS president, is greeting Mr. Cuhel.

Keen observers thought that the outcome of the Cox inquiry would have a bearing on legislative action at this session. If that inquiry, slated to get under way about mid-March, according to its chairman, Rep. Cox (D-Ga.), supports the contentions of members of Congress that the FCC has not functioned pursuant to the statute, and that there are loopholes in the law, then it was felt that speedy legislative action might be taken.

Cox Committee at Work

Some question was raised whether Congress would be disposed to effect a revamping of the Commission through "ripper" or reorganization legislation during the war. In that connection it was thought that if no immediate need was found for a reorganization as a result of the Cox hearing and of the subcommittee's consideration, a proposed law might be drafted to become effective after the war is won.

Rep. Jared Y. Sanders (D-La.), author of the original measure in the House last session, was defeated in the elections last November. The Committee, when the session closed, had concluded hearings on his bill, however, and a subcommittee was to have been appointed. Subsequent defeat of Rep. Sanders, plus the status of emergency war legislation, however, resulted in the decision to withhold that action until the new Congress and the designation of new committee personnel.

Appeals Liberalized

Meanwhile, Rep. Cox plunged into the task of organizing for the FCC inquiry. His five-man select committee met last Tuesday for discussion of preliminaries and consideration of appropriations, as well as a committee staff. No announcement was made following the meeting, though Rep. Cox indicated that selection of chief counsel and chief investigator might be made shortly.

It was indicated a fund of $60,000 will be sought to get the inquiry under way, probably by mid-March. Members of this committee, in addition to Chairman Cox, who loosed a vitriolic attack on FCC Chairman James Lawrence Fly in jamming through his inquiry resolution, are Hart, N. J., and Magnuson, Wash., Democrats; and Wigglesworth, Mass., and Miller, Mo., Republicans.

The Holmes Bill, like the Sanders Bill, provides for two separate autonomous FCC divisions — one of public communications and the other of private communications. The Commission would continue to have seven members, but three members each would be appointed to a particular division with the chairman to serve as executive officer, with no regular duties on either division.

The division of public communications would have jurisdiction over all broadcast and related matters, and that of private communications over services in the common carrier field. Each division would have its own chairman, with the chairman of the full commission to serve on a division only when there is a vacancy.

Clearly delineated in the bill would be provisions for hearing

(*Continued on page 51*)

SEP Plans Drive

CURTIS PUBLISHING Co., Philadelphia, has appointed MacFarland, Aveyard & Co., Chicago, to handle promotion on the *Saturday Evening Post.* Campaign of spot announcements on an extensive list of stations to start Feb. 16 is planned.

Bank Group Adds

SAVINGS BANKS of New York State, continuing their statewide campaign to promote thrift and savings during 1943, will complement an intensive newspaper drive with three to six announcements weekly on 10 women's participation programs in nine New York cities. Special promotion augments the newspaper and radio advertising through distribution to war plants of a special booklet *Spend, Sucker, Spend,* and a film titled "Your Dollars — In Uniform". Agency is Ruthrauff & Ryan, New York.

Grove Extends

GROVE LABS., St. Louis (Bromo-Quinine, Daily Vitamins) has extended its schedules three to four weeks on over 100 stations currently carrying announcements and programs. Commitments were to expire February. Simultaneously, company has intensified schedules on most of the stations with copy emphasis placed on Daily Vitamins. Russel M. Seeds Co., Chicago, is agency.

Cox House Committee Asks $60,000 For Probe of FCC

AN INITIAL fund of $60,000 to launch its investigation into the FCC will be sought by the five-man select committee authorized by the House to conduct the inquiry, Rep. E. E. Cox (D-Ga.), chairman, announced last Wednesday following the committee's organization meeting.

Approval of the budget is seen without serious opposition, in view of the overwhelming vote of the House Jan. 19 in support of the Cox resolution, with only two discernible dissents. The budget request will go to the House Accounts Committee prior to floor action—probably this week.

The committee, according to Chairman Cox, will appoint its staff of attorneys and investigators as soon as funds are available, preparatory to launching the public hearings, now scheduled to get under way about mid-March.

Selection of counsel will be one of the first actions of the committee, Chairman Cox said, with the likelihood that one or more appointments will be announced during the next fortnight. A number of names are under consideration for the key post of chief counsel, he asserted.

Questioned regarding suggestions that the inquiry, aimed at purported "bureaucracy" and "Communism" on the FCC, be broadened to encompass the whole industry, Judge Cox said the committee proposes at this time only to carry out the mandate of the House, which covers an investigation of the FCC and the stewardship of its executives and personnel. Chairman James Lawrence Fly has been Judge Cox's principal target, though he indicated the investigation would go into all phases of FCC operation since its creation in 1934.

There is no present plan, Judge Cox said, to open up the inquiry into a general industry investigation. The committee's findings, however, will be with a view to remedial legislation, he said. The House Interstate & Foreign Commerce Committee is charged with the origination of radio legislation and now has before it the modified Sanders bill, reintroduced last week by Rep. Holmes (R-Mass.).

At its organization meeting last Tuesday, Judge Cox declared, his five-man committee discussed generally the preliminary plans for the inquiry. He indicated frequent meetings would be held in connection with selection of personnel and in preparing material for the opening of the inquiry. It is likely that all members of the FCC, plus department heads, will be called during the earlier stages of the inquiry.

That the probe will go beyond routine FCC activities was made clear by Judge Cox. He said attention will be given its war activities and relationship with the Board of War Communications, also headed by Chairman Fly. Effect of BWC's operations upon Army and Navy communications will be studied, based on data in committee hands.

Rep. Voorhis (D-Cal.) on Jan. 22 praised the FCC for its AT&T rate cut [BROADCASTING, Jan. 25]. He said the saving was many times the FCC appropriation for all activities.

IRE Meetings Get Reports on War Work

Regional Sessions Linked by Radio For Fly Talk

USING radio to conserve transportation, the Institute of Radio Engineers last Thursday held simultaneous conferences in New York, Washington, Boston, Detroit, Montreal, Toronto, Cincinnati, St. Louis, Kansas City, Portland, Ore., and San Francisco, with the main address of the evening, that of James Lawrence Fly, FCC Chairman, from Washington, brought to all 11 conferneces, as well as to thousands of other IRE members in their homes, through a CBS broadcast, 10:30-10:45 p.m.

This broadcast and the local meetings replaced the usual three-day mid-winter convention in New York. Broadcast also brought a message from the new IRE president, Dr. Lynde P. Wheeler, chief of technical information division, FCC, who was introduced by the past president, Arthur F. Von Dyck, director of RCA license laboratories.

Chairman Fly's address, delivered from the Washington section's banquet in the Willard Hotel before high ranking military communications officers, civilian production officials and research engineers, praised the job radio engineers are doing to win the war, but urged that "the rate of engineering progress must be maintained".

Speed Needed

"The engineering marvel of January may be the obsolete technique of December," Mr. Fly warned. "The enemy, too, has skilled engineers and must not be underrated.

"If American forces are to advance with superior communications equipment, the rate of engineering progress must be maintained and indeed accelerated. If the enemy engineers are good, our own are and must be even better."

The FCC-BWC chairman told the IRE that the merits of radio's job so far in the war warranted some satisfaction. He reviewed the achievements in converting the industry and congratulated the engineers on "the completeness, efficiency and smoothness with which you have done the job."

Mr. Fly paid tribute to the eagerness with which the engineers faced inventing, designing and manufacturing jobs "seemingly impossible, and as demanding in ingenuity and hard work". He described the new electronics tools needed by the military and said: "After such equipment has been invented and designed, it must be manufactured. It's one thing to invent a new radio circuit or design a new piece of apparatus; it's something else again to put that apparatus into mass production, with a minimum of delay and a maximum saving of scarce raw materials."

Preceding this nationwide broadcast, the New York meeting heard an address by Sir Noel Ashbridge, chief engineer of the BBC, shortwaved from London, also through the cooperation of CBS. Describing the technical difficulties of operation during enemy bombings and air raid alarms, when stations must be taken off the air promptly to prevent their use by enemy aircraft as electrical landmarks, and the repair of bomb damage to stations and to lines, he said that in spite of some close misses the service has never lost a minute at a time when it was vital that it be on the air with information essential to public welfare.

Rapid Expansion

Technical session in Washington Thursday afternoon was devoted to a study of radio's war work on both military and civilian war fronts, with speeches by Frank H. McIntosh, WPB Radio Division civilian radio chief; Brig. Gen. Frank E. Stoner, director of Army Communications; Capt. Carl F. Holden, director of Naval Communications; Roy C. Corderman, OWI Bureau of Communications Facilities.

Mr. McIntosh's speech reviewed WPB's job in directing the production of the vastly expanded electronics industry. "Before the war," he said, "we never dreamed the radio business would be expanded to the extent it is today. A month's production in 1943 will amount to more than the entire output of 1941."

"In vacuum tubes, the contrast is even more marked. At the pre-war rate, a century of production would have been required to meet our needs in 1943. Engineers have developed machinery for producing tubes so that some that formerly were made at a rate of 21 a week, are now turned out by the thousands in the same period.

Mr. McIntosh said the program for transmitters and electronic equipment would be $4,000,000,000 this year, four times the figure of 1942. He expressed confidence this would be met, or that "if we don't approach it, we'll come darned close."

Gen. Stoner described the operation of the Army communications system, a worldwide setup maintained by the Signal Corp. Although his description was seriously hampered by military secrecy, he was able to give a picture of the Signal Corps work. "If you want to guess the number of radio stations we maintain," Gen. Stoner said, "take any number, multiply it by five, and chances are you'll still be only about 25% right."

Types of Equipment

The Signal Corps uses 4,500 types of communication equipment, Gen. Stoner said, and since this is a communications war, the Army depends on radio. "Communications have to keep up with the troops," he explained, "so our Army requires equipment that is sturdy, that can be thrown in the water, and meet the thousands of knocks it will get."

A call for engineers to rush their ideas into production instead of seeking scientific perfection was voiced by Capt. Holden, whose speech was read by Com. G. B. Myers of his staff, after the Naval communications director had been disabled by a cold.

"When you're on Guadalcanal, and you have no equipment, it doesn't do you a bit of good to have a lot on order," the message said. "You are better off with something that works a little bit, than nothing at all."

Capt. Holden asked that production engineers and design engineers work together from the moment a new idea is born, so problems of manufacturing may be eliminated and the idea rushed into use.

Capt. Holden asked for lighter equipment, for new testing machinery, for standardization of parts, and finally for "a Henry Kaiser or Willow Run of radio and electronics manufacturing." He predicted that such developments would later react to the benefit of commercial radio.

Last talk of the afternoon was by Mr. Corderman, who reviewed the U. S. efforts in overseas broadcasts, outlining OWI's program for 22 new shortwave transmitters. The first of these will be delivered late in February, he said, and the last, early next year.

Production of the transmitters has been so scheduled to avoid interference with military needs, he explained. He pointed out that in 1942, the Germans, despite their general production pinch, were building 12 or more 200,000 watt transmitters.

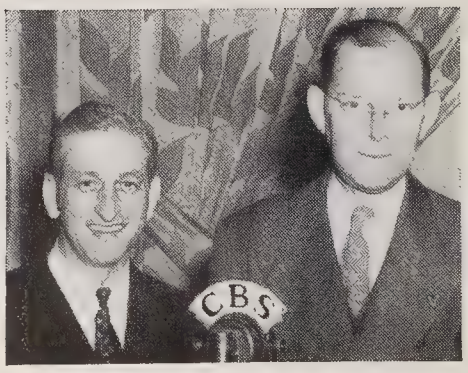
New officers of the Washington section, installed at the evening banquet before Chairman Fly spoke, are: Clyde M. Hunt, chairman; J. D. Wallace, vice chairman, and H. A. Burroughs, secretary-treasurer. Capt. E. M. Webster, Coast Guard, retiring chairman, introduced the new officers.

Chief speaker of the New York evening meeting, which was a joint session of the IRE with the American Institute of Electrical Engineers, was Dr. George C. Southworth of Bell Telephone Laboratories. Speaking on the subject "Beyond the Ultra Shorts", he visualized the use of microwaves—with frequencies above a billion cycles a second—for both television and general communication. With high directivity, following the line of sight and so not interfering wth signals beyond their useful range, these waves may be conducted from generator to antenna through wave guide tubes instead of in wires or coaxial cables, he said.

After a technical session in the morning, the afternoon meeting opened with the induction of the new president, followed by the award of the institute's medal of honor to William Wilson, recently retired after 28 years with the Bell System, for "his achievements in the development of modern electronics, including its application to radio-telephony, and for his contributions to the welfare and work of the institute."

Remainder of the afternoon meet-

(*Continued on page 40*)



RADIO CONVENTION of 11 IRE Sections was addressed Jan. 28 by FCC-BWC Chairman James Lawrence Fly, from the Washington Section's banquet in the Hotel Willard. With Mr. Fly is Clyde M. Hunt, chief engineer of WJSV, Washington, new chairman of IRE Washington Section.

McINTOSH EXPLAINS CIVILIAN PARTS PLAN

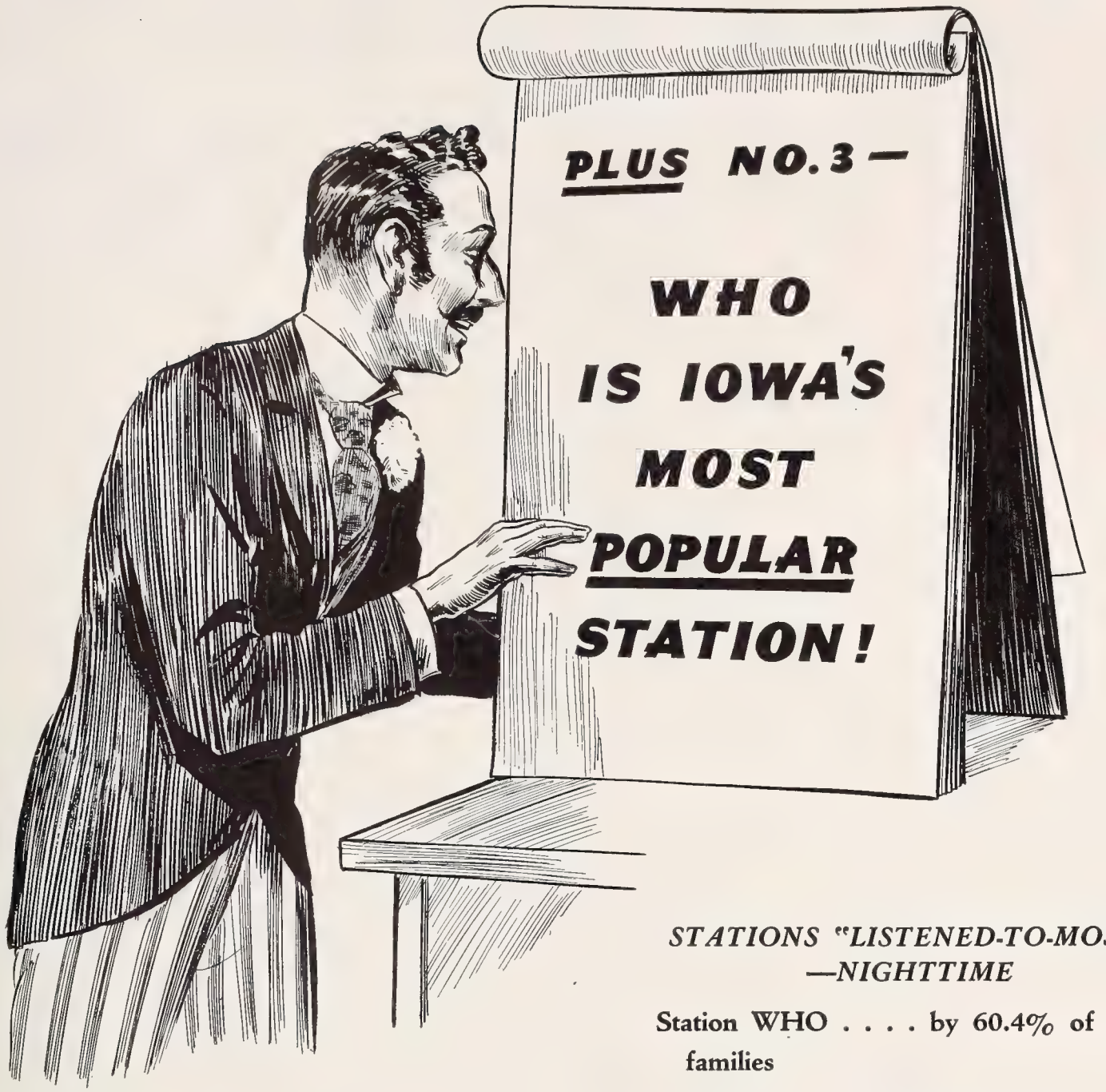
PREDICTION that WPB will be able to meet skeleton requirements of nonmilitary radio for vacuum tubes and replacement parts, was voiced at the IRE Washington Section's meeting last Thursday by Frank H. McIntosh, chief of the Domestic and Foreign Radio Branch of WPB's Radio & Radar Division.

Explaining that long runs of the same item are necessary for efficient production, Mr. McIntosh outlined briefly the program for a standardized production of "Victory Models" that will meet the needs of 90% of the nation's radio receivers.

The WPB spokesman said scheduling of civilian production would be handled so it would not interfere with military needs, but would make more efficient use of existing facilities.

Victory Models had been adopted, Mr. McIntosh said, after a study by WPB. To achieve long runs. The program called for a review of designs, simplification of equipment, and standardization of components.

Support for standardization programs like Mr. McIntosh proposed was expressed in the speech read to the meeting for Capt. Carl F. Holden, Director of Naval Communications, who declared that "we are now able to achieve standardization under pressure of war, which could never have been achieved otherwise. After the war, the industry will never regret this."



● Thanks to annual Iowa Radio Audience Survey, question of comparative radio-station popularity in Iowa is a matter of established record.

During every one of five years in which this authoritative Summers-Whan poll has been taken, WHO has been overwhelmingly voted the "listened-to-most" station in Iowa. In March, 1942, radio families from every Iowa county voted as follows:

STATIONS "LISTENED-TO-MOST" —DAYTIME

Station WHO . . . . by 55.7% of Iowa families

All other Iowa Commercial stations *combined* . . . . by 18.2% of Iowa families

STATIONS "LISTENED-TO-MOST" —NIGHTTIME

Station WHO . . . . by 60.4% of Iowa families

All other Iowa Commercial stations *combined* . . . . by 10.9% of Iowa families

This gives you some idea of WHO's popularity in Iowa — especially when you remember that, as indicated in 1941 Survey, *the "listened-to-most" station gets SIX hours of listeners' attention, to every ONE hour for No. 2 stations in this State (outside of large metropolitan centers.)*

That's Plus No. 3 for WHO. If you want the station that most people listen to most, we'll welcome you here at WHO! Write us for all other Plusses, or just ask Free & Peters!

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Senate Probers May Recall Petrillo

Rosenbaum Offers Plan To Apportion Cost Of Records

PROSPECTS for recalling AFM President James C. Petrillo by the Senate Probe Committee, to check discrepancies in testimony previously given by himself and by Joseph A. Padway, AFM general counsel, and also to look into other AFM developments since the initial appearances last month, are seen by Chairman D. Worth Clark (D-Ida.) of the committee. Chairman Clark did not indicate when the hearings would be resumed, asserting the five-man committee was awaiting action of the AFM international board on the whole recording situation preparatory to evolving future plans.

Before the committee resumes its hearings, with testimony expected from opponents of the Petrillo position, an analysis will be made of the proposals for an armistice in the recording ban, or for its full settlement, to be drawn by the AFM board. Commitment to this end was made to the committee by Mr. Petrillo in his appearances Jan. 12-13.

Restores Remotes

There has been spirited activity on several fronts involving the music recording ban since the Senate hearings recessed. Withdrawal on Jan. 19 by Petrillo of remote name bands from both CBS and the BLUE, occasioned by the unwillingness of Hugh J. Brennen, owner of WJAS and KQV, Pittsburgh, to agree to a demand for an increased budget for musicians, caused considerable consternation. The remotes were restored, however, on Jan. 26.

Reports also were received that a controversy had developed in Louisville between the AFM local and both WINN, BLUE outlet, and WGRC, MBS affiliate, over increased union demands.

Meanwhile, significance was attached to the action last Monday (Jan. 25) of Federal Judge John P. Barnes in reserving decision on the AFM motion to dismiss the Department of Justice anti-trust suit against AFM. Whereas this jurist acted summarily last October in throwing the Government out of court, he withheld decision on the amended complaint of Assistant Attorney General Thurman Arnold, argued last Monday. The amended complaint posed the question whether a union could use "organized coercion to eliminate competing businesses" and mentioned particularly the plight of small stations dependent upon recordings.

Judge Barnes, in taking the case under advisement, said the new complaint made allegations that "gave me pause". He commented he thought he ought to review the case and that if he didn't "another court will". The original case, dismissed by Judge Barnes, already has been taken to the Supreme Court by the Department of Justice and awaits trial.

Yet another development, viewed with considerable significance, was a communication to all broadcasters last Tuesday by Samuel R. Rosenbaum, president of WFIL, Philadelphia, former chairman of Independent Radio Network Affiliates and one of the most active figures in the original negotiations with AFM in 1937-38. Mr. Rosenbaum steadfastly had opposed the all-out fight of the industry against Petrillo and AFM, holding that there was merit in the unemployment claim of Petrillo.

In his explanatory statement, Mr. Rosenbaum alluded to direct quotation from his original statement on the AFM situation at the Senate hearings. He said he wished to make it clear why he felt the official position of the industry has been "more anti-broadcasters than it was anti-Petrillo". Stating flatly that he thought radio was carrying too much of the AFM load, Mr. Rosenbaum said he proposed that all commercial users of records contribute a fair royalty to an employment fund to be operated under independent control. Credit against such a royalty obligation would necessarily be allowed any commercial user of records for the amount of expenditures he makes for the employment of live musicians.

The juke-box was cited particularly by Mr. Rosenbaum as a user who should be paying a portion of the AFM bill. Motion pictures, too, were drawn in. Whereas larger radio stations now pay approximately 5½% of their gross income for live musicians, he said that under the plan he proposed this expenditure might be reduced to 1% or 2% if other users paid royalties on an equitable basis.

Based on testimony adduced at the hearings, Mr. Rosenbaum estimated that approximately $150,000,000 represents the annual gross of juke-boxes. If a 4% royalty factor for his proposed employment fund were invoked, this would produce about $6,000,000 to operate a system "for the employment and encouragement of live musicians". At an average of $1,000 per annum for parttime employment, he said, this fund would provide work for some 5,800, while at an average of $2,000 for fulltime employment, it would provide livelihood for 2,900 skilled musicians.

Mr. Rosenbaum pointed out that amendments to the copyright laws would be necessary to make such royalties collectible. With such legislation, he said, an organization could be set up in which the union, the public and the industry could have adequate representation and confidence. He suggested that the

(*Continued on page 50*)

Federal Court Studies AFM Suit, Reopened in Chicago

AFTER HEARING oral arguments last Monday on the AFM motion to dismiss the anti-trust suit, reopened against the union by the Dept. of Justice in Federal District Court in Chicago, Judge John P. Barnes reserved his decision, and asked both Thurman Arnold, Asst. Attorney General, who appeared for the Government, and Joseph A. Padway, AFM counsel, to file briefs in support of their positions by Feb. 1 and reply briefs not later than Feb. 8.

New Developments

"Although I am content that my previous decision of Oct. 12 dismissing this suit covers the case in general I want to think over these new allegations brought by the Dept. of Justice", Judge Barnes told Mr. Padway, who had sought, in an hour-and-20-minute argument, to prove that the AFM recording ban involved a labor dispute and therefore the union was immune from any court action under the Norris-LaGuardia Act.

Mr. Arnold, in a 15-minute pleading, contended that no labor dispute was involved, that under the new complaint the AFM was charged with conspiracy to drive independent radio stations out of business. Mr. Arnold said further that certain developments since the Judge Barnes' Oct. 12 decision warranted that the motion to dismiss be denied and that the case be heard on its merits.

These developments, Mr. Arnold said, were: (1) the extension of the recording ban by James C. Petrillo, AFM president, to include transcriptions broadcast just once; (2) the Senate hearings investigating Petrillo and the AFM, and (3) the Supreme Court decision upholding the conviction of the American Medical Assn. for violation of the anti-trust laws.

When Mr. Padway told the court that the case will be eventually reviewed in the Supreme Court "so that we know where we stand", Judge Barnes leaned across the bench and said crisply: "I value my opinions as highly as anyone else's and if I feel that this case should be decided in this court, I will do so regardless of

(*Continued on page 50*)

REMOTES RESTORED TO CBS AND BLUE

REMOTE dance band pickups, withdrawn from CBS and the BLUE [BROADCASTING, Jan. 25], were restored last Tuesday by the American Federation of Musicians following settlement of differences between the AFM local in Pittsburgh and WJAS and KQV, CBS and BLUE outlets, respectively. Stations are owned by H. J. Brennen.

Local break occurred during negotiations for a new contract between the stations and the AFM local following expiration of the previous contract. Union asked for increased terms of employment for the staff men; stations countered with a request that the annual period of employment be shortened. In the absence of Mr. Brennen from Pittsburgh, negotiations broke down, following which the national union withdrew the remotes from the two networks.

Settlement represents a compromise, with the terms of the former contracts being continued for the time being. It was understood that this is only a temporary arrangement, with negotiations to be resumed in Pittsburgh in the spring, following the return of Mr. Brennen from Miami.

Continental Continues

CONTINENTAL BAKING Co., New York, which started its 1943 spot campaign for Wonder Bread this month, has decided to continue the announcements on an average of about 15 per week throughout the year. Station list is not available, although it is understood to be a large one. Agency is Ted Bates Inc., New York.

Feenamint in Hawaii

WHITE LABS., New York (Feenamint), on a 39-week contract which started Jan. 21, is sponsoring a transcribed version of the weekly half-hour program *Double or Nothing* on KGMB Honolulu, and KHBC Hilo. Firm sponsors the live series on MBS. Agency is William Esty & Co., New York.



BLACKOUT IN DENVER was described recently over KOA from a Civil Air Patrol plane. Loading shortwave equipment aboard the plane, preparatory to 20-minute blackout broadcast are (l to r): Maj. H. R. Smethills, commanding officer, Wing 83 CAP; Lt. J. R. Perkins, pilot; Capt. Robert H. Owen, assistant manager and engineer in charge, KOA, who is CAP wing communication officer.



AGAIN IN 1943--ONE OF THE GREATEST RADIO STATION PROMOTION CAMPAIGNS OF ALL TIME--BUILDING MORE AND MORE LISTENERS FOR YOUR PROGRAMS . . .

NBC -- *the network most people listen to most!*



NATIONAL REPRESENTATIVE: EDWARD PETRY & CO., INC.

Freelancer Signs In Compton Test

Robert Sloane to Do Serial In Quest for New Ideas

FIRST AUTHOR to be signed up by Compton Adv. Inc., New York, under the agency's plan to find and develop new writers for the daytime serial field [BROADCASTING, Dec. 21] is Robert Sloane, freelance writer who is currently scripting *Commandos*, Sunday evening dramatic series on CBS. Program which Sloane will write for Compton is the story of a young minister titled *Mr. Jonathan*.

Initial contract calls for four weeks scripts, or 20 episodes of the drama, which Compton will purchase at a nominal fee. If these are satisfactory, the agency will offer to renew the contract for another four weeks at the same figure.

If, after several renewals, Compton and the writer are both satisfied that the story sequence can be sustained indefinitely, program will be tested on the air, either on a regional network or via transcriptions in selected cities. If this test is successful, Procter & Gamble Co. will sponsor the program on a nationwide network.

Plan to attract writers who have proved their ability in other fields of writing to daytime serials by paying for their experimental scripts was developed by Procter & Gamble, which is underwriting the venture, and Compton, which is working with writers interested in trying to write serial dramas. Sponsor and agency both hope that the scheme will result in new ideas and techniques that will revitalize this type of program.

Heavy Radio Schedule Planned by Drug Firm

McKESSON & ROBBINS, New York, to inform its employes and salesmen how the 1943 advertising appropriation of $1,500,000 will be spent, is distributing a six-page folder including individual schedules for Calox, Bexel, Soretone, Abolene and Yodora.

Spot announcements in 56 cities will be used to promote Calox tooth powder. News programs and spot announcements are scheduled on 64 stations to advertise Bexel Vitamin B capsules. Plans are under way to add 14 more stations to the latter list during 1943. One-minute dramatic transcriptions are slated for Soretone, and radio will be used throughout the year for both Abolene cleansing cream and Yodora deodorant. Agency is J. D. Tarcher & Co., New York.

Hoover 'E' Special

HOOVER SWEEPER Co., Canton, O., on Feb. 2 will sponsor a special half-hour broadcast on 39 Mutual stations in honor of the joint Army-Navy "E" award presented to the firm for outstanding achievement in war production. M.c. of the program is Mutual commentator Fulton Lewis Jr. Agency is Leo Burnett Co., Chicago.



FARGO PHEASANT FETE brings out smiles of satisfaction from NBC executives attending WDAY banquet held Jan. 27 at Hotel Ambassador, New York, for Free & Peters, station's national representatives, and NBC sales and station relation departments. Seated are Mrs. Barney Lavin, Barney Lavin, manager of WDAY, and H. Preston Peters, president of Free & Peters. NBC officials standing are William S. Hedges, vice-president for station relations; Frank Mullen, vice-president and general manager, and Clarence L. Menser, vice-president in charge of programs. Some 70, including wives of radio men, attended the dinner.

Hedges Tells NBC Committee Proper Publicity Is Necessary

Network's Eastern Affiliates Discuss War Problems In Opening District Meeting in New York

NBC's second annual war clinic series got under way last Thursday at the Waldorf-Astoria, New York, where more than 100 executives of NBC and the network's eastern affiliates gathered in a two-day session to discuss the outlook for 1943, with special emphasis on how both the network and the stations can best coordinate their activities with the national war effort.

Arranged by William S. Hedges, NBC vice-president in charge of stations, the New York clinic opened with a welcoming address by Paul W. Morency, eastern district member of the network's planning and advisory committee. Talks on the various aspects of network operation, given by top NBC executives, occupied the first day's meeting, while the Friday sessions were devoted chiefly to general and group discussions. At the conclusion of the New York meeting the network executives departed for Richmond, Va., where the second clinic begins this morning (Feb. 1).

Broadcaster a Leader

Terming public relations the "perpetual No. 1 problem" of broadcasting, Mr. Hedges stressed the point that "the power of broadcasting to mold public opinion, to arouse emotion, to inspire action, points clearly to the necessity for the ever pervading shadow of good public relations to be in our consciousness at all times."

"The broadcaster," Mr. Hedges declared, "must take his place alongside of the newspaper publisher as a community leader. To take that place requires a public consciousness which can view broadcasting as a long-lived industry, not as a means of turning a quick dollar, but as a business from which healthy profits will come to support a discriminating schedule of programs designed to play an important role in community life."

Stating that the task calls for a proper balance between network and local programs, he continued that: "successful public relations programming requires first, the ability to analyze the community's likes and dislikes, its needs, its shortcomings, and then to build intelligently a schedule of programs that will help the community to grow and prosper and to become a better place to live in, because you had recognized your opportunity to serve your own community."

No Sponsor Control

In addition to dealing with his listening public, the broadcaster's public relations also include dealing with the representatives of the public, notably Congress, Mr. Hedges said. Pointing out that some Congressmen are bothered by vague fears that advertisers are using the commentators they sponsor for "insidious campaigns of propaganda," he declared:

"It is the job of broadcasting to make clear to Congress that no commercial sponsors control the thoughts of their commentators; that sponsors are barred from advocating or opposing legislation, state or nation; that if the commentator should get into the realm of controversy the broadcaster will and does provide time to responsible persons who hold opposing views.

"It should be made clear that through commercial sponsorship, whether news or comment or entertainment, the American public is assured of maintaining its broadcasting system as a fair and impartial medium. Only through commercial sponsorship can broadcasting be kept out of Government ownership and hence the domination of any one political party. Thus, commercial sponsorship is the means of assuring a freedom of the air based upon the guarantee of freedom of speech contained in the Bill of Rights."

Despite wartime conditions, NBC's net revenue in 1942 was 7% ahead of the 1941 figure, Roy C. Witmer, vice-president in charge

(*Continued on page 49*)

Daylight Saving Haunts Congress

'States' Rights' Cry Presages Revival of Radio Headache

THE OLD bugaboo of daylight saving vs. standard time has bobbed up in Congress and in the States, and bids fair to inspire radio's perennial headaches over what time prevails where.

In addition to Georgia's act last week terminating its recognition of Eastern War Time and shifting to Central War Time, delegations from Michigan and Ohio are in Washington belaboring Congress to gives the States autonomy in selection of "fast" or other time. The biggest complaint has come from farm communities, it is reported.

Representatives Urge Repeal

The Attorney General, it was learned, has been asked by members of the Michigan congressional delegation to give an opinion on the constitutionality of the law enacted on Jan. 20, 1942, at the request of President Roosevelt, placing the entire nation on war time. Two concurrent resolutions have been introduced in the House seeking repeal of the nationwide requirement and urging that the power of governing and regulating business of the individual States be returned to their legislatures (see page 38).

Georgia, in effect, abolished daylight saving time when Gov. Ellis Arnall last Thursday signed into immediate law a bill changing the State's time from Eastern War Time to Central War Time, which puts Georgia on a basis of normal Eastern Standard Time.

Commenting that abolition of daylight saving time was "a fine thing", Gov. Arnall signed the measure at 12:30 p.m. (EWT), only a few minutes after it had passed the House by an overwhelming vote. The State Senate previously had approved the bill.

As the Governor signed the measure he proclaimed that the official time in Georgia "is now 11:30 a.m. Central War Time".



KDKA sings to the gallery

Any performer knows that success depends on popularity in the gallery—and that they've got to hear you before they can like you. And any space man knows that there are six million customers in the war-busy industrial area surrounding Pittsburgh, but that the city itself, small geographically, accounts for only 671,000 of them. It takes KDKA to reach Pittsburgh and Allegheny County and the 70 tri-state counties which hold 60 towns of over 10,000 population. It takes 50,000 watts to reach the market you want to sell. It takes KDKA to cover the people and the dealers who matter to you.



KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

Radio Reached Huge Audience With News of Roosevelt Trip

Hooper Survey Shows 56,560,000 Adults Listened In; Networks Followed News With Commentaries

BUILDUP GIVEN last week's radio announcement of President Roosevelt's conference with Prime Minister Winston Churchill at Casablanca brought the peoples of the world en masse to their radio sets on a scale of "simultaneous" radio listening seldom surpassed in the history of broadcasting.

Newspaper and radio announcements, both long and shortwave, preceded the revelation of the historic meeting, urging all to "tune in to your radio at 10 p.m. Jan. 26 for an announcement of vital importance."

Networks Carry News

In this country alone, 56,560,000 adults or 71.0 of the set-owners heard the 10 p.m. report according to a special survey made for CBS by C. E. Hooper Inc. This total is exceeded only by the 62,100,000 adult listeners tuning to President Roosevelt's war message on Dec. 9, 1941, and the 61,365,000 adults recorded by Hooper as hearing Roosevelt's "Three Purposes of the War" speech on Feb. 23, 1942.

All four major networks, of course, carried the announcement at the appointed hour, following up the startling news with reports and analyses from their correspondents and commentators in this country and abroad. Both Mutual and the BLUE had regular news programs scheduled at 10 p.m., thus John B. Hughes from the West Coast read the MBS notice, and Raymond Gram Swing built his BLUE program around the North African conference. Mutual followed Hughes with a roundup until 10:30 p.m. by Raymond Clapper and Fulton Lewis, jr. from Washington; Paul Shubert from New York, and a special comment by Wendell L. Willkie, former Presidential candidate.

The 10:15 p.m. program on the BLUE featuring Gracie Fields was broadcast as usual after Swing, and at 10:30 p.m. the BLUE put on Earl Godwin and H. R. Baukhage from Washington, giving reactions to the news from the nation's capital. Then William Hillman came on with comments from Senate and House representatives attending a special dinner in Washington for Dr. Guani, Uruguay foreign minister. At 11 p.m., the BLUE ended its coverage with Roy Porter from New York and Maj. Gen. Paul D. Malone from San Francisco.

Besides broadcasting the cabled report from John MacVane, NBC correspondent in North Africa who covered the conference, NBC presented Robert St. John from Washington and Stanley Richardson from London 10-10:15 p.m., then proceeded with its regular Bob Hope and Red Skelton programs until 11 o'clock. Its review after that hour included H. V. Kaltenborn, John W. Vandercook, W. W. Chaplin, George Putnam, from New York; Morgan Beatty and Elmer Peterson, London, and St. John and Richard Harkness, Washington.

None of the nets was able to contact Algiers on Jan. 26 at the prearranged time of the announcement, but NBC made contact with John MacVane at 8 a.m. Jan. 27, repeating his comments via transcription at 12:45 p.m. the same day.

CBS, from 10-10:45 p.m., broadcast comments on the London and Washington reaction to the news by Edward R. Murrow and Eric Sevareid, respectively, together with a reading by John Daly of the cabled report from its correspondent in Algiers, Charles Collingwood, and talks by Douglas Edwards, William L. Shirer, Maj. George Fielding Eliot and Cecil Brown, all from New York.

The entire world received advance warning of the coming news through the OWI, which used 23 shortwave transmitters from midnight Jan. 25 to 10 p.m. Jan. 27, first for teaser and build-up announcements, followed by the complete story as released to all radio and press services.

A breakdown of figures by the OWI shows that during the first 22 hours of this concentrated schedule, the "teaser" announcements were made 548 times in 21 languages, while the last 24 hours saw the story itself shortwaved 721 times in 21 languages. The BBC also sent out similar "build-up" reports, as well as rebroadcasting on seven wave lengths the OWI's *Voice of America* program in English, French and German.

The Coordinator of Inter-American Affairs began laying the groundwork for the Latin American audience for the Casablanca conclave communique Monday evening, presenting on all programs special announcements of the special Tuesday evening report. Throughout Jan. 26, the CIAA press division handled news, commentaries and biographical material in Spanish, Portuguese and English.

WANTED—
A
SUPER
SALESMAN

If you are unusually successfull in any job that involves *selling radio time or service* —and have had experience selling program *ideas*, here is an opportunity such as has rarely been offered in radio before—
—an opportunity of almost unlimited future, and with an excellent present (salary plus).
The man we want may now be the star salesman of a good radio station, or its sales manager. He may be a network man or a radio-minded account executive in an advertising agency . . .
The *qualifications desired* are: Radio experience; unsurpassed sales ability; fine personal character; stability of temperament; age over 38—or 4-F!
Our own organization knows of this advertisement. Write fully, and if possible please send photograph. *Address* Box 251

BROADCASTING

WORLD IS NOTIFIED OF AFRICA SESSION

STARTING at 10 p.m. coincident with the domestic announcement that President Roosevelt and Winston Churchill had met in North Africa, the Office of War Information and the British Broadcasting Corp. opened a 24-hour campaign to inform the world through shortwave.

Working with the BBC, shortwave stations WJP, WJD and WGEO beamed the news to Southern Europe, North Africa and Northern Europe. To reach a maximum audience, broadcasts were carried in 21 languages. In addition 15 other transmitters were used to relate the story to Latin American listeners in Spanish and Portuguese. West Coast shortwave stations carried the story in Oriental languages.

Radio Algiers broadcast the news to Tunis in French and Italian for the local population as well as in German for the German troops within listening range. Radio Morocco served the countries of Southern Europe. OWI outposts in such places as Ankara and Chungking relayed it by longwave from region to region.

Drug Industry Leads In Blue Time Bought

MORE TIME on the BLUE was purchased during 1942 by the drug and toilet goods industry than any other industrial group, according to a breakdown of BLUE gross expenditures which totalled $15,782,493 for the year. Of this, drugs and toilet goods accounted for $6,841,576, followed by foods and food beverages with an expenditure of $2,989,264. Other industries spending more than $1,000,000 were confectionery and soft drinks, $1,583,163; lubricants, petroleum products and fuel, $1.346,562, and automotive, $1,023,513.

Industry Praised For Holding Secret

Ryan Praises Discretion of Stations, Commentators

NOT one radio station in the country violated any phase of the voluntary censorship requests concerning President Roosevelt's disappearance from Washington and his subsequent conference with Prime Minister Churchill in North Africa, according to J. Harold Ryan, assistant director of censorship in charge of radio.

Furthermore he pointed out that the nation's stations had received word of the trip over their various press wires several hours before the actual time for release but none violated the release time and discretion was shown by all in their announcements of the news to come.

"When you consider that the story was in the hands of 900 radio news editors and several thousand newspaper editors it's quite a compliment to those concerned," Mr. Ryan said. Then he cited this case as "a marvelous example of what self-censorship will do."

On Jan. 9, newsmen were informed the President was "taking another trip" and were requested by Office of Censorship to refrain from comment on the subject. At 7:35 p.m. Jan. 24, wire services informed clients of the imminence of dispatches of "unusual importance" indicating they were likely to be released on Wednesday. Shortly after the warning the news started to come in on a "hold-for-release" basis.

Anxious to cooperate with the Office of Censorship wherever possible, stations and commentators constantly queried the Office when in doubt. Mr. Ryan praised them for this care and cited the case of one prominent commentator who even submitted his entire script to be sure that no pertinent information was released.

Actual censorship of dispatches was cared for by military authorities in North Africa.

Baudry of CBC Killed Flying to Africa Meeting

WHEN a plane carrying correspondents from North Africa to Casablanca was struck by anti-aircraft fire over Spanish Morocco last week, Edward Baudry, CBC correspondent, was killed. He was one of a group of correspondents being flown to cover the meeting between President Roosevelt and Winston Churchill.

Owing to poor visibility, the plane carrying Baudry flew low over Spanish Morocco and a machine gun bullet him him while the pilot was turning the plane out to sea. He died a few hours later.

Mr. Baudry had done freelance broadcasting since 1931, and about five years ago, he formed Baudry & Harwood, a radio program agency. Recently, assigned to a CBC Overseas Unit, he had been interviewing French-Canadian troops in Britain. His wife, the former Yvette Gagnon of the Montreal CBC staff, and one child, survive.

Element #4

All news services worthy of their name serve their clients with

SPEED
ACCURACY
COMPLETENESS

But only

INTERNATIONAL NEWS SERVICE

supplies a **fourth** element which makes INS newscasts a MUST for every announcer and commentator who wants to do more than just recite.

WHAT IS THIS ELEMENT No. 4?

Write to F. J. Nicht, General Sales Manager, 235 East 45th St., New York

Music While They Work in Factories

British Find That Broadcasts Improve Morale of Industrial Workers

By WYNFORD REYNOLDS

WHEN did *Music While You Work* begin in Britain?

It is really impossible to say. Here, however, is a report referring to an incident that took place 30 years ago:

"The employes of an important engineering firm had to march up and down four miles an hour, for two hours at a time, testing breathing apparatus. In order to break the monotony, the management introduced a gramophone and played such stirring marches as "Soldiers of the King". The effect on the men was so marked that the works have had music ever since and now every shop is linked up with radio."

'Pampering' at First

This brings me to what we know of the radio development. In 1936 installation firms were testing the reactions of works managers and executives throughout Britain to the introduction of music in factories, and at that time the response was not too encouraging. In many quarters, indeed, the idea was regarded as fantastic and "pampering"—a matter not to be associated with serious work at all. By 1937, however, the idea had taken root and installation firms were receiving an increasing flow of orders and inquiries.

It was on June 23, 1940, and after consultations with industrial and welfare organizations, that the British Broadcasting Corp. inaugurated a series of programs intended to meet the special requirements of working conditions, and these programs were given the title now familiar to all British workers—*Music While You Work.*

For over two years the programs have been broadcast twice daily at 10:30-11 a.m. and 3-3:30 p.m., and on Aug. 2, 1942, a third session was introduced at 10:30-11 p.m. for the night workers.

Music as Mental Tonic

I was appointed *Music While You Work* organizer in May, 1941, and have found the work to be of absorbing interest, embracing as it does three subjects of particular interest to me—music, social welfare and industrial output.

My research has proved conclusively that music acts as a mental tonic, relieves boredom and encourages the tired worker, promotes happiness, improves health, relieves nervous strain and gives increased production. Here are a few actual extracts from factory reports:

"It is one of the finest things ever introduced into industry for the benefit of the workers".

"For an hour or an hour-and-a half after a program of music, production is increased by 12½ to 15%".

"The right music is a mental tonic and is especially appreciated by those engaged on monotonous and repetitive work."

It may be of interest if I explain briefly the means by which the programs are received in workshops in this country. The BBC broadcasts the programs as part of its normal service and on the usual wavelengths. Thus the programs are available for the home or factory listener. The factories are equipped with sound systems usually installed by electrical firms who specialize in this work. The sound system comprises a central amplification equipment which controls loudspeakers suitably located and mounted throughout the area to be covered.

Typical Specifications

A typical technical specification of a central control equipment might read as follows: radio unit, speaker control panel, air-raid warning speaker, monitor speaker, gramophone and auto-record changer, 50-watt power amplifier, reserve amplifier and pre-amplifier, mike mixer.

With this equipment the factory's control operator can either tune in the radio unit to pick up the BBC's program or, at other times when music is desired, he can operate the gramophone unit. The installation can be used also for staff location and air-raid precautions control. It is important to appreciate that for *Music While You Work* sound reproduction should be treated as a service which has to be arranged to suit the actual work in progress.

To mention two points: Speakers have to be so placed that there is an even distribution and diffusion of sound; and it is usually preferable, for a large area, to have a number of small speakers placed at frequent and correct intervals than to attempt to cover the area with one large speaker.

Anything that affects the proper balance and diffusion of sound, such as structural alterations, changes in the placing of machines or grouping of operatives, should be reported to the installation company so that they may make the necessary modifications or additions.

Tonic not Stimulant

The BBC's program policy is based on the opinion that *Music While You Work* should not be considered as a means of increasing the rate of working during a program period but rather should be looked upon as a tonic which will so improve the morale of the workers that output will be stepped-up during the whole of the work spell. It should be an incentive without becoming a distraction.

If for any reason the workers feel it necessary to stop work to listen, the result is bound to be unsatisfactory from the management's point of view. For this reason the playing of "request" items may often be detrimental to the primary consideration—production.

Though dance music is the most popular and can most easily create an atmosphere of cheerfulness and gaiety, there is a big demand always for other types of music such as Viennese waltzes, selections from light operas and musical comedies, marches and intermezzi.

Want Familiar Tunes

We have found that four essentials are necessary for all program building and playing—familiarity, melody, constant tone level and rhythm. Workers definitely want tunes that they know and the most popular and successful program is one that enables them to "join in" by singing or humming.

Numbers that have no melody or that are so orchestrated or played that the melody is lost are not satisfactory. The workers want to hear the "tune", and this tune has to "ride over" any machine noise.

Any music that can be termed "hot", either rhythmically or melodically, is unsuitable. Lack of a melodic line, involved harmony and complex rhythm all tend to create a confusion of sound under the test of factory amplification.

Another essential is constant tone level. A disparity of volume may hardly be noticeable on an ordinary radiogram, but owing to the amplification in a factory sound system it becomes exaggerated. We hold the view that the fourth essential, rhythm, should not be thought of in terms of "working speeds" but rather should be considered as a means of creating a spirit of cheerfulness and gaiety that can be of benefit to operators engaged on any and all processes.

Dance bands are able to supply most suitable rhythms for creating a bright and cheerful background to work, but all types of bands or orchestras can be satisfactory from the point of view of rhythm if the programs are well chosen and played in a cheerful, bright and lilting manner.

Extremes of tempo should be avoided. Slow items may act as a soporific, fast items as an irritant. The rhythm should not be too strongly accented; drum solos can sound like machine gun fire when amplified. Any numbers that depend for their effect on strongly accented rhythm rather than melody are unsuitable.

No vocal items are included in these specialized programs. Research has proved that vocal items are unsuitable from the managerial point of view. They become intrusive and tend to distract the attention of the workers. For the same reason, apart from the brief opening and closing announcements, no announcements are made

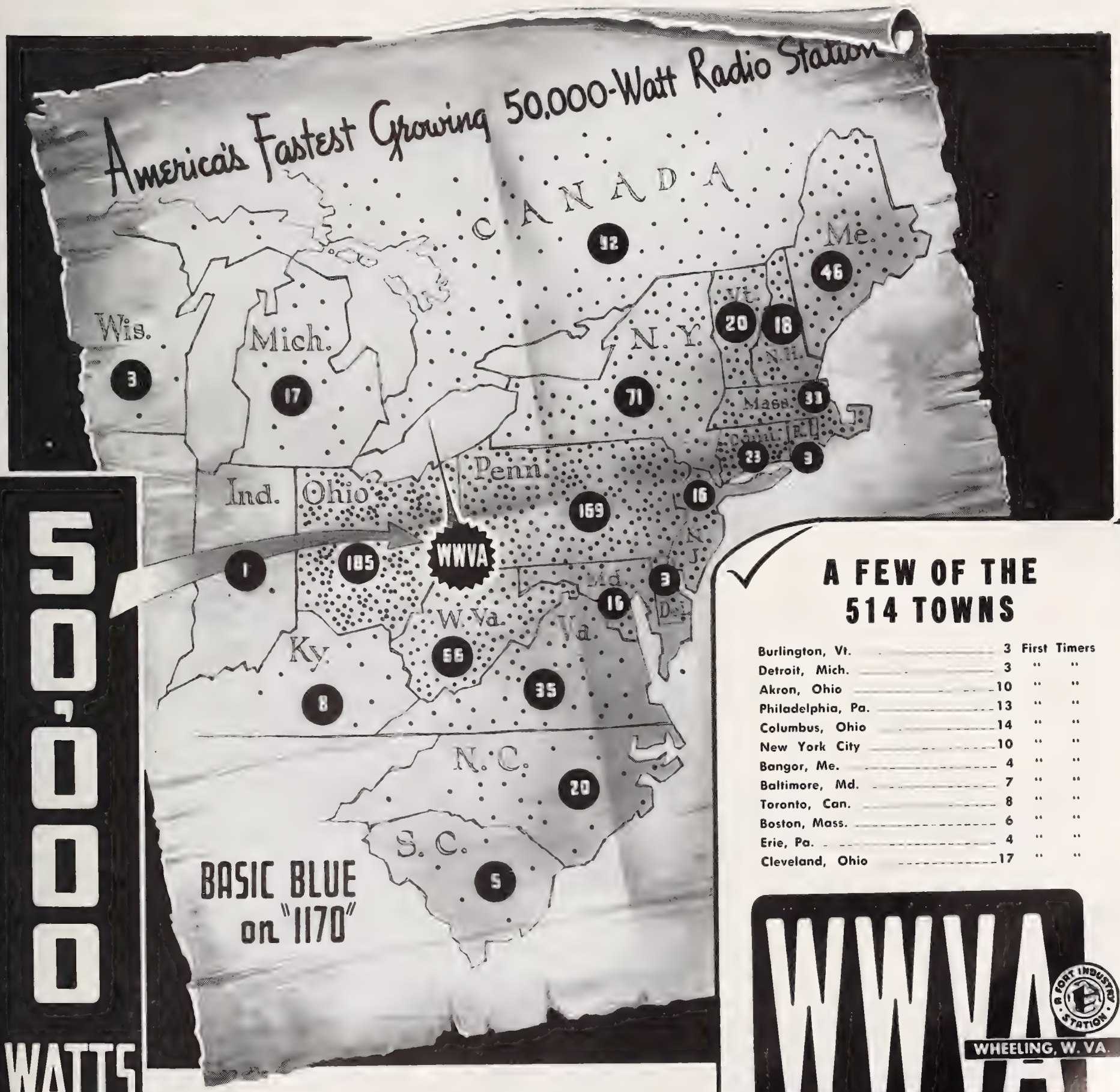


FACTORY NOISES are no deterrent to adequate listening to *Music While You Work,* as Mr. Reynolds narrates in the accompanying article. Here Mr. Reynolds is shown observing an apparently pleased girl war worker as she listens to the program. Note placement of the loudspeaker.

THREE TIMES DAILY, the 60-hour-per-week workers in 6,000 of Britain's humming war factories are treated with special half-hour BBC programs titled 'Music While You Work,' which are also highly popular with home audiences. Between times, managements also furnish phonograph music via their loudspeaker systems. How the system works is here told by the organizer and director of the service, a veteran musician and band leader, whose observations might well be useful to station managers in our war factory areas who could urge local managements that it could be done in this country also.

"FIRST TIMERS" from 514 Towns!

Following our first 30 days' operation on 50,000 watts, we asked those listening to WWVA for the first time to write in and tell us so. There was no contest or premium for the effort because we wanted only bona fide replies. . . . We heard from "First Timers" in 514 towns which are indicated with dots in the map below. The numbers contained in the circles represent the number of towns in each state from which we received cards or letters from "First Timers". . . . We submit this phenomenal performance as just one more exhibit of the tremendous force of our increased service.



A FEW OF THE 514 TOWNS

Burlington, Vt.	3	First Timers
Detroit, Mich.	3	" "
Akron, Ohio	10	" "
Philadelphia, Pa.	13	" "
Columbus, Ohio	14	" "
New York City	10	" "
Bangor, Me.	4	" "
Baltimore, Md.	7	" "
Toronto, Can.	8	" "
Boston, Mass.	6	" "
Erie, Pa.	4	" "
Cleveland, Ohio	17	" "

WWVA
A FORT INDUSTRY STATION
WHEELING, W. VA.

JOHN BLAIR & CO. *Represents Us*

during the 30 minutes playing. The programs are played as far as possible without any break between the items, modulating links being played on any suitable instrument, usually the piano.

It is important to recognize that a musical tonic diminishes in effect if applied in overdoses. It is better to give too little than too much, and for a ten-hour shift 2½ hours music should be sufficient.

Also Use Gramophones

The majority of factory managements use their own gramophone records for periods other than the BBC's three half-hour daily periods. Programs of records have proved to be extremely beneficial when played as an antidote to nervous strain after air raids or at the commencement of the day's work when employes are depressed by bad news or weather conditions; in fact, at any time when a "tonic" is necessary.

In general, we find that male and female workers have similar tastes. Workers engaged in heavy industry want music of the more robust type, whereas those engaged in light industry, and especially repetitive work, show a preference for dance music.

There is no doubt that the workers who benefit most from musical programs are those employed on monotonous and repetitive tasks. Workers employed on tasks requiring skill and mental concentration also can derive considerable benefit, but mental concentration can easily be disturbed, with resultant irritation, by unsuitable programs or bad reproduction.

Generally speaking, for executive and office staff music is unsatisfactory. The normal routine of an office cannot be conducted successfully against a background of music.

There is abundant evidence that music in industry has come to stay. Already more than 6,000 British factories are using programs of music during working hours, but it is safe to say that the movement is only in its infancy. The movement is spreading rapidly, and it is possible to foresee the day when no up-to-date factory will be without *Music While You Work*.



WOMEN TAKE OVER news and continuity departments of WHK-WCLE, Cleveland. With exception of the chiefs, the staffs are all-girl. Newsroom personnel, above (l to r): Agnes Vavrek, Dorothy Dawson, Mary Gabriel, Beatrice Furdaus, News Editor Ray McCoy.

Continuity department, below, Milli Scanlon, Mae Westfall, Helga Preisman, Doris Endres, Kay Doney, Leslie Biebl, continuity editor.

Special Type of Music in War Plants Needed to Boost Output, Scientists Say

PROF. Harold Burris - Meyer, director of research in sound at Stevens Institute of Technology, reporting on researches conducted by himself and R. L. Cardiwell, also of Stevens, told the New York section of the American Society of Mechanical Engineers at a recent meeting that a new type of music to be played for factory workers at their jobs must be developed.

After investigations in factories and war plants in the East, he and Mr. Cardiwell found that the introduction of music resulted in production rate increases of 1.3 to 11.1%.

Program Planning

"A carefully selected and planned program," he stated, "boosted production 6.8% in a typical plant already employing music." He concluded that, "What industry can do for music may be as important when the record of this civilization is written as anything music can do for industry."

"We believe," he said, "that programming must ultimately be undertaken for the factory, if not for the specific operation. Fatigue curves (statistical charts) vary in shape and amplitude and it is difficult to find one remedy for dips occurring at different times in different operations.

"The leisure music is not in the idiom of the modern industrial plant, and yet the industrial audience will at the present rate soon be the largest audience for the musician. When the composer starts to think of his work as being first and oftenest performed in the factory, before people who are working while they listen, we may well have a musical idiom which is something new on the face of the earth."

FCC Eases Video Rules Due to War Shortages

THE FCC, recognizing the difficulties imposed on commercial television stations by wartime freezing and restrictions on materials, on Jan. 26 granted WCBW, CBS outlet in New York, a conditional license to operate with reduced effective signal radiated on condition that construction be completed as soon as the required materials and engineering personnel are available.

This grant, and a similar one to Metropolitan Television Inc., New York, to reduce power, reflects the policy of the FCC to allow television firms to operate with whatever facilities are available.

Also granted were renewals of licenses for 13 experimental television broadcast stations for period ending Feb. 1, 1944.

BOARD TO ASSIST FARM-HOME HOUR

A BOARD of strategy has been created by the Agriculture Dept. to aid in planning the *National Farm & Home Hour*, BLUE network program aired on 107 stations, which is described by the department as the most important medium through which it can serve the nation on the home front in wartime.

Appointed to the board are: M. L. DuMars of the Radio Service, Agriculture Dept.; Gove Hambidge, representing the Agricultural Research Admin.; Ray Heinen of the Food Production Admin. and Elwyn J. Rowell of the Food Distribution Admin.

Weekly conferences will be held to schedule specific subjects, and to coordinate research and Governmental rulings into well-organized programs which are presented daily 12:30-1:00 p.m. (EWT).

A new feature of the *Farm & Home Hour* scheduled to begin Feb. 8 is titled *Victory Gardens*, to be presented Mondays in the last half of the program, 12:45-1 p.m. It is expected the new quarter-hour series will be aired by stations in metropolitan areas at present unable to present the entire half-hour programs.

Ernest G. Moore, of the Agricultural Research Admin., who is in charge of the Victory Garden campaign for the Agriculture Dept. will m.c. the garden programs. He will describe his own experiences and will have as guest speakers specialists from the Bureaus of Plant Industry, Entomology and Home Economics.

Popular features to be continued on the *Farm & Home Hour* are the Friday talks by Secretary Wickard, Wednesday transcriptions of conversations with farmers, and talks by Wallace Kadderly, chief of the Agriculture Dept. Radio Service, and Ruth Van Deman, editor, Bureau of Home Economics. The program is under the direction of William E. Drips, Chicago director of public service programs of the BLUE.

TOGETHER IN ARMY
Eight Former Announcers In Morale Division

SEVEN former announcers, now on duty with the Army Air Forces, worked under Lt. Myron J. Bennett, former announcer of KWK, St. Louis, now chief of the Morale Division, Army Air Force Technical School at Sioux Falls, Ia., to pipe six daily fifteen-minute news and special feature programs as a diversion for students 'sweating out' three-hour sessions of copying Morse Code.

On Lt. Bennett's staff are: Pvt. Frank Alban, former music director and announcer of KOME, Tulsa; Pvt. Ted Brown, announcer, WSLS, Roanoke; Pvt. Nicholas Sanchez, KPAB, Laredo, Texas; Larry Rosenthal, known as Larry Rhodes, WOV, New York; Emil Wilde, WFOU, St. Louis; Pvt. Rodger Wolf, WABC, New York; Cpl. Ed Scribner, well known New York technician.



★ The largest unduplicated coverage in Maine radio

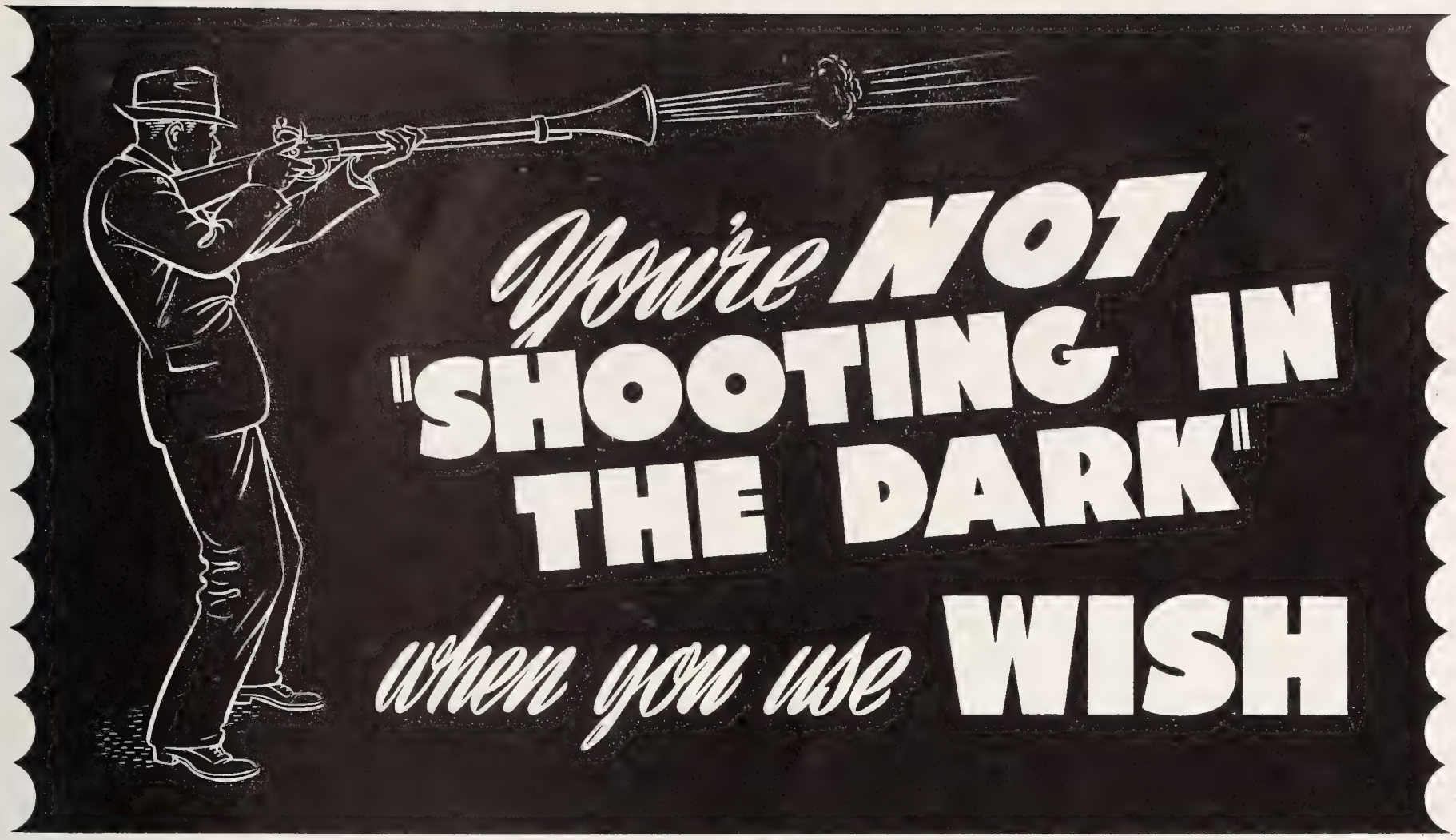
★ Centering in Portland where payrolls exceed ALL records

★ Where rate of gain in retail sales exceeds that of any other city in America

★ Over 69% of CBS network commercial programs

5000 WATTS - 560 KC

• PORTLAND, MAINE •



The local business men who own and operate WISH know what it takes to GET RESULTS in Indiana and they go ALL OUT to get those results for YOU!

WISH *Never Outpromises*
BUT *Always Outperforms*

RADIO STATION
WISH
INDIANAPOLIS

REPRESENTED NATIONALLY BY
FREE & PETERS, Inc.
CHICAGO, NEW YORK, DETROIT, ATLANTA, SAN FRANCISCO, LOS ANGELES

Growing with the BLUE NETWORK

Amos 'n' Andy Leave the Air Feb. 13 After 15 Years of Unbroken Programs

"AMOS 'N' ANDY will charm families from the Bronx to Walla Walla one year or five years or ten." Thus spoke Harlow P. Roberts, one-time advertising manager of Pepsodent Co. back in February, 1932, just three years and six months after the company had become the first sponsor of the radio team. Mr. Roberts would have been closer the truth if he had guessed 15 years, for Amos 'n' Andy, who leave CBS Feb. 19, 1943, made their first appearance as radio characters on March 19, 1928.

Started Quarter-Hour

Freeman Gosden and Charles Correll, creators respectively of Amos and Andy, first tried radio in the fall of 1920 when an amateur operator asked them to test his transmitter in New Orleans. Their next entry into broadcasting was in Chicago in 1925 when they appeared as Sam and Henry on WEBH and WGN, finally switching to WMAQ, that city, in 1928 as Amos 'n' Andy. A year later they were heard via transcriptions on 45 stations, and on Aug. 19, 1929, Pepsodent placed them on NBC.

Right there, Amos 'n' Andy began to chalk up radio "firsts". To put it in Mr. Roberts' own words, when Pepsodent took the 15-minute dialog act to NBC. . . . "They (NBC) sold time exclusively, they told us, in units of hours and half-hours. They had never broadcast any quarter-hour programs and they weren't sure they wanted to start doing so. It might make a bad precedent. Also there was no other advertiser putting on a program six times a week. Once a week was the customary procedure.

"When I look at the number of quarter-hour, six-times-a-week broadcasts on the air today it does not seem possible that we had such a hard time starting the movement, but we did. It was nearly nine months after we broached the subject before NBC lined things up to put Pepsodent on the air."

Pepsodent found its troubles had just begun, however, when it got NBC to clear the early time of 7 p.m. for the program's presentation in the East. This caught the listeners in the Midwest on their way from work or shopping downtown. A deluge of complaints forced Pepsodent to blaze another trail. A re-broadcast was instituted, making another "first" for Amos 'n' Andy.

Even that didn't satisfy some listeners. When WJR, Detroit, was forced to take the program at 10:30 p.m., for instance, the *Toledo News Bee* asked its readers for opinions of the time shift and got 9,000 protests in 10 days. The paper notified NBC and Pepsodent, asking them to change the time back again.

The tremendous following built up by the comedy pair is well known—how their program started the nation in the habit of listening to the radio at a fixed time every night. The public grew to love them so that when Andy needed a typewriter, a dealer in Buffalo sent him an L. C. Smith of about 1880 vintage, which now reposes in the Rosenwald museum. Later, when Andy wrote a letter with a nickel because he couldn't find a pencil, nearly five gross of pencils came in from devoted followers. They have even sent in dollar bills to help swell the funds of a bank set up by Andy and the King Fish.

Over 4,000 Broadcasts

On Jan. 3, 1938, Campbell Soup Co., the second of the only two sponsors the team has ever had, took over the series on NBC, now on a five-time weekly basis. A year later, in April, the company shifted the program intact to CBS, where it has remained ever since.

When Amos 'n' Andy go off the air Feb. 19, they will have appeared on over 4,000 broadcasts (not including repeats), and will have portrayed approximately 550 different characters in their mythical Harlem. It took the problem of World War II to break the relationship between Campbell and the comedians, reputedly earning $1,800,000 yearly for their broadcast. Difficulties in obtaining canning priorities for its soup products led Campbell to the decision that a half-hour weekly show would be more feasible in these war years.

Such a period on CBS was offered the pair, but they declined to change their format and agreed to terminate their current contract with Campbell in February. According to their agent, the William Morris Agency, New York, Amos 'n' Andy are considering several other propositions but have made no definite plans as yet.



MAKING HIS FIRST visit to WBT, Charlotte, as CBS vice-president in charge of owned and operated stations, Dr. Frank Stanton (left), discusses programs with A. D. (Jess) Willard Jr., WBT manager.

HAROLD H. CLAPP Inc., Rochester (baby foods), on Jan. 25 started sponsoring five-weekly participation in *Home-Maker's Club* on KHJ, Hollywood. Contract is for 26 weeks. McCann-Erickson, San Francisco, has the account.

WCPO — Greater Than Ever!

C. E. HOOPER • Cincinnati Audience Measurements • December, 1942
percentage of listeners

MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A. M.	"B" 36.3	WCPO 32.4	"C" 11.5	"D" 11.5	"E" 8.0	Sets in Use 16.8
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P. M.	"B" 35.7	WCPO 33.4	"C" 10.7	"D" 8.1	"E" 12.0	Sets in Use 23.7
EVENING INDEX SUN. THRU SAT. 6:00 - 10:30 P. M.	"B" 50.9	WCPO 11.4	"C" 8.9	"D" 19.0	"E" 9.5	Sets in Use 40.0

AFFILIATED WITH THE CINCINNATI POST

WCPO
CINCINNATI'S NEWS STATION

AN ALL-TIME HIGH FOR WCPO
now more than ever the talk of the agencies

THE BRANHAM CO.

ALL DAY LONG . . . 3 OTHER CINCINNATI STATIONS COMBINED CAN NOT EQUAL WCPO's GREAT LISTENING AUDIENCE

TARGET!



WHEN the torpedo speeds on its destructive way, it has been sent on no hit-or-miss errand. Too much is at stake. Only the hits count, and when the objective is in the cross hairs, it's a *hit* every time. It's the same in radio broadcasting...only the hits count. The effectiveness of the message is measured by the number of homes it reaches. On the Pacific Coast, most of the important markets are surrounded by high mountains. Long-range broadcasting becomes hit-or-miss broadcasting. To completely cover the Pacific Coast, use the *only* network that has outlets *within* the important markets. The Don Lee network has 33 stations which can release an advertiser's message *locally*. More than 9 out of *every* 10 families on the Pacific Coast have radios. *More* than 9 out of *every* 10 radio homes are within 25 miles of a Don Lee station. If your message is important enough for *all* the radio families on the Pacific Coast to hear, use the *only* network with enough stations to do the job–Don Lee.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres., General Manager*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

Dominant NBC Basic Station In This Area

WDEL

1150 KC • Wilmington, Delaware

PRODUCING SALES CONSISTENTLY

Listener loyalty produces sales for advertisers. WDEL covers the booming industrial and agricultural market—(Delaware, southern New Jersey, parts of Maryland and Virginia)—maintains loyal morning-to-night audiences with its outstanding NBC basic network shows and local programs keyed to the section.

5,000 Watts day and night, WDEL can sell profitably for you at surprisingly little cost—write direct or to:

•

Sales Representative:

PAUL H. RAYMER CO.
New York • Chicago
San Francisco

Merchandising & Promotion

Need for Advertising—Country Weekly—Patterns Largest Match Book—Plugging Operas

TO POINT the need for advertising even though many products are now on the priorities list, John Drake, promotion manager of KSO-KRNT, Des Moines, has issued a promotion piece *Faith in the Future,* containing optimistic quotations from leading industrialists and national leaders, and announcing a quiz for Des Moines merchants and radio time-buyers. A prize is offered to sponsors and future advertisers who can answer questions about public officials and landmarks of bygone days. Purpose of the quiz is to demonstrate that people and objects usually are forgotten when they pass from public view.

* * *

Country Sheet

ISSUED as a promotion piece on behalf of the Thursday night program, *Newbridge,* a four-page brochure *The Newbridge Bugle,* printed in the style of a country weekly newspaper, has been sent to Canadian stations by the Canadian Broadcasting Corp. The paper is complete with editorials, local news, women's columns, church notices, advertising and a serial thriller by Alan Sullivan, who writes the weekly broadcast scripts. Items are about imaginary life in Newbridge.

* * *

Dept. Store Promotion

INSTRUCTION guides for listeners are furnished by Bloomingdale's Department Store and McCall Corp., pattern publisher, to participants in their *Sewing School,* a weekly feature recently resumed on WQXR, New York. The sponsors also offer prizes of War Bonds and Stamps for those submitting the three best dresses completed at the end of the course. The account is handled direct.

* * *

Listeners Survey

A SURVEY of listening habits in the Philadelphia area, made under the supervision of Dr. Sidney Roslow, director of The Pulse of New York, has been published by WCAU, Philadelphia.

KMOX House Organ

KMOX, St. Louis, has started publishing a monthly house organ *The KMOX Mike,* a four-page news folder containing stories and photographs of people on CBS programs, a schedule of daily KMOX newscasts, a gossip column about personalities, programs and sponsors and new program listings. Margaret Hart of the sales promotion staff is in charge of the publication which goes to St. Louis retailers.

* * *

Hard to Match

"THE WORLD'S LARGEST match book" 16" x 1½", over 230 matches strikingly colored in gold and black and making an attractive desk piece, proclaims to agencies, local accounts, and other station contacts: "For results that are hard to match—WGBI (Scranton, Pa.) is your best buy." The match book is enclosed in a fire-proof container and contains institutional plugs.

* * *

Plugs Operas

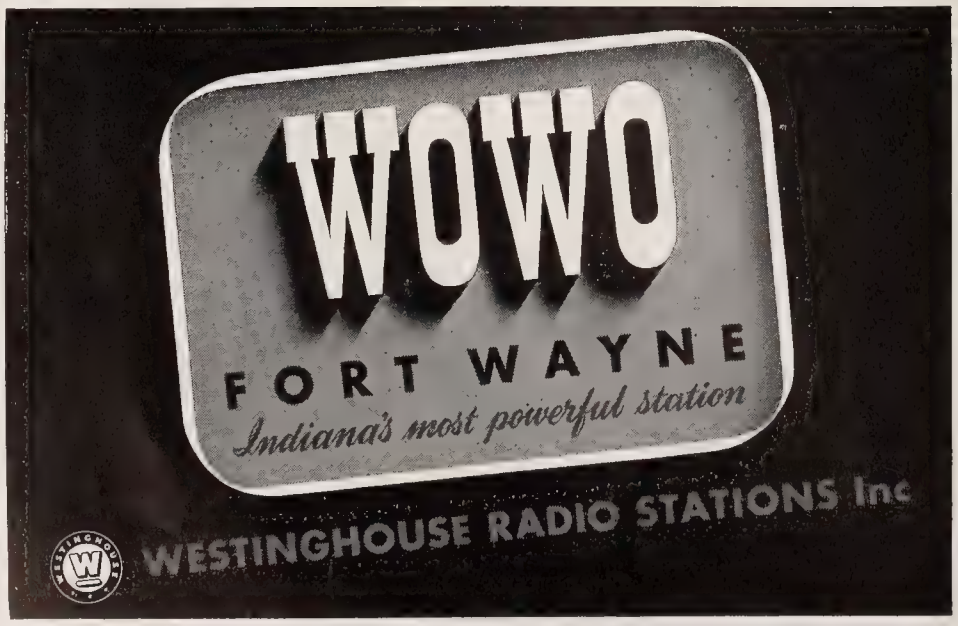
TO PROMOTE its Saturday night operas, the Brooklyn Academy of Music, during its spot announcements on WLIB, Brooklyn, is offering pairs of box opera seats to the first persons appearing at the box office, stating they heard the announcement. On the first day of the offer, an opera fan claimed the prize six minutes after the commercial was aired.

* * *

Railroad, Drug Co. Tie-In

A RAILROAD AD headed "The Kid in Upper 4" is featured in a promotional piece tying in the advertiser, New York, New Haven and Hartford Railroad Co. and Mutual. Placard, to be hung in N. H. & H. trains, urged readers to tune in on a broadcast of *The American Melody Hour,* sponsored by Sterling Drug Inc., to hear a song inspired by and titled after the ad.

LEAVING THE inner sanctum of Radio City for the first time, the BLUE *Chamber Music Society of Lower Basin Street* on Feb. 3 opens a two-week engagement at the Roxy Theatre, New York.





KEEPING A FINGER in the BLUE's first anniversary celebration is "nearly-year-old himself" Bill Samuel, son of Milton Samuel, Western division publicity director of that network. Launched as a separate network on January 10, 1942, birthday cake and trimmings marked twelve months of BLUE operation. Young Mr. Samuel consented to cooperate by posing for the picture.

Song Parade Makes Hit, Treasury Official Says

FIRST 160 programs in the *Treasury Song Parade,* three-minute transcribed series distributed by the War Savings Staff, have been well received by station operators all over the country, Marjorie L. Spriggs, chief of the radio section said last week.

Programs, used by many stations for local sponsorship, feature top vocal artists of stage, screen, opera and radio, and an orchestral background, and include a brief War Bond commercial.

Linkletter Fined

BY PAYING a $500 fine, the way was opened for Art Linkletter, San Francisco announcer and m.c., to become a citizen of the United States. Born in Canada, he recently pleaded guilty in Federal court to falsely claiming American citizenship [BROADCASTING, Jan. 25]. The court denied his plea for probation because such action would prevent him from becoming a citizen, so Mr. Linkletter paid the fine.

Gallery Names Harkness

RICHARD HARKNESS, NBC commentator, has been named to serve on the executive committee of the Radio Correspondents Gallery in Congress and also fills the post of treasurer. He takes the unexpired term of Earl Godwin, BLUE commentator, who becomes secretary to take the place of Lt. Francis W. Tully Jr., formerly of Yankee Network and now in the Navy.

AP By-Laws Change

ASSOCIATED PRESS has called a special membership meeting for 11 a.m. Feb. 9 in New York headquarters for action on a proposed by-laws amendment affecting newspapers. Adopted Jan. 12 by the AP board, the amendment provides that publisher-applicants in cities already served by the press wire would pay 10% of the regular assessment paid by other AP members in the city from 1900 to date, but would drop requirements that payment be at least equal to three times the current regular assessment for the city.

FOR MIDDLE-CLASS MARKETS

Women's Club Program Proves Effective Medium For Local Participating Sponsors

Editors Note: One thing led to another in a recent conversation with Howard L. Chernoff, managing director of WCHS, Charleston, W. Va. and the West Virginia Network. So he put them down on paper—the success stories of two programs adaptable for stations in middle-class markets.

By HOWARD L. CHERNOFF
Managing Director
WCHS, Charleston, W. Va.

ONE OF our pet ideas is the broadcasting of news into local theatres. At the end of each newsreel one of our announcers feeds a two-minute newscast of headline stuff into the theatre. There's no commercial attached, naturally, and the only credit we get is at the start and finish when our announcer simply says, "This is Joe Doakes speaking to you from the WCHS newsroom." The theatres have plugged the idea in their newspaper ads, on the screen, billboards, marquees, etc. We sold the idea to the theatres by telling them it would be the answer to their getting people out at night and still enabling them to keep up on what goes on. We've had all kinds of favorable comment on the stunt.



Mr. Chernoff

Each week when I go to the Rotary Club, a dozen of my fraternity brothers nail me and ask, "What's the latest news?" As if I had nothing to do but listen to the newscasts all morning! And the same thing happens to the managers of our other stations. Hence, we made arrangements to feed a two-minute newscast—free of charge—to each luncheon club any time they want it. What do we get out of it? All kinds of good comment!

Women's Club

One of our pet projects is the "Women's 580 Club". Now more than three years old, the club is based on one of the first principles I learned in newspapering—names make news—and listeners as well. Membership in the club is open to anyone who sends in her name. When the club first started we asked women to send in their names. We then sent the prospective member a questionnaire to fill out and return.

That questionnaire was worse than an income tax blank and when we received the completed blank, we knew more about that woman and her family than she did herself. She had to answer every possible question and then we sent her a beautifully engraved card which entitled her "to all the benefits of the Women's 580 Club". Benefits? Well, we have a picnic once a year—or did have before the war—a theatre party and a couple of parties in our auditorium. We had 3,000 people at the last picnic and we generally have about 1,200 to 1,500 at the other shindigs.

Found: A New Account

Well, after we got up to a membership of 7,500 we discontinued sending out the questionnaires because the clerical work got too cumbersome. But I did break down the statistics county by county and when I showed one agency how his client was faring in our market, we found ourselves with a new flour account on the air. Incidentally, our membership is now more than 32,000.

We mention names, names, names and more names. We congratulate club members on their anniversaries, birthdays, kids' birthdays, etc. Almost a dozen kids have been named Melva — Miss 580's correct moniker—and we sent each one a gift at birth. When Mrs. Ike Zabosky wants a recipe for hot biscuits and she writes to Miss 580, why we don't just send her one. We tell the other club members of Mrs. Zabosky's request and the next day I'm damned if we don't get 50 recipes. We read some over the air and acknowledge the rest. Miss 580 is frequently called upon to speak in nearby towns. She fills all speaking engagements. She is likewise called upon to attend weddings, christenings, teas, etc. Obviously she can't attend them all but she always sends a telegram and this telegram is generally shown to every resident in the town.

We put the show on originally for 45 minutes but it's down to a half-hour now, due to other commitments. We made no effort to sell any part of the show for one whole year—and then—and then—we let 'em ask for it. One merchant phoned us and asked what a spot announcement would cost. Then we knew we were in and we started to sell participation in the show. We lined up six non-competitive sponsors and they told us result stories that even I didn't believe. The show continues although we have had to change announcers four times due to the draft. The announcer merely works as a straight man, however, so we have been able to carry on just the same.

NEWS FROM THE STAGE

Worcester Theatres Carry WTAG Bulletins

WORCESTER movie fans can hear latest WTAG news while watching their favorite stars, since WTAG on Christmas Day began broadcasting two to three minutes of news direct from the stages of Loew's Poli and Plymouth theatres.

Latest reports will be presented to matinee and evening audiences before the newsreels, with spotlights on the announcer and background displays publicizing WTAG newscasts. The theatres are calling attention to the new service through newspaper ads and lobby displays.



THE LONE RANGER
rides again!

The National Safety Council has given the Annual Award to the Lone Ranger program for its outstanding and distinguished service to safety.

THE LONE RANGER
still remains in the hearts of the Youth of America.

KING-TRENDLE BROADCASTING CORPORATION
WXYZ MICHIGAN RADIO NETWORK DETROIT







DO YOU KNOW? HOW THEY LIKE FM!

Independent survey shows that 91% of FM radio set owners would recommend them to their friends!

Americans want FM radio. *Facts* show that FM has what it takes to win public acceptance. An independent, doorbell-ringing consumer survey of hundreds of FM set owners proved this beyond any doubt. Overwhelmingly, FM set owners like FM's better tone quality, its virtual freedom from static, its breath-taking "background of silence"!

For example: That FM reception is better than regular broadcast reception is the conviction of 85% of FM set owners. And more than half of these classified it as a "great improvement"! Some 79% of FM owners expressed full satisfaction with their FM reception quality. And 91% of them would recommend FM to their friends!

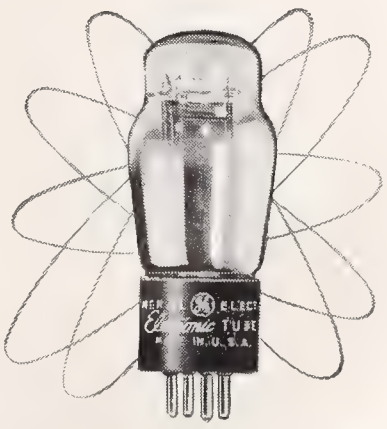




Today there are 600,000 FM receivers in use. A good record, considering that from the start the production of FM transmitters and receivers was handicapped by the demands of war production on the radio industry.

These *facts* about FM indicate a trend which EVERY BROADCASTER should watch. We believe that the growth of FM will be rapid throughout the United States after the war, replacing many of the present local, regional and possibly a few of the high-power stations. Thus a two-fold benefit can be expected — *FM* plus better AM reception as a result of fewer and possibly more powerful AM stations broadcasting over clearer channels.

For more detailed information on the FM survey, write for the booklet, "What the Consumer Thinks of FM," to Radio, Television, and Electronics Department, General Electric Company, Schenectady, N. Y.



FM Broadcast Apparatus · FM Broadcasting · FM Receivers · FM Military Radio · FM Police Radio

NO OTHER MANUFACTURER OFFERS SO MUCH FM EXPERIENCE

GENERAL ELECTRIC

160-B1-6914

FM

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San Francisco, Mills Building • Los Angeles, Western Pacific Building

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Customer's Voice

THAT TIME-WORN adage that the "customer is always right" has never fit radio because the customer usually wants more than the broadcaster will deliver in keeping with program standards and public interest.

The "customer" came through with a bell-ringer the other day, however, and there's no gainsaying his knowledge of the facts or the validity of his statements. That was when the Assn. of National Advertisers, representing practically all of radio's biggest national advertising customers, filed a brief as a friend of the Supreme Court in the network-monopoly litigation. No more potent argument could have been made, it seems to us, than citation of the fallacy of the proposed regulations. It seems to be proof conclusive that banning of time-options will not be in the public or industry interest.

ANA stated flatly and simply that its business would gravitate from the established networks to loose chains, hand-picked from the 30 fulltime clear-channel 50,000-watt stations, and from the 64 choice stations providing the best coverage of the country, at the lowest rates. Next choice would be the 160 stations which cover only 84% of the population, and so on. It brought out conclusively that the "cheapest and most conveniently obtainable" network would be comprised of the best stations.

That argument comes from radio's biggest customer. The ANA brief stated that if the option-time regulation is held valid, plans "presently are under consideration to enter into just such time contracts". It completely refutes the FCC majority's contention that the regulation will pave the way for more competition among the networks. Actually, ANA contends, competition will be diminished and "monopoly" fed because a few powerful national advertisers "would substitute for the four highly competitive existing nationwide network organizations a monopolistic network of the larger stations".

ANA said, moreover, it wasn't concerned with the "fortunes of a particular medium of advertising." The advertiser wants to reach his exact market. Other media will benefit if radio's efficiency is deteriorated. And advertisers could reach their entire audience if radio is eliminated altogether.

That is the sort of challenge presented by the FCC's chain monopoly regulations. When the FCC minority, comprising Commissioners Craven and Case, predicted network broadcasting would be seriously crippled by the regulations, it caused the public (as well as most of the industry) some pause. But these officials were in the minority. When NBC and CBS repeatedly said the regulations would strike a death-blow to the existing radio structure, in the minds of many, they were simply pleading their own cases though the industry (or most of it) was jittery.

ANA words can't be brushed aside. The association knows whereof it speaks. Its argument should remove the last vestige of doubt about the impact of the time-option rule upon national radio advertising.

And heed ANA's final observation that the rule would render a "marked disservice to the public interest generally". The ANA points out that the whole structure of radio, with its emergent value to the people and the Government in wartime, is supported by the advertising dollar. That dollar thus takes on a broader aspect than its purely commercial use. It is radio's wherewithal for its war job.

These are potent arguments against the FCC's rules, and more particularly the time-option ban. The stakes are too big to risk a gamble. It isn't too late to change.

Points for Petrillo

SEVERAL QUESTIONS which need clarification have developed since James Caesar Petrillo appeared three weeks ago before the Senate Interstate Commerce Subcommittee [BROADCASTING, Jan. 18], investigating his ban on recorded music.

Perhaps Mr. Petrillo could explain to the Senate investigators why he vent his wrath on both CBS and the BLUE because of a local dispute in Pittsburgh [BROADCASTING, Jan. 25], involving WJAS and KQV, owned by H. J. Brennen. Although remote bands have been restored to both networks, the music chieftain didn't hesitate to "punish" millions of listeners of both CBS and the BLUE, to say nothing of the networks, by denying them dance band music simply because his Pittsburgh local and Mr. Brennen hadn't agreed on a new contract affecting two individual stations.

Mr. Petrillo might also clarify his stand on patriotism. When he pounded a Senate table and shouted that the AFM was "second to none in patriotism", he proudly asserted that his organization was spending from $25,000 to $50,000 a week to provide gratis service to the military.

Perhaps Mr. Petrillo would like to explain why he failed to tell the Senators that AFM members are collecting $25,480 annually from the War Dept. for entertaining men in combat zones through *Command Performances* [BROADCASTING, Jan. 25], while other talent, comprised of the top radio, movie, stage and concert stars, is donated. Petrillo's New York aide, H. J. Steeper, questioned by Committee Counsel Herbert M. Bingham, said he didn't believe AFM members were charging for *Command Performance* although he graciously ducked through a loophole by explaining that locals are autonomous where non-traveling bands are concerned. He'd check it, he said.

Officials of Los Angeles Local 47 AFM, whose members are paid $24.50 per man per program, pointed out that the fee, which totals $25,480 a year, had been approved by AFM national headquarters.

Mr. Petrillo and his members could give good example of their patriotism by contributing three hours weekly to *Command Performance* and asking the War Dept. to use that $25,480 a year to help eradicate the enemy. That $25,480 would pay for 200 Garand rifles, 20,000 rifle bullets, 200 bayonets, 200 helmets, 1,000 hand grenades, 200 trench knives (which our men in the Solomon Islands find most useful), 100 37-mm. high explosive shells, 100 anti-tank mines, 75 60-mm. trench mortar shells, 50 3-inch high-explosive shells and 158 20-mm. shells.

This formidable array of materiel could take care of a lot of enemies and the musicians would have the satisfaction of knowing that they not only entertained our fighting men but actually placed munitions in their hands.

Perhaps Senator Clark's subcommittee would like to recall Mr. Petrillo to clarify these questions.

Guestitorial

A PLUG-UGLY IS BORN

By GEORGE LEE MARKS
Production Manager
WOAI, San Antonio

"BE IT EVER so humble, there's no script like your own."

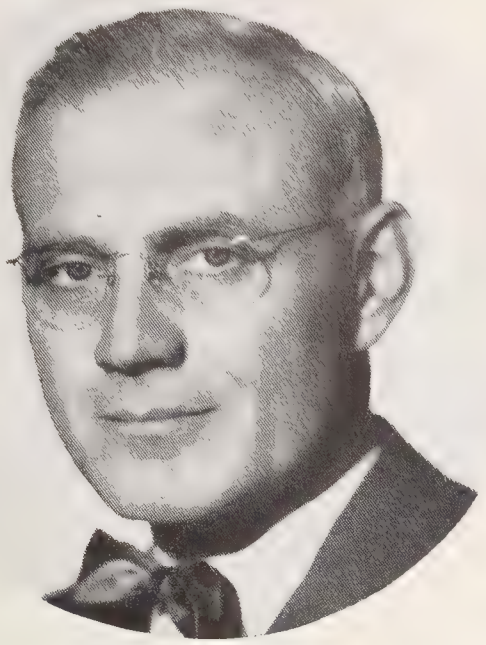
What a feeble defense, but what more can a continuity writer say, whose very life blood has been poured into a commercial announcement that moves merchandise off the shelf as fast as though it were about to be rationed?

How rude the awakening to have such potent copy labeled "plug ugly" when in reality it is the culmination of a dream, a vivid imagination, and represents hours of endless toil at the 42 keys, not counting the back spacer or shift key.

No radio man needs to be told what actually transpires behind the scenes in broadcasting. All know the thrill that comes once in a lifetime when Throckmorton Glitch decides on 20 ET spots a day to advertise his Cockroach Paste. From their little cubby holes a regiment of continuity writers look up pleadingly . . . hopefully in anticipation of the assignment. The coveted plum is tossed to the very bald-headed gagster who has temporarily laid aside his *Thesaurus of Humor* to peruse the sug-

(*Continued on page 35*)

We Pay Our Respects To —



CLEMENT LLOYD EGNER

TO KNOW the story of the growth of phonograph and record sales is to be familiar with the career of Clement Lloyd Egner, NBC vice-president and manager of the network's radio recording division.

Today, Lloyd heads an elaborate organization with headquarters in Radio City, New York, and principal branches in Chicago, Hollywood, and Washington, which now produces programs heard over 400 stations throughout the country and in many foreign nations. NBC Recording Division has grown from a tiny staff in 1934 to its present status with 45 in the sales, program and executive departments plus a score of technical personnel.

Born in Philadelphia Nov. 10, 1895, he was educated in the city's school system until he had completed his high school education. Business was his immediate objective and his first job brought him to Washington with the executive office of the Panama Pacific Exposition. There he met C. B. Zabriskie, president of the Pacific Coast Borax Co., and within a year young Lloyd was back in Philadelphia, working for Zabriskie's firm. Starting off as an accountant he was soon advanced to the sales division where he became district sales manager.

In 1917, he left the Borax Co. to join the old Victor Talking Machine Co., Camden, as a salesman. When the U. S. entered the war, Egner was soon a member of the Quartermaster Corps.

After the Armistice he returned to Victor as assistant manager of the traveling department—a sizeable accomplishment for a young man of 23. In 1921, he was named manager of the department, remaining until 1925 when he was shifted to Chicago as Victor central western manager. Two years later, he returned to Camden as assistant general sales manager.

In his years with Victor, Lloyd Egner watched the phonograph and record industry grow from a sideshow oddity into a major industry. The byproduct of Edison wizardry took its place as a major form of entertainment. But radio, an infant industry was growing fast and Lloyd Egner grasped the coordinate possibilities of radio and recording.

RCA acquired the Victor Co. in 1929 and Lloyd was shifted to Chicago as president of the Victor subsidary, Chicago Talking Machine Co. By 1931, he was back at Camden in charge of the RCA Victor record division; finally he was called to New York in 1934 as manager of NBC's radio recording unit.

Beginning with a small organization he has fathered this subsidiary to its present estate. In 1935 he introduced the NBC Thesaurus, a program transcription service, sold and used by stations in many parts of the world.

Although the Thesaurus is now a household name in the broadcast trade, many an anxious moment preceded its selection. Teaser announcements heralded the coming of the new service but a name had not been selected. Finally the day arrived and the deadline for the formal trade introduction was at hand. Frantic for a suitable title, Lloyd called for a copy of Roget's word *Thesaurus*. The treasure house meaning of the word appealed and Egner smiled.

As a reward for a tremendous administrative and sales job, Lloyd was given an NBC vice-presidency in 1940. This was a double satisfaction to his domestic partner, Mrs. E., whom he married in 1919. Together they share the joys of NBC Record progress in their Rye, N. Y., home where the NBC recording chief is attentive to his favorite sport, golf.

Personal NOTES

JAMES D. SHOUSE, vice-president in charge of broadcasting for WLW-WSAI, Cincinnati, Roger Baker, director of public relations, and Lou Sargent, in charge of specialty sales, attended the breakfast at the Drake Hotel in Chicago Jan. 25 which opened the meetings of the National American Grocer's Assn.

RICHARD ASH, formerly of WEST, Easton, Pa., has joined the recording division of WOR, New York, as sales representative.

DONALD W. THORNBURGH, Pacific Coast vice-president of CBS Hollywood, has been re-elected a director of Los Angeles Chamber of Commerce.

CORNWELL JACKSON, assistant deputy chief of the Hollywood radio bureau, OWI, is in Washington for three weeks of indoctrination.

MYRON K. ELGES, account executive of the BLUE Hollywood, has recuperated from a tonsil operation.

FOREST L. HENDERSON, for the last ten years traffic manager of All America Cables & Radio Inc., Commercial Cable Co. and Commercial Pacific Cable Co., associates of IT&T, was elected vice-president of All America at a meeting of the board Jan. 21. He will continue in his capacity as traffic head for the three companies. He is a member of the BWC Cable Committee.

LEE McCANNE, secretary and assistant general manager of Stromberg-Carlson Tel. Mfg. Co., Rochester, has been elected chairman of the sales managers' club of the Rochester Chamber of Commerce. He also has been named vice-president of the Rochester Electrical Assn.

ELMER L. FONDREN, publicity and promotion director of KLZ, Denver, on Jan. 30 was mustered into Army service as a private. He will be on limited service, because of below-normal eyesight.

JIM CANTWELL, after an absence of several years, has returned to CBS Hollywood, as art director. He succeeds William W. Tara Jr., resigned.

DON E. LAWS, commercial manager of CJCR, Vancouver, has been elected chairman of the advertising and sales bureau of the Vancouver Board of Trade.

JAMES A. BARBER, assistant manager of KGVO, Missoula, Mont., has been appointed to the public relations committee of the newly organized Community Council of Missoula, a coordinating organization for all community activities.

FRANK D. JOHNSON, of the commercial department of WFLA, Tampa, has enlisted with the Signal Corps. D. M. Brown, formerly with KLAK, Lakeland, has joined the WFLA commercial department.

RAY FERGUSON, new to radio, has joined the staff of WCLE, Cleveland, as salesman. Harold Kintner, also new to radio, replaces Beatrice Furdaus in the news room of WHK-WCLE.

W. JOHN DUNLOP, for the last 3½ years with the station relations staff of the Canadian Broadcasting Corp., Toronto, has been appointed commercial representative for the CBC at Toronto, succeeding Ron Johnson who recently joined the Royal Canadian Air Force as an administrative officer. Dunlop, before joining the CBC in September, 1939, had been with the U of Toronto administrative staff.

Kramer Promoted

MAX KRAMER, for many years assistant to Basil Brewer, publisher and radio station owner, has been named general business manager of Mr. Brewer's station WNBH, New Bedford, Mass., and his newspapers, *The New Bedford Standard-Times*, and the *Cape Cod Standard-Times*.

H. RUSS HOLT, commercial manager of WOLS, Florence, S. C., recently received the distinguished service key of the Florence Junior Chamber of Commerce for the most outstanding community service during 1942.

JOSEPH BLOOM, manager of Forjoe & Co., New York, station representative, is the father of a boy, born Jan. 22.

WILLIAM A. FAY, general manager of WHAM, Rochester, for 14 years, has been appointed to the board of directors of Stromberg-Carlson Tel. Mfg. Co.

BEHIND the MIKE

JACK M. SIMPSON, announcer of WSIX, Nashville, has reported for active duty in the Navy. Volunteering last November, he was placed on inactive duty until called up Jan. 21. Announcer Bill Round has been promoted to 1st Lieutenant in the Tennessee State Guard. New anouncer is Howard Byrum, formerly of WJZM, Clarksville, and WLBJ, Bowling Green, Ky.

HENRY MORGAN, comedian of his own five-weekly quarter-hour participation program on WOR, New York, has joined the Air Corps Reserve. Replacing him is Budd Hulick, former member of the team of Stoopnagle & Budd.

FREDERICK FREELAND, formerly of WOWO, Ft. Wayne and WHBC, Canton, has joined the staff of WJW, Akron, as production manager.

JAMES MAHONEY, for five years with Crossley Inc., New York, has joined the MBS sales promotion department as chief statistician. Louis Higgins, formerly of the art department of Oklahoma Publishing Co., has joined MBS sales to handle art and production.

MARIE HIGGINS of NBC's traffic department, is the first member of that division to join the WAACs. She was sworn in Jan. 20 and is awaiting call.

ELECTA ROBERTSON, program coordinator and traffic manager of WSAV, Savannah, was married recently to Howard J. Hoffman, formerly of New York, now in the 85th Coast Artillery Anti-Aircraft.

GEORGE REEVES, former sports announcer of WSIX, Nashville, has joined the announcing staff of WSAV, Savannah.

VERNAN (Duke) LIDYARD, has joined the announcing staff of WHK-WCLE, Cleveland, after working on the production staff of CBS New York and freelancing for various Cleveland stations; he replaces Francis Pettay, who has moved to California. Milli Scanlon, announcer, has been made president of Lakewood Little Theatre Curtain Club.

JACK LAFFER, announcer of WJR, Detroit, has reported to Wichita, Kan. for induction into the Army. Bob Longwell, formerly of WCAR, Pontiac, Mich., replaces him.

OLIN TICE, former staff announcer of WBT, Charlotte, has joined WJSV, Washington, as announcer.

KAY OWSLEY, WBT continuity editor, was married recently to Sgt. Thomas S. Glass, Tulane law school graduate.

CPL. FRED HAYWARD, former WBT production man, is attending Officers Candidate School at Ft. Benning, Ga.

NORMAN PAUL, former sports writer, and Francis Forrest, recently with the radio division of the National Foundation for Infantile Paralysis, have joined the CBS publicity department.

MRS. JANET FRANKE, traffic manager of KYA, San Francisco, has been promoted to program manager, replacing Ed Roundtree, who is training for a Naval commission.

Joe Hasel To Army

FIRST of the top network sports announcers to go into the Army is Joe Hasel of WJZ, New York, BLUE outlet, who was inducted Jan. 27. At the time he was called, Mr. Hasel was doing short wave work for the War Dept. and was to be appointed consultant-assistant to the Secretary of War.

CLANCY GREEN has been elevated to transcription department manager of KNX, Hollywood. He succeeds Gene Dilthey, resigned.

NEAL REAGAN, announcer-news editor of KFWB, Hollywood, has been signed to a Columbia Pictures Corp. contract and will be featured in a Navy background film. He is the brother of Lt. Ronald Reagan, film star and former announcer.

N. RAY KELLY, former NBC producer, has been appointed assistant production manager for the NBC Eastern division in charge of dramatic shows.

TOM MURRAY, farm editor of WHAM, Rochester, is the father of a boy, born Jan. 18.

BRUCE GRANT, news commentator of KSO, Des Moines, leaves shortly for military service. Other KSO employes entering the armed services are: Charles McCuen, announcer, and Bill Hippee, news editor, to the Army; Dick Covey, announcer, to the Air Forces.

FLETCHER MARKLE scriptwriter of the Canadian Broadcasting Corp., Vancouver, who has joined the Royal Canadian Air Force, has been assigned to the public relations staff as scriptwriter and announcer at Ottawa.

GORDON WILLIAMSON, Western Canadian sports announcer, has joined the Royal Canadian Air Force and is attached to the public relations staff at No. 1 Training Command, Toronto, as corporal.

JULIUS LEAVITT, former announcer of the Canadian Broadcasting Corp., Montreal, is now a corporal in the Royal Canadian Air Force, stationed at the Manning Depot, Lachine, Que.

FLYING OFFICER Marcel Beauregard, of the Royal Canadian Air Force, has just returned from overseas where he was French-Canadian public relations officer at RCAF overseas headquarters. He is taking part in the weekly RCAF program *En Plein Vol* from Montreal.

CHARLES BATTERS, announcer of WFBL, Syracuse, has joined the staff of WRC, Washington.

DON CORDRAY, announcer of WNEW, New York, who recently joined the Army, will attend Officers' Candidate School. His wife has joined the WAAC.

HARRY B. FLEETWOOD, formerly of WCAM, Camden, N. J., has joined the announcing staff of W49PH, FM adjunct of WIP, Philadelphia.

JOHN FRANKLIN, former announcer of WCAU, Philadelphia, has been promoted to Captain in the Army. He is stationed at Camp Croft, S. C.

ALAN FREED, formerly of WKST, New Castle, Pa., has joined the announcing staff of WIBC, Philadelphia, replacing Fred Wieting, who reports to the Navy for officer's training.

JACK STECK, public relations director of WFIL, Philadelphia, has been assigned the production of the Philadelphia Club of Advertising Women's annual show, scheduled for Feb. 26.

GRANT HOLCOMB Jr., news editor of KPRO, Riverside, Cal., has been appointed station program director.



BACK TO THE MIKE goes Foster May, former WOW special events director who was defeated by Sen. Kenneth Wherry, along with veteran Sen. George Norris in the recent Nebraska elections. Sponsor, signing for Sunday news commentary on KSO, Des Moines, with a repeat on WMT, Cedar Rapids, is Haskin Bros. & Co., Omaha (soap). Arranging the show are (l to r): Victor Horn, Haskin's general manager; Ted Enns, Cowles sales manager; Mr. May.

ROBERT ARDEN, Hollywood news analyst, has started a weekly quarter-hour sustaining feature, *America Looks Abroad*, on NBC Pacific Coast stations.

ESTHER CHRISTIAN, formerly of KGIR, Butte, KFPY, Spokane, and KRLC, Lewiston, Ida., has become traffic manager of KGVO, Missoula, Mont., replacing Helen Faulkner.

KIRBY CUSHING, who formerly handled news, sports and special events for NBC, now conducts a six-weekly news period on WNEW, New York, titled *The Washington Desk*.

WALTER TETLEY, who portrays Leroy on the weekly NBC *The Great Gildersleeve*, has a spot in the MGM film, "Eyes in the Night".

MIDGE LEE, reporter on the *Elwood City Ledger*, has been appointed director of WJLS, Beckley, W. Va. and Fred Yatto and Joe Girandola, NBC page boys, have joined the announcing staff of WJLS.

GEORGE BAUER and Lu Bartlow, have joined the news staff of KXOK, St. Louis.

KEN HOUSEMAN, program director of WEIM, Fitchburg, Mass., is father of a boy.

JACK MYERS of the guest relations staff of the BLUE has been named night assistant in the BLUE announcing department, replacing William Elwell, who resigned to become program manager of WKIP, Poughkeepsie.



We admit this is more than somewhat absurd. But hardly more so than attempting to cover the rich ($350,000,000 in buying power!) Roanoke-Southwest Virginia market with "outside" stations. Engineering measurements prove that WDBJ is the only station that "comes in clear" at all times in all of this area's 120,348 radio homes. Try a few spots on WDBJ, and see for yourself what that means in results!

ROANOKE WDBJ VIRGINIA

CBS Affiliate . . 960 K.C. 5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC.
Exclusive National Representatives

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE · FOR DEFENSE
BUY U. S. BONDS TODAY

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

AMES SOUTAR, chief draftsman of he BLUE research staff, joined the rmy last week, and Walter B. Hervey Jr., circulation analyst of the taff, entered Officers' Training School eb. 1. Thelma Brandt, formerly of he Bell Telephone Co., Detroit, succeeds Hervey. Mrs. Brandt is the wife f Otto Brandt, of the network's station relations staff.

TEWART DILLON has joined the aff of WMAM, Marinetta, Wis.

IRS. JOHN M. GILBERT II, formerly of WBRK, Pittsfield, Mass., has oined the continuity staff of WNBC, lartford.

ERRY SOESBEE, formerly of WSUN, St. Petersburg, Fla., has oined the announcing staff of WPTF, aleigh, N. C.

ALTER KANER, director of publicity and special features of WLIB, rooklyn, originated the idea for the SO's current "stamps for servicemen" campaign, a drive to enlist stamp ollectors in contributing their extra amps and stamp collecting equipent to servicemen.

ICHARD GOGGIN, producer of *ersonality It's Off the Record*, on ABC, New York, has left the staon to enter the Coast Guard. He is ationed at New London.

HARLOTTE WOLF, formerly of TTM, Trenton, N. J., has joined he continuity department of WINS, ew York, replacing Betty Marks, ow with CBS.

HARLES MacDOUGALL, former xecutive in BBDO's San Francisco ffice, has been named manager of that anch, succeeding the late R. L. urst.

OHN MacDONNELL, until recent- director of *Keep Working, Keep inging, America*, CBS series sponored by E. R. Squibb & Sons, handled y Geyer, Cornell & Newell, New ork, has been named radio director the United Nations information ffice, New York, a clearing house r information about the United ations. Mr. MacDonnel is secretary the Radio Director's Guild, New ork and was formerly associated ith the London office of J. Walter hompson Co., and with BBC and BC.

OIS LORRAINE, recently resigned s publicity representative for WEAF, ew York, has resumed her own pubc relations business. She is assisted y Tor Danley, formerly assistant sales ervice manager of CBS.

School for Announcers Begun in Philadelphia

NNOUNCERS' training school, onducted jointly by Philadelphia ocal 28, American Communicaons Assn. and Committee of Philadelphia Station Operators, began an. 26 in the studios of WHAT ith class of 25 selected candiates. Upon completion of tenweeks' course graduates will be aken into the union and will be ligible to work on Philadelphia ations.

Organized by Joe Dillon, veteran Philadelphia announcer and nion president, classes will inude courses in microphone techique, diction and salesmanship nd lectures by Philadelphia broadasting and advertising executives. andidates will be given practical xperience on various stations. ocal 28 already has underway a chool for radio technicians and enineers, which was organized by harles C. Smith. Samuel R. Rosbaum, president of WFIL, is hairman of the station operators' roup.

DODGED TORPEDO
NBC Guide Was Crew Member Of Freighter

DODGING an enemy live torpedo while awaiting its explosion is an experience through which Harrington Crissey, 23, member of the NBC guide staff in New York, not only lived but escaped unharmed.

A crewman on an American freighter which was torpedoed, Mr. Crissey was on the deck of the sinking ship when a second torpedo landed on the deck and rolled around. He leaped aside, then waited for the inevitable explosion. In a moment, however, he recovered and got in the only sound lifeboat. He was picked up 11 hours later by an American vessel.

His days at sea are over. The Navy discovered that Mr. Crissey is colorblind.

EDWARD R. DUNNING, sales representative of WINS, New York, has entered the Naval Reserve midshipmen's school at Northwestern U.

JOE HAZEL, sports commentator of WJZ, New York, has reported to Camp Upton, N. Y. for Army duty.

DAVE BASCOM, formerly with "Awful Fresh" MacFarlane, candy manufacturer of San Francisco, has joined KLX, Oakland.

HEPBURN ARMSTRONG, Bob Sweeney and Bill Martell have joined the news staff of KSAN, San Francisco.

DONALD KEITH CURRLIN, announcer of KGO, San Francisco, recently was commissioned an ensign in the Navy. He has been replaced by Frank R. Cady, formerly of KYA, San Francisco and KGDM, Stockton.

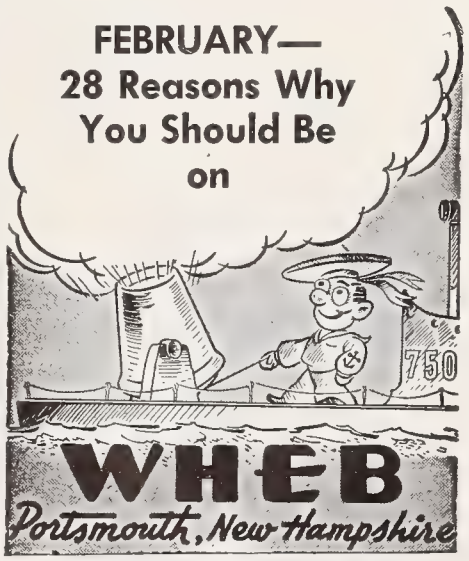
VERNE WILSON, chief announcer of KYA, San Francisco, recently became the father of a girl.

JACK B. PEIX, former director of public relations and executive assistant to the general manager of the Institute of Distribution, New York, has joined Campbell-Ewald Co., New York.

MYRON DUTTON, Hollywood writer-producer, has withdrawn from the radio production staff of Orson Welles, returning to the Biow Co., that city.

BILL HAWORTH, former narrator on the Mutual sustainer, *This Is the Hour*, has been given announcing assignment on the six-weekly quarter-hour *Norman Nesbitt — News*, sponsored by Studebaker Sales Corp., on 33 Don Lee Pacific stations. Carleton Kadell takes over Haworth's former duties.

FEBRUARY—
28 Reasons Why
You Should Be
on



WHEB
Portsmouth, New Hampshire

Nat. Rep.: The Walker Company
Boston: Bertha Bannan



ARE YOU AN OLD FOGY ABOUT DRUGS?

IF YOU'RE a drug advertiser, do you judge the farm market in terms of metropolitan areas?

Are you overlooking the fact that *most* people (big-city and small-town alike) spend most of their money right in their own neighborhoods? Are you forgetting that it's in the corner drug store, the neighborhood grocery, where people invariably buy when influenced by advertising?

For example, the farm people in the No. 1 Farm Market *prefer* shopping in the 1,463 small towns—or "neighborhoods"—where it is easiest for them to go and where they feel most at home.

This is especially true of drug stores. In the KMA area, the local drug store is an institution. The druggist himself is a personal friend of his customers. So it really isn't surprising that the 1,685 KMA drug stores normally do a business of $30,948,000 a year. (Compare that, for example, with Cleveland's 467 drug stores and $14,447,000 in sales, and you'll see how big the KMA drug market really is!)

It's *easy* to get your share of the big drug business in the KMA area. For complete details, write for *your* copy of the KMA Atlas of Wholesale and Retail Druggists.

KMA
BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND
SHENANDOAH, IOWA



FREE & PETERS, INC.
Exclusive National Representatives



EZRA STONE, formerly star of the weekly NBC *Aldrich Family*, sponsored by General Foooods Corp. and Sara Seegar, also formerly on that program, were married in Washington Oct. 5 last, it was revealed recently. Stone, now a master sergeant in the Army, currently is appearing in Irving Berlin's stage production "This Is the Army".

JACK SLATTERY, Hollywood announcer, has been assigned to the thrice-weekly quarter-hour CBS *Harry James & His Music Makers*, sponsored by Liggett & Myers Tobacco Co.

DAVID STARLING, former announcer of KFI-KECA, Los Angeles, now in the Army, has been commissioned a second lieutenant. He is stationed at Camp Roberts, Cal.

MAURY RIDER, former program director of KIRO, Seattle, has joined the BLUE Hollywood, as special events director. He replaces Clete Roberts, who has reported to Phoenix Junior College for training as an air cadet.

ED KUSHINS, announcer of KROW, Oakland, has been inducted into the Army.

VIOLET CAVETTE, commercial traffic manager of KHJ, Hollywood, and Scott Darling, film writer, were married in that city recently.

VERNE CRAWFORD, former announcer of WFIO, Philadelphia, has joined KHJ, Hollywood, in a similar capacity.

TONY LA FRANO, announcer of KHJ, Hollywood, has been given that assignment on the weekly half hour program, *Romance of the Highways*, sponsored by Pacific Greyhound Bus Lines on 33 Don Lee Pacific stations.

PETER STURSBERG, Canadian Broadcasting Corp. reporter, has been posted with the CBC overseas unit in Great Britain. He joined the CBC national news bureau at Vancouver late in 1940; before that he had served on Vancouver and Victoria, B. C. newspapers.

MRS. PAT NEILSON has joined CJOR, Vancouver, as continuity writer.

EVA NELSON has joined the commercial department of CKMO, Vancouver.

FRANK FLEMING, program manager of CJAT, Trail, B. C., formerly with CFAC, Calgary; CFJC, Kamloops, B. C.; CKMO and CKWX, Vancouver, recently married Dale Cherchas of Trail, B. C.

SAM MOLEN, sports director of WCHS, Charleston, W. Va., is now handling sales promotion and publicity as well.

CHARLIE TEAS, sports announcer and salesman of KOB, Albuquerque, N. M., has been shifted to the announcing staff, while continuing his evening sportscast.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives



"GOOD LUCK, BUDDY," these four staff members of WGN, Chicago, wish each other on the eve of their departure for military service. Latest batch of station employes to go into armed service include (l to r): Bob Cline, sound dept., who goes to the Army; Jerry Moudry, transcription, to Navy Air Corps; William Donohue, page, Army Air Forces; Wayne Dankowski, news room, Navy Air Corps.

New Script Service

TOM DOLAN, recently inducted into the Army and formerly of WMAL, Washington, and Ruthrauff & Ryan, St. Louis, has started a new script service for sports reviews and variety shows. Ten stations and five newspapers are carrying the 26-week series of two-minute scripts, titled *Sport Stars in Service*. Dolan is stationed at Scott Field, Illinois.

DAN McCULLOUGH resigned from the announcing staff of WOR, New York, to enter the navigation school of an airline company. John D. Seymour replaces him.

PAUL RIDGELY, assistant in the House Radio Gallery of Congress, has been elected president of the senior class of the Capitol Page School.

MELVIN SPIEGEL, of CBS press department and previously associate editor of *Movie-Radio Guide*, has been appointed CBS trade news editor. He succeeds Ralph J. Gleason, who is joining the overseas branch of the OWI as a field representative.

JACK RATHBUN, program director and baseball announcer of WJHP, Jacksonville, Fla., has been made war program manager. Don Bell, of the nouncing staff, has been made musical director. Lamarr Morgan, new to radio, has joined the announcing staff.

EVA LEE DAVIS has been appointed program director of KTHS, Hot Springs, succeeding A. M. Hiryak.

GLEASON KISTLER, program director of WKBB, Dubuque, Ia., has joined the staff of WISH, Indianapolis.

WHKY
HICKORY NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT

For complete details write
HOWARD H. WILSON CO.
Chicago - New York - Kansas City
San Francisco - Hollywood

1290 K.C. BLUE NETWORK

MAJOR TRANSFERS IN KPO PERSONNEL

PROMOTIONS and major shifts within the KPO-NBC San Francisco organization, announced by John W. Elwood, general manager, result in an all-girl KPO traffic and sales traffic department.

Fay Pattee Smith has been named traffic and sales traffic supervisor, with Mary Jane Porter her assistant. With a staff of feminine aides the traffic department becomes an all-girl organization. Last male members were Harold Haklik, now in the Army, and his assistant, Lon King, in the Army Air Forces.

Robert R. Seal, KPO program manager, transfers to the program department of NBC's Hollywood studios. Ray Buffum, who has written and produced the Wesson Oil & Snowdrift Co. *Hawthorne House*, becomes KPO program manager. Floyd Farr, supervisor of announcers, is assistant to the program manager in addition to his present duties.

William E. Shea Jr., KPO press department manager, is transferred to the production department. Louise Landis of the press department becomes its head. Most of the changes were to take effect Feb. 1.

Radio Saves Lives

KSAL, Salina, Kan., has been commended by a Salina Air Base Wing Commander for saving the lives of ten men and a $300,000 bomber in December. Bound westward from the Atlantic Coast, the bomber, so short of gasoline that two of its motors had already quit, was unable to locate the Salina base due to a low ceiling. At the request of the Wing Commander, KSAL went on the air a half-hour before schedule, enabling the ship to locate its base through the station's signal.

'JUNIOR MISS' PLEASES MISSES

Magazine Poll Shows Program Is Favorite With Schoolgirls; Lists Leading Radio Talent

FAVORITE radio programs and stars of 'teen age girls are listed in returns of a poll taken by *Calling All Girls* magazine among 3,000 readers, heavily weighted by 12-16-year-olds.

First place among programs went to *Junior Miss*, with 338 votes. Other program leaders were: *Lux Theatre*, 239; *Maudie's Diary*, 217; *Hit Parade*, 213; *Red Skelton*, 200; *Aldrich Family*, 190; *A Date With Judy*, 127; *Bob Hope*, 90; *Kay Kyser*, 82. Ballots mentioned 249 programs, with 40% of the votes going to the five leading programs and 160 others receiving one or two votes.

Red Skelton, with 18.8% of the votes, received the approval as the girls' favorite radio star. He had 516 votes. Other leading radio entertainers were: Bob Hope, 334; Shirley Temple, 268; Jack Benny, 174; Ezra Stone, 159; Bing Crosby, 101; Kate Smith, 83; Kay Kyser, 74. Votes were cast for 190 stars, 127 receiving one or two votes.

Ballot was printed in an issue of *Calling All Girls* and covered radio, movies, books, cosmetics, candies, drinks and other products, rating each by brand name.

A Plug-Ugly Is Born

(*Continued from page 30*)

gested commercial copy for "Sure-Grow" hair tonic.

He crumples into their respective folders the broadsides, circulars and advertising material on such diversified subjects as "Woman and the Home", "Make the Fly at the End of Your Hook Do the Job", "Diet Problems of the Horse, Man's Best Friend" and "Are Your Hens Making Shells for Defense". His desk is cleared for action . . . and in his creative mind Throckmorton Glitch's Cockroach Paste becomes the focal objective.

Our continuity writer understands that unless every viewpoint is considered and proper psychology is applied, a commercial "spot" will not produce the desired results. Therefore he slouches from corner to corner on all fours in an attempt to acquaint himself with the environment and psychology of the Cockroach.

That accomplished, our scripter returns to his desk to concentrate on the angles necessary to influence the "discriminating housewife". After considerable thought in his falsetto, the embryonic Chaucer carefully pulls from his typewriter the manuscript that will tell the world about Throckmorton Glitch's Cockroach Paste . . . "It fells as it smells."

Now to the production department. Over four cups of coffee and two orders of doughnuts the production manager, sound effects man, continuity writer and traffic manager (the last-named only because he wanted the coffee) put their heads together for the task of embellishing the script with waves of diffused sound. Finally a series of weird noises are designed to depict the various stages of a cockroach's approach to the kitchen. These culminate in the sound effect of a light being switched on (assuming that the switching on of a light sends the little creatures scurrying across the floor).

The new electrical transcriptions are widely distributed. All over America lights are being switched on following which a benevolent deep bass voice sings "It fells as it smells". Sales boom! Housewives beat a path to the door. The dealer rushes orders. The continuity writer, production manager and sound effects man are congratulating each other (not by telegram, however, which is strictly prohibited) while Throckmorton Glitch, overcome by the sudden success, sends each of the radio boys a case of "Glitch's Cockroach Paste".

The world is bright . . . then from the pages of a well circulated periodical come the words "Plug Ugly" . . . mounting in a crescendo of criticism. Although aimed at radio in general, the poisoned darts find their way to those upon whose broad shoulders the responsibility must fall. The gloom is not dispelled even though Mr. Throckmorton Glitch barges in excitedly to announce that the tirade against "Plug Uglies" has upped his sales 200%. An opportunist, Glitch is certain that the time is ripe to launch his "Monkey No Flea" powder. What a "plug ugly" such a product could inspire!

The continuity boys, however, are still smarting under the lash of criticism. They reflect a moment on the "Monkey No Flea" product and all its implications. The boys exchange knowing glances and then in a body march to the Navy Recruiting Office. Their draft numbers are coming up next week anyway. And so, a "plug ugly" dies aborning.

There is an oft-bruited moral applicable to this saga. "You don't have to be crazy to be in radio . . . but it helps."

WPB Official Warns Of Further Paper Cut

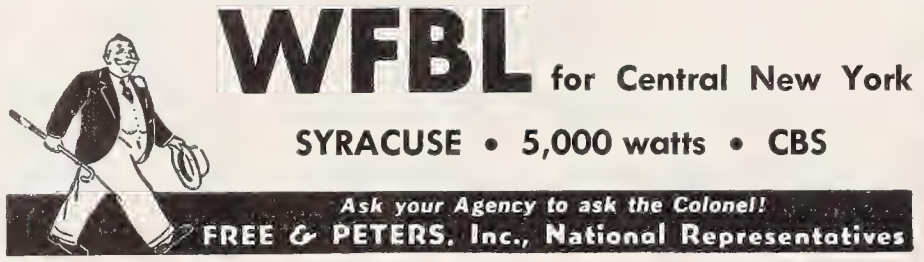
WARNING of probable further cuts in newsprint and zinc as war conservation measures, Donald J. Sterling, consultant to the chairman of the WPB newspapers and publishing industries committee, on Jan. 29 told the Kentucky Press Assn. at Louisville that the Dec. 31 newsprint cut of 10% was "a relatively gentle one".

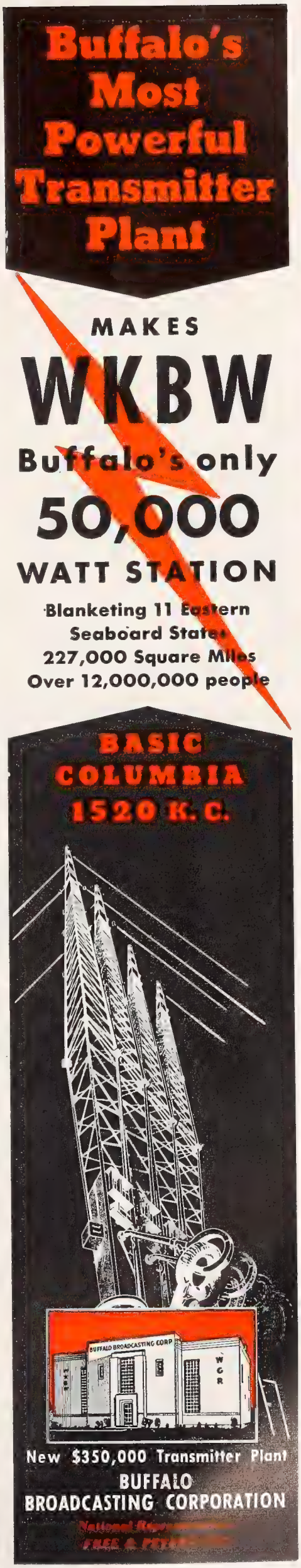
"As the war continues there may be a subsequent order, or orders, which will be more drastic," he declared, adding there "is no chance of maintaining paper production at recent levels, let alone the high levels of 1941-42." Mr. Sterling estimated a decrease of 20% in paper pulp available in 1943. Referring to suspension last year of 63 dailies, he asserted: "This year's chapter remains to be written".

Pointing out that effective Feb. 15 zinc will be restricted 50%, Mr. Sterling recommended the use of smaller and thinner cuts.

ARTICLE titled "Radio Broadcasting, A New Industry Plays Vital War Role", appears in the winter number of *The Index*, quarterly publication of the New York Trust Co.









THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

WKZO, Kalamazoo

Atlas Brewing Co., Chicago, 5 *sa* weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.

Dr. W. B. Caldwell Inc., Monticello, Ill. (Laxative Senna), 5 *ta* weekly, 16 weeks, thru Sherman & Marquette, Chicago.

P. Duff & Sons, Pittsburgh (Duff's Mixes), 4 *sa* weekly, 13 weeks, thru W. Earl Bothwell Adv. Agency, Pittsburgh.

Ex-Lax Inc., Brooklyn, 5 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.

Fashion Frocks, Cincinnati, 3 *sp* weekly, 4 weeks, thru Franklin Bruck Adv. Corp., N. Y.

Foley & Co., Chicago (Proprietary), 6 *sp* weekly, 40 weeks, thru Lauesen & Salomon, Chicago.

Murphy Products Co., Burlington, Wis. (stock feeds), 5 *sp* weekly, 13 weeks, thru Wade Adv. Agency, Chicago.

Voice of Prophecy Inc., Los Angeles (religious), 1 *sp* weekly, 1 year, thru Geo. C. Hoskin Assoc., Chicago.

Willard Tablet Co., Chicago (stomach tablets), 3 *sp* weekly, thru First United Broadcasters, Chicago.

WFAA-WBAP, Dallas-Fort Worth

Chase Candy Co., St. Joseph, 26 *ta*, thru Potts-Turnbull Adv. Co., Kansas City.

Davis Hat Co., Dallas, 13 *sp*, thru Grant Adv., Dallas.

Reader's Digest Assn., Pleasantville, N. Y., 3 *sa* weekly, thru BBDO, N. Y.

B. F. Sumerour Seed Co., Morcross, Ga. (Sumerour's Hi-Bred cotton seed). 26 *sa* thru Burton E. Wyatt & Co., Atlanta.

Seeck & Kade Inc., New York (Pertussin cough remedy), 120 *t*, thru Erwin, Wasey & Co., N. Y.

American Snuff Co., Memphis (Garrett's Snuff), 260 *t*, thru Simon & Gwynn, Memphis.

Fant Milling Co., Sherman, Tex. (flour, baking powder), 300 *ne*, thru Couchman Adv. Agency, Dallas.

Quaker Oats Co., Chicago (Ful-O-Pep feeds), 26 *t*, thru Sherman & Marquette, Chicago.

KTHS, Hot Springs, Ark.

Beeman's Lab., Atlanta (B-Q-R cold tablets), 104 *ta*, thru Harvey-Massengale Co., Atlanta.

Block Drug Co., Jersey City (Gold Medal capsules), 522 *ta*, thru J. Walter Thompson Co., N. Y.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Brown's Mule chewing tobacco), 312 *ta*, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.

Hulman & Co., Terre Haute (Clabber Girl baking powder), 260 *sa*, thru Pollyea Adv., Terre Haute.

Shuptrine Co., Savannah, Ga. (Tetterpine), 156 *sa*, thru Harvey-Massengale Co., Atlanta.

E. Myers Lye Corp. (Merry War Lye), 156 *ta*, thru Duane Jones Co., N. Y.

KSTP, St. Paul

General Cigar Co., New York, 26 *sp*, thru Federal Adv. Agency, N. Y.

Bulova Watch Co., New York, 626 *sa*, thru Biow Co., N. Y.

Carter Products, New York (Little Liver pills), 365 *sa*, thru Ted Bates, N. Y.

McKesson & Robbins, Bridgeport, Conn. (Calox), 51 *sa*, thru J. D. Tarcher & Co., N. Y.

Phillips Petroleum Co., Bartlesville, Okla., 156 *ne*, thru Lambert & Feasley, N. Y.

Paul F. Beich Co., Bloomington, Ill. (candy), 52 *sa*, thru Arthur Meyerhoff & Co., N. Y.

National Biscuit Co., New York, 26 *sp*, 312 *sa*, thru McCann-Erickson, N. Y.

Gamble Stores, Minneapolis (dept. store), 624 *sa*, thru BBDO, N. Y.

KPO, San Francisco

Acme Breweries, San Francisco, 4 *sp* weekly, thru Brisacher, Davis & Staff San Francisco.

Meyenberg Milk Products Co., San Francisco (dairy products), weekly *sp*, thru M. E. Harlan Adv., San Francisco.

Pan-American Coffee Bureau, New York, 5 *sa* weekly, thru J. M. Mathes Inc., N. Y.

Langendorf United Bakeries, San Francisco, 202 *ta* and *sa*, thru Ruthrauff & Ryan, San Francisco.

Durkee Famous Foods, Chicago (Troco-Margarin), 3 *sa* weekly, thru Emil Reinhardt Adv. Agency, Oakland, Cal.

Golden State Company Ltd., San Francisco (Golden V vitamin milk, 3 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.

Beech-Nut Packing Co., Canajoharie, N. Y. (chewing gum), weekly *sa*, thru Newell-Emmett Co., N. Y.

Procter & Gamble, Cincinnati (Duz), 2 *sa* weekly, thru Compton Adv., Agency, N. Y.

Vick Chemical Company, Greensboro, N. C. (Vick's Inhaler), 3 *sa* weekly, thru Morse International, N. Y.

Continental Baking Corporation, New York, 5 *sa* weekly, thru Ted Bates Inc., N. Y.

Pure Food Co., Mamaroneck, N. Y. (Herb-Ox bouillon cubes), 3 *sa*, thru J. M. Mathes Inc., N. Y.

National Funding Corp., Los Angeles (Seaboard Finance loans), 4 *ne* weekly, thru Smith & Bull, Los Angeles.

Thomas Leeming & Co., New York (Baume Bengue), 6 *sa* weekly, thru William Esty & Co., N. Y.

KECA, Los Angeles

Piso Co., Warren Pa. (proprietary), 2 weekly *sa*, thru Lake-Spiro-Shurman, Memphis.

Beneficial Casualty Co., Los Angeles (accident insurance), weekly *sp*, thru Stodel Adv. Co., Los Angeles.

Murine Co., Chicago (eye drops), 5 weekly *ta*, thru BBDO, Chicago.

Broadway Department Store, Hollywood, weekly *sp*, thru Lee Ringer Adv., Los Angeles.

California Federal Savings & Loan Assn., Los Angeles (finance), 7 weekly *ta*, thru Elwood J. Robinson, Los Angeles.

Goodyear Service Stores, Los Angeles (auto accessories). 5 weekly *t*, direct.

Western Auto Supply Co., Los Angeles (auto accessories), 5 weekly *ne*, thru Dan B. Miner Co., Los Angeles.

KNX, Hollywood

American Chicle Co., Long Island City, N. Y. (chewing gum), 35 *sa* weekly, thru Grant Adv., Chicago.

Campbell Cereal Co., Northfield, Minn, (Malt-O-Meal), 3 *sp* weekly, thru H. W. Kastor & Sons, Chicago.

Lever Bros. Co., Cambridge, Mass. (Rinso), 6 *ta* weekly; on Feb. 1 increased to 13 *ta* weekly, thru Ruthrauff & Ryan Inc., N. Y.

Kelite Products Inc., Los Angeles (Kenu cleanser), 3 *sp* weekly. thru Little & Co., Los Angeles.

KHJ, Hollywood

Piso Co., Warren Pa. (proprietary), 3 weekly *sa*, thru Lake-Spiro-Shurman, Memphis.

Thomas Leeming & Co., New York (Baume Bengue). 10 *ta* weekly, thru Wm. Esty & Co., N. Y.

Ex-Lax Inc., Brooklyn, 5 *ta* weekly, thru Joseph Katz Co., N. Y.

Bohemian Distributing Co., Los Angeles (Acme beer), 13 *ta*, 3 *t* weekly, thru Brisacher, Davis & Staff, Los Angeles.

WEAF, New York

F. & M. Schaefer Brewing Co., Brooklyn, 3 *sp* weekly, 13 weeks, thru BBDO, N. Y.

H. C. Bohack Co., Brooklyn (vegetables, fruits), 5 *sa* weekly, 13 weeks, thru E. M. Freystadt Associates, N. Y.

General Baking Co., New York, 10 *sa* weekly, thru BBDO, N. Y.

Hill Brothers Co., New York (muffin, cake mixes, canned fruit roll), 5 *sa* weekly, 52 weeks, thru Biow Co., N. Y.

Drygoods Retailers Inc., New York (Ruby Lane stores), 5 *sa* weekly, 52 weeks, thru Neff-Rogow Inc., N. Y.

WJZ, New York

Minwax Co., New York (Preen floor wax), weekly *sa*, thru R. T. O'Connell Co., N. Y.

Lever Bros., Cambridge, Mass. (Rinso), 12 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

General Baking Co., New York 6 *ta* weekly, thru BBDO, N. Y.

WMAQ, Chicago

P. Duff & Sons, Inc., Pittsburgh (waffle-mix), 4 *sa* weekly, 13 weeks, thru W. Earl Bothwell Adv. Agency, Pittsburgh.

Sales 37% Higher On 4 Blue Outlets

Largest Increase Over 1941 After Net Separation

GROSS TIME sales of the four BLUE stations represented by the network's national spot sales department were 37% higher in 1942 than in 1941, Murray B. Grabhorn, BLUE national spot sales manager, disclosed last week.

The individual increase in billings this year over 1941 for each station was WJZ, New York, 34.5%; WENR, Chicago, 41.5%; WMAL, Washington, 18.6%, and KGO, San Francisco, 73%.

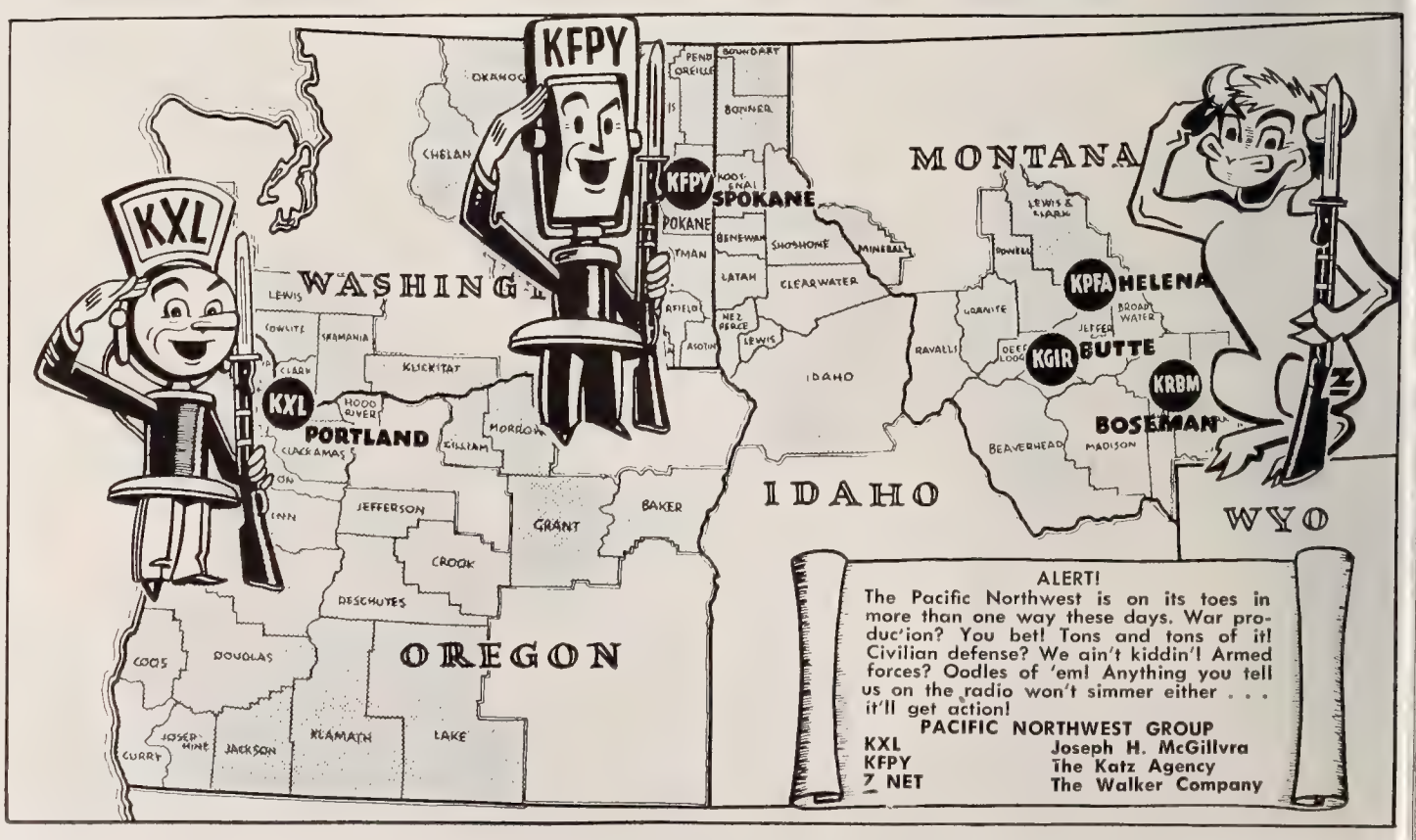
Blue Took Over Feb. 1

According to Mr. Grabhorn, the increase in time sales is doubly significant in view of the fact that up until Jan. 31, 1942, the four stations were represented in the national spot field by NBC's spot sales department. On Feb. 1, responsibility for national representation was shifted to BLUE spot sales with the changeover in line with the setting-up of the BLUE as a separate organization from NBC.

The cumulative percentages of increases for the four stations, month by month, in 1942 as compared to 1941 follows: January, 2%; February, 4.6%; March, 8.3%; April, 10.1%; May, 16.3%; June, 22.2%; July, 27.8%; August, 35.3%; September, 38.2%; October, 35.2%; November, 35.6%; December, 37%.

Plane Rides Free

"BUY A BOND and receive a free plane trip," listeners to WJMC, Rice Lake, Wis., hear each Sunday on *Bond Time Victory Hour* aired in collaboration with the Rice Lake Junior Chamber of Commerce. Listeners may purchase a War Bond of any denomination at the nearest bank and receive a ticket for a free plane ride. The Civil Air Patrol provides the planes and gas.



Radio Advertisers

AMERICAN-JEWISH Broadcasting Co., Los Angeles, on Jan. 31 started sponsoring a weekly 60-minute program, *American-Jewish Hour*, on KWKW, Pasadena. Schedule will be increased to thrice-weekly March 3. With broadcast of May 30 the schedule increases to five per week. Contract is for 52 weeks. Placement is through Dean L. Simmons, Hollywood.

BU-TAY PRODUCTS Inc., Huntington Park, Cal. (Rain Drops water softener), on Jan. 21 started using 49 time signal announcements weekly on KFVD, Los Angeles. Contract is for 13 weeks. Firm also uses participation in *Homemaker's Club* on KHJ, that city. Agency is Glasser-Gailey & Co., Los Angeles.

CORSETORIUM, chain of corset shops in Brooklyn, entered radio for the first time Jan. 20 with a ten-day test campaign on WLIB, Brooklyn, using 20 spot announcements. A. W. Lewin Co., New York, handles the account.

MARSHALL MOTOR Co., Chrysler-Plymouth dealer, Salina, Kan., has signed an uncancelable contract for nearly 1,000 announcements plus sponsorship of *The Johnson Family* on KSAL, Salina.

KIRKMAN & SON, division of Colgate-Palmolive-Peet Co., Jersey City, N. J., will shift *Can You Top This* on WOR, New York, from Tuesday, 8-8:30 p.m. to Wednesday, 7:30-8 p.m. on Feb. 3. Newell-Emmett Co., New York, handles the account.

Duff Planning Drive

RADIO time to blanket 32 major markets, as well as weekly ads in 200 newspapers are planned by P. Duff & Sons, Inc., for Duff's Waffle Mix, the company announced last week in describing aggressive plans for promoting Duff's Mixes as a war food substitute. Station list was not revealed. Bothwell Adv., Pittsburgh, is the agency.

DOUGLAS AIRCRAFT Corp., Santa Monica, in an employment campaign starting Jan. 24, is using a weekly schedule of 42 transcribed one-minute announcements each on KFAC KFVD KMPC. Essig Co., Los Angeles, has the account.

CARTER COAL Co., Washington, (Olga coal), has started a Sunday evening program *The Hermit's Cave* on CFRB, Toronto. Account was placed by Ralph H. Jones Co., Cincinnati.

SEARS, ROEBUCK & Co. will sponsor the broadcast of all remaining home games of the Oshkosh professional basketball team over WOSH, Oshkosh, Wis.

BANK BUYS YOUTH PROGRAM ON WMCA

PARTICIPATION by New York school children features *Youthbuilders' Forum*, weekly half-hour program on WMCA, presented in cooperation with Youthbuilders Inc., a national organization, and sponsored by the Modern Industrial Bank. Program is conducted by Dr. Frank Kingdon, educator, who also is sponsored by Modern Industrial Bank in a five-weekly news commentary.

In addition, the bank has begun a weekly hour of recorded classical music and six-weekly quarter-hour news commentaries by Sydney Moseley on WMCA.

Station last week also added Sachs Quality Furniture and Argus Optical Co., Sachs sponsoring Alice Hughes in *A Woman's View* 9-9:15 a.m. thrice-weekly, and recorded music programs. Argus signed for five-weekly quarter-hour news periods by Randall Hargraves and thrice-weekly commentaries by Johannes Steele, in addition to several recorded music broadcasts.

Modern Industrial Bank account is handled by Metropolitan Adv., New York, and Argus Optical by Furman and Feiner, New York. Sachs was placed direct.



SMILING PROUDLY is William Knodel, vice-president and Chicago sales manager of Free & Peters, while James Free, chairman of the board, presents him with a solid gold engraved watch, marking Mr. Knodel's fifth anniversary with the F&P organization.

WANT A GENERAL PICTURE OF MAJOR (Ky.)?

We have no wish to malign Major (Ky.)—but where buying power is concerned, Major will probably never be out of the buck private class! Fact is, the only four-star market in the whole State is the Louisville Trading Area—with 35.5% *more* buying power than the rest of Kentucky *combined!*..To reach all 242,077 radio homes in this market, you need only WAVE—the-lowest-cost-complete-coverage station in the whole trading area!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives



STRAIGHT TO THE TARGET

These are days to pass the ammunition,—but certainly *not* days to waste it!

WHEC does NOT cover Pennsylvania, Ohio, nor reach into Canada. Its job is the rich and booming Rochester trading area!

How well and how economically WHEC does its job is best summed up in the fact that WHEC is the favorite Rochester station with BOTH local and national program sponsors.

Some good spot and program times now available. We'd like to talk with you about them. Write, phone or wire!

WHEC ROCHESTER

Representatives—J. P. KcKinney & Son
New York Chicago San Francisco

A BASIC CBS STATION

Agencies

DANIEL M. GORDON, former manager of the magazine space buying department of Ruthrauff & Ryan, New York, has been appointed manager of the media department. Walter G. Smith, vice-president and account executive, continues to direct all media planning activities. Theodore C. Fisher remains in charge of radio timebuying section.

PAUL F. ADLER, head of Eastern Advertisers' Service, has discontinued his Hollywood agency for the duration. He has joined the Civil Aeronautics Adm.

ALICE ROSS, formerly with Lawrence C. Gumbinner Adv., New York, has joined Franklin Bruck Adv., New York, as assistant in charge of media. Jules Nathan is media director.

KENNETH W. PLUMB, vice-president and director of Federal Adv., New York, on leave of absence for the duration, has been commissioned a lieutenant in the Naval Reserve, assigned to the public relations office, 3d Naval District.

VINCENT (Vick) LAUSTSEN, formerly in the production department of McCann-Erickson, New York, has joined Tracy Kent Inc., New York, as production manager. He succeeds C. W. Thomas, now in military service.

HOWARD C. BROWN Co., representative of Australian and New Zealand radio interests, has moved Hollywood offices to 6404 Sunset Blvd. Tel. is Hollywood 6045.

LLOYD HERROLD, professor of advertising at Northwestern U, has been made research director of H. W. Kastor & Sons, Chicago.

EDWIN M. SCHNEEBERG has left the radio copy department of Compton Adv., New York, to join the Army.

79%

OF ADVERTISERS ON

WTCN

MINNEAPOLIS BLUE NETWORK ST. PAUL

Renew Their Contracts

Year After Year

•

They Wouldn't Do It If They Didn't Get Results! Take a Tip . . . Put Your Selling Message on This Most Popular Station in the Twin Cities Market.

•

FREE & PETERS, INC., National Representatives

New York Chicago Detroit Atlanta Los Angeles San Francisco

Maj. Hart Is Reported War Prisoner of Japan

REPORTED MISSING in action, Maj. George B. Hart, former executive of the Frederic W. Ziv agency, Cincinnati, is held prisoner of war by the Japanese in the Philippines, the War Dept. has notified his parents. Maj. Hart, former engineer of WLW-WSAI, Cincinnati, and later sales manager of WCPO, Cincinnati, before entering the agency field, was a lieutenant in the Signal Corps Reserve when he was called to active duty before the war.

After indoctrination in Washington he was sent to the Philippines in the summer of 1941, earned promotion to captain. Later, because of outstanding bravery he was made a major and cited for heroism by Gen. MacArthur. Maj. Hart was with Gen. MacArthur on Bataan and later with Gen. Wainwright on Corregidor. He was reported missing just before the fall of Corregidor. The American Legion in Cincinnati has named an auxiliary post the George B. Hart Post in his honor.

GRAY & ROGERS, Philadelphia advertising agency, has added 20% additional space to its offices in the Philadelphia Saving Fund Society to house the expanded art and production departments.

E. WARREN BROOKS, former production manager of J. M. Mathes Inc., New York, has been named account executive. Charles Tomlinson, of the production department, succeeds him as production manager.

CLIFFORD FAUST, formerly with Chicago agencies, has joined The McCarty Co., Los Angeles, as account executive.

G. F. MILLS, Toronto, has been elected president of Spitzer & Mills, Toronto and Montreal, successors to Lord & Thomas of Canada. J. W. Spitzer, Toronto, is executive vice-president and William G. Power, Montreal, vice-president.

ROBERT PAUL SMITH, former script writer of CBS and William Esty & Co., New York, has joined the script staff of Foote, Cone & Belding, New York.

GORDON AUCHINLOSS, director and continuity writer of *Hit Parade* and the New American Tobacco Show, scheduled to start Feb. 19, who also handles continuity for Kay Kyser's program, will resign from Foote, Cone & Belding, New York, July 15, to freelance.

F. W. FEDERER, former space buyer of Geyer, Cornell and Newell, and previously associated with J. Stirling Getchel Inc., has been appointed manager of the media department of Blackett-Sample-Hummert, New York office.

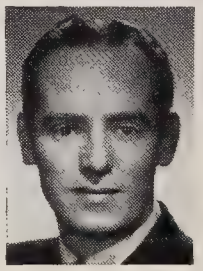
BRUCE RYAN, son of Frederick B. Ryan, president of Ruthrauff & Ryan, New York, has received his wings and commission as second lieutenant in the Army Air Forces, assigned to the Flying Fortress advanced training command as pilot.

KIRBY HAWKES, radio director of Benton & Bowles, is expected to join the Marine Corps, Intelligence Division. He has passed his examinations and awaits final action on his application for a commission.

EVANS PLUMMER, formerly on the Hollywood staff of Tom Fizdale, publicity service, has joined Earle Ferris Asso., that city. He was for several years West Coast editor of *Movie-Radio Guide*, fan publication.

B-S-H Names McNell

ROBERT A. McNELL, account executive and on the timebuying staff of Blackett-Sample-Hummert, New York, for the past seven years, has been appointed vice-president of the agency, as announced last week by Maurice H. Bent, vice-president of the company. Mr. McNell will continue to make his headquarters in the New York office. Mr. Bent also announced the appointment of David J. Kepner as a vice-president in the agency's office at Lakeland, Fla.



Mr. McNell

Reps. Cole and Brehm Would Repeal Wartime

REPEAL of daylight time and return to standard time is sought in concurrent resolutions (H-Con-Res 9 and H-Con-Res 10) introduced in the House last week by Reps. Brehm (R-O) and Cole (R-Mo.).

Declaring he had had complaints from mothers of school children, farmers, business and professional men and individuals in all walks of life, Rep. Cole said war time, which became effective Feb. 9, 1942, has resulted in "untold inconveniences and hardships" with "no material contribution to our war effort." Both resolutions were referred to the Interstate and Foreign Commerce Committee.

Return to standard time again would plunge radio into its semi-annual headaches involving shifting of all programs and general realigning of schedules, since the eastern states adopt daylight saving time from April to September.

JOHN M. BRIDGE, formerly creative head of the Minneapolis office of McCann-Erickson, has joined BBDO, Minneapolis, as account representative for the public services department of General Mills.

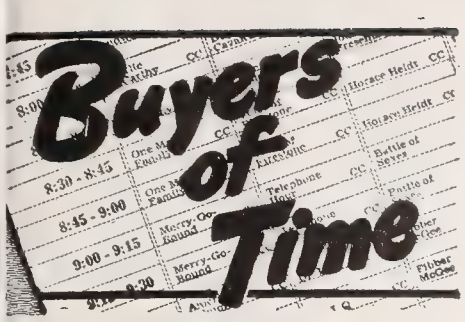
HELEN LEITHAUSER has left the publicity staff of Foote, Cone & Belding, New York.

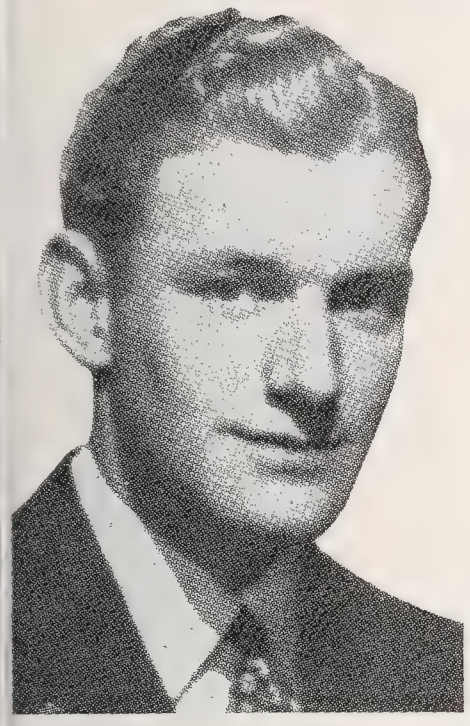
JAMES R. FERGUSON, formerly of Knollin Adv. Agency, San Francisco, has been commissioned a lieutenant in the Field Artillery.

TOM HARDT, Hollywood assistant producer of Young & Rubicam on the NBC *Time to Smile*, has been given production assignment on the CBS *Those We Love*.



"I was just listening to WFDF Flint Michigan, with a kilowatt on 910!"





JAMES SHELBY

A VARIED career, including acting, stunt-riding and computing, marks the young life of James Shelby, radio director of McCann-Erickson, Chicago.

He started at 16 with the American Radiator & Sanitary Corp., Chicago, where his chief job was computing heating units in buildings under construction. Counting radiators was a bit dull, so young Jim Shelby struck out for new fields that subsequently led him to a hitch in the Army, radio announcing and acting, the stage and movies.

As a member of the 122d Field Artillery he became adept at stunt riding and later became a hard-riding extra in Gene Autry pictures. Between times he modelled for commercial photos and films, played in stock and did some announcing.

Mr. Shelby entered the agency field as publicity director for Grant Adv., Chicago. He handled public relations for the Dale Carnegie account and took part in writing and producing the NBC *Dr. I. Q.* show.

A year ago he joined McCann-Erickson as assistant to Earle Thomas, then radio director. When Mr. Thomas was commissioned a captain in the Army last November, Mr. Shelby became radio director.

With the McCann-Erickson firm he has written and produced *Musical Millwheel* on the BLUE, assisted with the NBC *Auction Quiz*, and supervised production of *Clara Lu 'n' Em* on CBS. Currently, he supervises radio for the accounts of Standard Oil Co. of Indiana, Pillsbury Flour Mills, Milk Foundation and American Dairy Assn.

At 32 Mr. Shelby is married and has two children, Jimmy, aged 2½, and Judy, 1. His hobbies include horseback riding, skiing, deep-sea fishing and, unofficially, computing radiators in the homes of friends.

GOP Names Selvage

APPOINTMENT of James P. Selvage, of Princeton, N. J., as an assistant to the chairman of the Republican National Committee in charge of publicity, was announced last week by Chairman Harrison E. Spangler. Mr. Selvage, a former newspaperman, was director of public relations for NAM and later opened his own public relations firm. He organized the Navy "E" program, and was one of the directors of the national scrap salvage campaign.

AGENCY Appointments

HOUSE OF THE TRE-JUR Inc., New York, to Lawrence C. Gumbinner Adv. Agency, N. Y.

PILSENER BREWING Co., Cleveland, to Gregory Adv., Cleveland.

RAILWAY EXPRESS AGENCY, New York (Air Express Div.), to Erwin, Wasey & Co., N. Y.

KENT LABS., St. Louis (vitamins), to Gardner Adv. Co., St. Louis.

POLLOCK-KEY Co., Fort Scott, Kan. (work clothes), to McJunkin Adv. Co., Chicago.

PEPSODENT Co., Chicago, to Joseph Jacobs Jewish Market Organization as counsel in the Jewish field. Foote, Cone & Belding, Chicago, continues as agency.

HIRESTRA LABS, New York, to Blackett-Sample-Hummert, N. Y., for Endocreme, a skin cream. Discontinuing program on local station. No radio contemplated till next fall.

PARFUMS L'ORLE, New York, to H. A. Salzman Inc., New York. Radio is being considered.

FISHBACH COSMETIC Co., New York, to Wildrick & Miller, N. Y., for Irene Blake Jar of Stockings, a leg lotion; Phantom Glove, protective hand preparation, and other products. Media plans not set.

DELEHANTY Institute, New York, to Devine Adv., New York, for business, secretarial and war industry courses. Has used radio but none is contemplated at present.

ALKINE Co., New Brunswick, N. J., to Jackson Adv., New Brunswick, for Flemolyn cough medicine. Using four eastern and eight midwestern stations, for winter campaign.

LEHIGH Coal & Navigation Co., Philadelphia, to Lewis & Gilman, Philadelphia.

LA CONGA HOSIERY Co., New York, to Hicks Adv. Agency, N. Y.

MAURICE J. WALSH Ltd. (ring manufacturers), to Walsh Adv. Co. Ltd., Toronto. Plans for 1943 being made.

WTOC Weekly total of "A" time station break spots

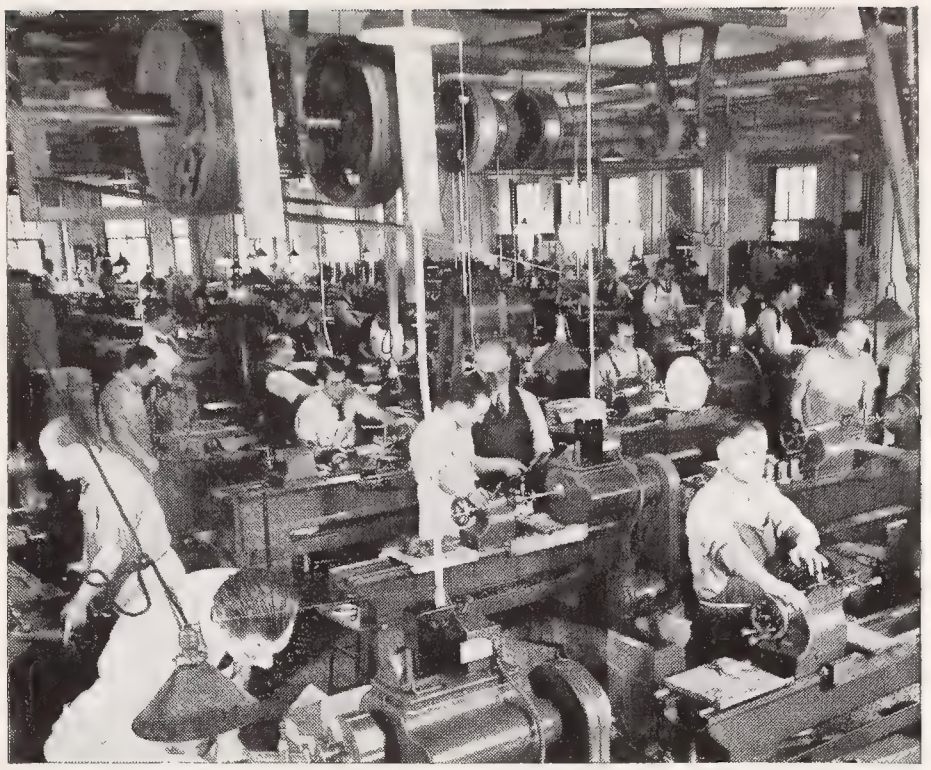
85

Of these **77**

are sold. They're evidently doing the job!

$$$ **WTOC** $$$

Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY



PRESTO IS HARD AT WAR WORK

You may never have thought of a sound recorder as a weapon of war. But in this war, fought alike with guns and propaganda, the Presto recorder is in there working on every front, making records that broadcast news and instructions to military and civilian populations, spreading information that combats enemy propaganda, reproducing short wave broadcasts of radio programs that bring music and voices from home to troops in out-of-the-way places, operating in tough climates where the ordinary record player wouldn't last a week.

In addition to recording equipment, the Presto plant (tripled in size since 1941) is now making a variety of mechanical and electronic equipment for the armed forces, working overtime and booked to capacity for months to come.

Presto is hard at work making its contribution toward winning the war.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Mar. 6368 TORONTO, Hud. 0333 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Su. 8854 • SEATTLE, Sen. 2560 WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Lockheed Guests

ORSON WELLES having withdrawn as narrator, writer and producer, a guest talent policy will be started on the weekly CBS *Ceiling Unlimited*, sponsored by Lockheed & Vega Aircraft Corps., starting Feb. 8. No format change is contemplated. Series was renewed on 56 CBS stations for 13 weeks effective Feb. 1, Monday, 7:15-7:30 p.m. with West Coast repeat, 8:15-8:30 p.m. (PWT). Thomas Freebairn-Smith is producer of Foote, Cone & Belding, Los Angeles, agency servicing the account. Welles withdrew Feb. 1 from the series on plea of being overburdened with other work, which includes his CBS sustainer, *Hello, Americans*, and film assignments. [BROADCASTING, Jan. 18].

AP

WIL, St. Louis, Mo.

. . . incidentally, AP news for radio is terrific.

Mel Kampe,
Publicity Director.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

IRE Probes Radio in War

(*Continued from page 12*)

ing was devoted to papers dealing with the production and use of radio facilities for the armed services. Rear Admiral Stanford C. Hooper, U. S. Navy, pointed out that "communications within the armed forces, detection and location of the enemy, identification and radio control are essential to nearly every mobile unit." He stressed the need for American radio engineers to "out-think, out-plan, outproduce the Axis competition in the production of radio facilities."

Harold P. Westman, secretary, war committee on radio, American Standards Assn., described the work of the committee in setting up standards for military radio equipment that, as far as possible, can be used "anywhere on the surface of the earth, below the sea, or in the sky above. This is a global war and our fighting forces will be found in every climate. Any component which is limited to one extreme service, as in the Arctic or in the tropics, presents a serious problem." In the manufacture of equipment, he said, "there can be only one economy in wartime. Each item must be produced in the shortest time with the least expenditure of materials and manpower."

Pointing out that the ranks of radio engineers increased by more than 20 per cent during 1942, with thousands of newcomers to radio in war services, Dr. Van Dyck looked ahead to a radio-minded post-war world. "Engineers and scientists have the opportunity now," he said, "to decide to do something in the future which will encourage happier results and safer progress in the development of civilization. Something must be done in the future which will give saner judgment and more scientific control of the forces unleashed by science. Isolation is now impossible, for scientists as well as for nations."

TRANSRADIO ACTION LED TO RATE CUT

PROCEEDINGS against A T & T which brought about a 25-50% reduction in the cost of radio broadcasting transmission lines [BROADCASTING, Jan. 25] were initiated by Transradio-Press two years ago, according to a statement by Transradio last week.

"Seeking specifically to obtain a press rate reduction, which had never been made since the mileage rate was established in 1917," the statement said, "Transradio petitioned for an investigation of the AT&T rate structure." The FCC set a date for the hearing, later enlarging the scope of the hearings to the cut in rates, announced by AT&T as effective Feb. 1.

The original Transradio action, out of which the investigation grew, the news service stated, is "still not completely settled, since Transradio was seeking a change in certain of AT&T's rate-making principles as well as the reduction that was agreed to". Final action may come after Feb. 15 when the new AT&T tariff schedules are filed, according to Herbert Moore, Transradio president.

Alva J. Carter

ALVA J. CARTER, 60, president of the Carter Motor Co., Chicago, pioneer radio manufacturer and television designer, died Jan. 24. He founded the Carter Radio Co. in 1922 and developed it into one of the largest radio parts companies in the world. In 1928 he started and demonstrated a new television system, using regular broadcast wave lengths to beam voice and picture simultaneously. For a number of years he was in charge of construction of automatic telephone plants in Iowa and the middle west.

IRE HONORS WILSON

Retiring v.p. of Bell Labs.

—Ten Fellowships Awarded—

PRESENTATION of the IRE Medal of Honor for 1943 to Dr. William Wilson, retiring assistant vice-president of Bell Telephone Labs. took place Jan. 28, at the midwinter IRE convention in New York.

Dr. Wilson, a Fellow of the institute, had been with Bell for 28 years, for many years in charge of vacuum tube research and development. He has served as an IRE director for three years.

Ten IRE Fellowships were awarded at the meeting. Included among those honored was Dr. Peter C. Goldmark, chief CBS television engineer, and inventor of color television; Andrew Alford, head of Air Navigation Labs. of I.T.&T.; Ivan S. Coggeshall, general cable supervisor, Western Union; Capt. Jennings B. Dow, USN, Bureau of Ships.

Lee A. DuBridge, professor of physics and dean of faculty, U of Rochester; Daniel E. Harnett, chief engineer, Hazeltine Service Corp; Dorman D. Israel, chief engineer, Emerson Radio & Phonograph Corp.

Axel G. Jensen, television research engineer, Bell Telephone; Lt. Col. George F. Metcalf, office of the Chief Signal Corps Officer, War Dept.; Dr. Irving Wolff, physicist, RCA labs.

HOUSE GIVEN BILL ON QUESTIONNAIRES

CENTRALIZATION of Government reports and questionnaires in the Dept. of Commerce, was proposed in a bill (HR-1575) introduced in the House last Thursday by Rep. Harness (R-Ind.) to alleviate the "paper work" deluge long criticized in Congress.

The bill would prohibit Federal agencies from requiring persons to furnish "burdensome and nonessential information" and to require the department's Census Bureau to be sole agency for questionnaires.

Mr. Harness alluded to the wave of Government reports and questionnaires "now swamping American free enterprise" and commended Congress for enacting, late in the last session, the law directing the Bureau of the Budget to coordinate and simplify collection.

"Self-important little bureaucrats in a dozen different Washington agencies have been running riot in red tape and so overburdening business with paper work that thousands of enterprises simply will not be able to keep up with the demands," he said. The task was particularly difficult for smaller firms, he declared, calling the questionnaire deluge one of the "most flagrant abuses of administrative law."

Frank Zdarsky

FRANK ZDARSKY, for 13 years musical director of WTCN, Minneapolis-St. Paul, died from a heart attack at the studios Jan. 24 following a program. Mr. Zdarsky had been leader of pit orchestras in Twin Cities' theatres for many years.

If you're now using radio in the Charleston, West Virginia market—or planning to do so in the future—you should see the Crossley Study just completed.

5000 ON 580 **WCHS** CBS AFFILIATE
John A. Kennedy, President Howard L. Chernoff, Managing Dir.
Charleston, West Virginia
represented by THE BRANHAM COMPANY

CHNS
Halifax, N. S.
The Key Station Of
The Maritimes

One-third of all radio sets in Nova Scotia are within twenty-five miles of our antenna, two-thirds are within our primary coverage area. You can't afford to overlook this field.

Representatives
JOS. WEED & CO.
350 Madison Avenue, New York

Golenpaul Denied Jingle Injunction

'Information Please' Must Use Plug in Final Broadcasts

MOTION for preliminary injunction to restrain American Tobacco Co. from repetitious use of the jingle—"The best tunes of all move to Carnegie Hall"—on the final two broadcasts of *Information Please* under that company's sponsorship was denied Dan Golenpaul, owner-producer of the program, last Thursday by Justice Bernard L. Shientag in New York Supreme Court. Jingle is a "teaser" announcement for *Your All-Time Hit Parade*, which American Tobacco will sponsor in the Friday evening period on NBC now occupied by *Information Please*, beginning Feb. 12.

Golenpaul had asked that the sponsor be prohibited from "presenting the broadcast in such a manner as unlawfully to injure the property rights of the producers", holding that the jingles as used are "low, vulgar and offensive". The court's findings did not uphold this charge, the decision stated, although Judge Shientag continued that the repetition of the jingle is "apt to be irritating and annoying to radio listeners". He said, however, that "the irritation of the radio audience would naturally tend to be directed not so much against the producers of the program as against its sponsor."

Court points out that only two broadcasts are affected since American Tobacco sponsorship ends with the program of Feb. 5 and that *Information Please* has already been sold to a new sponsor, H. J. Heintz Co. "at a price said to be in excess of that paid by American Tobacco". No malice was charged by the plaintiff who also concedes that the time taken up by the jingles and all other advertising for Lucky Strikes does not exceed 10% of the total program time in accordance with NBC's regulations.

Decision continues that "it would undoubtedly have been in much better taste" for American Tobacco to have acceded to the request of the producer to cut down the number of repetitions of the jingle per program, but that this does not warrant a court of equity in granting a preliminary injunction.

Station Maintenance Promised By Ellis as Wartime Necessity

ASSERTING that maintenance of broadcasting stations and home radios is a wartime necessity, Ray C. Ellis, director of the WPB Radio & Radar Division, promised the IRE convention in New York Jan. 28 that "the radio set is going to get its proper allotment of tubes and condensers."

To insure this, in the light of military needs, Mr. Ellis described a new Radio & Radar Division setup which includes an expanded group dealing with all civilian radio equipment.

Must Maintain Sets

Pointing out that the radio division is primarily concerned with war production, the radio & radar chief said, "It is vital that the broadcasting stations and radio sets in our homes be maintained."

Mr. Ellis warned there could not be supplies of all civilian replacement parts. "Civilian radio is in approximately the same position as domestic housekeeping," he said. "The great variety of designs for each component is not feasible in wartime" but economic use of our resources should "insure that the radio sets in our homes will be adequately nourished."

It is true that stations may no longer expand their facilities, and manufacturers may not introduce new sets, Mr. Ellis said, but "to keep existing broadcasting and receiving apparatus in working order requires some part of the output of the radio industry; it is the division's responsibilty to determine what this part is and to see that its efforts are properly allocated."

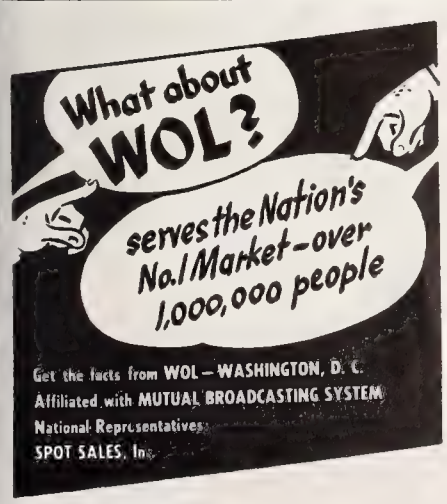
Under the Radio & Radar Division organization described by Mr. Ellis, the war production program for radio will be handled by three new groups, which will be made up in part from existing branches or sections. There will also be a special group to care for all civilian needs; a field section to assist manufacturers, and an engineering advisory section to watch developmental work in laboratories.

The Radio & Radar Division's military production groups will be organized parallel to the main WPB setup. One group will have charge of planning the entire program; a second will see that all critical parts and materials "are delivered at the right time and delivered to the right places"; the third group makes certain that the equipment and facilities of the industry are adequate to meet the schedules which have been set.

The Civilian Radio Section would be responsible for determining minimum civilian requirements, and for obtaining these from the general program.

Mr. Ellis' talk dealt in detail with the place of electronics in the war. He pointed out there is a vast difference between the radio which sits comfortably in the corner of a living room, and at the front.

Production has jumped from $8,000,000 a month in July, 1941 to almost $200,000,000 per month, he said. Plants of some 50-odd home radio producers are now entirely in war work, he said, and about 1,500 concerns are participating in production or radio detector equipment.



"We find these programs to be ideally suited to our particular needs." WSOC

• Programs prepared by the ASCAP Radio Program Service are salable and entertaining. Written by the best script writers in the business, they are available to any ASCAP-licensed station without cost. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

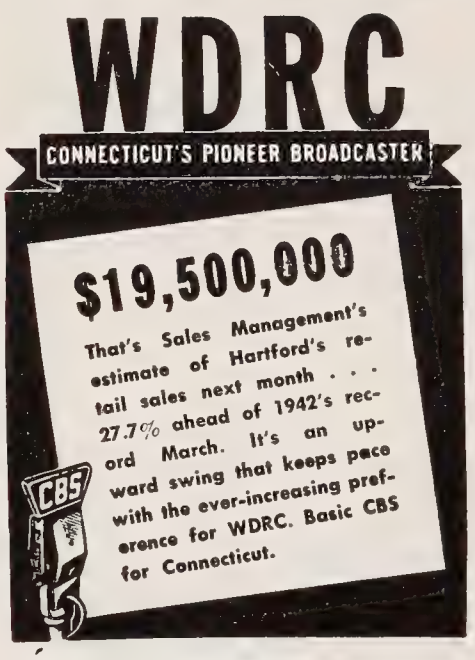
"PIPE THIS, FELLERS! WDAY, AT FARGO, IS THE ONLY STATION REACHING ALL 350,000 RADIO HOMES IN THE PROSPEROUS RED RIVER VALLEY—AND THE ONLY NBC STATION WITHIN 190 MILES!"



WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

PAULA STONE, daughter of Actor Fred Stone, last week gave the first of a series of special Saturday broadcasts on WNEW, New York, from the show window of the Civilian Defense Volunteer Office Information Center, located opposite Grand Central Station, in New York. Series is designed to present the accomplishments of the CDVO, and to secure public cooperation with the organization. Servicemen who are invited to the broadcasts are asked to leave their addresses with Miss Stone so that they will receive her weekly news letter, based on a program of Hollywood news she conducts on WNEW under the title, *The Broadway Beam.*



Purely PROGRAMS

Adolescence in Action

TEEN-AGE caprices of "Corliss Archer", played by Priscilla Lyon, 14-year-old actress known to radio listeners as "Fluffy" in the former CBS *Junior Miss* series, are the center of a Thursday evening series started on CBS last week. Each episode is a complete story in itself, revolving around the young lady's household. Character was introduced in the January issue of *Good Housekeeping*, by F. Hugh Herbert.

* * *

For Housewives

HIGHLIGHTED by interviews with prominent members of Governmental, State or civic committees such as the Red Cross, Office of Price Administration or a nurses' school, *At Your Service*, five-weekly series on KFBK, Sacramento, informs housewives of new regulations affecting the home and gives stories of women in the news. Local response has been favorable.

* * *

Hitting Careless Talk

RUMOR SQUELCHER campaign started by WTAG, Worcester, includes announcements and dramatized skits throughout the day to show how "careless talk costs lives." Listeners are invited to contribute rumor squelcher slogans of 10 words. Winning slogans are broadcast.

Reminiscences

CONTRASTING ITS store of almost a century ago with its new facilities today, Kahn & Rosenau, Philadelphia furniture dealers, have started a *Then and Now* quarter-hour week-day series at 5:45 p.m. on WIP, Philadelphia. Recorded music, old and new, emphasizes the "then and now" nature of the furniture store's business. Bob Horn, of the station staff, conducts the program, as "The Man From Kahn & Rosenau."

* * *

Womanpower

FEMININE cooperation in the nation's war effort is theme of Saturday afternoon womanpower series, *War Jobs for Women* on WBBM, Chicago. Frayn Utley, lecturer-writer wife of Clifton Utley, news commentator, directs the discussion with representatives of the WAACS, SPARS, WAVES and WAFS.

* * *

Hidden Talents

AFFORDING station announcers an opportunity to display creative ability, a thrice-weekly quarter-hour workshop idea program titled *Announcers Are People*, was started on KECA, Los Angeles. A different announcer for each broadcast announces, writes, edits and produces his respective program.

* * *

Women's Features

CHILD HEALTH and women's talks for the winter and spring seasons on the Canadian Broadcasting Corp. stations cover the following topics: *The Perils of Junior, Fireside Fun, Women Workers Today, How Freedom Works,* interviews with *Women On The Job, Wartime Shopping* and *The Hidden Enemy.*

* * *

To Simplify Rationing

COOPERATING with OPA to give listeners up-to-date information about all types of rationing, WBT, Charlotte, is presenting a six-weekly program at 7:15 a.m., titled *WBT's Ration Calendar.*



Alertness of Listeners

ATTENTIVE LISTENING to programs on WIBG, Philadelphia, pays dividends in theatre ducats in the new program *The Family Quiz*, at 5 p.m. daily on that station. Four questions, one each about news, movies, sports and music, must be answered by mail. Prize for answering all questions correctly is a pair of movie tickets. Lloyd Thompson of WIBG staff directs the program.

* * *

Evolution of a Tune

A PROGRAM showing how new popular dance tune ideas have been borrowed from the classics is heard on KWK, St. Louis, nightly at 5:15. Titled *Cutting the Heart from the Classics*, the series features a new dance record, followed by a record of the classics from which the popular tune has been "lifted". Rush Hughes directs the programs.

* * *

Observation Quiz

ALERTNESS rather than general knowledge is tested in a weekly, half-hour quiz show, *Good Listening* on CBS. Miniature dramas, blackouts and various incidents on the studio stage provide the basis for questions. Five contestants are chosen but any member of the audience is likely to be quizzed without warning. Cash prizes are awarded for correct answers.

* * *

For War Brides

ADVICE TO BRIDES on trousseaux, etiquette, wedding traditions and procedure is offered by the Philadelphia Bridal Secretariat in a 10-minute program, *Getting Married*, Thursdays at 3:20 p.m. on WCAU, Philadelphia. Mrs. Logan Bentley, head of the Secretariat and consultant on many of Philadelphia's society weddings, conducts the programs.

* * *

FBI in Wartime

SABOTAGE, espionage and other FBI wartime problems are discussed in a new series of weekly interviews on WOAI, San Antonio, between Corwin Riddell, of WOAI, and M. W. Acers special agent in charge of San Antonio branch of FBI.

John W. Moore Heads Canadian Advertisers

JOHN W. MOORE, advertising and sales promotion manager of the Maple Leaf Milling Co. Ltd., Toronto, has been elected president of the Assn. of Canadian Advertisers, succeeding Paul K. Abrahamson of the Borden Co. Mr. Abrahamson has been made district sales manager of the Borden Co. in Chicago, after six years in Canada. Previously he was product advertising manager for the company's New York office.

L. E. Phenner, president of Canadian Cellucotton Products Co., Toronto, has been named ACA vice-president, succeeding J. W. Moore. C. W. Chamberlin, advertising manager of Shell Oil Co. of Canada Ltd., Toronto, has been elected to the ACA board of directors.

SEARS, ROEBUCK & Co., to promote Sears Allstate Tire Store, Nashville, will sponsor the *Sports Spotlight* on WSIX, Nashville, six nights weekly at 6:45.

ISAAC'S APPLE

THEY say a falling apple started Sir Isaac Newton thinking about the Law of Gravity. But the Law was there, whether anybody thought of it or not. The Law of Supply and Demand also is always with us. And many a business will drop into the red when the props of artificial wartime restrictions are pulled out from under.

Don't wait till the apple hits you on the head. Building a firm foundation of goodwill now will help to sustain your business when the "buyers' market" comes back again. Give people something they value —radio entertainment—to remember you by.



Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB

30% License Fee Reduction For January Voted by BMI

Program Managers to Attend Monthly Meetings In New York as Guests of Organization

A REDUCTION of 30% in the BMI license fees for January was voted by the board of directors at its meeting in New York last Tuesday. Letter notifying stations of this saving points out that it is in line with the BMI policy to keep costs at a minimum for its licensees, who have already enjoyed substantial reductions under previous contracts. BMI warns that the 30% cut in fees is for January only and is not to be taken as a precedent as future reductions will be determined on a month-to-month basis.

Board also voted to establish a monthly series of two-day meetings of groups of about 20 station program managers each month at BMI headquarters in New York. These executives, from stations selected by a scientific sampling system, BMI reports, will be BMI's guests with all expenses paid in transit and during their stay in New York.

Test Meetings Held

"Plan," BMI announced, "has two broad aims: to inform BMI more completely of station problems and suggestions and, of equal importance, to give station men at first hand the full scope of BMI's catalogs and services. Affiliated publishers are also afforded an opportunity of meeting station personnel for discussion of mutual problems."

Before being adopted as standard practice, the plan was carefully tested by Merrit E. Tompkins, BMI vice-president and general manager, and two groups of program men from eastern stations at preliminary meetings in November and December. These sessions were so successful that the original plan was amplified for larger and more frequent meetings. Roy Harlow, who recently joined BMI as manager of program relations, is working closely with Mr. Tompkins in preparation for the next meeting, tentatively scheduled for the third week in February.

Attendance at the earlier meetings included: Herbert C. Rice, WKBW; James C. Begley, KYW; A. O. Coggeshall, WGY; Charles Siverson, WHAM; James T. Milne, WELI; Sam Lawder, WINX; Miss Marie Wilk, WWSW; Walter Haase, WDRC; Thomas C. McCray, WTIC; John Lee, WOWO-WABY; Tod Williams, WSPD; William J. Adams, WCHS; George C. Biggar, WLW; Jack Stapp, WSM; John Wahlstedt, WHB; Al Hollander, WIND-WJJD; William McGrath, WNEW; Miss C. A. Porreca, WOV; Edward J. Lord, WLOF.

Broad Plans for Expansion

BMI board meeting, in addition to authorizing the reduction in January license fees and the new service, was devoted to routine organization affairs. Present were: Neville Miller, president of BMI and NAB; Paul Morency, WTIC; John Elmer, WCBM; William S. Hedges, NBC; Frank White, CBS.

Letter notifying stations of the board's actions follows:

This letter brings you news from BMI of both increased service and a reduction in your January license fee.

BMI enters 1943 with broad plans for the expansion of its service to licensees, including amplified station relations, increased script service, a new 100,000 entry index, shortly to be published, etc. Already launched is a new project of inviting program managers to New York, as the guests of BMI, for two-day meetings in the mutual interests of the station and of BMI. Preliminary meetings already have indicated the great value of these contacts. Roy Harlow, long program manager of the Yankee and Colonial Networks, has been engaged by BMI in connection with this work.

Despite these added activities, increased revenues from new licensees and economies from the streamlining of the organization make it possible to effect reductions in cost for all BMI licensees.

You will recollect that all license agreements since the beginning of BMI have consistently provided that the license fees agreed to be paid are maximum, subject to reduction by BMI's Board of Directors. Licensees have already enjoyed substantial reductions under previous contracts.

The Board of Directors has now voted a reduction of 30% in the January fee, which is payable on Feb. 20. This means that you will figure out your January payment, payable on Feb. 20, in the same manner as usual, but will make a 30% reduction in the final figure before making payment. We ask that you will promptly notify your accounting department of this deduction.

Because it is necessary that we leave our financial position sufficiently flexible so that we can continue to render maximum service to you, the Board of Directors is determining reductions on a monthly basis. This reduction should not, therefore, be considered a precedent for the future, and you should continue to pay on the contract terms *without* reduction unless you receive specific notification to the contrary. You may be sure that no reduction will be made which will affect the service you are receiving from BMI.

CARL HAVERLIN
Vice-President

RAISING 19 MILLION
Washington State Outlets Join to Sell Bonds

TOPPING sales of any previous monthly Bond drive by more than six million dollars, radio stations in the state of Washington in December sold $19,286,189.25 worth of War Bonds and Stamps in a "Radio Bond Month" campaign supported by the state's 26 stations. Highest previous month's sales was recorded last September, when retailers conducted the drive.

Described by state War Savings Staff officials as "the best organized and most enthusiastically supported campaign" held in Washington, "Radio Bond Month" included six statewide programs, individual program competition, special events and closed circuit meetings. Taking part were:

KFPY, KFIO, KHQ and KGA, Spokane; KUJ, Walla Walla; KPQ, Wenatchee; KIT, Yakima; KVAN, Vancouver; KWLK, Longview; KXRO, Aberdeen; KELA, Chehalis; KWSC, Pullman; KGY, Olympia; KMO, KVI and KTBI, Tacoma; KVOS, Bellingham; KRKO and KEVE, Everett; KEVR, KXA, KOL, KOMO, KJR and KIRO, Seattle.

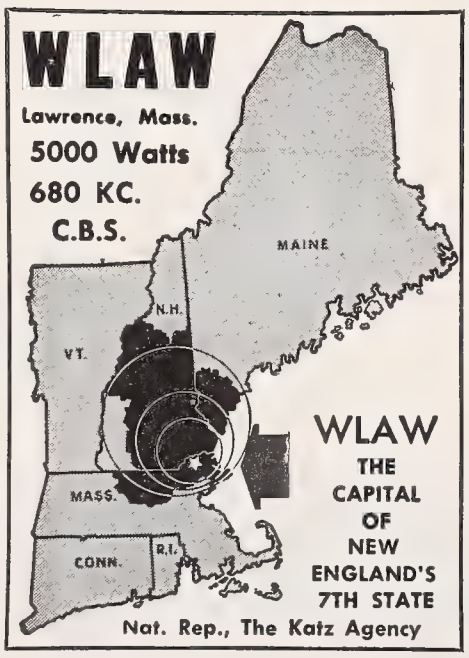
MCA Band Spots

MARKING what is probably a precedent in promoting the personal appearance in a theatre of a name band, Music Corp. of America, New York, last week placed a two-day campaign on WABC, CBS New York outlet, to plug the current appearance of Guy Lombardo's orchestra at the Roxy Theatre, New York. Time purchased included a participation on the Jan. 22 broadcast of *Personally It's Off the Record,* as well as a spot announcement adjacent to the regular midnight news on Jan. 25. Account was handled direct.

Racing Ban Urged

A BILL to prevent broadcasting of horse races in California, as an additional penalty to illegal gambling, has been introduced in the State Assembly now in session. Lee T. Bashore who presented the bill, stated it would add radio to the existing ban on telephone and telegraph communications from tracks while races are being run.







UNAWARE OF TRAGEDY

Woollcott Fatally Stricken During Broadcast

But Audience Not Told

LISTENERS to CBS's *The People's Platform* Jan. 23 perhaps noticed that Alexander Woollcott, "the Town Crier of the Air" since 1930, was not heard toward the end of the discussion, but they had no other indication that the author-critic—and reputed inspiration of the stage and motion picture hit, "The Man Who Came to Dinner", —had suffered a heart attack at the microphone. He died a few hours later at Roosevelt Hospital.

Program Went On

Mr. Woollcott, together with Rex Stout, author; Dr. George N. Shuster, president of Hunter College, and Mrs. Marcia Davenport, novelist, had been the guest of Dr. Harry D. Gideonese, president of Brooklyn College in the CBS building, the 20th floor dining room from which the *People's Platform* originates in New York. The group had been discussing "Is Germany Incurable?", when Mr. Woollcott passed a message to Dr. Gideonese stating that he felt ill.

Signaling the others to continue, the roundtable chairman helped the stricken author out of the studio, and summoned a physician. Mr. Woollcott was removed to the hospital.

Mr. Woollcott, 56, was first sponsored on WABC as "the Town Crier" from September to December, 1930 by Gruen Watch Co., Cincinnati. His program consisted of 15 minutes of story telling, in which he drew on a world-wide reservoir of friendships.

It was the opinion of some of his friends, such as Walter Lippmann, that friendships and contacts with well-known persons, were Mr. Woollcott's deepest interest in life, although he had been included among the country's greatest dramatic critics.

From October, 1934 to March, 1935, he was sponsored by Cream of Wheat Corp., Chicago on a half-hour Sunday evening program as a critic-raconteur on CBS. He resumed from October to December, 1935, and in 1937 *The Town Crier* was heard a quarter-hour twice-weekly for Liggett & Myers Tobacco Co., New York.

Except for numerous guest appearances, Mr. Woollcott's radio career suffered a lull on a regular basis after 1937 until 1941 when he went to England, resuming his role of "Town Crier" to broadcast on CBS encouraging reports on the endurance and courage of the British under Nazi bombings.



SAYING IT WITH FLOURS is Paul Gerot, midwestern division sales manager of Pillsbury Flour Mills Co., Minneapolis, as he thrusts another Pillsbury product into the arms of Harold Isbell. The heavily-laden Mr. Isbell is m.c. of the thrice-weekly quarter-hour program, *Meet the Missus* on WBBM, Chicago now being sponsored by Pillsbury. Agency is McCann-Erickson, Chicago.

WEAF Provides Talent For Radio Executives

ANOTHER in the group of "station days" at the Radio Executives Club of New York was celebrated last Wednesday when WEAF, New York, presented a variety of talent. Ralph Dumke, the early morning "Two-Minute Man", was m.c. Entertainment included jokes by Ben Brady, songs by Gloria Estebez, Cuban guitarist, and Marcia Neil, concluding with sketches by the Reviewers.

Out-of-town guests included Walter Johnson and Paul Morency, WTIC Hartford; Hal Seville, WJEJ Hagerstown, Md.; Lew Avery, NAB; Dorothy Starbuck, Courtland D. Ferguson, Baltimore; James Fishback, WOL Washington; Charles Denny, WERC Erie; John Laux WSTV Steubenville, O.; W. A. Wilson, WOPI Bristol, Tenn.; Jess Swicegood, WKPT Kingsport, Tenn., Harold Thoms, WISE Asheville, N. C., and Jim Wills, Broadcast Advertising, Boston.

Blue Names Hillman

WILLIAM HILLMAN, former European manager for *Colliers*, has been appointed Washington correspondent for the BLUE, it was announced last week, At one time, Mr. Hillman was a chief of the INS London Bureau, and worked overseas for AP. He has been heard frequently on BLUE programs.

Studio Records Co. Delays Disc Plan

Firm Offers to Sell Records Made by CIO Orchestras

STUDIO RECORDS Co., which recently circularized stations by postcard offering to supply them with records of new popular music played by CIO orchestras, is holding its plans in abeyance pending the outcome of this week's meeting of the executive board of the American Federation of Musicians to formulate a statement of the conditions under which it will permit its members to resume work for recording companies.

Michael Hoffman, in charge of the Studio office in New York, declined to reveal how many stations had responded or to discuss any details of the plan, stating he did not want to stir up any trouble or to get broadcasters involved in arguments with the AFM if they will soon be able to get new discs from the AFM. Mr. Hoffman also refused to talk about the present status of the CIO musicians union.

Tunes from New Show

Meanwhile, music shops last week were selling orchestral records of the tunes from the new Cole Porter show, "Something for the Boys", which opened on Broadway early in January. Labeled "Hit Records", these discs identified the band leaders by such presumably fictional names as "Hal Goodman", "Johnny Jones", and "Peter Piper".

Eli Oberstein, president of Classic Record Co., distributor of the Hit recordings, declined to divulge the source of the discs, stating that "all I do is buy master recordings and then make copies" and expressing ignorance of where the masters were made or by whom. He similarly withheld names of the individuals or companies who supply him with the masters.

Harry Fox, agent and trustee for the publishers whose music appears on the Hit records, said the license fees paid by the company indicate widespread distribution of the records, probably on a national basis. Other companies have made inquiries about recording licenses, he said, but the Hit records are the only ones to be distributed in any quantity. He reported that he had had no inquiry from Studio Record Co., confirming the fact that this company has not begun recording.

IN THE RADIO LIMELIGHT
a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION WPAR PARKERSBURG, W. VA.
250 WATTS 1450 Kc. CBS W. VA. NETWORK
JOHN A. KENNEDY, Pres. GEO. H. CLINTON, Station Director

Oil and gas production, plus big industries manufacturing a score of varied products including strategic war materials and employing additional thousands of workers — men and women — at *increased wages* account for the present business activity in the WPAR area.

Retail Sales for Parkersburg show the trend: *increased 35.8%* — to $20,773,000 in 1941 over the census figures.

Livestock, dairying, poultry and other farm products now are bringing higher prices, higher cash incomes to the rural WPAR audience.

Choice spot-time is available *now* on this popular CBS outlet . . . low-cost coverage of 61,393 radio homes. *Investigate!*

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY
CHICAGO NEW YORK
DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS
KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

KFQD
ANCHORAGE
Alaska
- Alaska's Oldest Station
- Still doing a swell job
- Always appreciative of Accounts
- Hdqtrs. Alaska Armed Forces

790 KC

CRYSTALS by
HIPOWER
Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precision Crystal units. With recently enlarged facilities, Hipower is maintaining greatly increased production for all important services. When essential demand begins to return to normal, Hipower will be glad to help with your crystal needs.
HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

McKellar Bill for Senate Approval Of Top-Pay Jobs Would Affect FCC

AT LEAST 135 FCC staff appointments would be subject to Senate approval, under a bill introduced by Senator McKellar (D-Tenn.) last week, calling for Senate ratification of all Federal officeholders receiving more than $4,500 a year.

Although similar bills have been introduced in previous years, the McKellar measure is conceded a good chance of passing in the light of Congressional feelings about recent dealings with officials of Government agencies. Rep. Ramspeck (D-Ga.), administration spokesman and exponent of Civil Service extension, has warned that he "saw no chance of stopping it" in the House.

4-Year Tenure Proposed

Sen. McKellar will explain his bill to the Senate Judiciary Committee at a hearing set for today (Feb. 1). According to Chairman Van Nuys (D-Ind.), it will then go to a subcommittee for further study.

Sen. McKellar's bill would affect new appointees and all persons now in Government jobs which pay more than $4,500. It also limits tenure of these positions to four years, except where a different term is set by statute.

According to 1944 budget requests, FCC has 73 positions in its regular organization paying above $4,500, and 62 more in its "national defense" organizations. Altogether, the Commission had approximately 2,260 employes in Oct., 1942.

Commissioners Unaffected

Not affected by the McKellar bill would be the seven Commissioners, who term is set at seven years, and whose appointment already is made by the President with concurrence of the Senate. An FCC Commissioner's salary is set at $10,000.

Other FCC executives, such as the heads of the engineering, law and accounting departments—all $9,000 jobs—are named by the Commission.

FCC's proposed budget for 1944 provides for 17 "executives" on the engineering staff in Washington, 14 in the legal dept. and 11 in accounting. Altogether, there are 32 "executives" classified as professional; 21 as administrative, including the Commissioners, and 20 in the field service. Field service includes three principal engineers, 12 senior engineers, an accountant in charge and four head accountants.

FCC war activities groups call for 62 "executive" jobs, topped by the director of the Foreign Broadcast Intelligence Service, the FCC monitoring unit for foreign broadcasts, at $9,000. FBIS also has a staff of engineers, attorneys and accountants. Included are a head attorney at $6,500; a principal attorney, at $5,600; eight senior attorneys at $4,600 each; an assistant to the chief engineer at $5,600; 12 senior engineers and head accountant at $4,800 each, and several executive editors and social scientists.

Wife of Rep. Lyndon Would Acquire KTBC

TRANSFER of KTBC, Austin, Tex., from the State Capital Broadcasting Assn. Inc. to Mrs. Claudia T. Johnson, wife of Rep. Lyndon Johnson (D-Tex.) is sought in an application filed by Mrs. Johnson with the FCC Jan. 26. She would acquire all stock (250 shares) for $17,500 from R. B. Anderson, former Texas State Tax Commission chairman; R. A. Stuart, former Texas state senator, and A. W. Walker Jr., law professor of the U of Texas.

Filed with the application is a quitclaim from the J. M. West interests, who withdraw their application to purchase facilities of KTBC [BROADCASTING, May 15, 1940] on condition that Mrs. Johnson's plea is approved. KTBC was one of six outlets involved in the Rev. James G. Ulmer "hidden ownership" investigation [BROADCASTING, Feb. 15, May 1, 1940].

Gold Medal on Air

GOLD MEDAL Hair Products, Brooklyn, through its newly appointed agency, Redfield-Johnstone, New York, will enter radio for the first time in the near future with a test campaign for Medalo shampoo and face powder on several southern stations, to be followed by an extensive schedule of spot announcements on stations throughout the South.

George Ludlam Joins Radio Bureau of OWI

GEORGE LUDLAM, former assistant radio director of the Office of Civilian Defense, joins the Office of War Information radio bureau Feb. 1 as chief of the special assignment section replacing Leonard Levinson, who resigned because of ill health. Under Mr. Levinson, the special assignment plan has been tested several months, providing war information to a limited number of network programs.

Mr. Ludlam hopes to set the program in operation on a fulltime basis about Feb. 15. At present 56 programs per week are used with an average of two per network per day.

Pioneer Returns

OFFICIAL SPOKESMAN for the Atlantic Coast Network from Washington now is Norman Brokenshire, pioneer announcer who returned to Capital radio last week after an absence of nearly 20 years. Mr. Brokenshire, who has appeared on all major networks and many independent stations during his career, will also handle the WWDC, Washington, morning show, 7-10 a.m.

WAGA, Atlanta, has appointed Headley-Reed Co. as national representative, effective Feb. 1.

ARE YOU DIFFERENT?

Men needed with distinctive styles. No straight announcers. Send transscriptions.

WMAL
BLUE KEY STATION
WASHINGTON, D. C.



50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

Several months later than we originally planned—but we hope it won't be long now! Our present power of 250 watts will be upped to . . .

5000 WATTS

600 Kilocycles **Full Time**

Ever try to build a new transmitter in wartime? Take our advice and DON'T! However, after plenty of sweat and quite a few tears (the latter over a series of dissapointing but unavoidable delays), we believe the job is about done! We hope to be on the air with that new increased coverage of "The Heart of the Piedmont" in a very short time. Meantime, thanks for bearing with us as you have.

Harold Essex, Director

WSJS in Winston-Salem

The Journal-Sentinel Station

Network by NBC • Spot by Headley-Reed Co.

BY THE WAY—have you seen NBC's "A Tale of 412 Cities", the new nationwide survey of nighttime radio listening habits? WSJS comes through with 76% of the listeners in the Winston-Salem area! For a 250 watter, is that bad?

Where But
WSYR
SYRACUSE
Can You Get a Basic NBC Red Station Covering Central New York?

NEAREST RADIO STATION 100 MILES
KTFI
TWIN FALLS, IDAHO
National Representatives
The Walker Co.
Homer Griffith Co.

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

There's "sock" in 5KW on our 580 kc frequency —equal to over a million watts at the other end of the dial.
WIBW The Voice of Kansas in TOPEKA

CBC Encourages Live Talent Use

Well-Balanced Programs Aim Of New Recording Rule

REGULATIONS governing recorded programs during evening hours on Canadian stations have been amended by the Canadian Broadcasting Corp. board of governors to provide Canadian listeners with well-balanced programs, using more live talent.

The new regulations, which were to become effective Feb. 1, provide for entertainment "in which there will be some kind of proportion between recorded and live programs and between commercial and sustaining features," CBC General Manager Dr. J. S. Thomson told BROADCASTING.

Live Talent Encouraged

"While it is recognized that in certain communities there may be difficulties in obtaining live talent," said Dr. Thomson, "nevertheless it is the considered policy of the CBC that the best interests of broadcasting in Canada will be served if a provision is made for local stations to encourage as far as possible the presentation of local performers on the Canadian air. Thus it may be possible, through the administration of the regulations, to give Canadian listeners a varied fare in which they will be able to hear national and local broadcasts with the best balanced use of recordings and Canadian performers."

The new Regulation 18 allows for four classifications of stations and their use of transcribed evening programs. These are:

A-1—Basic stations of the CBC network or stations which may be permitted to become Canadian outlets for American networks. The new plan grants one-half hour for commercial programs of recordings, transcriptions or delayed broadcasts and one-half hour for sustaining broadcasts. Under the previous administration of the regulation, they were permitted only one-half hour of recordings or transcriptions between 7:30 and 11:00 p.m. local time.

B-1—Stations receiving sustaining CBC network only. This group is permitted one and one-half hours of recorded programs with a maximum allowance of one hour for commercial sponsored programs.

C-1—Stations located in centers of less than 50,000 population not regularly receiving CBC network service. This group is permitted two and one-half hours of recorded programs with a maximum allowance of one and one-half hours of commercially sponsored programs.

C-2—Stations located in centers of 50,000 population or over not regularly receiving CBC service or service from American networks. This group is granted an allowance of one and one-half hours with a maximum of one hour for commercially sponsored programs.

Bus Company Rhymes

IRENE BEASLEY, songstress on CBS promoting Ivory Flakes for Procter & Gamble Co., Cincinnati, five times weekly at 1:30 p.m., has written, produced and sold to the Connecticut Bus Co., New Haven, her second series of rhymes for bus riders. The series comprises 10 two-minute transcriptions, and is heard on WDRC, Hartford; WNLC, New London; WELI, New Haven, and WSRR, Stamford. Agency is Wilson & Haight, Hartford.



WOMEN'S PART in the war was the discussion topic following a recent Pittsburgh luncheon, called by Mrs. Victoria Corey, KDKA coordinator of war programs, and attended by Pittsburgh district NAB women. Seated, first row, are (l to r): Janet Ross, KDKA shopping circle director; Francine, commentator for Gimbel's Dept. Store; Gladys Borne, WISR, Butler, Pa.; Evelyn Gardiner, KDKA home forum director; Marie Wilk, WWSW, program department; Patti Littel, program director of KDKA's FM station W75P. Top row: Elsie Lichtenstul, who has her own advertising agency; Virginia Wade, WCED, DuBois, Pa.; Mrs. Corey; Marjorie Thoma, KDKA continuity department. Harry Kodinsky, head of the Pittsburgh OWI office, was the luncheon speaker.

PLATONIC PLUGS 'DOWN UNDER'

Commercials for Rationed Goods in Australia May Direct Attention, But Not Sell!

ADVERTISING of rationed goods in Australia has been curtailed by Government orders to mere announcements of items that are available, according to an article in *Foreign Commerce Weekly* for January 23, by Elinor F. Sylvester of the Department of Commerce.

Goods "can no longer be advertised as 'glamorous' or the 'value of the year', nor can rationed services be described as 'super-special'," the article states. All forms of advertising such goods and services are now under strict Government control, and copy must be of purely directive nature—a guide to goods in stock rather than an incentive to buy.

Items included in the rationing system at the time the Australian government moved to regulate advertising were: yarns, cloth (woven, felted, knitted, netted, crocheted) made from textile other than jute; wearing apparel; blankets; bed and table linens; towels; handkerchiefs; footwear; tea; sugar.

Advertising is permitted by radio scripts of a purely directive nature, and in periodicals and other media, with strict limitations on letter sizes and illustrations.

Copy may include the name and address of the firm; an established slogan; a statement that the goods are available; the price in cash and ration coupons; a description of the methods in which they can be used economically; and an account of the contributions the advertiser is making toward successful prosecution of the war.

"Extravagantly worded copy is forbidden," the article declares. "Such familiar adjectives as 'glamorous', 'exciting', and 'stimulating' and such appealing phrases as 'Blessed foot-bliss in superbly styled slippers' or 'definitely a must-have for your wardrobe' cannot be used."

References to 'latest fashions' or 'new spring styles'—irresistible to women shoppers—must be forgotten, according to Miss Sylvester, and since there can be no bargain sales of rationed goods, copy suggesting reduced prices or limited supplies is taboo.

Denied Sales Appeal

Radio copy is governed by the same restrictions as other media, denied all sales appeal. The only additional requirement is that radio commercials must be from prepared scripts with no 'ad libbing' and that scripts must be held for a month after the broadcast.

Even more stringent rules may be put in force soon, Miss Sylvester says, for the Australian Government has made repeated pleas for austerity and has sought to discourage luxury spending. Included in future rules may be one prohibiting reference to special holidays and celebrations.



630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

in the CONTROL ROOM

MERLE PETERSON, technician, formerly of KJBS, San Francisco, has joined the Navy as warrant officer.

DOUG CARD, engineer of CJAT, Trail, B. C., formerly with CFAC, Calgary, has been commissioned a Flying Officer in the Royal Canadian Air Force. John Hepburn, CJAT engineer has also joined the RCAF. He has been succeeded by Dick Kendall of Vancouver. Bob Grey, chief operator of CJOR, Vancouver, has joined the Royal Canadian Signal Corps.

FRANCIS A. FILLMORE, formerly of KMOX, St. Louis, has joined the staff of KWK, St. Louis, as transmitter engineer.

ED CLOWES, formerly with KPAS, Pasadena, Cal., has joined the engineering staff of KPRO, Riverside, Cal.

NELSON NICHOLS, former engineer of WCAE, Pittsburgh, has been commissioned ensign in the Naval Air Corps, stationed at Jacksonville, Fla.

WILLIAM WUNDERLICK, control room engineer of WFBL, Syracuse, entered the Army Jan. 19.

JACK SCHANTZ, engineering supervisor of WFIL, Philadelphia, has been commissioned a captain in the Army Signal Corps and assigned to Ft. Monmouth, N. J. Frank Kern of the engineering staff succeeds him.

RAY BAIRD, formerly of WCED, Du Bois, Pa., has joined the engineering staff of WJW, Akron.

CECIL MASON, of Williamstown, Mass., has joined the staff of WTRY, Troy, N. Y., as first fulltime woman control room engineer. Miss Mason has had previous radio experience.

Blue-OWI Series

EXPOUNDING the basic issues of the war and peace to come, a new radio series titled *Free World Theatre* will begin Feb. 14 on BLUE stations, Sunday, 6:05-6:30 p.m. (EWT), with West Coast transcribed repeat, 4:30-4:55 p.m. (PWT). Arch Oboler is to direct the series with scripts from members of Hollywood Writers Mobilization. OWI will cooperate in the series, launched at its suggestion.

VIDEO EXPERIENCE
Gained by College Students
—In Recent WRGB-Series—

TELEVISION program experience is given students of several northeastern colleges at WRGB, General Electric station at Schenectady. Plays, dance and musical recitals and demonstrations have been presented by groups from the colleges.

Mount Holyoke College girls recently gave a variety program; Russell Sage College staged a wartime fashion show and dramatic programs; Union College dramatized "An Ode to Liberty", a one-act play written by the college president, Dr. Dixon Ryan Fox, and featured its glee club; dramatic programs were also presented by Skidmore College, Northwestern U, Sienna College, College of St. Rose, N. Y. State Teachers College, Springfield College and Yale. Robert B. Stone, WRGB program manager, plans to continue the series.



PROFESSIONAL NOW is Betty Boyle, first woman to graduate from the NBC Hollywood sound effects class recently begun for feminine members of the staff. She assumed the post on Jan. 18 and is assigned to the weekly half-hour NBC *Eyes Aloft*, endorsed by the IV Fighter Command. Watching Betty "do her stuff" is John W. Swallow, western division program director; Harry Saz, sound effects chief, and Robert L. Redd, writer-producer of the program.

Canada's RMA on Air

CANADA'S RADIO manufacturers are starting a Sunday afternoon network program to tell Canadians why they are not able to obtain new radio receivers, to tell of the vital part radio is playing in war communication, and to give a look into future radio reception. The program, *Yesterday, Today and Tomorrow*, will tell the story of radio with a dramatic cast and a large orchestra, 5:30-6 p.m., on 32 stations of the CBC national network. Program starts Feb. 21, and was placed by MacLaren Adv. Co. Ltd., Toronto, for the Radio Manufacturers Assn. of Canada, Toronto.

N. Y. Ad Club Speakers

SPEAKERS and subjects for the Radio Production Clinic of the Advertising Club of New York, have been announced by Eugene S. Thomas, sales manager of WOR, New York, and director of the clinic, as follows: Feb. 4, "Programming", Julius Seebach, WOR vice-president in charge of programs; Feb. 8, Robert Simon, WOR director of continuity, "Words and Music"; Feb. 11, Roger Bower, WOR senior producer, "Production in the Studio". The three remaining sessions will be conducted by Frank Dahm, freelance writer; Robert Colwell, J. Walter Thompson Co., New York; Mrs. Harold Milligan, NAB.



Army Asks to Buy Used Equipment of Amateurs

NEED for 25 to 450-watt shortwave transmitters, receivers and other radio components was announced by the Army last week, with a request that radio amateurs sell such items to a special Signal Corps purchasing mission now on tour of major cities.

Especially needed for training and operation work, the Army said, are audio-frequency and radio-frequency signal generators and oscilloscopes, precision AC and DC voltmeters, ammeters, miliammeters and other testing equipment. The mission also will purchase motion picture cameras and photographic equipment.

Novy Praised

JOSEPH NOVY, assistant chief engineer of CBS, Chicago, was commended last week by the Army Signal Corps for organizing, setting up and putting into operation a radar school in the Sixth Service Command. Mr. Novy, who rejoined the network in Chicago two weeks ago, was granted a leave of absence last May to do the job. Praise came from Col. C. N. Sawyer, Commandant of Signal Schools in the Sixth Service Command.

NEW FIRM REPAIRS W-E REPRODUCERS

REPAIR of Western Electric 9-A Reproducers is a specialty offered stations by Broadcast Repair Service Co., 334 Arcade Bldg., St. Louis, new organization set up by engineers of KMOX to ease maintenance problems raised by Western Electric's war production activities.

L. W. Burrows, KMOX maintenance supervisor, and Gordon Sherman, station recording engineer, set up the firm after successfully repairing equipment at KMOX, and other midwestern stations.

Service offers several types of work, including a complete service and repair, rebuilding switch assemblies, meter repairs, cleaning and realigning coils. Delivery generally requires one week.

A. J. (Nick) Carter

A. J. (Nick) CARTER, founder and former director of Radio Manufacturer's Assn., and president of the Carter Motor Co., Chicago, died suddenly at his home Jan. 24. An RMA organizer and member of the first governing board, 1924-25, Mr. Carter was a pioneer in television, and among the promoters of the first television exhibitions in Chicago, 1928-29.



It's Better to Have

THE RIGHT INTRODUCTION

Cooperation—not sales resistance—is what you want in any market you sell. Let WMBD carry your message into the homes of rich Peoriarea—it's the right introduction.

WMBD influences Peoriarea because it is Peoriarea's own and only radio station. This rich market depends on WMBD for news, sports, entertainment.

Complete, DOMINANT Coverage

Robert S. Conlan & Associates have just completed a 36,955 call survey. Below are figures for AFTERNOON. For complete facts, call Free & Peters or write WMBD.

WMBD PEORIA · ILLINOIS — THE HEART OF ILLINOIS

AFTERNOON LISTENERS IN *Peoriarea!*

WMBD gives you **complete** coverage of PEORIAREA! New Conlan Surveys for morning and evening show similar dominance.

50.7% . WMBD
18.2% - Station "A"
8.4% - Station "B"
10.8% - Station "C"
3.9% - Station "D"
8.0% - All others

FREE & PETERS, INC.
Exclusive National Representatives

WMBD is a member of CBS

WHAT'S WHAT IN Boston

20.

WCOP is Boston's family station — when you're selling families, buy WCOP!

REPRESENTED BY HEADLEY-REED CO.

ATLANTIC COAST NETWORK, INC. SERVING ONE-FOURTH OF THE NATION'S BUYING POWER

WCOP

BELONGS ON YOUR SCHEDULE

Increased Budget Approved for MBS

President McClintock Tells Officials of Expansion

A SUBSTANTIAL increase in the 1943 MBS budget was approved by the board of directors and the executive committee at the conclusion of a three-day meeting in Chicago last Friday. The budget increase will be used to carry out a definite plan of network expansion, outlined to the board of directors by Miller McClintock, new president of MBS.

Two stock transactions were reported. The General Tire and Rubber Co., owner of the Yankee network, purchased 7½ additional shares of MBS stock, bringing its total to 13½ shares. William O. O'Neil, president of General Tire, attended the meetings. WIP, Philadelphia, exercising its option, became a Mutual stockholder to the extent of six shares as of Jan. 1.

Effects on Mutual operation of the reduction of Long Lines costs by the AT&T were discussed. Economies will be immediately applied to improving operation and service, it was said, and the reductions will be studied for further advantages accruing to the network and to the stations.

Presiding over executive committee meetings Wednesday was W. E. MacFarlane, WGN, Chicago. Alfred J. McCosker of WOR New York, presided over the board meetings Thursday and Friday. Members of the executive committee who attended were: Messrs. McClintock, MacFarlane, McCosker, H. K. Carpenter, WHK-WCLE Cleveland, John Shepard 3d, Yankee network, and T. C. Streibert, WOR New York.

At the directors' meeting, in addition to the foregoing, were: E. M. Antrim, WGN; H. H. Barroll Jr.; H. W. Batchelder, WFBR Baltimore; J. E. Campeau, CKLW Detroit; Herman Fast, WKRC Cincinnati; Ben Gimbel, WIP Philadelphia; I. R. Lounsberry, WGR Buffalo; Fred Weber, MBS general manager, and Lewis Allen Weiss, Don Lee network.



TALENT POOL in panel discussion of radio broadcasting featured Radio Day program of St. Louis Advertising Club Jan. 26. Representatives of St. Louis' seven commercial stations, with Arthur Casey, KMOX program director, as m.c., spoke on topics affecting the industry. Seated (l to r) are Nicholas Pagliara, WEW; George Burbach, KSL; Arthur Casey, KMOX; David Pasternak, WIL. Standing, Merle Jones, KMOX; Robert Convey, KWK; Michael Henry, WTMV; C. L. Thomas, KXOK.

Nets Are Quiet On Line Rates

NO widespread addition of stations to the nationwide networks will follow the reduction in line charges which the AT&T is putting into effect Feb. 1, in the opinion of station relations executives of the major networks who were queried last week by BROADCASTING. New rates will be $6 per airline mile, instead of $8, resulting in an annual saving of approximately $2,145,000 for the radio industry [BROADCASTING, Jan. 25].

Reduced line charges were viewed by MBS at its three-day board of directors meeting in Chicago last week as "a great opportunity for the network to improve its service." The board approved plans soon to be announced whereby economies effected through the reductions will be applied to improving the MBS operation and service. Whether the MBS station list will be expanded as result of the reduced line charges was not revealed.

Agreeing that the line charges may result in increased requests for network affiliation from stations with no present network connections, the station relations men pointed out that line charges are only one of a number of factors to be considered in adding outlets to the present network line-ups.

The national advertisers, from whom the networks derive their support, are usually interested only in the major markets of the country, which are already covered by the networks as well as possible with existing stations, they said, and the addition of more remote stations would increase the overall cost of the network without making it more saleable to advertisers.

Addition of stations may create as well as solve station relation problems, it was pointed out, as for example the addition of an outlet in a secondary market which is already covered by a high-powered affiliate station located in a nearby metropolis. Consensus was that the chief effects of the rate reduction for lines will be an improvement in network service to present stations, by putting "A" lines into territories now served by "C" lines and by decreasing "out-of-service" periods.

PIERCE'S EXPANDS RADIO SCHEDULES

PIERCE'S PROPRIETARIES, Buffalo, is expanding a radio schedule started Oct. 5 [BROADCASTING, Oct. 5] on behalf of Favorite Prescription and Golden Medical Discovery. Pierce's started off last fall with six to 12 announcements weekly on 50 stations for each product.

Golden Medal Discovery has come in for the largest station increase, with 19 outlets already added or scheduled to be added shortly. To the list of stations airing announcements for Favorite Prescription has been added WLAC, Nashville, and three news programs weekly have replaced spot announcements on WLW, Cincinnati.

Thomas Thompson

THOMAS THOMPSON, 65, founder and president of WHBQ, Memphis, died last Friday afternoon at his suburban home from an illness with which he had suffered for eighteen months. He had been in semi-retirement for the last few years. WHBQ was the outgrowth of Mr. Thompson's hobby, and is the oldest station in Memphis operating under its original call letters. With the addition of Hoyt B. and S. D. Wooten as stockholders, the present corporation was formed in 1927. E. A. Alburty continues as manager of WHBQ.

Mexico City



The Reforma is truly the hotel of the future, providing deluxe and ultra-modern accommodations with every facility for comfort and convenience right in the midst of Mexico's glorious recreational opportunities. American and Mexican food. Low European Plan rates.

For reservation and information address: Atlantic Hotel Service, Essex House, New York City.

"Home of Ciro's—Mexico's Most Glamorous Night Club".

HOTEL REFORMA

THE HOTEL OF TOMORROW

"THE WORLD'S BEST COVERAGE U.P. OF THE WORLD'S BIGGEST NEWS"

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

Hedges Stresses Publicity Value

(*Continued from page 14*)

of sales, told the station men. Every month of the year showed an increase over the same month of 1941, he said, adding that this trend is continuing and that the first three months of NBC network business in 1943 will be at least 3% ahead of the same period of 1942.

A year ago, Mr. Witmer said, he had somewhat hesitantly predicted that business would not fall off below 1941. Since "85% of our network business came from four basic industries—food, drugs, soap and tobacco", he said he felt that 'because the American people would eat as much, keep just as clean, smoke as many cigarettes and probably have even more aches and pains than ever before—which they certainly have — the chances were that customers like General Foods, American Tobacco, Procter & Gamble and Sterling Products would not give up their prime periods of time in which to use radios extraordinary force as a public service under war conditions, to say nothing of the added service they could render in cooperation with the war effort, so long as their own gross volume of business did not fall off."

Lauds Advertisers

For the same reasons, he continued, he could make the same prediction for 1943, that it ought to equal last year's total. "There is still no reason why the great quartet—soap, drugs, tobacco and food—shouldn't hold up with us just about as before," he said. Certainly there is no sign of any change in their picture now. Their gross income seems to be on the upswing, their place in post-war life is obvious and their desire to aid in the war effort and at the same time maintain their own prestige is even greater now than ever."

Calling attention to "what I think was the great phenomenon of 1942 and still is", Mr. Witmer declared: "It is the way in which so many advertisers have used their time and programs to *slow down* the sale of their products to the ordinary citizens—their listeners—and otherwise give the war effort right-of-way over their own advertising interests.

"It takes the finest kind of courage for an advertiser to reverse his whole field and ask his customers to buy his products sparingly. We should all salute these industrialists for their fine patriotism and faith in the appreciation and eventual renewed patronage that will come to them from their millions of friends in the radio audience after the war."

C. L. Menser, vice-president in charge of programs, said that NBC's "first imperative in programming is to serve the war effort and yet insure a program structure which will hold the listener." Summarizing statistically the network's war programming, he stated that the network sent out to its affiliated stations more than 740 hours of war effort programs, or two hours a day.

Of these, about one-third or 264 hours were sponsored, 476 hours were sustaning. There were 2,174 programs, 925 commercial, 835 sustaining series and 414 special one-time broadcasts. In addition, NBC put on almost 6,000 announcements for War Bonds, recruiting, etc.

"But," Mr. Menser stated, "these are only quantitative figures. If you multiply these figures on frequency, by the ratings of the audience to which these announcements came, you get something of the real picture of NBC's war effort."

Commenting on the recent criticism of daytime serials, Mr. Menser said that "without posing as a prophet, I stated nine months ago that if the writers of daytime serials got too far into the business of developing theses in place of stories, they might expect trouble. The only thing I can say now that it has happened is that we hope what has been accomplished by the propaganda themes has been more important to the war effort even to a smaller audience than the entertainment type of story might have been to additional listeners."

Declaring that the government includes many intelligent and experienced men who realize and appreciate the wartime job that the broadcasting industry is doing, Frank M. Russell, NBC Washington vice-president, reiterated the statement he made at the first War Clinic last spring that "Government is fully cognizant of the necessity of maintaining our radio audience and of seeing that the impact of war upon us does not cripple the industry or prevent its return to peaceful pursuits at the close of the war."

Dr. James Rowland Angell, NBC's public service counselor, was the featured speaker at the dinner on Thursday evening. Niles Trammell, NBC president, made the opening address Friday morning.

John F. Royal, vice-president in charge of international broadcasting, discussed "NBC in the International Picture", Charles B. Brown, director of advertising and promotion, spoke on promotional plans for 1943, John McKay, manager of the press department, reviewed the network's reactions, and Noran E. Kersta, manager of the television department, talked on "Post-War Television."

Attending the NBC clinic were:

Clifford M. Chafey, WEEV, WRAW; A. C. Baltimore, WBRE; Harold C. Burke, Ed Harvey, WBAL; Maf. E. M. Stoer, Hearst Radio; George Kelley, William H. Rines, WCSH; Clair R. McCullough, Mason Dixon Group; J. Gorman Walsh, WDEL; C. G. Moss, WKBO; Harold E. Miller, WORK; Walter O. Miller, WGAL; J. Robert Gulick, Mason Dixon Group; Roy Thompson, WFBG; D. F. Shurtleff; WFEA; Harold O. Thoms, WISE; Vernon Pribble, WTAM; H. C. Wilder, F. R. Ripley, R. S. Boyd, WSYR; B. B. Musselman, George Snyder, WSAN; Jess Swicegood, WKPT; Hugh Shott, Jr., WHIS; E. E. Hill, WTAG; F. C. Tully, WJAC; Harould Coulter, Leslie Joy, KYW; Frank Webb, Joe Bandino, D. A. Myer, Lee Wailes, Bill Jackson, Gordon Hawkins, Westinghouse; C. S. Young, WBZ; Paul S. Morency, L. J. (Pat) Patricelli, WTIC; Joseph M. Nassau, WMRF; Ed Twamley, WBEN; S. D. Gregory, WEAF; G. E. Jay, WRAK; W. I. Wilson, WOPI; B. J. Rowan, Kolin Hager, Alex MacDonald, WGY.



UP THE AISLE with his bride goes Lt. E. P. H. James, Army Air Forces, on leave as director of promotion and publicity for the BLUE. The bride is the former Laura Wyatt-Brown, daughter of the Episcopal Bishop of Harrisburg, Pa., where Lt. James has been stationed for the past two months.

THE SHORTEST DISTANCE BETWEEN TWO POINTS IS

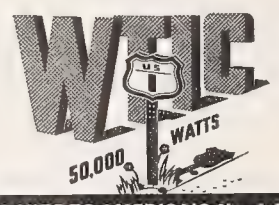
Postal Telegraph



CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

THERE'S NOT ANOTHER LIKE IT!

WIC



DIRECT ROUTE TO AMERICA'S No. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by: WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Two Facts

YOU CAN "TIE TO"

Dayton is a great war market, but that is because Dayton has the basic business, industrial and agricultural characteristics that have ALWAYS made it a good market—in war or peace.

And this market—always a good buy—is most easily and economically influenced through the station that serves it best.

WHIO IS THE DAYTON MARKET

5000 WATTS—BASIC CBS • *G. P. Hollingbery Co., Representatives*

Probers May Recall Petrillo

(*Continued from page 14*)

public might be represented through the public school system and the funds could be expended for employment of live musicians to perform in conjunction with the educational system of each state. This would provide employment for live musicians without unfair competition with present commercial musical interests. Moreover, it would provide "a great inspiration and stimulus for the young people of America and for the art of music".

Not an Unfair Burden

Breaking down the manner in which the royalty system would function and its applicability to the broadcasting industry, Mr. Rosenbaum said:

Such a royalty would not impose an unfair burden on the juke-box industry. Mr. Bingham's (committee counsel) figures include an estimate that the net return to the average operator is $40 a week on $12,000 invested capital. He estimates the average operator runs 40 machines with an average gross of $12 or a total gross of $480 per week. On this figure a royalty of 4% would cost $19.20. Half of this could well be paid by the proprietors of the taverns or establishments where the juke-boxes are in operation, and the other half by the juke-box syndicate. On this basis, the juke-box operator would earn $30 net per week instead of $40 and, if his invested capital is $12,000, he would still earn approximately $1,500 per annum, or 12% on invested capital.

On the other hand, this new source of revenue for the employment of live musicians should, and in fairness ought to, enable the union to reduce the burden now being voluntarily borne by the radio networks, the network-affiliated stations and many of the non-affiliated stations which gross over $20,000 per annum and employ live musicians.

As there probably are not sufficient competent musicians to increase live employment by 3,000 on a fulltime basis, I contend that the radio stations which are now paying approximately 5½% of their gross for live musicians should under this plan be permitted, if they choose, to reduce their expenditure to 4% of their gross, in order to be on a uniform basis with the juke-box industry.

The above factor of 4%, applicable to the entire juke-box and radio industries, is purely an estimate. It may be that a factor of 3% or 2% would provide sufficient revenue over the entire country to create employment for every competent musician available for employment. These figures can only be ascertained by an impartial national survey in which I am sure the juke-box and the radio industries and the union would be glad to cooperate.

I am not unmindful of the fact that the motion picture industry contributes to the unemployment of live musicians to a far greater extent than the radio industry, and I contend that before this entire controversy is settled fairly and completely, the motion picture industry must contribute a fair proportion of the revenue necessary to provide adequate employment for live musicians. If this is done, the present burden on the radio industry could be even further reduced, possibly to a figure of 1% or 2% of our gross.

It appears there are several hundred radio stations which employ no musicians, and precisely those stations are the ones most dependent upon records. It is a beautiful but illogical act of generosity if these stations get a free ride in this use of music at the expense of those stations that do pay for it. If the desired object is to provide an agreed volume of employment over the country, it is obvious that any contribution to an employment fund made by such stations will, to the same extent, enable the other stations to pay less.

It has been said these smaller stations cannot afford it. It is also argued they must go out of business if they are denied the use of records. By this logic it could also be argued they should be provided free with electric power for their transmitters, or coal to heat their studios, or any other essential element of their business.

Under the formula here proposed, a reasonable royalty for the use of the reproduced music, to be paid in to an employment fund if not expended for live musicians, is a fair and equitable charge and spreads the burden over all commercial users of music instead of lumping it on one class.

Since 1938 the radio industry alone has been carrying the load. It is time part of it be shifted to other commercial users of music. Doing so will also enable all of us to rectify a just complaint of the musicians. They are entitled to fair protection against free exploitation by commercial users of records made for home use and which, when used for profit, destroy the further employment of the very men who made them. They happen to be well enough organized to discontinue performance for records if some such protection is not proposed.

If we do not propose it, and further demands are imposed on the radio industry alone, we have only ourselves to blame.



HORSESHOE ANTICS mark return of Bob Burns to NBC after an absence of two years. He is featured as the Arkansas Traveler on the *Bob Burns Show* which shifted from CBS Jan. 7 after 18 months on that network. Sponsor is Lever Bros. Co. (Lifebuoy). Funsters (l to r) are John W. Swallow, Western division program director of NBC; Bob Burns; Don Clark, producer of Ruthrauff & Ryan Inc., Hollywood, agency for the account.

Court Studies Suit

(*Continued from page 14*)

whether it takes a few minutes or years."

In his argument, Mr. Padway pleaded that no issues were involved that had not been previously passed upon by the court and the added allegation in the new bill of complaint that "the union was conspiring to force independent radio stations off the air" could not be isolated or a decision granted solely on the basis of that allegation. Whereupon Judge Barnes remarked, "If I don't isolate that charge, some other reviewing court will."

"What kind of injunction would you grant", Mr. Padway rhetorically asked the court. "The fact that stations will have to go off the air is incidental. Our argument is with the transcriptions and record manufacturers. And suppose you do grant an injunction, the stations won't get relief, they won't get music and a major labor controversy will develop."

Mr. Padway maintained that stations had recognized musicians' unemployment problem when the industry agreed to hire more musicians in 1937. "This agreement," he said, "was in effect from 1937 until 1939 when Mr. Arnold announced that these contracts were in violation of the anti-trust laws and the states withdrew. Mr. Arnold attempts to proscribe the activities of trade associations and unions according to his own economic concepts."

Mr. Padway referred to possible negotiations between AFM and the broadcasters. "The only way to solve the problem", he concluded, "was for the broadcasters and the union to sit around the conference table. There are a number of possible solutions that can be considered such as increase in band personnel, or an amendment to the copyright laws restricting the use of recordings. The burden for settlement has shifted to the broadcasting industry. The union has made a forceful and specific demand before the Senate Investigating Committee."

Mr. Arnold in his pleading drew a parallel between the American Medical Assn. case and the current anti-trust litigation against the AFM. "There is no distinction," he contended, "between the AMA decision and this case. Both involve the destruction of competing businesses. The doctors attempted to destroy Group Health, a cooperative for medical care, by forcing physicians from accepting employment in the Group Health organization, while the union is seeking to destroy independent radio stations."

Judge Barnes said he would hand down a written decision on the case after weighing the arguments and the briefs. The Feb. 8 date set by Judge Barnes two weeks ago for hearing the case on its merits has been postponed until the decision on the motion to dismiss is handed down. The case dismissed Oct. 12 by Judge Barnes is on appeal to the Supreme Court. However, both Mr. Arnold and Mr. Padway indicated last Monday that regardless of how Judge Barnes ruled on the new suit, both cases would be consolidated and appealed to the higher tribunal.

Vano on CBS Coast

CHEMICALS Inc., Oakland, Cal. (Vano household cleaner), has started a weekly show *Close-ups of the Fghting Fronts*, Sundays at 9:15 p.m. on five CBS Pacific network stations, KQW San Jose; KNX Hollywood; KARM Fresno; KROY Sacramento; KGDM Stockton. Sidney Garfinkel Adv. Agency, San Francisco, handles the account.



MARY NELL KLING
Home Economist

Thousands of women buyers in the rich Pennsylvania and Northern Maryland markets are reached by WSBA's full coverage of . . .



The Time to Buy in Central Pennsylvania

WSBA
900
THE "MID-POINT" ON YOUR DIAL
YORK · PENNSYLVANIA
National Representative: The Walker Co.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

"WHBF gives you ONE FOURTH of the entire city of Chicago . . . in radio homes"
The 5000 WATT Voice of the Tri-Cities
WHBF
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC



SITTING PRETTY are plans for *Where Do We Stand*, Sunday half-hour news program to be sponsored on BLUE by the Pittsburgh candy manufacturers, D. C. Clark Co., starting Feb. 28 [BROADCASTING, Jan. 18] are (seated, l to r): David Clark and Charles Clark, vice-presidents of the firm, and Fred M. Thrower, BLUE vice-president in charge of sales. Standing are John Donohue, BLUE Detroit sales staff, and C. P. (Pete) Jaeger, manager of BLUE commercial program dept. BLUE commentators John Gunther and John Vandercook will be featured in the series. Agency handling the Clark account is Walker & Downing, Pittsburgh.

FCC Ripper Bill

(*Continued from page 11*)

on applications for licenses, form of licenses and conditional licenses. The appellate provisions likewise would be liberalized and broadened to insure appeals in all warranted cases.

Subcommittee Probable

Covered in the measure, as was the case in the Sanders Bill, are a series of requirements that the FCC shall study and report to Congress by Jan. 1, 1944 recommendations on a number of policy matters. These cover the Commission's power to regulate contractual relations between stations and networks (aimed at the network-monopoly regulations); whether networks should be licensed; whether Congress should redefine and fix the qualifications of the licensee of any station which is intended to communicate with the public (geared toward the newspaper ownership issue); whether and upon what terms Congress should limit the number of services which may be conducted by a network and the number of stations which may be licensed to a network; that the Commission report to Congress not later than July 1, 1943 standards and principles adopted by it to effectuate the mandate contained in the act requiring the Commission to make and maintain "a fair, efficient and equitable distribution of radio facilities among the several states and communities", together with its recommendations for further legislation on this; and, finally, that the Commission shall report by July 1 steps taken and policies adopted by it to effectuate the purposes of that section of the Communications Act having application to the "larger and more effective use of radio by stations which are intended to and do communicate with the public".

Rep. Holmes left town promptly after reintroduction of the bill and could not be reached for any statement as to his intention. At the committee, it was stated that a subcommittee probably would be named by Chairman Lea to study and make recommendations on legislative action.

Last week, formal organization of the Interstate & Foreign Commerce Committee was completed, though there was some talk of impending changes. If Congress decides to create any standing committees to handle aviation matters, it was thought several present members of the committee would elect to serve on the new committee, affected with the war interest. As approved by the House last week, Democratic members of the House Interstate & Foreign Commerce Committee are: Wolverton, N. J.; Holmes, Mass.; Reece, Tenn.; Halleck, Ind.; Hinshaw, Cal.; Brown, Ohio; Howell, Ill.; Tibbott, Pa.; Hall, N. Y.; Winter, Kan.; O'Hara, Minn.

Republican members are: Lea, Cal., chairman; Crosser, Ohio; Bulwinkle, N. C.; Chapman, Ky.; Boren, Okla.; Kennedy, N. Y.; O'Toole, N. Y.; Beckworth, Tex.; D'Alesandro, Md.; Myers, Pa.; Priest, Tenn.; Harris, Ark.; Sadowski, Mich.; Harless, Ariz.

More Gen. Baking

GENERAL BAKING Co., New York, in addition to intensified spot campaign on eastern and southern stations [BROADCASTING, Jan. 25], is using in the midwest area 40 announcements weekly on WCLE, Cleveland, and 18 one-minute and chainbreak announcements weekly on WHBC, Canton, O., WXYZ, Detroit KOIL, Omaha, WDAS, Kansas City, and KVOO, Tulsa. Agency is Mitchell-Faust Adv. Co., Chicago.

Radio Promotes Film

RADIO PROMOTION will continue to be used locally in cities where the new RKO picture "Hitler's Children" opens, following the record breaking attendance at the picture's premiere this month in Cincinnati [BROADCASTING, Jan. 25]. Advance spot announcements, as well as a half-hour preview broadcast, were used for the premiere on WLW, Cincinnati, and plans call for further promotion through 16 one-minute dramatic transcriptions prepared by WOR recording studios, under the supervision of S. Barnet McCormick, Director of Advertising and Publicity of RKO. Recordings feature motion picture and radio talent enacting parts from the picture. RKO is placing the spots in advance of the pictures opening in St. Louis and New Orleans Feb. 4, and will continue the policy during the month.

5 Shows in Tie

FIVE PROGRAMS share first place in the January National daytime report on the top 10 weekday programs by C. E. Hooper Inc., which reports not more than 0.5% separating the shows. The leaders are *Big Sister, Young Widder Brown, Aunt Jenny, Portia Faces Life* and *The Romance of Helen Trent*. Others following in order are *Stella Dallas, When a Girl Marries, Kate Smith Speaks, Our Gal Sunday* and *Ma Perkins*. Heading the list of weekend daytime programs, not included in the aforementioned list, is *William L. Shirer and the News*, followed by the *Prudential Family Hour*.





Actions of the

FEDERAL COMMUNICATIONS COMMISSION

JANUARY 23 TO JANUARY 29 INCLUSIVE

Decisions . . .

JANUARY 26

KTRB, Modesto, Cal.—Granted modification license move main studio locally.

KFAB, Lincoln, Neb.—Granted extension of special service authorization to operate synchronously with WBBM, Chicago, sunset Lincoln to 12 midnight CST, period ending Feb. 1, 1944.

WBBM, Chicago—Same.

KTHS, Hot Springs, Ark.—Granted extension of special service authorization to operate unlimited time simultaneously with WBAL, Baltimore, power of 1 kw night, 10 kw. local sunset, for period ending April 1, 1944.

WOWO, Ft. Wayne, Ind.—Granted extension of special service authorization for 60 days to operate unlimited time.

WINS, New York—Granted special service authorization to operate unlimited time with 1 kw., DA-night.

WFTM, Fort Myers, Fla.—Denied permission to change call letters.

Renewal of licenses—KBTM, KFDA, KFIO KFJB KGFJ KSUN.

KINY, Juneau, Alaska—Renewal of license for period ending Dec. 1. 1944.

Granted temporary renewals — KBST, KCMC KCRJ KFMB KGEZ KGFW KGGF KGKL KHBC KHBG KIEM KPLT KRBA KRBC KVGB KWKH KXL WBBZ WBNX WBRW WCAZ WCBT WEDC WFCI WFTC WGES WHOM WING WJBW WLOF WNBZ WOCB WSYB WTEL WTRC KAST KRLH.

JANUARY 26

W3XE, Philadelphia—Granted CP to move from Philadelphia to Wyndmoor, Pa., renewal of license to operate on 66,000-72,000 kc (channel 3), 10 kw. visual 11 kw. aural; emission A5, special for FM (aural).

Metropolitan Television Inc., New York—Granted modification of CP to reduce power to 50 w (peak) visual and 50 w. aural, emission A3 and A5, special for FM (aural); complete construction March 13, 1943.

WCBW, New York—Granted conditional license to operate with reduced ESR of 1000, on condition that construction be completed soon as required materials and engineering personnel are available.

Granted temporary renewals of license—W2XBT W2XBU W2XGE W2XI W2XVT W2XVW W3XP W3XPR W6XAO W6XDU W9GPR W9XZV W10XKT.

WRGB, Schenectady—Granted renewal of commercial station for period ending Feb. 1, 1944.

W9XBT, Chicago—Temporary extension of license for experimental station to March 1, 1943, pending decision on renewal application.

WNBT, New York—Temporary extension of license to March 1, 1943, for commercial station, pending decision on application for removal.

W9XUI, Iowa City, Ia.—Temporary extension of license to March 1, 1943, for experimental station, pending receipt of and action on application for renewal.

WRUL, Boston—Temporary extension of license for international station to March 1, 1943, pending decision on application for renewal.

JANUARY 27

W55NY, New York—Granted motion for continuance of hearing from Jan. 28 to Feb. 26, in re application for modification of CP for FM station.

NEW, Chattahoochee Broadcasting Co., Columbus, Ga.—Granted motion for continuance of hearing from Feb. 4 to March 4, in re application CP for new broadcast station.

WSAV, Savannah, Ga.—Granted motion for dismissal without prejudice application for CP to operate on 1370 kc., 1 kw., DA-night, unlimited.

JANUARY 28

WALB, Albany, Ga.—Denied petition for leave to continue further hearing from Feb. 1 to March 15 on applications for renewal of license, CP and voluntary assignment of license.

KXEL, Waterloo, Ia.—Granted license to cover CP, new station, move studio, etc.

WMAZ. Macon, Ga.—Granted license to cover CP, change frequency, increase power, DA for D-N, etc.

Applications . . .

JANUARY 23

NEW, Baylor University, Corpus Christi, Tex.—CP for new broadcast station on 1010 kc. with 50 kw. unlimited, directional antenna for day and night.

KSL—Modification of CP for further changes in equipment and extension of commencement and completion dates.

JANUARY 26

WINS, New York—Special service authorization to operate on 1,000 kc., 1 kw. power, unlimited time, DA day-night, near Kingsland, N. J., for period ending April 1, 1944.

WOOD, Grand Rapids, Mich.—Modification of license to change hours of operation from shares time with WASH to unlimited; requests facilities of WASH (1300 kc).

KTBC, Austin, Tex.—Transfer of control from A. W. Walker Jr., R. B. Anderson and R. A. Stuart, licensee corporation, to Claudia T. Johnson (250 shares). (1150 kc.).

KGGF, Coffeyville, Kan.—CP to install new transmitter (690 kc.).

JANUARY 27

WNAC, Boston, Mass—License to use formerly licensed composite main transmitter of WAAB as auxiliary transmitter with 1 kw., on 1260 kc.

KTBS, Shreveport, La.—CP to move main and auxiliary transmitters.

W75NY, New York—Granted license for CP in part and approval studio location for new FM station.

W71NY, New York—Granted modification of CP for extension of completion date; waiver Section 3.261, 90 days.

W5XAU, Oklahoma City—FM license temporarily extended, pending decision on application for renewal to March 1, 1943.

W9XLA, Denver—Same as W5XAU.

Tentative Calendar . . .

WALB, Albany, Ga.—Renew license for 1 kw. on 1590 kc. unlimited; voluntary assignment of same; CP for 1 kw. on 1550 kc. unlimited (Feb. 3).

KVOE, Santa Ana, Cal.—CP for 1 kw., 1480 kc., unlimited (Feb. 3).

WGRC, New Albany, Ind.—CP for 1 kw N, 5 kw. D, on 790 kc. (Feb. 3).

Stork Race

WINNER by less than five hours was John Bradford, production man of WFMJ, Youngstown, in a race toward fatherhood with station engineer Seymour Raymond. Mr. Bradford's little bundle arrived at 10:10 a.m., while baby Raymond entered the world at 3 p.m. the same day.

Ameche Leaves

EXERCISING the four-week cancellation clause in his contract, Don Ameche, m.c. of the weekly NBC *Chase & Sanborn Show*, sponsored by Standard Brands Inc. (coffee, tea), withdraws from that program following broadcast of Feb. 21. According to George Frank, Ameche's agent, the Hollywood radio actor will take a two-month rest from radio work. He contemplates a return to the air with his own program, it was said.

A RECENT issue of BROADCASTING mentioned a publication of the Office of Civilian Defense, "What Can I Do", distributed by WTAG, Worcester, in a special station campaign. From New Zealand Ian K. Mackay, station director of 4ZB, Dunedin, C. I., wrote David H. Harris, WTAG program-production manager, requesting copies of the handbook for use in that war area.

Nets Technical Chiefs Ask Gas for Engineers

MEETING of engineering chiefs of the four major networks, and OPA gas rationing officials was held in Washington Jan. 29, with radio representatives appealing for extra rations for engineers setting up temporary remote locations. Request had already been denied at an OPA committee session Jan. 26, but through efforts of NAB, the matter will be reconsidered on the basis of last Friday's hearing.

Represnting broadcasters in the office of Richardson C. Harrison, chairman of the OPA eligibility committee were: Russell Place, NAB counsel; George McElrath, NBC operating engineer; George Milne, BLUE chief engineer; Burton Harkins, in charge of traffic and engineering operations of WOR for MBS; Clyde Hunt, chief engineer WJSV, for CBS; Ken Berkeley, Washington BLUE manager. Samples of equipment, photos and memoranda on mileage requirements were presented.

Schenley Wine to Add New Program on BLUE

SCHENLEY IMPORT Corp., New York, which already sponsors the Wednesday evening *Cresta Blanca Carnival* on Mutual, will start a second network show Mar. 1 when it presents *Alec Templeton Time* on 84 BLUE stations as a thrice-weekly five-minute feature. Following the BLUE's Gracie Fields program on Mondays, Wednesdays and Fridays, the show will be heard 10:30-10:35 p.m. in the interests of Dubonnet wine. The blind pianist, noted for his imitations and musical satires, was last heard on his own half-hour program under sponsorship of Miles Labs., Elkhart, Ind., which discontinued the series on NBC in April, 1941. Schenley agency is William Weintraub & Co., New York.

New RCA Subsidiary

SEPARATE subsidiary of the RCA Victor Co. to handle all technical service activities has been announced by the parent firm. New organization, RCA Service Co. Inc., is headed by Edward C. Cahill, manager of RCA Victor's sound equipment activities, who will continue in both capacities. Vice-president and general manager of the new company is W. L. Jones, former manager of RCA Victor's Service and Installation Division. The Service organization is incorporated entirely in the new company, with no changes in personnel.

Pepsodent Special

PEPSODENT Co., Chicago, will enter the New York Jewish Market for the first time Feb. 1, with a five-weekly quarter-hour serial, *From Lublin to New York* on WEVD, New York. Contract was placed by Foote, Cone & Belding, Chicago ,through Joseph Jacobs Jewish Market Organization, which has just been named Pepsodent's counsel in the Jewish field.

WILLIAM J. THOMAS, manager of radio publicity division of the Bureau of Industrial Service Inc., a subsidiary of Young & Rubicam Inc., has been appointed vice-president of BIS.

Network Accounts

All time Eastern Wartime unless indicated

New Business

BALLARD & BALLARD, Louisville (flour), on Feb. 2 starts *Renfro Valley Folks* on 18 CBS stations, Tues., thru Fri., 8:15-8:30 a.m. Agency: Henri, Hurst & McDonal, Chicago.

GREAT ATLANTIC & PACIFIC TEA Co., New York (chain retail grocers), on Feb. 17 starts *Food News Talks* on 32 CBS stations, Wed. and Fri., 11-11:15 a.m. Agency: Paris & Peart, N. Y.

RADIO MFRS. of Canada, Toronto (radio tubes, receivers), on Feb. 21 starts *Yesterday, Today & Tomorrow* on 32 Canadian stations, Sun. 5:30-6 p.m. Agency: MacLaren Adv. Co., Toronto.

BETTER PROPRIETARIES, Toronto (Bromo-Seltzer, Noxzema), on Feb. 1 starts *Lionel Parent Chanse* on CKAC, Montreal, CHRC, Quebec, Mon. thru Fri. 7:45-8 p.m. Agency: Ruthrauff & Ryan, N. Y.

GILLETTE SAFETY RAZOR Corp., Boston, on Feb. 5 sponsors Fritzie Zivic-Beau Jack bout on 211 MBS stations, 10 p.m., and on Feb. 26 sponsors Gus Lesnevich-Melio Bettina on 211 MBS stations, 10 p.m. Agency: Maxon Inc., New York.

Renewal Accounts

B. T. BABBITT Co., New York (Bab-O, Lycons), on Jan. 18 renewed for 52 weeks *David Harum* on 52 NBC stations, Mon. thru Fri., 11:45 a.m.-12 noon. Agency: Duane Jones Co., N. Y.

AUSTIN STUDIOS, Los Angeles (portrait photographer) on Feb. 13 renews for 26 weeks *Hero of the Week* on 7 BLUE California stations (KECA KGO KFSD KTMS KFRN KTKC KWG), Sat., 6:55-7 p.m. (PWT). Agency: Glasser-Gailey & Co., Los Angeles.

CARTER PRODUCTS, New York (Arrid), on Feb. 28 renews for 52 weeks *Jimmy Fidler From Hollywood* on 70 BLUE stations, Sun., 9:30-9:45 p.m. Agency: Small & Seiffer, N. Y.

Network Changes

CHESEBROUGH MFG. Co., New York (Vaseline products), on Jan. 27 shifted *Dr. Christian* on 114 CBS stations, Wed., 8:30-8:55 p.m., (EWT), with West Coast repeat 8:30-8:55 p.m. (PWT), from Hollywood to New York for five weeks. Agency: McCann-Erickson, N. Y.

Jeff Wade to OWI

JEFF WADE, assistant to his father, Walter A. Wade, executive vice-president of the Wade Adv. Agency, Chicago, has been appointed to a position in the foreign service branch of the OWI. Mr. Wade expects to leave shortly and will be stationed in New York City. Formerly on the continuity staff of WLS, Chicago, he has also assisted in production of NBC *Alec Templeton Time*, BLUE *Quiz Kids* and the WLS *Murphy Jamboree.*

Fishback Leaves WOL

JAMES FISHBACK, for the last four years commercial manager of WOL, Washington, has resigned effective March 1. He has not announced his future plans. Prior to joining WOL five years ago as a salesman, Mr. Fishback was for six years on the advertising staff of the *New York Sun.*

Baker Executive V-P

WILLIAM R. BAKER Jr., vice-president of Benton & Bowles, New York, was elected executive vice-president of the agency last week at a meeting of the board of directors. With B & B since 1933, a vice-president since 1935 with active charge of the General Foods account, Mr. Baker was formerly with BBDO, New York.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

WHO—DES MOINES, IOWA needs men experienced in radio, 28 years or older, married with at least two children, two or more years college education, preferably from Middle West. **SALES PROMOTION MANAGER,** write to Hale Bondurant. **TRAFFIC MANAGER,** write to Hale Bondurant. **ANNOUNCER,** write to Harold Fair. **NEWS RE-WRITE** man, write to Jack Shelley.

Announcer—Wanted by 5000 watt CBS station in Midwest. Please state marital and draft status. Also send picture and disk. A steady job for a steady man. Write Box 266, BROADCASTING.

Permanent Position—For draft-exempt licensed operator. State experience and references. Radio Station WGRC, Louisville, Kentucky.

Experienced Salesman — New England Basic Network Station, leader in volume. Major market, city of 200,000. State draft status and salary requirements in first letter. Box 264, BROADCASTING.

Engineers—Transmitter and control. For Fort Lauderdale and Miami studios. Wire WFTL, Fort Lauderdale, Florida.

Announcers—For Fort Lauderdale and Miami studios. New 10,000 watt power. 710 kilocycles. Rush voice disc. Full details and salary required. WFTL, Fort Lauderdale, Florida.

THE ANNOUNCER WE WANT—Is about 25 years of age, or older; preferably married. He has a few years' experience, but has not yet found the right station with opportunities for advancement. He is perhaps a college graduate, but above all is a man of ability and good character. He is probably located at some local station in a small market. We have a job for this man at a fine station in a south central state. If you are the man —write full details and salary expected. Box 258, BROADCASTING.

Two Combinations — Announcer-operator and salesman-announcer. New York State, real opportunity right man. Write fully, Box 269, BROADCASTING.

First or Second Class Operator — Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

N CALIFORNIA — Operator-announcer wanted. Union station. Send transcription. KFRE, Fresno, California.

ANNOUNCER-ENGINEER — Any ticket. Permanent. Box 271, BROADCASTING.

TWO ANNOUNCERS—Must be good on news and ad lib. Give details of experience, including draft and marital status, when available, and salary desired. KBIZ, Ottumwa, Iowa.

Situation Wanted

BROADCASTER—Merchandising minded, to utilize services of qualified Sales Promotion-Merchandising man, presently producing results for major network affiliate. Aged 28, family. Available immediately for eastern connection—preferably New York, New England. Write Box 268, BROADCASTING.

Technician and Operator—One year radio engineering experience, U.H.F. experience, commercial license, and draft deferred. Desires to join forces of a progressive station or concern. Please include location, salary, living conditions, and other pertinent data with reply. Box 267, BROADCASTING.

Auditor—Available. $75.00 weekly salary requirement. Box 265, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-Newscaster—Reliable, not a flash in the pan. 9 years staff work including programming. Congenial family. Box 262, BROADCASTING.

Station or Commercial Manager Available—Experienced regional and local operations, employed, draft exempt, excellent record. Southern station only. Good references. Box 259, BROADCASTING.

AGENCIES—Big Three graduate, 24 years old, desires connection with New York ad agency. Four months editorial experience on leading daily . . . one year experience regional station in selling, copy writing and servicing accounts. Honorable discharge from army. Box 257, BROADCASTING.

STATION MANAGER—Seeks larger station connection as manager or commercial manager. Outstanding record will bear closest scrutiny. Five years management present station has made a volume increase unequaled by most. Present connection excellent but does not permit further income growth personally. Ambitious, aggressive, can build volume, audience. Good agency contacts. Box 256, BROADCASTING.

ENGINEER—Capable young man, draft deferred, with chief engineer and transmitter installation experience, desires steady position with good living conditions, preferably in New England. Immediately available. State salary. Box 252, BROADCASTING.

Salesman—Four years' network experience. Excellent references, draft exempt. Box 254, BROADCASTING.

PLAY BY PLAY SPORTS ANNOUNCER All sports. Nine years' experience. Available for 1943 baseball season. Box 253, BROADCASTING.

Announcer—University graduate, NBC Announcing School graduate. 4F. NBC network experience. Salary plus commercials desired. Box 261, BROADCASTING.

Experienced Program Director — News, sports, writing dramatics. Draft exempt. Box 270, BROADCASTING.

Wanted—A chance to do a real job in a managerial capacity—preferably in the South. Now employed by leading clear channel station. Experienced in all phases Thirty-one, family, best of references. Box 263, BROADCASTING

Attractive Alert Young Woman—Commentator, sales, dramatics, program arranging, and commercial writer. Due to husband and five brothers in Service, must locate near Los Angeles or Seattle to be near sick mother. Attended Northwestern University, worked on various Chicago stations. Willing to learn board operation. Available after March 1. Box 260, BROADCASTING.

Wanted by Experienced Broadcasting Executive—Position as manager or sales manager with progressive station. Box 255, BROADCASTING.

ANNOUNCER-WRITER — 4F, 20. Announcing, control board experience. Three years college writing, production. Box 273, BROADCASTING.

TWO YEARS CHIEF ENGINEER—Now employed, draft exempt. Desires change. Box 274, BROADCASTING.

Wanted to Buy

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO. Ogden, Utah.

Boyle on Coast

A. S. BOYLE Co., Los Angeles (Harmony vitamins, Old English products), on Feb. 1 starts a twice weekly quarter-hour news commentary featuring Fleetwood Lawton on 6 NBC Pacific stations (KFI KMJ KPO KGW KOMO KHQ), Tuesday, Wednesday, 8:15-8:30 p.m. (PWT). Contract is for 13 weeks. Firm also sponsors five-weekly participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Monday through Friday, 9:30-10 a.m. and in addition currently utilizes daily spot announcements on KNX, Hollywood, and KOMO, Seattle. Agency is J. Walter Thompson Co., Los Angeles.

Omar Test

OMAR MILLS, Omaha, is testing a new product, Ranch House Pancake Flour, with a transcribed quarter-hour musical program featuring Curley Bradley, vocalist, and the Harmoneers thrice weekly on WOW, Fort Wayne and WMBD, Peoria. Agency is MacFarland, Aveyard & Co., Chicago.

You Know His Work!

PROGRAM CREATOR AND PRODUCER

Ask what top agency executives, network and station heads, radio editors write about this man's work. Just over draft age. Just right for an important agency, network or station post. Box 272, BROADCASTING.

WANTED

Emcee ANNOUNCER

Capable of writing and handling variety shows and other station productions by

Leading Network Affiliate in Midwest City.

Address
Mr. Plez S. Clark
Business Supervisor
Radio Station KFH
Wichita, Kansas

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
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NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
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Consulting Radio Engineers
WASHINGTON, D. C.
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BROADCASTING
FOR
RESULTS!

Collins Behind Baylor U Application; Would Use 50 kw. XEAW Transmitter

CONTINUING his unrelenting quest for a high-powered station on a desirable frequency, Carr Collins, head of the Crazy Water Crystals Co., Mineral Wells, Tex., and operator of XEAW, Reynosa, Mexico, last week was disclosed as being behind the application of Baylor U, Corpus Christi, for a new 50,000-watt station to operate on 1010 kc. channel. Existing equipment of XEAW, now being used at Reynosa on 1570 kc., would be moved to the college site.

The application seeks assignment on 1010 kc. with fulltime and a directional antenna for day and night use. The transmitter would be located northeast of Gregory, Tex. KLRA, Little Rock, now is assigned to this frequency, a Canadian 1-A channel with Cuba having a secondary outlet on it. KLRA is now completing program tests for 10,000 watts day and 5,000 watts night on the frequency.

The application states that Mr. Collins, who has worked feverishly for the last year to acquire a desirable frequency, has agreed to move XEAW to Baylor and would pay all expenses. Mr. Collins would present the facilities as a "gift" to the University, but would have a contract to manage and operate the station for 25 years. He would buy the land and would pay the University $25,000 per year rental.

Last fall, pursuant to protests by this Government the Mexican Government ordered the XEAW transmitter, with claimed power of 100,000 watts, to cease operating on 1010 kc. It went back to its regular assignment of 1570 kc. but subsequently was authorized temporarily to operate on 1050 kc., a Mexican 1-A channel. This frequency, however, since has been reassigned to XEG, at Monterrey, where it is being used with 50,000 watts by a Mexican corporation but with James A. Savage, of San Antonio, as the directing head.

In the new application, filed by Thomas B. Love, Mr. Collins' attorney, who was assistant secretary of the Treasury during World War I, states the proposed new station would be the only one serving the entire Texas, Louisiana and Gulf Coast with its primary signal. Moreover, it was said the station would not accept advertising of intoxicants, including beer.

It was contended that removal of the facilities of XEAW would be in conformance with the Havana Treaty and that no vital materials would be involved.

In view of KLRA's assignment on the frequency, plus the freeze applicable to wartime operations, it was thought unlikely that any action would be taken by the FCC without the formality of a hearing.

Dillon to Army

ROBERT DILLON, commercial manager of KSO-KRNT, Des Moines, left last week for military service and will be stationed temporarily at Camp Dodge, Des Moines. Prior to his appointment as commercial manager, replacing Craig Lawrence, acting station manager, he was on the sales staff of the stations several years. He had previously been with the advertising department of the *Register and Tribune*.



Mr. Dillon

Dellar Leaves KSFO; Jansen New Manager

LINCOLN DELLAR, for several years general manager of KSFO, San Francisco, and KWID, shortwave station owned by Associated Broadcasters Inc., has joined the Overseas Branch of the Office of War Information's Pacific Coast section as radio division chief.



Mr. Dellar



Mr. Jansen

Edward J. Jansen, general manager and part owner of KTBI, Tacoma, has been appointed his successor, effective Feb. 14.

Mr. Jansen has been in radio since 1929 in sales and managerial capacities, most of that time with KVI, Tacoma. He also was sales director of KGU, Honolulu.

Before his affiliation with the Associated stations, Mr. Dellar was general manager of WBT, Charlotte, N. C. He also has been station relations manager for CBS. R. W. Dumm, assistant manager of KSFO and KWID, leaves soon for a commission in the Navy.

WNRC Studios

"I'D LIKE to see your studios if I may", said Dick Edmondson, staff engineer of WELI, New Haven, who happened to be passing a building containing the sign "WNRC" while on a recent visit to New York City. "Studios?" queried the receptionist. "Yes," said Dick, "Isn't this WNRC?" "Yes," said the puzzled lady, "this is the Women's National Republican Club."

WINS Gets Authority For Fulltime With 1 kw.

PENDING installation of a new transmitter, WINS, New York was granted special service authorization by the FCC last Tuesday to operate fulltime with 1,000 watts on 1,000 kc., using directional antenna at night. Since June 19, 1934, WINS has been limited to sunset, Chicago, because WCFL is also on the 1,000 kc. channel.

In an unprecedented decision last October, the FCC had approved concurrent construction permits for WINS to operate with 5,000 and 10,000 watts on 1,000 kc. At the same time the Commission extended a construction permit previously granted for a 50,000 watt transmitter, after WINS had turned over the equipment to the Government for "urgent war service". [BROADCASTING, Oct. 12].

WINS announced that its official program schedule for nighttime operations would go into effect Feb. 1 although it has been operating till 12 midnight since Jan. 27.

Gravymaster Spots

DRYDEN & PALMER, Long Island City, N. Y., which started participations on two eastern stations last fall for Gravymaster, is now using WGY WABC WTAM and WJZ, and in addition is participating in *Marjorie Mills Hour* on the New England Regional Network. Samuel C. Croot Co., New York, is agency.



Drawn for BROADCASTING by Sid Hix

"She Was a Wall Flower Until We Got Coffee Rationing!"

LeGATE TO WIOD; MOODY PROMOTED

PROMOTION of James LeGate, manager of WHIO, Dayton, to a similar post at WIOD, Miami, and elevation of Robert H. Moody, commercial manager of the Dayton station, to its helm, were announced last week.



Mr. LeGate

J. Leonard Reinsch, director of the Cox stations, which include WSB, Atlanta, in addition to WIOD and WHIO, announced the promotions following other personnel changes last month. Mr. LeGate, formerly promotion director of the *Miami Daily News*, returns to his home as head of the NBC outlet after a two-year absence. Mr. Moody started on WHIO in 1935 as a local salesman and in 1940 became head of regional and national sales.



Mr. Moody

Simultaneously, promotion of Lester Spencer, program director of WHIO, to assistant manager in charge of programs and production, also was announced. Mr. Spencer also joined the station in 1935 as an announcer and became program director two years later.

JOHN ESAU NAMED MANAGER OF KTUL

APPOINTMENT of John Esau, general sales and promotion manager of KTUL, Tulsa, as general manager, succeeding William C. Gillespie, who died last month following an accident in his home, was announced last week by J. T. Griffin, president of the station and of KOMA, Oklahoma City.



Mr. Esau

Mr. Esau, who came up from the ranks, was chief assistant to Mr. Gillespie. He had served in 1935 with the station. In 1937 and 1938 he managed WBBZ, Ponca City, and KASA, Elk City, Okla.

Mr. Esau immediately announced promotion of R. P. (Bud) Akin, veteran member of the KTUL sales staff, to general sales manager. Eddie McKean was named program director and Jack Hoffman public relations manager.

Well-known in radio and advertising circles, Mr. Esau is active in the Chamber of Commerce and local business groups. He is a lieutenant in the Civilian Air Patrol.

CHML, Hamilton, Ont., effective immediately, announces exclusive representation in Montreal and Winnipeg by Stovin & Wright Ltd. In Toronto Metropolitan Broadcasting Service Ltd., continues to be exclusive representative.

NIGHTTIME MERCHANDISE-ABLE AREA*

*This map does not define the limits of WLW coverage, which extends into portions of several additional states. It indicates the 38 markets in which advertising over WLW enjoys a high degree of merchandise-ability with the retailers and wholesalers who move your merchandise.





Here's truly one of the world's largest markets: over 12 million souls who buy more drug and food products than are sold in New York's five boroughs and the City of Chicago combined. And WLW has a weighted average of 48.7%† of the audience in 25 major cities of the area.

†Based on Hooper Mid-Winter WLW Area rating 1942; a weighted average figure which does not represent the size of our audience in any one city.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION



THE YOUNGEST WARRIOR...

My voice is loud, louder than a thunderclap—even a whisper of mine goes 'round the world.

I travel fast, faster than winged Mercury—only the speed of light is my rival.

I am strong, stronger than the might of Hercules—for I can destroy Fear.

I bind the world together like the oceans.

I cover the earth like the skies.

I speak the language of a thousand tongues.

Men know me everywhere—from the Mississippi to the Volga, from the Yukon to the Nile, and beyond . . .

For I am the youngest Warrior—riding the murderous skies, the shell-torn earth, the bloody highways of the sea . . .

I am the Warning—strident, immediate, merciful . . .
The shaft of Hope to men in darkness,
The Trumpeter of Truth.

My name is universal:

I am the voice of RADIO, deathless and forever.

• • •

The Radio Corporation of America has long pioneered in the development of radio, electronics and television. Today, these developments are performing vital war services. And this war-experience will lead to a richer, fuller Tomorrow . . . for industy, home, and nation.

For outstanding achievement in the production of vital radio equipment, these awards have been given to RCA plants:

ARMY E NAVY

Army-Navy "E" to an RCA Victor plant

ARMY E NAVY

Army-Navy "E" to an RCA Tube plant

ARMY E NAVY

Army-Navy "E" to the RCA Radiomarine Division

RCA

RADIO CORPORATION OF AMERICA

RCA Leads the Way in Radio, Electronics, Television

The Services of RCA: RCA Victor Division • RCA Laboratories
R.C.A. Communications, Inc. • Radiomarine Corporation of America
National Broadcasting Co., Inc. • Blue Network Co., Inc.
RCA Institutes, Inc.

FEBRUARY 8, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

Hmm-m, let me see . . .

WOR covers 16 cities.

The cities include such war arsenals as—
Camden, Trenton, Paterson, Jersey City . . .

301,012 people in Jersey City! Quite an assortment of mouths to fill, backs to be clothed, and so forth.

Rochester? Rochester, N. Y., you mean?
No, WOR doesn't cover Rochester.

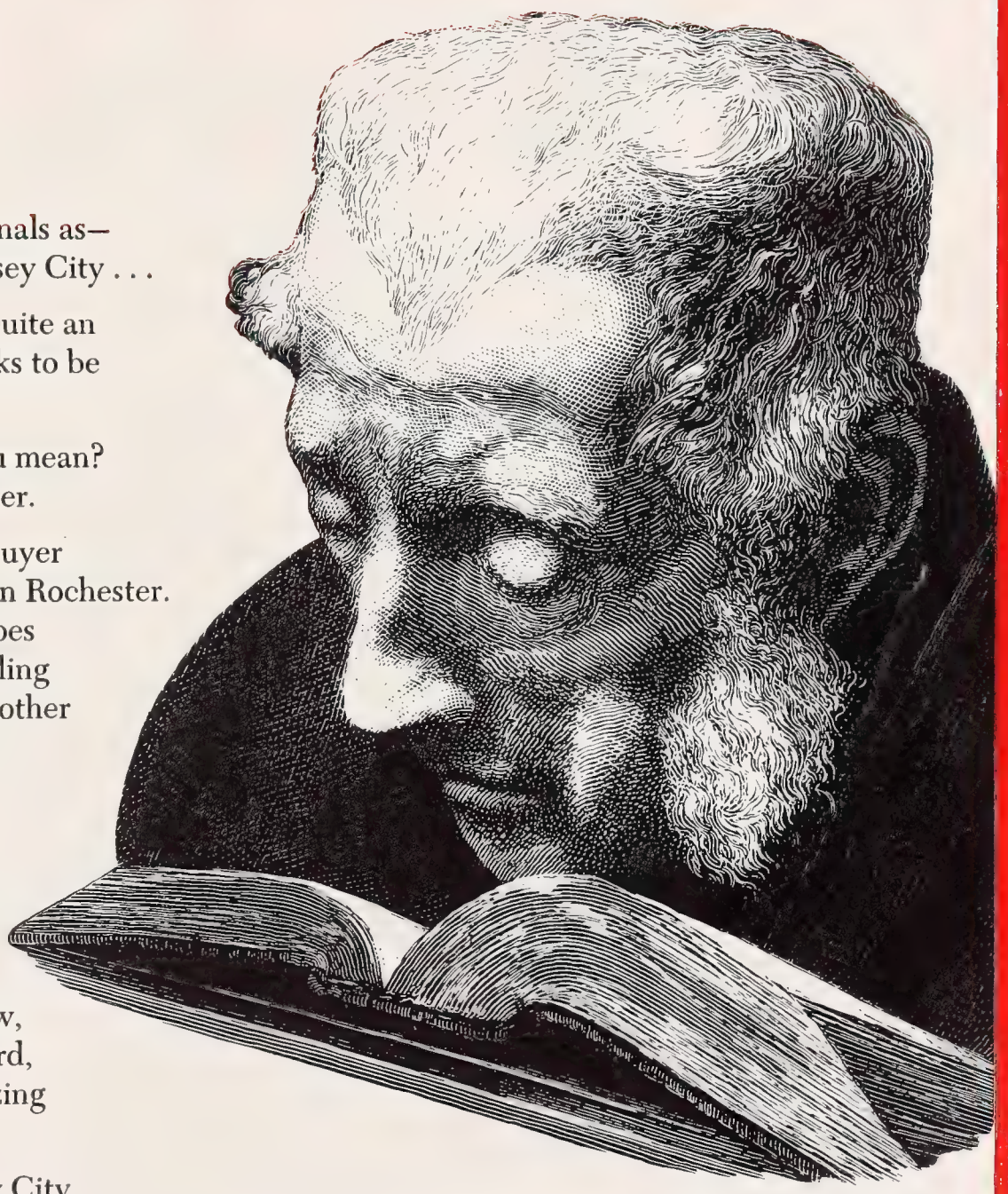
Yes, I read that letter from the buyer at National Clothing Company in Rochester. Yes, interesting what he says. Goes something like, "We are now selling more Gotham Hosiery than any other brand of rayon hose we carry."
Doesn't it?

Yes, I know. Gotham used "Pegeen Prefers" on WOR. First time it had used radio and the only station it used.

Buy WOR? Why, my dear fellow, who wouldn't! The station's weird, that's what! Does the most amazing things for so little.

But, tell me . . . outside of Jersey City, Camden, etc., WOR covers New Haven, doesn't it? And Hartford and Bridgeport and Wilmington and many other places? I mean, even though it does sell in Albany, Rochester and even Boston.

Marvelous station that WOR!



—that power-full station,

WOR

1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

RESULTS

14,444 LETTERS

A candy manufacturer, advertising on WLS, offered a billfold for 20c and proof of purchase. He received 14,444 replies in seven weeks! The schedule was *daytime* announcements only, run at varied times, seven days a week. Part of the time two other advertisers were offering similar premiums on the station—successful for them, too! The way people in Midwest America have responded to these offers shows they have money to spend...and proves again they listen and respond to WLS!

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

"BUT J.P. WE'VE NOTHING TO SELL!"



Nothing to sell! What do you mean, we've nothing to sell? Of course, we're not selling rubber boots any more. But why do you think people bought our boots when we could sell them? They bought them because the name "Blank" meant "protection" to them. And where did they get the idea "Blank" boots meant "protection"? From our advertising, of course. It took us 17 years to hammer that idea home. And I don't intend to spend another 17 years pioneering after the war. It's just as important to keep people sold as to sell them.

So, get me a program on WSM. Tell them I want the name, "Blank," to go into every one of their 2,000,000 radio homes. Tell them I want them to produce the show. They're producing seven network programs including the famous Grand Ole Opry, so I guess they know what they're doing. Now get out of here. I'm busy with this war contract. Nothing to sell! Bah!

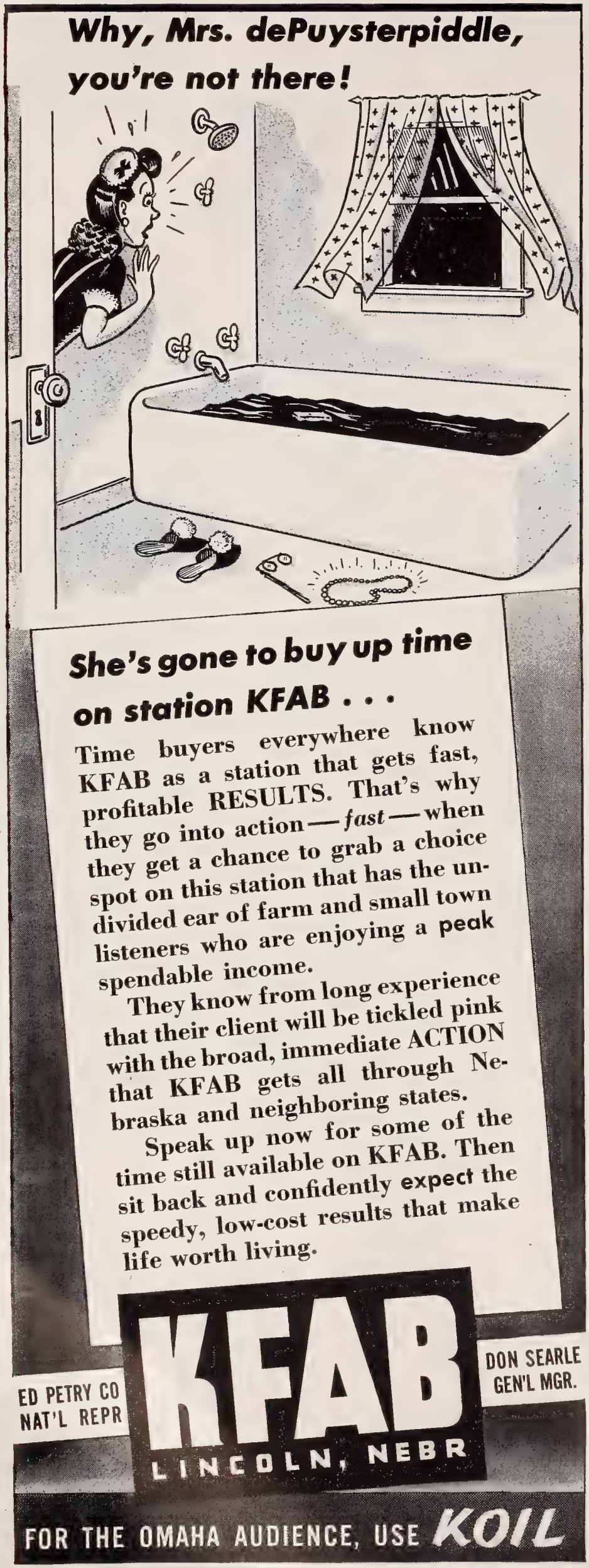
Air Castle of the South
50,000 WATTS CLEAR CHANNEL

WSM

HARRY L. STONE, Gen'l Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 6 FEBRUARY 8, 1943

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Subscription $5.00 a Year • Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February



Get the Facts from WOL • Washington, D. C. • Affiliated with Mutual Broadcasting System
Spot Sales, Inc. • National Representative • New York, Chicago, San Francisco

WOV...._for *Victory*

One of America's
IMPORTANT
Radio Stations

The four-page article in the current issue of Click Magazine tells the absorbing story of WOV and the job it is doing selling Democracy to New York's two million Italo-Americans.

It's this kind of public service that makes WOV one of America's *important* radio stations.

WOV.... FOR VICTORY

National Representatives: Joseph Hershey McGillvra

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS



"Talk pretty, please—for BROMO-SELTZER!"

Since 'way back in September, the Bromo-Seltzer *Talking Train* has been a consistent star performer in the famous Emerson Drug Co. "Vox Pop" show (in which Parks Johnson and Warren Hull have been wowing both the general public and army camp audiences all over the nation).

As a matter of fact this loquacious locomotive immediately became so popular that it was also put on Bromo-Seltzer's *Ellery Queen* show!

So Sonovox scores again! Now to millions of people the familiar chuff of *any* locomotive says "Bromo-Seltzer"—*any* distant whistle says "Fight headaches three ways!" . . . What name or slogan do *you* want dramatized in sound? Let us know—and we'll do the rest!

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*



SONOVOX CAMPAIGNS

Allied Mills, Inc. (*Wayne Feeds*)
American Chicle Co. (*Black Jack Gum*)
American Industries Salvage Committee (*Steel Scrap Drive*)
Bismarck Hotel Co.
Buick Motors Division of General Motors Sales Corp.
Chicago, Milwaukee, St. Paul and Pacific R. R.
Chick Bed Company (*Chick Bed Litter*)
Colgate-Palmolive Peet Company (*Vel, Palmolive*)
Emerson Drug Company (*Bromo-Seltzer*)
Christian Feigenspan Brewing Company (*Feigenspan and Dobler P.O.N. Beers and Ales*)
Feltman-Curme Shoes
Forum Cafeterias of America
Grocery Store Products Sales Co., Inc. (*Fould's Macaroni Products*)
Chr. Hansen Laboratory, Inc. (*Junket Quick Fudge Mix*)
Andrew Jergens Co. (*Woodbury's Products*)
Lever Brothers Co. (*Lifebuoy Soap*)
Naval Aviation Selection Board
Navy Seabees (*U. S. Navy, Construction Battalions*)
Pan American Coffee Bureau
Purity Bakeries Corp. (*Taystee Bread, Grennan Cakes*)
Alvino Rey and his Orchestra (*in all broadcasts*)
Shell Oil Company
U. S. Treasury Dept.
Velie-Ryan, Inc. (*Nesbitt's California Orange Drink*)

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 6 WASHINGTON, D. C., FEBRUARY 8, 1943 $5.00 A YEAR—15c A COPY

Net Time Sales Hit $191,000,000 in 1942

6.1% Gain Over Previous Year Shown; Gross Time Sales $254,800,000

IN THE FACE of wartime dislocations which affected all business, broadcast advertising volume rode through 1942 to a new high of $191,000,000 in *net time* sales—6.1% ahead of the 1941 peak.

Gross time sales, the "quick figure" comparison with the volume of other media, reached $254,800,000, or an increase of 7.2% ahead of the preceding year. This figure represented the one-time rate of stations and networks multiplied by the number of times the medium was used, without regard to frequency discount or sales expense.

These figures are based upon estimates made by BROADCASTING to be released in its *1943 Yearbook* number, now on the presses, with distribution to start within a fortnight.

Only Medium Unscathed

These preliminary data reveal that radio was the only medium to come through the first year of the war comparatively unscathed with regard to its economic position. All other media, according to best available records, have experienced losses during the year.

The $191,000,000 *net time* sales figure (*gross billings* less frequency and promotional discounts) constitute the gross receipts of the industry from the sale of time. While the dollar volume in *net time* sales increased in all classifications, the percentage increase was greatest in the national field. Local volume increased dollar-wise slightly, but it showed a percentage decline of 1.6%. All other categories showed percentage increases.

While radio in 1942 did not maintain its past ratio of increase, it nevertheless was the only medium to show an overall increase. In 1941, *gross time* sales were 14.2% ahead of the preceding year and *net time* sales 13.2%, as against 7.2% and 6.1%, respectively, for 1942.

Total Near $200,000,000

Newspaper advertising lineage, according to the analysis, decreased about 5% compared to 1941, with the heaviest decline occurring in automotive advertising, which was cut by more than half. General advertising as a whole, however, gained about 1%. Monthly magazine volume dropped 10% as compared to 1941, advertising in women's magazines decreased about 5%, while advertising in weekly magazines fell off 1½%. Outdoor advertising dropped approximately 18%.

Since in recent years *net time* sales have accounted for approximately 92% of radio's revenues, it is probable that total receipts of the industry from operations in 1942 were in the neighborhood of $199,000,000. Receipts from the sale of talent and miscellaneous income are difficult to estimate. These receipts do not include direct expenditures for program and talent—as compared with expenditures for time—made by advertisers. Such disbursements probably run in the neighborhood of $40,000 to $45,000 annually, bringing the total expenditures for American radio program service in 1942 to between $230,000,000 and $235,000,000.

Gross Billing Breakdown

With estimated *gross billings* of $254,800,000, the national networks accounted for $118,200,000. National and regional non-network (spot) business totalled $69,500,000, according to the estimates, with local business aggregating $63,800,000. Regional networks accounted for the residue of $3,300,000.

It should be emphasized that *gross billing* is in fact a fictitious figure based, as it is, on one-time rates. It is the only figure comparable to volume of other media, for the purposes of making comparisons and establishing trends as to the use of radio by various classes of industry and trade. Due to the large variations in discount structures between media—and even within the radio field itself—it usally is impossible to secure adequate *net time* and space sales figures. Consequently, *gross billings* represent the one-time rate of periodicals or stations and networks multiplied by the number of times the medium is used. Obviously, therefore, no advertising medium ever receives its gross billngs as dollar receipts; and it is inaccurate to use such figures as a final measure of advertising volume. Nevertheless, they are the best figures available.

Net Business Leads

The analysis for 1942 revenues is based on a formula successfully used by BROADCASTING since it began compilation of Yearbook statistics in 1935. In the past, Dr. Herman S. Hettinger, associate professor of marketing, U of Pennsylvania, has served as BROADCASTING'S consulting economist in the preparation of the annual analysis. This year, however, Dr. Hettinger, because of his Government work with the Office of War Information, was not available for the assignment, but the methods employed by him since 1935, and which have shown a remarkable degree of accuracy, were used in projecting this analysis.

Despite the 6.1% increase in *net time* sales over 1941, it is evident, because of taxes, manpower, overhead and other factors, that the industry will show no substantial improvement in net profits. These figures, however, will not be available for several months or until the FCC completes its annual analysis of financial returns from stations and networks, questionnaires on which currently are being dispatched.

Of the $191,000,000 *net time* sales aggregate, $86,500,000, or

(*Continued on page 46*)

Willard D. Egolf Is Appointed To New NAB Executive Post

AFTER SEVERAL months of consideration, NAB President Neville Miller last Friday announced appointment of Willard D. Egolf, for the last decade commercial manager of KVOO, Tulsa, to the NAB executive staff in charge of public and industry relations. He succeeds Lt. Col. E. M. Kirby, chief of the Army's Radio Branch as public relations director but will have additional duties.

Expansion Authorized

Appointment of the Oklahoman to the newly created post was made following consideration of a number of candidates by a committee of the NAB board named by President Miller. The committee comprised Edgar L. Bill, WMBD, Peoria; Eugene O'Fallon, KFEL, Denver, and James W. Woodruff Jr., WRBL, Columbus, Ga.

Mr. Egolf, active in industry and trade association affairs and currently a vice-president of the Advertising Federation of America, will report for duty about March 1. He will organize a staff to carry on the public and industry relations functions, probably to include a publicity-promotion aide and a research assistant. The post of public relations director has been vacant since Col. Kirby joined the War Department early in 1941. The NAB board authorized the enlarged post about a year ago, based



MR. EGOLF

(*Continued on page 42*)

Elmer Davis Plans Air Series As 'War Voice' On All Networks

ELMER DAVIS, director of the Office of War Information, announced last week his intention to take the air in a weekly 15-minute period of comment as the war voice of the Government.

Under plans announced last Friday, the weekly radio roundup of war information will be broadcast by Mr. Davis on Friday evenings at 10:45 EWT, over NBC, CBS and BLUE. It will be rebroadcast by Mutual at 4 p.m. Saturday afternoons for the benefit of night shift workers and others unable to hear the broadcast Friday nights.

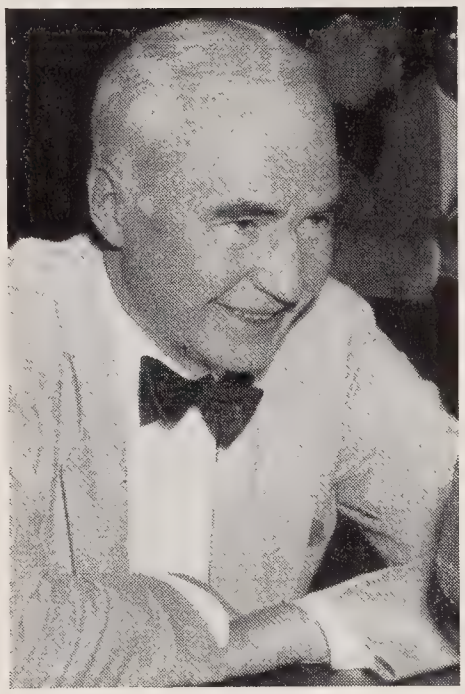
Time Cleared

The commencement date, OWI said, would be announced shortly. Since the networks already have cleared the time, it was thought likely the series might be launched this week. Originally, a simultaneous broadcast over all four networks was sought, but Mutual was unable to clear for the Friday night period.

Mr. Davis has made it clear that his broadcast will be a weekly roundup "intended to place developments in perspective" and give the country a complete understanding of what is done and the reasons behind various Governmental actions. Furthermore he has emphasized he does not intend to compete with commentators in any way and will not use news which has not already been released.

In the role of regular commentator, Mr. Davis will assume a position which he relinquished in mid-June, 1942 when he resigned as a CBS news analyst to assume his governmental post. Since that time he has not been on the air regularly.

The combined facilities of the four networks have been used only once before for a regular program series. In early 1941, *This Is War* produced by Norman Corwin was aired for 13 weeks on a four-net basis.



MR. DAVIS

MORTON SALT Co., Chicago (table salt) is preparing a four-week campaign announcements on 140 stations to start Feb. 15. Agency is J. Walter Thompson Co., Chicago.

OWI Post Unfilled

WITH the resignation of Archibald MacLeish, assistant director of the Office of War Information, to devote his full time to the post of Librarian of Congress, one major position disappears from the organization's administrative structure. Mr. MacLeish originally came into the picture through his position as head of the Office of Facts & Figures and joined OWI when his agency was taken over. Another vacancy which was created when William B. Lewis resigned as chief of the radio bureau to become assistant director of the domestic branch, has yet to be filled. Several names are under consideration but no decision has been reached as to the person to be named for the position.

Bill Bailey Appointed To News Editor Post

J. N. (Bill) BAILEY, who resigned Jan. 30 as news editor of the War Dept. Radio Branch, has joined the Washington headquarters staff of BROADCASTING as news editor. He will function in the news department under J. Frank Beatty, managing editor.

Mr. Bailey had joined the War Dept. in July 1941 after several years with Crosley Corp., Cincinnati, where he had been continuity writer-producer, publicity director, and then news editor of WLW-WSAI. Born June 13, 1901, at Winchester, Ind., he began his newspaper career on the *Coffeyville* (Kan.) *Morning News*, later working on a number of metropolitan newspapers. He is married and has three children.

Lockheed Guests

FIRST GUEST to appear on *Ceiling Unlimited*, CBS series sponsored by Lockheed & Vega Aircraft Corp., will be Ronald Colman, who will be heard Feb. 8 describing the emotions of a pilot in a dive bomber. Policy of presenting guest talent each week was adopted by the sponsor following the withdrawal from the show of Orson Welles, formerly narrator-writer-producer of the series [BROADCASTING, Feb. 1.]

Food Industry Approves Plans To Aid Government Program

THE WEIGHT of the food industry's $100,000,000 annual promotion budget will be thrown behind the Government's six-point food rationing and production campaign under plans finally worked out last week by the affected Government agencies with leading food producers.

The first important step in evolving a coordinated campaign, which will see leading brand-name manufacturers devote much of their time and space to the war effort, was evolved at a meeting at the Waldorf-Astoria in New York last Thursday of a score of representatives of the industry and Government agencies.

Six Goals for Year

Participating were representatives of the Grocery Manufacturers of America, largest trade entity in the food field, OWI, The Advertising Council, OPA, Department of Agriculture, Nutrition Division of the Office of Defense Health & Welfare Services, and of the War Manpower Commission,. Presiding was John Murphy, assistant to the president of GMA.

The six major drives cover 1943 farm product goals, victory gardens, point rationing, nutrition and food conservation, recruiting of agricultural labor, and particularly the problem of parttime employes during harvest periods, and an explanation of the overall food situation, i.e., why shortages exist during periods of peak food production.

Dr. Herman S. Hettihger, associate professor of marketing of the U of Pennsylvania and a foremost radio economist, has been designated campaign manager of the food drives by OWI. He has been working on preliminaries for several weeks, under Gardner Cowles Jr., assistant director of OWI in charge of domestic operations.

Campaign books prepared by OWI have been sent by GMA to its entire membership, emphasizing the war theme. About 500 advertising agencies, handling the accounts of the GMA membership, also have been circularized with the likelihood that a general meeting launching the campaign will be held shortly.

The campaign is one of voluntary advertising cooperation. No Government budget is contemplated. It is estimated that the concerns represented by GMA, including the biggest manufacturers, processers and distributors in the country, spend about $100,000,000 a year in advertising billing, a substantial portion of which goes to radio.

It is presumed that point rationing, scheduled to become initially effective March 1, will be the object of the first campaign, and that radio will figure prominently in this effort. Because point rationing begins in less than a month, it was indicated that radio will be called upon to do a rush job, as it has done on several other occasions since the war started.

WJWC OPERATIONS ENDED ON FEB. 7

WJWC, Chicago-Hammond, officially went off the air Sunday morning, Feb. 7, at 12:30 a.m. The station which operated on 1520 kc. with 5,000 watts on Jan. 28 through John W. Clarke, principal stockholder, notified the FCC of intention to surrender its license and discontinue operation [BROADCASTING, Feb. 1].

War conditions restricting materials for remedying insufficient coverage and resulting operational loss were advanced as the reasons for quitting. Most of the 38 employes, according to General Manager William Cline, have been placed in positions with other stations. Although the equipment had been offered to the Government, physical facilities had not been disposed of by last weekend. Station has a 5 kw. Western Electric transmitter, five directional towers, along with standard equipment of rectifier tubes, etc.

The Hammond Calumet Broadcasting Corp., corporate licensee of the station, will remain alive, according to Mr. Clarke, for the time being. "After the war is won," he said, "we may apply for a license to render a public service in the Chicago area." Stockholders of the corporation are, in addition to Mr. Clarke, Dr. George F. Courrier, minister of Elgin, Ill.; Marshall Field 3rd, owner of *Chicago Sun*, and Doris Keane, wife of Bill Irwin, radio editor of *Chicago Times*.

SHORTWAVE OUTLET READY TO OPERATE

FIRST of the new Government shortwave stations in its 22-station program for additional high-powered units to be used in psychological warfare has been completed and awaits approval of the FCC before going on the air. Operated by Associated Broadcasters Inc., San Francisco, the new unit, with call letters not yet assigned, will be a sister station to KWID, operated by Weslev I. Dumm, owner of KSFO, standard broadcast station in San Francisco.

It is expected that a second new transmitter, also designed to serve the Pacific and Far Eastern areas, will be completed soon and licensed to the General Electric Co. which owns KGEI, near Belmont, Cal. The 22 new stations decided upon by the Government last fall are in addition to the 14 existing ones which were leased for operation under direction of the OWI.

Although Associated Broadcasters applied for specific frequencies on share time basis, the new Government policy is to specify frequencies to be used on a staggered schedule for the most effective beaming to selected areas and also for best engineering results.

It is hoped that construction of remaining transmitters will be completed by the end of this year, according to Roy C. Cordeman, Assistant Chief of the Bureau of Communication Facilities, of the OWI. The manufacturing schedule has been integrated so as not to interfere with military production.

House May Slash FCC Appropriation

Rep. Cox Prepares Stem to Stern Inquiry

A SLASH in FCC appropriations for the oncoming fiscal year may be the first manifestation of the obviously hostile attitude of the House toward the FCC.

With the Independent Offices Appropriations bill due to be reported this week, carrying the FCC's appropriation, Congressional observers thought that a fight might be made either in the Committee of the Whole or on the floor to cut the appropriation. The President's budget message last month recommended $8,089,000 for the FCC, all save $2,000,000 of which would be for war or national defense activities. Whether the Appropriations Committee will approve this recommendation will not be known until the measure is reported.

Committee Approved

Meanwhile, Rep. Cox (D-Ga.) has plunged into the task of organizing an expert staff for his select committee of five to investigate the FCC from stem to stern. Making haste slowly, Rep. Cox declared that the committee has several names under consideration for appointment as chief counsel but that no announcement would be made until top men had been selected for both the legal and investigation staff. An initial fund of $60,000 to launch the investigation has been requested, and Judge Cox said the House Accounts Committee probably would report favorably on the request this week. Judge Cox has not altered his plans to get the inquiry underway by mid-March.

Meanwhile, there were other developments on the Hill regarded as sympomatic of things to come in connection with functioning of Government agencies. The House Rules Committee, of which Judge Cox is ranking majority member, last Wednesday reported favorably a resolution to set up a committee of five members to investigate any agency of Government.

Introduced by Rep. Howard Smith (D-Va.) the bill empowers the committee to receive complaints against Government agencies which are acting "beyond scope of power granted by Congress". Because, insofar as the FCC is concerned, the same ground will be covered by the Cox Committee, it is expected that the proposed Smith Committee would cover other agencies of Government, probably following a course similar to that pursued in the last Congress by the Truman Committee in the Senate.

Of equal significance was the resolution (HRes-69) introduced Jan. 22 by Rep. Cannon (D-Mo.) to authorize the Committee on Appropriations, or a subcommittee, to study and examine the organization and operation of any executive departments or Government agencies with a view toward economies in operation. This measure promptly was reported favorably by the Rules Committee last Monday. Since it is consistent with the economy temperament of the new Congress, it is expected the measure shortly will pass the House.

It was learned last week that members of the House Appropriations Subcommittee handling the Independent Offices Bill already have inquired into the FCC's war activities, looking toward economies. Also tying into the efforts to curb Governwent spending are the functions of the Byrd Committee in the Senate and the Ramspeck Committee of the House, which already are looking into overstaffing of Government agencies. These committees have not yet covered the smaller commisisons and bureaus, such as the FCC, though the preliminary studies already have been undertaken.

There were other activities bearing on FCC operations and personnel on Capitol Hill, while the FCC itself concluded hearings involving the application for renewal of license of WALB, Albany, Ga. The feud between Rep. Cox and FCC Chairman James Lawrence Fly in some measure has stemmed from FCC efforts to implicate the Georgia Representative with improper legal representation of WALB in proceedings before the FCC. A $2,500 transaction, involving payment to Judge Cox by the Albany Herald Publishing Co., licensee of the station, has figured prominently in these proceedings, which have reached white heat on several occations.

Checks Questioned

The name of Rep. Cox was linked to WALB at the FCC renewal proceeding last week as "Washington representative" for the station. Despite the objection of Delacey Allen, station lawyer, FCC Counsel Marcus Cohn was allowed to introduce two checks and a bank statement which purported to disclose how Mr. Cox came to own 25 shares of the station's stock.

The checks introduced were for $2,500 each. One dated Aug. 18, 1941, was from the station to Rep. Cox while the second for the same amount was from the Congressman to the station dated Aug. 15, 1941. Rep. Cox's check covered payment for 25 shares of stock in the Albany-Herald Broadcasting Co. It was alleged by FCC counsel that both checks were deposited and cleared through the same bank on Aug. 30, 1941.

Other evidence presented purported to show that the station had granted power of attorney to Hugh C. McCarthy, then Mr. Cox's secretary, to represent the station before the FCC at a hearing for application for a new station in Tampa.

In a report presented in testimony it was shown that a bill had been presented by Mr. McCarthy for "approximately $240" which was not paid since "services provided had already been covered under an arrangement with Cox". Furthermore, Mr. Cox, the report cited, understood that Mr. McCarthy would not be paid since he was an employe of the Congressman.

The hearings, a resumption of proceedings begun a year ago, lasted for three days. John W. Crouch, CPA for the station, was questioned regarding actual ownership of WALB.

Lt. Charles Russell Rowell, former FCC employe who had "investigated" the WALB affair, was also put on the stand during Monday's session to identify various documents which were presented in evidence, including the checks

(*Continued on page 44*)

Daylight Saving Controversy May Bring Presidential Action

PRESIDENTIAL ACTION in the daylight saving problem which threatens to disrupt the nation's war production program was seen by some Washington observers last week, should the move of individual States to abolish Wartime gain momentum.

Opinion was expressed in some quarters that in war the President has emergency powers to override any State's action which might impede victory. Mr. Roosevelt has followed a course of state autonomy and legislation by Congress, although it was pointed out that on some occasions he has used his executive powers when he felt it necessary to expedite certain actions.

WPB Opposes Change

Basically, the Federal Government has jurisdiction over interstate commerce. Any state legislation which would result in interference with the movement of such commerce would be interpreted, legal authorities generally agree, as unconstitutional.

Meantime the War Production Board entered the daylight saving controversy last week. Chairman Donald M. Nelson, in a statement following conferences with delegations from Ohio and Michigan, who sought to abolish daylight saving in their own states, declared that "to abandon Wartime would result in confusion and would bring about an increase in power requirements".

In a letter to Sen. Ferguson (R-Mich.) Mr. Nelson took the position that "any change in the present Wartime Statute would result in serious detriment to war production, that the enactment of state legislation by the Legislature of Michigan would have the same detrimental effect."

Mr. Nelson said he would not oppose Interstate Commerce Commission action if the ICC, after investigation, transfers Michigan from the Eastern Zone to the Central Time Zone. He pointed out to Sen. Ferguson that his attitude "with respect to state legislation or amendment of the Wartime Statute is in accord with the views expressed . . . by the Chairman of the Federal Power Commission and the Director of the Office of Defense Transportation."

Explaining that under Wartime, Michigan alone had effected an annual saving in energy production of 115 million kw. hours, the WPB chairman said that alone amounted to about 10% of total national saving brought about under Wartime. "Because of the enormous contribution being made by Michigan industry to the production of War materials, this saving is obviously a vital factor in the war against our enemies and any action which operates to the detriment of this saving is obviously a matter of grave concern to the nation in these times," said Mr. Nelson's letter.

A table showing savings effected by Ohio industries under Wartime reveals a total annual conservation in energy production of 100,000,000 kw. hours.

Since Georgia set its clocks back an hour [BROADCASTING, Feb. 1] by passing legislation placing that State in the Central Time Zone, a movement has grown to return some sections of the country to what, in effect, is normal time.

Broadcasters are watching developments with keen interest, for no industry knows the headaches of time differential like radio. Before the Wartime Statute was passed broadcasters were confronted with complete program schedule changes each April and September, when time changes were made in some regions.

With radio a vital factor on the home front [BROADCASTING, Jan. 25], there are those who feel that a disruption in universal time would do more than interfere with war production. It would hamper radio's important job in reaching the maximum audiences with Government messages.

Procurement of Tubes, Parts Expedited by New WPB Order

Replacement Without Washington Aid Possible Under Higher Priority Ratings; Red Tape Cut

MOVING to cut red tape and reduce paper work in the administration of P-133, radio maintenance and repair order, WPB last week boosted the priority rating of the order to enable stations to obtain parts and tubes without assistance from Washington.

The improved rating of P-133 was interpreted as part of the Radio Division's program to maintain as near normal operation of the radio industry as possible. Along this line, it was revealed by Frank H. McIntosh, chief of domestic and foreign broadcasting, that WPB's program to insure vacuum tubes for receiving sets was well under way, with a production estimated at 8 to 11 million anticipated for the first quarter of 1943.

Order Amended

Change in maintainance order P-133 was brought about by amending the original order adopted Oct. 5, 1942, raising priority value from A-1-j to AA-2X and at the same time extending P-133 to include recording equipment and recording discs.

Until now, stations have obtained parts by certifying the A-1-j rating on sales slips. However, this priority was inadequate when scarce parts were needed. Stations then had to seek emergency preference ratings from Washington by filing complicated PD-1X forms.

With the new AA-2X rating, WPB officials are hoping that the need for PD-1X forms will virtually disappear, and that the rating AA-2X will be sufficient to provide all necessary parts.

The order requires stations to certify the AA-2X rating on sales slips, and to keep records of their purchases. Officials at the Radio Division emphasized that purchases must be for maintainance and repair only, and must not represent additions to equipment.

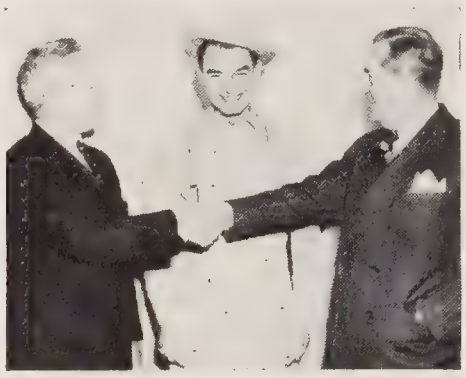
Plans for production of the receiver tubes had been under consideration of the Radio Division for almost three months. As proposed by Mr. McIntosh, the industry would undertake concentrated production of a selected list of fast-selling tube types.

After long negotiation with the vacuum tube advisory committee, Mr. McIntosh adopted a list of 117 tube types, sufficient to meet 90% of radio needs. Production has been allocated to various makers, and the scheduling is controlled in Washington [BROADCASTING, Nov. 30].

Mr. McIntosh has also been working on a standardized list of "Victory Model" replacement parts. Although this line has finally been worked out and approved by the American Standards Assn., he said production would probably not be attempted this quarter because of a relatively greater need for tubes, and because the replacement part situation has eased as a result of increased supplies of formerly scarce raw materials.

Chicago Games Sold

BROADCAST rights to the home games of the Chicago Cubs and White Sox for 1943 have again been sold to P. Lorillard Co., New York, for Old Golds on WGN, Chicago. The company will also sponsor this season's baseball games of the Brooklyn Dodgers with Red Barber again handling the play-by-play descriptions on WHN, New York. J. Walter Thompson Co., New York, is agency.



ONE SMILE from Howard Kohl (left), personnel head of J. Walter Thompson Co., saved Herbert A. Kent (right), president of P. Lorillard Co., N. Y., $1 for the guest appearance recently on the premiere of Sammy Kaye's CBS series for Old Gold cigarettes of Ed (Archie) Gardner of *Duffy's Tavern*, sponsored on the BLUE by Bristol-Myers Co. When Mr. Kent suggested that Mr. Gardner cut his fee, the performer, former J. Walter Thompson producer, quipped: "I'll work for $999 and one smile from Howard Kohl." The contract read "$999 and a smile."

Wesson Oil & Snowdrift Daytime Series to CBS

WESSON OIL & Snowdrift Sales Co., New Orleans, which has been using the NBC Pacific Coast network for the last several years with a program titled *Hawthorne House*, is entering the southern markets as well on March 1 when it starts a musical program starring Frank Crumit and Julia Sanderson on CBS. Stations, totalling about 40, are located in the South and on the West Coast, and will carry the series Monday through Friday, 3-3:15 p.m.

Products promoted will be Wesson salad oil and Snowdrift, with commercials stressing their use in various types of cooking. Agency is Kenyon & Eckhardt, New York. The team of Crumit and Sanderson is heard on CBS for Lewis-Howe Medicine Co.'s Saturday evening quiz program for Tums.

FDR Lauds Secrecy

RADIO and the press were commended last week by President Roosevelt for maintaining the secrecy which surrounded his trip to Africa for war conferences with Prime Minister Churchill. Virtually every radio and newspaper correspondent in Washington knew the President was gone on an important mission. The President said broadcasters and newspapers had lived up faithfully to the Office of Censorship request to keep secret the movements of the Commander-in-Chief and other ranking officials.

WPB Promotion Seen for McIntosh

Proposed Shuffle Would Expedite Civilian Radio Needs

PROMOTION of Frank H. McIntosh, civilian radio's representative in the WPB, to an assistant directorship in the Radio & Radar Division is expected shortly in a structural reorganization which is expected to insure additional protection for the maintenance needs of broadcasters.



Mr. McIntosh

Mr. McIntosh's advancement would come as part of a general reshuffling of the Division described by Ray C. Ellis, Radio & Radar chief, at the IRE convention in New York, Jan. 28 [BROADCASTING, Feb. 1].

Autonomous Groups

In explaining the new Radio & Radar setup, Mr. Ellis pointed out that civilian radio would be handled by an autonomous group, which would be charged with estimating minimum needs for the industry and stewarding production of these essentials.

Although civilian needs have been handled by a separate branch under Mr. McIntosh, jurisdictional "no man's lands" have interfered with operation of any program. As an assistant director, Mr. McIntosh would be able to deal more directly with production and scheduling officials within the Division, and to follow his program from planning board to distributors's shelves.

Under the new arrangement, war production would be in the hands of three groups, composed of existing Radio & Radar branches. These three groups are: Planning, to draw the program; Production, to see that critical parts are delivered to the right places at the right time; Resources, to make sure that equipment and facilities are adequate for the schedule. In addition, there would be three other groups: Engineering, to watch developmental work in laboratories; Field Section, which would attempt to cope with bottlenecks as they appear at production centers, and Mr. McIntosh's Foreign & Domestic Radio Group.

First step toward the reorganization occurred two months ago when Frank S. Horning, then chief of priorities, set up the Field Section. Mr. Horning is expected to continue in his post, with a staff of about 40 men working from seven field offices.

The entire Radio & Radar Division will continue under Ray C. Ellis, who reports directly to Charles E. Wilson, WPB vice-chairman for the critical aircraft, shipping, rubber and radio programs.

Tentative personnel lineup places Sidney K. Wolf, present chief of the components branch, in charge of the Resources Group. Included on his staff would be Capt. William A. Gray, now chief of vacuum tubes branch; Myron E. Whitney, now chief of plant facilities & schedule branch; Milton J. Lowenstein, critical materials branch, and Elmer Crane.

Others Affected

Gerald Miller, now administrative assistant to Mr. Ellis, is sched- for Program Group assignment. Frederick S. Boland, present chief of priorities, and W. H. Anderson are slated for the Production Group.

The Engineering Group probably will be under Marvin Hobbs, present chief of special electronic application, and radio & radar receiver and transmitter branches.

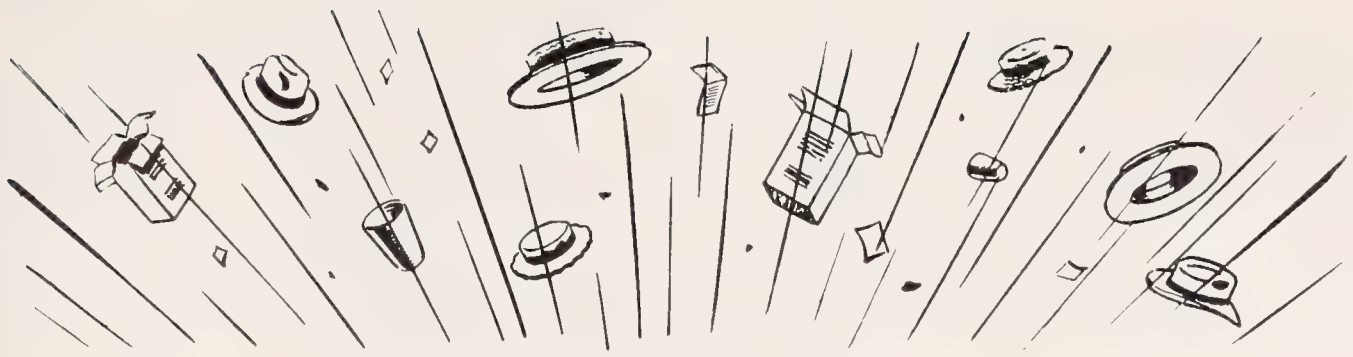
12.6 HOOPERATING IS WARTIME PEAK

HIGHEST LEVEL of listening to commercial network programs since the real start of the "shooting war" is reported in the C. E. Hooper National Program Ratings list of Jan. 30. The current rating of 12.6 is topped only in the eight-year Hooper record by average ratings reported early in 1940, during the Russian-Finnish combat, and when Hitler invaded Denmark and Norway.

With a rating of 40.9, the highest Hooper figure he has ever attained, Bob Hope heads the list of first 15 shows, followed by Fibber McGee & Molly, Edgar Bergen and Charlie McCarthy and Jack Benny. Others of the first 15 are: Aldrich Family, Mr. District Attorney, Frank Morgan-Fanny Brice, Radio Theatre, Kay Kyser, Rudy Vallee, Bing Crosby, Bandwagon, Fred Allen, Eddie Cantor, and Take It or Leave It. Mr. District Attorney and Kay Kyser reached their all-time high Hooperatings, with 28.3 and 24.5 respectively.

Red Skelton continues to lead the programs broadcast after 10:30 p.m. with a new Hooper high for his show—40.7.

PAUL SCHUBERT, MBS commentator sponsored by Benson & Hedges, New York, is writing a syndicated column for the *Des Moines Register & Tribune*.



WGN...the Nation's Top Station in SPORTS!

★

CONSIDER THIS RECORD IN 1942:

★ **WGN was the *only* Chicago station to carry the World's Series.**

★ **WGN was the *only* 50,000 watt Chicago station to broadcast major league baseball.**

★ **WGN was the *only* Chicago station to carry the National Professional Football Championship game.**

★ **WGN was the *only* Chicago station to carry the All-Star Football Game.**

★ **WGN was the *only* Chicago station to carry the World's Championship boxing bouts.**

★ **WGN was the *only* Chicago station to carry the Golden Gloves bouts.**

And besides these exclusive features, WGN daily offers a Sports Review that is miles ahead of similar programs. Packed with original ideas such as the WGN trophy to the most valuable basketball player of the Western Conference—selection of the "Team of the Year," "Player of the Year," "Coach of the Year," and the "Play of the Year"—all officially approved and recognized by the Western Conference—WGN's Sports Review at 6:15 P. M. not only reports the news but makes it.

WGN is truly the "Nation's Top Station in Sports"



A Clear Channel Station

50,000 Watts — *720 Kilocycles*

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. ★ ***PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.***

Grade Labeling of 1943 Pack Required Under OPA Orders

Rep. Halleck Seeks Inquiry Into Regulations of WPB and OPA Covering Marketing Methods

GRADE LABELING, a marketing reform urged for many years by consumer groups, will be required on almost all packed fruits and vegetables of the 1943 crop, OPA announced last week in setting maximum prices on citrus fruits, first new food ready for canning.

Ruling was described by officials as "the best mechanical means of instituting equitable, effective, and enforceable price control." OPA said it was primarily intended to prevent reducing quality in order to avoid price ceilings. Grade labeling has been opposed in many quarters of the food industry as a possible prelude toward wiping out brand selling.

Halleck's Request

Opposition to further marketing regulations was expressed on the House floor Wednesday, when Rep. Halleck (R-Ind.) asked for an inquiry into the plans of WPB and OPA. Specifically, the Congressman asked that a committee determine whether these agencies were considering abolishing brand names, or standardizing and centralizing production, distribution and marketing.

Presenting a resolution calling for an inquiry by the House Interstate & Foreign Commerce Committee, Rep. Halleck said that Congress should know to what extent such plans were essential to the war effort. His resolution was referred to the Rules Committee.

In announcing the present regulations, OPA declared that the Government's only purpose was to protect the consumer by insuring "that she is getting what she is paying for."

Program requires canners to print on the label a statement of the quality of contents, in type at least as large as that used to declare net contents. Standards have been set by the Agriculture Marketing Administration, which will inspect the pack. Terminology permitted includes either the Government "A", "B", or "C", or common "Fancy", "Choice" or "Standard."

In offering his resolution for an inquiry into grade labeling plans, Rep. Halleck declared, "if we are going to have this sort of regulation here, we in Congress must demand that we know in detail what the program is and that our needs justify it."

He said there is much good in standardization but there can be great danger in the regimentation of standards." Misused, he said, they can destroy quality, create mediocrity, stifle competition, slow up progress, destroy initiative, help the shyster, eliminate brands as consumer guides and regiment production."

Turning to the defense of brand names, Rep. Halleck said: "Brands have a public value. By long experience the housewife and the ordinary citizen have learned that certain brands are satisfactory and these brands guarantee a desired quality.

"It is a disservice to the housewife and to all citizens to deprive them of these guides to intelligent purchasing of goods unless the need therefor is clearly demonstrated. The brands should be protected, therefore, more in the interest of the consumer than in the interest of the owner of a brand who has created public confidence by selling an honest quality of service under that brand."

Avalon on Coast

BROWN & WILLIAMSON Tobacco Corp., Louisville, on March 1 will start Floyd Farr in an early morning Monday - through - Friday quarter-hour newscast on 6 NBC Pacific Coast stations for Avalon cigarettes. Program, to be broadcast 7-7:15 a.m. (PWT), will be fed by KPO, San Francisco, to KFI, Los Angeles, KMJ, Fresno, KGW, Portland, KOMO, Seattle, KHQ, Spokane. Agency is Russel M. Seeds Co., Chicago.

NEW CORPORATION WOULD BUY WKBB

NEW corporation composed of local businessmen and a finance organization has been founded to take over the interests of Walter E. Klauer, owner of WKBB, Dubuque, it was revealed Feb. 4 when an application for voluntary transfer of the station was filed with the FCC. Sale price would be $25,000.

Mr. Klauer, president of the Klauer Mfg. Co., a plant engaged entirely in war work, had revealed his intention to retire from radio. Last December he announced that WKBB would go off the air, but later notified the FCC that he was reconsidering [BROADCASTING, Jan. 11, Dec. 7].

The new corporation was organized by James D. Carpenter, station manager. It is controlled by Interstate Finance Corp., which holds 50% of the stock, and has two members on the board of directors. Officers would be: Charles T. Landon, retail furrier, and finance company vice-president; Mr. Carpenter, vice-president and director; O. F. Christofferson, controller of Interstate Finance, secretary-treasurer; A. A. Hauptil, president of Maizewood Insulator Co., director; and D. B. Cassat, general manager of Interstate Finance, director.

The remaining 50% of WKBB stock would be split 12 ways with Mr. Carpenter holding 7.15%. WKBB, a BLUE affiliate operating on 1490 kc. with 250 watts, was the participant in the celebrated "free competition" case in the Supreme Court.

Current Manpower Attitude Expected to Benefit Radio

RADIO is in the best possible position to receive what benefits the War Manpower Commission is willing to accord essential industries, developments last week on the manpower front indicated.

First the WMC advised local boards that certain activities and occupations were to be considered "non-deferable" after April 1, for men in the 18-38 age group, regardless of dependents. Men subject to military service were advised to seek employment in essential industries. Although some reports indicate that actors, musicians and professional athletes are likely to be added to the "non-deferable" list this is not seen immediately. But it was said that the list would be enlarged from time to time.

Radio Unaffected by Freeze

Last Friday, Paul V. McNutt announced a program of local hiring controls designed to solve manpower shortages in essential industries, particularly in areas of "critical shortages". In the main, this program is not likely to affect the industry at first unless there are already conditions existing in certain areas with regard to "necessary occupations" in broadcasting which compare to the shortages in war manufacture plants.

Through a program of this type, established locally, the manpower needs of essential industries are studied and a list of "critical" occupations established. Only those employes holding such jobs in areas under this type of control are required to obtain certificates of release when they plan a switch to another organization. Otherwise employes are free to shift from one industry to another, or within an industry, subject only to the disposition of their local draft boards.

Local Boards Get Tough

As part of the program of "getting tough" National Selective Service officials indicated last week that local boards have been instructed to consider carefully the type of occupations and industries engaged in by registrants. Simply stated, this means that men employed by firms not counted among the list of 35 essential industries are not likely to receive consideration for dependents. The only cause for consideration given to any individual case will depend upon employment in an essential industry. This is to be the general national policy.

At the same time it is well to remember that local boards deter-

(*Continued on page 40*)

Radio Draft Policy Remains Unaltered

Current Procedure Unaffected By Revised 'Necessary' List

RECENT REVISION of the Selective Service Occupational Bulletin sent to draft boards last month and listing more jobs in broadcasting as essential, including station managers, program directors and news editors as well as technical personnel [BROADCASTING, Feb. 1], will have little effect on current procedure in requesting deferment for key employes, New York station and network personnel executives said last week. They added that the expanded list might bolster up some of their pleas, however, by showing that the Government agrees with the broadcaster that certain individuals are necessary in this essential industry.

Salesmen Held Essential

There was general agreement that in asking deferment more stress was placed on the essential nature of broadcasting as a public service in time of war and on the importance of the individual to his station or network than on the presence or absence of his job on the official "necessary" list. The personnel men said that they would neither ask for deferment for any man, just because his job was listed, nor refrain from requesting it if his name was not listed, but that his true value to the station or network operation would be the basis of any appeal.

One personnel director pointed out that a good salesman or sales promotion man might readily be as essential to a station's ability to render meritorious service to its audience as the station manager or chief engineer, as long as the American system of broadcasting, supported by revenue from commercial programs, is maintained. He added, not entirely facetiously, that an attorney who is able to interpret and comply with the numerous Government regulations is often a station's most essential employe, even though lawyers, like sales and sales promotion men, are not included on the official list.

Another station executive reported that everyone seems to realize the necessity for maintaining broadcasting service except the draft boards, stating that his station had lost two engineers to the Army within the last week, both married and with families, despite the station's appeals for their deferment.

It was predicted that the Feb. 2 warning of the War Manpower Commission that men between 18 and 38 in certain occupations will be drafted, regardless of dependency, by spring unless they found jobs meanwhile in more essential industries, including broadcasting, may result in increased applications for employment at radio stations. No special increase was reported last week in New York.

WE *Must* BE GOOD

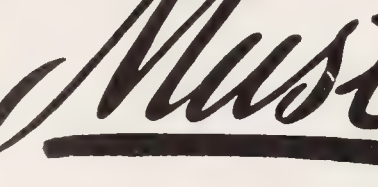
to turn in a performance like this!

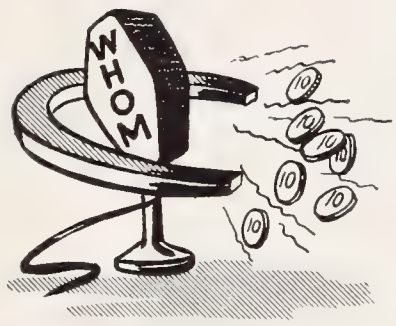


We could go about tootin' our own horn,—but it wouldn't make half as pretty music as a couple of plain and simple facts that we've rounded up. Are you listenin'? . . .

From September 15th to December 15th, 1942, WHOM did its darndest to help the War Bond Sale Campaign over the air waves. And—hold on to your hats—here's what happened . . .

Over this 3-month period, WHOM heaped up the phenomental toal of $1,553,675 in *direct bond sales* (not pledges or phone orders) . . . or over *40 times* the average showing of all stations! Exactly 10,571 individuals of foreign extraction—Jewish, Italian, Polish, German, Spanish, Lithuanian, Greek—travelled an average of 15.4 miles (with cash in pocket), passing other bond-selling points galore—to make their purchases *direct* at WHOM's studio in New York. The amount of the average sale was $141.11 . . . or *three times* the Federal Reserve average for the country. (One affluent listener toddled in and shelled out $5200 cold cash!) That means one thing: our listeners have confidence in us!





Want MORE Startling Statistics? . . . We've *plenty* . . .

F'rinstance . . . a few WHOM announcements requesting contributions to the March of Dimes brought in a deluge of jack that totalled over $11,000 in 10 days time.

So—what does it all prove?

It proves that WHOM has the audience . . . that the audience has money to spend . . . and that this huge mass of buying-populace follows WHOM's messages just as eagerly as all those kids followed the Pied Piper.



This kind of listener loyalty has paid big dividends to advertisers using WHOM.

WHOM

THE "BEST SELLER" TO APPROXIMATELY 5 MILLION FOREIGN LANGUAGE LISTENERS IN THE N. Y. MARKET

AMERICA'S LEADING FOREIGN LANGUAGE STATION

NEW YORK OFFICE AND STUDIOS—29 W. 57th St.; Joseph Lang, Manager

Monoply Arguments Set for Feb. 10

Final Briefs Are Filed; Mid-March Decision Expected

THE FATE of the FCC's explosive network monopoly regulations, in litigation for nearly two years, probably will be decided by the Supreme Court by mid-March, it was indicated last week with the filing of final briefs and the scheduling of argument for Feb. 10. Court attaches said that a case of this importance, brought under the Urgent Deficiencies Act, would be given right of way, with the decision forthcoming within a month following argument.

FCC Denies Ruinous Results

Last Wednesday reply briefs were filed in behalf of the FCC and Mutual, which support the Commission's position. Two additional briefs, filed amicus curiae (as friends of the court), also were submitted—by the American Assn. of Advertising Agencies, which vigorously opposed the Commission's regulations and saw dire consequences to commercial broadcasting, and by the American Civil Liberties Union, which upheld the FCC's position and called for diversity and increased competition in network operations.

Charles Fahy, the Solicitor General, personally is expected to argue the case for the Government. Charles Evans Hughes Jr., CBS chief counsel, and John T. Cahill, NBC's head attorney, will argue for those networks.

The FCC, in its reply brief filed by the Solicitor General and Charles R. Denny Jr., FCC general counsel, staunchly upheld the legality of its regulations and discounted the ruinous results predicted by the appellants. The appeals of NBC and CBS are from the decision of the three-judge statutory court in New York, upholding the FCC's contention of authority to issue the regulations, touching innermost phases of network-station business and contractual obligations and in effect making all stations free agents in their network dealings.

Net Crumbling Foreseen

Other Government attorneys on the brief are Robert L. Stern, Victor Brudney, Richard S. Salant, of the Solicitor's office, and Harry M. Plotkin, Daniel W. Meyer and Max Goldman, FCC attorneys.

Previously, the court was in receipt of the briefs of NBC and CBS, both of which predicted disintegration of network operation as it is known today as the ultimate effect of the proposed rules, and of the Association of National Advertisers opposing the regulations as ruinous of present-day broadcasting and as tending toward creation of the very type of monopoly the FCC majority held it sought to break up [BROADCASTING, Jan. 25].

The FCC brief, covering approximately 150 pages, was the most voluminous of those filed. It recited a case history of the proceedings from the beginning of the network monopoly inquiry in 1938. Claiming not only that the Congressional intent was observed to the letter and that full jurisdiction reposed with the FCC within the Communications Act, the FCC disputed every contention made by NBC and CBS of undue interference with the ability of the broadcasting industry to serve public interest. It contended, on the other hand, that greater opportunity would be permitted for stations and networks alike to serve public interest and that the way would be open for additional competition, which would inure to the public good.

AAAA Predicts Destruction

In infinite detail, the FCC unfolded the highest tribunal a case history of network broadcasting, the manner in which networks function, a break-down of revenues and profits, and in fact every phase of network-station relations and program service. Even Congressional debates in 1927 were alluded to in the Commission's effort to support its contention that the Congressional intent was complied with.

AAAA, in its brief filed by George Link Jr. of New York, supported the opposition contention that destruction of the present four-network structure and creation of a single super-network would result from enforcement of the rules, particularly that banning time options. Such a single network would occupy a "powerfully entrenched monopolistic position" contrary to the public convenience, it stated. The vigorously-worded brief was filed together with a motion for leave to intervene as a friend of the court. With this action, AAAA, as spokesman for the country's advertising agencies, joined ANA in protesting application of the regulations.

'Competition Stifled'—MBS

MBS, in a 20-page brief, contended that the regulations of the Commission were neither arbitrary nor capricious. It was filed by Louis G. Caldwell, chief counsel, and Percy H. Russell, Mr. Caldwell's associate, and Leon Lauterstein and Emanuel Dannett, of New York, WOR-Mutual counsel.

Mutual held it was under severe handicaps due to the restrictive provisions of the contracts held by the other network companies, and, in particular, the exclusive option-time provision and the network exclusivity clause (which NBC since has dropped). It pointed out that many of its affiliates are also affiliates of the other networks and that in a large number of important cities Mutual is "effectively barred" from entry on any terms as a result of CBS contracts which prohibit its stations from carrying programs on another network.

Mutual contended that restrictive features in the major network contracts "effectively stifle competition". It cited these features as (1) those which bar the affiliate from broadcasting programs of any other network organization; (2) provisions by which the affiliate grants the network an exclusive option exercisable on 28 days' notice, and (3) provisions by which the term of such contracts is fixed at a period of five years or more. Moreover, it held the ownership by the other networks of stations in certain cities having less than four fulltime stations has the same restrictive effect.

Claims 'Super-Network'

Attacking the appellants' position that the regulations would destroy network broadcasting, Mutual claimed that no insuperable obstacles are placed in the way of maintenance of network service on a "first call" basis. It stated that BLUE progress might be adversely affected in that in cities served by less than four fulltime stations it henceforth would be deprived of its power to prevent its affiliates in such cities from accepting and assuring the continuous broadcasting of commercials provided by another network. Since most of the more desirable hours are already in use over NBC and CBS, it said in most instances the competition would be reduced to that between BLUE and Mutual.

Answering the appellants' argument that the regulations would have the effect of creating a super-network of high-powered stations, Mutual said that two such "super-networks" already exist, by virtue of the presence of 21 clear channel stations of 50,000-watts on NBC and 20 on CBS. BLUE has six and Mutual two, it cited.

American Civil Liberties Union, in a brief filed by Homer S. Cummings, former Attorney General; Morris L. Ernst, Benjamin S. Kirsh, William Draper Lewis and Harriet F. Pilpel, urged the court to sustain the lower court holding that public interest requires removal of "artificial impediments to diversity over the radio". The attorneys held the challenged regulations are appropriate to that end.

Calls for Competition

Citing the importance of radio as a medium of communication, the Union said that because of the overwhelming coverage of radio, diversity of control over what goes over the airwaves is particularly vital. Bad as it might be for 10 or 12 or 20 men to have the absolute power

(*Continued on page 45*)

EXCLUSIVE ST. LOUIS OUTLET FOR NBC

KSD

A DISTINGUISHED BROADCASTING STATION

DOMINANT IN GREATER ST. LOUIS

KSD has the largest Daytime Population Coverage Area of any St. Louis radio station.

KSD is the only St. Louis station with the full 24-hour Associated Press news service.

NBC-KSD programs have led in "Firsts" in St. Louis in National Popularity Polls since 1935.

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD



Number Sixteen goes up the Mast

People are not in the habit of trusting someone else with a highly prized possession unless they have faith in that someone else.

That is why we are proud of the fact that practically every organization in this area which has won the Army-Navy Production Award has bought time on WGAR exclusively to broadcast the ceremonies.

Recently, upon helping employees of The Bryant Heater Company (and the famed Bryant pup) raise the "E" flag on their mast, we chalked up the sixteenth such ceremony which WGAR has been chosen to air.

All of these broadcasts are pointed to aid the war effort . . . to turn workers from nonessential labor toward the war plants, to encourage war bond purchases by the public through demonstrating how invested dollars are being turned into arms.

These WGAR programs may not *win* the war, but they will *help*.

★ ★ ★

P.S.—Six other Cleveland industrial firms are sponsoring regular broadcasts over WGAR to recruit man power, aid in employee and public relations, keep alive product names.

WGAR
THE FRIENDLY STATION
Cleveland

RADIO IN SERVICE OF HOME AND NATION

BASIC STATION • COLUMBIA BROADCASTING SYSTEM

G. A. Richards, President; John F. Patt, Vice Pres. & Gen. Mgr.;
Edward Petry & Company, Inc., National Representative

TREASURY SERIES TO BE CONTINUED

CONTINUATION of the *Treasury Star Parade* for its second broadcasting year was announced last week by Marjorie L. Spriggs, chief of the War Savings Staff's radio section following a poll of stations.

Vincent F. Callahan, director of radio and press for the War Savings Staff, asked stations for comments on the series with 608 wanting the programs continued. None asked to be dropped from the list.

Treasury Star Parade programs, 15 minutes in length, are not included in OWI's transcribed *Uncle Sam* series, which stations are using as a five-weekly strip.

Schenley Names Cella

J. B. CELLA, president of Roma Wine Co., New York and California winery recently acquired by Schenley Distillers Corp., has been named a director of Schenley.

Nazi Decree

DEATH has been ordered for any person in German occupied Southern Greece found with radio sets, or transporting radio parts, the Greek Office of Information said last week. Frequent acts of sabotage instigated the Nazi edict.

W-E Co. Alcan Feat

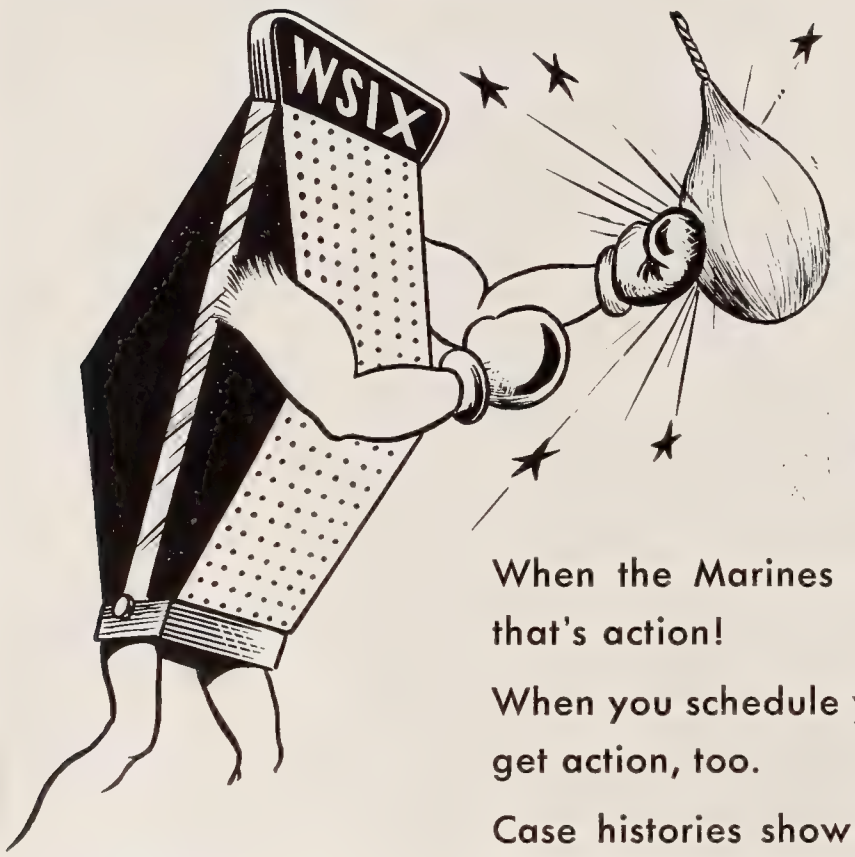
WESTERN ELECTRIC Co., New York, achieved a miracle last autumn when it produced 14 tons of intricate communications equipment for the new Alaska-Canada Army Highway in 26 days instead of the 26 weeks normally required. A 442-mile telephone circuit was completed in record time for the Alcan project between Edmonton, Alberta, and Dawson Creek, B. C., the southern terminus of the highway.

New Soap Series

HASKINS BROS. & Co., Omaha, for its soap is presenting Foster May, recently defeated Nebraska Democratic candidate for the Senate, in a new show for the midwest, *News, Views and Interviews* on WOW, Omaha and KSO, Des Moines, Sundays 1 p.m. and on WMT, Cedar Rapids, Ia., Sundays 6:30 p.m. The first broadcast featured an interview with the Governor of Nebraska welcoming the new Governor of Iowa. Sidney Garfinkel Adv. Agency, San Francisco, handles the account.

Score: 301,464 Pennies

301,464 WAS the total count Feb. 3 of pennies received by Mrs. Dennis Mullane, Staten Island housewife who muffed a *Truth or Consequences* question Jan. 23 on NBC and was told to bear the consequences of pennies from listeners who wished to send them to help buy War Bonds for her son Harold, a 17-year-old Marine.



MEMBER STATION
The Blue Network and Mutual Broadcasting System

SPOT SALES, INC.,
National representatives

Action!

When the Marines land on a South Pacific Island, that's action!

When you schedule your advertising over WSIX, you get action, too.

Case histories show how WSIX pulls. For example, one $1.00 item made 1,810 mail sales recently with a small spot schedule.

Get action — put WSIX to work on your spring schedule.

5000 WATTS

WSIX "The Voice of Nashville" NASHVILLE, TENN.

980 KILOCYCLES

Committee Named To Guide Ad Study

Progress Group to Supervise Business Leader's Survey

HOWARD HUSTON, assistant to the president, American Cyanamid Co., has been appointed chairman of the recently organized progress committee of the Advertising Study, an appraisal of advertising as an instrument of American economic development, sponsored by a group of leading business executives who have engaged the National Industrial Conference Board to conduct the research in connection with the project [BROADCASTING, Jan. 4].

Other members of the Progress Committee, which will act for the sponsoring group in supervising the course of the survey, are: Karl W. Fischer, land and tax commissioner, Burlington Lines; Harold Hall, business manager, *New York Times;* Fred Healey, vice-president and director of advertising, Curtis Publishing Co.; Arthur W. Page, vice-president, American Telephone & Telegraph Co.; G. Edward Pendray, assistant to the president, Westinghouse Electric & Mfg. Co.; Barry Rumple, research director, NBC; Don Smith, advertising and publicity manager, Wilson & Co.; Dr. Alonzo E. Taylor, General Mills.

Killifer Is Secretary

D. H. Killifer, public relations counsel, has been appointed executive secretary of the committee, which has established headquarters at 60 E. 42nd St., New York.

Sponsors of the advertising study are planning to expend approximately $200,000 for the project, half for the research and the remainder for the presentation of the results in popular form. More than one-third of the required funds have already been pledged, it was announced last week, with advertisers, agencies and advertising media all contributing. Announcement stated that "small contributions, roughly proportioned to advertising expenditures or incomes, are preferred to large sums in order to insure the complete independence of the study from dominance.

Top Tunes Listed

LAST WEEK'S top tunes from the standpoint of network performances were: There Are Such Things, You'd Be So Nice to Come Home To, I Had the Craziest Dream, Brazil, and Moonlight Becomes You, according to the audience coverage report of the radio division of the Office of Research, headed by Dr. John G. Peatman. The Index of performances is based on total number of performances heard and reported in New York, Chicago and Los Angeles during the week; the estimated number of additional station-uses on network programs, and the relative size of listening audiences as estimated from sets-in-use ratings per program and per time period.

. . . but They Can't Imitate an American!

Political and industrial leaders in recent months have been making great use of the phrase, "Know-How."

But no one has bothered to explain it.

American Know-How is a combination of things. It is our conglomeration of races, welded together by a great national spirit. It is American training in mechanics; it is the millions of American boys who drive automobiles and work with tools, who play with electric trains and make model airplanes. It is our system of education, giving to each boy the training needed to enable him to take his part in our national industrial economy. It is that economy itself . . . an economy of free enterprise wherein every boy has a chance to become a Henry Ford, a Walter Chrysler, a Thomas Edison. It is the American system of incentive, which permits even the lowest laborer to become foreman, superintendent, or president of his company. It is the ability of the man in the American factory to do things just a little bit better than any other man in the world can do them.

And it is American industrial management, fitting into their proper niches the men of the country, determining who shall direct the operation, surrounding itself with engineers and chemists and tool designers and purchasing agents and specifications clerks, each with a definite job to do. It is the ability of American management to select the right man for the right job, whether that man come from our technical colleges or from the rank and file of factory employees.

In time of peace—because of American Know-How —Detroit and Pittsburgh and Akron supplied the world with automobiles and steel and tires. No other country could compete successfully against American maker of airplanes, washing machines, radios or mechanical refrigerators.

Our scientists and engineers out-designed our competition in foreign fields, our sales departments outsold them, our factory men out-produced them.

This is a mechanical war. American Know-How which placed this country far ahead of its competitors in peacetime mechanical production, will turn out more war materials per man and per factory and will win the war. Our enemies had a big start on us. But the imitators never can equal the originators.

And our foes are imitators . . . Germans and Japs alike.

In peacetime they imitated all our mechanical goods. The best automobile Germany had was one designed in Detroit. The company producing it was a Detroit-owned company. The best airplane engine they had was one designed in Hartford five years ago. Because they froze production of it . . . didn't change the model . . . they were able to turn out these motors in great quantities. Today we have reached and passed their highest production with an improved model. And we are just starting!

It is the Hitler creed that no one not a German can be a good chemist or a good engineer. He limits his Know-How to people of the German race alone. In America we are a mixed race. The adventurous of all the peoples of Europe have come to this country because they believe in the American system of free enterprise. We have assimilated them and made them Americans. We have granted them the same opportunities to advance that belong to us who have long lived here.

This is American Know-How. This and the flaming spirit of freedom which democracy begets . . . the spirit which makes our boys in uniform better than any other soldiers in the world . . . because they are fighting for freedom.

With this spirit, backed by American industry's Know-How, we shall win this war!

W. O'Neil

President

THE GENERAL TIRE & RUBBER COMPANY, AKRON, O.
and THE YANKEE NETWORK, INC.

$500,000 Campaign Is Started by Wise

Publishing Firm Promoting In Participating Programs

AFTER EXTENSIVE testing of radio for 2½ years, Wm. Wise & Sons, New York publisher, has decided to spend $500,000 during 1943, using five-minute quarter-hour and women's participation programs for its varied publications. Huber Hoge & Sons, New York, is placing the entire campaign.

A total of 99 stations is scheduled for promotion of the *Modern Home Physician*, 118 stations for *The Complete Guide to Modern Knitting and Crocheting*, and 58 outlets for the *World's Great Books*. Wm. Wise is also expanding all schedules for *Popular Mathematics*, *Popular Decorator*, *Aircraft Spotters' Guide*, *Victory Garden Encyclopedia*, and other booklets.

Station list for *Modern Home Physician* follows:

CKLW KALE KFBB KFBK KGA KGHL KHJ KIEM KJR KLRA KLX KMJ KOL KONO KSFO KSO KVOD KXL KYA WCAE WFDF WHCU WIP WLAW WLS WMBR WNBH WOL WPEN WWDC WWJ WWSW WXYZ KFIZ KGLO KMAC KMTR KPAB KVFD WBIR WELI WFHR WFMD WHBL WJPA WLAV WLBC WOLF KSAZ KFNF KID KLO KLUF KMYC KPOW KRLC KSJB KSUN KTOC KUJ KUOA KVI KWKW KWOC KWTO KXEL WAGA WAJR WCOP WFVA WHLN WKST WMAM WMEX WMMN WMRF WPIC WRAL WRRF WSKB WSOO WSTV WSYB WWSR XEAC XEG XELO XEMO XENT XEON KFWB KGGK KICD WAAT WDGY WJBK WMCA WOV WMAZ.

The book on knitting and crocheting is promoted on:

CKLW KFBK KFWB KGGK KICD KLX KMJ KONO KSFO KVOD KXL WAAF WDBO WDGY WHBL WJBK WMCA WOV WWSW KALE KDKA KDYL KFBB KFH KFNF KFRC KFVD KGHI KGO KHJ KIRO KLRA KLUF KMDC KMO KMOX KMYC KOIL KOIN KOMO KSJB KSL KSO WMT KSTP KSUN KTUC KUJ KVI KWJJ KWKW KWTO KXEL WABC WAGE WAJR WBBM WBZ WCAE WCCO WCFL WCOP WCSH WEEI WEIL WFMD WJZ WHBL WHEB WHK WHLN WIBC WIBW WINS WJPA WJSV WKST WLBC WLAV WLS WMAL WMAM WMAZ WMEX WMMN WNAC WOL WPEN WPIC WXAM WRJN WSAZ WSKB WSMB WSTV WTCN WTIC WWL WXYZ XEAC XEAW XENT KFI KFPY KLZ KPO KPRC WBAL WCAO WFBR WGAR WGY WHAM WIOD WJZ WRC WRNL WWDC.

The *World's Great Books* is scheduled on:

KFBK CKLW KFWB KGGK KICD KOL KSFO KVOD KXL WAAF WDBO WDGY WHBL WJBK WMCA WOV WWSW WFBB KFNF KLUF KMYC KUJ KRLC KSJB KSUN KTUC KVI KWJJ KWKW KWTO KXEL WAGA WAJR WCOP WEEI WEW WFMD WHLN WINS WJPA WKST WLAV WLBC WMAM WMEX WMMN WCCB WPEN WPIC WSAZ WSKB WSTV WSVA XEAC XEAW XENT WHEB WTIC.

Orderly Despite Fire

AN AUDIENCE of 400 at the CBS program *Only Yesterday*, last Tuesday night remained quietly in CBS' Radio Theatre 3 on Broadway, New York, despite a fire back stage, which resulted from a short circuit in the switchboard panel box. The fire started at 10:25 p.m. near the end of the broadcast. Benny Rubin requested the audience to file out in good order, and no confusion occurred.



SEEN AT STAG party given in honor of Ernest (Cappy) Capobianco (center), CBS art director who reported for duty at Fort Dix recently, were Howard Meighan (left), CBS eastern sales manager; and George R. Dunham, supervisor of promotion for CBS-owned stations.

House Resolution Demands That Navy Furnish Report on Status of Winchell

DEMANDS that the Secretary of the Navy be directed to furnish Congress a report on the status of Lt. Com. Walter Winchell, USNR, as a result of Winchell's *Jergen's Journal* on the BLUE Jan. 31, are contained in a resolution (HRes-95) introduced last week in the House by Rep. Hoffman (R-Mich.).

During the "now-for-the-mail-as-the-time-will-allow" portion at the close of his broadcast, Winchell allegedly said, according to a transcript of the program: "You bet I'm prejudiced against those in high office who guessed so wrong before Pearl Harbor. They're still guessing wrong. I'm not in the least comforted by their confessions of ignorance. What worries me most are all those damn fools who re-elected them."

The following day Reps. Keefe (R-Wis.) and Bradley (R-Mich.) took exception to Winchell's broadcast on the floor of the House. Asserting he "supposed that the rules and regulations of the Communications Commission prohibited the use of profanity and the utterance of sentiments calculated to stir up hatreds and disunity on the radio", Rep. Keefe, declared: "It seems to me, Mr. Winchell, that you owe an apology to the people of America."

Rep. Bradley, speaking of the Winchell broadcast, demanded: "How much longer are you going to permit this man Winchell to get away with that stuff and violate the regulations of the FCC with impunity?"

Rep. Hoffman said: "It is doubtful if it is good salesmanship to tell prospective customers that they are dumb. Walter told us last Sunday that there were some 14,000,000 damn fools in America who voted for Members of Congress. I wonder whether he thinks he is going to persuade any of those 14,000,000 to buy that lotion sold by his sponsors?"

Specifically, Rep. Hoffman's resolution asks the Secretary of the Navy if Navy officers are subject to section 1534, title 10, U. S. Codes which provides than "an officer who uses contemptuous or disrespectful words against . . . the Congress of the United States shall be dismissed from the service or suffer such other punishment as a court martial may direct." If not, is there any "Federal statute or rule or regulation of the Navy of similar import?"

Referring to several of Winchell's alleged statements both on the air and in published articles, the resolution demands to know "what, if any, action has been taken by the Navy or any officer thereof to punish the said Walter Winchell for making such statements, or to put an end to the making of such statements?"

With reference to his Jan. 31 broadcast the resolution asks: "During the month of January 1943 was Walter Winchell an officer in the United States Navy? And, if he was, what was his rank? If Walter Winchell was an officer in the United States Navy during January 1943 did he, on Jan. 31, 1943, in a radio broadcast, or in his column as printed, in substance refer to American citizens who voted for certain Representatives in Congress as 'damned fools who voted for them'?"

Rep. Hoffman seeks Winchell's complete record as a Naval officer for 1941 and 1942 and his assignment of duties.

Again on Thursday Rep. Hoffman addressed the House, taking issue with the Jergens-Woodbury Sales Corp. He read into the *Record* a FTC "cease-and-desist" ruling affecting the firm's face creams, powder and soap, adding "Winchell was, as we used to say, 'a mite teched—just a little queer'."

Winchell, who recently returned from a secret mission to South America, has said during his broadcasts that he does not go on the air in the uniform of a Navy officer but as a civilan.

DALY TO LONDON; OTHER CBS SHIFTS

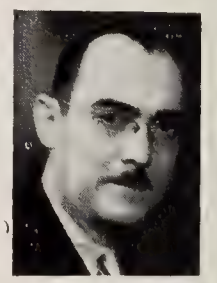
JOHN DALY, CBS news analyst and narrator on *Report to the Nation*, has been assigned to the network's London bureau as correspondent, according to an announcement last week by Paul W. White, CBS director of news broadcasts, who revealed several changes in the personnel of CBS' world news coverage.

Replacing Daly on *Report to the Nation*, and as reporter on *The World Today*, is Douglas Edwards. Returning to New York for a vacation are Winston Burdett, CBS correspondent in Cairo, and William J. Dunn, chief of CBS Far Eastern news correspondents, stationed in Australia.

Farnsworth Fowle, who has been heard on CBS from Ankara, Turkey, takes over for Burdett, while George Moorad, American Red Cross press representative, assumes Dunn's assignment.

Damm Made V-P

WALTER J. DAMM, general manager of WTMJ, Milwaukee, owned by the *Milwaukee Journal*, has been elected a vice-president of The Journal Co. He will continue as general manager of radio. Mr. Damm, former NAB president and active in industry affairs, joined the *Journal* in 1916 and has served in the advertising, research and promotion departments. Since establishment of WTMJ in 1925, he has specialized in radio and is in supervisory charge of all the *Journal's* radio activities, including FM and development of television.



Mr. Damm

Seay Heads WOL Sales

HENRY V. SEAY of the advertising department of WOL, Washington, has been appointed sales manager, replacing James Fishback, resigned. Mr. Seay, born in Virginia, started his advertising career on the *Detroit Free Press* in the national advertising and merchandising department. He next moved to the advertising department of WWJ, Detroit, and in 1931 he joined the commercial department of WOL. He is married and has one son.



Mr. Seay

Vinylite Unchanged

VINYLITE allocations for February are approximately the same as January, when small quantities were available for commercial recorders, according to WPB officials. Numerical figures on the Vinylite supply are considered a military secret since a great percentage of the nation's production goes into raincoats and other supplies for the Armed Forces.



are
you
caught

Green-handed?

The war has cost broadcasters many trained news editors and writers. For their news programs, they often must get along as best they can with inexperienced men. They are caught green-handed.

But with United Press radio news copy to rely upon, this is no handicap. For United Press gives its clients the benefit of all the know-how of radio news writing and editing that seven years of experience have developed. The United Press radio wire gives broadcasters daily nine 5-minute news digests and seven 15-minute news summaries—sixteen complete newscasts, delivered on fixed schedule, ready for broadcast without rehandling.

So long as it receives United Press service, any station—even though green-handed—can assure its listeners of radio's foremost news coverage.

United Press

FOREMOST BECAUSE IT OFFERS MOST



'Steady gains due to Irene Rich and KSO'

.... Ralph Deuben

As broker for Welch's Grape Juice and other Welch products in 76 Iowa counties, Ralph Deuben knows at first-hand the selling pull of broadcast advertising. Reports Mr. Deuben:

"During all the years of my contact with Welch, which began in 1933, the foundation of Welch advertising has been a dramatic radio program featuring Irene Rich. In Des Moines, the program has been carried over Station KSO".*

"Once we had established adequate Welch distribution with our trade, responsibility for further progress rested squarely on the advertising.

"The steady gains in Welch sales for our territory, year after year up until wartime, prove what a splendid job Irene Rich and KSO have done in moving Welch products off grocers' shelves."

*Program changed to KRNT in 1942.

KSO BASIC BLUE AND MUTUAL 5000 WATTS

KRNT BASIC COLUMBIA 5000 WATTS

The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register & Tribune

Represented by The Katz Agency

Good Taste Copy Is CBC Standard

Thomson Rules Commercials Must Be Inoffensive

GOOD TASTE is emphasized in a new standard for radio advertising announced recently by the Canadian Broadcasting Corp.

"All advertising matter and commercial announcements shall be of such character that they can be freely introduced into a mixed company of adults and children as a subject of ordinary conversation," said Dr. James S. Thomson, CBC general manager, who urged private stations also accept the new standards.

"The distinctive character of radio," he added, "has determined the adoption of this ruling. Radio is principally a medium of communication directed in the Canadian home; the family circle is the normal listening group. We have therefore to maintain canons of good taste that are in line with the finest standards of home life."

Dr. Thomson pointed out that under the Canadian Broadcasting Act the CBC is empowered "to make regulations to determine the proportion devoted to advertising in programs broadcast by stations of the corporation or by private stations, and to control the character of such advertising."

Announcement is in line with Dr. Thomson's views on advertising as expressed in a paper "The New Policy for Radio" which he presented to the CBC Board of Governors while a member of the Board and in line with his first statement following his appointment [BROADCASTING, Sept. 7, 1942], in which he said "the whole question of advertising in radio should be reviewed and perhaps overhauled".

Canadian WIB Shifts

SEVERAL changes in executive personnel of the Canadian Wartime Information Board have been announced by Charles L. Vining, chairman. John Grierson, Canadian film commissioner, has been appointed general manager of WIB. Campbell L. Smart, formerly with Cockfield Brown & Co., Ltd., Montreal advertising agency, has resigned as head of the external branch. Before joining the WIB he was with the British Ministry of Information, New York. Frank Ryan, on loan from Hudson's Bay Co., which he served as public relations director, has been placed in temporary charge of Canada's foreign propaganda. Mr. Ryan at one time was manager of CKLW, Windsor. Chairman Vining is expected to resign shortly because of ill health.

WPB Releasing Instruments

MORE than 50% of musical instruments frozen by WPB Jan. 1, 1942, have been released for civilian consumption. Nearly 10,000 B-flat clarinets, 8,000 bugles, and 4,000 trumpets were included among the 40,000 instruments sold between early September and Jan. 18, 1943. Non-metal instruments—violins, guitars, ukeleles—were not included in the freeze.

THE 20 BEST RADIO ADS

Kansas State Professor Lists His Choices of Best Copy Last Year

The survey of which this is a summary was undertaken by Prof. Heberer of his own accord and without any previous arrangement with, or knowledge of, this publication. He advises us that it covered all trade journals in which radio stations and networks placed advertising last year. Prof. Heberer made a similar survey last year [BROADCASTING, March 30, 1942].

By H. M. HEBERER
Professor of Radio Advertising
Kansas State College of Agriculture and Applied Science

UNLIKE many another advertiser, radio stations during 1942 still had plenty to sell. Priorities and rationing have not cut into radio time. "Time for Sale" was the predominant theme used to promote stations in their trade journal advertising program the past year. Coverage, public service, success stories, local program availabilities, and available markets also served as copy. And there was some "war effort" copy. But for the most part stations used comparatively little space telling what they were doing to win the war.

These conclusions were reached in attempting to find the 20 best station advertisements which appeared during 1942 in the various trade papers.

In order to give equal opportunity to all stations and networks in the selection of the "best" ads the networks were divided into two groups: National and Regional; the stations into three groups, according to power: Those using over 10,000 w., those using between 5,000 and 10,000 w., and those using less than 5,000 w.

In this way the advertisements which were finally selected represent three national networks, two regional networks, seven stations over 10,000 w., four stations using between 5,000 and 10,000 w., and three stations under 5,000 w. In addition, Special Mention was given one ad which fell into none of these classifications. It was used to advertise two stations which are not a network but which are under one management.

No attempt was made to limit the number of ads in any group; but it was decided not to use more than one ad representing any network or station. No comparison was made of the ads in any group or between those in the various groups.

The following ads have been selected:

NATIONAL NETWORKS

Columbia Broadcasting System . . . It's Right in His Lap.
Effective use of a photograph to illustrate the copy which deals with the Average American and his relation to radio.

Mutual Broadcasting System . . . Oh, To Be on Mutual . . .
Used clever cartoon and headline.
Copy listed some advertisers on the network.

National Broadcasting Co. . . . NBC Announces a 10% Full-Network Discount
Using red and black, this formalized ad was a straightforward presentation of the network's discount plan.

REGIONAL NETWORKS

Westinghouse Radio Stations . . . Drawing Made Easy.
Simple colored drawing used as eye-catcher. Copy dealt with network's ability to draw customers.

Yankee Network . . . There's No Place Like Home . . .
A bar of "Home Sweet Home" superimposed on a photograph illustrated effectively the copy's "acceptance in New England homes" appeal.

REPRESENTING STATIONS OVER 10,000 WATTS

KFI . . . Do Not Twist the Dial, Mother . . .
Clever headline and poem gave unusual presentation of station's results.

WABC . . . There's No Place *But* Home This Summer.
Used cartoon and headline to illustrate potential summer audience.

WCCO . . . What Is That Northwest Flavor?
Illustration of Paul Bunyan and ox emphasized station's acceptance by northwestern audience.

WGY . . . I Understand You're Interested in the Catskills.
Cartoon and headline eye-catchers used to punch across colloquial copy concerning station's coverage.

WLW . . . Morning Merchandise-Able Area.
Colored coverage map combined with nostalgic rural scene and copy about potential morning listeners.

WOR . . . Map of Guaranteed Area.
"In the manner of Treasure Island" coverage map. Copy consists of brief notation that ad is not "smart" and forty word statement of coverage.

WSM . . . The Fifth Estate.
A series of simple ads using the same format but with changed copy on the theme of radio's place in America to-day.

STATIONS FROM 5,000 to 10,000 WATTS

WFBR . . . Bomb Sight To Hit Baltimore.
Eye-appeal with photograph of bomber laying eggs. Copy emphasizes local coverage.

WNAX . . . Defense Plants? Sure . . .
Colored illustration of "Big Aggie", station's new symbol. Copy dealt with farm "defense plants" and available market.

WRNL . . . Announcement of debut as 5,000 watt station.
Dignified presentation of "birthday" tie-up with Robert E. Lee, using the General's picture as eye-catcher.

WSYR . . . The Forgotten Rich Man . . .
Photograph of clay model catches interest to illustrate farm market in central New York copy.

STATIONS UNDER 5,000 WATTS

KFRU . . . Name It and Win.
Effective small ad using question and answer to emphasize station's location.

WHIZ . . . An effective ad using copy interspersed with small cartoons to point out value of 250 watt station.

WROK . . . Everyhing Points to Rockford . . .
Good display of opportunities in local market.

SPECIAL MENTION

WJR and WGAR . . . Controllieren Sie das Mikrophon!
Dramatic headline and illustration with copy urging radio's usefulness in the war.



PHOTO BY EWING GALLOWAY

PICK YOUR BIRD

. . . DON'T TRY TO COVER THE WHOLE SKY!

In radio, too, it's usually wasteful to cover the whole countryside when you can hit the big market with one economical station.

The big market we're talking about is Baltimore. Today the nation's 6th largest city. You can take a bead on it...and not miss!

You do it by loading your sales gun with WFBR. When you pull the trigger . . . smart advertisers have learned something happens:

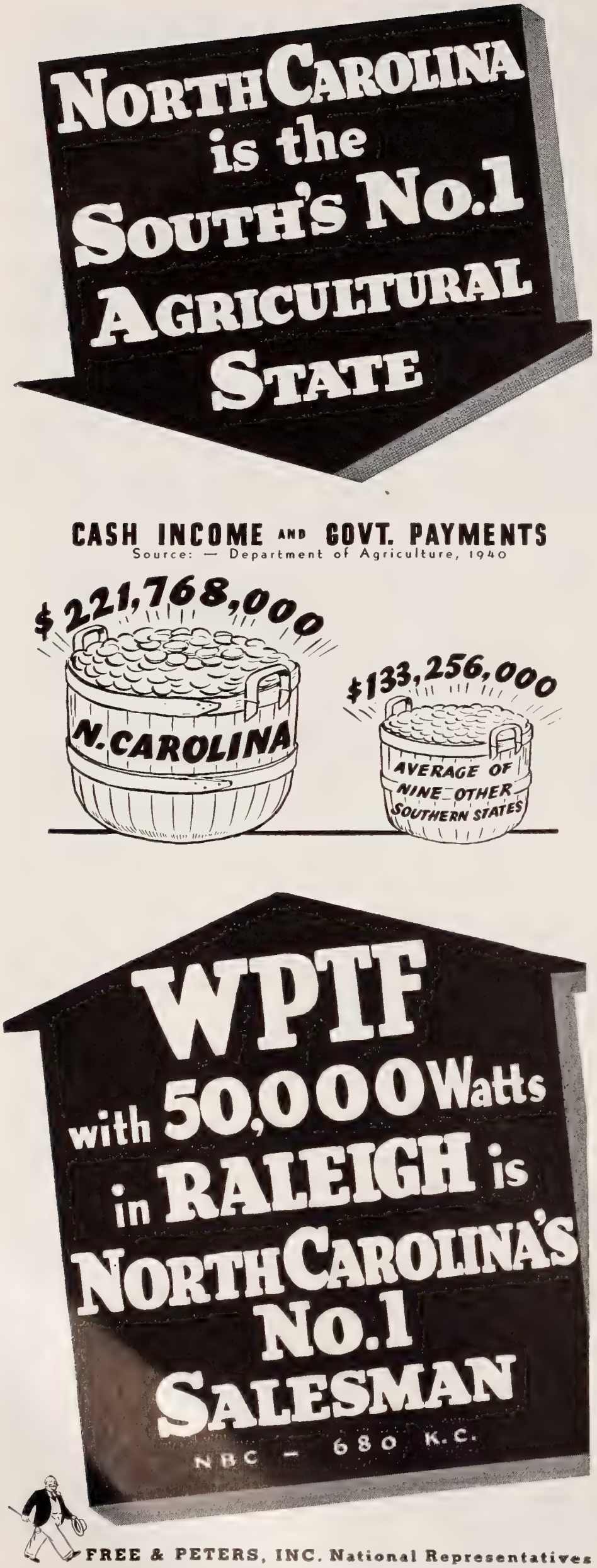
You cover Baltimore with a radio intensity known to few cities so big. You don't waste your shot all over Pennsylvania, New Jersey, Virginia, Delaware and West Virginia with stepped-up wattage.

In the first place, hopped-up signals cost you money. In the second place, you may not have sales in those surrounding states. And in the third place, if your goods are available in those scattered states . . . you're probably buying economical time on those local radio stations that have their own loyal listeners.

Baltimore, with WFBR, is always good hunting. Now more than ever...with payrolls at a new peak...WFBR is your buy.

RADIO STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.



Florida Broadcaster Criticizes OWI For Sending Lengthy Wire of Thanks

EDITOR'S NOTE: *The following letter was sent by S. O. Ward, owner of WLAK, Lakeland, Fla. local, to Elmer Davis, Director of OWI Jan. 29, after the broadcaster received OWI's form "thank you" telegram of a fortnight ago. Mr. Ward wrote* BROADCASTING *that the smaller stations did not want the Government to buy time — even though it may buy newspaper space—but asks that station manpower should not be drafted indiscriminately.*

Here is Mr. Ward's letter in full:

Dear Mr. Davis:

This letter will acknowledge receipt of your long telegram of thanks for our cooperation in connection with the broadcasting of the various war information activities.

This station is giving all the time requested of us to Government announcements and programs. This service will continue to be available to our Government. We are indeed happy to be living in a country where we can do this.

Costly Message

In spite of our desire to be of service to our country, it is most galling to us to receive a long, 80-word telegram that cost from $1.50 to $2 to send, the sole purpose of which was to thank us for our cooperation and time. A 3-cent letter would have carried the message and the Government prints the stamps. You spent $1.50 or more with Western Union to thank us for carrying *free* transcribed programs that you paid the transcription companies to make and the express company to deliver to us. We run them free, fill in a lot of forms, return the transcriptions to the proper sources, everyone is paid for their part except the radio station.

We, the radio stations of *USA*, give and give free radio time for Government messages and our competitors, the newspapers, receive pay advertisement for many of the same messages. The selective system drafts every available employee we have of draft age—we are classified as an essential industry, yet all our men are drafted without any consideration as to whether or not we can continue operation. The draft boards take our engineers and act as though they think others can be picked up off the streets as you would a grocery store clerk. It takes training for a radio man. Even an announcer must have experience and training to be acceptable to our advertisers, who keep us in business.

No, I do not want pay from our Government for its messages. All I want is some consideration and recognition from our draft system in the way of permitting us to keep men essential to our continued operation. (1) We, the small radio stations, would appreciate thanks for our cooperation and service expressed by letter and not an expensive telegram. (Our personnel must be left alone or we will be forced out of business.) Spend Government money for newspaper advertisements and we will still give our Government free radio time, but don't pay everybody else and then rub it in by thanking us with a long telegram.

(Signed) S. O. WARD

Army Show on CBS

RADIO PREMIERE of Irving Berlin's Broadway hit "This Is the Army" has been scheduled on CBS as the dramatic offering on the Feb. 22 broadcast of *Lux Radio Theatre*, sponsored by Lever Bros. Co., Cambridge. Included in the original all-soldier cast in starring roles are Ezra Stone, well known as "Henry Aldrich" prior to going into the Army, and the composer-creator of the musical show, Irving Berlin. Cecil B. deMille will produce and direct the radio version. All money realized from the broadcast will be turned over to the Army Emergency Relief fund. J. Walter Thompson Co., New York, is the agency.

U. S.-British Service

DIRECT radiotelegraph service between the United States and Great Britain was opened Feb. 1 by Mackay Radio & Telegraph Co., New York, and Cable & Wireless Ltd., London. Admiral Luke McNamee, president of Mackay, exchanged greetings with Sir Edward Wilshaw, managing director of Cable & Wireless, to open the service. All types of commercial telegraph services will be handled on the circuit, the 14th international radiotelegraph circuit to be established by Mackay since the United States entered the war.

THE RADIO

RADIO'S POESY appealed to the "say something" urge of 17-year-old John C. Fehlandt Jr., son of Fehlandt Sr., vice-president of the Russell C. Comer Adv. Co., Kansas City, during his high school days. The poem was found among the son's papers recently after he had gone to college and BROADCASTING *gives it publication because of its present aptness.*

News bureau for the world;
Entertainer of millions;
Employer of thousands,—
Yours is the voice of a giant
Once loud and demanding;
Then soft and pliant.
From your deep resounding throat
Pours a golden flood of melody,
Surrounding each listener
With a softly flowing moat.
Then hard and clear
Comes a voice carrying
News good or bad from far and near.
A station break;
A change of pace,
And now we find
Loud and joyous laughter
To be the order of the race.
From your hard metallic core
Blatant and raucous, softly crooning
Comes the beauty and the humor
Of the land we all adore.

JOHN C. FEHLANDT, JR.

RADIONICS

THE MIRACLE INDUSTRY

Goes full speed ahead for Victory



Exactly what Zenith is making is a military secret, but we can tell you we are dealing with the thing we know best, Radionics exclusively.

☆ ☆ ☆

It should be a source of real satisfaction to Zenith dealers to know that Zenith is producing war radio and Radionic apparatus in great quantity for our armed forces; learning and perfecting much that will mean a real contribution to post-war radio.

☆ ☆ ☆

Zenith prefers to speak conservatively of this war experience, and to promise conservatively for the future. But Zenith *does* promise that every ounce of energy, ingenuity and inventiveness that has been put forth to create war radionic devices, will later be channeled into the making of a superb peacetime Zenith Radio line, once the war is won and civilian production resumed.

ZENITH RADIO CORPORATION
Chicago, Illinois

BETTER THAN CASH
U. S. WAR SAVINGS
STAMPS AND BONDS

ZENITH
REG. U.S. PAT. OFF.
LONG DISTANCE RADIO
REG. U.S. PAT. OFF.
RADIONIC PRODUCTS EXCLUSIVELY—
WORLD'S LEADING MANUFACTURER

. . . If you're now using radio in the Charleston, West Virginia market— or planning to do so in the future— you should see the Crossley Study just completed.

5000 ON 580 WCHS CBS AFFILIATE

John A. Kennedy, President Howard L. Chernoff, Managing Dir.

Charleston, West Virginia

represented by

THE BRANHAM COMPANY

A & S Gold Medal Awarded LaRoche

Crossley, Two Agencies Cited For 1942 Contributions

FOR DISTINGUISHED services to advertising and for his efforts on behalf of advertising in wartime through the Advertising Council, Chester J. LaRoche, chairman of the board of Young & Rubicam, was awarded a gold medal at the annual advertising awards dinner last Friday at the Waldorf-Astoria, given by *Advertising & Selling* magazine.



Mr. LaRoche

Silver medals went to Archibald M. Crossley, president of Crossley Inc., New York radio research firm, and two agencies for their contributions to radio in 1942. Mr. Crossley was cited as "the individual who, by contemporary service, has added to the knowledge of radio advertising".

Medal for "outstanding skill in commercial program production" went to Young & Rubicam for *March of Time*, sponsored on NBC by Time Inc. For production of *The Secret Weapon*, sponsored on CBS by Philco Radio & Telev. Corp., a silver medal for "a commercially sponsored program which contributes most to the advancement of radio advertising as a social force" went to Sayre M. Ramsdell & Associates. There was no award this year for "excellence of commercial announcements".

Ten other silver medals and 21 honorable mentions were awarded in five classifications other than radio. In research CBS was given honorable mention for its 1941-1942 "Listener Panel Study".

Dinner speakers included Sir Godfrey Haggard, British Consul General; Gardner Cowles Jr., OWI Director of Domestic Operations; and William Reydel, partner of Newell-Emmett Co., New York. Presiding at the awards presentations was Stuart Peabody, advertising director of the Borden Co. and chairman of the administrative board which governs the awards.

HOUSE ORGAN CUT UP TO PRINTERS

PUBLISHERS of house organs, such as station promotion pieces, are being advised by WPB officials in Washington to consult with their printers over the paper shortage which is likely to develop this year.

Although printers have already suffered a 10% cut in their paper allotment for the first quarter of 1943, the WPB does not expect a marked effect on size or number of house organs. However, paper industry representatives are predicting a more severe cut before the year is over.

As a result of paper limitation Order L-241, printers are allowed 90% of their 1941 paper requirements. WPB officials point out that they are free to use this paper as they see fit and it is expected that most printers will be able to meet the needs of their regular customers.

BLUE Debate Series

DEBATERS from many of the nation's colleges are currently readying themselves for the Second Series of National Intercollegiate Radio Prize Debates to be conducted from Feb. 15-April 18 under the auspices of the American Economic Foundation in cooperation with the BLUE. Four finalists from among the 261 entrants will appear in New York April 18 on the *Wake Up America* radio forum, broadcast by BLUE. The two best speakers will receive War Bond prizes.

Emblem Use Challenged

COMPLAINT charging unlawful use of the name and emblem of the American National Red Cross was filed recently by the Federal Trade Commission against Candy Bros. Mfg. Co. and Universal Match Corp., both of St. Louis. Among other things, FTC said the cough drop firm's broadcasts implied a connection with American National Red Cross and that its radio continuities failed to make clear that the manufacturer was Candy Bros.



★ The largest unduplicated coverage in Maine radio

★ Centering in Portland where payrolls exceed ALL records

★ Where rate of gain in retail sales exceeds that of any other city in America

★ Over 69% of CBS network commercial programs

5000 WATTS - 560 KC

• PORTLAND, MAINE •

Army to Set Up Overseas Stations

37 Shortwave Transmitters To Provide AEF Programs

INSTALLATION of 37 shortwave transmitters in foreign countries to provide radio entertainment for American troops overseas is included in plans of the Army's Special Service Division, Maj. Irving Fogel, officer in charge of the New York radio section, disclosed at the Feb. 3 meeting of the Radio Executives Club of New York.

Maj. Fogel explained that through cooperation of the Office of War Information and the Coordinator of Inter-American Affairs, the SSD is sending to the AEF by plane and vessel 20,000 12-inch and 6,000 16-inch recordings and transcriptions a month. A total of 30 domestic commercial programs, with commercial announcements deleted, and 41 half-hour shows are shortwaved weekly from this country.

Many Difficulties

Addition of the 37 transmitters overseas will enable the SSD to better handle its tremendous task of providing entertainment for our troops, said Maj. Fogel. Tracing the development of SSD in the last 10 months, he declared that many difficulties were encountered in getting proper playback equipment to men in isolated spots. He listed the countries in which American troops are now receiving recorded programs.

Lt. Col. Thomas H. A. Lewis, chief of the radio section, information division, SSD, Washington, was scheduled to speak but was unable to attend.

Out-of-town guests included John T. Carey, WIND, Gary; Fred Germaine, WALL, Middletown, N. Y., and John E. Thayer, WWNC, Asheville, N. C.

FOOTE, PIERSON & Co., Newark, has purchased a half-hour on WOR, New York, Feb. 17, for a broadcast of Army-Navy "E" award ceremonies. Account was handled direct.





BOVINE BAWLS were the objects of both Charles Michelson (left), New York sound effects transcription maker, and Rex Brown, KOA farm editor. Michelson wanted to record a cow's "moo" for sound effects. The photo accompanied a recent article about Speedy-Q sound effects in *American* magazine. Mr. Brown had a different idea in mind. He wanted a champion bull at the Denver National Western Stock Show to say "moo" for the KOA audience. Both animals were unobligingly reticent.

Hollender to OWI

AL HOLLENDER, assistant to president Ralph Atlass, of WIND-WJJD, Gary-Chicago, has been appointed to a post in the overseas branch of the OWI. He will be stationed in New York City. A graduate of the U of Illinois, Hollender has been with the Atlass stations for eight years. Fred Reed, Edward Humphrey will split his duties.

A TRANSCRIPTION explaining the new plan whereby communities buy their own food for lunches in neighboring schools instead of food purchased at headquarters in Washington, is available to stations from their nearest Food Distribution Administration regional office.

Cleanser Series

WYANDOTTE Chemicals Corp., Wyandotte, Mich., on Feb. 8 was to start a 20-week campaign for its Wyandotte cleanser, using one-minute transcriptions 10-15 times weekly on 12 stations. A similar campaign will start in New England later this month, but stations are not yet lined up. Scheduled list includes WHIO WADC WJR WFIL WGR WCAE WCPO WOOD-WASH WCOL WFMJ WSPD. Agency is N. W. Ayer & Son, New York.

No Tax Gifts

EMPLOYERS may not pay the 5% Victory Tax on behalf of employees without deducting it from their pay envelope, a joint statement by wage stabilization officials of the Bureau of Internal Revenue and the War Labor Board pointed out recently. Payment of such a tax by the employer constitutes a wage or salary increase, the officials said, and thus requires Government approval under the President's Stabilization order.

Denver Chemical Spots

DENVER CHEMICAL Co., New York, since Jan. 18 has been conducting an intensive campaign for Antiphlogistine, a medicated poultice, using one-minute transcribed announcements in 12 markets throughout the country. Company continues its six-weekly 10-minute program on WNEW, New York, which began last October. Agency is Badger, Browning & Hersey, New York.



TOPS IN KNOXVILLE ...as Usual!

HOOPER REPORT (Nov.-Dec., 1942)
Shows WNOX, Now as Always Before,
TOPS With Knoxville Listeners . . .

	WNOX	"B"	"C"	Others
Morning Index	52.2	23.1	24.5	0.2
Afternoon Index	43.9	17.6	38.2	0.3
Evening Index	43.5	38.4	16.5	1.6

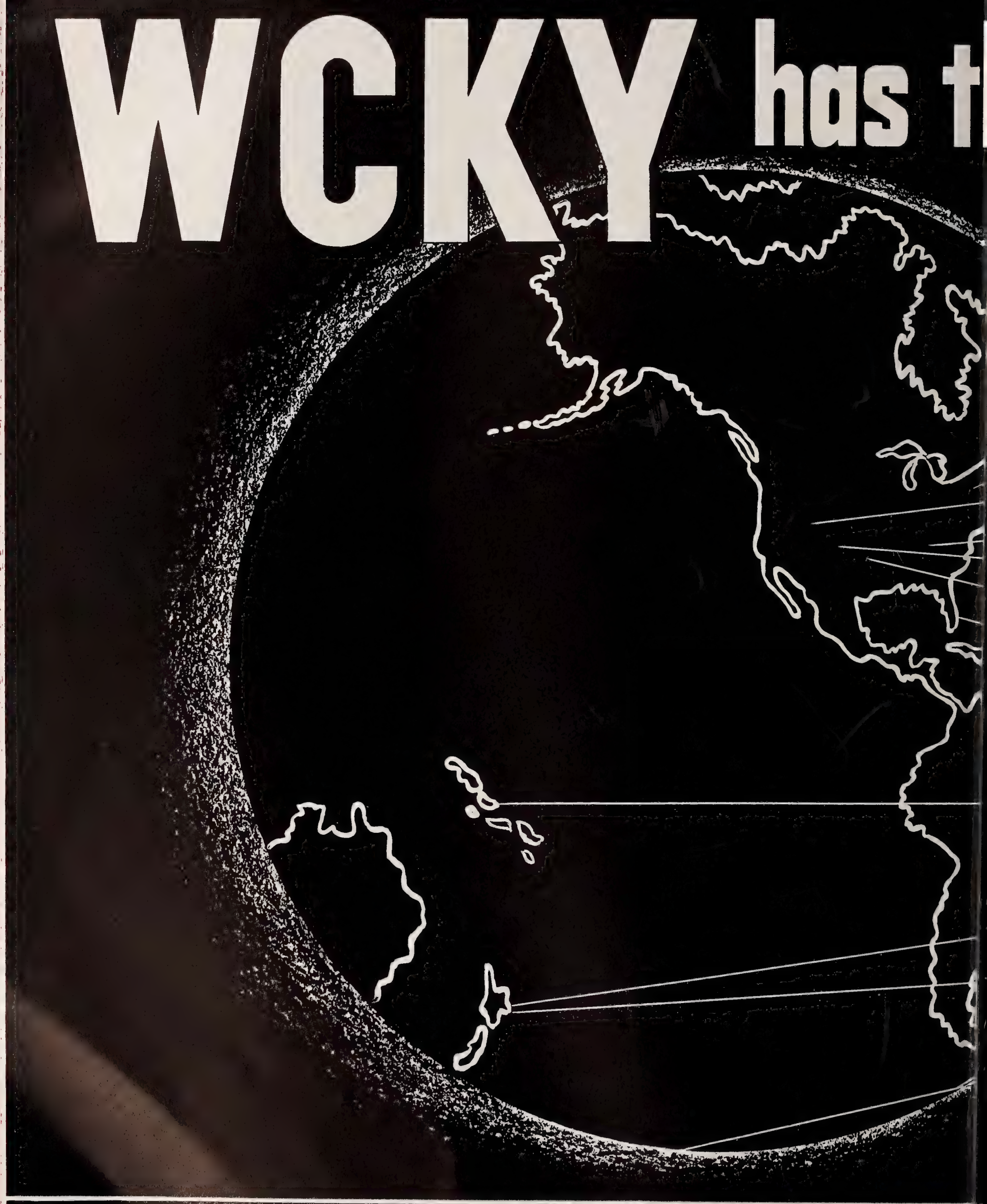
WNOX

CAN SELL FOR YOU IN East Tennessee, Northern Georgia, Northwestern South Carolina, Western North Carolina, Southwestern Virginia and Southern Kentucky *AS WELL AS IN KNOXVILLE!*

SCRIPPS-HOWARD RADIO, INC. . . . . affiliated with THE KNOXVILLE NEWS-SENTINEL

CBS Represented By THE BRANHAM COMPANY

WCKY has t



F I F T Y G R A N D

e STRONGEST SIGNAL...

"And We Quote..."

"Your signal very strong. I listen to your programs often."
PHILLIP ROCHE
Halifax, N. S., Canada

"Your station comes in evenings better than our locals."
FRANK A. SANLENAS
Worcester, Mass.

"WCKY is the most reliable and consistent of out-of-town stations for me."
R. KRIST
New York City

"WCKY puts a strong signal in here all day."
JAMES G. WEDEWER
Dyersville, Iowa

"I hear you better than any other CBS station."
E. L. COX
Winston Salem, N. C.

"Your signal one of the best on the dial day and night."
OLIVER C. LINEBACK
Nelsonville, Tenn.

"WCKY sends the best Cincinnati signal into my radio."
BENNY MILLER
Spring City, Tenn.

"Receive your programs as plain as if I were in Cincinnati."
CARRIE L. MITCHELL
Leesburgh, Fla.

"I am a continuous listener to your station."
AUGUSTIN BENITEZ
Habana, Cuba

"Picked up your 06:00 A. M. broadcast yesterday just before I went to bed last night, at 09:00 P. M. Was surprised to receive your station with such clarity with my ordinary small portable radio, 'way out here in the Solomon Islands, on Guadalcanal."
DON McCAFFERTY, LT., U.S.M.C.
Marine Corps Unit 190
Care A.P.O. San Francisco,

"Your station only American station coming in during summer months."
DESMOND L. LEPIN
New Zealand

"Receive your station on a two tube receiver."
M. ENRIGHT
New Zealand

"Listen frequently to your programs and reception usually very good here at East Base, United States Antarctic Service."
ROBERT PALMER
East Base, Antarctic

N POWER • CBS

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor • J. N. (Bill) BAILEY, News Editor
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN
WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building
HENRY S. LIEBSCHUTZ, Art Director

Subscription Price: $5.00 per year—15c a copy • Copyright, 1943, by Broadcasting Publications, Inc.

Fighting Windmills

OPERATING in parallel with its overall client —industry—advertising underwent the rigors of conversion to war in 1942. All media shifted from normal peacetime pursuits to wartime operations with the single goal of selling Democracy and hastening victory.

New lessons were learned. For some media the process was costly. All have been hit in one way or another. Tougher days are ahead, with prospect of further rationing, limiting and other concomitants of full-scale prosecution of modern warfare. Even grade-labeling is upon us, though in its most innocuous form.

The year's overall result for advertising appears to have been a drop of 5%. Radio advertising alone shows a gain—6.1% over its 1941 net time sales. This is shown in BROADCASTING'S 1942 analysis of industry revenue reported in this issue, and based upon its 1942 *Yearbook* compilation, now in production. But the gain is not as impressive as it seems at first blush. It was about half the improvement of 13.3% recorded in 1941 over 1940.

Widely proclaimed as radio's biggest problem for the new year has been the plight of the smaller stations—radio's so-called ill-fed, ill-clothed one-third. There isn't any question that smaller stations are in the most precarious position. So it has been with the smaller newspapers and small business generally. The newspaper trade press reports that 70 dailies suspended in 1942. About half suspended and the others went weekly or semi-weekly.

In radio, six stations suspended, with the ultimate reason purely economic. Seven others didn't follow through on construction permits, or were denied extensions, but these were not mortalities since they weren't on the air anyway. WJWC, the John W. Clarke-Marshall Field station in Chicago, also proposes to turn in its license, but in this case the war-born freeze orders evidently dictated the action.

There's talk about encouraging national advertisers to buy these smaller outlets to insure their continued operation. Failure to accomplish that, we hear, may force the Government by some means, direct or indirect, to subsidize such stations. That would be a calamity. The reasons are well-known, or should be, to every broadcaster.

Based on available data, it appears that the small station plight is not entirely economic. Probably the greatest headache is manpower. While relief has been afforded in some measure through declaration of radio as an essential industry, local draft boards still are not under rigid mandate to exempt or defer vital station personnel. And we know of no way to prevent smaller station people from "graduating" to the big leagues.

If the Government surveys now being jointly conducted by the FCC and the OWI reveal there are no more "losers" among stations in 1942 than last year (as we now suspect it will) then the problem won't be as serious as at first thought. Moreover, the records show there are a fixed number of "chronic" losers in poor markets, or markets operated as subsidiaries of otherwise profitable businesses.

National advertisers won't buy time or space on a purely eleemosynary basis. They're hard-bitten business people, in highly competitive fields. Most of these secondary outlets have something to sell, just as do the smaller newspapers. But they've never successfully sold it. Those in impossible markets, otherwise covered, and which have never made money, can only be pegged as poor investments.

In every pursuit, where the fundamentals of earning a living are present and where there is resourceful management, ends are made to meet, whatever the contingency. Otherwise, in wartime or peace, it's simply a case of fighting windmills.

Davis–War Voice

ELMER DAVIS, one of ralio's best known and most authoritative voices, returns to the air. The former radio analyst goes on a regular 15-minute schedule over all networks as Director of the Office of War Information and Government official spokesman.

We know Mr. Davis' return will be welcomed. His simple, sincere, earthy commentaries won for him perhaps the most consistent audience held by any news analyst. But we believe a mistake has been made in aligning all networks for the series. It amounts to forced listening. Mr. Davis made his reputation over a single network by attracting audience. It seems to us this new series, highly desirable as it is, could be rotated over the several networks, with independent stations tieing in wherever feasible.

Universal hookups, in our judgment, should be reserved to the President of the United States, or to broadcasts of transcendental importance. They occur spontaneously, as special events. They are the best that radio has to offer. Mr. Davis is entitled to that best, but it seems to us the universal hookup should be reserved for extraordinary occasions. The universal hookup is radio's loudest voice. If used on regular schedule, its value for special occasions will be lost.

There's another aspect, too! No matter what degree of care may be exercised, there are bound to be Congressional repercussions. This is a political year. Inevitably, statements made by any Government spokesman betimes will be challenged by the political opposition. It goes without saying that members of the Senate, and perhaps others in public life, will demand equal treatment from radio.

Broadcasters know that talk in overdoses repels rather than encourages listening. The paramount consideration, if maximum results are to be achieved in the war effort, is maintenance of balanced schedules.

Points From Pennies

MORE than a mere million pennies have come from the famous crack that Ralph Edwards made when Mrs. Mullane didn't know how many Henrys had been kings of England.

The false answer that inspired a nation to bury the Mullane household in an avalanche of pennies served also to remind those who frame radio sales messages that it isn't necessary to swing bludgeons across listeners' ears.

Mr. Edwards little knew the consequences when he penalized Mrs. Mullane on the Jan. 23 *Truth or Consequences* program by suggesting that listeners send her one-cent contributions for her 17-year-old boy in the Marines. And the chances are that Procter & Gamble and NBC promptly forgot the matter.

They were forcibly reminded of it, though, when the deluge of mail started. Day after day the pennies came by the bagfull and even truckload. Right now the West Brighton postoffice on Staten Island is bulging at the seams with pennies from the public.

To those who adhere to the theory that you've got to slug them hard and often to dent the craniums of a hundred million radio followers, the Mullane saga offers an interesting study. For Mr. Edwards merely made a quick suggestion and went on to the next contestant.

He didn't tell listeners 10 times to take a pencil and note carefully that Mrs. Mullane, spelled M-U-L-L-A-N-E, lived at West Brighton, spelled W-E-S-T—well, you get the idea. Nor did he add: "Why not write Mrs. Mullane now (M-U-L-L-A-N-E) and send her a penny, only one tiny penny, and remember the address W-E-S-T etc."

Curiously, one of radio's worst public kickbacks is coming right now from a knock-'em-out plug that bids to give all advertising a black eye. All America may be chanting about the meritorious tunes that are moving to Carnegie Hall. Certainly the American Tobacco Co. is chanting it, and often. But unfortunately the reaction has been brutal. And unfortunately radio is taking the worst rap, though all media catch a share of the socks. Even advertising folk are taking up the cudgels against their own profession, yet the chant goes on and on, just like the jingle about chromatic alteration of the Luckies jacket.

If the advertiser has a message, and if he can interest the listener—if he can meet these basic advertising requirements it won't be necessary to harangue and harrass the great American public.

We Pay Our Respects To —



HASSEL WENDELL SMITH

BELIEVING in a wider use for "reason why" copy, Hassell Wendell Smith, vice-president in charge of radio for Botsford, Constantine & Gardner, West Coast advertising agency, today applies some of the fundamentals to advertising he learned in college more than three decades ago. He is a firm advocate of the student approach to radio and advertising problems.

Born in Princeton, Ind., May 4, 1889, he received his early education in that city's public schools. In high school Hassel was art editor of his school paper, winning a gold medal for one of his cover illustrations. He graduated from Northwestern U in 1911 with an A. B. degree, having majored in economics, business administration and advertising.

The young fellow worked his way through college by a succession of jobs, which ranged from stoking furnaces to supervising selection and purchase of piano player rolls for the music room of the Evanston library. Between work and study, he found time to join the debating team; become business manager of *Syllabus*, college yearbook, and also university representative at the Washington (D. C.) intercollegiate civic league conference in 1910. His last year brought membership in Deru, senior honor society for men who contributed most to the university during their four years.

Following graduation, Hassel entered the business world as a cub copywriter for Mahin Adv., Chicago, then one of the largest agencies in the country. Hired by Bert Presba, now president of Presba, Fellers & Presba, young Smith had worked as copyist for six months when John Lee Mahin, agency president, named him account executive succeeding Herbert Irving, resigned.

In the spring of 1915 Mr. Smith joined Kirsch Mfg. Co., Sturgis, Mich., as sales and advertising manager. Four years later he moved to Denver and established a sales agency for several eastern dry goods manufacturers. He joined Buckingham & Hecht, San Francisco shoe manufacturers, in 1921, but two years later returned to the Kirsch firm in Michigan as assistant to the president in charge of sales and advertising.

Mr. Smith and his family returned to San Francisco in 1930 and for the next two years he held several posts, including one with Hamman-Lesan Adv. During that period Hassel Smith saw the possibilities of radio as an advertising medium and in January 1932 he joined the Don Lee Broadcasting System as sales manager of KFRC, San Francisco.

He joined Long Adv. Service in December 1935, establishing San Francisco offices, and in December 1941 he became affiliated with Botsford, Constantine & Gardner as radio director. Seven months later he was placed in charge of the Los Angeles office and only last December was elected vice-president in charge of radio. In that capacity he services such accounts as National Biscuit Co. for Western states; Foreman & Clark, chain clothiers, as far east as Kansas City; Tillamook County Creamery Assn.; Wellman-Peck Co., food products; and George W. Caswell Co., coffee.

Lanky, 6 feet, 2 inches, with brownish grey hair, Hassel Wendell Smith has an easy geniality which has been compared to that of the late Will Rogers. His humor is on the whimsical side.

He married a classmate, Helen Adams, June 24, 1914, at Belvedere, Ill., following a college romance. The Hassel Smiths currently make their home on a 1⅓ acre garden spot in Montebello, Cal. Their two sons, Hassel Jr., an artist, and Lewis, a commercial photographer now in war work, are both married.

Gardening—and that not limited to vegetables—is Hassel's admitted hobby. His suburban home boasts some 250 species of choice roses and every known type of fuchsia. An ardent reader, his tastes follow out college interests and center about social and economic problems of the day. Not a "joiner", Hassel protests that with a strict regimen of work there is little time for recreation outside of reading and plant cultivation, but he admits he loves it!

Personal NOTES

AL SHEHAN, assistant general manager of WCCO, Minneapolis, recently married Miss Bee Bailey, daughter of Mrs. B. M. Levitan of Minneapolis, and staff organist of WCCO.

FRANCE RAINE Jr., son of France Raine, radio editor of the Cincinnati *Times-Star*, and news-o-graph operator of WCKY, Cincinnati, was called to military service last week. He had been attending the U of Cincinnati.

SYDNEY GAYNOR, general sales manager of Don Lee, Hollywood, is father of a girl born Jan. 24.

ALVIN BRAMSTEDT has returned to KFAR, Fairbanks, Alaska, as assistant manager, after three months at KSFO, San Francisco.

IRVIN BORDERS, copy chief of CBS Hollywood West Coast sales promotion department, as guest speaker at the combined meeting of Fresno (Cal.) Adv. & Sales Club, Junior Chamber of Commerce, Exchange Club and Engineer's Club, discussed "Public Relations for the American Way" Feb. 4. Mr. Borders is a vice-president and director of the Los Angeles Ad Club.

J. W. G. CLARK, chief of information, Dept. of National Defense, Ottawa, on loan from the Toronto office of Cockfield, Brown & Co., Ltd., advertising agency, is in England to discuss public relations with Army, Navy and Air Force authorities.

IRVIN R. BAKER, RCA transmitter sales executive, is father of a boy, born Jan. 4.

PAUL S. WILSON, formerly of Radio Adv. Corp., New York, Radio Sales, Chicago office, and the New York office of United Press, has been appointed head of the New York office of William G. Rambeau Co., station representative.

EUGENE CORCORAN, vice-president of The Branham Co., Chicago, is father of a boy born Jan. 28.

EUGENE SPECK, formerly assistant news editor of NBC and a foreign correspondent, has joined the overseas bureau of the Office of War Information.

SYDNEY GAYNOR, sales manager of the Don Lee Broadcasting System, is the father of a girl born Jan. 24.

EDGAR KOBAK, BLUE executive vice-president, has been elected a trustee of the Engineer's Club of New York.

MARK JOHNSON, formerly in the insurance business in Savannah, has joined WSAV, Savannah, as advertising account executive, succeeding Dr. John P. Dyer, who was recently appointed regional Price Administrator for the OPA.

GEORGE L. MOSKOVICS, Pacific Coast sales promotion manager of CBS Hollywood, as guest speaker of the Fresno (Cal.) Rotary Club on Feb. 1, discussed "Radio's Place in the Advertising Picture under War Conditions".

BEN B. SANDERS, time salesman of WNOX, Knoxville, is father of a boy, born Jan. 12.

ADRIAN FLANTER, salesman of WHN, New York, is the father of a baby girl.

HUGH FELTIS, of BLUE station relations department, became the father of a second girl born Jan. 29.

ROBERT GLASS has been appointed commercial manager of WFBC, Greenville, S. C., replacing William H. Clews, who is studying at Curtiss-Wright Tech., Glendale, Cal. Avesta Sutton has been added to the commercial staff.

HERB CHASON, advertising and sales promotion manager of WHN, New York, is engaged to Phoebe Weinstein, of Harrison, N. Y.

COL. DAVID SARNOFF, president of RCA, spoke Feb. 11 at the monthly meeting of the New York State Chamber of Commerce on "Post-War Horizons" and the speech was broadcast over WJZ, 1-1:30 p.m.

JOHN W. ELWOOD, general manager of KPO, San Francisco, has been elected a director of San Francisco's Downtown Assn.

M. R. (Dick) TENNERSTEDT, formerly of the Chicago sales staff of William G. Rambeau Co., has joined the local and spot sales department of NBC Central division, replacing Robert M. Flanigan, recently inducted into the Army.

BEHIND the MIKE

RICHARD HARKNESS, a morning newscaster on NBC for the past year, begins a five-weekly news program on NBC, 11:15 p.m., originating in Washington. Mr. Harkness came to NBC from the Philadelphia *Inquirer's* Washington Bureau. He had previously been with United Press.

TED STEELE, currently serving in an advisory capacity on music to the Atlantic Coast Network, is conducting his own Sunday evening program of songs popular in the 1920's on WOR, New York. Mr. Steel sings, m.c.'s, conducts his own orchestra and plays the Novachord.

CARL MANNING, a freelance writer who has been doing the *Truth or Consequences* program on NBC, has replaced Jay Sommers on the script writer's staff of BLUE. Sommers has been relieved of staff duties because of commercial commitments, which include MGM's BLUE program, *The Lion's Roar*.

NORMAN BARASCH, BLUE page who did script writing, left last week to join the Army Air Forces.

ROGER BOWMAN, announcer of WHN, New York, has moved to the station's FM outlet, Palisades, N. J. Announcers Bob Benson, formerly of KYW, Philadelphia, and Bill Pernell, of CBS, have joined WHN.

JUDY CHATTERTON, former teacher in the English Dept. of Garrison Forest school, Md., has joined the Atlantic Coast Network as receptionist.

JEANNE DOYLE, daughter of J. E. (Dinty) Doyle, publicity director of WABC, New York, has joined the SPARS, Women's Coast Guard Auxiliary.

BESSIE DIMPAPAS, new to radio, has joined the staff of KWK, St. Louis, as assistant to the traffic manager.

VIVIAN ACORD, former sales department secretary of Don Lee Broadcasting System, Hollywood, has resigned to join the Red Cross overseas division.

GEORGE KEINZLE, formerly of WDEL, Wilmington, Del., has joined the announcing staff of WSBA, York, Pa. Mary Nell Kling, in charge of a consumer information program *Don't Listen Men*, has been given charge of the consumer interest division of the Civilian Defense Volunteer Services in York.

PHILIP GOULDING, announcer of WEEI, Boston, CBS outlet, has joined the network's announcing staff in New York.

PAUL NEILSON, of the New York staff of Press Assn., AP radio subsidiary, has succeeded Ken White as chief of the Denver PA bureau. Ken White is entering the Army.

MAC C. MATHESON, former traffic director of Arizona network and now in the Army Air Forces, has been promoted to sergeant and is stationed at Roswell Air Force School, N. M.

LEE BUELOW, formerly with World Broadcasting System, has joined the NBC transcription department.

MITZI KORNETZ, former trade paper editor and copy chief of WTAG, Worcester, has been appointed publicity director. Philip Jasen, who has handled local publicity, has been appointed promotional director. Pierrina Zampatti, of the continuity department, has been made chief copywriter, and John Dowell, script writer, transferred to continuity staff. Madeline Sohlstrom, of the program department, has been appointed script editor.

Douglas Young

DOUGLAS YOUNG, former member of the KMTR Hollywood Matinee Playhouse Guild, was killed in action during the Coral Sea offensive. As a memorial to him, the dramatic group sold enough War Bonds to buy two anti-aircraft guns. Now they are out to sell enough Bonds to buy a bomber, according to Robert Bice, director.

JOSEPH PIATKIEWICZ, news writer, and Charles Cormier, accountant, of WGN, Chicago, have recently joined the Army as aviation cadets.

WOODROW MAGNUSON, program manager of WHBF, Rock Island, is delivering a series of four lectures to the radio-speech classes of Augustana College, Rock Island.

CHARLES SEBASTIAN, former staff announcer of WHBF, Rock Island, has been appointed news editor, succeeding Howard Emich, now with United Press, Indianapolis.

ZALA LANPHERE, former traffic manager of WGIL, Galesburg, Ill., has joined the program department of WHBF, Rock Island, Ill.

LES MITCHELL, producer of WBBM, Chicago, has been appointed assistant program director of the station.

DANNY DEE, formerly of NBC, has joined WMCA, New York, as announcer.

ELEANOR BOYD WHITELAW, continuity writer and women's program director of WMOB, Mobile, has taken on additional duties as relief announcer. Jim McNamara, announcer, has reported for duty in the Naval Reserve. Frank McKibben, a college student, replaces him.

BOB SHINBAUM, announcer of WNOX, Knoxville, Tenn., has joined the staff of WSM, Nashville. Newcomers to WNOX are Charles Greenlese, new to radio; and Bill Orlean, formerly of the Chicago Board of Education's radio council, and announcer on mid-west stations.

FRANK McLOGAN, announcer of WJR, Detroit, has reported to the army flying school at Miami, Fla.

SAM WOODALL JR., staff announcer of WRVA, Richmond, Va., is training as an aviation cadet in the Army Air Forces.

JIMMIE BRIDGES, assistant production manager, and Charles McClure, merchandising director of WSB, Atlanta, have reported to Miami Beach, Fla., for training in the Army Air Forces.

BLAINE CORNWELL, program director of KMOX, St. Louis, is father of a girl, born Jan. 17.

JOYCE HALSEY has joined the announcing staff of KFYO, Lubbock, Tex., also replacing her brother, Hop, as announcer of the Halsey drug store program.

HAROLD ALLEN, formerly of WBNS, Columbus, is now on active duty in the Navy. Bill Cook, former announcer, is attending Officers' Candidate School at Camp Davis, N. C.

GEORGE DOBSON, program director of CKBI, Prince Albert, Sask., Canada, is leaving to join the M & C Aviation Co.

BERNIE BARTH, announcer of WFIL, Philadelphia, and Kathleen Doran, of Sturgis, S. D., have announced their engagement, with the wedding set for June. Annemarie Ehlers of the station's continuity department and Robert Sefcik of Detroit, also have announced their engagement.

MALCOLM CHILDR, freelance announcer and producer, has joined WLIB, Brooklyn, as announcer.

PHILIP GOULDING, announcer of WEEI, Boston, will join the announcing staff of CBS New York on Feb. 1.

WILLIAM H. HESSLER, newscaster of WLW, Cincinnati, and one of the WLW commentators who broadcast *Views On The News*, a Sunday roundtable discussion of news developments, has received a commission in the U. S. Naval Reserve. He will be sent to Dartmouth College where he will specialize in military government. Bud Ingalls, of the WLW-WSAI accounting department, is leaving to join the Army.

LARRY WALKER, formerly of WIOD, Miami, where he and Mrs. Walker broadcast a daily variety program, has joined the announcing staff of WBT, Charlotte, N. C.

RALPH MADDOX, production manager of WFAA-KGKO, Dallas, has been made assistant to the program director.



STATE GUARDS at WLAC, Nashville, are (l to r): Capt. Oscar Griffin, operator; 2nd Lt. Robert Maddux, merchandise manager; 1st Lt. Herman Grizzard, announcer; Master Sgt. Charles Nagy, music director. These staff members are performing volunteer services in the Tennessee State Guard.

KAY OWSLEY, continuity editor of WBT, Charlotte, N. C., was married Dec. 4 to Sgt. Thomas S. Glass, former football star of Tulane U.

ROD BELCHER, former news editor of KGVO, Missoula, Mont., is now attached to the public relations department of Paine Field, Everett, Wash. John Harmon of the commercial department recently married Virginia Davidson of Spooner, Wis.

EARLE STEELE, formerly of WPRO, Providence, and chief announcer of WTHT, Hartford, has joined the announcing staff of WTAG, Worcester.

JOE KING, former announcer of WJSV, Washington, has joined the staff of CBS, New York.

MRS. BEATRICE GOODRICH, formerly of the women's department of the Washington *Post*, has joined the staff of WJSV, Washington, as assistant director of women's programs.

MIKE GOLDWIRE, formerly with the Macon office of the U. S. Employment Service, and Bill Brownlee, of Atlanta, have joined the announcing staff of WBML, Macon.

CHARLES DAVID, announcer of WOV, New York, has joined the Army Air Forces. Aldea Maurino has joined the sound effects staff.

WILSON EDWARDS, announcer of KFI-KECA, Los Angeles, portrays a sportscaster in the RKO film, "Ladies Day".

JAY JONES, of the guest relations department of NBC central division, has joined the Army Air Forces.

EDWARD D. ALLEN JR., formerly of WGN, Chicago, has joined NBC Chicago, succeeding Dave Garroway, recently commissioned an ensign in the Navy.

NORMAN BARRY, staff announcer of NBC Chicago, has been commissioned a lieutenant (j.g.) in the Navy. On Feb. 1 he reported to Dartmouth U.



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Lowest Cost per Listener
In the Tri-City Area
TROY - ALBANY-
SCHENECTADY
WTRY
TROY, NEW YORK
1000 Watts
at 980 Kc.
The ONLY Basic BLUE Station
In Eastern New York
Represented by RAYMER



STUART WAYNE has returned to the announcing staff of KYW, Philadelphia, after being ill with a throat infection.

WARREN ROBINSON, musical director of CFCH, North Bay, Ont., has been transferred to CKGB, Timmins, Ont. Cy Strange, announcer of CKGB, has moved to CKWS, Kingston, Ont.

JANE DAY of the WIBC, Indianapolis, continuity department has been appointed traffic manager, replacing Joe Ann Shay, resigned to assume home-making duties. Byron Taggert, announcer, has been promoted to assistant program director.

FRED WILLSON, former continuity editor of WIND, Chicago, has been appointed program director of the station's Gary, Ind., studios, succeeding Robert Diller, now in the Army. Florence Folsom, formerly of Aubrey, Moore & Wallace, Chicago, and WAAF, Chicago, takes over the post.

DICK TERRY, former announcer of KMTR, Hollywood, is father of a boy born in New York Jan. 24. Mother is the former June Preisser, film actress.

LUCILLE MOSES, commentator and traffic manager of KERN, Bakersfield, Cal., has joined the publicity department of BLUE Hollywood.

HARRIET ROSEN, formerly of the research department of the U of Chicago, has joined the continuity staff of WJJD, Chicago.

HARRY CREIGHTON, former staff announcer of WHBF, Rock Island, has been honorably discharged from the Army because of physical injury, and has rejoined WHBF.

FRANCES O'BRIEN, a member of the staff of Tom Fizdale Inc., New York, is on leave until Sept. 1.

JOHN STEBBINS, former announcer of WDAY, Fargo, N. D., has joined the announcing staff of KOB, Albuquerque, N. M.

BEN QUICK, formerly with an Atlanta station and Kenneth Wolfe, of Savannah, have joined the announcing staff of WTOC, Savannah, Mr. Wolfe dividing time with sales. Mary Lou Mullen, with former network affiliations, has joined the continuity department.

ALBERTA ROBERTSON, head of the continuity department of WSAV, Savannah, has also been appointed war program manager.

ROY KERNS, chief announcer of WKY, Oklahoma City, has been inducted into the Army. Charles Welch, formerly of KFBI, Wichita, Kan., replaces him. Scott Bishop, chief of continuity, is author of new BLUE feature *Strange Dr. Karnac*. He also authored *Dark Fantasy*, former WKY origination to NBC.

HARVEY CAREY, former staff announcer of WBBM, Chicago, has joined the Army Air Forces and is stationed at Atlantic City.

LEONARD DAVIDSON, statistician in the Chicago office of Keystone Broadcasting System, has been granted a leave of absence to join the War Labor Board in Chicago as associate economist.



FROM EDUCATION to public relations is the transition the war brought about for Lt. (jg) Hazel Kenyon Markel, now on duty in the Navy Public Relations Office, Washington. She was educational director of KIRO, Seattle, before joining the WAVES.

CHET HUNTLEY, special events announcer of CBS Hollywood, is narrator on a War Dept. training film which will be used by the 85th armored division for instruction of officers and men in use of combat equipment.

NED LEFEVRE, former announcer of NBC Chicago, now a Chief Petty Officer in the Coast Guard, has been assigned to the Chicago Coast Guard District.

DICK JOY, Hollywood announcer, has been assigned to the twice-weekly quarter-hour program, *Harry W. Flannery-News Commentator*, sponsored by Planters Nut & Chocolate Co., on seven CBS Pacific stations.

CLARA GROVES, in charge of program tickets for NBC, Hollywood, has been made a sound effects technician.

GEORGE PROVOL, program director of KDYL, Salt Lake City, has been appointed by the Salt Lake City Junior Chamber of Commerce to handle the radio phase of a drive, in which all three local stations will participate, to secure used athletic equipment for the smaller army camps of that region.

MRS. ESTHER BALDWIN has joined the publicity staff of WCCO, Minneapolis, replacing Lelia Gillis.

NARDA STOKES, formerly of KTUL, Tulsa, has joined the continuity staff of WKY, Oklahoma City, replacing Dave Garrett who entered the Army.

Grandpops

A NEW baby granddaughter, Evelyn Elizabeth, has caused Hugh A. Cowham, in charge of CBS traffic in New York, to make an extravagant claim to fame—that he, together with Harold E. Fellows, station manager of WEEI, Boston, are the only grandfathers now active in CBS.

GEORGE FENNEMAN, former announcer of KSFO, San Francisco, has joined KGO, San Francisco, replacing Reed Browning, who has been transferred to the Hollywood studios of the BLUE, where he succeeds Abbott Tessman, who recently entered the Army ferrying command.

BILL RODDY, announcer of KPO, San Francisco, has signed with the Merchant Marine as radio operator.

ROBERT OGLE, of the guest relations staff of KPO, San Francisco, was recently inducted into the army.

Here's why WIBW gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.

WIBW The Voice of Kansas in TOPEKA

LOOK! WTAR CARRIES

ALL 10 of the TOP 10

ALL but 6 of the TOP 25

33 of the first 52 Programs

MORE OF THE NATION'S FAVORITE PROGRAMS THAN ALL OTHER STATIONS IN THIS AREA COMBINED

That's why the army of new war-workers (and their families) in the Norfolk Metropolitan Area naturally tune to WTAR for the programs they have always preferred. And these new-comers soon depend on WTAR for most of their radio listening just as old Norfolk residents have been doing for over 19 years.

Top quality *programs* are one important reason why WTAR regularly influences more listeners in this war-booming area than all other stations combined. Write, for WTAR's complete story of the sales possiblities for your product in this fabulous market.

5,000 WATTS DAY AND NIGHT ★ NBC RED NETWORK

WTAR NORFOLK VIRGINIA

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

WHAT'S WHAT IN Boston

21.

WCOP does a full time job, whether it's a spot or a full hour . . . we can back that up!

REPRESENTED BY HEADLEY-REED CO.

ATLANTIC COAST NETWORK, INC. SERVING ONE-FOURTH OF THE NATION'S BUYING POWER

WCOP

BELONGS ON YOUR SCHEDULE

JERRY AUSTIN, chief announcer of W73PH, FM adjunct of WPEN, Philadelphia, and assistant news editor of the station, has resigned to enter a jewelry firm in New York. Miss Smith, former continuity writer of WSBA, York, Pa., has joined the announcing staff.

BILL BIRD, copyright head of WHN, New York, has joined the Army, and is stationed at Camp Upton, N. Y.

MARION BASIL, former announcer of WLIB, Brooklyn, has joined WHOM, Jersey City.

MAJ. GEN. PAUL B. MALONE, retired, who served in the Philippines and during World War I in Europe, on Feb. 3 began a daily program of military analysis of news of KGO, San Francisco.

EDDY KING, announcer of KPO, San Francisco, has been inducted into the army. Bill Williams, formerly of WGN, Chicago, replaces him.

BEN COLE, freelance producer of *Student Workshop*, on WLIB, Brooklyn, has joined the station staff. Joan Sack, continuity writer, has been promoted to continuity director. Roger Wayne, production chief, assists Waldo Mayo, musical director.

LINDA MARVIN, heard on WOR, New York, is writing a book to be published shortly under the title, *2002 Time & Money Saving Helpful Hints.*

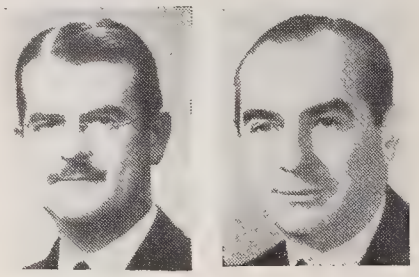
AL STEVENS, chief announcer, and Mike Hunnicutt of the announcing staff of WFIL, Philadelphia, have joined the volunteer Coast Guard Patrol Reserve in Philadelphia.

JOE McCAULEY has returned as the pilot of the all-night *Dawn Patrol* record show on WIP, Philadelphia, sponsored by the Pep Boys, auto accessories chain. He replaces Tom Livezy.

HUGH O'MALLEY, promotion manager of WISN, is father of a boy born Jan. 21.

San Francisco Ad Men Honor R. T. Van Norden

A SURPRISE farewell luncheon recently was tendered R. T. Van Norden, vice-president of Brisacher, Davis & Van Norden, by more than 50 San Francisco advertising men at San Francisco's Palace Hotel, often referred to as the West Coast's after-hours advertising headquarters.



Mr. Van Norden Mr. Davis

Mr. Van Norden, whose name recently was added to the firm name, is being transferred to New York [BROADCASTING Jan. 25] to take charge of an office the firm is opening in that city. He joined the agency 22 years ago as office boy. Robert J. Davis, also vice-president, heads the agency's Los Angeles office.

DON HUGHES, formerly of the *Hollywood Palladium*, has joined the sound effects department of CBS Hollywood, succeeding Gene Ballantine, now an ensign in the Navy.

SAM SILVER, new to radio, has joined the announcing staff of KFAR, Fairbanks, Alaska. Fern Rivers, of the University of Alaska, new to radio, has joined the traffic department of KFAR.

MASTER SGT. Dan Park, former salesman of KYW, Philadelphia, has been selected for Officers' Candidate School.

JEAN HOLLOWAY, New York writer on the weekly CBS *Mayor of the Town*, sponsored by Lever Bros. (Rinso), is recovering from a serious illness.

ARTHUR W. LINDSAY, newly appointed program manager of KIRO, has taken on additional duties as Seattle area radio coordinator for the Pacific Coast Emergency Broadcast Plan. He succeeds Maury Rider, now special events and news director of BLUE Hollywood.

JAMES McKIBBEN, script writer of KFI-KECA, Los Angeles, has reported to the Army Air Forces Training Center, Santa Ana, Cal.

Agencies

RALPH CAMPBELL, former package producer of Ted Bates Inc., Maxon Inc., and Newell-Emmett Co., New York, and Howard Williams, freelance script writer, have joined J. Walter Thompson Co., New York, as directors.

PHIL MINIS of the radio production staff of Young & Rubicam, New York, has resigned to join the War Dept. as a civilian consultant in the Army Special Services Division. He is succeeded by Day Tuttle, of the agency's commercial department. Mr. Tuttle's new duties include those of assistant director of *Battle of the Sexes*, and *March of Time*, and contact on the Edwin C. Hill program.

ROBERT F. HAMILTON has been promoted from assistant space buyer to head space buyer of Geyer, Cornell & Newell Inc., New York.

LANSFORD F. KING, until recently with Aitkin-Kynett, Philadelphia agency, has been named managing editor of *Post Exchange*, New York, official trade publication for Army, Navy, Marines and Coast Guard post exchanges.

JANE BLACK, writer-producer, has joined the staff of Jack Parker & Assoc., Hollywood agency. She succeeds Ray Bond, who has joined the Army. Harold Graham, composer and publisher of religious music, has been appointed special music advisor.

FRANK T. QUINN, formerly of the copy staff of Lord & Thomas, Chichago, has joined Cramer-Krasselt Co., Milwaukee, as copywriter.

PAUL WARWICK, president of Warwick & Legler, New York, has returned following a series of Hollywood conferences in late January.

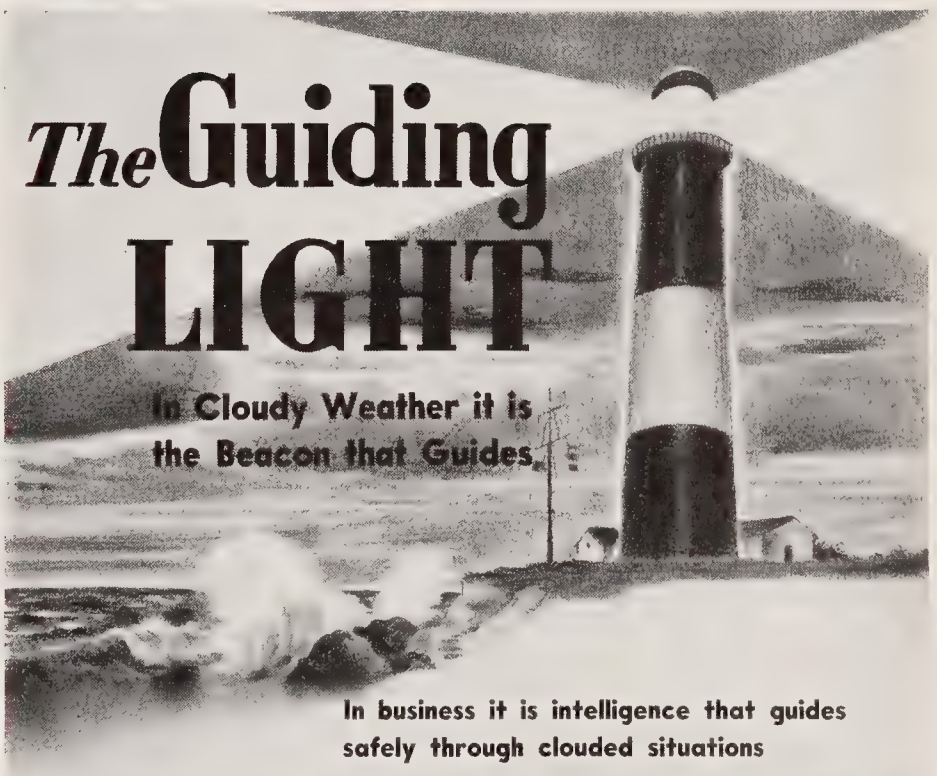
EDWARD LANE, former partner in Director & Lane Adv., New York, has joined Franklin Bruck Adv., New York, as copywriter.

EDWARD R. BEACH, head of the copy section of Procter & Gamble, on Feb. 1 joined Benton & Bowles, New York, as assistant to Clarence B. Goshorn, president.

WILLIAM H. CUNNINGHAM has resigned from the New York staff of N. W. Ayer & Son to join Lewis & Gilman, Philadelphia.

CONSTANCE McKENNA, copywriter of Ruthrauff & Ryan, New York, has joined the Overseas Unit of the American Red Cross, and reports this month for duty in the Overseas Clubs.

BERGLIETTE BOE, formerly of H. W. Kastor & Sons Adv. Co., Chicago, has joined the radio department of McFarland, Aveyard & Co., Chicago, as timebuyer, working under Evelyn Stark, radio director.



In business it is intelligence that guides safely through clouded situations

intelligent

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

Announcing

the appointment of

HOWARD H. WILSON CO.

Exclusive Representatives

Effective Feb. 1, 1943

1000 WATTS

910 KC

BLUE NET

WJHL

Johnson City, Tenn.

W. Hanes Lancaster
Manager

Agency N. Y. Branch

TO AID Eastern clients, including Curtis Publishing Co. (*Saturday Evening Post*), National Board of Fire Underwriters and Standard Steel Spring Co., MacFarland, Aveyard & Co. has opened a branch office in New York in the RCA building, Rockefeller Center. This continues an expansion program begun by the agency nearly a year ago in which personnel and space of the Chicago home office have been increased 50%. A. E. Aveyard, vice-president, will head the New York office.

ARTHUR J. DALY has resigned as radio director of William H. Weintraub Co., New York, and leaves the agency soon to join the office of the Coordinator of Inter-American Affairs. He will leave for South America around the first of March, to take charge of the CIAA office in Buenos Aires. Daly has been producer of the Cresta Blanca Carnival on Mutual in behalf of Cresta Blanca Wine.

ED BYRON, director and owner of the program *Mr. District Attorney*, sponsored on NBC by Bristol-Myers Co., New York, on Feb. 10 reports for duty in the radio field service of the Army as a Captain, unattached. Although Mr. Byron will retain ownership rights to the program, Jerry Devine, his script collaborator, will take over production of the show. Mr. Byron will also retain his interests in *What's My Name* quiz show, starting Feb. 21 on CBS for San-Nap-Pak Mfg. Co., New York.

RILEY JACKSON, assistant prolucer of the Wade Adv. Agency, Chicago, and formerly director of WIND, Gary, has been inducted into the Army. He reported to Fort Sheridan recently.



CRYING TOWELS were much in evidence when Walter Bunker recently resigned as western division production manager of NBC Hollywood to join Young & Rubicam as producer of the weekly *Jack Benny Show* on that network. But Ned Tollinger, producer, was all smiles because he inherited Bunker's former network duties. Besides the smiling Mr. Tollinger, comrades-in-arms (l to r) are Lew Frost, assistant to Sydney N. Strotz, Western division vice-president of NBC; Mr. Bunker; John W. Swallow, Western division program director of the network; Glendall Taylor, Hollywood manager of Young & Rubicam, agency servicing account of General Foods Corp., sponsors of the series.

Beach to B & B

EDWARD R. BEACH, for the last 10 years with Procter & Gamble Co., Cincinnati, most recently as head of the copy section for all P&G brands, on Feb. 1 joined Benton & Bowles, New York, in the newly-created post of assistant to the agency's president, Clarence B. Goshorn. In addition to his regular duties at P&G, Mr. Beach went abroad at various times in the interests of P&G's English and Cuban subsidiaries.

WCOL Joins Blue

WCOL, Columbus, O., operating fulltime with 250 watts on 1230 kc., became a member of the basic BLUE network, Feb. 1, making a total of 148 BLUE affiliates. Station is owned by WCOL Inc.

VICK KNIGHT, executive radio producer of Biow Co. in the Hollywood office has returned to his duties after a two weeks rest. Ted Sills, his associate, who has been producing and directing the Eversharp program *Take It Or Leave It* on CBS for Biow, is understood to have resigned.

Donald R. Dawson Joins Wilkins, Cole & Weber

DONALD R. DAWSON, promotion manager of KGW-KEX and *The Oregonian*, Portland, Ore., has joined Mac Wilkins, Cole & Weber advertising agency, that city, Mac Wilkins, senior firm partner, has announced.



Mr. Dawson

His career began in 1929 as production assistant in the Portland office of Botsford - Constantine & Gardner. In 1933 he was transferred to the San Francisco office and later became art director, spacebuyer and account executive. For two years Mr. Dawson has been program director of the Advertising Federation of Portland. Last June he was elected to Alpha Delta Sigma, honorary advertising fraternity.

New Hollywood Firm

BORIS MORROS Co., new publishing firm headquartered at 1479 N. Vine St., Hollywood, has filed incorporation papers with the Los Angeles County Clerk. Mr. Morros, producer of 20th Century-Fox Film Corp., is president. Abe Frankl, formerly manager of Greene & Revel, music publishers recently disbanded, is vice-president and general manager. Samuel Rheiner is secretary-treasurer.

TED SILLS, Hollywood producer of the Biow Co., has resigned.

ALL DAY LONG 3 OTHER CINCINNATI STATIONS COMBINED

CAN NOT EQUAL WCPO's GREAT LISTENING AUDIENCE

WCPO

CINCINNATI'S NEWS STATION

AFFILIATED WITH THE CINCINNATI POST

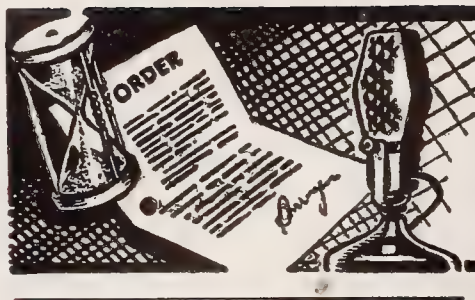
C. E. HOOPER • Cincinnati Audience Measurements • December, 1942

percentage of listeners

	"B"	WCPO	"C"	"D"	"E"	Sets in Use
MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A. M.	36.3	32.4	11.5	11.5	8.0	16.8
	"B"	WCPO	"C"	"D"	"E"	Sets in Use
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P. M.	35.7	33.4	10.7	8.1	12.0	23.7
	"B"	WCPO	"C"	"D"	"E"	Sets in Use
EVENING INDEX SUN. THRU SAT. 6:00 - 10:30 P. M.	50.9	11.4	8.9	19.0	9.5	40.0

THE BRANHAM CO.

Now More Than Ever the Talk of the Agencies



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

WBBM, Chicago

Reid Murdoch & Co., Chicago (food products), 38 *sa* weekly, 52 weeks, thru Rogers & Smith, Chicago.

Lever Bros., Cambridge, Mass. (Rinso), 10 *ta* weekly, 8 weeks, thru Ruthrauff & Ryan, N. Y.

Interstate Bakeries Corp., Kansas City, 6 *sa* weekly, 4 weeks, thru R. J. Potts-Calkin & Holden, Kansas City.

Mid-Continent Petroleum Corp., Tulsa, Okla., 3 *sp* weekly, 52 weeks, thru R. J. Potts-Calkin & Holden, Kansas City.

Union Life Ins. Co., Chicago, 3 *sp* weekly, 13 weeks, thru Irving Rocklin & Assoc., Chicago.

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 3 *sp* weekly, 2 weeks, thru BBDO, N. Y.

Cudahy Packing Co., Chicago (Old Dutch cleanser) 10 *sa* weekly, 8 weeks, thru Grant Adv. Agency, Chicago.

WFDF, Flint, Mich.

American Chicle Co., Long Island City, N. Y. (gum), 5 *sa* weekly, 13 weeks, thru Badger, Browning & Hersey, N. Y.

Doubleday, Doran & Co., New York (publishers), 3 *sp*, thru Huber Hoge & Sons, N. Y.

Eckhardt & Becker Brewing Co., Detroit, 9 *sa* weekly, 4 weeks, thru Martin, Frank Inc., Detroit.

Lix Co., Detroit, 5 *sp* weekly, 8 weeks, thru Century Adv. Agency, Detroit.

Purity Bakers Corp., Chicago, 14 *sa* weekly, 16 weeks, thru Campbell-Mithun, Minneapolis.

Simon & Schuster Co., New York (publishers), 7 *sp* weekly, 10 weeks, thru Northwest Radio Adv. Co., Seattle.

WHN, New York

N. C. Goodwin's Labs., New York (Tobene), *sa*, 13 weeks, thru Ray-Hirsch Co., N. Y.

F. & M. Schaefer Brewing Co., Brooklyn, 3 *ne* weekly, 52 weeks, thru BBDO, N. Y.

Block Drug Co., Jersey City (Gold Medal capsules), 6 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.

Lever Bros., Cambridge, Mass. (Rinso), *sa*, 2 weeks, thru Ruthrauff & Ryan, N. Y.

Greater N. Y. Conf. of the Seventh-Day Adventists, New York (religious), weekly *sp*, 13 weeks, direct.

B. C. Remedy Co., Durham, N. C. (headache powders), 6 *sa* weekly, 13 weeks, thru Chas. W. Hoyt Co., N. Y.

WABC, New York

E. Fougera & Co., New York (Ramsdell's Sulphur Cream), 3 *sa* weekly, for Magi-Tex Dog Shampoo, 3 *sa* weekly, thru Bermingham, Castleman & Pierce. N. Y.

Olson Rug Co., Chicago, 3 *ne* weekly, thru Presba, Fellers & Presba, Chicago.

Savings Bank of N. Y. State, 3 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

Music Corp. of America, New York (Guy Lombardo's Orchestra), 2 *sa* 2 days, direct.

West Disinfecting Co., Long Island City (CN), 2 *sp* weekly, thru Alfred J. Silberstein Inc., N. Y.

WEAF, New York

Manhattan Soap Co., New York (Sweetheart), 5 *sa* weekly, thru Franklin Bruck Adv. Agency, N. Y.

Grove Labs., St. Louis (Bromo-Quinine), 3 *ne*, 3 *sa* weekly, thru Russel M. Seeds Co., Chicago.

North American Accident Insurance Co., New York, 2 *sp* weekly, thru Franklin Bruck Adv. Agency, N. Y.

WMAQ, Chicago

Reader's Digest, Pleasantville, N. Y., 7 *sa* weekly, 3 weeks, thru BBDO, N. Y.

WRC, Washington

Beaumont Co., St. Louis (4-Way cold tablets), 5 *sp* weekly, 6 weeks, thru H. W. Kastor & Sons Adv. Co., St. Louis.

Breyer Ice Cream Co., Philadelphia, 260 *sa*, thru McKee & Albright, Philadelphia.

Chestnut Farms Chevy Chase Dairy, Washington, *sa*, 1 year, thru McKee & Albright, Philadelphia.

Continental Baking Co., New York, *sp*, 11 months, thru Ted Bates, New York.

General Baking Co., New York, 24 *sa*, thru Ivey & Ellington, Philadelphia.

Chr. Heurich Brewing Co., Washington, 3 *ne* weekly, 1 year, thru Romer Adv. Service, Washington.

Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 312 *sp*, thru Young & Rubicam, N. Y.

Mangels-Herold Co., Baltimore (King syrup), 17 *sa*, thru Stewart-Jordan Co., Philadelphia.

Manhattan Soap Co., New York, 3 *ne* weekly, 1 year, thru Franklin Bruck Adv. Corp., N. Y.

Monticello Drug Co., Jacksonville, Fla. (666 remedy), 27 *sa*, direct.

Pan American Coffee Bureau, New York, 5 *sa* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.

RCA Mfg. Co., Camden, N. J. (records, accessories), 6 *sa* weekly, 1 year, direct.

KFI, Los Angeles

Grove Labs., St. Louis (Bromo-Quinine), 2 weekly *ne*, thru Russel M. Seeds Co., Chicago.

Western Savings & Loan Assn., Los Angeles (investments), 8 weekly *sa*, thru Elwood J. Robinson Adv., Los Angeles.

Vick Chemical Co., Greensboro, N. C. (Voratone, Vapo Rub, Vatronal), 5 weekly *sp*, thru Morse International, N. Y.

Johnson & Johnson, New Brunswick, N. J., (Tek toothbrushes), 5 weekly *sp*, thru Ferry-Hanly Co., N. Y.

Continental Baking Co., New York (bread), 5 weekly *ta*, thru Ted Bates Inc., N. Y.

WLIB, Brooklyn

Block Drug Co., Jersey City (Gold Medal capsules), 3 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.

Brooklyn Academy of Music, Brooklyn, 6 *sa* weekly, 4 weeks, thru Gunn-Mears Adv. Agency, N. Y.

WOR, New York

P. Duff & Sons, Pittsburgh, (Waffle Mix), 5 *sa* weekly, 13 weeks, thru W. Earl Bothwell Adv. Agency, Pittsburgh.

WHO, Des Moines

Block Drug Co., Jersey City (Gold Medal capsules), 3 *sp* weekly, 1 year, thru J. Walter Thompson Co., N. Y.

American Poultry Journal, Chicago, 2 *sp*, thru Shaffer, Brennan, Margulis, St. Louis.

Olson Rug Co., Chicago, 13 *ne*, thru Presba, Fellers & Presba, Chicago.

Associated General Contractors of America, 1 *t* weekly, direct.

Quaker Oats Co., Chicago (Quaker Oats), 3 *sa* weekly, 5 weeks, thru Sherman & Marquette, Chicago.

Sunway Fruit Products Co., Chicago (vitamins), 3 *sp* weekly, thru Sorensen & Co., Chicago.

Cudahy Packing Co., Chicago (meats), 3 *sp* weekly, 13 weeks, thru Grant Adv., Chicago.

J. A. Folger Co., Kansas City (coffee), 186 *t*, thru Grant Adv., Chicago.

Vick Chemical Co., New York (Vapo Rub), 5 *sa* weekly, 10 weeks, thru Morse International, N. Y.

KFRC, San Francisco

Dairy Bell Farms, San Francisco (dairy products) weekly *sp*, thru Brisacher, Davis & Staff, San Francisco.

Ex-Lax Inc., Brooklyn, 5 *ta* weekly, thru Joseph Katz Co., Baltimore.

Thomas Leeming & Co., New York (Baume Bengue) 3 *ta* weekly, thru William Esty & Co., N. Y.

Petri Wine Company, San Francisco, 12 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.

Pacific Brewing & Malting Co., San Francisco, 313 *ta*, thru Leon Livingston Adv., San Francisco.

American Chicle Co., Long Island City, N. Y. (Beeman's), 35 *ta* weekly, thru Badger, Browning & Hersey, N. Y.

WIND, Chicago

Sears Roebuck & Co., Gary, Ind., 78 *sa*, direct.

Wholesale Plant Growers Assn., Chicago, 53 *sa*, direct.

Allied Florists Assn., Chicago, 24 *sa*, thru Brookes & Sons Co., Chicago.

KERN, Bakersfield, Cal.

National Biscuit Co., Los Angeles (Shreddies), 7 *ta* weekly, thru Botsford, Constantine & Gardner, Los Angeles.

Block Drug Co., Jersey City (Gold Medal capsules), 5 *ta* weekly, thru J. Walter Thompson Co., N. Y.

FTC Questions Claims Made by Baume Bengue

CHARGES that Baume Bengue, widely advertised drug preparation made by Thomas Leeming & Co., New York, is a counter-irritant with no curative or remedial properties, are contained in a Federal Trade Commission complaint filed Feb. 2.

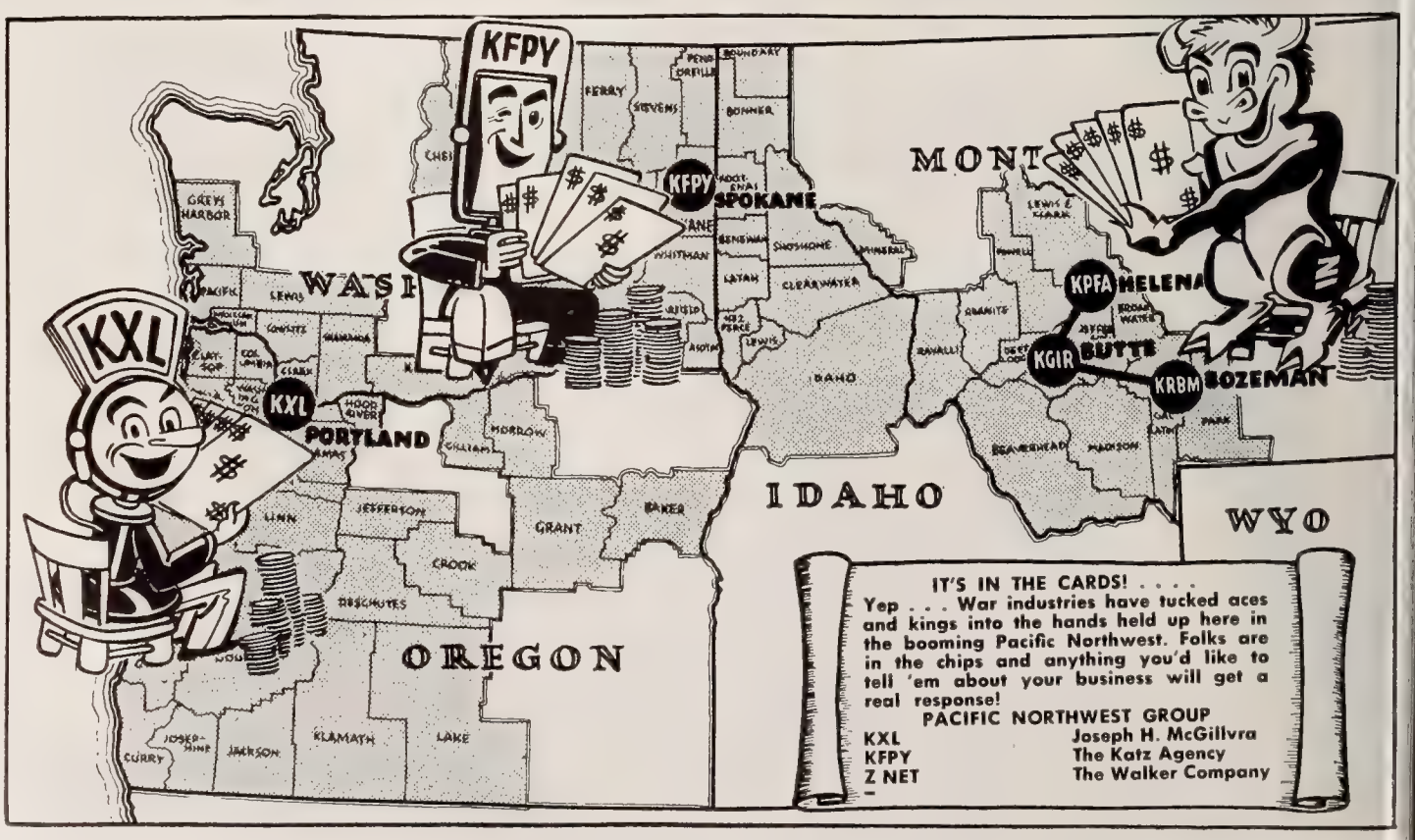
FTC said the product does not penetrate the skin in sufficient quantities to provide systemic relief from muscular aches and pains, as described in radio and other advertising. Use of Baume Bengue, FTC charged, "tends to temporarily mask pain, but it cannot relieve pain as it has no curative or remedial properties, its effect being limited to that of a counter-irritant."

IER Set for April 30

CONFORMING with a request of the Office of Defense Transportation to avoid weekend travel, the Fourteenth Institute for Education by Radio will be held in Columbus, O., April 30-May 3 provided transportation problems at that time do not force cancellation. Conducted under auspices of the Ohio State U, the Institute will be held at the Deshler-Wallick hotel. The program has not been completed, according to Dr. Keith Tyler, Institute director, although radio's growing responsibility in college-level education is expected to be one of the chief topics.

WOV Drive in 'Click'

AN ATTACK on Fascism by WOV, New York, is pictorially described in a four-page spread in the March *Click* magazine, titled "Why America's Italians Hate Fascism". The article emphasizes WOV's policy of "clarifying the true reasons for the war, advising proper behavior" to the more than two million Italo-Americans in New York and "telling what listeners might expect if they fall for subversive propaganda". Photos show the station's Italian talent at work.



Radio Advertisers

OLSON RUG Co., Chicago, is sponsoring early morning 10-minute program Monday, Wednesday and Friday, on WGN, Chicago. Titled *Strange Tales*, program features commentator Alexander McQueen. Agency is Presba, Fellers & Presba, Chicago.

MEYENBERG Milk Products, Salinas, Cal. (evaporated milk), is sponsoring a twice-weekly quarter-hour transcribed musical program, *Remember Me*, on KFWB, Hollywood. Contract is for 52 weeks, having started Jan. 13. M. E. Harlan Adv., San Francisco, has the account.

ANDY LOTSHAW Co., Chicago (Gorjus hair dressing) starting Feb. 5 will place 14 one-minute announcements a week on WENR, Chicago, and six-weekly on WBBM, Chicago. Agency is Arthur Meyerhoff & Co., Chicago.

INTER-STATE BAKERIES Corp., Kansas City, Mo. (Butternut Bread), has renewed its five-weekly news series, Monday, Wednesday, Friday, 5-5:15 p.m. (CWT), Tuesday, Thursday, 5:30-5:45 p.m. (CWT), effective Feb. 15, continuing same format.

ROBERTSON'S DEPT. STORE, South Bend, Ind., on Jan. 25 started sponsoring a 15-minute five-weekly newscast, *Mort Linder Reporting*, on WSBT, South Bend.

THEO HAMM BREWING Co., St. Paul, through Mitchell-Faust Adv. Agency, Chicago, has purchased the transcribed *Eye Witness News* for WCCO, Minneapolis and WOW, Omaha, and the transcribed *Sparky & Dud* for KXEL, Waterloo, Ia. Both series were produced by Frederick W. Ziv Inc., Cincinnati.

BALL BROS., Muncie, Ind. (fruit jars, caps) has contracted for 54 participations in *Household Forum* on KSTP, Minneapolis-St. Paul, starting in March. Agency is Applegate Adv., Muncie.

VIC CHEMICAL Co. has renewed for 13 weeks *Highlights in Headlines*, Tuesday - Thursday - Saturday, 5:45 p. m., on KSTP, Minneapolis-St. Paul.

SNYDER DRUG STORES, (Minnesota retail druggists), have contracted for a daily spot series on KSTP, Minneapolis-St. Paul.

ROBERTSON BLVD. NURSERY, Los Angeles, in a 13-week Victory garden information campaign which started Jan. 2, is sponsoring a series of spot announcements on KMPC, Beverly Hills. Agency is Gerth-Pacific Adv., Los Angeles.

WELCH Grape Juice Co., Westfield, N. J., on Feb. 2 started quarter-hour musical studio program *Deep Purple* Tuesday, Thurs., and Sat. on CFRB, Toronto. Agency is Cockfield Brown & Co. Ltd. Toronto.

MILES LABS, Toronto (Alka-Seltzer, One-A-Day vitamin tablets), has added CJCB, Sydney, N. S., to stations carrying *Lum & Abner* transcribed program four times weekly. Agency is Cockfield Brown & Co. Ltd. Toronto.

ROCKWOOD & Co., Brooklyn (chocolate bits), in a 13-week campaign starting Feb. 1 is sponsoring daily participation in the combined *Sunrise Salute* and *Housewives' Protective League* on KNX, Hollywood. Federal Adv. Agency, New York, has the account. Berkshire Knitting Mills, Reading, Pa. (hosiery), through Geare-Marston Inc., Philadelphia, also on Feb. 1 started daily participation in those programs. Contract is for 13 weeks.

ITALIAN SWISS COLONY, Asti, Cal. (wines and vermouth), on Feb. 7 renewed for 52 weeks a daily rebroadcast of Fulton Lewis Jr. on KFRC, San Francisco. Agency is Leon Livingston Adv., San Francisco.

2,888th Half-Hour

SOME SORT of a record is claimed by KUJ, Walla Walla, Wash., for its 2,888th consecutive broadcast recently of the same daily half-hour program, at the same time by the same sponsor, Braden-Bell Co., distributors of Caterpillar tractors in Washington and Oregon.

PVT. R. E. ATCHISON, formerly advertising manager of Calavo Growers of California (avocados), is attached to the Sixth Ferrying Group of the Army Air Transport Command, Long Beach, Cal.

ALMS & DOEPKE, Cincinnati department store, has just signed its 15th consecutive 13-week renewal with WSAI, Cincinnati, for daily 15-minute program *Vogues and Values*, featuring Rita Hackett, commentator.

LAURA SECORD Candy Shops Ltd., Toronto, has started quarter-hour musical recordings thrice-weekly on CFRB, Toronto. Agency is Cockfield Brown & Co. Ltd., Toronto.

PEP BOYS of California, Los Angeles (auto accessories), in a 52-week campaign which started Feb. 5 is sponsoring the weekly Hollywood Legion fights on KECA, that city. Firm also sponsors a twice-daily quarter-hour newscast on KECA in addition to a similar type program five times weekly on KFI, Los Angeles. Nightly quarter-hour newscasts are also sponsored on KFOX, Long Beach; KFXM, San Bernardino. Milton Weinberg Adv. Co., Los Angeles, has the account.

M. SHAIVITZ & SONS, Baltimore (retail furniture store), starts soon a transcribed series, *It Takes A Woman*, on WOBM, Baltimore, twice-weekly. 9:55-10 p.m. Agency is I. A. Goldman & Co., Baltimore.

LOS ANGELES SOAP Co., Los Angeles, for White King laundry soap and Sierra Pine toilet soap, has contracted for a five-weekly newscast, 12:15 p.m. on KOH, Reno, for 52 weeks. Agency is Raymond R. Morgan Co., Hollywood.

LEVER BROS. Co., Cambridge (Spry) recently renewed for 15-weeks the thrice-weekly Yiddish program on WEVD, New York, *Let There Be Song*. Agency is Ruthrauff & Ryan, New York.

WHAT STATION IS "LISTENED TO MOST" BY 55.7% OF IOWA?

Newest survey tells all!

The biggest and best of the famous "Summers-Whan" surveys on Iowa radio audiences. Gives all the facts plainly, impartially—listening trends, station and program preferences, effects of age and education on listening, etc. Every sales executive needs this book. Get yours today. No cost!

Address Dept. S,
CENTRAL BROADCASTING CO.
Des Moines, Iowa



← GET THIS BIG BOOK TODAY!

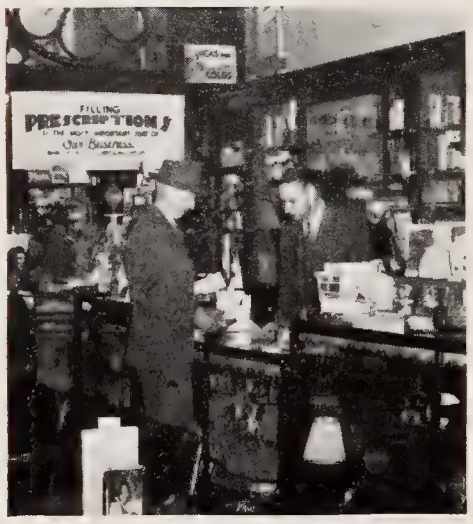
No Cost
No Obligation



KMA Puts a Drug on No. 1 Farm Market

WANT to introduce a new drug product in the No. 1 Farm Market? Or revitalize an old one? KMA, Shenandoah, Iowa, can help you do it, as proved by the case history of the "X" Company, cough syrup manufacturers.

Prior to October, 1941, not a single bottle had ever been sold in this market. Then the "X" Company signed up with KMA for a Monday-through-Friday show at 8:15 A.M., with greeting cards as premiums in return for box-tops.



Typical KMA Drug Store

KMA was the only advertising medium used. Yet, within six months, the campaign produced 9,433 box-tops—and the specialty man selling behind the program sold 876 retail druggists $13,000 worth of syrup!

This year the "X" Company is doing a better business than ever, and happily refer to themselves as "a permanent KMA client". Which ought to prove *some*thing!

KMA will be glad to tell you more about its big drug market, in which 1,685 drug stores normally do a business of $30,948,000 a year. Simply write for your free copy of the KMA Atlas of Wholesale and Retail Druggists.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

in the CONTROL ROOM

LEE N. HON and Leon W. Crager, of the engineering staff of WBBM, Chicago, have joined the Navy.

FRED HOXSIE, of the engineering department of WICC, Bridgeport, Conn., is father of a boy born Jan. 19.

ROYDEN FREELAND, studio engineer of WKY, Oklahoma City, is father of a boy.

CAROLYN WATSON and Patty Roberts, recent graduates of NYA radio school at Tonkawa, Okla., have joined the studio technical staff of WKY, Oklahoma City.

BERT COIL, transmitter supervisor of WTCN, Minneapolis-St. Paul, has enlisted in the USNR as lieutenant.

STANTON D. BENNETT, chief engineer of KFAR, Fairbanks, Alaska, has resigned to join Massachusetts Institute of Technology where he will be engaged in technical experiments for the Navy. August G. Hiebert succeeds him as chief engineer at KFAR.

J. HOWARD RIDGWAY has joined WIP, Philadelphia, as transmitter engineer.

HERBERT ECKSTEIN, master control engineer of WIP, Philadelphia, is teaching the Rad-Art course at Swathmore College.

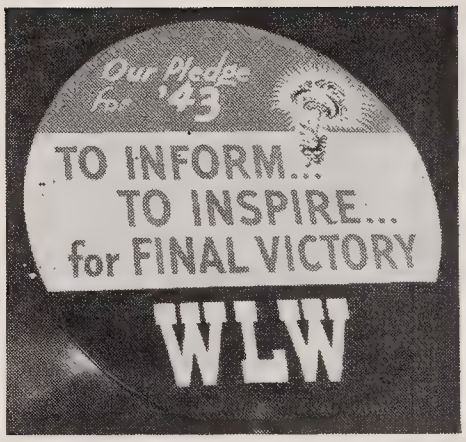
SOL DUBIN, former operator of CJKL, Kirkland Lake, Ont., and CHEX, Peterborough, Ont., has joined CKWS, Kingston, Ont.

ROBERT HENLEY, former chief engineer of WAOV, Vincennes, Ind., has joined WLW-WSAI, Cincinnati, as studio engineer.

VICTOR KALDER, former engineer on WNYC, New York, and W47NY, New York FM station, has joined WLIB, Brooklyn, as studio control operator. He replaces Phillip Greenstone, now on the engineering staff of WOV, New York.

HAL BROWNE, previously with Rockhill Recording, and Advertisers Recording, has joined WLIB, Brooklyn, as studio control engineer. Sam Felsinger has resigned as studio control operator to join the OWI.

ROBERT DE HART, former engineer of WKRC, Cincinnati, and WEEI, Boston, has joined CBS as assistant to Guy Hutcheson, engineer in charge of international broadcasting.



TIRE COVERS placed on all Yellow Cabs in Cincinnati by WLW are part of a campaign to tell the public the station's victory pledge for 1943.

F. W. Vandover

FREDERICK W. (Bud) Vandover, 35, soloist of the Tom, Dick & Harry trio, died Feb. 3 of a heart attack in the main studio of WGN, Chicago, 15 minutes before his scheduled appearance on MBS. He is survived by his wife, Margaret. He started in radio, with his brother, Gordon, on KMOX, St. Louis in 1926 and in 1929 came to WGN, where the two brothers, together with Marlin Hurt, formed the trio.

ALLIED RADIO CORP., Chicago, has just published a pocket-sized manual by Maj. J. G. Tustison, Army Signal Corps, which describes practical field-tested short-cut methods for servicing electronic and radio devices with simplest equipment and tools.

WILSON PACE has resigned as chief audio-engineer of WFBC, Greenville, S. C., to teach advanced classes for the Army Signal Corps at National Defense Training Center, Washington. He is succeeded by Richard Lubin of the technical staff. Robert W. Webb, new to radio, and Gordon Pace, formerly of WMRC, Greenville, have been added to the control room staff.

THOMAS COPELAND, engineer of WOWO-WGL, Ft. Wayne, Ind., is father of a girl.

BMI Seeks Music Of ASCAP Writers

Provisions of Consent Decree Studied by Copyright Group

POSSIBILITY that new music composed by ASCAP members may be made available to broadcasters and other music users through BMI was revealed last week, when executives of the broadcasting industry's music licensing organization admitted that they had been studying the situation for some time and believed that it might be possible for BMI to license the work of ASCAP members without violating the provisions of the Government Consent Decree with ASCAP.

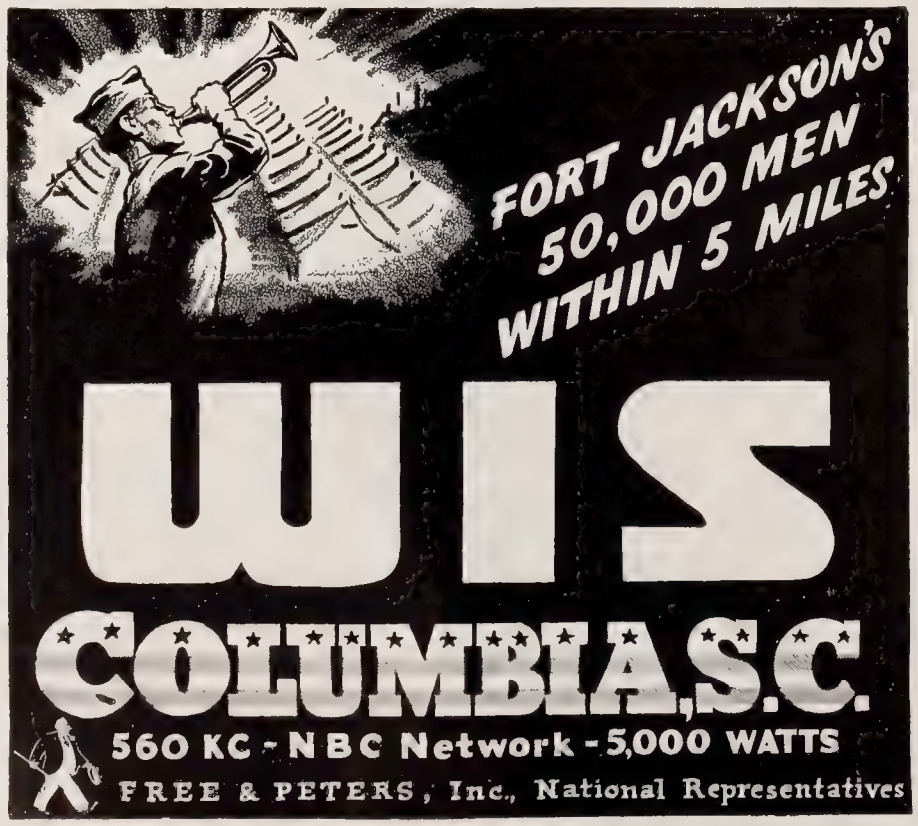
Key to the situation is disclosed by a difference in wording between the ASCAP Consent Decree, which empowers ASCAP to prohibit its members from assigning to BMI "the right to license or assign to others the right to perform publicly for profit the respective copyrighted musical compositions of which performance rights are owned or controlled" by ASCAP members, and the ASCAP articles of Association, which omit the word "copyrighted".

May Ask Interpretation

BMI's belief is that by expressly speaking of "copyrighted musical compositions" the Consent Decree leaves the way open for ASCAP members to assign to BMI any works which have not been copyrighted. ASCAP agrees that the Consent Decree confines its provisions to copyrighted works of ASCAP members, but contends that by so doing the Government permits ASCAP to make whatever restrictions it desires on all other works of its members. According to ASCAP's interpretation, there is nothing either stated or implied in the Consent Decree giving the Society's members any wider powers of licensing for non-copyrighted works than for their copyrighted compositions.

Conflict in interpretations may be shifted by a request to the Dept. of Justice for an official interpretation or BMI may open the way for a court test by securing from an ASCAP member an assignment of licensing authority of a non-copyrighted work and distributing it to BMI licensees.

PRIZE of $2,000 is offered by Chesebrough Mfg. Co., New York, for the best script submitted for the CBS *Dr. Christian* program.





AFM Board Meets All Week; No Plan

Recording Ban, Vital Issue On Agenda, Not Brought Up

EXECUTIVE board of the American Federation of Musicians opened its annual midwinter meeting last Monday in the union's national headquarters in New York and met daily through the week without touching on the most important business of the meeting, the formulation of conditions under which the union would permit its members to resume work on phonograph records and transcriptions.

An AFM official said that the preliminary sessions had been devoted largely to routine union business but that the recording situation would probably come up for consideration before the end of this week.

Senate Awaits Plan

Promise that the board would meet to evolve a plan of settlement for presentation to the broadcasting and recording industries and also to the Senatorial committee designated to investigate the AFM ban on recording was made by James C. Petrillo, AFM president, during hearings held by the committee last month in Washington [BROADCASTING, Jan. 18]. Senatorial inquiry into AFM practices is being held in abeyance until after the committee has received the AFM proposals.

In addition to Mr. Petrillo, attendance at the board meeting includes: Charles L. Bagley, vice-president, Los Angeles; Harry E. Brenton, treasurer, Boston; Leo Cluesmann, secretary, Newark, and the following members of the union's executive committee: Oscar F. Hild, Cincinnati; Walter M. Murdoch, Toronto; John W. Parks, Dallas; A. Rec Riccardi, Philadelphia; Chauncey A. Weaver, Des Moines.

Joseph M. Weber, president emeritus, and William J. Kerngood, secretary emeritus, are also present at the midwinter meeting.

Clark Probe Continued

Meanwhile, the Senate last Thursday approved without opposition the Clark Resolution (SRes-31). continuing the life of the Petrillo Probe Committee. Under previous Senate action, all resolutions authorizing inquiry committees expired Jan. 31. The measure authorizes the five-man committee, headed by Senator Clark (D-Idaho), to investigate the action of AFM in denyihg its members the right to play or contract for recording or other forms of mechanical reproduction of music.

Senator Clark told BROADCASTING last Friday that no word had been received from AFM regarding its commitment to offer a plan for settlement. He said the committee would go ahead with its inquiry at an early date, hearing testimony from representatives of industries affected by the arbitrary ban and from public organizations as well as Government officials.

AGENCY Appointments

TECHNICIANS INSTITUTE of New York City (air conditioning), to J. R. Kupsick Adv., N. Y. Radio is contemplated.

PERSONNA BLADE Co., New York, to Amos Parrish & Co., N. Y., for Personna blades. Radio will be used.

AMERICAN HOME PRODUCTS, Jersey City, to J. Walter Thompson Co., New York, for institutional advertising only. No radio planned, although the company uses it extensively for various drug products, thru Blackett-Sample-Hummert, N. Y.

PENNSYLVANIA CENTRAL Airlines Corp., New York, to J. Walter Thompson Co., New York. No radio contemplated.

LEHIGH COAL & Navigation Co., Philadelphia, to Lewis & Gilman, Philadelphia.

Pasadena Minister Taken Off the Air Third Time

FOLLOWING REQUESTS by the FCC for copies of talks given by the Rev. Robert (Fighting Bob) Shuler, pastor of Trinity Methodist Church, on KPAS, Pasadena, Cal., J. Frank Burke, station owner and manager, cancelled the weekly broadcast in the "interest of harmony", effective Jan. 31. It was the third time the Rev. Mr. Shuler has been ousted from the air. In 1930 the Federal Radio Commission revoked his license to operate the former KGEF, Los Angeles, from Trinity Methodist Church. The Supreme Court upheld the Commission's action. KMTR, Hollywood, in early April 1942, cancelled its scheduled twice-weekly broadcasts by the pastor following request for script from FCC and Office of Censorship [BROADCASTING, April 20, 1942].

The Rev. Mr. Shuler blamed his latest run-in on "the same communistic bunch that has been out to get me for a long time" and further declared that "the Congressional investigation of the FCC, which was ordered recently, will bring out a lot of startling information, especially as to the influence communists have in its function."

HIGH-FREQUENCY radio is being used by the Duramold division of Fairchild Engine & Aviation Corp. to make molded wood and plastic airplanes for military use, according to recent reports which stated that although the process is still in the experimental stages it has been successfully employed by the company in producing the AT-14 all-wood Army trainer.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives



AT the beginning of every new day, Monday through Saturday, Everett Mitchell, famous farm commentator, greets his many friends in the cities, towns, rural communities and on the farms in the great Chicago Market, with rollicking songs, smiles and a bit of cheer in the form of helpful information and suggestions.

He is the Handy Man of the Air—the genial, helpful neighbor whose hearty salutation is welcome in the homes of the early risers all over the vast WMAQ listening area. Radio listeners invite him into their homes because he is such good company—because he renders real assistance to his friends—both men and women.

Everett brings to the men farm news from the various farm organizations, U. S. Department of Agriculture and breed organizations, and Home Economist Lois Schenck, a real farm girl, brings to the women practical help in the preparation of nourishing, inexpensive meals so necessary in these days of conservation and rationing.

This is a program for town and farm people. So, if you have a message for them, whether it be to increase your sales or conserve your output, let Everett Mitchell give it to his millions of friends during his attractive early-morning program.

"Town & Farm" ON...

WMAQ

THE CHICAGO STATION MOST PEOPLE LISTEN TO MOST

CHICAGO KEY STATION OF THE NBC NETWORK
50,000 WATTS · 670 KILOCYCLES
Represented Nationally by NBC Offices in
NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

Purely PROGRAMS

TWO NEW packaged shows are being tested by CBS. *Ripples of Elm Street,* a weekly half-hour comedy-drama centering about problems of a mythical ancient history professor, was started Jan. 29, 6-6:30 p.m. (PWT) on Pacific Coast stations. Scriptwriter is Lane Lussier of RKO Radio Pictures, Ted Bliss is network producer, and the series features Arthur Q. Bryan. *Winner Takes All,* a new weekly half-hour quiz show 9:30-10 p.m. (PWT), tested Sundays on CBS Pacific Coast stations, has five contestants bid against one another, winner risking his amount against total lost bids. Perry Ward m.cees, Paul West is scriptwriter and Paul Pierce, network producer.

* * *

Aviation Course

AVIATION, its history, science and invention, is featured in a trio of quarter-hour programs titled *World of Wings,* on WIND, Chicago, under the direction of the radio council of Chicago public schools. Government military and airline sources furnish Chicago classrooms with supplemental flight maps, North Pole projection maps, and pictures of planes.

* * *

War Workers Service

DIRECTED to service men and women and war workers, a religious program originating from the Chambers-Wylie Memorial Presbyterian Church, Philadelphia, Sundays began Feb. 7 on WFIL, Philadelphia. The Rev. Charles J. McKirachan, church pastor, conducts the broadcast, which is non-denominational in appeal.

Air Corps Show

PRESENTED from an airplane hangar by the Sixth Ferrying Group of the Air Transport Command, Long Beach, Cal., *Wings Over the World* started Feb. 3 on BLUE Pacific stations, Wednesday, 7:30-8 p.m. (PWT). Series combines music, comedy and dramatizations based on actual experiences. Lt. Mitchell Frankovitch, former sportscaster of KFAC, Los Angeles; Bill Johnson, BLUE, and Pvt. Hank McCune, former m.c. of NBC Hollywood, are producers. Corp. Ed Helwick, formerly of J. Walter Thompson Co., is scriptwriter; Pvt. Nathan Scott, former BLUE musical director, is in charge of musical arrangements. Other participants include Bill Andrews, former guest relations manager of NBC Hollywood; Lt. Pat Kearin; Pvts. Edward A. Cooper, John Beal, Ken Martindale; Corp. Alvie Grey and Sgt. Dave Williams.

* * *

With United Nations

INTERLACED with dramatic sequences, music and information statistics, a new weekly morale-building program dealing with the United Nations, *The Thousand Million,* has begun on KOY, Phoenix. Series of 13 programs is written and produced by Paul Charles Benard, continuity editor.

Food-for-Freedom Drive

COOPERATING with chairmen of Ohio, Indiana and Kentucky War Boards of the Dept. of Agriculture, WLW, Cincinnati, is scheduling as a weekly feature during *Everybody's Farm Hour,* important developments in the Food-for-Freedom campaign. New series, *Your War Board Reports,* is under supervision of Ed Mason, station's farm program director.

* * *

Quiz on Rationing

QUIZZING the audience of the Poli Palace Theatre, Hartford, new weekly WNBC, Hartford, show. Cash awards and theatre tickets are prizes given by United Aircraft Club. Three OPA officials answer questions submitted by the audience.

* * *

Favorite Melodies

FAVORITE songs for all ages and an account of today's war hero are featured in *Preferred Melodies,* a thrice-weekly quarter-hour program on WCCO, Minneapolis. Producer-director is Doug McNamee. Series is sponsored by Hamm Brewing Co., St. Paul.

* * *

Life of a Saint

THE LIFE of a Catholic saint is presented in dramatic form on Sunday morning half-hour broadcast on WIND, Chicago. Series, titled *Ave Maria Hour,* is sponsored by the Franciscan Friars of the Atonement.

* * *

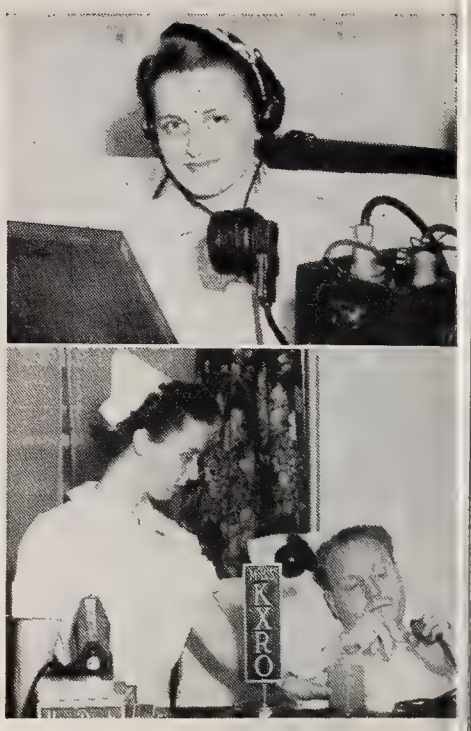
Children's Newscasts

NEWS of the day adapted to children is featured in twice-weekly five-minute newscasts on KGVO, Missoula, Mont. Ruth Greenough Schleber, education director of the station, directs the *News for Children* broadcasts.

* * *

Aids Gardeners

TO HELP amateur gardeners grow the most in the smallest space, Cecil Solly, gardening authority, has started a three-weekly quarter-hour series on KJR, Seattle, titled *Gardening for Food.*



STUDIO 'X' of KXRO, Aberdeen, Wash., would come in handy in the Aberdeen General Hospital, judging by emergency measures taken recently when key staff members were confined for treatment. Christmas morning, Ruth Forbes (top), staff announcer, and star of *For Women Only,* suffered a shattered knee in an auto accident. Remote setup in General Hospital Room No. 1 permitted the show to go on.

A week later, Chief Engineer W. M. (Mac) McGoffin (below) who doubles with a daily toast and coffee get-'em-up program, landed in Room 6 down the corridor after an operation. Mac stayed on the air, too, thanks to an extension from the remote setup in Ruth Forbes "studio".

* * *

Navy Services

NAVY church service is broadcast on WOR, New York, each Sunday from the Brooklyn Navy Yard before a congregation of American and British sailors. Service includes the reading of a human interest letter received by Navy chaplains from men in active combat.

* * *

Art Today

CONTEMPORARY American art is interpreted for the layman by guest artists, critics, gallery and museum directors on a weekly quarter-hour forum on WLIB Brooklyn, titled *Art for Americans*

IN THE RADIO LIMELIGHT

a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION WBLK CLARKSBURG, W. VA.

250 WATTS 1400 Kc. NBC BNC W. VA. NETWORK

JOHN A. KENNEDY, *Pres.* GEO. C. BLACKWELL, *Station Dir.*

Hazel Atlas Glass, National Carbon, Pittsburgh Plate Glass, Du Pont, Carnation Milk are among the industrial giants in the Clarksburg area — an area *geared by nature* to war production, manufacturing and dairying.

With higher wages and farm prices, *incomes* and *buying power increased 71.5%* for 1941 over 1939 . . . Effective Buying Income totalling $28,885,000 in Clarksburg ("Sales Management" Magazine, Apr. 1942).

Spot, local and network advertisers use WBLK to cover this market's potential of 60,183 radio families and $66,363,000 Retail Sales.

Ask a Branham-man to show *you* the WBLK coverage picture and the potential for *your* product.

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY

CHICAGO NEW YORK

DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS

KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

NOTICE: Radio Station Managers!

"NAME THE TUNE CONTEST"

and

"NAME THE BAND CONTEST"

Copyrighted in detail and available for use only in certain localities

apply to

Holder of Copyrights

HOWARD W. DAVIS, Smith-Young Tower, San Antonio, Tex.

FEW CHANGES IN RADIO COLUMNS

WOR-Mutual Survey Indicates Outlook for Radio Publicity During 1943 Is Good

By RICHARD M. PACK
Director of Publicity, WOR, New York

WITH the end of every year, the WOR press department does its annual fall housecleaning. Out to everyone who receives WOR program folios and/or publicity releases, goes a flock of post card questionnaires. The general idea, of course, is to check on newspaper staff changes, bring all the press lists up to date and toss out dead wood that has piled up during the year. Comes this annual once-over and you discover to your amazement that you have been sending releases regularly to a keeper in a State penitentiary—why you'll never know.

This year we decided to make our press questionnaire serve another important purpose beside the one of making sure that every newspaper and magazine in our area is getting the kind of publicity service it wants. Sticking our necks out all the way, we added the following leading question to the query card: "Has your paper curtailed radio space during the past year?"

Returns In

Then we sat back and waited—a bit fearfully—for the returns to roll in. At the start of the year we had anticipated that war might bring a curtailment of the space newspapers devote to radio columns, listings and pictures. The paper shortage—or at least the talk about it—might result, we had figured, in a general cutting down. Moreover, there was the possibility that, if newspaper advertising lineage dropped sharply the editorial axes would hack first at the radio columns.

As 1942 rolled ahead, we saw some of those axes start swinging, particularly around New York City. The *New York Post* dropped its daily radio column and radio pictures; the *New York Herald-Tribune* killed practically all of its Sunday radio space except for listings; the *Journal-American* started using even fewer radio pictures than before and the *New York Sun* dropped all of its Saturday radio features. The *Newark Star-Ledger* and the *Long Island Daily Press* abandoned their radio columns.

But we weren't sure what the picture was outside of metropolitan New York. WOR's press department services several hundred newspapers outside of New York City, and it wasn't so easy to determine to what extent, if at all, the out-of-towners were cutting down. That was the reason for asking that new question.

When all election districts were finally accounted for, the results were far better than we had dared hope. Out of all the papers in New York, New Jersey, Connecticut, Pennsylvania, and Massachusetts which answered our curtailment question, only 10% cut radio space during 1942. Moreover, the severe cuts made in metropolitan New York were largely responsible for making the figure this high. Outside of New York, the curtailment figure was less than 5%. Incidentally, two papers reported an *increase* in space devoted to broadcasting. They were the *Wall Street Journal* and the *Daily Worker!*

Mutual Questionnaire

At the time the WOR press department issued its questionnaire, the Mutual press department, headed by Lester Gottlieb, sent out a similar questionnaire which covered the entire country, with the exception of the area reached by WOR.

The war brought about no radical changes in newspaper radio columns throughout the country, according to Gottlieb's extensive survey.

Almost 50% of the publications queried by Mutual reported that the situation remains very much the same as it did a year ago. 10% have added lineage to their columns in the last 12 months, due chiefly to the constantly increasing number of war features and public service programs on the air. Only 2% of all those questioned reported their columns had been eliminated. There was no comment from the remainder of those queried. The WOR and MBS surveys together covered some 750 newspapers and magazines.

In the magazine field generally, there was no curtailment of space devoted to radio. In fact, there was a noticeable increase in the attention given by national magazines of all kinds to broadcasting and broadcasters. The trend to increased magazine coverage of radio was particularly apparent in the picture magazines.

Also noticed by both WOR and MBS surveys was the effect of the war on the personnel handling the radio departments of newspapers. Scores of radio editors went into the armed services during 1942 or to Government agencies. In many cases, women replaced them.

Comment from radio editors indicated generally that they want their releases short and like lively anecdotes about radio personalities, brief behind-the-scene features and plenty of straight news.

What about the year ahead? Judging by these surveys of the 1942 radio publicity scene, we can expect that there will not be any considerable curtailment of space in 1943—unless, of course, there is a major paper shortage that would result in newspapers drastically slashing the number of their pages.

By all indications, by all available evidence, newspaper and magazine readers these days more than ever are interested in radio programs and radio personalities. They want not only program listings, but news, features and pictures of their radio favorites. The job radio is doing in the war has increased their interest in broadcasting. Certainly, if the broadcasting industry continues—and expands—its war activities in 1943, radio should be a more newsworthy subject than ever.

Beech-Nut News

BEECH-NUT PACKING Co., Canajoharie, N. Y., on Feb. 15 will start a 52-week campaign for its gum and coffee, using *Rad Hall and the News*, Monday, Wednesday and Friday, 8:30-8:45 a.m. on WEAF, New York. Agency is Newell-Emmett Co., New York.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

HARTFORD'S THE SPOT . . .

for your spot campaign. It's the major market of the country's richest state . . . neatly delivered to you at a low cost by WDRC . . . where there's one uniform rate for national, regional and local adcasters.

CBS

HOW YA MAKIN' OUT IN YAMACRAW (Ky.)?

Don't ask us what Yamacraw means—or where it fits in your merchandising picture. All we know is that Yamacraw is another little Kentucky town, typical of dozens of similar Kentucky hamlets which *together* do far less business than the Louisville Trading Area *alone!* (This area, for instance, accounts for 17.1% *more* retail buying than all the rest of Kentucky *combined!*) . . . . When you use WAVE you get *complete* coverage of the Louisville Trading Area, without paying extra for the back hills and hollows! Isn't that what you really want? If so—well, you know the rest!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

WBNX

CREATING

Amicizia
Freindshaft
Przyjazn
Amistad
Freundschaft

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

FOR OFFENSE
FOR DEFENSE Buy U.S. Bonds Today

Current Manpower Attitude Expected to Benefit Radio

(*Continued from page 12*)

mine essentiality in terms of local needs. In other words, the existence of a given broadcasting occupation among the list of essential occupations within the industry's list does not guarantee deferment consideration. The board is served with this list as a guide. If the opinion of any given board is such as to negate the essentiality of one man in any given circumstance, it is likely the man will be drafted.

Listed as "non-deferable" are 29 occupations and 36 entire activities. Examples of "non-deferable" occupations are porters, messengers, errand boys, office boys, doormen and starters, and elevator operators and starters.

For the present this edict which establishes "non-deferable" occupations and industries is meant to apply only to those within the 18-38 age group and WMC's plan is to enable men with dependents in this age range to switch to more essential war jobs through cooperation with local USES offices. Although WMC officials admitted the possibility of expanding the age group to include older men in the future, they suggested replacements for "non-deferable" jobs should be sought among women and physically handicapped and over-age men.

Sterner Measures Seen

Considerable speculation was given to the possibility of adding actors and musicians to the list of non-deferable occupations, although nothing in that direction is likely to materialize in the immediate future. One WMC spokesman told BROADCASTING that he could "appreciate the logic" of such a move but declined to comment on the proximity of such a possibility.

Another development seen likely is the inclusion of sales, promotional, clerical, legal and similar personnel among the "non-deferable" occupations. Although Mr. McNutt said last week that 10 of every 14 physically-fit men would be in the services by the close of the year, Congressional opposition has risen against drafting of fathers before the reservoir of single eligibles has been exhausted.

In view of the military manpower needs, it is apparent that sterner deferment practices will increase. Deferment policies have been tightened and only men in strictly essential jobs may look to deferment, despite dependency.

No Blanket Deferments

Numerous stories in the press last week pointed up the fact that all men in essential industries, deferred for reasons of dependency, were to be classified 3-B instead of 3-A, whether or not they held essential occupations. These stories made it seem as a new development, although actually the directive went out to local boards last April (known as LBR-123) and the failure or tardiness of boards to adopt the policy was explained away by National Selective Service officials as "the pressure of increased demands for military service".

WMC officials have stressed the fact that representation of an individual's occupation on the list of essential occupations is in no way a guarantee of deferment. In fact no blanket deferment is possible under the terms of the National Selective Service Act. The only benefit to be derived from the list of critical occupations is the deferment of an essential man for at least six months to allow for the training of a replacement.

Under the system of hiring controls announced last Friday, machinery will be possible in all labor-shortage areas to insure the manpower needs of essential industries. Immediately this system applies to 32 areas in the country where "critical shortages" have been designated. Other areas may be installed in the system if the local needs dictate such a program in the estimate of the Regional WMC Director after determination of needs with the regional management-labor war manpower committees.

Local "Critical" Tests

Where the need is felt for such a system, a list of "critical" occupations will be established by a local manpower chief of the area and "all hiring, rehiring, solicitations and recruitment of workers for specified employments shall be conducted solely through the agency designated by the WMC or in accordance with such arrangements as the regional manpower director may approve".

In practice this system is not likely to affect broadcasting for the present. It is primarily intended to solve the manpower quotas of war plants. However, if certain radio occupations, considered essential in Occupational Bulletin No. 27, also are considered essential locally in view of the available supply, then they would be appended to the local critical list.

Supply of personnel under circumstances of this kind would be based upon priority in terms of importance to the war effort. In manufacturing industries this would likely be determined on the basis of War Production Board priorities accorded industries. In service industries, such as broadcasting, "common sense" would likely be the determinant, it was learned.

Areas of critical labor shortage, listed by WMC, are:

Akron; Baltimore; Bath, Me.; Beaumont; Bridgeport; Brunswick, Ga.; Buffalo; Charleston, S. C.; Cheyenne; Dayton; Detroit; Elkton, Md.; Hampton Roads, Va.; Hartford; Las Vegas; Macon; Manitowoc; Mobile; New Britain, Conn.; Ogden, Utah; Panama City, Fla.; Pascagoula, Miss.; Portland, Ore.; Portsmouth, N. H.; San Diego; Seattle; Somerville, N. J.; Springfield, Mass.; Sterling, Ill.; Washington; Waterbury, Conn.; Wichita.

Performing Right Bills Are Offered in House

REVIVAL of efforts to establish a performing right in transcriptions and recordings, providing for payment of royalties to the performing artists, was seen in two measures introduced in the House Jan. 28 by Rep. Scott (R-Pa.). The measures followed in principle similar bills introduced periodically for several years by a Pennsylvania Congressman and endorsed by the National Assn. of Performing Artists, which essayed to procure a property right in recordings. These efforts subsequently lost out in the Supreme Court.

The Scott bills (HR-1570 and 1571) would amend the Copyright Act of 1909, to encompass recordings of every character, involving commercial public performance. The main bill covers the proposals in infinite detail while a second measure, only one paragraph in length, would amend the 1909 Act by eliminating its last paragraph specifying that the reproduction or rendition of a musical composition by or upon coin-operated machines should not be deemed a public performance for profit unless an admission fee is charged.

SOUND EFFECTS produced by the Curtiss-Wright *Helldiver* plane have been recorded for broadcasting by Gennett Records, New York.

They Like Our Style

A station either DOES or DOES NOT have that certain something — you know—the honest-to-goodness ability to move merchandise from dealers' shelves. WAIR is famous for its salesability. A test will prove it.

WAIR
Winston-Salem, North Carolina



WHO for Iowa Plus!
DES MOINES—50,000 WATTS
FREE & PETERS, Inc., National Representatives

CBS - BBC Series Aids United Cause

A NEW SERIES of International programs, *Transatlantic Call: People to People*, started yesterday (Sunday, Feb. 7) on CBS here and the BBC in England. Series, conceived by CBS President William S. Paley during his London visit last year, is designed to bring about a closer relationship between England and America by telling the people of each country how their allies live, work and fight.

Broadcast simultaneously on both sides of the ocean, the programs originate alternately in England and the United States. First program, *People With Jobs*, came from industrial North England; second will originate in Hollywood.

Norman Corwin will write, produce and direct the American programs. Geoffrey Bridson, BBC producer, produces and directs those from England, under the guidance of Lawrence Gilliam, director of features of BBC, now in the U. S. conferring with CBS executives about the series. Bob Trout, CBS correspondent in London, is narrator of the programs coming westward; Ronald Colman will handle the same asignment on those going east from here.

NBC Chicago Session

CLOSER cooperation between press and radio "to defend if necessary the right of free speech" was urged by Niles Trammell, NBC president, at the Chicago sessions of the NBC traveling war clinic last Friday and Saturday. Representatives of 23 NBC midwestern affiliates attended. Stanley Hubbard, president of KSTP, St. Paul, presided. Other speakers included Roy C. Witmer, vice-president in charge of sales; C. L. Menser, vice-president in charge of programs; John McKay, manager of Eastern Division Press Department; Frank M. Russell, vice-president in charge of NBC Washington; John F. Royal, vice-president in charge of International Broadcasting; Charles B. Brown, director of advertising and promotion; Noran E. Kersta, manager of the television department; Dr. James Rowland Angell, public service counsellor; William S. Hedges, vice-president in charge of stations.

AFM Files Brief

A SUPPLEMENTAL brief in the Government anti-trust suit before Judge John P. Barnes in Chicago was filed last Monday by AFM Counsel Joseph A. Padway. The brief reviews the oral argument presented by the union two weeks ago before Judge Barnes on the AFM motion to dismiss the suit. After hearing the arguments of both Thurman Arnold, who appeared for the Government, and Mr. Padway, Judge Barnes reserved his decision asking both parties to file briefs in support of their positions by Feb. 8 [BROADCASTING, Jan. 25]. Up to Friday, however, the Dept. of Justice had not submitted any papers since the oral arguments two weeks ago. Decision on the AFM motion to dismiss the suit based on the oral pleadings and the written arguments is expected to be made in writing by Judge Barnes next week.

UP Promotes Flory

HARRY R. FLORY, former European news manager of United Press and for the last two years in charge of UP coverage and communications arrangements on various war fronts, has been appointed foreign news manager and director of communications. He will supervise service to UP's 567 newspaper and radio clients outside the continental United States. Mr. Flory also will direct the UP communications facilities, including listening posts at New York, San Francisco, London, Santiago and Buenos Aires.

WKBV Sale Asked

TRANSFER of WKBV, Richmond, Ind., from Knox Radio Corp. to Central Broadcasting Corp. is sought in an application filed by William O. Knox with the FCC Jan. 27. All the stock (1,000 shares) would be acquired for $30,000 by the following: Gerald F. Allbright, president, 125 shares; Wilfred Jessup, vice-president, 5 shares; Eugene E. Alden, secretary, 5 shares; Rex Schepp, 125 shares; Central Newspapers Inc., 740 shares. Allbright, Jessup and Alden are directors.

Central Newspapers Inc., a subsidiary of Central Broadcasting, owns 100% of WIRE, Indianapolis, WAOV, Vincennes, Ind., and Oklahoma Newspapers Inc., publishers of the *El Reno Daily Tribune*.

Rosenbaum Stand Gets Gillin Reply

WOW Head Sees Objections In Proposed Settlement

JOHN J. GILLIN JR., general manager, WOW, Omaha, in a letter to all broadcasters, dated Feb. 6, answers the recent communication to the industry by Samuel R. Rosenbaum, president of WFIL, Philadelphia, proposing that that the AFM ban on recordings be settled by an agreement of all commercial users of recordings to pay performance fees into a musicians unemployment fund [BROADCASTING, Feb. 1].

Letter points out that although James C. Petrillo, AFM president, has agreed to formulate specific demands and to make them public within the next week or ten days, "Mr. Rosenbaum's suggestion is that the broadcasting industry should make a proposal to Mr. Petrillo before Mr. Petrillo keeps his promise."

Describing Mr. Rosebaum's solution as similar to that advanced by Bernard Smith [BROADCASTING, Nov. 30], Mr. Gillin continues: "It calls upon all commercial users of recorded music to pay a percentage of their receipts into a fund for the benefit of unemployed members of Mr. Petrollo's union and suggests that broadcasters should recognize, and should help Mr. Petrillo compel other industries to recognize, an obligation to these members."



★ A $4,215,000 EAR

LET THEM HEAR YOUR MESSAGES THRU KFDM

★A $4,215,000 industrial pay roll in Orange and Jefferson counties.

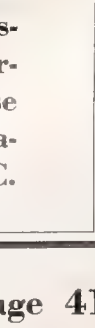
Reaches 28000 WORKERS IN WAR INDUSTRIES ALONE

Blue Network

KFDM

BEAUMONT

REPRESENTED BY THE HOWARD WILSON COMPANY

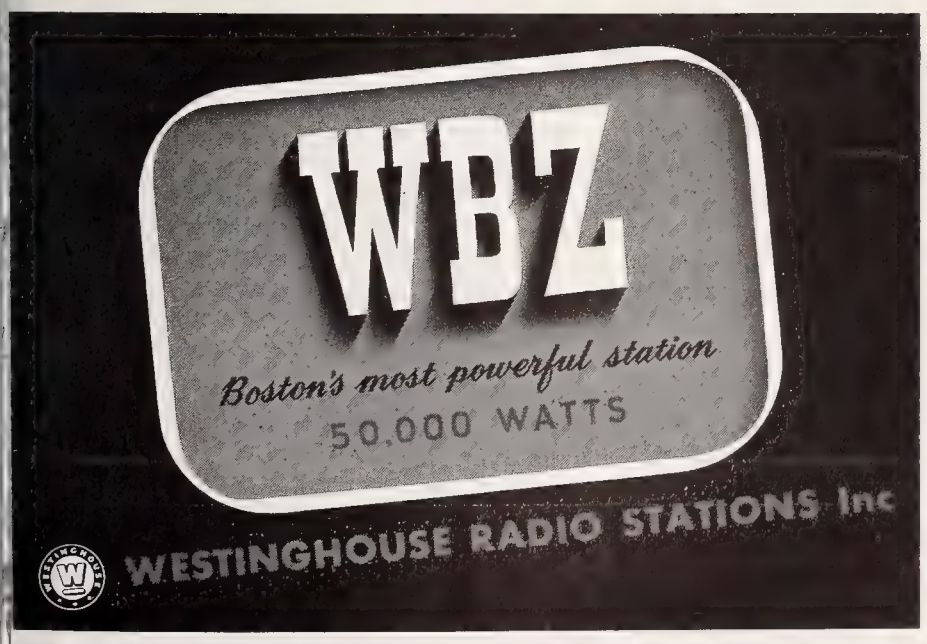


A REAL OPPORTUNITY FOR AN ALERT, AGGRESSIVE SALESMAN

ONE of the best-known companies in its field of advertising needs another salesman—a personable fellow who at the same time is the kind of salesman who uses his head to select a good, saleable product, and then uses both his head and his feet to *sell it*, despite "Hell and high-water".

For such a man who combines real sales ability with intelligence and integrity, we have a permanent, highly-paid job leading to constantly increasing responsibility, authority and income.

Think it over—or pass this advertisement on to somebody you think would fill the bill. Men over 38 with successful experience in selling advertising media will naturally get preference. Our organization knows of this advertisement, so please write fully. Address Box 275, Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.



Dr. Jordan Heads NBC Religious Broadcasts

DR. MAX JORDAN, research assistant to NBC's public service counselor, Dr. James Rowland Angell, was appointed last week to serve as NBC director of religious broadcasts. He will continue his special assignment with Dr. Angell, on the *Inter - American University of the Air.*



Dr. Jordan

Dr. Jordan joined NBC in 1931 as European representative, subsequently covering a number of historical events, including Hitler's march on Austria, the Munich Agreement, the Ethiopian invasion and the first stratosphere ascension by Dr. Pickard. Previously, he had studied religious philosophy abroad. For five years he was foreign editor of INS, later doing freelance writing. He travelled extensively for three years before joining NBC.



HEMISPHERE SOLIDARITY is symbolized by this "Trophy of the Americas" bearing flags of 21 American republics, being distributed to affiliates of Radio Programas de Mexico. Mrs. Gloria Gutierrez de Quintanilla received one for XEW from Mr. Francisco, Assistant Manager of Radio Programas de Mexico, while Mario Navanjo Quintanilla (left), manager of XEFB, Monterrey station, watched the proceedings.

261 Enter Blue Debates

A RECORD registration of 261 students from 140 colleges has been announced for the National Intercollegiate Radio Prize Debates, conducted by the American Economic Foundation in cooperation with the BLUE. First series last year had 178 entries. Debates will be broadcast by local BLUE stations, Feb. 15 to March 15, with finals in New York April 18 on *Wake Up America*, BLUE program presented by the foundation.

WILLIAM I. WALLACE, general sales and merchandising manager of North Central Broadcasting System, with home office in St. Paul, has been granted a leave of absence for the duration to manage a 527 acre grain and dairy farm at Hawley, Minn., in which he holds an interest, in order to keep it in production. His former duties are being assumed by other members of the staff.

Book on Radio

A LAYMAN'S GUIDE to radio speaking, scriptwriting and other phases of microphone technique is found in Helen Sioussat's book, *Mikes Don't Bite* (L. B. Fischer, New York, $2.50). Reactions of prominent personalities confronted for the first time with a mike are recounted by Miss Sioussat, whose experiences as CBS director of talks, enrich the book with interesting anecdotes. Introduction was written by Elmer Davis, director of the Office of War Information and former CBS newscaster. The book is light and humorous, with appropriate line drawings by Jack Hoins of the CBS publicity department.

GE Promotes Fritschel

E. H. FRITSCHEL, who joined the General Electric Co. following his graduation from Iowa State College in 1926, has been placed in charge of sales and industrial electronic tubes, in addition to his duties as director of sales of radio transmitter tubes. Mr. Fritschel succeeds Dr. H. A. Jones, now a Lt. Col. in the Army Signal Corps.

Egolf Joins NAB

(*Continued from page 7*)

on recommendations made by President Miller.

Mr. Miller asserted that the new NAB official, in addition to general public relations activity, will handle matters incident to relations between the industry and religious, educational, civic and social groups. He also will assist in handling broad industry matters involving Governmental regulation.

Mr. Egolf has had extensive experience in the advertising and radio fields, covering 15 years. Born in Kansas City, he was educated at Muskogee, Okla. and is a graduate of the Law School of the U of Oklahoma.

Agency Background

In both high school and college he took prominent part in students' affairs and was editor and co-publisher of a college magazine. Following graduation, he went to Florida and engaged two years in legal work and in editing and advertising as director of publicity of the Rose Investment Co. He returned to Oklahoma to join the Rogers-Gano Advertising Agency of Tulsa and Chicago as account executive and copywriter. For five years in this work, he handled all types of advertising in magazines, newspapers, direct-by-mail, posters and radio. He edited several house organs for agency clients.

Joins KVOO Staff

In 1932 Mr. Egolf became commercial manager of KVOO, then a 5,000-watt station, and was active in its growth to 25,000 watts, under general manager William B. Way. In 1940 he was a member of the Sales Managers' Committee of the NAB and served as president of the Tulsa Advertising Club. He is a member of the Board of the Tulsa Better Business Bureau and of the Market Development Committee of the Tulsa Chamber of Commerce.

In 1941 Mr. Egolf was re-elected president of the Tulsa Federation and treasurer of the Better Business Bureau. He also served as first Lt. Governor of the Tenth District of AFA. In June last year he was elected AFA vice-president and in November as Governor of the Tenth District.

Mr. Egolf is a member of Phi Delta Gamma, is married and the father of two children.

for ACTION in the DETROIT AREA
800 kc.
BUY CKLW
If you sell the Detroit Area, get the facts on CKLW coverage at lowest cost. Over 8,000 homes in our primary area . . . who listen to a station backed by dynamic pogram alertness to the trend of the times.
5000 WATTS DAY and NIGHT
MUTUAL BROADCASTING SYSTEM

JACK BENNY
HELPS
Guarantee Listeners
TO
KSEI
POCATELLO, IDAHO
National Representatives
The Walker Co.
Homer Griffith Co.

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE
Growing Industrial Center.
Factory employment 111.3%
ahead of 1930.
WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME



TRAINING WOMEN as announcers, just in case manpower fails, is a precaution taken by WIZE, Springfield, O. With other students watching, Fred Kilian, WIZE program director, looks over a novice's shoulder as she tries a high-powered commercial.

Dr. Berg Claims Daytime Serial Best Medium to Combat Axis Propaganda

THE DAYTIME serial is the best possible medium to combat Axis propaganda, concludes Dr. Louis Berg, New York psychiatrist, in a 23-page pamphlet published privately recently under the title "Entertainment Programs and Wartime Morale". Coming from one who has made the "soap opera" the subject of scourging attacks, notably in the pamphlet, "Radio and Civilian Morale" [BROADCASTING, Dec. 7], the statement creates surprise, but is not at variance with Dr. Berg's previously expressed views on the subject.

Continuing in his disapproval of the actual content of many current daytime dramas, "still permeated with the despair and the destructive mental set of the 1930's", he now emphasizes the potentialities of the form itself. The NBC Peabody prize winner *Against the Storm*, now off the air, is cited as an example of a program which achieved most of the objectives needed to inspire in listeners the "will to war".

Selects Morale Builders

The four goals for the "soap operas" outlined by Dr. Berg are in brief: 1) Through dramas, to show the enemy as he is; 2) to anticipate Axis propaganda; 3) to give an accurate portrayal of the American way of life, demonstrating its values by showing the consequences of their loss; 4) to present wartime needs in dramatic form, incidentally recruiting larger audiences.

Ten "psychiatrically sound" programs have been selected from five categories, as the "best morale builders in radio." They are: Pure Entertainment—*Fibber McGee & Molly*, NBC, (S. C. Johnson & Son, floor wax); *Fred Allen*, CBS (Texas Co.); Entertainment Drama, Evening—*One Man's Family*, NBC (Standard Brands, yeast); *Amos 'n' Andy*, CBS (Campbell Soup Co.); Daytime Programs—*Against the Storm*, NBC (Procter & Gamble, Duz); *The Goldbergs*, CBS (Procter & Gamble, Duz). Entertainment with a Purpose—*Cavalcade of America*, NBC (E. I. Du Pont de Nemours Co., institutional); *The Commandos*, CBS (sustaining). Military Life Programs —*Army Hour*, NBC (sustaining); *The Man Behind the Gun*, CBS (sustaining).

Relaxation Needed

Music and laughter rank high as desirable ingredients for a good "morale builder", while out-and-out propaganda dramas, and certain types of message-burdened radio programs, designated as "amusement programs with a purpose," come in for considerable criticism.

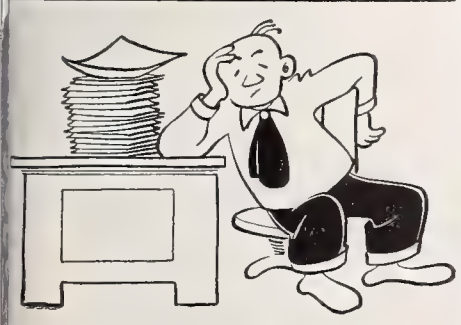
"Because we are prone to think of war in terms of emotions," writes Dr. Berg, "we have a great need for radio programs which will distract us from our dark thoughts at times when we are resting from our exertions. Truly, there are times when the 'belly laugh' is incomparably more effective than the more aesthetically named vehicles for building public morale." Music programs have the same nerve-relaxing and inspiring effect, he points out, but there should be more songs in two-four or marching time, although "swing" has a definite value of its own.

Cited as an example of the best kind of radio drama designed to amuse and at the same time create attitudes that will facilitate our victory, is *Cavalcade of America*. Radio plays dealing with the American spirit of fair play, our sense of family and neighborliness, such as *One Man's Family* and *The Aldrich Family*, are especially commended.

Atrocity propaganda dramas are highly over-estimated as to their effectiveness, according to Dr. Berg. He points out that through picturing Italy, Hungary and other Axis partners as unwilling accomplices, there is a tendency to "coddle" our enemies. Declaring that propaganda dramas are "ineffectually written and produced", he calls upon advertisers, agencies and others to correct that condition.

The need for a sound and unified strategy in defensive psychological warfare, and for the education of officials regarding the power of radio, are the two findings of paramount importance revealed by his survey, concludes Dr. Berg. He summarizes:

"Official America has developed no adequate unity of plan, or even conception, of strategy for conducting defensive psychological warfare with unrivaled effectiveness. Civilian and military leaders alike appear to have no more complete understanding of our psychological air power—radio—than they had of military air power before the war." Radio, he says, is "by far the best medium" we possess for mobilizing morale: it reaches the greatest number of people, estimated at 90 millions day in, day out: listening requires much less effort and concentration than reading: receiving sets are often available to homes cut off from other media."



"Since the boss started advertising on WFDF Flint Michigan, have I been taking orders!"

AFFILIATED IN MANAGEMENT WITH WJR, DETROIT AND WGAR, CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

● KMPC, most powerful independent in the West, beams 38,000 watts by directional transmitting over all of Southern California . . . unsurpassed coverage at lowest cost!

KMPC ★

LOS ANGELES ★ 710 KC

for Southern California ★ 10,000 WATTS

Always Popular Now More POWERFUL

The Voice of Baltimore

NOW 5,000 WATTS DAY & NIGHT 600 KC

The Only Columbia Station in Maryland

★

Paul H. Raymer Co.

National Sales Representative

New York • Chicago • San Francisco • Los Angeles

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.



Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes
CHNS
Halifax, N. S.
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

House May Slash FCC Fund

(*Continued from page 9*)

to and from Rep. Cox. Edward J. Lord, formerly general manager of WALB, testified Tuesday regarding operation of the station during his period of tenure. Primarily the testimony was concerned with the character of the station's operation and Mr. Lord was required to submit considerable personal papers belonging to his files concerning his association with the station.

Will Seek Transfer

Mr. Allen, station counsel, questioned Mr. Lord's legal right to possession of some of the papers and finally threatened the witness with larceny charges before a Georgia grand jury. FCC Counsel Cohn objected and the Commission's Examiner, Donald M. Harris, finally cautioned Mr. Allen that he would ignore such comments in considering the facts of the case since it represented an attempt to intimidate the witness.

At the close of Wednesday's session the Commission ordered resumption of the hearing in Washington Feb. 25 when C. D. Tounsley is scheduled to resume his direct testimony which was interrupted Jan. 16 by the witness' ill health. Mr. Allen expressed his intention of filing for transfer to Albany, Ga. If this is denied he said he would seek the right to take depositions and finally would ask postponement of the hearing in Washington to later in March if both of other maneuvers fail.

Meanwhile on Capitol Hill, Rep. Martin Dies (D-Tex.), chairman of the House Special Committee to investigate un-American activities, reiterated charges that three members of the FCC staff are "communists" and promised to hand over his evidence to the Cox committee. Those named are attached to the Commission's Federal Broadcast Intelligence Service.

The charges against FCC personnel were leveled during an hour-long speech on the House floor Tuesday, in which the Texan named about 40 Government employes. At the same time, Mr. Dies called on Congress to demand strict accountability from agency heads "for their acts and their conduct."

FCC employes, named in the speech as staff members of the Foreign Broadcast Intelligence Service, include Frederick L. Schuman, Goodwin B. Watson and William E. Dodd Jr.

Mr. Dies branded Mr. Schuman, the FBIS Chief Political Analyst whose salary is $5,600, "as a man of violent political views". The Congressman read from a campaign pamphlet for Communist candidates Foster and Ford, signed by Schuman, calling on workers in the professions and arts "to join in the revolutionary struggle against Capitalism". Mr. Schuman, professor of Political Science, on leave from Williams College, Williamstown, Mass., is the author of several standard text books used in University political science courses.

Dr. Watson, Chief Broadcast Analyst at $6,500, was the center of bitter controversy when the Commission's appropriation bill came before the House a year ago. Mr. Dies said he warned Chairman Fly about Watson in November, 1941.

The House version of the FCC appropriation for 1943 provided that none of the fund should go to Watson, but this was later deleted by the Senate. Mr. Dies said Tuesday that Watson has been raised since that time from $5,600 to $6,500.

Third target of the Dies' attack, Mr. Dodd, son of the former U. S. ambassador to Germany, has a $3,200 FBIS job. Mr. Dies said Dodd had recently, on advice of his committee and the FBI, been denied a State Department visa to go abroad. Dodd was accused of being a secretary of the American League for Peace and Democracy, which Rep. Dies said "had been branded as subversive" by the Attorney General.

Rep. Woodruff (R-Mich.) in extending his remarks in the *Congressional Record* last Wednesday called attention to the Dies charges and mentioned again the names of the three FBIS employes. He contended this sort of influence in Government "must be rooted out" and Rep. Dies' demand that such people be "ousted from the Government payroll" should be heeded.

In the House last Thursday, Rep. Hendricks (D-Fla.) proposed an amendment to the Post Office and Treasury appropriation bill, providing that no part of any appropriation contained in the act should be used to pay the compensation of the Government officials and employees enumerated by Chairman Dies. These included the names of Messrs. Schumann, Watson and Dodd. Last session, the FCC appropriation bill carried a rider specifying in effect that Dr. Watson be released, through the "no appropriation" provision.

TIME CHANGE HITS PROGRAMS ON CBS

TWO CBS programs, *Blondie* and *News by Frazier Hunt,* are the only commercial network programs affected by the Georgia time changes, according to a check of major networks made by BROADCASTING last week. Of the six CBS affiliates in the state, three are located in cities adopting Central War Time: WGPC, Albany; WGST, Atlanta; and WMAZ, Macon, and three are in cities remaining on Eastern War Time: WRDW, Augusta; WRBL, Columbus, and WTOC, Savannah.

The *Blondie* programs on the three stations now on CWT have been shifted from the original broadcast at 7:30-8 p.m. (EWT), to the rebroadcast at 10:30-11 p.m. (EWT). Sponsor is R. J. Reynolds Tobacco Co., Winston-Salem; product is Camels and agency is William Esty & Co., New York. General Electric Co., Schenectady, has also shifted the Frazier Hunt broadcast in Atlanta, only city affected for this program, from the original broadcast at 6-6:15 p.m. to the repeat at 10:45-11 p.m. Program is institutional, placed through Maxon Inc., New York.

NBC and the BLUE report that their Atlanta outlets are the only ones changing time and that so far there has been no need to alter network schedules, as the hour's difference in time broadcast has not adversly affected any commercial network programs in that city. MBS said that although a number of its Georgia stations have changed from Eastern to Central time, the network has not had to revamp its schedule as a result.

N. J. Radio Council

REPRESENTATIVES of six radio stations and some 30 civic and educational organizations in New Jersey were to meet Feb. 8 in the auditorium of the Bamberger store in Newark to lay plans for forming a New Jersey Radio Council. Mrs. R. W. Cornelison, educational chairman of the New Jersey Federation of Women's Clubs, was to preside at the meeting, which was to be addressed by Mrs. Dorothy Lewis, coordinator of listener activities of the NAB. Stations participating in the meeting were to be WAAT, WHOM, Jersey City; WBAB, WFPG, Atlantic City; WPAT, Paterson; WOR, New York.

HAVE YOU SEEN HENRY
. . . The Pole Vaulting Fish?
If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through primeval Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world's largest single spring, and relax in Florida's healthful sunshine.
The Perfect Place to Spend Your Vacation
MODERN LODGE
Write for free booklet and rates: Wakulla Springs Lodge Wakulla, Florida

Monopoly Hearing Is Set for Feb. 10

(*Continued from page 14*)

to determine what we may hear in local meeting halls, the brief said it would be "far more pernicious for a like number to dominate what goes over the airwaves".

Calling for greater competition, the brief held that the percentage of profit made by the networks "is so large as to indicate still further that a truly competitive situation does not exist". Alluding to the "radio pipe lines into the market of thought", the Union said it would oppose Government domination of broadcasting at least as strongly as any other centralization of power over radio.

American System in Jeopardy

Contending that the regulations are in aid of diversity over the radio, the brief stated that it seemed reasonable that unless the Commission steps in now, the American people will have to choose "between control over the airwaves by a few corporation officials and control over the airways by a few Government officials."

The AAAA brief, pointing out that the American system is made possible by advertising revenue, declares: "It is essential to the needs of advertising practitioners and of all their clients that there be no reduction in the number of radio stations which are now available outlets for the national advertiser in each community, and that there be no impairment of the present availability of these stations for the needs of the national advertiser of these stations."

Nets at Disadvantage

Argument is focused on the regulation forbidding exclusive options of station time by the networks which, the AAAA contends, "places the networks at a serious competitive disadvantage. . . . In most instances, space and circulation can be purchased in any quantity for firm delivery. In broadcasting, under the proposed order, no assurances of any kind can be given the advertising practitioner as to the time and stations available within a reasonable negotiating period, giving due consideration to all the elements which go into the making of a commercial broadcasting program."

Brief states that "no station under the proposed order could agree in advance to make any time available when and if ordered on behalf of a network advertiser. . . . It places the purchase of commercial broadcasting from the listener circulation standpoint on a 'what-is-left' basis, rather than on an assured-in-advance basis such as is sold by the competitors of network broadcasting."

Competition Endangered

Arguing that "the maintenance of vigorous competition among the networks is in the public interest," the brief continues, "the advertising practitioners fear that the effect of the Commission's order will be the extinction of this vigorous competition by the order's tendency to promote a network of the strongest individual stations, leaving the weaker stations without adequate financial support."

The present networks grew through program popularity, building audiences for all their affiliate stations, strong and weak alike, the AAAA contends, so that when the network is sold as a unit, "the stronger stations carry the weaker stations of the network". But under the proposed rules "an advertising practitioner or its client or any other party in control of top ranking programs could set up a network comprised of the stronger stations in each locality" which would "command the most desirable commercial broadcasting business, to the injury—in financial returns and listening audience—of the weaker stations.

Would Injure Locals

"The result would be that all but the strongest stations would become more and more undesirable for use by advertising practitioners whose clients are national advertisers. The effect upon network broadcasting would probably be that instead of having four national networks, now actively competing among themselves, with the best audience building programs, there would be one all-powerful network confined to a single group of the strongest stations of the country.

"The weakening of the present networks, through the loss of influential stations and of top-ranking programs, would lessen their ability to serve the smaller stations with audience building programs. A vicious circle might thus be developed injurious to the great bulk of advertising practitioners, advertisers and weaker stations."

The AAAA also points out that advertisers and agencies were not invited to testify at the investigation on which the FCC based its network-monopoly regulations, adding: "It may be that if the Commission had secured the testimony of the principal commercial users of broadcasting the majority would have come to a conclusion other than that set forth in their opinion".

Brief concludes with a request that the authority of the FCC "be clarified by the Trial Court after hearing the testimony."



NOVEL FABRIC SCREEN conceals the pipes of the organ in the new auditorium studio of WPTF, Raleigh, recently opened in the 16-story Durham Life Insurance Co. Bldg. Facilities include talent, visitors and announcers lounges, clients' audition room, music library, three smaller studios and the auditorium, built by Johns-Manville with non-parallel walls to NBC acoustical specifications. A little more than a year ago WPTF installed a new 50-kw. Westinghouse transmitter.

Advertising Aids Rating Of Cresta Blanca Show

TEST of listener reactions to the five-week newspaper advertising campaign for the MBS *Cresta Blanca Carnival* program reveal an increase of some five points in the show's audience rating, according to a survey made by C. E. Hooper Inc., New York, for William H. Weintraub & Co., New York, agency handling the broadcast for Schenley Import Corp., New York.

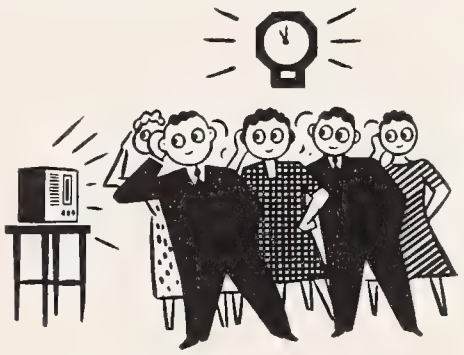
The advertisements placed in 68 cities in 27 states, carried a total lineage of 153,600 from Jan. 13, when the show's format was changed, through Wednesday of last week. They appeared for the most part next to radio program listings in 128 papers, and served as promotion for the newly-reorganized program, starring George S. Kaufman and Oscar Levant.

Stanley for Douglas

JOHN STANLEY, New England news commentator, has been selected as commentator for the Sunday evening 10:30-10:45 period on 11 Mutual stations, which W. L. Douglas Shoe Co., Boston, starts March 7. Other Mutual outlets will carry the news series on a sustaining basis. Agency is Harold Cabot & Co., Boston.

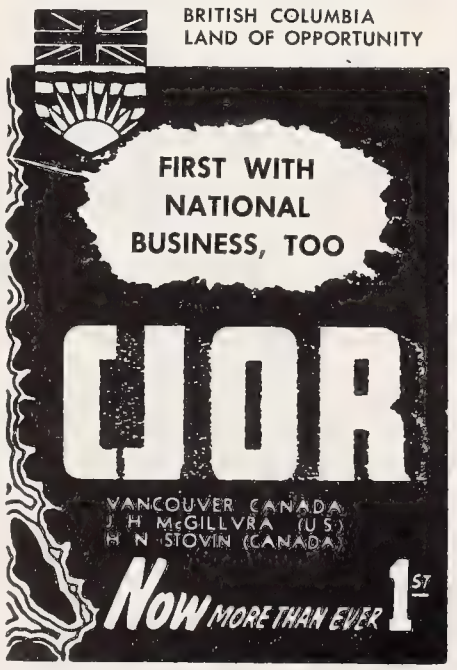
Hilda Lucey Leaves

HILDA LUCEY, radio timebuyer of Kenyon & Eckhardt, New York, on March 1 is leaving to join her husband, Ensign John C. Harley, stationed at Quonset Point, R. I.



KGO's 11 P.M. NEWS-CAST HAS 51% OF THE LISTENERS at that hour... more tune-ins than the combined audience of 4 other newscasts at this period. FIVE YEARS ON THE AIR... 7 NIGHTS A WEEK...ask your Blue Spot Representative or write direct for data on sponsoring KGO's late evening news.

KGO
SAN FRANCISCO · OAKLAND
810 K. C. 7500 WATTS
Blue Network Company, Inc.



Columbia's Station for the SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Net Time Sales $191,000,000 in 1942

6.1% Gain Over Prior Year; Gross Hits $254,800,000

(*Continued from page 7*)

45.3%, constituted national network business. Local business, aggregating $52,000,000, represented 27.2%, while national and regional non-network spot, totalling $49,500,000 accounted for 25.9%. Regional network business, aggregating $3,000,000, represented 1.6% of the total.

Thus, with the exception of weakness in the local sponsor field, gains on the part of various portions of the medium were about equal. *Net time* sales of national networks rose approximately 8.5% above the 1941 level, while regional network advertising increased in the neighborhood of 9%. For the first time in several years, the gain in national and regional non-network advertising was less than that in the national network field. *Net time* sales to national and regional spot advertisers in 1942 were 8.1% above the 1941 level as compared to an increase of 22.9% in 1941 over 1940.

The weak showing in the local field undoubtedly was due to dislocations of retail trade and service industries, as well as problems confronting smaller distributors, all of which constitute important segments of local radio advertising volume.

While limitations of sample do not permit detailed analysis of the trend as to radio advertising volume by class of station, nevertheless a number of significant factors appear. The majority of stations situated in primary and secondary markets of any importance seem to have continued to enjoy gains in *net time* sales volume. On the other hand, losses probably have been experienced by a large number of limited, day and parttime stations of the regional and local classes, as well as by unlimited, day and parttime stations of the regional and local classes, as well as by unlimited time local stations, situated in uneconomic markets. These marginal stations lead a continuously precarious existence and are the first to suffer when advertising volume either begins to grow more slowly or to show an actual decline.

National non-network advertising appears to have grown relatively more rapidly over local unlimited time stations than over any other class during the past year, increasing between 10% and 15% as against 1941. Advertising by this type of sponsor seems to have increased between 7% and 10% over clear-channel and regional fulltime stations. Fairly heavy declines in national and regional non-network business probably have occurred for many limited time, parttime and daytime stations.

Little Basic Type Changes

Local advertising volume appears to have increased to a somewhat greater degree over clear channel stations than over stations of any other class, although trends in this respect are not entirely clear at this writing. Local sponsorship over unlimited time regional stations held its own, while there has been a slight decline in such business over local stations. Declines probably also have been heavy in the case of limited and daytime stations.

There has been little change in the relative importance of the various basic types of radio advertising. The proportion of total net time sales represented by national network advertising rose from 44.3% in 1941 to 45.3% in 1942. This is a usual concomitant of periods in which radio advertising growth slows up or declines, due to greater stability of national network advertising sponsorship. The percentage of total *net time* sales represented by national and regional non-network advertising rose from 25.4% in 1941 to 25.9% in 1942, while that represented by local advertising declined from 28.8% to 27.2% over the same period.

Volume to Be Stable

On the basis of trends in recent years, it is ventured that radio advertising volume in 1943 will be comparatively stable and that few important increases will occur during the year. The effect of wartime operations, with shortages of many products and rationing all down the line, however, makes prognostication hazardous. *Net time* sales over the last six years are set forth in the following table:

Total Radio Net Time Sales (1937-1942)

Year	Net time sales	% Change from previous yr.
1937	$117,903,973	-------
1938	117,379,459	— 0.4%
1939	129,968,026	+10.7%
1940	155,686.247	+19.7%
1941	179,753.217	+13.3%
1942	191,000,000 (Estimated)	+ 6.1%

Estimates of the *gross billings* of the major networks have been made more difficult during the last two years by the fact that NBC has discontinued issuing figures of this type. Other estimates available show CBS with an aggregate of $45,593,125 as compared to $44,584,378 in 1941; Blue Network Co. with $15,782,493 as against $12,858,169 in 1941 (the BLUE was separated from NBC at the beginning of 1942); and Mutual $9,636,122 as against $7,300,955 in 1941.

Because of the lack of comparable figures among the networks, it is difficult to determine trends in different classes of business. Based on data available, the following table, projected from estimated *gross billings* for national network advertising by type of sponsoring business for 1942, is computed as a guide on this important phase of radio advertising.

Estimated National Network Gross Billings by Product Groups (1942)

Product group	Gross billings	%
Automotive	$ 4,770,000	4.0%
Clothing & dry goods	954,000	0.8%
Confectionery and soft drinks	5,538,000	4.7%
Drugs & toilet goods	32,395,000	27.5%
Financial & insurance	1,120,000	0.9%
Foods & food beverages	26,204,000	22.1%
House furnishings & equipment	1,589,000	1.3%
Jewelry & silverware	299,000	0.2%
Petroleum products & fuel	3,256,000	2.7%
Publications	1,410,000	1.2%
Radios, phonographs, etc	908,000	0.7%
Soaps & household supplies	13,961,000	11.8%
Tobacco products	18,176,000	15.4%
Travel & Hotels	102,000	0.1%
Political	61,000	0.1%
Miscellaneous	7,457,000	6.5%
Total gross billings	$118,200,000	100.0%

Probably the most significant disclosure in this table is the great stability shown by the principal network sponsors during 1942. Cigars, cigarettes and smoking tobacco, drugs and toilet goods, foods and food beverages, and soaps and household supplies account for slightly more than three-quarters of national network advertising. As far as can be determined, the advertising of the two most important of these groups—food and drug and cosmetics—remained comparatively unchanged. Network gross billings of the drug and cosmetic group seem to have risen about 2% over the 1941 level, while those of the food group increased between 1.5% and 2%. Soaps and household equipment advertising over national networks seems to have remained unchanged in volume during the past year. Of the

BURNED HIM UP

Cleveland Dept. Store Tragedy Defers Broadcast

FOR THREE years salesmen of WGAR, Cleveland, had been working to sell officials of the Stearn Co., large Cleveland department store. Finally Bob Forker, handling the account, closed the contract. The show had been auditioned, accepted and scheduled to start the morning of Jan. 20.

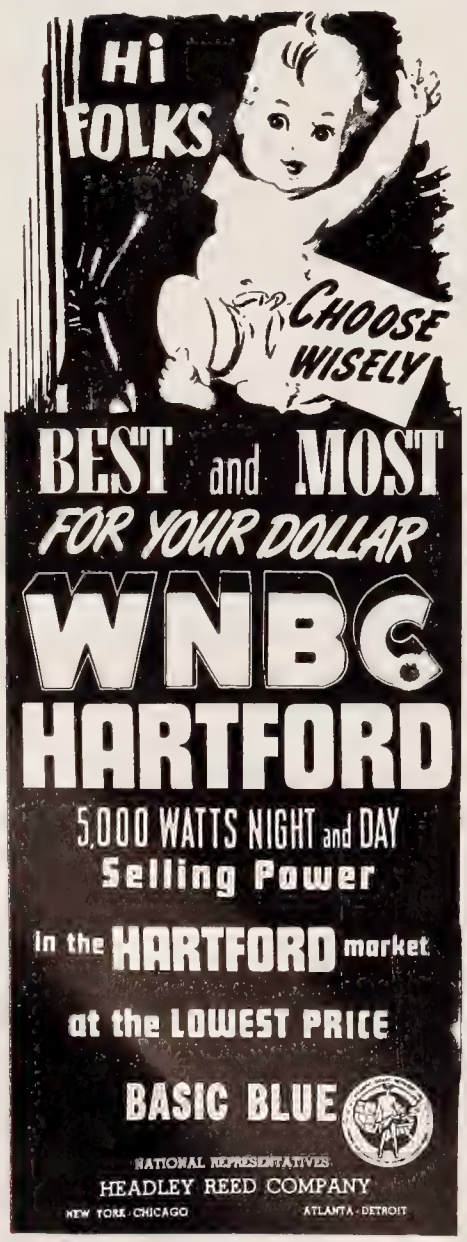
The eve of the big day arrived. Bob went to bed satisfied that nothing was left undone to give Stearn's a bang-up good program the next morning. That night, however, fire broke out in the big department store.

WGAR described Bob's tragedy thus:

"Forker, ever loyal to the account, ever loyal to WGAR, rushed to see, his ears could not believe.

"But there—there—'twas true, his beautiful new account—burning—going up in smoke. Oh horror, oh death, oh gawd, his 15%."

The store has postponed the program indefinitely. Damage reached $100,000 and the store has been closed until repairs can be completed.



KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

four groups mentioned above, only tobacco showed any material increase in national network expenditures, volume in this instance rising between 15% and 20%.

Automotive advertising over national networks increased about 15% during the year, probably due mainly to the increased use of the medium for good will and institutional purposes.

Confectionery Advertising Up

Confectionery and soft drink advertising showed one of the most important gains of all product groups, rising approximately one-third above the 1941 level. Publications advertising also rose in the neighborhood of one-third during the year.

National restrictions on non-essential driving for the purpose of conserving the nation's rubber supply were reflected in the marked decline of gasoline company advertising over the major networks. Advertising volume for this product group decreased about 45% from the 1941 level.

Network financial advertising probably increased 10%, while travel advertising, a comparatively minor item, rose about 15%, jewelry and silverware advertising, on the other hand, dropped off about one-fifth. House furnishing and equipment advertising, reflecting limited stocks of consumers' goods in this field, dropped off about one-fifth from the 1941 level.

Estimated *gross billings* for the industry as a whole, based on calculations by Dr. Hettinger and Paul F. Peter, NAB director of research, for the years 1927-41, and BROADCASTING'S estimates for 1942 are as follows:

Estimated Radio Gross Billings (1927-1942)

Year	National Networks	Others	Total
1927	$ 3,833,000	$ 987,000	$ 4,820,000
1928	10,227,000	3,873,000	14,100,000
1929	19,196,000	7,604,000	26,800,000
1930	27,694,000	12,806,000	40,500,000
1931	37,502,000	18,498,000	56,000,000
1932	39,107,000	22,793,000	61,900,000
1933	31,516,000	25,484,000	57,000,000
1934	42,659,000	30,228,000	72,887,000
1935	49,315,000	38,209,000	87,524,000
1936	59,671,000	47,880,000	107,551,000
1937	68,828,000	75,314,000	144,142,000
1938	71,728,000	78,390,000	150,118,000
1939	83,114,000	88,000,000	171,114,000
1940	96,456,000	111,500,000	207,956,000
1941	106,900,000	130,700,000	237,600,000
1942	118,200,000	136,600,000	254,800,000

Tribute to Altman

MORE than 1,200 trees have been planted in a grove in Palestine as a tribute to Hyman Altman, who is marking his 13th year as director of the *Jewish Hour* on WJLB, Detroit. The Jewish Natonal Fund Council of Detroit started the movement.

Small Stations File Fewer Complaints In Last Month About Revenue Losses

DECIDED letdown in the complaint about losses in revenues of small stations has been detected during the last month, with indications that some revival of business has taken place and the situation may not be nearly as bad as was thought several months ago when the Government began looking into the picture.

While no official reports yet are available, industry surveys reveal that the number of losers probably is little larger than it was in 1941. There were approximately 180 stations in the red ink category in 1941, the majority of them in secondary markets or in outlying areas.

Tentative Report Drafted

There are about two dozen stations, however, in the larger markets that have been chronic losers, most of them subsidiaries of other businesses. Word spread last fall that many stations were faced with closure because of loss of both national and local business. The majority of these stations were without network affiliations. The number, however, apparently has tapered off during the last quarter.

FCC Chairman James Lawrence Fly, who has authorized a study into the financial status of stations, said at a news conference last Monday that a tentative report had been drafted, based on an FCC financial survey. He added, however, that a fairly substantial number of stations had been laggard in submitting material and that the analysis was not yet complete.

Chairman Fly said he considered his job in the matter as an advisory one, that the Commission would not "intrude" on business transactions which may be involved. He has sought, in collaboration with the Office of War Information, to encourage national advertisers to buy time on smaller stations.

Advertiser-Station Problem

"I consider my job," Mr. Fly said, "simply to help the stations in any way I can and incidentally I think to help the advertisers in getting their teeth into the problem and into the potential of this mode of advertising. I do hope to stimulate some responsible advertising in the field of the small and remote stations.

"I expect to simply furnish whatever information we might have available to the various stations, classes of stations, and move into the background with the thought that the whole matter would be one of private relations between the advertiser and the stations. All we would expect to do would be to furnish background information as far as it is available to us. In other words, we want to help in any way we can without intruding on the business transactions that may be involved."

New French Series

SOME 200 stations plan to carry the half-hour transcribed series *L'Heure de la France Eternelle*, just released by the newly-organized French-American Congress for Democracy. Consisting of dramatizations, French songs and talks by Fighting French leaders, program is intended to promote Democracy principles among the American population of French birth and ancestry. It is distributed free to stations in cooperation with *La Voix de France*, French newspaper published in this country. The German-American Congress for Democracy, which issues the transcribed series *We Did it Before* [BROADCASTING, July 13, Aug. 17], has been given financial support by the Office of War Information, Jacques Ferrand, radio chairman of the two groups, announced.

Sweeney's Work Grows

KEVIN B. SWEENEY, Western division sales promotion manager of BLUE, Hollywood, has been assigned additional duties in the sales department, according to Don E. Gilman, West Coast vice-president. Working with BLUE spot sales, Mr. Sweeney will develop eastern business for the network's 13 Pacific Coast stations. In the latter capacity he will report to Tracy Moore, Western division sales manager. As sales promotion manager he works under direction of Mr. Gilman.

Marcantonio Bill

BILL prohibiting abandonment without FCC permission of "any line, plant, office or other physical facility" of a communications industry, including telegraph and radiotelephone, was introduced in the House by Rep. Vito Marcantonio (AL-N. Y.) recently. The bill also would eliminate alien control from companies engaged in international communications by cable or radio.

Fireproofing Radios

NEW standards for fire prevention in electrical radios are explained by H. B. Smith, associate electrical engineer of Underwriters Labs. Inc., in the January 1943 issue of *Industrial Standardization*, house organ of the American Standards Assn. Standards set by Underwriters Labs. and approved by ASA will be used in post-war radio production.

ZENITH RADIO Corp., Chicago, has announced formation of a subsidiary, Zenith Radionics Corp., to conduct laboratory research work formerly carried on in the parent organization's research division.

AP

KPO, San Francisco, Cal.

. . . up to the usual high standards usually associated with your service . . . as full as we could possibly desire.

Don F. Martin, Director, News Special Events.

available through PRESS ASSOCIATION, INC. 30 Rockefeller Plaza New York, N. Y.

"We like the scripts ...we like the ideas... we like the program"

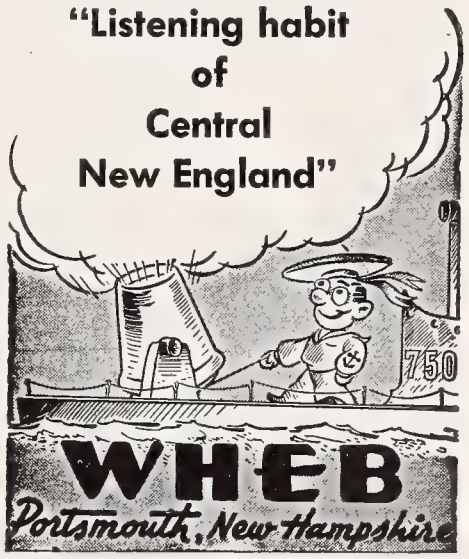
WAGM

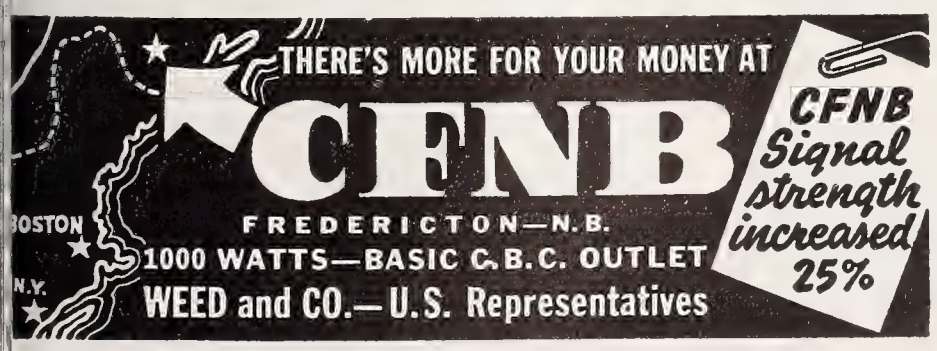
● If you are an ASCAP-licensed station you will like these programs, too. They are furnished without cost, and more than five hundred stations are using them regularly. If you are interested in turning your music costs into music profits, write or wire at once.

ASCAP Radio Program Service

30 Rockefeller Plaza • New York

"Listening habit of Central New England"





KSTP

50,000 WATTS

CLEAR CHANNEL

Exclusive NBC Outlet

MINNEAPOLIS • SAINT PAUL

Represented Nationally by Edw. Petry Co.

Actions of the

FEDERAL COMMUNICATIONS COMMISSION

JANUARY 30 TO FEBRUARY 5 INCLUSIVE

Decisions . . .

JANUARY 30

WALB, Albany, Ga.—Affirmed decision of motions commissioner denying petition to continue further hearing from Feb. 1 to March 15 on renewal application, CP and voluntary assignment of license; completion of testimony of Witness Tounsley postponed to Feb. 25.

FEBRUARY 2

WJRM, Elkins, W. Va.—Hear application for mod. of CP for extension commencement-completion dates of new station.

WHEB, Portsmouth, N. H.—Denied special service authorization to operate 7:00 a.m. to local sunrise, Nov., Dec., Jan., Feb., 250 w., to Feb. 1, 1944.

KVOO, Tulsa—Granted special service authorization to April 1, 1944, for 1170 kc., 25 kw. to local sunset, unlimited; DA-N,

FEBRUARY 3

WLW, Cincinnati—Hearing postponed on application for mod. license use 500 kw. Feb. 8 to March 9.

WGRC, New Albany, Ind.—WKPT, Kingsport, Tenn.—Dismissed without prejudice applications for CP; cancelled oral argument.

KJR, Seattle—Dismissed without prejudice application for mod. of CP to operate on 1000 kc., 50 kw., DA-unlimited.

WERC, Erie, Pa.—Continue hearing on application for mod. of license Feb. 10 to April 12.

FEBRUARY 4

KGHI, Little Rock, Ark., KFDM, Beaumont, Tex.—Granted licenses for new transmitters.

KFEQ, St. Joseph, Mo.—Granted license for new transmitter, DA, power increase, change hours of operation, move transmitter.

Applications . . .

FEBRUARY 3

KVOO, Tulsa—Mod. CP for power increase, change hours, new transmitter, DA-N, extension of completion date from Feb. 2, 1943, to April 4, 1943; extension of special service authorization for unlimited time, 25 kw. N, 50 kw, D, to April 4, 1943.

WKBV, Richmond, Ind.—Transfer control from William O. Knox to Central Broadcasting Corp. (1,000 shares).

WJHO, Opelika, Ala.—Voluntary assignment of license to Yetta G. Samford, C. S. Shealy, Thomas D. Samford Jr., d/b as Opelike-Auburn Broadcasting Co.

NEW, Associated Broadcasters, San Francisco—CP new international broadcast station 50 kw., share WBOS and KWID.

FEBRUARY 4

WDEL, Wilmington, Del.—License increase power, new transmitter, DA.

WGRC, Louisville—Move studio and transmitter from New Albany, Ind. to Louisville.

WKBB, Dubuque, Ia.—Voluntary assignment of license to Dubuque Broadcasting Co.

WAPI, Birmingham—CP change frequency, hours, increase power; DA-N.

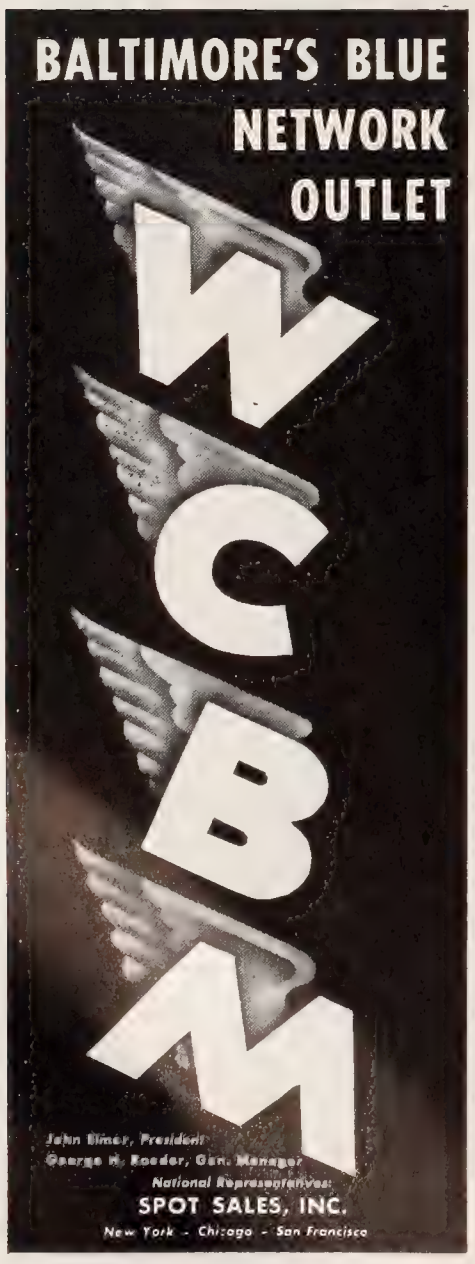
KWSC, Pullman, Wash.—Change 1250 kc. to 1030 kc., power 5 kw. to 1 kw. N, 5 kw. D, hours share KTW to unlimited, change antenna, ground system. Requests facilities of KOB

Tentative Calendar . . .

WLW, Cincinnati—Mod. of license 700 kc., 50 kw. N, 500 kw. D; unlimited; using W8XO transmitter (Feb. 8).

WTNJ, Trenton, N. J.; WCAP, Asbury Park, N. J.; WCAM, Camden, N. J.—Consolidated hearing in Trenton on renewal & mod. of licenses (Feb. 9).

WERC, Erie, Pa.—Mod. of license 1330 kc., 100 w. N, 250 w. D, unlimited (Feb. 9).



Tennyson on Loan To OWI From FCC

TO SET UP uniform acounting methods for the international shortwave broadcast stations leased by the Government last fall, Harry Tennyson, acting head broadcast accountant of the FCC, last week was loaned to the Overseas Branch of the Office of War Information for an indefinite period and shortly will leave for a tour of the stations.

Mr. Tennyson, with the FCC since its organization in 1934, was borrowed by Murry Brophy, chief of the Communications Facilities Bureau, with the approval of FCC Chairman James Lawrence Fly and chief accountant William J. Norfleet.

Mr. Tennyson's first assignment is in San Francisco, where he will audit the operations of KWID, the Wesley I. Dumm station, with Lincoln Dellar, former KSFO general manager, appointed last month as radio division chief of OWI's Pacific Coast section. He also will visit all other international stations on both coasts, according to Mr. Brophy, in setting up uniform accounting methods.

Mr. Tennyson, before joining the FCC, was with the ICC as an examiner. He has been acting head broadcast accountant since last April, when Capt. deQuincy V. Sutton joined the Signal Corps.

M. D. GROUP URGES PROGRAM STUDIES

EFFECTS of daytime serials in featuring problems which are essentially those of ordinary American home life are helpful rather than harmful to radio listeners, according to the report issued by a special committee of three well-known physicians appointed by NBC to study the morale qualities of network broadcasting. Headed by Dr. Morris Fishbein, editor of the *Journal of the American Medical Assn.*, the committee includes Dr. Henry R. Viets, Boston neurologist, and Dr. Winfred Overholser, professor of psychiatry at George Washington U School of Medicine, and is supervised by Dr. James Rowland Angell, NBC public service counselor.

"By the very nature of the daytime serial drama," the report states, "the pace is relatively slow, duplicating therefore much more nearly the pace of ordinary life than do the dramas of stage or motion picture or the single incidents of once-a-week drama. The daytime serial drama must be considered, therefore, as a whole and not related to the effects of a single incident.

"The place of radio in our culture and civilization is obviously well established and significant. The radio serial drama is the principal attraction of the daytime program schedule. They seem to fill a real demand for a public of considerable size and their shortcomings are heavily overweighed by their virtues. Obviously, they can be much improved by a more sensitive and intelligent appreciation on the part of the writers of the scripts of certain dangers inherent in the nature of these programs."

Wine Co. Expands

BISCEGLIA WINE Co., L. I. City, which entered the New York market for the first time in December with a contract for six quarter-hour music programs weekly on WHOM, Jersey City, in January added a total of 312 spot announcements on WOV, New York. Paradise Wines are featured in the New York advertising, handled by Pettinella Adv., while the Greystone brand is featured in Pennsylvania markets through J. M. Korn & Co., Philadelphia [BROADCASTING, May 18].

Higgins New Manager

GEORGE HIGGINS, for many years head of the sports department of WTCN, Minneapolis-St. Paul, and well known as a sports announcer, has been appointel manager of the station's St. Paul office. Mr. Higgins, in addition to his new duties, will continue his announcing of sports. He has been with WTCN for 11 years.

ELGIN NATIONAL WATCH Co., Eligin, Ill. has purchased *The Man Behind the Gun* on CBS dramatizing the accomplishments of war workers. Program is currently heard Wednesdays 10:30-11 p.m. Sponsorship will start in March. Date and time have not been decided. Agency is J. Walter Thompson Co., Chicago.

Network Accounts

All time Eastern Wartime unless indicated

New Business

COUNCIL ON CANDY as Food in the War Effort, Chicago, on Feb. 14, starts for 13 weeks Ernest K. Lindley, commentator, on 40 NBC stations, Sun., 3-3:15 p.m. Agency: BBDO, N. Y.

ADAM HAT STORES, New York, on Tues., Feb. 23 only, sponsors Jimmy Bivins-Aonton Christoforidis bout on 120 BLUE stations, 10:30 p.m. Agency: Glicksman Adv., N. Y.

GILLETTE SAFETY RAZOR Corp., Boston, on Feb. 19 only sponsors Ray Robinson-Jackie Wilson boxing bout on MBS 10 p.m. Agency: Maxon Inc., N. Y.

HOOVER SWEEPER Co., Canton, O. (institutional), on Feb. 2 only sponsors broadcast of Army-Navy "E" award ceremonies on 39 MBS stations, 3-3:30 p.m. Agency Leo Burnett Co., Chicago.

P. BALLANTINE & SONS, Newark (beer) on March 8 starts *Guy Lombardo and His Royal Canadians* on 24 CBS stations, Mon. 10:30-11 p.m. Agency: J. Walter Thompson Co., N. Y.

SCHENLEY IMPORT Corp., New York (Dubonnet wine), on March 1 starts *Alec Templeton Time* on 84 BLUE stations Mon., Wed. Fri., 10:30-10:35 p.m. Agency William Weintraub & Co., N. Y.

Renewal Accounts

GULF OIL Corp., Pittsburgh, on Feb. 14 renews *We the People* on 80 CBS stations, Sun., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

NAVY AFM DETAILS HALT MILK SERIES

SEVERAL HITCHES which marred the Jan. 26 opening of a 30 minute program of WFPG, Atlantic City, sponsored by the Supplee Wills-Jones Milk Co., Philadelphia resulted in cancellation of the second broadcast, scheduled for Feb. 2, only a few hours before air time.

Placed through N. W. Ayer & Sons, Philadelphia, the program scheduled for 7:30 p.m., Tuesday was to feature Coast Guard talent and the Philadelphia Coast Guard Band. First program, which originated from studios of KYW, Philadelphia, and was fed to WFPG finally was approved as a sustaining show by Navy Public Relations officers after the Philadelphia Local of the AFM protested that the Coast Guard band was competing with civilian musicians.

On the opening program the sponsor received no mention. Navy officials said the Coast Guard band had not been properly cleared by because arrangements had gone forward the initial program was permitted as a sustainer. Rules forbid Navy, Coast Guard or Marine bands from participating as talent in sponsored broadcasts in competition with civilians.

Plans then went forward to use Coast Guard talent in a quiz portion of the second program, with sponsor arranging for a civilian band, but Atlantic City Local AFM, protested on the ground that WFPG had been declared unfair. Consequently the second broadcast was cancelled at noon Feb. 2.

Supplee-Wills-Jones Co., which was entering radio for the first time in recent years, has announced no definite plans for the future.

MGM Adds WWJ

AFTER a successful experiment on WGN, Chicago, Metro-Goldwyn-Mayer Co., New York, has placed on WWJ, Detroit, a similar quarter-hour thrice-weekly program titled *The Lion's Roar*. With Herschel Hart, WWJ commentator, as m.c., program gives advance build-up to MGM pictures. MGM also sponsors a five-minute program of the same title on 55 BLUE stations Monday through Friday, in addition to thrice-weekly series on WGN. Agency is Donahue & Coe, New York.

RADIO GUEST BAN RELAXED BY FILMS

WITH an added proviso, Hollywood film studios have relaxed their policy of no radio guest appearances for film talent and are permitting contract players to appear on network sponsored shows. Provision specifies that all monies earned be turned over to the motion picture companies to be placed in escrow pending further clarification of $25,000 wage ceiling.

Principles of film talent working out allowable income within the motion picture industry first would thus be retained. Talent, however, was reported as balking at the set-up. In several instances, it was said, players had turned down radio bookings rather than let payment pass beyond their control pending official Congressional action.

Meanwhile, advertising agency executives find they are able to obtain sufficient name talent to meet the need, with radio stars booked to exchange guest appearances. In addition, they declare there are more than enough freelance name players for guest spots. Talent supply, it was said, is ample to offset radio's loss of film studio contract players.

Food Co. Adds Time

LOMA LINDA Food Co., Arlington, Cal., recently started sponsoring thrice-weekly participation in Norma Young's *Happy Homes* on KHJ, Los Angeles. Contract is for 13 weeks. Firm also is sponsoring weekly participation in Ann Holden's *Home Forum* on KGO, San Francisco, and in addition utilizes other California radio. Agency is Gerth-Pacific Adv., Los Angeles.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

nnouncer—Solid commercial man wanted. Seventy-five dollar weekly guarantee in AFRA shop. Please give full particulars in letter of reply, together with times you may presently be heard on the air. Box 291, BROADCASTING.

nnouncer—Experienced—$42 start for regular 43 1/3 hours. Write fully, advising draft status, age, references, duties, and if quality transcription available. Howard Loeb, Manager, WFDF, Flint, Michigan.

ANTED—News writer for NBC-affiliated radio station in large Mid-West city. Give references, age, draft status and present salary. Box 282, BROADCASTING.

anted — An experienced announcer. WFBC, Greenville, S. C.

ANTED—Engineer. Any class. Experience unnecessary. Good salary. WJTN, Jamestown, New York.

nnouncer—Wanted by 5000 watt CBS station in Midwest. Please state marital and draft status. Also send picture and disk. A steady job for a steady man. Write Box 289, BROADCASTING.

xperienced Salesman — New England Basic Network Station, leader in volume. Major market, city of 200,000. State draft status and salary requirements in first letter. Box 288, BROADCASTING.

HO—DES MOINES, IOWA needs men experienced in radio, 28 years or older, married with at least two children, two or more years college education, preferably from Middle West. **SALES PROMOTION MANAGER,** write to Hale Bondurant. **TRAFFIC MANAGER,** write to Hale Bondurant. **ANNOUNCER,** write to Harold Fair. **NEWS RE-WRITE** man, Write to Jack Shelley.

rst or Second Class Operator — Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

Situations Wanted

rogram Director — Announcer special events, news. Bill Dillner, 3728 Sheffield, Chicago.

VO EXPERIENCED ANNOUNCERS — Now working—desire better positions. Prefer Mid-West. Commercial, play-by-play sports. Classifications, 4F. Box 277, BROADCASTING.

rsatile, experienced, all-around announcer—NBC trained, doubles at control board. Personable young lady has excellent voice diction and delivery. Well-educated, sparkling personality and ability to cooperate in variety of station work. Chicagoland only. Investigate. Box 276, BROADCASTING.

Situations Wanted (Continued)

Experienced Station Manager—Must move family to different climate, preferably West Coast. 14 years' experience all phases local and regional station operations. Presently employed responsible position. Interested in making permanent connection with aggressive organization that will pay for results. Will send full particulars of experience and background—A-1 business, character and financial references. Box 278, BROADCASTING.

Salesman—Four years' network experience. Excellent references, draft exempt. Box 287, BROADCASTING.

Young Executive—Desires enter broadcasting. Wharton graduate, 28 years old, fine appearance and background. Permanent draft deferment. Now responsibly employed in public contact work. Excellent references. Box 286, BROADCASTING.

Woman—With knowledge of traffic work, also can do announcing and continuity writing. Would like Middle West. Box 285, BROADCASTING.

Program-Production Director, Continuity-Copy Writer—Good at details. 3rd Radiotelephone. Married. 4F draft. Experienced. Anywhere immediately! Box 284, BROADCASTING.

ATTENTION NEW YORK AREA—Top flight newscaster, studio announcer with program production experience. Network background. Available two weeks notice. Box 283, BROADCASTING.

Experienced Operator—Available in about a month. Address all correspondence to J. M. Wall, 99 Main St., South River, New Jersey.

Versatile Man Desires Change—Experienced program-musical director, production man. All-around announcing experience, good news presentation. Excellent copy writer. Have unique early morning show idea. College graduate, with ability, initiative, ideas, reliability, appearance and personality. Draft exempt. Now on five kilo regional. Box 280, BROADCASTING.

Program Director—Production Manager. —Local and network affiliate experience, announcing, sales promotion. Married, 3-A. Box 279, BROADCASTING.

Wanted to Buy

RADIO STATION—Preferably in southern states. Whole or part interest. Give full particulars in first letter. Box 281, BROADCASTING.

Wanted—Presto Model Y Recorder—Wire price and condition collect to KFXJ, Grand Junction, Colorado.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

LICENSED OPERATOR WANTED

Call or Write WDRC,
Hartford, Conn. • Basic CBS



PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING
FOR
RESULTS!

Post-War Growth In Television Seen

Sarnoff Hails Opportunity for Period of Prosperity

TELEVISION is the most spectacular development in the field of communication to which we look forward in the post-war era, David Sarnoff, president of RCA, stated at a meeting of the Chamber of Commerce of the State of New York last Thursday.

Speaking on "Post-War Horizons," Mr. Sarnoff first dealt with recent scientific progress in particular in the field of radio and electronics. He then went on to point out that while science offers the post-war world " a promissory note" of a more abundant life, "payment is contingent upon social and economic forces over which science has no control.

"The achievements of science and industry," he said, "hold out for us the promise of a great post-war prosperity—but only if the individual enterprise of our citizens makes it a prosperity for all our people. Peace for only a segment of the globe and prosperity for only a section of our people will not be enough. Our constant efforts must be to make them universal.

Government's Chance

"Neither industry alone nor labor alone nor agriculture alone can provide prosperity or security for all. But Government, which represents all of us, can, in cooperation with industry, labor and agriculture, help to make the entire nation prosperous and secure."

Pleading for "an American charter for American business," Mr. Sarnoff urged that the Government should not usurp the function of business to "create industrial enterprises, or to finance them or to run them,'" but that "the government's function should be that of an umpire to see that each segment of society plays its part in accordance with the rules and fulfills its obligations to the community as a whole.

"Laws should be changed by legislation, not by bureaucratic fiat," he stated. "What is declared lawful at one time should not at another time be upset by the caprice of bureaucracy."

Speaking of television, Mr. Sarnoff said that "when the war started, television had barely taken its first steps as a public service. From engineering viewpoint, it was practical, and the public was eager for it. The necessities for war production made commercial progress out of the question. However, it is gratifying to those who labored many years to bring television out of the laboratory to know that the experience gained from television research is proving of vital importance in the war.

"When the curtain of war is lifted, television will be ready scientifically to go forward as a new service of public information and entertainment. We can expect to have intercity networks of stations as we have them in sound broadcasting. Eventually they will become nationwide. We look forward to television programs in theatres as well as in the home. Thanks to war research, these television pictures will be technically much better than they were before the war."

THIS IS A FACSIMILE of WEAF's latest program schedule, showing morning and afternoon availabilities. And is WEAF's face cerise! As conceived by WEAF, the plan involved a series of bi-weekly program schedules listing all programs carried by the NBC New York key. As executed by the printer, the second and third pages of the schedule, intended to show morning and afternoon availabilities, were blank on part of the press run. These blank schedules got into the mails and WEAF now has a collection of searing cracks from agency executives. Typical crack: "Glad to know that WEAF has all that time open. Think we can do business." Good sports, WEAF put out a press release.

KMBC's War Job

KMBC, Kansas City, has published a booklet describing its 1942 war broadcasting activities, and reporting that during 1942 it contributed a total of 161 hours, 12 minutes and 8,451 local announcements toward the Victory campaign, which did not include CBS war messages and programs also carried by KMBC. Ten outstanding programs were outlined, among them, *Present Arms*, a series of training camp broadcasts transcribed in Army camps of five states; *Feud For Victory*, one of three War Bond campaigns, netting more than $600,000; a salvage drive for scrap metal; and a farm-war service.

McCray Granted Leave For Censorship Post

THOMAS C. McCRAY, assistant general manager of WTIC, Hartford, in charge of programs and news, has been granted a leave of absence to join the broadcasting division of the Office of Censorship, J. H. Ryan, assistant director in charge of radio, announced last week. Reporting Feb. 8 to the Washington office, he will take a brief instruction course, then will be stationed in New York where his duties will include censoring shortwave material for export.

Leonard J. Patricelli, assistant program manager of WTIC, will succeed Mr. McCray, according to Paul W. Morency, station general manager. Mr. McCray, who has been with the Travelers Insurance Co., owners of WTIC, since 1920, has been in charge of programs and news since 1926.

KEITH KIGGINS, BLUE vice-president in charge of stations, left Feb. 6 for a month's visit to West Coast stations.



Drawn for BROADCASTING by Sid Hix

"Gad, What Acting! I Can Almost Feel the Gun in My Back!"

Col. Russell Brunner Of Air Corps Missing

LT. COL. RUSSELL R. BRUNNER, former chief of engineering sales for Bendix Radio, last week was reported missing by the War Dept. while on active duty with the Directorate of Communications, Air Corps.

Col. Brunner, a professional radio operator since he was 16, went on active duty as a captain in May 1942, and was promoted to lieutenant colonel less than a month ago. A graduate of Purdue U, he had managed WBAA, the campus station, for three years and later had done research in television at W9XG, the Purdue experimental station. In 1934 he went with United Airlines communications labs., joining Bendix when the firm was formed in 1936.

Granik Honored

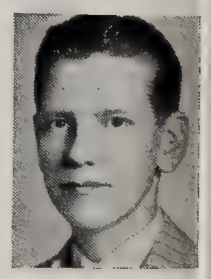
RADIO as one of the expressions of public opinion can be used "as a means of winning the peace" after World War II, according to Theodore Granik, founder and moderator of the MBS *American Forum of the Air*, and special advisor to Donald M. Nelson, chairman of the WPB, in a commencement address delivered at St. John's U, last Thursday afternoon. Mr. Granik was awarded the honorary degree of doctor of laws.



Mr. Granik

Keller a Major

JOSEPH E. KELLER, formerly secretary to FCC Commissioner Thad H. Brown and more recently engaged in radio practice with the Washington office of Horace L. Lohnes, has been commissioned a major, assigned to the Army Transportation Corps, Highway Division, under Col. Frederick C. Horner. Maj. Keller has been serving for some time as assistant to the director of petroleum and other liquid transportation at the Office of Defense Transportation, and will retain an office at ODT.



Maj. Keller

Authors File Suit

JAMES F. WATERS and Alfred Shebel, authors and producers of *Court of Missing Heirs*, filed suit last Tuesday in New York Federal Court against Herbert and Dorothy Fields, Michael Todd, 20th Century Fox Film Corp., and prominent actors in the Broadway show "Something for the Boys", claiming infringement of copyright and appropriation of property rights to the idea and material belonging to the plaintiffs. The program was on CBS under sponsorship of Ironized Yeast until September of last year.

Neighbor



Chin Lee Wing, kind and gentle patriarch, waits patiently for better days in war-torn Kiang Province where the Kan Kiang and Fu Ho Rivers meet.

In southernmost Bolivia, Carlos Perez, lowly peon, quietly prays for peace.

Jan Germanic, Czech guerilla leader, dreams of a friendly world in his mountain hideaway under the stars.

Ray Smith, aircraft welder of Wichita, hoists a glass to a gallant Russian pilot near Rostov.

World neighbors!

The world grows smaller. Distance and time have changed values. The old concept of "neighbor" moves past the house next door, past towns, past states, past countries to envelop the world.

Many forces contribute to this new concept of "neighbor". Radio, conqueror of time and space, high among them.

BROADCASTING
The Weekly Newsmagazine of Radio



IT DOESN'T MEAN A THING

if they don't answer YOUR ring!

• The existence of "coverage" is no proof whatever of the existence of "listeners", yet advertisers must have *BOTH.*

WKY delivers both. WKY delivers more coverage in Oklahoma on its 930 kilocycles than any other Oklahoma City station and, according to its Hooperatings, delivers from two-and-a-half to three-and-a-half times as many listeners, morning, afternoon, and night.

Advertisers, therefore, who have something to say or to sell to Oklahomans can not only ring more bells, but can get more listeners on the line over WKY than over any other Oklahoma City station.

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

FEBRUARY 15, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

SHIPS
SHEEP
SHEKELS

• Ten ocean-going ships are now afloat, the major parts of which were built in mile-high Denver. That is illustrative of Denver's diversified wartime industrial activity.

Sheep, for which Denver is the world's greatest market, helped to give Colorado farmers their best income year in two decades.

Both industry and agriculture are pouring shekels into the pockets of KLZ listeners as never before. KLZ listeners are spending their shekels with KLZ advertisers as never before.



Columbia Network • 560 Kc. *Denver*

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY

RESULTS

23,452 LETTERS

A cracker company, advertising on WLS, offered daily prizes for jingles used on their program. In 11 weeks they received 23,452 entries—all with proof of purchase! A breakdown of 12,000 of these letters revealed that 30% of the mail came from Metropolitan Chicago. It proves again that WLS is listened to, that WLS listeners *respond* . . . . and in Chicago, too!

WLS CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL



At Last! MODERN WAR SOUND EFFECTS

We have just completed a series of truly startling Super-Sound Effect records, making available to radio for the first time, the authentic sounds of warfare as it is fought today.

There are highly dramatic airplane effects, including Spitfires, Messerschmitts, the P-38, P-39, P-47 and other modern fighters and bombers in various flight maneuvers, dog-fights, dives, etc., new ground battle effects with tanks, falling bombs, machine-gunning and cannon fire, all amazingly realistic; the official British air raid alarm and all-clear.

The release includes, in addition to 12 sides of warfare sounds, 2 sides of new train effects and 2 featuring a Midway crowd and a crowd of natives.

These remarkable new effects, like all Standard Super-Sound Effects, are pressed on genuine Victrolac, guaranteeing lowest surface reproduction, something no longer to be expected from records made of reclaimed shellac.

A catalog supplement giving complete descriptions of these new effects is now in the mail. Write for your copy at once, if you do not soon receive it.

★ *Standard Radio*

45 WEST 45th STREET
NEW YORK, N. Y.

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.

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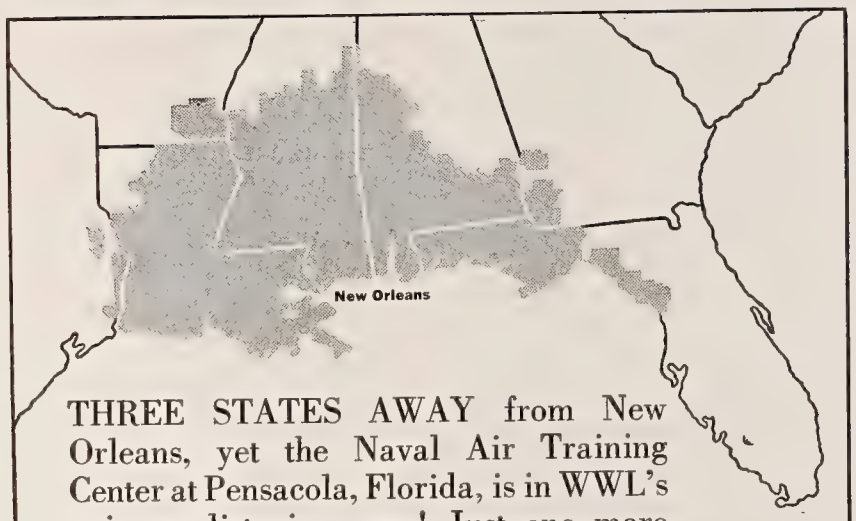
(Official U. S. Navy Photograph)

"Annapolis of the Air"

AT PENSACOLA, FLORIDA

IS IN WWL-LAND

and so are 10,000,000 customers from five different states



THREE STATES AWAY from New Orleans, yet the Naval Air Training Center at Pensacola, Florida, is in WWL's *primary* listening area! Just one more example of how WWL blankets the Deep South.

NO OTHER STATION for hundreds of miles can compete with WWL's 50,000 watt, clear channel signal. For complete coverage of the prosperous Deep South, you need—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 7 FEBRUARY 15, 1943

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February



A better buy is KFAB. Fits perfectly over the farm and small town markets throughout Nebraska and her neighboring states. Won't pop a runner in anybody's advertising campaign. For sheer profits, get KFAB to give you a "leg up" in this midwest area. We're rationing some of our time—but there are still good availabilities left, for you.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB

LINCOLN

This advertisement, appearing also in FORTUNE *Magazine for February, is one of a* FORTUNE *series published in the interest of Radio Stations represented by John Blair & Company.*



and Quaker Oats sells both at once

with SPOT BROADCASTING*

With so many products to sell, in all markets, under all conditions . . . tough advertising problems are a regular diet at Quaker Oats. Breakfast appetites change swiftly as seasons shift, from Winter to Summer, from North to South . . . and advertising must keep pace. Where some important brands are regional, advertising must fit the area without gaps and without waste. And on every product, budgets must be sensibly planned to get the most in sales for every dollar spent.

It's no wonder then that Quaker Oats relies so heavily on Spot Broadcasting. They know how easily this fast, flexible medium is arranged to match each season . . . to fit each region . . . to coincide with potential volume in every market. And they know that everywhere Spot Radio gives their advertising maximum effectiveness by giving them free choice of the best stations and of the best times with ready-made audiences.

Because of its complete adaptability to all of today's rapidly changing conditions, Spot Broadcasting has now become the fastest-growing form of radio advertising.

Is there a lesson for you in the way Quaker Oats makes flexible Spot Broadcasting pay? Then talk to your John Blair man. He will supplement your thinking with his merchandising experience, his knowledge of radio and his familiarity with leading radio stations.

• An interesting, informative booklet, "Spot Broadcasting," will be sent on request to advertisers and their agencies together with a list of John Blair markets and radio stations.



JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

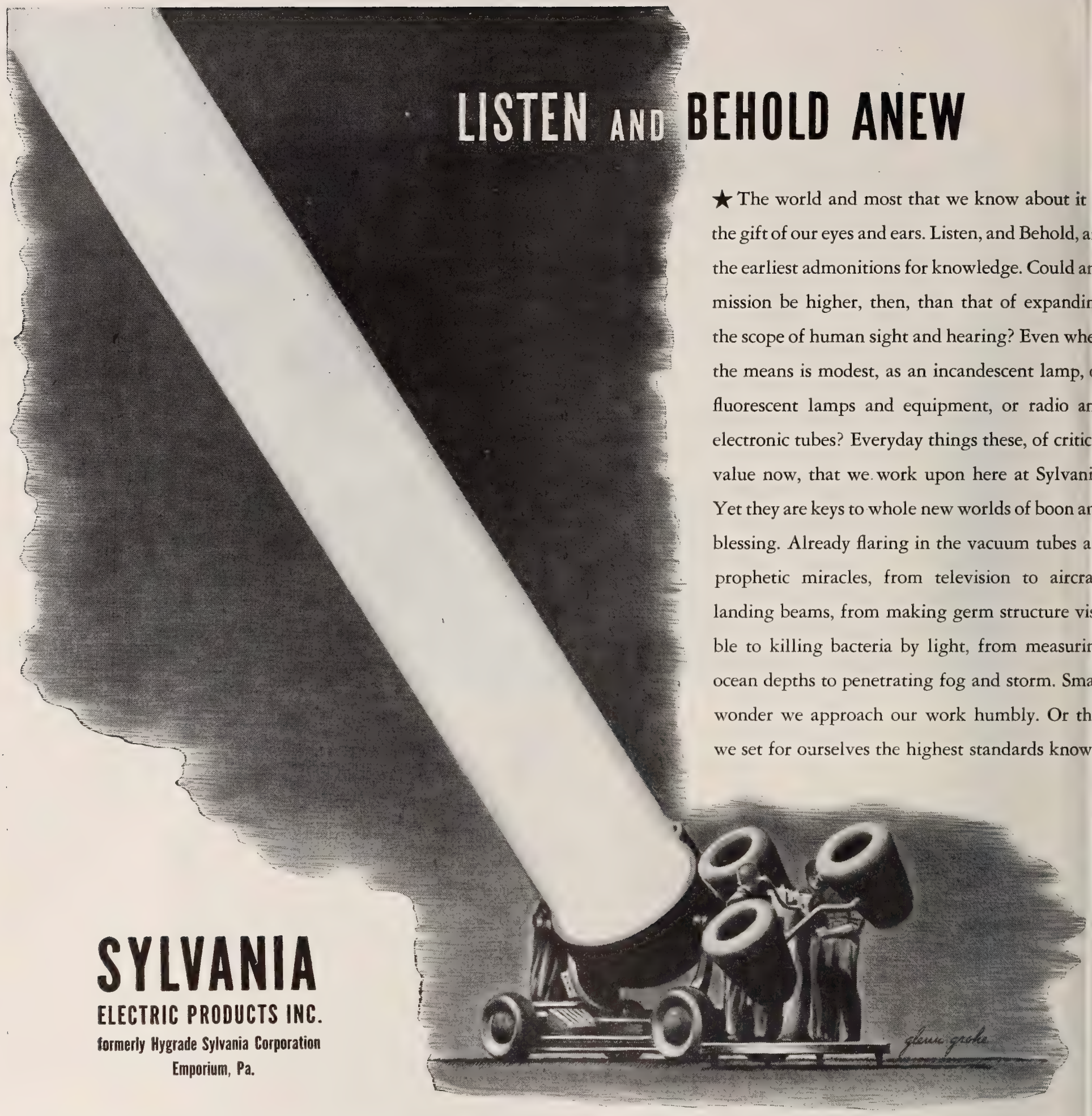
Chicago
New York
St. Louis
Los Angeles
San Francisco

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

** Spot Broadcasting is radio advertising of any type (from 25-word announcements to full-hour shows) planned and placed on a flexible market-by-market basis.*

LISTEN AND BEHOLD ANEW

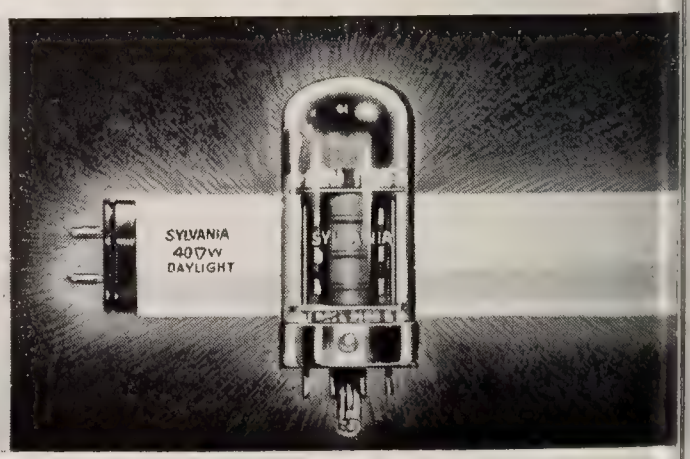
★ The world and most that we know about it is the gift of our eyes and ears. Listen, and Behold, are the earliest admonitions for knowledge. Could any mission be higher, then, than that of expanding the scope of human sight and hearing? Even when the means is modest, as an incandescent lamp, or fluorescent lamps and equipment, or radio and electronic tubes? Everyday things these, of critical value now, that we work upon here at Sylvania. Yet they are keys to whole new worlds of boon and blessing. Already flaring in the vacuum tubes are prophetic miracles, from television to aircraft landing beams, from making germ structure visible to killing bacteria by light, from measuring ocean depths to penetrating fog and storm. Small wonder we approach our work humbly. Or that we set for ourselves the highest standards known



SYLVANIA
ELECTRIC PRODUCTS INC.
formerly Hygrade Sylvania Corporation
Emporium, Pa.

Established 1901 . . . Makers of Incandescent Lamps, Fluorescent Lamps, Fixtures and Accessories, Radio Tubes and Electronic Devices

NAME TO REMEMBER. You may find the Sylvania name and mark on radio tubes, incandescent lamps and fluorescent lamps and equipment already in your service. It is a name to remember—to hold in mind and seek out when time comes to make necessary replacements. If you then find it less easy than formerly to locate Sylvania Tubes and Lamps—just remember that war needs must come first. We are doing all we can to fill civilian needs in view of wartime necessities that must be met.



"For extreme gallantry in conduct under fire." "Courage typical of representatives of a free press fighting for a free world."

Henry T. Gorrell
of the United Press
is awarded the Air Medal





THE CITATION ACCOMPANYING THE AWARD:

"To Henry T. Gorrell, civilian representative of the United Press, serving with the American Army Air Force in the Middle East.

"While participating in a bombing mission, Mr. Gorrell displayed extreme gallantry in conduct under fire. During his mission, enemy aircraft were encountered and in combat two enemy aircraft were shot down. For several hours Mr. Gorrell rendered vital aid to a seriously wounded member of the crew. Mr. Gorrell's action undoubtedly saved the life of this soldier."

IN a bombing raid, the last plane in the flight runs the greatest risks. By the time it comes over the target, enemy anti-aircraft has had full opportunity to get the range, enemy fighters have had time to rise to the attack.

United Press Staff Correspondent Henry T. Gorrell knew this when he gained permission to fly with U. S. bombers raiding Navarino Bay, on the Greek coast. He had his choice of planes and he chose to go with the last one because, despite greater danger, it offered "the best view of the show."

Gorrell's outstanding coverage of that show involved every danger he had foreseen. The bomber in which he rode was riddled by fighter-plane and anti-aircraft fire. It reached its base with two superchargers shot away, the automatic steering gear knocked out, an aileron ripped away and several members of the crew wounded. To one of the dangerously wounded Gorrell rendered first aid on the flight home. His conduct won for him the Air Medal.

Major-General Lewis H. Brereton, commander of the U. S. Army Air Force in the Middle East, in presenting the award to Gorrell, declared his courage "typical of representatives of a free press fighting for a free world."

UNITED PRESS

KARL KOERPER

MANAGING DIRECTOR, KMBC, KANSAS CITY



1922	A.B., University of Kansas, Majoring in Journalism
1922-29	Adv. and Asst. Sales Mgr., Ash Grove Portland Cement Co.
1924	Secretary to International Pres., Assoc. Adv. Clubs of the World, London, England, Conference
1925-28	Editor, The Christain, National Religious Publication
1929-38	Vice-Pres. & Sales Mgr., Greiner-Fifield Lithographing Co.
1938	Vice-President, KMBC
1939	Managing Director, KMBC

TAKE a look at Karl Koerper's thumbnail biography above, and you'll discover that he's been obviously successful in almost every kind of advertising work there is. But what doesn't show is that Karl is a successful *citizen*, too, and a real civic leader in Kansas City. That's practically another page-full, all by itself.

Speaking of doing well at many different jobs, we've always been rather proud of the variety of businesses in which *our* individual men have made good, too (and then brought their experience here to F&P!). Our staff includes many who were successful agency men, publication men, radio station men—market analysis men, manufacturers, merchants, lawyers, food-specialists (but as yet no butchers, or bakers, or candlestick makers!).

We mention all this just to prove one point: To us, your business, or your clients', isn't very "different"—because at least one or two of us have probably worked in it! Why not let us see if we have any *ideas* for you, here in this pioneer group of radio-station representatives?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 — **NEW YORK:** *247 Park Ave.* Plaza 5-4131 — **SAN FRANCISCO:** *111 Sutter* Sutter 4353 — **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 — **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 7 WASHINGTON, D. C., FEBRUARY 15, 1943 $5.00 A YEAR—15c A COPY

AFM Proposes Fixed Fee For Recordings

Manufacturers Would Pay Extra Cost To Union; Radio Not Mentioned

PROPOSALS for settlement of the American Federation of Musicians' ban on recorded music, which do not mention radio but which call for fees to be paid by the manufacturers and distributors of such music into a union fund for reducing unemployment, were mailed last Thursday to recording and transcription companies, wired music services and juke-box manufacturers. Accompanying the proposals were invitations to meet with the AFM national executive board at the union's headquarters in New York this (Feb. 15) afternoon.

Copies of the proposal also were sent to the Senate Clark Committee, appointed to investigate the union's ruling prohibiting its members from making recordings. The ban took effect last Aug. 1.

At a news conference Friday, James C. Petrillo, AFM president, predicted a settlement "within a couple of weeks". He explained that since his appearance before the Senate Committee "all along the line they are beginning to agree that there is some justice in our demands" and continued, "if they'll be fair, this will all be settled within a couple of weeks."

Queried about the absence of any mention of radio in the proposals, Mr. Petrillo declared: "We have no fight with radio. Any trouble there has been stirred up by the NAB." He denied that the AFM proposals are the same as those advanced by Samuel R. Rosenbaum, president, WFIL, Philadelphia [BROADCASTING, Feb. 1], but described the AFM plan as "entirely new and without precedent".

Fixed Fee Proposed

Describing the plan's operation, Mr. Petrillo said that the individual musicians will not receive any more pay for recording work than before, but that the additional fees will be paid directly to the union. "If we get a fund," he said, "no one but the AFM will handle it." He explained that the disposal of the funds will be on a national, not on a regional or local basis.

After a preamble describing the "many years of study and training" required to make an accomplished musician and the inroads of "canned music" upon the employment of musicians, the AFM statement says that "continuation of this situation must of necessity destroy the incentive for the study of music and eventually would destroy the entire music industry and music culture."

The union proposes: "A fund shall be created by the payment of a fixed fee to be agreed upon, for each reproduction of records, transcriptions, mechanical devices, and library service, the master of which was made by members of the American Federation of Musicians. This fund shall be used by the Federation for the purpose of reducing unemployment which has been created in the main by the use of the above-mentioned mechanical devices, and for fostering and maintaining musical talent and culture and music appreciation; and for furnishing free, live music to the public by means of symphony orchestras, bands and other instrumental musical combinations."

Stating that "canned music" includes records, transcriptions, library services, wired music and juke-boxes, AFM makes the following proposals for each type:

"RECORDINGS: The Federation shall receive from the manufacturer of recordings a fixed fee for each side of musical recordings made by members of the AFM, such fee to be agreed upon by negotiation.

"TRANSCRIPTIONS AND LIBRARY SERVICE OF TRANSCRIPTIONS: Members of the Federation will make commercial or sustaining transcriptions without additional fee to the Federation providing they are played one time only. (The number of copies made of transcriptions to be determined by agreement). With respect to other transcriptions used on a rental basis, the Federation shall receive from the company engaged in the business of renting-out transcriptions a percentage of the rental charge such percentage to be agreed upon by negotiation.

"WIRED MUSIC: The Federation shall receive from the company engaged in the business of selling wired music a percentage of the price charged, such percentage to be agreed upon by negotiation.

"JUKE BOXES: The Federation shall receive annually for each juke box used, a fixed fee, such fee to be agreed upon by negotiation."

Chief drawback to the recording industry's acceptance to the plan, according to industry spokesmen, is that it empowers a labor union to collect funds for private unemployment relief to be distributed by the union, contrary to previous practice that all such moneys should be collected and distributed by the Government.

Three spokesmen also said that in their opinion the plan would work against the Government's anti-inflation program by increasing the cost of recordings; that it would oppose the work of the War

(*Continued on page 52*)

House 7-Man Probe Expected To Augment Cox FCC Inquiry

A DOUBLE shot at the FCC by select House investigating committees was seen last week with the passage by the House of the Smith Resolution (HRes-102) setting up a seven-man committee with broad powers to investigate rules, regulations and directives of Federal agencies and designed to curb so-called "bureaucratic" activities.

This inquiry will not conflict with the Cox investigation of the FCC and its personnel and policies, slated to get under way next month.

New Yorker Chosen?

It was predicted by House members that the new committee, authorized to bring in recommendations for legislation to restrain activities of Government bureaus and agencies, probably would delve into FCC activities as one of its first orders of business. The committee, it is expected, will be headed by Rep. Smith (D-Va.), author of the resolution and a member of the Rules Committee who has worked closely with Rep. Cox (D-Ga.) and supported him strongly on the FCC inquiry .

Meanwhile, it was learned that the Cox select Committee would announce selection of its chief counsel within a few days. Reports from New York were that a prominent attorney of that city had been selected, but his identity would be withheld pending formal acceptance. It was understood that he is a member of an outstanding New York law firm specializing in corporate and trial practice.

With the announcement of counsel, the Committee will appoint associate counsel and an investigating staff. Chairman Cox said he hoped to get the inquiry under way by March 15.

Irrespective of the Cox Committee functions the new Smith Committee also will investigate the FCC, pursuant to the House resolution. In the detailed debate last Thursday, mention was made of the FCC as one of the agencies to be covered. That Committee also is authorized to designate special counsel and subpoena witnesses and records. It will cover the entire Washington front generally, whereas the Cox inquiry has a specific mission—the FCC, its personnel and their stewardship from the start.

Chairman Cox said the Committee would not overlook anything and that its members are not disturbed by "backfires", which he asserted had been set up in an effort to stymie the inquiry. Initial funds of $60,000 already have been approved by the House Committee on Accounts for the investigation.

It was presumed that Rep. Cox's reference to "backfires" dealt with the resolution adopted by the ex-

(*Continued on page 44*)

Blue Clarifies Stand on Commentators

House Group to Probe Winchell Status At Hearing

MUZZLING commentators is not the intent of the BLUE, developments in the wake of the Walter Winchell "damn" slip a fortnight ago, indicated last week. Misinterpretation of a memorandum to BLUE news editors led to published charges that the network had forbidden criticism of Congressmen and other Government officials and employes, according to Mark Woods, BLUE president. It was indicated that the whole thing was a "tempest in a teapot" and would blow over quickly.

Meanwhile Chairman Vinson (D-Ga.) of the House Naval Affairs Committee, announced Friday that his Committee was to consider the case of Mr. Winchell as a Naval Reserve officer in executive session Monday, Feb. 15, with public hearings scheduled to begin Tuesday or Wednesday. Secretary of the Navy Knox, Mr. Woods, Mr. Winchell and others are expected to be called to testify as to the commentator's status.

"Healthy Sign"

While discussion was aroused over the controversy, which also involved Drew Pearson, Washington columnist and BLUE commentator, Mr. Woods made it clear that there was no issue of freedom of the air involved. There was considerable discussion about new "rules" issued by the BLUE tending to "gag" its commentators, but it developed that the so-called "rules" merely were memoranda designed to cover a specific situation not likely to recur.

Mr. Woods emphasized there had been no new rules issued and that the standards governing news broadcasts invoked for several years by BLUE, when it was a part of NBC, still stand. The brief instructions following the Winchell incident were simply for the information of commentators and established no new policy. They covered only "derogatory remarks" as against "fair criticism," which always has prevailed not only for BLUE but for all networks and for the industry as a whole.

"The discussion now in progress is a healthy sign," Mr. Woods asserted last Friday. "I believe that the views expressed by the commentators themselves will help to draw the line clearer between the fair and factual, and the unfair and unfounded criticism which would really destroy the freedom of the air."

Long recognized as an advocate of freedom of the air, Mr. Woods was influential in the drafting of the original industry code provisions and the NBC and BLUE requirements covering handling of news. The incident caused a furore because of reverberations in Congrss and general agitation. It was felt that insofar as the BLUE's news commentaries are concerned, there would be no discernible change in handling and no change whatever in overall policy.

Mr. Woods took the position that the open discussion would cause no controversy and would help all concerned in an understanding of the situation. The BLUE's position that there should be a distinction between derogatory remarks and fair criticism follows policies prevailing in the newspaper field generally.

Following the Winchell broadcast of Jan. 31, which caused the introduction of a resolution (HRes-95) by Rep. Hoffman (R-Mich.) for a report on the status of the commentator as a lieutenant commander in the Naval Reserve [BROADCASTING, Feb. 8] the BLUE notified its news editors to beware of "derogatory remarks". This was done simply to keep them on their toes, it was stated. This memorandum, which Mr. Woods explained as an interpretation of existing rules, follows:

"No remarks shall be made which are derogatory of any member of either House of Congress, member of the President's Cabinet or any other person holding any public office.

"No derogatory or insulting remarks about either House of Congress or any groups of members in either House or any Federal agency or employe thereof.

"No remarks which might im-

(*Continued on page 45*)

1903 Irvin Ray Baker 1943

IRVIN R. BAKER, one of radio's best-known pioneers, died suddenly last Tuesday in Camden of a cerebral hemorrhage. He was 39.

Mr. Baker was at his office at RCA Mfg. Co. in Camden when the attack came. While he had been ill intermittently for several months, he had lost little time from his work. Immediate cause of Mr. Baker's death was a hemorrhage, presumably induced by high blood pressure. He had undergone treatment for a streptococcus infection in his thigh and recently had been under doctor's care.

Joined G-E in 1927

Formerly head of RCA's broadcast transmitter sales, Mr. Baker last year was assigned to advance the development of electronic applications to war industries and to post-war planning. He was one of the best-known and best-liked figures in the radio, television and electronics fields.

Born on a farm in Freedom Township, Adams County, Pa., on Oct. 6, 1903, Mr. Baker attended the public and high schools of the township and later attended Gettysburg College. He had become interested as a boy in "wireless". After he received his B.S. degree, he continued his studies toward another degree in electrical engineering.

Shortly following his graduation, Mr. Baker entered the employ of General Electric Co., Schenectady, in 1927. He was placed in charge of operations of the famous Schenectady high-powered station, WGY, one of the first stations in the country. Such figures as Andrew D. Ring, former FCC broadcast engineering chief; Lt. Com. Joseph A. Chambers, now in the Navy, who built the WLW 500,000-watt transmitter; Lt. Com. A. B. Chamberlain, former CBS chief engineer, and Harold Vance, who is with RCA in Camden, all served



I. R. BAKER

their radio apprenticeship with "Bake" at Schenectady.

In 1929 "Bake" joined RCA and within a few days his qualities of leadership and pioneering knowledge led to his appointment as head of broadcast transmitter sales at the Camden plant. He was a familiar figure at NAB conventions, as head of RCA's technical contingent. He was responsible for many innovations in design and construction of broadcast transmitters.

With the war's outbreak, Mr. Baker devoted most of his time to research in the use of high-frequency radio current, to speed war production. He remained the actual head of broadcast equipment operations, however.

Mr. Baker is survived by his wife, the former Eleanore Oland, of Ewan, N. J., whom he married two years ago, and their first child, Robert Oland, born last Jan. 4. Interment was at Gettysburg Feb. 12.

FTC to Act Soon On Rebate Inquiry

Ewin Davis Promises House Quick Decision on Report

PROMISE of early action by the Federal Trade Commission on its preliminary inquiry into radio discount and rebate policies was made by Commissioner Ewin L. Davis to a subcommittee of the House Appropriation Committee, records of hearings on the Independent Offices Appropriations Bill revealed last week.

Replying to inquiries from Rep. Wigglesworth (R-Mass.) on the progress of the investigation, Commissioner Davis said that "a very thorough investigation" had been made of the whole industry and that the Commission would act just as soon as it gets a report.

Report Ready

The investigation has already been finished, and the report is now apparently ready for the Commissioners, since Samuel Williams, chief examiner in charge of the case, is known to have cleaned up his work before leaving for military service. FTC Counsel William Kelley some time ago promised the House committee that Mr. Williams would finish the radio case before leaving.

Active Congressional interest, if not inspiration for the case, was also revealed at the Appropriation Committee hearings. Congressman Wigglesworth, in questioning FTC counsel Kelley, asked the status of the radio inquiry "promised us a year ago."

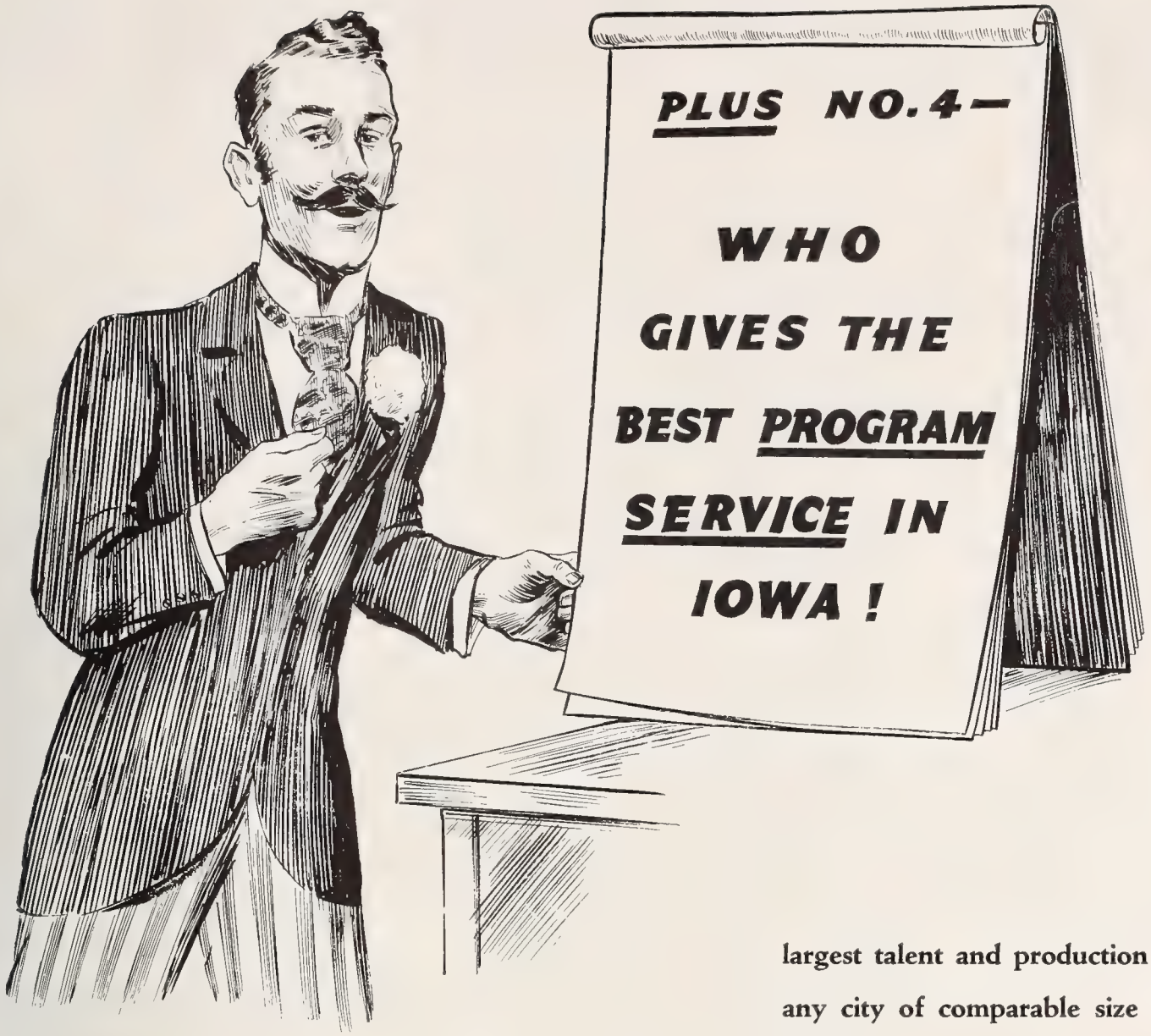
Inquiries of this nature, FTC has repeatedly warned, are purely routine, and broadcasters have been cautioned against assuming that complaints will inevitably result.

LaRoche to Ad Council

CHESTER J. LaROCHE, chairman of the board of Young & Rubicam, has taken a leave of absence from the agency effective immediately to devote all of his time to the post of chairman of the Advertising Council, which has lacked a fulltime operating head since the resignation of Miller McClintock as executive director to become president of MBS. The council has abolished the position of executive director. One of the founders of the council and an active leader in its activities since its inception, Mr. Laroche emphasized the increased responsibilities of business in advancing the war effort on the home front and the place of advertising in mobilizing the people and in keeping them informed and inspired.

Elgin Starts March 7

ELGIN NATIONAL Watch Co., Elgin, Ill., (institutional) on March 7 starts *The Man Behind the Gun* on 59 CBS stations Sundays, 10:30-11 p.m. Program has been sustaining Wednesdays, 10:30-11 p.m. Agency is J. Walter Thompson Co., Chicago.



● When you come right down to it, NBC provides a daily and nightly dish of entertainment that's awfully hard to *approach*—much less *beat!* So when we say WHO is the only NBC outlet in Iowa, we're also going a long way toward proving that we've hardly any competition in program service!

But that's only about half of our program-service story! WHO local live talent programs are definite additions to our entertainment menu. Under the direction of Harold Fair, WHO has built the largest talent and production staff to be found in any city of comparable size in the entire United States.

Besides that, WHO maintains the most elaborate news-broadcasting facilities in Iowa, and renders such unique service that our news is followed by millions of fans *from Coast to Coast.*

That's Plus No. 4 for WHO. You want to surround your commercials with the best programs heard in Iowa. You can do it at WHO, and *only* at WHO! Write us for all the other Plusses, or ask Free & Peters!

WHO

+ *for* IOWA PLUS ! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Censorship Centralized Under New Code

New Restrictions, Foreign Tongue Provisions

Text of revised code on page 24.

CENTRALIZATION of all domestic censorship, a few added restrictions, more stringent supervision of foreign language broadcasts and definitions of "appropriate authority" are provided in the revised Code of Wartime Practices for American Broadcasters. The new Code was released last Wednesday by Byron Price, Director of the Office of Censorship.

Dated Feb. 1, 1943, the new Code, effective immediately, supersedes the original Code of Jan. 15, 1942 as well as the first revision dated June 15, 1942. It clarifies many questions which have arisen since the last revision eight months ago, adding sections relating to simulated air raids and blackouts and others.

Foreign Tongues

Most stringent regulation provided in the new Code covers foreign language broadcasts. Under new provisions the Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all persons engaged in foreign language broadcasting who, in the opinion of Censorship, "endanger the war effort of the United Nations by their connections, direct or indirect, with the medium."

Bases of judgment in exercising this function will be two-fold: "Current material written for broadcast or broadcast over American facilities, and past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies."

The Code makes it clear, however, that the individual management is not relieved of the responsibility of employing only those whose loyalty the management does not question. Station operators further are charged with the responsibility of reporting any personnel who might be suspected to the Office of Censorship.

Praise From Ryan

J. Harold Ryan, assistant Director of Censorship in charge of radio, asserted that some 150 foreign language stations are broadcasting more than 1,500 hours weekly in 29 or 30 languages and the job of policing such broadcasts couldn't possibly be carried on in one office. He commended the station operators who are cooperating fully with Censorship. He explained that the Broadcasting Division had set up a separate section for foreign language operations.

The Code governing broadcast of news generally parallels the press Code except in weather information, where broadcasting restrictions still are severe. Sportscasters may use such terms, however, as "game called because of weather", "wet grounds", "muddy field". Terms such as "clear", "rain", "windy", "overcast" are "an index to weather conditions over a large area and should not be employed," says the Code.

Although the Office of Censorship was established shortly after the U. S. entered the war, individuals of several Government agencies have exercised their own censorship in the past, while others released information held contradictory to the Code. In emphasizing there is but one Office of Censorship, to which all queries regarding such problems should be routed, Mr. Price pointed to a foreward in both the broadcasters Code and press Code which reads:

Basis of Authority

"The Code of Wartime Practices is issued pursuant to instructions by the President, who commissioned the Office of Censorship to supervise domestic voluntary censorship. You are reminded that whenever anyone else, in any part of the country, makes a request which appears unreasonable or out of harmony with the Code, you are at liberty to appeal at once to the Office of Censorship. Much confusion would be avoided if such appeals were more frequent."

In the last war postmasters, sheriffs, county chairmen and other semi-public officials were instructing newspapers as to what news could be published and what couldn't, Mr. Price recalled. Some of that has been true in the present war, but more and more both radio and the press have taken their censorship problems to the Office of Censorship and by-passed other officials.

"You'd be surprised," he said, "to know how many unreasonable requests we have been able to squash because publishers and broadcasters appealed to us. There is but one Office of Censorship. We ask you to call us if you have any doubts." In the overall Washington operation steps have been taken to channel information through public relations offices and to divert any problems of censorship to Mr. Price's Office.

Referring to the revised Code as representing the "progress of the Administration to keep pace with the progress of the war", Mr. Price said greater emphasis has been placed on the protection of military units overseas. Relaxations have been allowed in information regarding war production because "our production is pretty good now".

He paid tribute to both broadcasters and publishers for their cooperation with the Government in applying the voluntary Code. "Newspapers and broadcasters have been singularly cooperative," he declared.

The Director of Censorship explained that his office is not responsible for censorship of news from combat zones, including North Africa. Such censorship is handled by the military.

Referring to suppression of news after it has once been published, Mr. Price said his organization had never taken the position that information could be suppressed after publication. In rare exceptions, where some small paper with limited circulation published a story, he said, efforts might be made to keep the information confined to the local area.

Censorship position on the priority of publication is contrary to a past War Dept. policy that even though a story had been published in a metropolitan newspaper, like the *New York Times*, it should be suppressed in all other media. The "special note" which sets out that the Office of Censorship was created by Presidential order places full responsibility in such instances on the shoulders of Censorship and not other Government agencies. Mr. Price explained, however, that his office is cooperating with other Governmental functions.

Legislative Problem

Most of the new provisions in both Codes already are outstanding in the nature of special requests from broadcasters and newspapers, said Mr. Price. Solutions of many problems without precedent, which have been decided upon as they arose, have become new clauses or revisions in the Code.

One question still remains to be settled—the status of State Legislatures or individual legislators as "appropriate authority" when they deal with information restricted by the Code. Censorship has ruled that a Congressman is "appropriate authority" but the problem of State Legislatures and individuals is under consideration, according to Mr. Ryan.

With reference to news about the Armed Forces, the new Code elaborates over the last revision, carrying heavier restrictions in some instances and relaxation in others. The Code lists information which may not be used concerning troops both at home and abroad.

In the Action at Sea section the new Code restricts information about the sinking or damaging from war causes of war or merchant vessels in any waters, unless officially released for publication and broadcast by appropriate Naval authority. Under the old Code information made public outside the United States could be used, with the origin specified.

A new clause in the Code covers accredited military and naval correspondents, accepted by the War or Navy Departments to visit restricted areas in the United States. Censorship exercises no control over such correspondents, inasmuch as any area attacked by the enemy would be placed under military control immediately and censorship would be handled by the armed forces. The Code is applicable, however, to broadcast operations outside the declared area.

Sabotage Provisions

Sabotage, which was included under Production in the old Code, now is set aside in a separate section. Restricted are specifications (including information on bottlenecks) which saboteurs could use to damage war production plants, transportation lines, public utilities, or other military objectives or any information indicating sabotage. No mention of sabotage should be made in reporting accidents, unless authorized by the military

(*Continued on page 55*)

The Printer Again

WHEN COPIES of the revised Code of Wartime Practices for American Broadcasters reached the Office of Censorship for distribution, 10 minutes before Director Byron Price was scheduled to release the new Code at a news conference last Wednesday, it was discovered that the Government Printing Office omitted an important exception to weather broadcast restrictions. Consequently Censorship had to get out riders including the following exception: "News regarding flood conditions may be broadcast provided it contains no reference to weather conditions."

REST BEFORE AIR FOR ELMER DAVIS

ELMER DAVIS, director of the Office of War Information, reiterated his intention to go on the air with a weekly program of war information at his news conference last Wednesday.

He added, however, the program would not start until he first had a chance to get away for several days. Reports have it that Mr. Davis' health is such as to make a rest necessary in the near future.

In any case he may be expected to take the air toward the end of this month, broadcasting on Fridays over NBC, CBS and BLUE, 10:45-11 p.m. MBS will rebroadcast the program each week by transcription, probably on Saturday afternoon.

The Guiding LIGHT

In Cloudy Weather it is the Beacon that Guides

In business it is intelligence that guides safely through clouded situations



WEED
AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

Half-Million Cut From Funds for FCC

Bill Also Recommends Deletion of Another Quarter Million

CUT OF a half-million dollars in the FCC appropriation for the 1943 fiscal year, along with a recommendation that another quarter-million be lopped off, was made to the House last week by its appropriations committee in submitting the new Independent Offices Appropriation Bill. The measure was scheduled for House consideration Feb. 15 with indications of a fight on some FCC funds.

The bill carries a total of $7,609,914 for the FCC, which is some $223,000 more than its current 1942 budget but $480,000 less than the budget estimate. Moreover, the committee called the attention of the House to provisions for $206,000 for its "War Problems Division," which has been in controversy, and of another item of about $28,000 for a hemisphere communications unit.

Declaring it had not eliminated these funds because they were requested as a "national defense measure," the committee said it regarded the value of these projects with "some skepticism and recommends that the Commission carefully consider the desirability of discontinuing them."

FCC Work Probed

Coincident with release of the appropriations bill and the committee's report last Tuesday, the subcommittee handling independent offices made public the formal hearings on the appropriations held Jan. 15. The hearings covered testimony by FCC Chairman James Lawrence Fly, Chief Engineer E. K. Jett, and Robert D. Leigh, director of Foreign Broadcast Intelligence Service, plus other department heads. As in the past, there was cross-examination of the Commission on its policies and expenditures.

National defense functions of the Commission, largely reposing in FBIS and the Radio Intelligence Division, were reviewed for the committee, since their operations involve all save $2,000,000 of the FCC's appropriation. There was no reduction in the appropriation for regular activities of $2,000,000, but Chairman Fly told the committee that practically all of the Commission's work now was involved in the war effort. The actual cut was in connection with personnel.

With several House committees authorized to inquire into war activities and staff of Government agencies, the action on the FCC appropriation is regarded as only the first phase of the economy drive. Congressional effort to withhold salaries of Government employes suspected of Communist front activities also figures in the FCC's picture because of the mention of three FBIS executives by the Dies Committee as purportedly in that group. Considerable committee interrogation covered such activities.

Also figuring in the committee hearings was the now famous "skeleton-rattling" inquiry of the FCC, involving former Commissioner Sam Pickard, among others. It was disclosed for the first time, under persistent questioning of committee members, that the Commission spent about $10,000 for the inquiry and that it appeared to be a dead issue. Chairman Fly brought out that the Dept. of Justice was not inclined to take action either in the Pickard case or in another proceeding into which inferred allegations of bribery entered (see article on this page).

Allotment of Funds

The full Appropriations Committee, in its report to the House, pointed out that it had approved the budget estimate of $2,000,000 for regular activities, which was the amount of the 1943 appropriation, and had allowed the total amount provided for the current year for national defense activities plus such sums as are necessary to place certain personnel in FBIS and the law department on a full-year basis. The committee said it had added $227,000 to the 1943 appropriation for this purpose, but had denied additional funds requested "for the expansion of other services."

Chairman Fly, in his Jan. 15 appearance behind closed doors, told the subcommittee that of the Commission's aggregate requested budget only $260,000, or about 3%, actually would be devoted to regulation of broadcasting. The remaining 97% is utilized for "highly important but much less known activities," he said.

Much time was devoted by Chair-

(*Continued on page 50*)

FCC Drops Ancient Inquiries Conducted at Cost of $10,000

AFTER A year of secret inquiry and expenditure of approximately $10,000, the FCC has about given up its so-called "skeleton-rattling" investigation of former Commissioner Sam Pickard as well as inquiries into other purported improprieties in the earlier days of radio regulation.

That was revealed by FCC Chairman James Lawrence Fly and General Counsel Charles R. Denny Jr. in testimony before the House Appropriations Subcommittee on Independent Offices, made public last Tuesday coincident with the introduction of the new appropriations bill for the FCC and other independent agencies.

A slash of about a half-million dollars in the Commission's appropriation was recommended by the Committee, along with the suggestion that another quarter-million be lopped off for activities it regarded as of dubious value.

Secret Hearing

Closely questioned by Rep. Wigglesworth (R-Mass.), a member of the Cox special committee to inquire into FCC's activities, and by Rep. Dirksen (R-Ill.), Chairman Fly for the first time revealed that approximately $10,000 had been spent on the inquiry. John D. Farnham, of St. Paul, had been retained as special counsel for this inquiry but was assisted by five other members of the Commission's staff, including Commissioner Wakefield, who presided over a secret hearing in Chicago several months ago.

The story of the inquiry was unfolded under the prodding of the Committee members.

Mr. Fly first discussed the matter off the record and Mr. Dirksen raised only the question of the cost of the investigation and whether it had been completed. First the chairman, who was understood to have been largely responsible for the inquiry, said the inquiry was complete though there might be other developments. Afterward, however, Mr. Denny declared that unless something "new opens up that we do not have any information about now" the investigation was closed.

Mr. Fly originally commented that occasionally there are offshoots from investigations of that kind and he pointed out a serious question had arisen as to whether or not Mr. Pickard has not had a "secret interest, an unreported interest, in Station WOKO in Albany, N. Y." He said there was "some indication he has had that substantial interest in the station through the years." (The FCC recently set the WOKO renewal down for hearing, to investigate allegations that one of Mr. Pickard's relatives holds a one-fourth interest in the station.)

The statement regarding cost of the investigation indicated that Mr. Farnham had received a total of $6,115 for salary and travel, the former on a per diem basis. The balance of the $9,804 expenditure was for regular Commission employes and was based on estimated time spent on the investigation.

On the-Record-Answer

When Chairman Fly sought to explain the status of the investigation "off the record", Mr. Wigglesworth insisted he wanted some "answer" on the record.

Mr. Fly explained that the entire record of the Pickard matter and related incidents had been referred to the Attorney General, but that the department recently concluded it did not contemplate taking any action on the basis of that record. He alluded to the conclusions by the department that the statute of limitations had expired and denied that the statements said to have been reported by Mr. Farnham had been "refuted and disproved".

After Mr. Wigglesworth had asserted he felt the matter should be cleared up since the charges were of a "most serious character", Mr. Fly said he thought the Commission had devoted all of the time and money it ought to devote to that matter "at this time".

Describing what he understood to be the scope of the inquiry, Mr. Wigglesworth said he understood Mr. Farnham reported that Commissioner Pickard's conduct had been "grossly improper" while in office and that he also reported that charges had been made against another "former member" of receiving "financial gratuities from a licensee or licensees". It also was reported, he said, that one of the licensees had admitted he had mysteriously turned over to his attorney some $4,000 worth of Government bonds, "in order to acquire the facilities he had asked the Commission for, and that he had a list of five members of the Commission who would or had voted favorably in this case." He asked pointedly whether those charges had been "disproved".

Declaring he had given the best answer he could on the Pickard investigation, Mr. Fly said he did not know about the particular quotations and commented that Mr. Farnham had submitted a more lengthy report.

Justice Dept. Rejection

"At any rate," he continued, "I do know and will tell the committee, frankly, he did raise serious questions of that character regarding that one station in Minneapolis. By the way, the statements which you refer to there, Mr. Wigglesworth, were not under oath and, when the heads of the station who had made the statements were put under oath, they did not pan out as indicated by that language.

"So that the testimony in the investigation did not meet up, did not have the same grave quality or the extent which Mr. Farnham thought it probably would have, based upon some oral conversations which he had had with those men. Nevertheless, and despite the absence of such a convincing record, we forwarded that file to the Dept. of Justice and the Dept. of Justice studied that file and reported back that, on the basis of that record, they were not prepared to proceed in the matter."

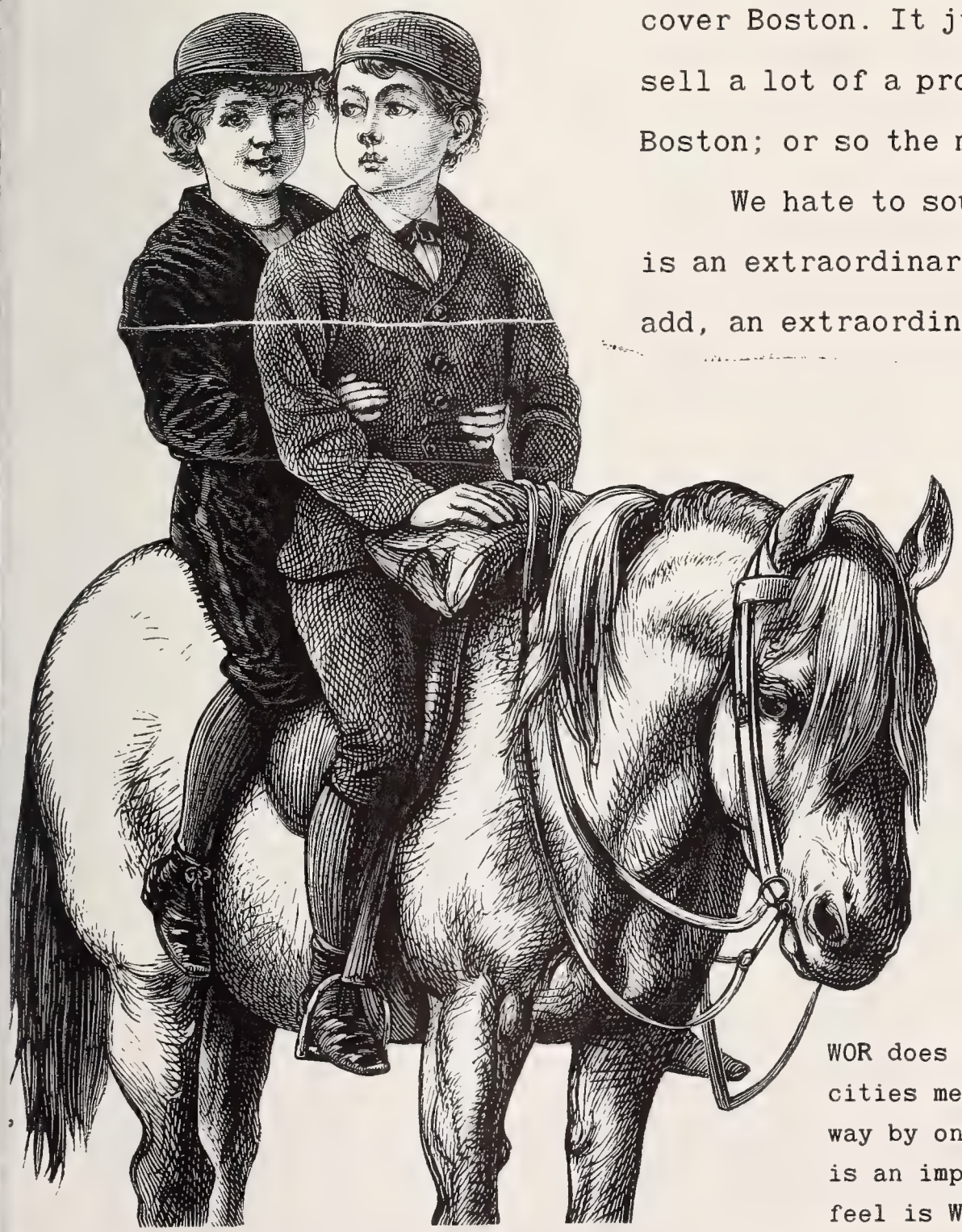
Asked by Mr. Wigglesworth whether the investigation now is closed, Mr. Denny first commented that it was unless something new opened up. Mr. Fly closed the interrogation with the observation "in the absence of any further evidence on the subject, I assume so; yes, sir."

WOR is like a pony...

We mean—WOR can take you today for a smooth and economical canter into 16 of the nation's greatest war-active cities of more than 100,000 people each.

WOR, to be quite explicit about it, will hoof along blithely with your message into Jersey City and Camden and New Haven. It will pad gaily down the road to Bridgeport for you, too. Not to mention Hartford and even Wilmington—which is in Delaware—and ten other dynamic eastern war centers which we will be delighted to rattle off for you at the drop of a request.

WOR may even sell your product for you in Boston—though WOR does not attempt to cover Boston. It just so happens that WOR did sell a lot of a product called "Press-On" in Boston; or so the maker tells us.



We hate to sound vain about it, but this WOR is an extraordinary proposition. At, we might add, an extraordinarily low price.

our address is—

WOR

—that power-full station
at 1440 Broadway
in New York

WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

Supreme Court Net Ruling Seen by Spring

Economic Survival Issue Argued At Length

THE FIGHT for economic survival by NBC and CBS, growing out of the four-year effort of the FCC to assume regulatory control over the contractual relations between networks and their affiliates, was placed in the lap of the Supreme Court last week, in the final phase of the litigation over the FCC's chain-monopoly regulations.

The court listened four hours to argument by counsel representing the FCC, NBC, CBS and Mutual. Summarized in this discussion was the ponderous testimony gathered by the FCC in its chain-monopoly inquiry which began in 1938, along with the results of three separate judicial reviews—one of them in the Supreme Court itself. Few new notes were struck, but the court listened closely and there were questions from six of the seven judges who sat.

Decision Challenged

NBC and CBS seeks to overturn the opinion of the statutory three-judge court in New York, which held that the FCC has authority under the Communications Act to regulate contractual relations of networks with their affiliates, through the stations as licensees. The FCC, through solicitor General Charles Fahy, steadfastly held it had accorded a full and free hearing to all of the parties and that they were on notice from the start that the intent was to ferret out the purported monopolistic tendencies of the major networks and introduce competition.

Sitting on the court were Chief Justice Stone and Associate Justices Roberts, Reed, Frankfurter, Douglas, Murphy and Jackson. Associate Justice Black did not participate, presumably because C. J. Durr, his brother-in-law, is a member of the FCC. The ninth member, Justice Wiley B. Rutledge, who was confirmed by the Senate last week, had not yet taken his seat.

On June 1 of last year, the same court sent the FCC's chain monopoly regulations back to the Federal District Court in New York for full review on the merits, holding in a 5-3 opinion that the lower court had jurisdiction. The majority opinion in that case was written by Chief Justice Stone, who was joined by Associate Justices Roberts, Murphy, Byrnes, and Jackson. Associate Justice Frankfurter wrote a detailed dissenting opinion, upholding the lower court which previously had sustained the FCC's motion to dismiss for want of jurisdiction.

Arguing against the contentions of the Solicitor General were John T. Cahill, chief counsel for NBC; Charles Evans Hughes Jr., chief counsel for CBS, and E. Willoughby Middleton, representing Stromberg-Carlson, licensee of WHAM, Rochester, NBC affiliate which was a participant in the original appeals. Louis G. Caldwell, chief counsel for Mutual, argued in defense of the Government's position, utilizing part of the Government's two hours of time.

While NBC directed its argument principally against Regulation 3.104, banning time options, CBS protested virtually all of the regulations, but attached no weight to the time option ban and the elimination of exclusive network affiliation, which it contended in effect would make all stations free agents insofar as network affiliation is concerned.

The Solicitor General insisted that option time would be permitted on a "non-exclusive" basis, while Mr. Caldwell held that the lack of available outlets in many important markets frustrated the effort of Mutual or any other network enterprise to compete effectively with the old-line networks, which had affiliates in these essential markets.

Mr. Middleton told the court Stromberg had no idea that the purpose of the Commission's original inquiry was to rule out network affiliation contracts. He pointed to the satisfactory relationship between his station and NBC and urged that the entire proceeding should have been conducted on the basis of economic regulation, rather than as a legislative inquiry. The facts adduced, he held, would have been geared toward that end.

See Spring Action

Court observers expected the court to act by mid-March, in view of the fact that the NBC-CBS appeals were brought under the Urgent Deficiencies Act and therefore will have right of way. The arguments began last Wednesday and carried over through Thursday. A considerable portion of the time was consumed by questions from the bench, notably during the Solicitor General's two separate appearances — one to answer NBC and the second in rebuttal to CBS.

Mr. Cahill, in opening his argument, contended that station rights in effect were being denied, rather than regulated, under the Commission's proposed orders. He argued the fundamental question of freedom of speech, declaring that the regulations contravene the Constitution.

Without the time option contract, the attorney contended, there would be no continuous supply of programs and no network would be in a position to attract the necessary economic support. He called commercial programs the "economic foundation" of a free American radio.

Calling attention to the anti-trust suit brought by the Dept. of Justice against NBC and CBS covering practically the same issues and scheduled for trial in April, Mr. Cahill argued that this proceeding, in his judgment, constituted the proper course. He questioned the right of the FCC to invoke the anti-trust statutes.

Recalls Old Laws

Solicitor General Fahy dug back into the legislative archives of 1927 and 1933 to prove the Government contention that Congress meant to have the networks regulated, pointing to Section 301 (i) of the Communications Act, which authorized it to make "special regulations" applicable to stations engaged in chain broadcasting.

This contention, however, was strongly questioned by CBS Counsel Hughes, who also alluded to the same Congressional debates to support his contention that the provision dealt only with physical aspects and means of eliminating duplication of chain programs in radio's earlier days.

He pointed to other provisions of Section 301, all of which, he said, dealt with technical and physical, rather than contract or business factors. This argument resulted in close questioning.

Answering the contention of Mr. Middleton, Mr. Fahy said that the Commission had given full notice that it would go into contractual matters and that there was ample evidence of this in the more than one million words of testimony and in the voluminous exhibits introduced in evidence.

Holding that the networks had had a full and fair hearing and had not sought to introduce any new evidence, the Solicitor General said there was no possible reason for a new hearing.

Within the Act?

Mr. Fahy dismissed the free speech contention with the observation that simply because stations are licensed, due to the crowded condition of the radio spectrum, this issue is not present. The regulations do not deal with what anyone may say at any time over the air, he said. The question is whether the regulations come within the statute, and not whether the statute is constitutional, he argued.

When Chief Justice Stone inquired whether the provision relied upon in the law dealt only with "scientific or mechanical" matters pertaining to chain broadcasting, Mr. Fahy said it obviously covered business aspects but had no relationship to sponsorship of programs. Mr. Fahy added the Senate committee in its report on the original Radio Act in 1927 did not touch upon the network regulation factor.

The Chief Justice observed that he understood that networks were free to run their business "any way they choose." He asked what the repercussions of the regulations might be to the existing system of broadcasting.

Mr. Fahy enumerated the regulations and held that on the most controverted one, dealing with option time, he was confident there would be no hardship and that the medium would "survive these regulations". Declaring that there was no criticism of the program service of the networks implicit in his argument, he said that as a citizen he enjoyed the programs and regarded radio as the "best advertising medium ever known to man."

On behalf of CBS, Mr. Hughes declared that many points remained to be covered, but that aside from the time option regulations, CBS feels the "disastrous impact" of the other regulations, too. He pointed out that the FCC relied both on its "ruling power" and its "licensing power", declaring that it had to be one or the other since they are incompatible.

Mr. Hughes laid great stress upon the revision of the regulations as finally drafted, which specify that no station shall "enter into"

(*Continued on page 54*)



VICE-PRESIDENTS all are these broadcasters who attended the recent NBC War Clinic at Cincinnati's Netherland Plaza hotel. Discussing radio's wartime job are (l to r): Clarence Menser, NBC v-p in charge of programs; Roy Witmer, network's v-p in charge of sales; James D. Shouse, Crosley Corp. v-p in charge of broadcasting and chairman of NBC's 1943 Stations Planning and Advisory Committee; William S. Hedges, NBC v-p in charge of stations; R. E. Dunville, Crosley v-p in charge of sales; F. M. Russell, NBC v-p in charge of Washington operations. Representatives from 30 stations in Lower Michigan, Indiana, Ohio, West Virginia and Kentucky attended clinic.

RADIO WAR-GRAM

PUBLISHED BY

Western Electric

IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT



...FOR RADIO'S FINE RECORD IN 1st WAR YEAR

When the Japs hit Pearl Harbor and blasted us into total war, the 900-odd radio stations of America leapt as one man into the service of their country. Facing a multitude of new and difficult problems, networks, big stations and small stations alike have shown remarkable ability and versatility in helping Uncle Sam to get on with winning the war.

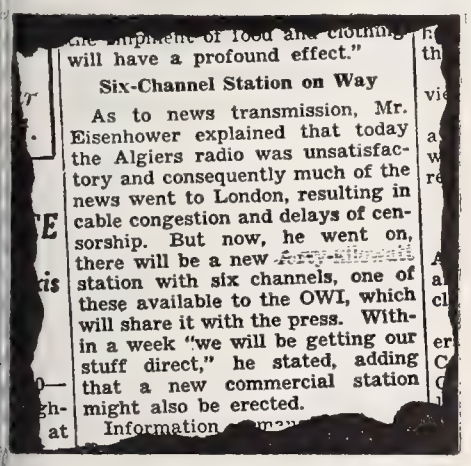
Probably no one will ever know just how many thousands of hours the radio stations of America devoted to war broadcasts during the year starting December 7, 1941. Certainly no one can even attempt to measure the effect of these broadcasts on the 130,000,000 people of the country.

But no one can doubt that radio, along with other media, has played an outstanding part in speeding the transformation of a nation at peace into a nation at war.

Radio has helped to make Americans the best informed people on earth. It has sold them many millions of dollars' worth of War Bonds and Stamps. It has speeded enlistments, helped conserve precious materials, gathered scrap, explained rationing, aided civilian defense, spiked rumors, raised money for our allies, entertained our soldiers and sailors, improved our foreign relations, short-waved the truth to Axis nations and Axis-occupied territories in spite of Hitler's best efforts to keep the truth from them.

Through all the difficulties of radio's first year at war, the industry has kept its head, censored and controlled itself and hung up a record that everyone in radio may well be proud of. During its second year at war—and until the day of final victory—radio will play a part of ever increasing importance in helping to keep America free.

• • •—



will have a profound effect."

Six-Channel Station on Way

As to news transmission, Mr. Eisenhower explained that today the Algiers radio was unsatisfactory and consequently much of the news went to London, resulting in cable congestion and delays of censorship. But now, he went on, there will be a new [illegible] station with six channels, one of these available to the OWI, which will share it with the press. Within a week "we will be getting our stuff direct," he stated, adding that a new commercial station might also be erected.

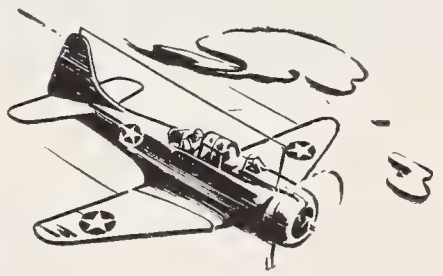
Information [illegible]

From The New York Times, December 31, 1942

The six-channel transmitter is now in service in North Africa. It is one of many Western Electric transmitters now helping to keep America's lines of communication open around the world.

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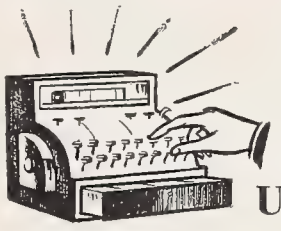
Graybar (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.



Look Out, Tojo! Here Come the Tornadoes!

In Milwaukee, WTMJ is looking forward to the day when the Navy's "Pearl Harbor Flying Tornadoes" squadron dives into action. This squadron of 90 men was enrolled as a special token group during an outstanding enlistment drive in which WTMJ's "Fly for Navy" series of 15-minute broadcasts played an important part. The program featured on-the-spot interviews with young men being inducted into service, daily summaries of enlistments and highlights of Navy history.

BULLETIN: The U. S. Treasury and music lovers should give a vote of thanks to WWJ, Detroit. Recently, when the Detroit Symphony Orchestra was about to fold up for the duration, WWJ persuaded a downtown merchant to sponsor 21 symphonic broadcasts devoted solely to sale of War Bonds.



WJBK Rings Bell for Uncle Sam

Out in Detroit, famed for quantity production, WJBK is producing War Bond sales in a big way. A one-hour program brought in $120,000—two other half-hour programs added $142,000. Total since August 9 is well past the half-million mark.

• • •—

WROK Took 200 Marines Home for Xmas

At the Marine Corps Base in San Diego were 200 youths from northern Illinois and southern Wisconsin. Christmas was coming, but furloughs for all these boys would be out of the question. So WROK, Rockford, sent promotion director Bill Traum to San Diego to record their personal greetings to the folks back home. On Christmas day, each of these 200 young Marines came home for a few seconds — across 2,500 miles—over WROK. There's a double-barreled morale builder for you!

What's NEW with YOU?

If your station has developed a novel idea for selling bonds, for getting in the scrap, or for otherwise promoting victory—if you're proud of results you've gotten in backing up the war effort—tell us, so we can spread the news! Write to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York, N. Y.

For Extraordinary Heroism in Action



A special salute to Thomas E. Knode —former NBC Washington news editor and first broadcasting man to be decorated in this war! He has been awarded the Distinguished Service Cross for extraordinary heroism in action near Buna, New Guinea. Twice wounded, he is now recovering in a hospital somewhere in Australia.

• • •—

WWL and WLW-WSAI Are Out for Blood!

Way down yonder in New Orleans, WWL broadcast a corpuscle-by-corpuscle account showing how easy it is to donate a pint of blood that may save the life of a wounded service man. This remote originated at the Red Cross-Army Blood Bank.

In Cincinnati, WLW-WSAI are doing a fine job in the interest of the Hamilton County Blood Bank's drive for donors. Besides acquainting radio listeners with the vital need for blood, the program includes a campaign to get all WLW-WSAI employees to give some of their own.

• • •—



Fighting Words from World's Highest Studios

High above every battle front, Army planes fly and fight with radio command sets, vital in coordinating warfare in the air. Western Electric is making vast quantities of this equipment, as well as other communications apparatus for the armed forces.



1943 and 1944 demand aggressive, intelligent readjustments. The advertiser has a new job to do . . . holding his dealers, guarding his franchise, protecting his valuable brands. During these two vital years he must be deadly sure of his media. WSYR is tested and proved — and geared to wartime's sudden demands!

Nearly Everyone Knows WSYR has . . .

BONUS COVERAGE — reaching 24 populous N. Y. counties.

TOP AUDIENCE — attracted by full NBC (Red) schedule — "Powerhouse Programs".

DIAL POSITION AND EFFECTIVE POWER — 570 Kc. at 5000 Watts.

Our Advertisers Know WSYR has . . .

Expert knowledge of wartime merchandising conditions.

Intelligent wartime promotion methods — balancing sales-man-power shortage.

Thoroughly competent staff — among the highest payrolls in radio.

You Should Know WSYR has . . .

the Know-How to deliver far more than your contract calls for, to hold your sales-front until Victory. Proof — if you wish — from General Foods, Vick's, Babbitt, Lorillard, Arpeako, Camels, Esso, to name a few.

Yes, WSYR is a busy station . . . but to get a tough job done, ask a busy man to do it!

5000 Watts **WSYR** 570 Kc.

SYRACUSE, N. Y.

H. C. WILDER, Pres. Represented by RAYMER

THE BASIC NBC RED STATION COVERING CENTRAL NEW YORK

Arnold Nominated To Federal Bench

Pending Radio Litigation Not To Be Affected by Shift

APPOINTMENT of Thurman Arnold, "trust-busting" Assistant Attorney General to the U. S. Court of Appeals for the District of Columbia, will have no immediate or direct bearing on pending anti-trust suits involving broadcasting operations.

Mr. Arnold's nomination for the appellate court, which handles practically all radio appeals, had been generally predicted in Washington since elevation of Associate Justice Wiley B. Rutledge to the Supreme Court. Justice Rutledge's nomination was confirmed last week by Senate. Mr. Arnold's nomination was sent to the Senate last Thursday by President Roosevelt. Confirmation is expected without difficulty.

Pending Cases

Among radio cases pending brought by Mr. Arnold are anti-trust proceedings against the American Federation of Musicians, now awaiting decision by the Federal District Court in Chicago, after the Government had lost its original case on a motion to dismiss, and the anti-trust suits brought last year against NBC and CBS, alleging violations of the statutes because of exclusive contracts, time options, and in fact covering all of the original issues raised by the FCC in the drafting of its highly-controverted chain-monopoly regulations. These latter cases, however, have been in suspension awaiting Supreme Court decision on virtually parallel issues on appeals brought by NBC and CBS from the Commission decisions.

In charge of the Litigation Section of the Anti-Trust Division is Holmes Baldridge, who has assisted Mr. Arnold in the preparation of these and other cases. It is expected Mr. Baldridge will follow through on handling of these cases upon Mr. Arnold's retirement from the Dept. of Justice.

Mr. Arnold, nemesis of the labor unions and of "big business", has indicated he will accept the nomination to the appellate tribunal. Mentioned prominently as his successor are Hugh Cox, of the Board of Economic Warfare, formerly his chief assistant, and Tom C. Clark, also on the Anti-Trust Division staff.

Newspaper Spots

THE *Philadelphia News* (newspaper), in a national circulation drive starting Feb. 15 has placed four to eight five-minute programs over a ten-day period on WARM WWVA WBAL WIBC WRNL WFHR WMMN WFIN WMBF WRUS WMAZ WWL WLAW WAAT WCLE WSBA WIS WNBC WHCU WAAF WMUR WSPR WDZ WSVA WBIG. Agency is First United Broadcasters, Chicago.

WCKY Heard in Pacific

FEATURE articles in the *American* and *Liberty* magazines recently mention the reception of WCKY, Cincinnati, early morning programs by Marines on Guadalcanal. Lt. Col. Richard C. Mangrum in the *American* writes that his squadron heard the Cincinnati station with clarity on two portable receiving sets. Lt. Don E. McCafferty, as told by Alan Hynd in *Liberty*, also tells of repeated reception of WCKY on Guadalcanal.

NEW PABST SERIES STARTS MARCH 27

PABST BREWING Co., Chicago (beer), on March 27 starts sponsoring a weekly half-hour variety show, *Blue Ribbon Town*, on CBS stations, Saturday, 10:15-10:45 p.m. (EWT). Contract is for 26 weeks, with series featuring Groucho Marx, film comedian.

Warwick & Legler packaged the show with talent being lined up by Paul Warwick, president of the New York Agency, in collaboration with Dick Mack, Hollywood producer, who will handle production of the series. Robert Armbruster is musical director. Other scheduled talent includes Donald Dickson and Virginia O'Brien, vocalists. Latter being under contract to MGM, her appearance on the program remains subject to approval by the film studio.

Format calls for weekly change of guest stars. Mr. Mack, in addition to his new Pabst show duties, also is producer of McKee & Albright on the weekly NBC *Rudy Vallee Show*, sponsored by Sealtest Inc. It is believed he will continue to handle the latter weekly program.

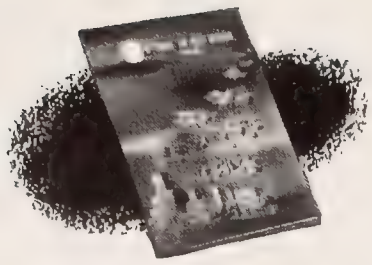
Pep to Expand

KELLOGG Co., Battle Creek, Mich., which has been sponsoring *Superman* as a five-weekly serial on 39 Mutual stations for Pep cereal, is planning to increase the list to the full Mutual network of 204 stations probably the first week in April. Program is heard 5:45-6 p. m. Agency is Kenyon & Eckhardt, New York.

NEW TO THE STAFF
WGAR Presents Replacements In Bulletin

NEW FACES on the staff of WGAR, Cleveland, are revealed to men in the armed services in the station's February *Service Bulletin*, dedicated to Valentine's Day. The bulletin, which has grown month by month, achieves a *tour de force* through publication of the staff picture, with names and new faces clearly indicated.

With the February edition Ted Hanna becomes editor, replacing Maurice (Mr. Amplistat) Condon, now in the service. In fact the mimeographed magazine of station activities now counts Mr. Condon among its readers. In the present issue, WGAR staffers in service will find a note from John F. Patt, general manager, describing changes on Cleveland's home front and wishes for speedy victory.



Congratulations Niles Trammell and NBC

The "Tale of 412 Cities," revealing that NBC leads by more than 3 to 1 in "Listened to Most" at night, is a tribute to you, Mr. Trammell, the National Broadcasting Company and all NBC stations.

and may KSD take a bow for this?



KSD has scored a double distinction in "The Tale of 412 Cities," the most comprehensive survey in radio history! In answer to the question "What radio station do you listen to most at night?," KSD scored two important firsts.

In St. Louis, KSD was named by 70% of those who replied as the favorite night-time station.

Nationally, no other radio station in any of the major markets (cities over 600,000) equalled this percentage dominance of the night-time listening audience. Cost and coverage considered, KSD is one of America's top-ranking night-time radio buys.

KSD

ST. LOUIS' DISTINGUISHED STATION

OWNED AND OPERATED BY THE **ST. LOUIS POST-DISPATCH**

Nationally Represented By Free and Peters

Golden Age of Advertising Forecast

Premiums Out but War Develops Hard-Selling Copy Technique

By WESTON HILL
Copy Director,
Sherman & Marquette, Chicago

A FEW short years ago the premium was a pint-sized pygmy tugging at the hem of radio, seeking a lift. And then, with the startling suddenness characteristic of radio trends, that "lift" matured into an amorous embrace, after which the premium settled comfortably on the shoulders of radio like some benevolent gremlin, gurgling "Happy Days Are Here Again" to the tuneful accompaniment of pyramiding box-tops and tinkling cash registers.

But then came the war. And under the current impact of priorities, shipping shortage and such, the box-top once again threatens to become merely the top of a box rather than the open sesame to fabulous advertising gains.

Terrific Sales Stimulant

Yes, men, there's a war on, and premium merchandising seems to be one of the first casualties. Not a fatality but nonetheless a badly wounded soldier of radio fortune. Too bad, too; a hot premium was such a swell way of getting everybody excited or re-excited, all along the line. The copywriter got a kick out of it, because a premium deal gave him a chance to see some actual, traceable, honest-to-God results.

The client sales force had something to go out and wow the trade with. The distributor and jobber salesmen got a shot-in-the-arm that sent them out on the street with something to talk about besides what happened in the sixth.

The agency got a little more solid (temporarily at any rate) with the client. Was everybody happy? You said it. Well, now that the war, priorities and such things have (in the sentiment of Ring Lardner) knocked premium merchandising for a double row of early June peas, let's hold a little tenth inning bull session for future reference.

Form of Showmanship

There isn't much doubt that premium merchandising, properly conducted, was and still can be a terrific sales stimulant. It has been frowned on, viewed with alarm, and belabored by many an advertising conservative; yet advertisers and agencies who have taken the trouble to discover and use its technique often have been swept to enormous success.

They have found that premium merchandising, especially when put on a self-liquidating basis, has been not (as so many have claimed) a form of bribery; actually, it has been a form of showmanship which offers extra, added value and buying-inducement to the customer, plus an operating profit to the advertiser as well.

Used with the average five-a-week daytime serial, premium merchandising has been a smash. Yet—just as soap opera itself falls within very strict limitations which, when violated, penalizes the advertiser severely—premium merchandising forces the advertiser to conform to very strict rules and these rules simply cannot be tampered with.

Time and again, an advertiser who deluded himself into believing that "something different" meant something better, found he was operating at a loss, and had to go back to the ABC's of premium merchandising to get on safe ground again. Here are two actual case examples within my own experience:

Ten-Cent Items Best

Advertiser A, operating an across-the-board quarter-hour daytime serial offered a pair of good quality silk stockings for 25c and a box top, and got rid of more than a million pairs of stockings with a million consequent product sales, at an advertising cost of 2c per return.

Advertiser B (another client, incidentally, of the same agency) overruled the agency and offered a pair of stockings, of far better quality than the 25c pair, for 50c and a box-top. He got rid of only about 200,000 pairs of stockings, at an advertising cost of something like 67c per return.

This seems to be Rule 1 of premium merchandising. This one agency alone, from an experience with over 150 million box-top returns, found that a 10c self-liquidating premium box-top offer has the best chances of huge returns; a 25c offer has the next best. An odd-amount offer like 15c, or a higher-priced offer like 50c, just didn't get by at all.

The war and its strictures will have many beneficial long-range effects on industry, advertising and business in general. The transportation situation is already making itself felt in the trend to space-saving dehydrated and frozen foods, capsule soups and the like. Plastics, already well on their way before Pearl Harbor, promise to be a basic material in millions of premiums of the future. Automotive designing is in for almost shocking changes which will obsolesce every car now on the road. Synthetic rubber will probably be a better product than the original article.

I'll even go out on a limb and predict tidal changes in advertising agency functions, operations and basis of compensation. And not the least of all these benefits will be better skill on the part of copywriters in writing advertisements and radio commercials that stand on their own hind legs and sell all by themselves, without benefit of showmanship, premiums or any other enticement than sheer selling-power. The "premium" will be just good copy—nothing else.

What has made premium merchandising tick? Those who from their ivory towers frown down on the practice, claim that the self-liquidating box-top offer is simply a method of buying back your own customers. Without going into the highways and byways of this argument (even if it were sound, which it just ain't) the fact remains that buying back your own customers is certainly preferable to leaving them for your competitor to buy away from you. As a matter of fact, self-liquidating premium merchandising is a way to sample and re-sample new and old customers at the customers' expense.

Both Types Sell

Having written some millions of dollars worth of copy for the agency that I believe invented the self-liquidating premium offer, and also for the agency that I believe pretty much invented the straight-sell commercial, I ought to be able to assay the two methods for what my own experience is worth. One of these agencies has the largest radio billing in the world. The other is the world's largest user of one-minute spots.

Let's take a look at one commercial of each type, just to get off on the right foot. Here is a successful self-liquidating premium commercial used in one of the most successful five-a-week soap operas on the air, *David Harem*, Feb. 10, 1939:

Tens of thousands of women are now sending to David Harum for one of the most amazing bracelets ever offered—a bracelet bearing a fragment of actual stone from the original grounds of Blarney Castle, Ireland. Yes, fantastic as it sounds, it's true. Stone from the original Blarney Castle estate, Ireland, has been brought across the ocean to make this bracelet for you. It's the first time this stone has ever been offered in America. And you get it only through David Harum.

You've heard of kissing the Blarney Stone. Perhaps you are one of the thousands who've journeyed to Blarney Castle. You know the stories of good luck and the "gift o' gab" associated with kissing the Blarney Stone.

And now you can actually have a bit of Ireland—a piece of stone from Blarney Castle grounds—to wear. And not only that. It comes as one of four charms of a lovely golden colored bracelet. The four charms are a shamrock, a four-leaf clover, an authentic miniature of Blarney Castle and the stone from Blarney Castle grounds itself. And so no one can possibly doubt that this stone is real; the shamrock bears the true inscription—"Guaranteed genuine stone from the original Blarney Castle grounds, Ireland". Sworn records trace the journey of this stone to the bracelet we send you.

It's like the bracelets David is having made for June Saunders in our story. But it's real.

Now here's why you should send immediately. The legislature of Ireland is considering passing a law to prohibit the export of any more of this stone. Hence once our limited supply is gone you may never be able to get this stone. That's why—in years to come—it may become a more and more valuable keepsake.

We make this offer because we want every housewife in America to try Bab-O, the amazing cleaner that saves needless scouring by dissolving grease. We believe that if you try Bab-O just once—you'll keep on using Bab-O.

So—to get your Blarney Bracelet, just write to David Harum, 3-8-8 Fourth Avenue, New York City—sending a Bab-O label and only 25c.

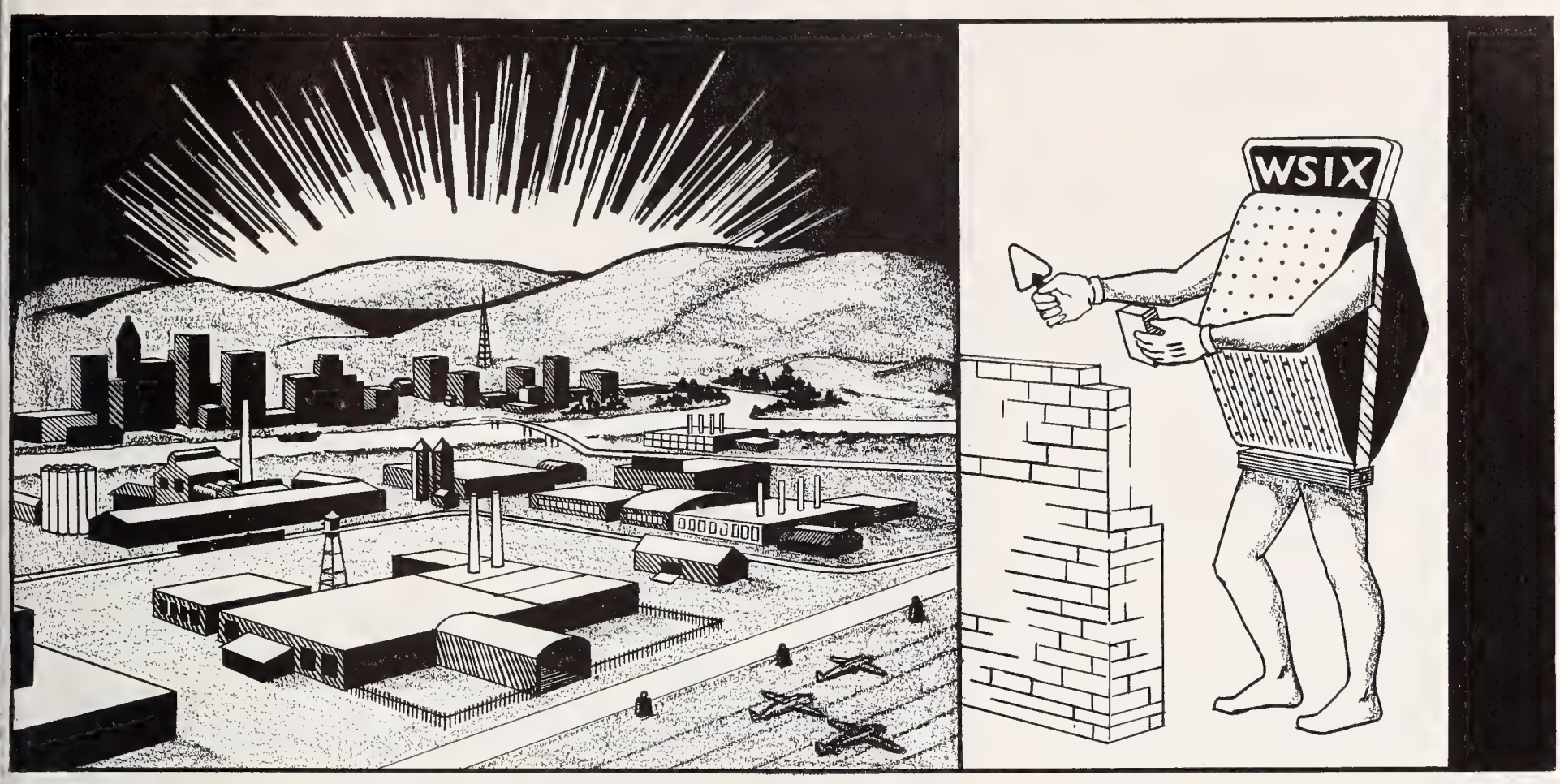
(*Continued on page 22*)

IS PREMIUM merchandising passe? Like many other so-called "institutions" premiums have been almost totally eclipsed by the war. Here Weston Hill, copy director of Sherman & Marquette, Chicago, analyzes radio commercial copy. At the close of the war he foresees a golden age of American business and industry, and with it a golden age of good, hard-selling advertising technique born of wartime ingenuity.



COMMANDING OFFICER of the Coast Guard in the Sixth Naval District, Capt. Michael J. Ryan described Coast Guard fighting on every war front, in the first of a Friday half-hour series, *Men of the Coast Guard*, on WTMA, Charleston, S. C. Also at the mike are: Stanley Raymond, announcer (center), and Robert E. Bradham, WTMA general manager.

Build For The Future



Where the Future is assured

WSIX, "the voice of Nashville", covers a market where *after-the-war* as well as *present-day* business prospects are as high as anywhere in America.

This Nashville market, a large segment of the Tennessee Valley that has grown by leaps and bounds in recent years, has the potentialities for even greater prosperity in the future.

Through WSIX you can cover this market *both for today and tomorrow.*

Member Station
The Blue Network and Mutual Broadcasting System
Spot Sales, Inc., National Representatives

5000 WATTS

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

980 KILOCYCLES

I'll repeat that. All you do is to print your name and address on the back of a Bab-O label. Wrap the label around a quarter—and mail to David Harum, 3-8-8 Fourth Avenue, New York City.

But don't wait and be left out of this thrilling offer. Women everywhere are going wild about these bracelets. So send before our limited supply of stone is gone. If you do not live in the United States, send 35c instead of 25c, with your Bab-O label.

This commercial, and more like it, more than doubled the business of this advertiser in three years, at a very slight increase in per-case advertising appropriation. Now here's a commercial of the straight-sell variety; used not only as a minute-spot but as the main commercial in a once-a-week nighttime 15-minute show. It is projected principally to indicate that a premium offer is not always the only, nor often, the advisable method of successfully promoting a product.

Boy: Sis—what does "*fat*" mean?

Woman: Why—it means big—oversize.

Boy: That's what Tom said you are.

Woman: (Gasps) Oh!

Announcer: Ladies! If men call *you* fat—why not *do* something about it?

Several women: But what can we do?

Announcer: Listen! Thousands now follow a safe, pleasant way to reduce—without strict diet lists—strenuous exercises—or drugs. The easy Welch way! And listen how easy it is. Just mix ¾ glass of delicious Welch's Grape Juice with ¼ glass plain water, and drink before meals and at bedtime. Then this happens: First, Welch's curbs your appetite for rich, fattening foods—thus reducing caloric intake.

Second, the dextrose in Welch's is quickly consumed. This regime helps nature consume excess fat. Yet!—you needn't suffer a hungry moment. You feel better, as you lose weight safely. So start reducing the proved Welch way today. Be sure to get genuine *Welch's* Grape Juice — refuse cheap imitations, when you ask for Welch's.

This, and others like it, so increased the sales of this product that its annual net profit is said to be greater today than its total volume ten years ago. It is true that some premium merchandising was also done by this advertiser, but was used principally as a "loading deal" rather than for consumer effect. It is also true that in both these cases, radio was heavily supported by newspaper and magazine advertising. But traceable returns from these media didn't compare with what radio produced.

Rules for Success

One of the best-known users of self-liquidating premium merchandising in America has laid down the following strict requisite for a successful self-liquidating premium box-top offer:

1. It must have glamour, pride of ownershp; must enable the housewife to serve a different-shaped dessert—help the appearance of her kitchen or bathroom—do something for her personal charm.

2. It must ride the crest of a current popularity wave; bridge, income tax, even (if you tread lightly) the war. No premium advertiser in his right mind, for example, would offer a Mah Jong set today.

Page Mr. Hooper

RAYMOND GRAM SWING's rating got a boost in the Kansas City area the other night. He had just gone on the air when the telephone rang in KCMO's master control room. A sweet voice informed Charlie Marvin, night operator, that it was the Listeners Radio Survey calling and would he tell her to what program he was listening? Charlie got a jolt but seriously replied "Raymond Gram Swing," then added that the only station he ever listened to was KCMO.

3. It must be something that she cannot buy at 10c stores or preferably in any store. She has to get it from you.

4. It should be something she doesn't possess now. If it is something she already has, it must have high repeat value. Stockings or dish cloths, for example, are high repeaters. Clothes pins are not.

5. It must have "ear appeal", so that it can be made to seem attractive over the air.

6. It must be indigenous to the product itself, and preferably should give an inducement for greater use of the product.

7. It must be timed right.

8. It must call for a one-coin return—preferably 10c and not more than a quarter.

9. If a 10c item, it must go in the mail, stamped and handled, for under 6c. If a 25c item, for 16c to 19c.

10. It must have high intrinsic value, so that the Mrs. will get her money's worth, with no ill will incurred for the product. If a familiar article, it must be offered at a considerable reduction from regular retail price. If a new article, it must be offered at far less than the retail price would be, if it were offered for sale anywhere.

11. It must be easy to mail.

12. It must require only one label or box-top. This single-proof-of-purchase method results in a large proportion of new customers; a requirement of two, three or four proofs-of-purchase is likely only to buy back old customers.

13. If at all possible, the premium should benefit from some current publicity tieup. A red-white-and-blue Victory Garden should be timed for the Fourth of July; a Christmas Card offer should be started after Thanksgiving, not before. The remarkable success of Bab-O's Blarney Stone Bracelet offer was partly due to the fact that its final week was timed for St. Patrick's Day.

Let's take one or two examples of successful self-liquidating box-top premiums, and see how they conform to these rules.

Example 1: For several years, in the spring, David Harum offered a packet of flower seeds named his "Friendship Garden", with 10c and one Bab-O label. If I remember correctly, over a million of these "Friendship Gardens" were sold within a three-weeks' period on two successive spring seasons. See for yourself how this premium conforms to the rules.

Example 2: Oxydol's Ma Perkins was left a widow, a lumber yard and a typical American family, one member of which was a son who just couldn't seem to get going. The son invented a new type of dish-mop, and the Ma Perkins show ran a contest offering $1,200 in prizes for the best name for the mop accompanied by a box-top.

Some 500,000 entries, with box-tops, showered down on Procter & Gamble. They then manufactured the mop itself and offered it as a premium; they sold, (again I am depending on my memory) something like a million dish-mops at an advertising cost of 1.7c each. Another case of using the rules of premium merchandising—not abusing them.

These premiums went in the mail, postage and all handling included at a cost of 5c to 6c each. Figure out the profit for yourself.

Refer again please, to the rules. Take a look at Rule 5—a good look—it's the most important rule of all. A premium that doesn't have ear appeal—that can't be described on the air so a woman can see it in her mind's eye—is almost certain to fail miserably. Even a thing like a transparent plastic saw-tooth knife does not get the returns that an ordinary wooden-handled, stainless steel kitchen knife will pull.

The average housewife needs only a little imagination to be able to see in her mind's eye a "17 simulated pearl-studded gold-and-purple orchid brooch", a special-edition *Book of Etiquette* by Emily Post, a Univex candid-type camera, a red-white-and-blue Victory Garden, a Blarney Stone bracelet, a red ornamental plastic can holder or a set of red-and-green holly-decorated Christmas cards with her name imprinted on them.

On the other hand, the mental gyrations necessary for her (or you) to imagine a glove-anchor, a combination carrot-peeler and potato-eye-er, or even a patented miniature auto-license key chain, is just too much brain effort. It's got to be simple, familiar, general in appeal. A thing as seemingly good as a bridge score isn't general enough, because there are still a lot of women who don't play bridge.

Additional Rules

There are five more rules worthy of note. They do not belong in the foregoing list of premium do's and don'ts, because they are still more basic. They are:

1. Frequency of premium offers is subject to the law of diminishing returns. There must be "rhythm" through the year; a premium offer every three months, lasting for three weeks; then straight-sell commercials again until three more months have passed.

2. Pre-merchandise the premium offer by building it into your show. Example. David Harum finds a starving young artist on his doorstep about a month before Christmas. Harum takes him into his home, puts him to bed, feeds him. The artist whiles away the time designing Christmas Cards. And what do you think happens? David sees worth in them, forms a company to print them, "and now folks, for 10c and a Bab-O label you can get two dozen of these beautiful cards, just in time for Christmas", etc., etc. This sort of thing (originally credited to the Hummerts) can increase returns 20% to 33%.

3. During the premium offer concentrate your sell on the premium and not on the product. Stick to a couple of sloganized copy points if you must, but sell the premium only.

4. Keep your offer simple. One of the worst flops on record was a 10c lipstick offer; the housewife was to send in a dime for a color-chart containing samples of 10 different shades of lipstick. Then when she had matched the proper shade to her "own glamorous personality" she must send another dime for the lipstick itself. I'd hate to tell you how many tons of lipsticks this manufacturer was stuck with, when the last returns had straggled in.

5. Returning again to the matter of multiple proofs of purchase—that is, requesting two, three or four labels or box-tops for one premium: Anything more than a one-label proposition simply cuts down returns without establishing the desired consumer buying habit.

If you must go after repeats, enclose a coupon with the premium good for additional premiums; or use a can-band or factory-pack offer if you can.

A Definite Effect

All these rules and regulations indicate rather conclusively that, contrary to the opinions of copywriters and advertising men who "don't believe in premium merchandising", the actual skill and experience and knowledge necessary to write a good premium commercial are enormous. It's like retail advertising; you've got to write an ad today that will crowd your store with floor-traffic tomorrow. You can't afford to disregard any single one of the rules of the game; the psychological chain of premium selling is no stronger than its weakest link. Even today, with premiums so extremely difficult to obtain, advertising men who have had years of experience with premium merchandising will allow themselves to be swayed by enthusiasm or opinion into "trying something different", and they invariably suffer the consequences. Better to return to good hard-selling commercials, with or without benefit of show, than to dot your record with failures.

But to return to our original appraisal. Premium merchandising has had a definitely salutary effect. Millions of American homes have useful and decorative items they wouldn't have otherwise. Advertisers have hundreds of millions of extra sales and new customers, and advertising men have found out a lot about actual bare-handed selling they didn't know before. So don't let anybody tell you that premium merchandising was a destructive force; don't let anybody tell you, either, that it is gone for good.

File this article away somewhere, pal. With the end of war will come the golden age of American business and industry, and with it the golden age of good, hard-selling advertising technique developed in a war-enforced, premium-less era when Copy was King.

MBS Billings Off

MBS BILLINGS for January, 1943, totaled $992,104, a decrease of 3% from the corresponding month last year when the total was $1,024,512.

Now is the Time to Sell Things You Can't Wrap Up—



TODAY advertisers have more to sell Detroit than ever before. Tangible goods and services speak for themselves, at least to some extent. But intangibles such as trademarks, good will, corporation names, future plans—these are not so identifiable. In a market as big and as busy as Detroit, as full of post-war potentiality, advertisers should constantly refresh the memory of those who will buy vast quantities of products in this great market when peace comes again.

And there is no refresher quite as effective now as a popular radio station . . . one to which the great buying audience is already accustomed to listening, not only for authentic war news and comment, but for their favorite musical, novelty and drama programs as well. WWJ in Detroit is such a station, and has such an audience. It was not only the FIRST radio station in Detroit from the standpoint of age, but it is also DETROIT'S FIRST STATION in listener interest—*a survey-proven fact.*

WWJ

America's Pioneer Broadcasting Station — First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

NBC BASIC NETWORK

ASSOCIATE STATION W45D—F. M.

Code of Wartime Practices for American Broadcasters

As Revised Feb. 1, 1943; Released Feb. 10, 1943, Effective Immediately

THIS IS THE SECOND revision of the Code of Wartime Practices for American Broadcasters. It combines original provisions with supplemental suggestions and interpretations which have developed out of our experience during a year of war. It supersedes all other releases of the Office of Censorship to this date of issue.

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial copy.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities:

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority*. News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

It is requested that news in any of the following classifications be kept off the air, unless released or authorized for release by appropriate authority:

(a) WEATHER

ALL weather data, either forecasts, summaries, recapitulations, or any details of weather conditions.

Stations should refrain from broadcasting any news of weather occurrences, such as blizzards, snowstorms, tornadoes, hurricanes, etc, unless it is specifically authorized for broadcast by the Office of Censorship. Occasionally it is possible to clear such news, but for security reasons this Office cannot authorize blanket clearance in advance. Each case must be considered individually in the light of the extent to which the enemy will be benefitted if such information is broadcast. Confusion and inequalities of competition can be avoided if stations will consult the Office of Censorship promptly in all such cases, either directly or through their news service.

Exceptions: Emergency warnings may be broadcast as specifically released for broadcast by Weather Bureau authorities.

News regarding flood conditions may be broadcast provided it contains no reference to weather conditions.

Information concerning hazardous road conditions may be broadcast when requested by a Federal, State or Mulcipal source, if it avoids reference to weather.

Note:
Special events reporters covering sports events are cautioned especially against the mention of weather conditions in describing contests, announcing their schedules, suspensions or cancellations. These terms may be used: "Game called because of weather"; "wet grounds"; "muddy field." Terms such as "clear", "rain", "windy", "overcast", etc., are an index to weather conditions over a large area and should not be employed.

(b) ARMED FORCES.

Type and movements of United States Army, Navy and Marine Corps units, within or without continental United States, including information concerning

- Location
- Identity
- Exact Composition
- Equipment
- Strength
- Destination
- Routes
- Schedules
- Assembly for Embarkation
- Prospective Embarkation
- Actual Embarkation

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual or group known for a specialized activity.

Exceptions:

(1) Armed forces in the United States: Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character (other than service men on duty on anti-aircraft, coastal or invasion defense or embarkation points, whose unit identifications should not be given).

(2) Armed Forces outside the United States: Names and locations (without unit identifications) *if* presence of United States forces in area has been announced officially.

Individual addresses *if* they are limited to APO numbers or Navy Fleet Post Office (without unit or ship identifications).

Names of Naval personnel without mention of their ships, unless said ships have been announced by the Navy as lost or damaged.

(c) SHIPS (CONVOYS, etc.).

Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any waters, including information concerning—

- Identity
- Location
- Port of Arrival
- Time of Arrival
- Prospect of Arrival
- Port of Departure
- Ports of Call
- Nature of Cargoes
- Assembly
- Personnel

Enemy naval or merchant vessels in any waters, their

- Type
- Identity
- Location
- Movements

Secret information or instructions about sea defense, such as

- Buoys, lights and other guides to navigators
- Mine fields and other harbor defenses.

Ships in construction

- Type
- Number
- Size
- Location

Advance information on dates of launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under direction of the State Department.

Exceptions:

Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(d) DAMAGE BY ENEMY LAND OR SEA ATTACKS.

Information on damage to military objectives in continental United States or possessions, including

- Docks
- Railroads
- Airfields
- Public Utilities
- Industrial plants engaged in war work.

Counter-measures or plans of defense.

Appropriate authority: For information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy).

(e) ACTION AT SEA.

Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority: Appropriate authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters is the Naval Office of Public Relations, Washington; for results of United States naval action against enemy vessels in or near American waters, the commanding officer of the district in which the action occurs, or the Naval Office of Public Relations, Washington.

(f) ENEMY AIR ATTACK.

Estimates of number of planes involved; number of bombs dropped; damage to

- Fortifications
- Docks
- Railroads
- Ships
- Airfields
- Public Utilities
- Industrial plants engaged in war work
- All other military objectives

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course by stations *outside* the zone of action, unless expressly announced for broadcast by the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions, refers to exact routes taken by enemy planes, or describes counter-measures of defense, such as troop mobilization or movements, or the number or location of anti-aircraft guns or searchlights in action.

Exceptions:

After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) ACCREDITED MILITARY AND NAVAL CORRESPONDENTS.

No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy Department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military authority. Accrediting of news gatherers for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(h) PLANES.

Air Units—Military air units of the United States and the United Nations as to

- Disposition
- Missions
- Movements
- New characteristics
- Strength

Information concerning new mili-

(*Continued on page 26*)

A STATEMENT BY BYRON PRICE

BROADCASTERS should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful, they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone: Executive 3800; Teletype: WA-434.

THE OFFICE OF CENSORSHIP

Byron Price, Director.

February 1, 1943.

"NIX ON PIX!"

SAYS THE OWI — BUT HERE'S A LIST OF THE PLANTS THAT SUPPLY THE PAYROLL TO MAKE THE

CHARLESTON, W. VA.

MARKET ONE OF THE NATION'S BEST!

Kanawha Manufacturing Company
Trojan Steel Company
Kelly Axe & Tool Works, American Fork & Hoe Company
West Virginia Steel Corporation
Midwest Steel Corporation
Linde Air Products Company
Evans Lead Company
Owens-Illinois Glass Company
Libbey-Owens-Ford Glass Company
Kanawha Rail and Machinery Company
United Carbon Company

McJunkin Supply Company
Columbian Carbon Company
West Virginia Gas Corp.
Hope Natural Gas Co.
United Fuel Gas Co.
Owens, Libbey-Owens Gas Dept.
Carbide & Carbon Chemicals Corp.
Westvaco Chlorine Products Co.
Barium Reduction Corp.
The Prest-O-Lite Co.
General Machinery Ordnance Corp.
Carnegie-Illinois Steel Corp.
Electro Metallurgical Co.

E. I. du Pont de Nemours & Co., Inc.
Belle Alkali Co.
Givaudan Virginia & Company
Reilley Tar & Chemical Company
Fletcher Enamel Company
Dunbar Glass Company
Gravely Motor Plow & Cultivator Co.
Nitro Pencil Company
Monsanto Chemical Co.
Ohio-Apex Inc.
American Viscose Company
United States Rubber Company
Butadiene Plant

5000 on 580

WCHS

CBS Affiliate

John A. Kennedy, President *Howard L. Chernoff, Managing Director*

Charleston, West Virginia

represented by the BRANHAM COMPANY

tary aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(i) FORTIFICATIONS AND AIR INSTALLATIONS.

Location and description of fortifications, including

- Coast Defense Emplacements
- Anti-aircraft guns and other air defense installations
- Defense Installation details of public airports used for military purposes.
- Camouflaged objects
- Location of specially constructed bomb shelters
- Location of civilian defense communication control centers
- Information concerning installations by American military units outside the United States.

(j) SABOTAGE.

Specifications (including information on bottlenecks) which saboteurs could use to damage war production plants, transportation lines, public utilities, or other military objectives; any information indicating sabotage to them. In reporting accidents, no mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(k) PRODUCTION. (see also SABOTAGE).

Roundups—Collected data on a nationwide scale disclosing production progress or capacity in connection with ordnance, planes, war vehicles or other munitions.

Secret designs—New or secret military weapons, designs, formulas, or experiments connected with war production.

Plants—Floor plans or arrangement of war production plants; capacity of plants; actual or prospective progress of production, including revealing employment figures.

Statistics—Statistical information disclosing the amounts of strategic or critical materials produced, imported or in reserve—such as tin, rubber, aluminum, uranium, zinc, chromium, tantalum, manganese, magnesium, tungsten, silk, platinum, cork, quinine, copper, optical glass, mercury or high-octane gasoline.

Transportation—Movement or transportation of munitions within the United States.

Lend-Lease-Production—Method of delivery, destination, routes or transportation of Lend-Lease war material.

(l) UNCONFIRMED REPORTS, RUMORS.

The spread of rumors in such way that they will be accepted as facts will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations. Enemy claims of ship sinkings or of other damage to our forces should be weighed carefully and the sources clearly identified, if broadcast.

Caution is advised against reporting, under the guise of opinion, speculation or prediction, any fact which has not been released by an appropriate authority.

(m) COMBAT ZONE INTERVIEWS AND LETTERS.

Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from service men in combat zones are censored at the source, for home and family consumption only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on *Armed Forces*, regarding unit identifications).

SPECIAL NOTE ON WARTIME CODE

EDITOR'S NOTE: In a forward to the revised Codes of Wartime Practices for both radio and the press appears the following special note, to which Censorship Director Byron Price refers all broadcasters:

"The Code of Wartime Practices is issued pursuant to instructions by the President, who commissioned the Office of Censorship to supervise domestic voluntary censorship.

"You are reminded that whenever anyone else, in any part of the country, makes a request which appears unreasonable or out of harmony with the Code, you are at liberty to appeal at once to the Office of Censorship.

"Much confusion would be avoided if such appeals were more frequent."

(n) WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.

Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens, or of persons moved to resettlement centers; locations or operations of war prisoner, or alien internment camps or resettlement projects; place of confinement of civilians convicted of treason, espionage or sabotage.

Note:

The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

(o) MILITARY INTELLIGENCE.

Information concerning operations, methods or equipment of war intelligence or counter-intelligence of the United States or its allies; information concerning available or captured enemy codes or ciphers; or that gained from interception of enemy messages; or information concerning use of secret inks or chemicals or detection of these.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(p) WAR NEWS COMING INTO THE UNITED STATES.

War information originating outside United States territory may be broadcast if its origin is made plain.

In any case of vital security involvement, the Office of Censorship reserves the right to request broadcasters to censor such incoming material on the basis of the Code requests if it is apparent that the information has come on to the United States.

(q) GENERAL.

Casualties—Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy—Secret war plans.

Art Objects, Historical Data—Information disclosing the new location of national archives, or of public or private art treasures.

Diplomatic Information — Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destination, within or without continental United States; movements of ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.

Premature disclosure of diplomatic negotiations or conversations.

Forest Fires—In reports of forest fires: descriptions of danger areas, weather conditions, activity or methods of saboteurs, organization or placement of special guards, damage or threat of damage to military objectives, or extent of smoke clouds.

II. PROGRAMS

These suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its representatives.

(a) REQUEST PROGRAMS.

Music—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to—

- Lost pets
- "Swap" ads
- Mass meetings
- Personal messages
- Club meetings
- Club programs, etc.
- Vital statistics

The same precautions should be observed in accepting "classified advertisements" for broadcasting.

No telephoned, telegraphed or word-of-mouth-dedications or program features or segments thereof should be broadcast. No telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgements from listeners, should be broadcast.

Exceptions:

Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to re-writing by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

All requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(b) QUIZ PROGRAMS.

It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or shortwave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised.

Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theatre audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be *guaranteed* participation.

(c) FORUMS AND INTERVIEWS.

During forums in which the general public is permitted extemporaneous comment, panel discussion in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See paragraph (m) Section I.)

(d) SPECIAL EVENTS REPORTING. (ad lib).

Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship.

(See also Paragraph (a), Section I).

(e) SIMULATED AIR RAIDS. BLACKOUTS.

In view of the provisions contained in Paragraph (f) Section I of this Code, which prescribe radio silence at the scene of an air raid until the "all clear" is sounded, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(f) COMMERCIAL CONTINUITY.

Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this

(*Continued on page 28*)



The Taj Mahal, built by Shah Jahan at Agra, India, as a tomb for his wife, required 18 years to complete. It is recognized as the most perfect example of the Mogul style of architecture, and is considered by many to be the most beautiful building in the entire world.

Radio advertisers have, for many years, recognized WTIC as the foremost medium for delivering sales in the Southern New England market. The extremely high per family income and radio ownership in this wealthy area plus WTIC's power, prestige and listener acceptance produce a sales combination difficult to equal.

Include WTIC in your next radio appropriation, and learn for yourself why we continue to insist

"THERE'S NOT ANOTHER LIKE IT!"

WTIC
US
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

(*Continued from page 26*)

connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(a) PERSONNEL.

The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connection, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(b) SCRIPTS.

Station managements are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations.) It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions, with their translations, should be kept on file at the station.

(c) SUBMISSION OF SCRIPTS.

From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. When such requests are received, it is understood that the scripts in the original language, as well as English translations thereof, will be submitted. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(d) Station managements are reminded that all provisions of this code, as outlined in Section I and II, apply equally to foreign language broadcasting.

J-W-T New Accounts

SINGER SEWING Machine Co., Companhia Gessy Industrial and Industrias Quinicas Brasileiras Duperial S. A., have appointed the Sao Paulo office of J. Walter Thompson Co. to handle their advertising in Brazil. The agency's London office is conducting national campaigns for two English companies, for Rayon Hosiery Producers Assn. Ltd. to encourage the use of unfashioned rayon stockings to ease the demand for hosiery using raw material; for Fire Offices Committee to lessen the incidence of fires through civilian carelessness in factory, warehouse and home; and a campaign in the midlands to promote Sander first-aid dressing, product of A. de St. Dalmas & Co. Ltd.



BEFORE FIRST broadcast Feb. 14 of *Here is Tomorrow*, transcribed quarter-hour, last-minute conference was held by (l to r): Gerald Kean, former BBC scriptwriter and television director who writes the series: J. Dennis Molnar, account executive, Atherton & Currier, New York, handling account; Clinton Johnston, Radio Directors Guild, director. Series is sponsored on 30 stations Sunday afternoon by Cooperative League of America.

Candy Council Series With Lindley on NBC

COUNCIL ON CANDY as Food in the War Effort, Chicago, a group formed by the National Confectioners' Assn., sponsors Ernest K. Lindley, chief of the Washington Bureau of *Newsweek* magazine, in a Sunday quarter-hour on NBC, at 3 p.m., starting Feb. 14. Rationing will be the chief broadcast topic, with Army, Navy and other government officials serving as guest speakers.

The Council tested network radio for the first time Dec. 9 with a one-time broadcast on BLUE, featuring Mrs. Franklin D. Roosevelt. Arrangements for the NBC series were made by Joseph W. Hicks, public relations and industrial relations counsel in Chicago. BBDO, New York, placed the business.

Masonite 'E' on Blue

MASONITE Corp., Chicago (institutional), will sponsor a single-time half-hour broadcast commemorating the company Army-Navy E award, Wednesday, Feb. 24 on 142 BLUE stations. Program broadcast at 4:00-4:30 p.m. will originate from Laurel, Miss. N. W. Ayer & Son, Chicago is agency.

QUIZ DO'S—DONT'S
John Reed King Formulates Program Rules

DO'S AND DON'TS for handling quiz programs were drawn up recently by John Reed King, new m.c. of Mutual's *Double or Nothing*, sponsored by Pharmaco Inc., Newark, as follows:

DO:

Put yourself in the contestant's position.

Place the contestant in the best light possible.

Find the one subject about which the contestant is the most humorous.

Put the contestant at ease.

Make sure that the contestant is the star of the show, not the m.c.

DON'T:

Ask questions unless there is absolute confirmation of facts.

Ask ambiguous or controversal questions.

Get personal about the contestant.

Leave a contestant feeling that he has been unfairly treated.

Favor one contestant over another.

Treasury Chided for Asking Stations To Put Bond Mats in Local Newspapers

EDITOR BROADCASTING:

Please find enclosed letter received today from Vincent Callahan of the Treasury Dept. and our reply to same.

My feeling is that if enough of us make our thoughts and our position known, some plan may be worked out to enable the small stations to survive. I am sure others in our category also appreciate the cooperation of you and your staff in publicizing the precarious position of several hundred of the country's smaller stations.

MORGAN SAXTON,
General Manager,
KROS, Clinton, Iowa.

* * *

Mr. Callahan's Letter

Dear Sir:

Enclosed is a proof sheet of an ad which Radio Station WBAL ran in one of the Baltimore newspapers.

This full page advertisement, headlining Secretary Morgenthau's tribute to the radio industry, is one of several newspaper campaigns by that station. WBAL has found this type of advertising very beneficial in the direct sale of War Bonds.

We are sending you a mat of this advertisement without the WBAL call letters so that you may insert your own call letters, in the event you wish to use it in your local newspapers.

Mr. Saxton's Reply

Dear Mr. Callahan:

Thank you for the proof sheet and mat of the WBAL newspaper advertisement. Your suggestion that this station might wish to use it locally is slightly out of order, because, while we believe we are infinitely better off than most stations of our power, we are faced with the necessity of curtailing our hours and service because of dwindling income, and are certainly not disposed to purchase newspaper space for the benefit of a Government that has not yet, in any material way, recognized the magnificent support accorded it by all radio stations.

As long as we find it possible to continue operation, you are welcome to the generous use of our facilities, but it is time someone of importance in a department that needs us, points out to some of the regulatory branches of the Government that their failure to respect our designation as an essential industry, is merely hurrying the ultimate and early demise of most small stations.

Our case is probably a typical example. The local draft board will not defer even our technical men, and we are about to lose our eighth employe (an engineer) to the service, with another salesman and an announcer called for early examination. Our efficiency has suffered at least 40% as a result of this continuous turnover in personnel. Naturally our efforts in your behalf suffer proportionately.

One salesman, who brought in considerable much needed income from advertisers in small towns within a 40-mile radius of our transmitter, was forced to resign and seek more remunerative employment, when the local rationing board refused to grant him a "C" card so he could continue to sell and service this type of account. Such is the cooperation accorded us in our efforts to meet the difficulties of wartime operation.

Restrictions placed on the manufacture and sale of such merchandise as tires, automobiles, refrigerators, ranges, washing machines, furniture, sporting goods, ice cream, groceries, jewelry, hardware, household goods, shoes, and clothing have just about precluded any possibility of profitable operation for the small station.

Government purchases of War and Lease-Lend needs from the large manufacturers enable them to continue their advertising appropriations and deduct it from income tax, and national advertisers are carrying on. This is fine for the networks, the major stations, and even the regional stations, but why can't some of that Government money find its way to the small stations, which proportionately, give much more generously of their time and facilities.

There is an opportunity for some national advertisers to win the undying support and good-will of several hundred small radio stations by throwing out the lifeline through the placement of part of their appropriation with these important and much needed local stations. Their untold gratitude will go also to any of you men in official Governmental positions who give assistance to Chairman Fly of the FCC in his effort to find relief for the operators of America's small radio stations in the desperate situation which they face.

Army Ruling

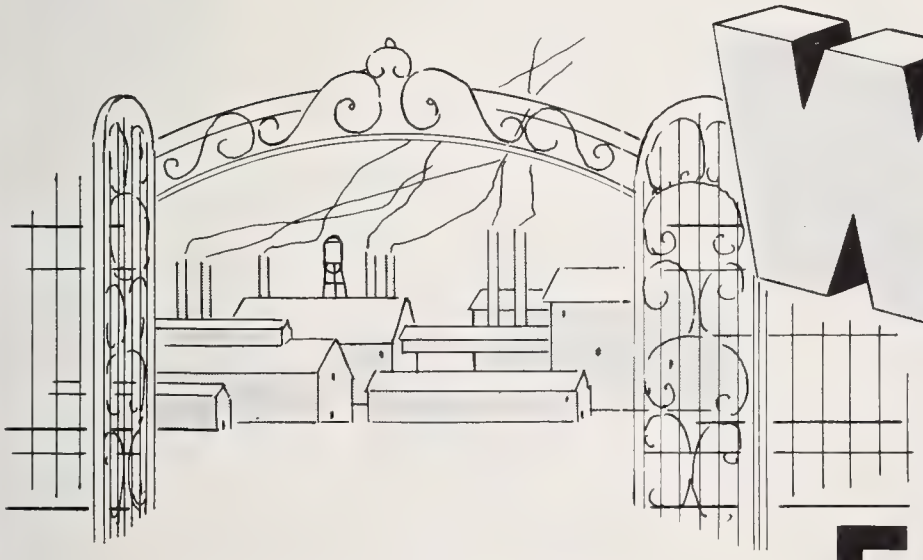
RADIO engineering students are included among college men taking technical engineering courses who will be called to active Army duty in 1943, the War Dept. announced recently. Revising its plans for calling up college students in the Enlisted Reserve Corps., the War Dept. said students taking technical engineering courses will continue in an inactive status until graduation or upon completion of the first full semester that begins in 1943, whichever is earlier. Those not members of the Enlisted Reserve Corps will, if inducted prior to the end of the first full semester beginning in 1943, be placed on the inactive list until the semester's end. After induction, those selected for further training will be given instruction under the Army's Specialized Training Program when they complete their basic military training.

5,000 MILES OF INDUSTRIAL OFFENSIVE!

THERE'S a great offensive going on down in the Great Tennessee Valley . . . an offensive that is paying off in the form of aluminum, and explosives, and bombers. Thousands of men and women are at work in industrial plants studding a vast area that extends for 5,000 miles through six states.

This is T V A at work for America at war. It has created in the Central South, a new era of industrial expansion. It has made TVA-land one of the nation's top markets.

For here there is buying power multiplied many times over that of a few year's back, and in the very center of this territory stands WLAC, the 50,000 watt giant of the Tennessee Valley.



THE INDUSTRIAL GATEWAY
TO THE RICH TENNESSEE VALLEY

WLAC
NASHVILLE, TENN.

50,000 WATTS

THE ONLY CBS AFFILIATE
WITHIN 125 MILES OF NASHVILLE


KDKA
WCAU
WNBF
WBAL
WESTINCHOUSE
Blueprint

for tomorrow . . .

The design ideas embodied in Westinghouse transmitters have gained them an enviable reputation among progressive radio stations throughout the country. Air-cooled tubes, fuseless protection, surge-proof metal rectifiers and simplified metal unit design are providing these stations with advantages that are particularly valuable at this time.

Today, the skills and abilities that created the economy, simplicity and operating reliability of these fine transmitters are engaged 100% in war production. Westinghouse radio manufacturing facilities are now building "walkie-talkies", radio locators, aircraft transmitters, and many other types of radio apparatus required for war.

In addition, Westinghouse radio research talents are searching the field of electronics—finding new and better methods that will keep this equipment second to none.

From this, comes our blueprint for tomorrow.

Out of these developments veiled in military secrecy and the new discoveries yet to be made, will come peacetime contributions that will make Westinghouse radio apparatus finer than ever.

J-08050

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

BROADCASTING
and
Broadcast Advertising

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HENRY S. LIEBSCHUTZ, Art Director

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Prudent Censorship

"WHEN IN DOUBT, ask the censor first."

Thus did BROADCASTING comment editorially last June 29 in announcing the first revised voluntary Code of Wartime Practices for American Broadcasters. When Byron Price, Director of the Office of Censorship, released the second revised Code at a news conference last Wednesday, he emphasized appeal to the Office of Censorship by pointing to a foreword in the new Code which makes it pretty clear that there is but *one* censor.

The revised Code, while containing some new restrictions, overall is more liberal than either of the first two. That's due, in a large measure, to the splendid teamwork of Government and industry. Under the voluntary plan, instituted by Mr. Price and his assistant in charge of radio, J. Harold Ryan, every broadcaster is a voluntary censor. Responsibility for adhering to the Code is placed squarely up to station management and without exception there have been no flagrant violations—at least none with malicious intent.

What few violations occurred could be traced, in the main, to ignorance or misinterpretation of the Code or to the release of certain restricted information by persons not designated as "appropriate authority". Those few errors no doubt will be corrected henceforth since the revised Code specifically defines "appropriate authority". As Mr. Price explained, his Office was set up by direction of the President and any broadcaster who has doubts about certain information should immediately get in touch with Censorship.

Restrictions on foreign language broadcasting have been tightened to include supervision of personnel by the Office of Censorship (despite similar functions assumed by the FCC). This new clause does not relieve station management from its responsibilities but by direction of the President it does give Censorship the responsibility of removing from the air any person who "endangers the war effort of the United Nations" by connections, direct or indirect, with foreign language stations.

The new Code embodies several new sections covering various incidents which have arisen since the last revision. One of these deals with simulated blackouts and air raids. With reference to news broadcasts the revised Code parallels the press Code, with exception of weather information which still is more restricted for broadcast.

All in all, however, the Feb. 1, 1943 edition is more simplified. It gives more direct information and fewer generalities which the industry will welcome. In that connection much credit is due Mr. Price and his staff of able assistants. In Mr. Ryan's division every key man is a radio veteran, thoroughly acquainted with the industry's problems so that when questions come up they are discussed and solved in a manner satisfactory to both broadcasters and Government.

Time & Place

NOT in the last decade has there been such a showing of teeth by Congress in its attitude toward Government bureaus and agencies. There is a revolution against "bureaucracy" which is certain to be evidenced in slashed appropriations and curtailed authority.

Just about the No. 1 agency on the Congressional Wrath Parade is the FCC. All radio eyes are turned toward the Cox Select Committee inquiry into the FCC, its personnel and stewardship. Passage of the Cox Resolution almost without opposition was demonstrative of the temper of the new Congress. Those who construe this inquiry as purely a personal controversy between two men are, in our judgment, kidding themselves.

With all this going on, however, there is a tendency to lose sight of the objective. That goal is for corrective legislation, to eliminate guesswork in radio regulation and to frustrate the well-defined effort to put free American radio (and perhaps the other media of expression) into a regulatory straight-jacket. The Cox Inquiry deals with fallacy of man and method, rather than sufficiency of the existing law, enacted in 1927 when radio was but a pup.

The fate of the Cox Inquiry, of course, depends upon the adequacy of its staff and counsel, more than anything else. With courageous and informed counsel, the facts can be ferreted out. Otherwise, it probably will be just another Congressional investigation.

Speaker Rayburn, who was chairman of the House Interstate Commerce Committee when the original Radio Act was drafted in 1927, consistently has contended that the statute is a good one, but that it has been badly administered. We think he is right on both counts. But a 16-year-old law in so dynamic a field as radio obviously is outmoded. And after the war, with visual radio, facsimile and the newer electronics offshoots, it unquestionably will be a legislative antique.

Congress, in its wisdom, has voted the Cox Inquiry. That's the function of Congress, for the FCC is simply one of its creatures. Last year a standing committee of the House—Interstate Commerce—conducted a fact-finding inquiry into the whole communications regulatory scene. For 10 weeks the Committee heard witnesses representing every segment of the industry and the two regulatory philosophies reflected on the FCC—its power-grasping majority, and its more conservative two-man minority.

We believe a real need for revision of the Act was demonstrated. The war, and the moratorium on new construction, give added reason for curtailment of regulatory functions. The Sanders Bill, upon which the hearings were held, now has been reintroduced by Rep. Holmes (R-Mass.) in substantially the same form. It would clearly delineate the functions of the FCC and separate it into two autonomous divisions. It would have Congress tell its creature, the FCC, the bounds within which it should and must function.

Irrespective of the Cox Inquiry's outcome, prompt steps should be taken to correct what obviously is an out-moded statute, not because the law itself wasn't well-conceived, but because it has been abused. We hope that able Chairman Lea (D-Cal.) of the House Committee will promptly name a subcommittee, with himself as head, redraft the Sanders-Holmes proposal pursuant to the voluminous testimony.

Radio has proved its unbounded utility and usefulness since the war began, so that most of its erstwhile critics now praise the job being done. It is too important and too sensitive a medium to be left to the caprice of bureaucratic control.

Guestitorial

SELLING THE THEATRES

By BRUCE BEICHL
Commercial Manager
WFHR, Wisconsin Rapids

"IT'S NO USE, we just can't sell the theatres in this town on the use of radio!" How often have the members of your sales staff said that?

The average theatre manager feels that for the same amount of money he can buy more space in the newspaper than he can on the radio, so he shuns the air for print. He gets a special "bang" out of laying out a fine-looking display ad, or conjuring up some special promotion for an outstanding picture or a "sleeper".

Frankly, we had the same trouble here. But we applied a bit of psychology to our approach. We took the manager of the local theatres into our confidence, made him feel that planning his radio promotions was equally as glamorous as laying out a big newspaper ad.

First, we contracted him for 18 spots a week, to be used equally over the six-day week. These short spots calling attention to "What's playing tonight at the Wisconsin Rapids Theatres" was preceded by the first few lines of

(*Continued on page 43*)

We Pay Our Respects To —



DOUGLAS WYMAN MESERVEY

FROM programming for NBC to programming war information for the nation's networks and stations. That's the story of Douglas Wyman Meservey, deputy director of the Office of War Information's radio bureau.

His former chief, William B. Lewis, now assistant director of OWI's domestic branch, will tell you that Doug is the balance wheel of the bureau. Once plans are adopted it's up to him to see that they work.

Restless after two years at Harvard Law Shool, Doug Meservey started his career by visiting Europe in the summer of 1927. He worked his way over as caretaker for a pack of mules aboard a German freighter. In Paris his funds were low and he sought newspaper work in vain.

When things looked darkest, he remembered a letter of introduction to the Paris head of Erwin, Wasey & Co. He got a job and at 22 became an executive in the advertising agency business. For two years Doug handled the international Frigidaire account in France, Belgium and Switzerland; the Carnation Milk account in France and Switzerland and Armco in France.

Returning to the U. S. in the fall of 1929, he became affiliated with Erickson Co., predecessor of McCann-Erickson. In December 1930, he joined the Dupont Cellophane Corp. and two years later was named the firm's advertising manager. He became active in the Association of National Advertisers, an activity that eventually led him to radio.

In 1936, Maj. Ken Dyke, then promotion manager of NBC and later chief of OWI's bureau of campaigns, and Doug conceived of a gridiron show of admen. Subsequently Doug became chairman of the ANA Adribber's Club.

That whetted his appetite for the entertainment field and in 1937 he resigned from the Dupont firm to join NBC as assistant to John Royal, vice-president in charge of programs. Later he became assistant to Bertha Brainnard, commercial continuity director, and in November 1940 he was made sales manager of the Program and Talent Sales Division.

When Bill Lewis, CBS vice-president in charge of programs, was loaned to the Office of Facts and Figures to head up a radio branch in 1941, Doug Meservey took a leave of absence to become Mr. Lewis' assistant. Both men resigned their private industry jobs in 1942 when the Office of War Information was created. Mr. Lewis became chief of the OWI radio bureau and Mr. Meservey his assistant.

Appraising his job, Doug said he once thought of advertising as three sides of a triangle—agencies, clients and media. Now he sees an important fourth dimension which advertising assumes in wartime—Government.

Born in Kearney, Neb., April 10, 1905, Doug attended public schools there. He passed up a scholarship at a local college to enter Stanford in 1922. He was graduated in 1926 with an A.B. degree, majoring in law. His prime extra-curricular activity was journalism. After graduating from Stanford, he entered Harvard law school, but the romance of travel in Europe ended his formal education.

He is a member of Beta Theta Pi, Sigma Delta Chi and Phi Delta Phi. Doug lives alone in Washington, working usually 10 hours a day and 6 days a week. His hobbies are golf and squash, when he has time.

EDWARD TOMLINSON, BLUE commentator, will soon have two books on the market, published by Charles Scribner's Sons, New York. One is a text on social, economic and political conditions in 20 Latin American republics; other is second of a series of three general books on 10 countries of South America.

Personal NOTES

GEORGE M. BENSON has received military leave of absence as eastern sales manager of the BLUE, and reports for duty this month as a lieutenant in the Naval Reserve. His successor, who takes over Feb. 22, will be D. R. Buckham, of the BLUE sales staff, previously with NBC sales.

PAUL RITTENHOUSE, executive assistant manager of NBC's guest relations department, has been appointed manager of the department, replacing W. G. (Jerry) Martin, who has resigned to join the Lady Esther Co., Chicago (cosmetics). Mr. Rittenhouse joined NBC in 1934.

ARCH KERR, formerly a radio representative in Chicago and previous to that associated with KGW and KEX, Portland, Ore., has joined the staff of KFRC, San Francisco, as account executive.

G. STANLEY McALLISTER, CBS director of construction and building, has returned from Ft. Leavenworth where he completed the Army Orientation course at the Army Command and General Staff School.

GEORGE ALLEN of the research and promotion department of WOR, New York, has been ill for two weeks. Meetings of the Radio Discussion Group of the American Marketing Assn., of which Mr. Allen is chairman, have been called off until his return.

FOY LOPEZ WILLINGHAM, formerly of WKY, Oklahoma City, has joined KGKL, San Angelo, Tex., as commercial manager. Allen Clark, music director of WKY, Oklahoma City, has returned, after serving with the Merchant Marine.

BOB MITCHELL, account executive of WKY, Oklahoma City, is father of a girl, born Jan. 31.

STEVE SALLAK, former salesman of KFEL, Denver, has joined the sales staff of KMYR, Denver.

ELIAS GODOFSKY, general manager of WLIB, Brooklyn, on Feb. 5 became the father of a baby girl.

GEORGE DIEFENDERFER, salesman of NBC Chicago, has been commissioned a lieutenant (s.g.) in Naval Aviation and leaves Feb. 23 for an eight-week indoctrination period at Quonset Point, R. I. He joins his son in the Navy, George W. Diefenderrfer Jr., radio man, third class, stationed on the West Coast.

WILLIAM MacMURTRIE has been named assistant general purchasing agent of Philco Corp., Philadelphia. He has been with Philco since 1935.

ARCH ROBB, general manager of WIOD, Miami, has been named assistant to Wynn Wright, NBC eastern program manager.

KEN MARSH, commercial manager of WJHL, Johnson City, Tenn., has been made manager; he will act as administrative assistant to W. Hanes Lancaster, president, and continue to direct sales activities. Carter Wall has been made manager of WJHL's Elizabethton studios, replacing H. I. Talbert, resigned.

RAY C. WAKEFIELD, FCC commissioner, has been installed as president of the California State Society in Washington, D. C.

EUGENE McCARTHY, formerly on the sales staff of several New York newspapers, has joined the sales department of WOR, New York, succeeding William Thomas Hamilton, now with *Comic Weekly*.

AL BAMFORD, commercial manager of KROW, Oakland, Cal., has been named acting manager of the station while Manager Philip G. Lasky has been assigned to an unannounced war job in San Francisco.

DORIS SLAYTON, Dover, New Hampshire, has joined the WHEB sales staff.

WILLIAM S. PALEY, president of CBS, is in Hollywood for conferences with Donald W. Thornburgh, Pacific Coast vice-president.

ADELAIDE BREWSTER, transcription head of Office of Coordinator of Inter-American Affairs, New York, is in Hollywood for conferences with Jack Runyon, West Coast radio division manager, on distribution of transcribed shows to Latin-American republics.

RAYMOND RUFF, assistant manager of KOMA, Oklahoma City, was on Jan. 27 called to active duty in the Army Air Forces and stationed at Sheppard Field, Wichita Falls.

FRANK O'LEARY, new to radio, has joined the sales staff of WIL, St. Louis.

CHARLES COFFIN, formerly of the sales staff of WGN, Chicago, has joined the Chicago sales staff of *Mademoiselle*, published by Street & Smith.

HOWARD L. CHERNOFF, managing director of WCHS, Charleston, has been made vice president of the Charleston Broadcasting Co.

A. A. CORMIER, radio executive formerly with the Hearst stations, and Madeleine Stewart White, eastern publicity director of Monogram Pictures, were married Feb. 11 in the Little Church Around the Corner in New York. Mrs. Cormier will continue her position with Monogram.

HOWARD J. LONDON, director, National Radio Division of the National Foundation for Infantile Paralysis, and former timebuyer, is the father of a girl, born Feb. 6.

ARCH KERR, formerly Chicago advertising agency executive, has joined KFRC, San Francisco, as account executive.

ROBERT RAISHECK, formerly national advertising manager of the *Wichita* (Kan.) *Eagle*, has joined KHJ, Hollywood, as account executive.

BEHIND the MIKE

AL B. ULRICH, program director of the BLUE, Chicago, has been appointed assistant production manager, succeeding J. Clinton Stanley, recently commissioned lieutenant (s.g.), now stationed at Great Lakes, Ill.

FRED KLEIN, former booking agent of the National Concert Artists Corp., Chicago, and of the former NBC Artists Service, Chicago, has joined the sales promotion department of the BLUE, Chicago.

DORIS DEEREY, of the program department of WCFL, Chicago, has joined the WAACs and is stationed in Georgia.

GEORGE MARTIN, newscaster of KHJ, Hollywood, has received a commission as ensign in the Naval Reserve and awaits instructions. Francis Pettay, formerly announcer of WHK, Cleveland ,has joined KHJ.

FORREST W. CLOUGH, traffic manager of the Texas State network and KFJZ, Fort Worth, is the father of a 9-pound, 10-ounce girl born Feb. 6. Mrs. Clough is the former Mildred Wyatt of KRBC, Abilene, Tex.

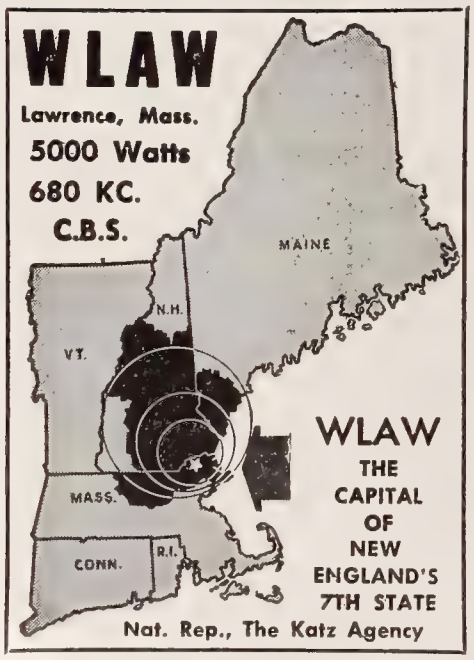


Katz wired us recently
With a sharp note of fear
Lest the Georgia time change
Would throw spots on their ear.

But we shift not a second
And loudly we chime
That Savannah (you betcha)
Stays on Eastern War Time.

$$$ WTOC $$$

Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY





CHRISTY KIMBALL, formerly of Tucson, Ariz., has joined KOY, Phoenix, and is conducting a weekly morning program.

STEVE ALLEN, announcer of KOY, Phoenix, has joined cast of the five-weekly *Love Story Time* sponsored on that station by Tovrea Packing Co. He replaces Jack Wages, now in the Army.

TED BLISS, Hollywood producer of the weekly CBS *Don't You Believe It*, sponsored by Plough Inc. (St. Joseph's aspirin), has been given a similar assignment on *Suspense*, weekly sustaining feature on that network.

TRUDY ERWIN, former featured vocalist on the weekly NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike) has been signed as singing partner of Bing Crosby on *Kraft Music Hall*, sponsored by Kraft Cheese Co., that network.

HUGH WEDLOCK and Howard Snyder will write and produce one of the two Abbott and Costello pictures at Universal, tentatively titled "Abbott and Costello in Society".

SHELDON SHEPARD, author, has started a five-weekly quarter-hour commentary on world affairs over KMTR, Hollywood.

VICTOR PERRIN, chief announcer of the BLUE Hollywood, is the father of a boy born Feb. 7.

AUDREY MAYS, at one time writer-commentator of WWL, New Orleans, has joined Maury Foladare-Norman Millen, Hollywood publicity service.

BEN COLE, new staff producer of WLIB, Brooklyn, is writing and announcing the station's *Army Camp News* program.

HELEN MARY KNOX, formerly of WMT, Cedar Rapids, Ia., has been appointed assistant program director of the Gary studios of WIND, Chicago.

ART FORD, formerly of WBYN, Brooklyn, has joined the announcing staff of WPAT, Paterson, N. J., replacing Art Raymond, who was inducted into the Army Jan. 27. Howard Fenton, new to radio, joined the staff Feb. 1.

THOMAS FLETCHER has joined the announcing staff of WHK-WCLE, Cleveland.

JACK LUCAS, announcer of WELI, New Haven, is the 18th member of the staff to be called into the Armed Forces.

MAURICE BEDARD, formerly of Canadian Broadcasting Corp., Winnipeg, has joined the announcing staff of CKY, Winnipeg. Russ Carrier, formerly of CKX, Brandon, Man., and Beth Lockerbie have joined the staff. Maurice Burchess and Tom Benson have joined the Royal Canadian Navy as probationary sub-lieutenants.

JERRY McGEE, former NBC sound effects man in San Francisco, now in the Army, is touring the country with "This is the Army".

STUART HANNON, writer and free-lance journalist, has joined the staff of KGO, San Francisco, as news commentator.

JOHN BARLETT, formerly of WDSU, New Orleans, is announcing for Park Simmons, WJSV, Washington, while Simmons is on vacation.

BEN MORRIS, announcer of WKY, Oklahoma City, has been called to active duty with the Army Air Forces. Frank McIntyre, news editor, now handles publicity also.

BURTON ALAN WRIGHT, announcer of WKY, Oklahoma City, on Jan. 30 married Bette MacDonald, NBC Chicago actress.

Love Thwarted

"WILL you please play 'Moonlight Becomes You' at exactly 1:30 Saturday morning," a Marine wrote to Ed Fitzgerald, m.c. of *Moonlight Saving Time* on WOR, New York. "That's my girl's favorite song and I want to tune it in soft and sweet at exactly that time. Then I'm going to propose to her." It was Ed who had to say "No", because of wartime restrictions on request numbers.

PARKER GAYMAN, newscaster and announcer of KFRC, San Francisco, recently was commissioned an ensign in the navy and left for an eastern naval training station.

GENE KING, production supervisor of WOR, New York, is father of a boy born Feb. 30.

VIRGINIA BRUAER, formerly of KLZ, Denver, is now continuity editor of KMYR, Denver.

SAUL ORNEST, formerly with CKOV, Kelowna, B. C., has joined CBR, Vancouver.

BOB BOWMAN, special events chief at Canadian Broadcasting Corp., Toronto, has gone to Australia on special assignment for the British Dept. of War Information. Mr. Bowman has spent most of his time since the war in Great Britain in charge of the CBC overseas unit.

ANDREW COWAN, formerly with the talks department of Canadian Broadcasting Corp. is to join the CBC overseas unit shortly to report activities of Canadian servicemen in Britain and Africa.

AL ERSKINE has joined the announcing staff at CKMO, Vancouver.

GLADYS BOWDEN, of the continuity staff of KXOK has resigned. She was recently married to Lt. (j.g.) Marty Maracek.

DWAYNE JOHNS, Bob Churcher and Wally Grigg are new announcers of CKX, Brandon, Man.

PEGGY FIFE, formerly announcer at CKX, Brandon, Man., was recently married to Lance-Cpl. Wm. F. McCreary.

JIM AMECHE, radio M. C. and brother of Don Ameche, has been named permanent narrator on *Manhattan at Midnight*, BLUE series sponsored by Cummer Products Co., New York, and handled by Young & Rubicam, N. Y.

MARJORIE MORROW, former casting director of CBS, who resigned recently to become associate director of Warner Bros.'s eastern office, is handling publicity on a free-lance basis for *Here Is Tomorrow*, transcribed Sunday afternoon series which started Feb. 14 on 30 stations under sponsorship of the Cooperative League of the U. S. A.

TED HUSING, CBS sports announcer, who covers the annual broadcasts of the Kentucky Derby under sponsorship of Gillette Safety Razor Corp., Boston, will address a meeting of the company's sales managers in Boston Feb. 25.

WALT FRAMER, formerly of KDKA, and Joe Holt, formerly associated with the BLUE, have joined the announcing staff of WBYN, Brooklyn.

RICHARD EATON, former foreign correspondent and newspaper publisher, has started a series of twice-weekly quarter-hour broadcasts on WMCA, New York, covering the presidential press conferences from Washington.

REGINALD E. THOMAS has resigned as head of the program and production activities of NBC's Radio-Recording Div. He has applied for a naval commission. Succeeding him is Oscar C. Turner, who has had charge of Thesaurus programs and has been acting as special assistant to C. Lloyd Egner, vice-president in charge of the Division.

VARNER PAULSON, program director of WCOU, Lewiston, Me., has joined the announcing staff of WIP, Philadelphia.

LAWRENCE (Larry) PUCK, a member of Columbia Artists until that organization was sold to Music Corp. of America, is returning to CBS Feb. 15 as the network's talent scout, according to Douglas Coulter, CBS director of broadcasts.

EDWARD DeNIKE, of National Union Radio Corp., Newark, has been named public relations director of the company's advertising, publicity and morale building activities.

GEORGE COPPEDGE, formerly of WAYS, Charlotte, N. C., has joined the announcing staff of WSB, Atlanta. Clover Gatling, copy writer of Montgomery Ward & Co., New York, has joined the production staff.

EDDIE COWELL, sports and news announcer of WJHL, Johnson City, Tenn., has been made news editor, replacing Louise Woods, resigned.

PAULINE SNAP, formerly of the advertising department of Bamberger's in Newark, has joined the continuity staff of KOB, Albuquerque.

ERIK BARNOUW, assistant script director of NBC, has been named a member of the Writer's War Board.

GORDON JAMES, formerly of WJWC, Chicago, has joined the announcing staff of WIND, Chicago.

OZZIE C. WADE, for 10 years chief announcer of WKNE, Keene, N. H., has enlisted in the Navy and is at the Great Lakes, Ill., Naval Training Station. Bill and Bob Stephens, WKNE's twin announcers, have been inducted into the Army. Ted Austin, former sportscaster of WBIG, Greensboro, N. C., Peter Bochan, former announcer of WDEV, Waterbury, Vt., and Howard Wheelock, new to radio, have joined the announcing staff.

KENNETH WILSON is now managing news editor of WMBS, Uniontown, Pa. Harry C. Burwell is traffic manager.

LT. LILLIAN FAUST, WAAC, formerly of the continuity staffs of KCKN, KOMO, Kansas City, and women's director of KRIC, Beaumont, Tex., has been assigned to radio division, public relations, of Ft. Oglethorpe, Ga.

DOUGLAS WRIGHT, announcer-continuity writer of WCAR, Pontiac, has joined WJLB, Detroit, as announcer, and will resume freelance agency writing in Detroit.

TURNER PASCAL replaces Bill Brownlee on the announcing staff of WBML, Macon, Ga. Brownlee joined WBML recently on a Monday, reported for the Army the following Friday.

ROBERT A. GRINDE, formerly of WHA, Madison, has joined KFAC, Los Angeles, as announcer. He succeeds John Groller who resigned to join CBS, Hollywood, as writer-producer.

CLIFF ANDERSON, Western division program traffic manager of BLUE, Hollywood, has taken on additional duties of business manager for the program department.

LEE WOOD, news writer of KPO, San Francisco, has been transferred to NBC, Hollywood. He replaces Jack Burtt Jr., who has been commissioned an ensign in the Navy and reports to the Naval Training School at Tucson, Ariz., on Feb. 15.



...Awarded the Maritime M "for Outstanding Development and Production of Radio Equipment"

The new Liberty Ship radio
Developed for The Maritime Commission
By I. T. & T.'s manufacturing associate
Federal Telephone and Radio Corporation
Is helping save the manpower hours
That build our bridge of ships.

Not eight or ten separate parts
But *one*
Compact, all-in-one
Radiotelegraph Unit—
Takes care of
Both sending and receiving.

Installed in one-fifth the time
Normally required—
Ready to plug in and tune in—
It is freeing skilled craftsmen
For other vital jobs.

In recognition of
"Outstanding performance
In the development and production
Of radio equipment"
The Maritime Commission has awarded
Federal Telephone and Radio Corporation
The Maritime "M" Pennant
The Victory Fleet Flag
And Maritime Merit Badges.

Federal Telephone and Radio Corporation

General Offices: 200 Mt. Pleasant Avenue, Newark, N. J.

AN I T&T ASSOCIATE

BALTIMORE'S BLUE NETWORK OUTLET

NBC

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York - Chicago - San Francisco

"SELLING" STRENGTH
..not "Signal" Strength
brought in
9,125 replies to
52 Hundred-word
Spots

Just one example how WDZ's "DIRECTIONAL PROGRAMMING" works. Learn how your National sales story can be . . .

Aimed EXCLUSIVELY at the 70% who work with their Hands

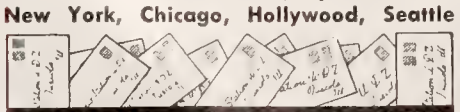
QUICKLY DIRECTLY RESPONSIVE

WDZ
TUSCOLA
ILLINOIS
1000 WATTS

You may be surprised at the action your "sell" copy generates through capable WDZ hands. Reason?—For 21 years we've studied, lived with the psychology of the folks who work with their hands.

Let us help you mold appeals into a radio selling package patterned for the "70% masses" you must sell in so many markets. Contact us, or . . .

HOWARD H. WILSON CO., Representatives
New York, Chicago, Hollywood, Seattle



206,154 Listener Letters During 1941!!

BILL WOOSEY has joined the news staff of KXOK, St. Louis, as announcer, replacing George Bauer, who has joined WMBD, Peoria.

WARREN GIRARD has left the announcing staff of WCAE, Pittsburgh, to join the Army Air Forces at Miami, Fla.

JOHNNY JACOBS, announcer of KMOX, St. Louis, has joined the Maritime Service at Boston, the 30th KMOX employe to enter the armed services.

BESSIE BEATTY has been named chairman of the radio committee for the business and professional women's division of the British War Relief Society.

LOWELL C. SMITH has joined the staff of KGVO, Missoula, Mont.

JANET LOBERT has joined the staff of KSOO, Sioux Falls, S. D.

L. DANIEL HARLESS, chief news editor and announcer of WSAV, Savannah, has been appointed announcer for the B. J. Williams *True or False* show on the BLUE, which originated Feb. 8 at the Parris Island Marine Training Base. Ruth Christianson has joined the program staff and will do a daily movie gossip program, under the name of June O'Day, and various women's features.

WILLIAM J. REDDICK, at one time director of Ford Motor Co. radio programs, has joined NBC's production staff as director, assigned to the NBC Symphony broadcasts.

JOEL CHESNEY, former announcer of WAAT, Jersey City, has joined WINS, New York. Jean Gilbert, of Gilbert Adv., Rochester, has become secretary to WINS program director, John T. Adams.

DAN BOWERS, formerly of KGB, and KFSD, San Diego, has been appointed director of news and special events of KOMA, Oklahoma City.

DUSTIN RHODES, formerly of WTMV, St. Louis, has joined the announcing staff of WIL, St. Louis, replacing George Abel, now with KSD, St. Louis.

DUANE A. NELSON, former staff announcer of WJLS, Beckley, W. Va., has been commissioned a second lieutenant and stationed at Lexington.

FRANCES RICE, continuity editor of WIL, St. Louis, and publication chairman of the Women's Adv. Club, on Jan. 12 enlisted in the WAACs and is now awaiting orders.

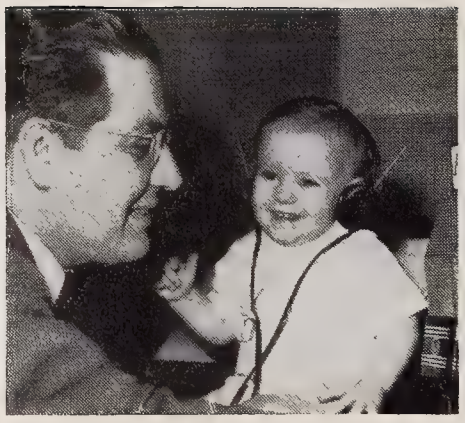
OLAF SOWARD, formerly of Kansas City stations, has joined the announcing staff of WIBW, Topeka.

ROBERT H. HARTER, former traffic manager of WHO, Des Moines, has been commissioned a second lieutenant after completing a training course at Harvard U.

MAJ. ERNEST C. SANDERS, announcer of WHO on leave with the Army, is recovering from a fractured arm in the Army hospital at Springfield, Mo.

To Fete Journalists

TEN JOURNALISTS from Uruguay and Peru, now on a tour of the United States under the auspices of the National Press Club, the State Dept. and the Office of the Coordinator of Inter-American Affairs, will be honored Feb. 23 at a reception by NBC and will participate in a shortwave broadcast to Latin America from NBC studios.



GUEST STAR on Arthur Jones' *Homemaker's Club of the Air*, on KXOK, St. Louis, recently was Tommy Jones, who observed his first birthday by helping out on dad's program. Fan mail indicated the young man has a great future.

Studio Notes

STATE PENITENTIARY, at Huntsville, Tex., broadcasts *Thirty Minutes Behind the Walls* every Wednesday night at 10:30 over WBAP, Ft. Worth. Program has proved a major success in sale of War Bonds. Orders mostly of the larger denominations from all parts of the country continue to pour in since the impassioned plea of an inmate on a recent program. Written and produced entirely by inmates, program won the Peabody Radio Award for Public Service in 1941.

CONGRESSMAN Ranulf Compton, of the 3d Connecticut district, speaks directly from Washington over network lines on WELI, New Haven, every Saturday evening.

FOR MILITARY SERVICES especially, WMAQ, Miami, airs *Reveille In Rythm*, Monday through Saturday, 6:45 to 7:00 a.m., featuring popular recordings and news to servicemen, produced by Pvt. Bruce Wendell of the Army Air Base Command, Miami Beach, a former understudy of Martin Block, New York announcer and m.c. *Men Of The Fleet*, Thursdays, 9:30 p.m., features the 7th Naval District Band and guests from radio and stage. A local music firm makes a transcription of a message from a service man in the audience to his family and the record is sent to the person named. WMAQ has secured radios for squadrons having none and hooked up loudspeakers for squadrons with assembly places at a distance.

INTERVIEWS of naval recruits of Sampson Naval Training Station, Sampson, N. Y., are aired by WSAY, Rochester, N. Y., in a series titled *Blue Jacket Time*, on Sundays, 3:30 to 4:00 p.m., conducted by Mort Nusbaum, manager, and Harold Kolb, program director. On Tuesdays, 6:15 to 6:30 p.m., Frank Silva, sports commentator of WSAY, interviews Sampson recruits prominent in sports before entering the service.

THREE SPONSORS have been added to *North Jersey War of Production*, five-weekly program started as a sustainer on WPAT, Paterson, N. J., Oct. 19, to procure workers for war industries. In addition to Star Electric Motor Co., Bloomfield, and Walter Kidde Co., Belleville, among the first sponsors of the program [BROADCASTING, Nov. 16]. Beach Air Brush Co., Public Service Transportation, and Diehl Mfg. Co. have become sponsors.

MUSIC Educators National Conference has set up a national committee to conduct a survey of the class-room value of *Music of the New World*, presented on NBC's *Inter-American University of the Air*. Teachers and students will cooperate in the survey.

AS A public service with cooperation of WOL, Washington, the weekly series, *Congressional Record of the Air*, is being transcribed in that city for special release on KROW, Oakland. Transcriptions feature talks by Congressmen.

NEW SERIES of interviews titled *Back Talk* is conducted by announcer Gunnar Back every Friday at 3:45 p.m. on WJSV, Washington. First guest was Frazier Hunt, news commentator and former foreign correspondent. Prominent Washington personalities will appear on the show each week.

SCHOOLROOM use of radio is under way in Ithaca, N. Y., where WHCU has started a weekly 15-minute program, *Journeys Behind the News*, interpreting current events in simple terms. Broadcast Fridays under the supervision of W. Robert Farnsworth, director of radio for the local schools, the program is tied into the established curriculum.

TO PROMOTE the Red Cross recruiting campaign for Army and Navy nurses, twice-weekly quarter-hour series dramatizing wartime activities of that organization was begun on KFI, Los Angeles, in late January. Written by Frederick Heider, program highlights careers of Red Cross nurses.

ALL-GIRL *Victory Belles*, weekly half-hour program for servicemen on KNX, Hollywood, recently expanded to CBS Pacific coast stations, Saturday, 6-6:30 p.m. (PWT). Cast includes all-girl orchestra. Ona Munson is producer.

KLZ, Denver, climaxed the Denver B'nai B'rith Lodge War Bond drive with a broadcast of events at the "$1,000 per seat premiere" of Bob Hope's "They Got Me Covered" at the Orpheum Theatre when purchaser of a ticket for the show had to buy at least a $1,000 War Bond during the campaign. B'nai B'rith presented Colorado's Collector of Internal Revenue with a check for $2,700,000 for War Bonds.

BREAKING the pictures at nine o'clock, four Fanchon & Marco theatres in St. Louis, in cooperation with KXOK, St. Louis, gave audience news of the Roosevelt-Churchill Africa meeting.

REMOTE 300-mile broadcast once a week from the Tonopah bombing and gunnery range to pick up the post dance orchestra is originated by KOH, Reno.

SELECTED to participate in *Command Performance U. S. A.*, is the Saturday night feature of WSM, Nashville, *Grand Ole Opry*. Particularly requested by soldiers was Roy Acuff and his Smoky Mountain Boys.

WMIN, St. Paul-Minneapolis, has acquired the AP radio news wire from Press Assn.

WNEW, New York, has resumed commentaries by J. B. Priestley, British author, who speaks from the London studios of BBC.

KGO, San Francisco, on Feb. 8 started a six-weekly all-night program of newscasts, music and special features to entertain war workers on the swing and daytime shifts.

POINT RATIONING is subject of twice-daily broadcasts on WNYC, New York.

TWO BASKETBALL games between Phillips 66 and Wyoming U for the infantile paralysis fund were broadcast by KMYR, Denver, for a special network of stations in Wyoming, Kansas and Colorado.

WLS, Chicago, on Feb. 7 began its Sunday schedule of broadcasting one hour earlier than previously. Station now signs on at 8 a.m. WLS has started a series of Saturday afternoon quarter-hour programs promoting the activities of the SPARS titled *Ahoy, Coast Guard.*

HERE'S THE

Prospect Planning List

ADVERTISING EXPERTS DEMAND YEAR AFTER YEAR!

399 advertising budgets $100,000 or more . . . 771 different brand name budgets . . . a four year advertising expenditure comparison for Radio, Magazines and Farm Papers.

What happened to advertising in 1942, America's first year at war? Were budgets advanced or slashed? Did market changes cause media shifts? If so, how much?

Where did advertising money go in 1942? How did it compare to 1941 . . . or '40 . . . or '39?

Important? Certainly is! Most advertisers and agency men will go over the tables to compare operations . . . to check competitive effort. Media men will be checking too, to discover where they succeeded and where they slipped. New sales presentations will be made, others brought up-to-date. All will make adjustments to capitalize on the changing picture.

The annual report "Leading Advertisers and their Expenditures" in the February 5th Printers' Ink is only one of the many services P. I. performs to keep its readers informed . . . only one of the many reasons top-flight advertising, merchandising, marketing and media men keep renewing their P. I. subscriptions year after year.

To reach the men who build and spend the nation's advertising budgets use Printer's Ink, the magazine that helps these men at their job, the one magazine with penetrating circulation . . . the one magazine that dominates the field.

Printers' Ink

The Weekly Magazine of Advertising, Management and Sales

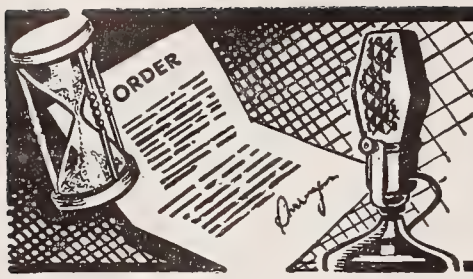
205 EAST 42ND STREET • NEW YORK, N. Y.

Radio networks, stations and representatives using *Printers' Ink* during the past year

BLUE NETWORK CO., INC.
BUFFALO BROADCASTING CO.
COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK
COWLES STATIONS
DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING CO.
NATIONAL BROADCASTING CO.
N. B. C. SPOT AND LOCAL SALES
NEW ENGLAND REGIONAL NETWORK
WESTINGHOUSE RADIO STATIONS
YANKEE NETWORK
FREE & PETERS, INC.
JOHN BLAIR & CO.
KDAL, DULUTH*
KDKA, PITTSBURGH
KECA, LOS ANGELES
KFEL, DENVER
KJR, SEATTLE
KMBC, KANSAS CITY
KMOX, ST. LOUIS
KNX, LOS ANGELES
KOMO, SEATTLE
KRNT, DES MOINES
KSO, DES MOINES
KWKH, SHREVEPORT
KXOK, ST. LOUIS
KYW, PHILADELPHIA
WABC, NEW YORK
WBBM, CHICAGO
WBT, CHARLOTTE
WBZ-WBZA, BOSTON
WCAE, PITTSBURGH
WCAU, PHILADELPHIA
WCCO, MINNEAPOLIS
WCKY, CINCINNATI*
WCOP, BOSTON
WDAY, FARGO*
WDRC, HARTFORD
WDZ, TUSCOLA
WEAF, NEW YORK
WEEI, BOSTON
WEVD, NEW YORK
WFIL, PHILADELPHIA
WGAR, CLEVELAND
WGBI, SCRANTON
WGL, FORT WAYNE
WGN, CHICAGO
WGR, BUFFALO
WGY, SCHENECTADY
WHBF, ROCK ISLAND
WHEC, ROCHESTER
WHK, CLEVELAND
WHO, DES MOINES
WISH, INDIANAPOLIS*
WJR, DETROIT
WJSV, WASHINGTON
WJWC, CHICAGO-HAMMOND*
WJZ, NEW YORK
WKBW, BUFFALO
WKZO, KALAMAZOO—GRAND RAPIDS*
WLIB, NEW YORK
WLS, CHICAGO
WMAQ, CHICAGO
WMBD, PEORIA
WMC, MEMPHIS
WMT, CEDAR RAPIDS-WATERLOO
WNAX, SIOUX CITY-YANKTON
WNEW, NEW YORK
WOR, NEW YORK
WORL, BOSTON
WOW, OMAHA
WOWO, FORT WAYNE
WQXR, NEW YORK
WRNL, RICHMOND
WSGN, BIRMINGHAM
WSM, NASHVILLE
WSYR, SYRACUSE
WTAG, WORCESTER
WTAM, CLEVELAND
WTAR, NORFOLK
WTRY, TROY
WWL, NEW ORLEANS

*Space placed by FREE & PETERS, INC.

Printers' Ink reaches advertisers and agencies, the people who buy radio time.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

KMMJ, Grand Island, Neb.

General Mills, Minneapolis (Wheaties), 5 *t* weekly, 52 weeks, thru Knox-Reeves Adv., Minneapolis.
Double Mix Inc., Kansas City (Double-Mix butter spread), 6 *sa* weekly, thru Jerome Galvin Adv. Co., Kansas City.
Hamburg Hatchery, Hamburg, Ia. (chickens), 6 *sa* weekly, thru Buchanan-Thomas Adv. Co., Omaha.
Storz Brewing Co., Omaha, 3 *sp* weekly, 13 weeks, thru Buchanan-Thomas Adv. Co., Omaha.
Iowa Master Breeders, Onawa (chickens), 6 *sp* weekly, 26 weeks, direct.
Interstate Nursery, Hamburg, Ia. (stock seeds), 15 *sp* weekly, 20 weeks, direct.
Winterine Mfg. Co., Denver (Antarctic Antifreeze), 52 *sa*, direct.
Poultry Tribune, Mount Morris, Ill., 6 *sa* weekly, thru First United Broadcasters, Chicago.
Pathfinder Magazine, Washington, D. C., 65 *sa*, thru United Adv. Co., Chicago.
Weevil Fume Co., Kansas City (proprietary), 52 *sa*, thru Merritt Owens.
Consolidated Drug Trade Products, Chicago (Peruna, Kolor-Bak), 6 *sp* weekly, thru Benson & Dall, Chicago.
O. A. Cooper Co., Humboldt, Neb. (feeds), 6 *sp* weekly, 26 weeks, thru France & Duff Adv. Agency, Omaha.
Loup Valley Hatchery, Loup City, Neb. (chickens), 6 *sp* weekly, 26 weeks, direct.
Gage County Hatchery, Superior, Neb. (chickens), 6 *sa* weekly, direct.
Lexington Mills, Lexington, Neb. (flour, feeds), 6 *sp* weekly, 52 weeks, thru France & Duff Adv., Agency, Omaha.
Charm Kurl Co., Chicago (permanent wave kit), 52 *sa*, thru Guenther-Bradford & Co., Chicago.

WJPR, Greenville, Miss.

Lion Oil Refining Co., El Dorado, Ark., weekly *sp*, 39 weeks, thru Anfenger Adv. Agency, St. Louis.
Humko Co., Memphis (shortening), 3 *sp* weekly, thru Simon & Gwynn, Memphis.
Jackson Brewing Co., New Orleans, 6 *sp* weekly, thru Anfenger Adv. Agency, New Orleans and St. Louis.
Virden Lumber Co., Greenville, 2 *sp* weekly, 1 year, direct.
Plough Inc., Memphis (St. Joseph aspirin, Penetro nose drops), 12 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.
Coca-Cola Bottling Co., Greenville, 5 *sp* weekly, direct.
Monticello Drug Co., Jacksonville, Fla. (666 tablets), 3 *sa* weekly, direct.
Vick Chemical Co., New York (Vapo Rub), 15 *ta* weekly, thru Morse International, N. Y.

WNOX, Knoxville, Tenn.

Miller & Co., Chicago (telescopes), daily *sa*, 4 weeks, thru United Adv. Co., Chicago.
Pathfinder Pub. Co., Washington (*Income Tax Guides*), daily *sa*, 4 weeks, thru United Adv. Cos., Chicago.
World's Products Co., Spencer, Ind. (Laymon's vitamins), daily *sa*, 2 weeks, thru Phil Gordon Agency, Chicago.
Southern Bell Telephone & Telegraph Co., Atlanta, 10 *sa* weekly, thru Robert Scott Adv. Agency, Atlanta.
Miami Margarine Co., Cincinnati, 3 *ta* weekly, thru Ralph H. Jones Co., Cincinnati.
Sterling Insurance Co., Chicago, daily *sp*, thru E. H. Brown Adv. Agency, Chicago.
Bruckmann Brewing Co., Cincinnati, daily *sp*, direct.

WDBJ, Roanoke

Dr. Pepper Bottling Co., Dallas, 4 *t* weekly, thru Tracy-Locke-Dawson, N. Y.

KOH, Reno

Los Angeles Soap Co., Los Angeles (White King, Sierra Pine soaps), 5 *ne* weekly, 52 weeks, thru Raymond R. Morgan Co., Los Angeles.
Los Angeles Soap Co., Los Angeles (Scotch cleanser), 6 *sp*, *t* weekly, 2 weeks, thru Raymond R. Morgan Co., Los Angeles.
Leslie Salt Co., San Francisco, 101 *ta*, thru Erwin, Wasey & Co., San Francisco.
Voice of Prophecy, Chicago (religious), weekly *t*, 52 weeks, thru G. C. Hoskins Assoc., Chicago.
Rainier Brewing Co., San Francisco, 7 *sa* weekly, 52 weeks, thru Buchanan & Co., Los Angeles.
Procter & Gamble, Cincinnati (Duz), 20 *ta*, thru Compton Adv., N. Y.

WOR, New York

R. B. Davis Sales Co., Hoboken, N. J. (Cut Rite waxed paper), 5 *sa* weekly, 52 weeks, thru Chas. Dallas Reach Co., Newark.
Kibblets Inc., Newark (dog food), 5 *sa* weekly, 52 weeks, thru Al Paul Lefton Co., N. Y.
General Motors Corp., Detroit (institutional), weekly *t*, thru Campbell-Ewald Co., Detroit.
Savings Bank Assn. of N. Y. State, 5 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Duffy-Mott Co., New York (Apple Juice, Cider), 5 *sa* weekly, thru Al Paul Lefton Co., N. Y.
Miles Labs., Elkhart, Ind. (One-A-Day vitamin tablets), 5 *sa* weekly, thru Wade Adv. Agency, Chicago.

WTOC, Savannah, Ga.

Swift & Co., Chicago (Allsweet margarine), 5 *ta* weekly, 18 weeks, thru J. Walter Thompson Co., N. Y.
Yager Liniment Co., Baltimore, 50 *sa*, thru Harvey-Massengale Co., Durham.
Lever Bros., Cambridge (Rinso), 19 *ta* weekly, thru Young & Rubicam, N. Y.
Hathaway Bakeries, Cambridge, 21 *sa* weekly, 12 weeks, thru Louis Glasor Adv., Boston.
Cocilana Inc., New York (cough drops), 3 *ta* weekly, 13 weeks, thru Al Paul Lefton Co., N. Y.
S. Albertson Co., Boston, 6 *sa*, thru David Malkiel Adv. Agency, Boston.

KECA, Los Angeles

Pep Boys of Calif., Los Angeles (auto accessories), weekly *sp*, thru Milton Weinberg Adv., Los Angeles.
Universal Enterprises, Los Angeles (paint), weekly *sp*, thru Adolph Wenland Adv., Los Angeles.

WOV, New York

Paramount Pictures, New York ("Star Spangled Rhythm"), 8 *sp*, thru Buchanan Co., N. Y.
Roxy Theatre, New York, 21 *sa*, thru Kayton-Spiero Co., N. Y.
Sachs Quality Furniture, New York, 260 *sp*, direct.
San Gabriel Wine Co., L. I. City, N. Y., 312 *ta*, thru Emil Mogul Co., N. Y.
Religious Service Kit, New York, 117 *sp*, direct.
N. Y. Journal-American, New York, 9 *sa*, direct.
Macfadden Pub., New York (*True Story* Magazine), 5 *sp*, thru Raymond Spector Co., N. Y.
Block Drug Co., Jersey City (Gold Medal oil capsules), 156 *sa*, thru J. Walter Thompson, N. Y.
Bisceglia Wine Co., L. I. City, N. Y., 312 *sa*, thru Pettinella Adv., N. Y.
Family Policy Service, New York, 106 *sp*, thru Intercity Adv., N. Y.
Barney's Clothing Store, New York (men's clothes), 1716 *sa*, thru Emil Mogul Co., N. Y.
National Shoe Store Co., New York, 39 *sp*, thru Emil Mogul Co., N. Y.
Johnson & Johnson, New Brunswick, N. J. (adhesive tape), 39 *ta*, thru Inselbric Agency, Newark, N. J.
B. Filippone & Co., Passaic, N. J., 312 *sp*, thru Filco Adv., Passaic.

WLS, Chicago

Lever Bros., Cambridge, Mass. (Rinso, Vimms) 17 *sa* weekly, 7 weeks, thru Ruthrauff & Ryan, N. Y.
Johnson & Johnson, New Brunswick, N. J. (toothbrushes), 6 *sa* weekly, 52 weeks, thru Ferry-Hanly Co., N. Y.
Rit Products Corp., Chicago (dyes), 15 *sa* weekly, 23 weeks, thru Earle Ludgin & Co., Chicago.
Lane Bryant Inc., New York (clothing catalog) 6 *sa* weekly, 5 weeks, thru E. H. Brown Adv. Agency, Chicago.
Walker Remedy Co., Waterloo, Ia. (poultry remedies), 12 *sa* weekly, 5 weeks, thru Weston-Barnett, Waterloo.

WEAF, New York

Manhattan Soap Co., New York (Sweetheart), 3 *ne* weekly, 52 weeks, thru Franklin Bruck Adv., N. Y.
Maltex Co., Burlington, Vt. (cereals), weekly *ne*, 26 weeks, thru Samuel C. Croot Co., N. Y.

KGVO, Missoula, Mont.

Procter & Gamble Co., Cincinnati (Duz), 6 *ta* weekly, thru Compton Adv., N. Y.

KQW, San Francisco

Rainier Brewing Co., San Francisco, 5 *sa* weekly, thru Buchanan & Co., San Francisco.
Kaiser Shipyards, Richmond, Cal. (housing) 2 *sp* weekly, direct.
California Nursery Co., Oakland, Cal. weekly *sp*, thru Ryder & Ingraham, Oakland.
Continental Baking Co., New York, 8 *sa* weekly, thru Ted Bates Inc., N. Y.
Simon & Schuster, New York (tax instruction book) 7 *sp* weekly, thru Northwest Radio Adv. Agency, Seattle.
Macfadden Pub., New York (*True Story*) weekly *sp*, thru Raymond Spector Adv., N. Y.
Procter & Gamble, Cincinnati (Lava soap) 9 *sa* weekly, thru The Biow Co., N. Y.
Alameda County Nursery, Oakland, Cal., 3 *sp* weekly, thru Emil Reinhardt Adv., Oakland.
Marlin Firearms Co., New Haven (razor blades) 3 *sa* weekly, thru Cravens & Hedrick, N. Y.
Fontana Food Products, San Francisco (noodles) 3 *sa* weekly, thru Long Adv. Service, San Francisco.
Acme Breweries, San Francisco, 3 *sp* weekly, thru Brisacher, Davis & Staff, San Francisco.

WFIL, Philadelphia

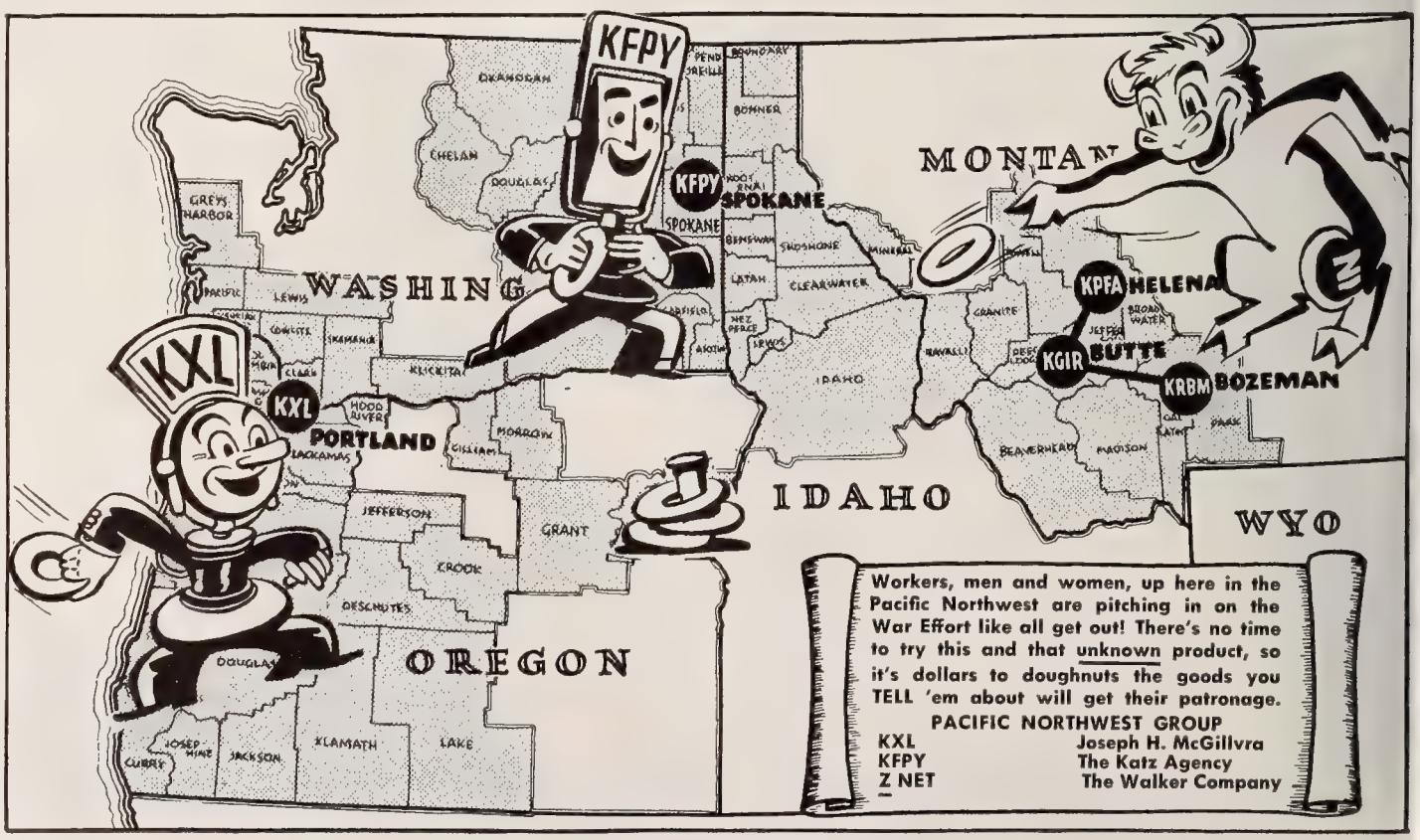
William H. Wise & Co., New York (Knitting Guide), 1 *sa* weekly, 4 weeks, thru Huber Hoge & Sons, N. Y.
Yager Liniment Co., Baltimore, 6 *sa* weekly, 11 weeks, thru Harvey-Massengale, Durham, N. C.
Beecham's Pills, Bloomfield, N. J., 5 *sa* weekly, 14 weeks, thru Atherton & Currier, N. Y.
Block Drug Co., Jersey City (Gold Medal capsules), 5 *sa* weekly, 52 weeks, thru J. Walter Thompson, N. Y.
Doubleday, Doran & Co., New York (Book League of America), 16 *sa* weekly, thru Huber Hoge & Sons, N. Y.
Freihofer Baking Co., Philadelphia 15 *sa* weekly, 13 weeks, thru Richard A. Foley Adv. Agency, Philadelphia.
General Baking Co., Philadelphia, 8 *sa* weekly, 2 weeks, thru Ivey & Ellington, Philadelphia.
Consumers Cooperative League of U.S.A., New York, 1 *t* weekly, 13 weeks, thru Atherton & Currier, N. Y.

WLIB, Brooklyn

Franklin School of Dancing, New York, weekly *sp*, 13 weeks, thru Director & Lane, N. Y.
Brass Rail Restaurants, New York, 14 *sp* weekly, 52 weeks, thru Blackstone Co., N. Y.
Universal Broadcasting Co., New York, 5 *sp* weekly, 52 weeks, thru Furman, Feiner & Co., N. Y.
Roxy Theater, New York, 2 *sp*, 22 *sa*, 1 week, thru Blackstone Co., N. Y.
Wright Clothes, New York, 3 *ne*, 3 *sa* weekly, 52 weeks, thru Mason-Relkin Co., N. Y.

WJZ, New York

Dryden & Palmer, Long Island City, N. Y. (Gravymaster), weekly *sa*, thru Samuel C. Croot Co., N. Y.



ATTENTION!

Program Directors, Agencies, Transcription Producers . . . are you overlooking a bet? You need this TUNE-DEX service.

This is reprint of TIDE magazine's number two news story . . . current issue. Read it here if you missed it.

TUNE-DEX is the first and only permanent living index of popular music . . . examine this card . . . here's the whole story.

TUNE-DEX

A new service will soon attempt to predict the nation's song hits.

George Goodwin is a former radio program director who last March set up a unique business in Manhattan—Tune-Dex Co.—and condensed old and new songs on 3 x 5 inch index cards. For band leaders, singers, and others who bought them, they offered a quick filing system for handling large stacks of sheet music.

Out of this filing system now has come a by-product. Soon, Goodwin will begin to predict for his customers what new songs will be nationwide hits within three to 12 weeks after publication.

Based on the research he has been [illegible] since last August, Goodwin has been 83% ac[illegible] is to be-

Hit Parade

A hit, according to Goodwin's definition, is a song that either appears on the Lucky Strike Hit Parade, or in any four-week period, reaches tenth place or better in two of the following: national network performances; juke box performances; sheet music sales.

Goodwin first moved into the filing business when, after a stint in radio, he realized the music industry's need for an adequate but easy way to handle huge accumulations of old and new sheet music. Big gripe for band leaders, singers, or program directors had been the amount of time wasted digging through music stacks for appropriate pieces.

Tune-Dex transfers to one side of an index card the chorus and melody of a piece of sheet music; on the other side of the card goes all the information about the song's publication.

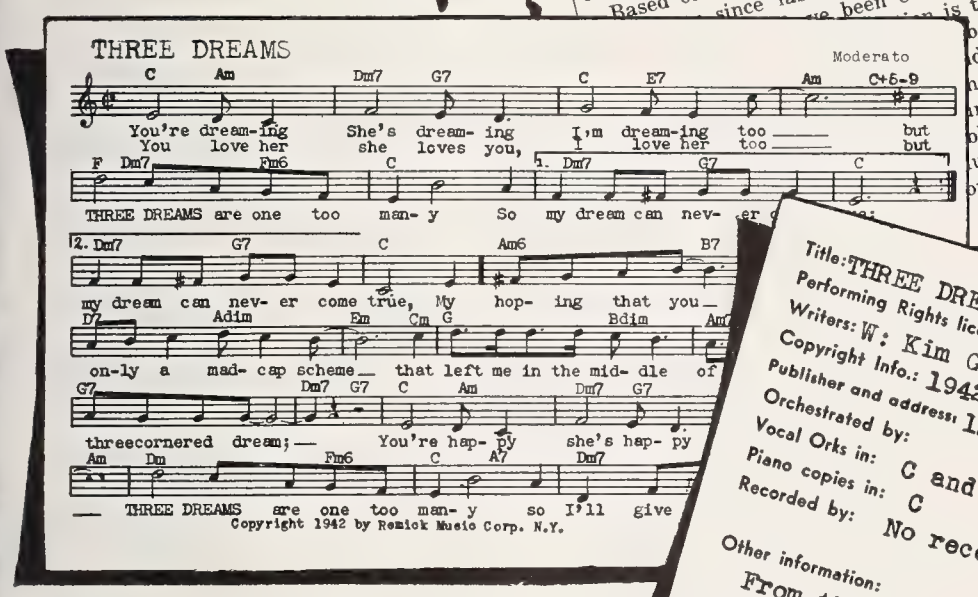
Cards can be filed in a variety of ways and the end result is a permanent record of musical publications. Goodwin represents over 100 publishers. He has more than 2,000 such customers, who pay $15 a year for the service, get 100 cards each month of old and new songs.

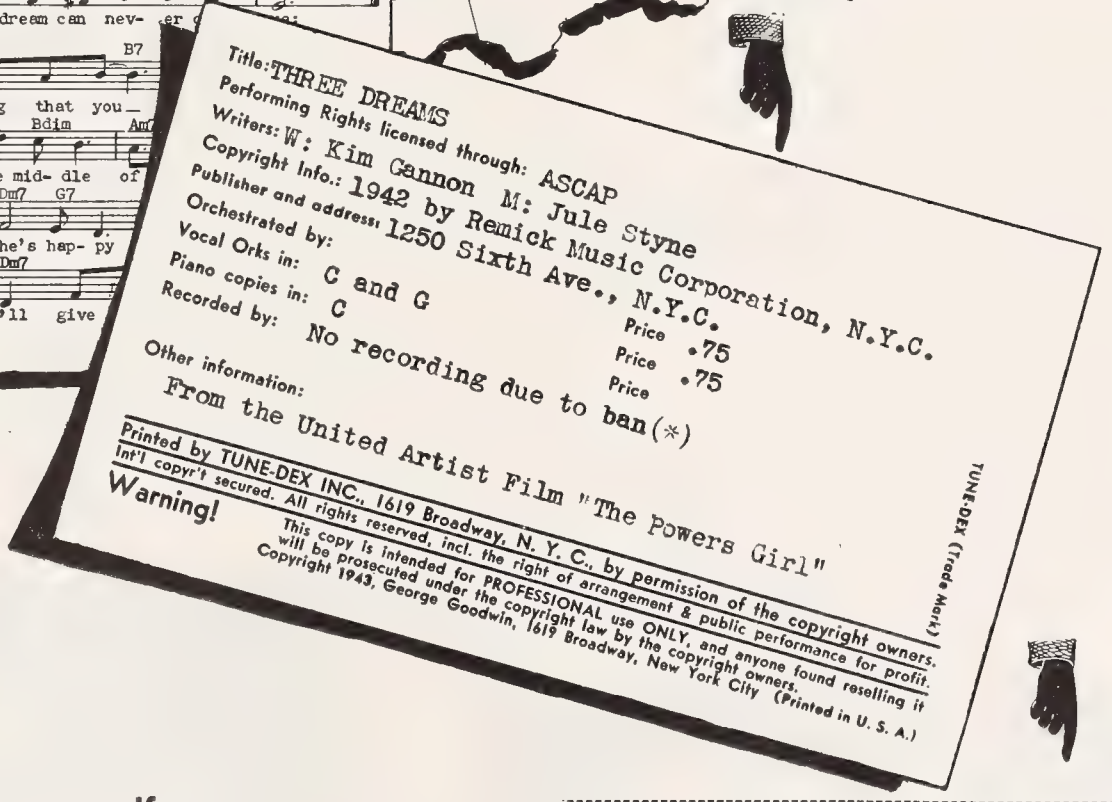
To Radio Now

Once the filing business was on its feet, Goodwin began to see the possibilities of his prediction work. By last fall, his predictions were accurate enough to rate a sustaining program of their own over WHN, Manhattan.

Subsequently, Goodwin's advertising agency, Abbott Kimball, saw wider ramifications in the work. As a result, the agency arranged to take over the program to build it into a big one, something similar to the Hit Parade. The sustainer then came off the air, and Abbott Kimball is now working on it (tentative title: Tune-Dex Hits of Tomorrow), and looking for a sponsor.

Meanwhile, Goodwin will hold off his prediction service for clients until the radio program is definitely set; but he will continue to work on his accuracy rating.





Exact reproduction of a Tune-Dex card. Actual size is 3″ x 5″. Note completeness of needed information. Each month 50 new, 50 standard songs.

* Note: Advance info on recordings of new pop tunes will be supplied as soon as present recording situation is cleared.

See this index of songs FREE. Send no money. If you don't think it's a service you need after inspecting first month's cards, return without obligation. Cost is only 30c a week if you continue the service! Mail coupon today.

TUNE-DEX INC.

1619 Broadway, New York City

TUNE-DEX, INC., 1619 Broadway, New York City

Please enter order for Tune-Dex Card Index songs—100 cards a month—$15.00 per year. Billing to be made when first month's cards are sent. If we are not satisfied after inspecting, we reserve right to return cards and cancel order at no cost to us (BC215)

☐ Start subscription with current month's cards.
☐ Predate this order to include all cards issued since May, 1942 which will give complete Tune-Dex file.

Name _____

Address _____

City _____ State _____

PATRIOTIC SIGNOFF

President's Flag Day Prayer Closes WINX Day

AMERICAN CREED, read by an announcer, followed by a rebroadcast of President Roosevelt's Flag Day prayer, is the patriotic signoff now used by WINX, Washington, from 1-1:04 a.m. The President's transcribed voice is heard over faint music of *America The Beautiful.*

At conclusion of the prayer the music is up, then fades quickly for a brief pause then three dots and a dash. The announcer concludes with "V is for victory."

We Thank Our Competition

—for helping publicize the *new* Savannah Market. We *sell* this market . . . at the *lowest per-person cost* of any medium!

NBC
BLUE, TOO

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

Radio Advertisers

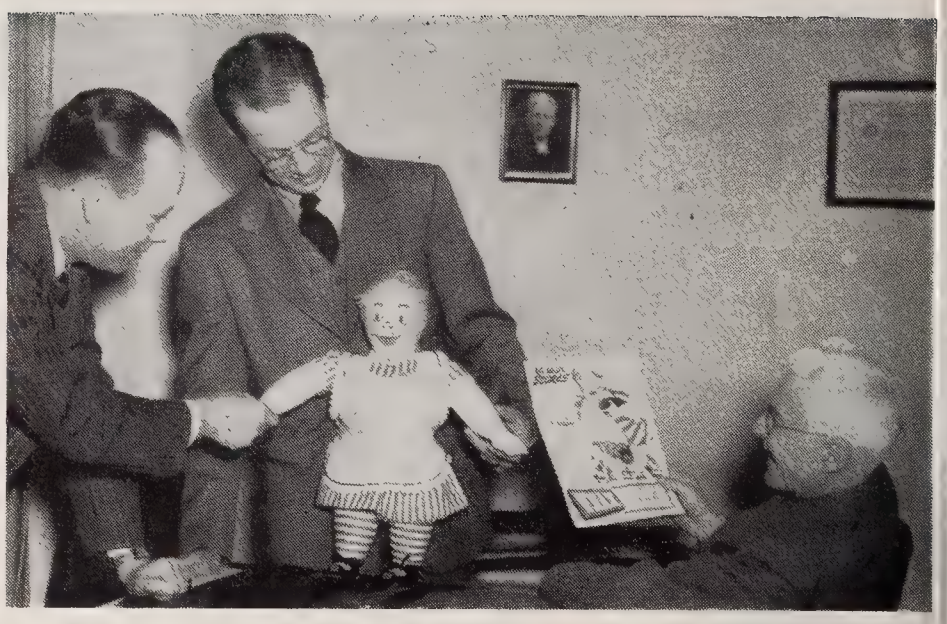
SPARKLETTS DRINKING WATER Co., Los Angeles (bottled water), directing efforts to graveyard shift war industry workers, on Feb. 2 started sponsoring a five-weekly after-midnight transcribed version of Fulton Lewis Jr., on KHJ, Hollywood. Firm also sponsors a twice-weekly early evening version of that program and utilizes thrice-weekly participation in *Homemakers Club* on KHJ. In addition a daily five-minute newscast is sponsored on KFI, Los Angeles. Agency is Raymond R. Morgan Co., Hollywood.

CENTRAL CALIFORNIA Conference, San Francisco (Seventh Day Adventists), has started for 52 weeks a weekly half-hour program on KQW, San Francisco. Agency is George Hoskins Associates, San Francisco.

ELIZABETH HOLLOWAY School of the Theatre, San Francisco, recently started a weekly half-hour participation on the KGO Home Forum, KGO, San Francisco. Placed direct.

HOROWITZ-MARGARETEN Co., New York, started a weekly half-hour variety program on WHN, New York, Feb. 8 in behalf of Matzos. Humorous anecdotes of Jewish life will be related and their origins traced by Irving Davidson, New York attorney and humorist. Contract for 13 weeks was placed thru Advertisers Broadcasting Co., New York.

RAYMOND B. ROOS, in midwestern sales and advertising activities of Thomas J. Lipton Inc., New York, has been elected vice-president and general manager of Continental Foods, a subsidiary of Lipton.



BIG AGGIE LIVES, thanks to Phil Hoffman, manager of WNAX, Yankton, S. D., who obtained model of hefty gal featured in the station's advertising. Principals of Allen & Reynolds, Omaha agency handling the station's account, were introduced recently to the character they had created on paper. Mr. Hoffman (center) holds doll as he introduces her to Milton H. Reynolds (left) and Earl Allen, agency heads. Doll was made by wife of station's promotion manager, Harold Storm.

HUMPHREYS Homeopathic Medicine Co., New York, has changed its name to Humphreys Medicine Co.

JOSEPH M. ALLEN, advertising manager of Bristol-Myers Co., New York, has been named assistant vice-president.

ATLAS BREWING Co., Chicago (Prager Beer), on Feb. 14 started a six-weekly five-minute newscast featuring commentators Fahey Flynn and John McCormick of WBBM, Chicago. Contract for 52 weeks was placed by Arthur Meyerhoff & Co., Chicago.

KILPATRICK'S BAKERY, San Francisco, recently started *It's Glen Again,* quarter-hour strip, five times weekly, on KGO, San Francisco. Agency is Emil Reinhardt Adv., Oakland, Cal.

SAN FRANCISCO *Chronicle,* San Francisco (newspaper), recently started *Let's Look at the Map,* quarter-hour weekly program, and a series of spot announcements, on KGO, San Francisco.

HI-V VITAMIN Corp., New York, has started twice-weekly participations on Ed East's *Breakfast in Bedlam* on WJZ, New York for the Hi-V vitamin capsule, and will shortly use spot announcements and participations on 15 to 20 stations in the eastern area. Campaign will later be placed on a national basis. Hi-V entered radio for the first time last year [BROADCASTING, Feb. 23]. Applied Merchandising, New York, is agency.

GARRETT & Co., Brooklyn (Virginia Dare, Garrett wines), on Feb. 10 began sponsoring *108 Theatre,* weekly half-hour dramatic program on WBBM, Chicago, produced by Carl Gass. Agency is Ruthrauff & Ryan, Chicago.

A. RAMSAY Son & Co., Montreal (paints), early in March starts spot announcements on Ontario and Maritime stations and a weekly French language variety show on a Quebec network. Agency is A. McKim Ltd., Montreal.

MURPHY Co., Montreal (paint), on March 1 starts five-weekly spot announcements on 14 Eastern Canadian stations. Agency is Cockfield, Brown & Co., Montreal.

NATONE Co., Los Angeles, (Patsweet deodorant), new to radio, on Feb. 4 started using five participations weekly on Al Jarvis' *Make Believe Ballroom* over KFWB, Hollywood. Contract is for 13 weeks. Radio in other markets is contemplated. Agency is Hillman-Shane-Breyer, Los Angeles.

ANGELICA LUTHERAN CHURCH, Los Angeles (religious), in addition to a weekly half-hour program on KFWB, Hollywood, also sponsors the *Pacific Lutheran Hour* on 4 Arizona Network stations (KTAR KVOA KYUM KGLU), Sunday, 9:30-10 p.m. Featured is Rev. Rudolph Burke and male quartet. Tom Westwood Adv., Los Angeles, has the account.

INERTIA

EVERY plant superintendent knows that an idle machine uses more power to start up than it does to keep going. The extra power is needed to overcome "inertia"—the tendency of a thing to keep on doing just what it's doing now.

The laws of inertia apply just as much to people as to machines. Once people *stop* thinking about your product, it takes a lot more advertising power to *start* them again than it would to *keep* them. Avoid paying for public inertia by giving people something they value—radio entertainment—to remember you by.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB

KYW
PHILADELPHIA
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc

VICTORY TABERNACLE, Los Angeles (religious), on a 52-week contract started Jan. 23, sponsors a weekly 60-minute live program, *Victory Tabernacle Hour*, on four California stations, KFWB KFOX KGFJ KMJ, Saturday, 11 p.m.-12 midnight. Released simultaneously through Radio Central in downtown Los Angeles, program features Rev. Frank Morrison, orchestra, choral group and vocalists. Agency is Tom Westwood Adv., Los Angeles.

FIGUEROA BALLROOM, Los Angeles, is sponsoring a thrice-weekly quarter-hour musical program on KHJ, Hollywood. Contract is for 13 weeks, starting Feb. 11. Uhl Adv., Los Angeles, has the account.

PHOENIX REAL ESTATE Board, that city, is sponsoring a half-hour Sunday morning round-table program on KOY, Phoenix. Series covers rent control and real estate listings.

AMERICAN MISSION for Lepers, Los Angeles (religious), in a 13-week fund-raising campaign, started Feb. 9, is sponsoring a thrice-weekly quarter-hour program *Mercy Mission*, on KFAC, that city. Smith & Bull Adv., Los Angeles, is agency.

SEABOARD FINANCE Co., Los Angeles, on Feb. 14 started five announcements daily on KFAC, Los Angeles. Agency is Smith & Bull Adv., Los Angeles.

HELVI ROOS, former secretary to Sydney Gaynor, sales manager of Don Lee Broadcasting System, Hollywood, has been made advertising manager of Calavo Growers of California (avocados).

LOVEMAN'S, Nashville department store, is sponsoring on WLAC, that city, a daily musical series, titled *Lady From Loveman's* with Wednesday time donated to the Office of War Information for answers to questions on the war effort. Sundays a transcribed series, *Soldiers of the Press*, is presented. Virginia Mansell is m.c. of the regular programs.

H. C. CAPWELL Co., Oakland, Cal. (department store), is sponsoring a weekly half-hour home gardening program featuring Barbara Lee on KROW, that city. Presented in cooperation with *Sunset Magazine*, series includes latest developments as furnished by U of California Agriculture Dept.

AGENCY Appointments

LYNN FOOD PRODUCTS Co., Chicago, to Oren Arbogust, Chicago.

NORTHRUP, KING & Co., Minneapolis, to Sidney Garfinkel Adv. Agency, San Francisco.

WM. B. REILY & Co., New Orleans, La. (Happy Jack Vita-Mixt beverage; coffee extender), to Walker Saussy Adv., New Orleans.

MARY DUNHILL Inc., New York, to St. Georges & Keyes Inc., New York, for cosmetics. Media plans not set.

CHRISTIAN FEIGENSPAN Brewing Co., Newark, N. J., to Maxon Inc., N. Y., for P. O. N. beer and ale, and all advertising for Dobler Brewing Co., Albany. Sports broadcasts have been used. Future plans announced in March.

IODINE EDUCATIONAL Bureau, New York, to O'Dea, Sheldon & Canaday Inc., New York, to handle medicinal, animal nutrition divisions. Media plans not set.

CHEVROLET DIVISION, General Motors Corp., Detroit (institutional), on Feb. 16 starts *John B. Kennedy* on 116 CBS stations. Tues., Thurs., 6:30-6:45 p.m. (rpt. Mon. and Thurs., 12 midnight-12:15 a.m.) Agency: Campbell-Ewald Co., Detroit.

BARBASOL Co., New York (shaving cream), on Feb. 19 replaces *John B. Kennedy* with *Paul Sullivan* on 37 CBS stations, Mon. and Fri., 6-6:30 p.m. Agency: Erwin, Wasey & Co., N. Y.

It's Free

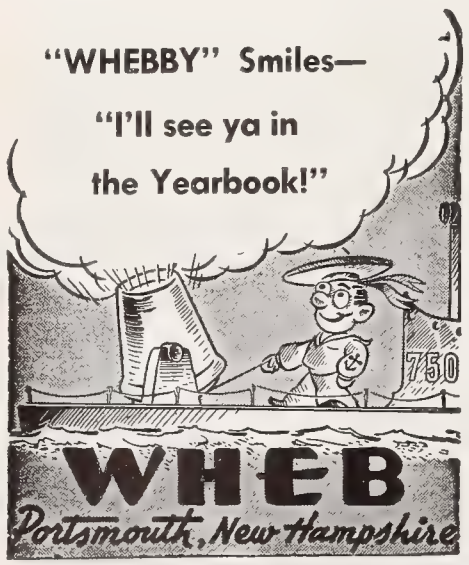
A COMMERCIAL program without any commercials has been launched on WFIL, Philadelphia, by Harmon Blackburn, owner of Old Bookbinder's, Philadelphia restaurant. Each evening for 10 minutes any recognized group or representative person with an important message, can have the period for the asking. The restaurant pays for the time.

Religious Discs

CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), expanding radio activity, on Feb. 22 starts sponsoring a thrice-weekly half-hour transcribed version of *Haven of Rest* on six Atlantic Coast Network stations with split schedule (WMCA WPEN), Monday, Wednesday, Friday, 7:30-8 a.m. (WFBR WWDC WBOC WJEJ), Monday, Wednesday, Friday, 9:30-10 a.m. Contract is for 52 weeks. Continuing on KPAS KFEL WMBI, the thrice-weekly series also starts March 8 for 52 weeks on WNAC, Boston, with a similar schedule. Religious group in addition sponsors that program with live talent thrice-weekly on 33 Mutual-Don Lee Pacific stations, Tuesday, Thursday, Saturday, 8-8:30 p.m. (PWT). Other regional network will also be utilized. Agency is Broadcast Advertising, Los Angeles.

Religious Series

HEBREW EVANGELIZATION SOCIETY, Los Angeles (religious), on Feb. 15, started for 52 weeks sponsoring a six-weekly half-hour transcribed program, *Hebrew-Christian Hour*, on KFBI, Wichita; KOIL, Omaha; KWJJ, Portland; KVI, Tacoma; KYA, San Francisco; WPEN, Philadelphia. Series is released twice daily on KMTR, Hollywood. Society also sponsors live version of that program featuring Dr. A. U. Michelson on 6 Golden West Network stations (KFBK KWG KTMS KMJ KERN KOH), Monday through Saturday, 6:30-7 a.m. (PWT) for 52 weeks. Tom Westwood Adv. Agency, Los Angeles, has the account.



Nat. Rep.: The Walker Company
Boston: Bertha Bannan



A Monument to a Monument!

To us there seems to be something solid about folks who give a cemetery monument serious consideration. Its purchase speaks so eloquently of real people.

That 13,519 homes have written in for an advertiser's Cemetery Monument Catalogue will give you an idea of the kind of people who make up the immense 50,000-WATT WWVA FAMILY, 70,050 of whom wrote our advertisers in January. Just more proof of our power to pull!

JOHN BLAIR Represents Us

50,000 WATTS

WWVA
FORT INDUSTRY STATION
WHEELING, W. VA.

Picture of a Clean Cut Radio "Buy"

Put a frame around this:

30 counties—11 million acres—of farm land as rich as any in the world . . . 3 cities thriving with *diversified* industry, plus 29 prosperous urban communities . . . 563,000 people, buying from 8,114 active retail stores. That's the WTAD area!

Standing out cleanly in the midst of this picture—is WTAD . . . the most powerful station within 100 miles . . . the *only* network station within its area . . . the *only* station in Quincy.

In Quincy, 127% *more* people say they listen to WTAD than to any competing station. Outside the city, WTAD has 50% *more* "listenership" than the next station heard in this area! (According to 4,323 recent survey interviews.)

In this kind of picture your radio money is *smart* money—any time. It will pay its way—and then some! It IS paying its way for our long list of consistent advertisers.

You'll LIKE this picture of a clean cut radio "buy"—on your own desk. Why not write for all the facts you need—*today?*

A CBS STATION

1000 Watts, Day and Night

930 Kilocycles

WTAD

QUINCY, ILLINOIS

Represented Nationally by the Katz Agency

Agencies

CECIL UNDERWOOD, Hollywood producer of Needham, Louis. & Brorby, on the weekly NBC *Fibber McGee & Molly* Show and *The Great Gildersleeve*, sponsored by S. C. Johnson & Son and Kraft Cheese Co., respectively, is in Chicago for program conferences with home office executives.

WARREN P. FEHLMAN Adv. Co., Huntington Park, Cal., has moved to 4525 Produce Plaza, Los Angeles. Telephone is Kimball 9296.

RUTH JACOBS, formerly of Gotham Adv. Co., has joined the copy staff of Reiss Adv.

WICK CRIDER, who has been handling various production assignments at J. Walter Thompson Co., New York, has been named manager of the Agency's newly reorganized and expanded radio publicity division. Mr. Crider continues production work and handling station promotion and merchandising.

TOM HARRINGTON, vice-president in charge of radio for Young & Rubicam, New York, returned last week after a month's absence for a medical check-up and treatment.

RUSSELL K. CARTER, of Gray & Rogers, and Robert Arndt, of John Falkner Arndt & Co., Philadelphia agencies, have joined the Coast Guard Reserves (temporary).

TOM WESTWOOD ADV. Agency, Los Angeles, has moved to larger offices at 416 W. 8th St. Telephone is Van Dyke 6457.

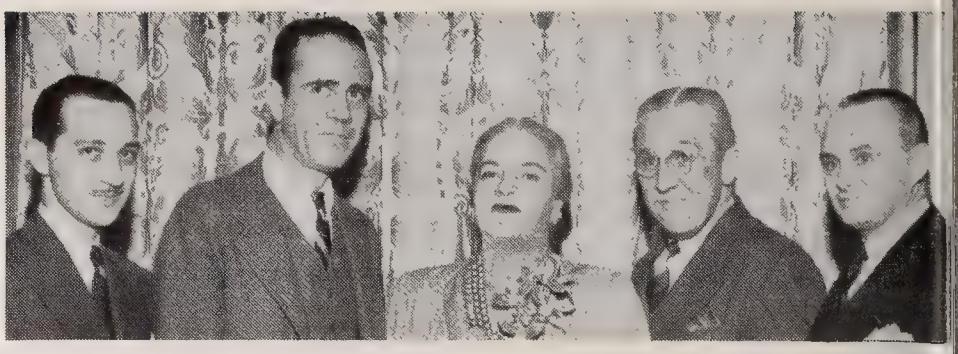
HOWARD CRUM, former copywriter of H. W. Kastor & Sons, Chicago, on the American Family Soap account, has joined the copy staff of MacFarland, Aveyard & Co., Chicago. He will work on *Saturday Evening Post* promotion.

MORRIS (Steve) SMUDGE, formerly in the network sales division of the BLUE and previously with Mutual and Edward Petry & Co., on Feb. 8 joins D'Arcy Adv. Co., New York, in the radio department.

ARTHUR LOFF, formerly of Rose-Martin Inc., New York, has been named production manager of J. R. Kupsick Adv., New York., post formerly held by Roger Thaxter, account executive.

HUGO PARTON, former head of the copy staff of Campbell-Ewald Co., New York, has joined Franklin Bruck Adv.

EUGENE I. HARRINGTON, executive vice president of Foote, Cone & Belding and manager of the San Francisco office, is scheduled soon to take charge of creative work in the firm's New York office.



SURPRISE LUNCHEON for Elaine Carrington, author of *Pepper Young's Family*, sponsored on NBC by Procter & Gamble Co., Cincinnati, found the following executives on hand Jan. 15 to celebrate beginning of the program's eighth year on the air (l to r): Chick Vincent, director of the daytime serial; W. M. Ramsey, radio director of Procter & Gamble; Mrs. Carrington; Daniel S. Tuthill, vice-president, and host, and Alfred H. Morton, president of National Concerts and Artists Corp., representing the author, and also a luncheon host.

McGill Heads Guild

EARL McGILL, CBS director, was elected president of the Radio Directors Guild at a meeting held in New York last Monday. McGill, a member of the Guild council, succeeds George Zachary, chief of the OWI Program Service Division. Jerry Devine, producer of *Mr. District Attorney* on NBC, and other programs, was elected vice-president, and Robert Lewis Shayon, CBS director, treasurer. John MacDonnell, newly appointed radio director of the United Nations Information Bureau, was re-elected secretary.

Ward BBDO V-P

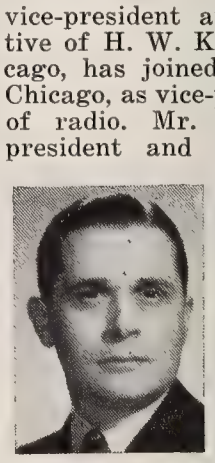
ALAN M. WARD, creative chief of the Buffalo and Cleveland offices of BBDO, has been elected a vice-president, the agency announced last week. Fred Barrett, former spacebuyer of Compton Adv., New York, has been named associate manager of the media department of BBDO, New York.

FRANK CHASE, formerly of William Morris Jr. theatrical agency, New York, joins William H. Weintraub Co., New York, Monday, Feb. 15 as radio director succeeding Arthur J. Daly who has resigned to go to South America for the Coordinator of Inter-American Affiairs. Mr. Chase takes over Mr. Daly's job as producer of the *Cresta Blanca Carnival*, Mutual program sponsored by Schenley Distillers Corp., New York, for Cresta Blanca Wines.

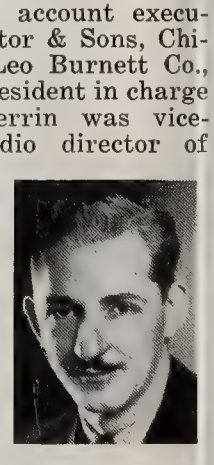
CHARLES H. FERGUSON, account executive of BBDO's San Francisco office, recently was elected a vice-president of the firm.

FERRIN TO BURNETT IN CHICAGO SHIFT

FRANK W. FERRIN, formerly vice-president and account executive of H. W. Kastor & Sons, Chicago, has joined Leo Burnett Co., Chicago, as vice-president in charge of radio. Mr. Ferrin was vice-president and radio director of



Mr. Herrick



Mr. Ferrin

Henri, Hurst & McDonald, Chicago, for five years before joining Kastor's last year.

Mr. Ferrin succeeds Burke Herrick, Burnett radio director for three years, who has been named account executive. Under Mr. Ferrin's direction will be the Monday through Friday quarter-hour *H. V. Kaltenborn* program on NBC for the Pure Oil Co. and the *Upton Close* weekly quarter-hour commentary on MBS for Lumbermen's Mutual Casualty Co.

R&R Names Emerson

GEORGE T. EMERSON, account executive of Ruthrauff & Ryan, Detroit, where he has served since 1932, has been elected a vice-president.

OLIVER MORTON, head of NBC Spot Sales, Chicago, reports that spot billing out of the Chicago office in January 1943 is 10% above the same period last year.

WISN

MILWAUKEE

5,000 WATTS DAY & NIGHT

COLUMBIA

The Katz Agency, Inc. — Representatives



"WFDF Flint Michigan won't accept my copy, 'cause it's point-to-point."

WINX Now Operates Booster Outlet Remotely

PETITION of WINX, Washington, to operate a synchronous amplifier by remote control has been granted by the FCC until qualified operators become available, but not beyond June 1, 1943. Further conditions are that meters be read and logged daily and at all times at least one licensed operator at main transmitter control the synchronous amplifier.

The FCC's action in relaxing Sec. 2.53 of its Rules covering such operation follows its policy of assisting broadcast stations to meet parttime manpower emergencies, it was stated.

Toscanini Biography

LIFE of Arturo Toscanini, conductor of the NBC Symphony broadcasts, is pictured in *Arturo Toscanini — A Photobiography* [Island Workshop Press, New York, $2.50, limited edition $5]. Dorothy Thompson, columnist and BLUE commentator, has written an introduction. Captions and comments are by Mrs. Stefan Zweig. Photographs are by Mrs. Zweig's daughter, Susanne Winternitz Hoeller; others have been contributed by Toscanini himself.

Guestitorial

(*Continued from page 32*)

Kay Kyser's recording "Take Your Girlie to the Movies", which added a bit of showmanship the manager liked.

He also used a 15-minute weekly program *Hollywood Chatter*, which included movie gossip from his press books and our news wire, previews of coming pictures, questions and answers from listeners regarding Hollywood—oh, yes, the theatre manager was the program's commentator.

Our first approach for extra promotional use of radio was in using the splendid transcribed "previews" produced by most of the leading motion picture studios. If we tried to sell him the period, we knew he wouldn't buy—so we split the difference, the previews made fine programs and we sold the theatres the spot preceding and following the transcription to announce his play dates for that particular picture. We got a more than fair price for the two announcements.

However, the theatre manager in question, wasn't wholly satisfied with the usual type of promotion; he wanted something different each time. Our limited production staff went to work.

On musical pictures, we used record hit tunes from the picture and offered free passes to listeners sending in the correct list of unannounced titles. We received a neat price for the time, and the theatre did a swell business.

Then came the record and transcription ban— now what to do?

Again our small production staff went to work! We dramatized the shows.

For "The Navy Comes Through" —really just another picture—we wrote excerpts from the film and made them into a grand 30-minute show. For "Commandos Strike at Dawn" our production staff prepared a series of four 5-minute shows and a 10-minute show.

Other special promotions included hit tunes from a special George M. Cohan album for his "Yankee Doodle Dandy" with the commentator weaving in the story of Cohan's life; and for "Johnny Comes Marching Home" we ran 15 spots in five days asking listeners to write a letter to us, telling what they're going to do when their "Johnny Comes Marching Home" after the war. To the writers of the best 100 letters went free passes and to the best letter of them all was awarded a family pass.

These are but a few of the special promotions we've been able to sell the local theatres in the past year. At the present writing, we have scheduled special promotions to the tune of one per week for the next 26 weeks—all this in addition to the regular schedule of spots and Hollywood program.

We also sell patriotic programs like *Remember Pearl Harbor* on Dec. 7, one of the finest productions ever to come out of a 250-watt station. The program traced the progress of the war since Pearl Harbor and at the end a plea for War Bond sales at the theatre that night was made.

So, the inventive genius of even a small 250-watt station has turned a usually hard-to-get theatre account into a winner, with the station almost doubling its billing with them, and the theatre manager taking Quigley theatre promotion awards right and left.

Make the theatre manager see that he can buy time on the air at the same ratio he can in the newspaper with results that outmeasure the printed page. Ask him to take an active part in planning the special promotions. They get the same kind of "kick" out of taking an active part in their radio promotion as they do from laying out a fine newspaper ad.

It takes time; it takes diplomacy; it takes some extra effort; but it gives a most welcome boost in weekly billings in these times!

Got Her Clocks

JUST because she mentioned that her alarm clock had failed to go off that morning, Frances Scott, who conducts a program on WHN, New York, received a brand new alarm clock from a sympathetic listener, within an hour. Before the day ended, she had received three more.

HT-4B



HERE is that high-powered rig you have always wanted to own . . . one that you can depend upon for peak operating efficiency. Hallicrafters have built into the HT-4B the resultant experience from years of engineering research.

Model HT-4B delivers a carrier output of 325 watts on phone and 450 watts on CW. The preamplifier supplied with the transmitter can be mounted conveniently at the operating position, controlling volume, keying and standby . . . once adjusted to any band the rig may be operated remotely.

When, once again, we are permitted to sell communications equipment for civilian use — your HT-4B will be waiting for you.

World's largest exclusive manufacturer of short wave radio communications equipment.

hallicrafters
CHICAGO, U. S. A.

Food Group to Meet

KEY advertisers in the food industry will meet at New York Times Theatre in New York, Friday to discuss plans for a voluntary food industry advertising campaign in support of six major Government war programs. A budget of nearly $100,000,000 is visualized. Meeting was called by Gardner Cowles Jr., OWI assistant director in charge of domestic activities. Herman S. Hettinger, manager of OWI food drives, said it would be attended by representatives of Advertising Council, Grocery Mfrs. of America, OWI, OPA, Dept. of Agriculture, Nutrition Division of the Office of Defense Health & Welfare Services and WMC.

MAGIC VALLEY
an
Agricultural Paradise
served by
KTFI
TWIN FALLS, IDAHO
NBC
National Representatives
The Walker Co.
Homer Griffith Co.

House 7-Man Inquiry

(*Continued from page 9*)

ecutive board of CIO at its meeting in Washington Feb. 7 denouncing the Cox investigation and calling on Attorney General Biddle to "investigate the charges of improper activities of Rep. Cox and take appropriate action immediately."

A second development was the transmittal, to Speaker Sam Rayburn of the House, of a letter by John W. Boler, midwestern broadcaster and president of North Central Broadcasting System Inc., condemning the Cox inquiry and urging an investigation of the Congressman's "motive and reason for the FCC investigation." Both obviously related to current Commission consideration of allegations that Judge Cox improperly had represented WALB, Albany, Ga., and had accepted a $2,500 fee. Judge Cox, in an address to the House prior to the passage of his resolution last month, had asserted that this money had been paid unbeknownst to him and that it had been contributed to a local charity.

Meanwhile, mixed emotions were evidenced in both industry and official circles over the Cox inquiry. The main topic was whether the inquiry actually was the outgrowth of a feud between FCC Chairman James Lawrence Fly and Rep. Cox, or extended beyond that. Most stations, and notably the networks, adhered to a hands-off and "wait and see" policy.

The Smith resolution, introduced Feb. 5 and reported favorably by the Rules Committee a few days later, passed the House last Thursday by the overwhelming vote of 294 to 50. The Cox resolution had been adopted by a virtually unanimous vote without a roll call.

The measure authorizes the seven-man committee to determine whether any department or independent agency of the Federal Government has taken steps beyond the scope of the power or authority granted it by Congress or by executive order, whether the constitutional rights, privileges or immunities of citizens have been invaded, and whether penalties have been inflicted for failure to comply with such edicts without affording the accused opportunity to present defense before impartial tribunals. The Committee was instructed to report to Congress from time to time the results of its investigations and to make such recommendations, if necessary, for legislation or amendment of existing acts.

The CIO resolution cited that the sponsors of the FCC investigation passed by the House "under the guise of investigating 'bureaucracy'", had launched an attack upon President Roosevelt and the administrative branches of the Government designed to discredit the conduct of the war in the eyes of the American people. The investigation can only have the effect of hindering development of a war program for the communications industry and disrupting the functioning of a vital war agency, it continued. It pointed out further that evidence had been offered that Rep. Cox "improperly rendered services for certain broadcasting stations and therefore is not qualified to conduct such an investigation".

The CIO Executive Board expressed its "profound disapproval of the use by appeasement Congressmen" of the floor of Congress and special Congressional committees "as a means of hindering the successful conduct of the war and as a forum for sabotage of the victory program of our commander-in-chief and of vital war agencies such as the FCC." It called for immediate enactment of a war program in the communications industry along lines proposed by the American Communications Assn. and adopted by the FCC and Board of War Communications, and then called upon Attorney General Biddle to investigate the charges of "improper activities of Rep. Cox and take appropriate action immediately."

Mr. Boler, in his letter to Speaker Rayburn, held the Cox inquiry was "positively unwarranted and should not be permitted." He praised Chairman Fly for the work he had done in behalf of hundreds of small independent stations, declaring he was the "most capable chairman who had headed the Commission."

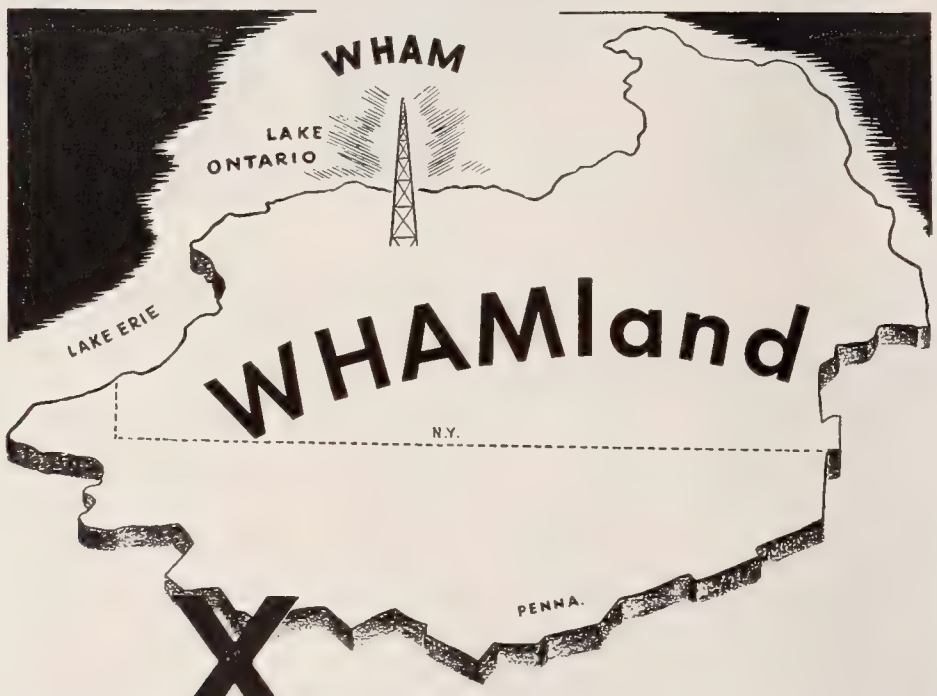
"Expenditure of $60,000 for an investigation which will positively solve nothing and will take the attention and physical effort of Fly and his Commissioners in this time of war, is wrong," Mr. Boler said. "They should be able to give their full attention and their time to the radio industry, because of the important part it is taking in the war effort."

Mr. Boler said he knew the majority of the 24 independent affiliated stations on his regional network "positively object to and oppose this unwarranted, ill-timed investigation and expenditure of taxpayers' money." He explained he personally had dealt with the FCC because of his ownership in the regional network and interest in two stations (KVOX, Moorhead Minn. and KSJB, Jamestown N. D.), and that he had every respect for the knowledge and conduct of the business of the Commission. He alluded to the many things Chairman Fly had done in the better interest of the radio industry as a whole.

"There is but a small group in number who are behind this investigation and they do not represent the majority of the industry nor is their purpose in the best interest of the majority in the industry."

WOSH Sale Sought

HOWARD H. WILSON, owner of WOSH, Oshkosh, has applied for voluntary assignment of his license to Oshkosh Broadcasting Corp., according to the FCC. Amount involved is $45,000. Officers of the new company are Myles H. Johns, Wayne, Ill., president, who holds 165 shares or 55%; Fred W. Renshaw, Chicago, vice-president and secretary, 45 shares or 15%; Wm. F. Johns Jr., Chicago, vice-president, and William F. Johns, Chicago, treasurer, each holding 45 shares. All are directors. Three hundred shares have been issued for $15,000. William F. Johns is vice-president of WTCN, Minneapolis, and president of Ridder-Johns.



WHERE X DOES NOT MARK THE SPOT

There's a lot of new business in WHAM-land these days . . . but the extent of that business and the exact location are military secrets. Training camps and construction projects have boomed the buying power of any number of communities in the primary area of WHAM's 50,000 watt clear channel signal.
Some of these new buying areas can be reached through localized coverage of the section in which they are located . . . *but all can be reached at once, for approximately one-third the cost of localized coverage of the same area, with WHAM.* And WHAM is the station to which these work-tired construction experts and trainees turn for entertainment and news on their off hours.
This is the bonus coverage WHAM offers you today.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with the National Broadcasting Co., and The Blue Network, Inc.

"The Stromberg-Carlson Station"



Blue Clarifies News Policy

(*Continued from page 10*)

pute guilt to individuals or organizations not already outlawed by the Government."

In a statement Feb. 9 Mr. Woods said that although the BLUE's policies prohibit the discussion of controversial issues on commercial programs, "several commentators recently have departed from these standards and from their prepared scripts to discuss controversial issues in a biased and inflammatory manner".

No names were mentioned by Mr. Woods in his statement, but in an interview with an AP correspondent in Miami on Wednesday, Winchell said that "one of the most powerful executives of the BLUE Network sat down with me and guided me" in his broadcast of Feb. 7. BLUE officials declined to comment, but it was learned that Phil Carlin, vice-president in charge of programs, was in Miami at that time.

"The BLUE Network has been very liberal and generous and I can't squawk," Winchell told the AP. "They reminded me that there were certain rules that must be followed. They told me they knew I wanted to stay on the radio and they wanted to help me stay.

'Fangs Removed'

"However, the fact remains that certain people would like to stop Drew Pearson and me, and my fangs have been removed and my typewriter fingers rapped with the butt of a gun.

"I'd like to say this—which I can't say on the radio any more—the fathers and mothers of this country who have sons and other in fighting and dying to preserve freedom of speech and press should realize that the war is already lost back home. The only thing left is the newspaper. I hope the newspapers will fight harder for the freedom which radio has so meekly surrendered."

In a statement last week Mr. Pearson said:

"Up until last Sunday (Feb. 7) the BLUE network in all my dealings with it has been a champion of truth and fairness on the air. I feel sure that after mature deliberation it will continue to be and will eventually agree that free and fair criticism is essential in a Democracy and will not again go so far as to bar the quotation of a Supreme Court decision criticizing an important aide in the Navy Department, as it did last Sunday."

It was learned, however, that the reference to the Supreme Court decision was deleted from Mr. Pearson's broadcast due to misinterpretation of the BLUE memoranda.

The full text of Mr. Woods' statement follows:

"The policies of the BLUE Network are similar to those generally adopted by the industry, and to which networks and a majority of American broadcasting stations adhere. These policies prohibit the discussion of controversial issues on commercially sponsored programs.

"Ample time is offered free of charge to recognized groups and individuals for the discussion of subjects concerning which people hold divergent views. The BLUE Network freely gives time to representatives of various governmental, civic and social organizations, and to individuals, for fair discussion of issues of public interest. At the same time, the BLUE Network demands that all broadcasts must be in good taste.

"The BLUE Network news editors have always kept these standards in mind. However, several commentators recently have departed from these standards and from their prepared scripts to discuss controversial issues in a biased and inflammatory manner.

"This week the BLUE Network, in a memorandum to network news editors, again emphasized these policies, and insisted that all news broadcasts conform to these regulations."

In announcing the Naval Affairs Committee investigation into Winchell's status, Chairman Vinson said that "at a public hearing, no closed door," his group proposed to call before it proper officials to "ascertain the full status of the Reserve Officer, Walter Winchell."

George Mazzacane

GEORGE MAZZACANE, 66, dean of Italian announcers at WELI, New Haven, died of a heart attack Feb. 8 in New Haven. Mr. Mezzacane, co-producer of *L'Ora Italiana*, heard on WELI for seven years and previous to that on WICC, Bridgeport, was a retired druggist and very well-known in Italian-American circles.

WLW Correspondents

NEWSROOM of WLW, Cincinnati, has added two war correspondents. Edgar Stern-Rubarth, veteran foreign correspondent, will be on duty in London. James Wellard, formerly of Chicago, will cover activities from Algiers. Plans are under way to appoint a station correspondent in Australia. Cabled reports of the correspondents will be incorporated in WLW newscasts.

Getting Parts

STATIONS needing replacement parts are invited to send inquiries to the NAB Engineering Dept., 1760 N St., N. W., Washington. NAB has a copy of the new 1100 page inventory of surplus parts recently compiled by FCC, and will supply answers by telegraph if desired. Requests should not be telephoned to NAB, however.



SATISFIED SPONSORS

wrote this ad to prove his ranking as one of America's top Newscasters . . .

FULTON LEWIS, JR.

We have had hundreds of people thanking us for making it possible for them to hear Mr. Lewis.
- a Men's Clothing Co.

Fulton Lewis, Jr. is definitely the 'prestige' feature of our campaign.
- a Brewer's Agency

His news broadcasts are highly informative, instructive and impartial in character.
- a Bakery Corporation

We feel that this portion of our advertising program is dignified and beneficial.
- a Banker

AVAILABLE FOR SPONSORSHIP IN YOUR CITY . . .

All over America they're hearing and talking about Fulton Lewis, Jr. . . . an outstanding feature that means results for any sponsor (sponsored on 121 stations by 63 advertisers). You can sell him at your one time quarter hour rate per week. Wire, phone or write WILLIAM B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

WDRC
CONNECTICUT'S PIONEER BROADCASTER

$19,500,000

That's Sales Management's estimate of Hartford's retail sales next month . . . 27.7% ahead of 1942's record March. It's an upward swing that keeps pace with the ever-increasing preference for WDRC. Basic CBS for Connecticut.

HIGH IN LISTENER RATING

WATL
ATLANTA

LOW IN RATES

MBS

WATL's coverage is confined to the *metropolitan Atlanta area.* With no rural audience to cater to, its programs are tuned to urban tastes, and are tops with Atlanta listeners. *Eleven years a favorite!*

If you want to cover Atlanta at lowest cost, put WATL on your list.

Represented by
SPOT SALES
INC.

MBS Program Clinics Slated To Open in New York Shortly

McClintock Outlines Expansion Plans Under 1943 Budget at Industry and Press Dinner

KEY STATION program directors of Mutual will meet in New York within the month to examine the network's program schedules and plan new shows, it was announced last Wednesday by Miller McClintock, MBS president, at a dinner given by the network for the industry and members of the press.

First of a series of proposed monthly program clinics to be held in key cities throughout the country, the New York conference will put into action a program of expansion announced Jan. 29 at a meeting of the Mutual board in Chicago [BROADCASTING, Feb. 1]. At that time the Board approved an increased budget for 1943.

Outline Major Points

Announcing plans to increase and improve Mutual's service to members and affiliates, advertisers and listeners, Mr. McClintock said the 1943 budget, up 25% from last year's, is the largest in Mutual's history and indicative of the complete support given expansion policies by MBS stockholders.

Major points in the new plans, said Mr. McClintock, include increased network program and promotion service to Mutual stations, with regular program clinics of key originating stations; enlarged research and sales departments, and sales policies stressing equally the major market and the small-town coverage of the 211 MBS stations.

Describing the basic Mutual policy of getting most of its sustaining programs from its member and affiliate stations as "particularly American," Mr. McClintock said that this will be continued, "but with more help in ideas and participation from network program officials."

Stating that radio research has barely scratched the surface, he expressed the determination of Mutual to "be second to none" in providing the advertiser with all the data he needs to enable him to make an intelligent selection of the kind of advertising best suited to his needs. The expanded research staff activities of MBS will be geared to supply "sound, factual information" to advertisers about facilities and programs, he said.

A question about the effect of the reduction in line charges on Mutual operations was referred by Mr. McClintock to Fred Weber, general manager of the network, who replied that these reductions "will result in an improvement in service and may make it possible to extend Mutual's coverage into some new markets."

MBS New York Offices

OFFICIAL OPENING of Mutual's new and expanded office facilities at 1440 Broadway, New York, took place Feb. 8 with a staff preview reception given Feb. 5 by Miller McClintock, MBS president. Designed by Mary Lou Carpenter, daughter of H. K. Carpenter, general manager of WHK-WCLE, Cleveland, the reception, conference and executive offices are equipped with Thermax soundproof ceilings. Remodeling of all other Mutual department offices is nearing completion.

WWSW-AFRA Accord; New Pact Set for WLB

AMERICAN Federation of Radio Artists has signed a contract with WWSW, Pittsburgh, covering staff announcers, the union announced last week. Contract, containing the standard AFRA provisions, was negotiated for the union by Vic Connors, field representative.

AFRA expects to submit its recently revised sustaining contracts to the War Labor Board early this week. Necessity for filing five copies and a detailed form for each of 40 individual contracts with the WLB prevented earlier submission, the union explained. Demands for increases in commercial scale minimums for network and transcription programs corresponding to the 19.7 point rise in the cost-of-living from Dec. 15, 1940 to Dec. 15, 1942, will be presented to advertisers and agencies as soon as work on the sustaining contracts is completed.

AAAA Names Three

THREE members of the staff of the American Assn. of Advertising Agencies have been given special positions, it was announced last week by the 4 A's executive board. Robinson Murray has been appointed assistant executive secretary; Richard Turnbull, assistant treasurer, and William A. Fricke, assistant secretary. John Benson continues as president; Frederic R. Gamble as managing director and executive secretary, and Mrs. L. W. MacKenzie as director of service.

CHEVROLET SERIES ON FULL CBS NET

THE FULL CBS network of 116 stations will be used by the Chevrolet Division of General Motors Corp., when it starts twice-weekly sponsorship of news by John B. Kennedy Feb. 16 [BROADCASTING, Jan. 25], making a total of 19 sponsors now benefiting by the CBS 15% discount plan. These clients sponsor 28 individual programs on CBS, comprising 37 program periods weekly.

Kennedy's new series is presented for Chevrolet's "Victory Service League", made up of the company's thousands of dealers as local directors, and some 250,000 car and truck owners. It is dedicated to "Service for Victory" and to "Save the Wheels That Serve America." Agency in charge is Campbell-Ewald Co., Detroit.

Barbasol Co., New York, which also sponsors Mr. Kennedy on CBS, is replacing him Feb. 19 with Paul Sullivan, who will continue to be heard Mondays and Fridays, 6-6:10 p.m. Agency for Barbasol is Erwin, Wasey & Co., New York.

N. Y. Campaign Delay

ANNUAL radio campaign of the New York State Publicity Bureau which starts each fall and runs for 26 weeks on New York stations, has been temporarily cancelled on the current list of 17 stations pending settlement of the budget recommendations submitted to the New York State Legislature by Gov. Thomas E. Dewey. Campaign, which includes participations on women's programs and spot announcements, was slated to run until June 30. Appropriation this year, much of which has been spent in radio, was $360,000. Agency is J. M. Mathes Inc., New York.

Tootsie Roll Plans

SWEETS Company of America, Hoboken, N. J., will start dramatizations of the cartoon strip, *Captain Marvel* on the BLUE on behalf of Tootsie Rolls and other "Tootsie" candies around March 1. Broadcast time and station lineup have not been determined, but the program will probably be aired Monday, Wednesday and Friday in the 5-5:15 p.m. period. This is the first regular network advertising for the firm, which has used spot radio for a number of years. Duane Jones Co., New York, is agency.



SHOE ADVERTISING IS NOT DISTURBED

A MODIFIED SURVEY by BROADCASTING last week of shoe companies currently using radio showed no indication of an immediate curtailment in radio advertising by that industry as a result of the rationing order. Although the O'Sullivan Rubber Co., Winchester, Va., has cancelled all radio advertising for 1942 except for a renewal of its schedule on WOV, New York, this is not believed to be a direct result of the shoe rationing order, which went into effect Feb. 9.

Agency executives queried stated in most cases that it was too early to predict the effects of the order on current campaigns, but they expected no immediate curtailment by their shoe clients.

The 1943 O'Sullivan campaign on WOV starts Feb. 15 with daily announcements for 13 weeks, followed by a 13-week campaign in the fall. A continuing survey by the company of listener reaction to its radio advertising, as well as a check of shoe repairmen and wholesalers, reveals a definite tieup in brand identification with the campaign on WOV, a station specializing in coverage of the Italian market in New York. O'Sullivan last year used about 40 stations for its transcribed announcements promoting its rubber heels. Account is handled by Adv. & Sales Council Inc., New York.

Klein Leaves D'Arcy

HENRY C. KLEIN, former radio director of D'Arcy Adv. Co., New York, on Feb. 8 joined the newly-established New York office of MacFarland, Aveyard Co. as radio director. Well known in the agency field, Mr. Klein has done production and scriptwriting for J. Walter Thompson Co., Chicago was radio director of both Charles Daniel Frey and BBDO, Chicago, and at one time was continuity director of the Western Division of CBS. Before joining D'Arcy, Mr. Klein was handling program and talent at BBDO, New York.

Lava Spots Curtailed

SHORTAGE of raw materials, including cocoanut oil supplies, the latter frozen last week by order of the War Production Board, has resulted in the cancellation of one of Procter & Gamble's spot announcement campaigns for Lava, scheduled to get under way on selected markets throughout the country Feb. 15. Lava drive on another group of stations, lined up starting Jan. 24, continues. Agency is Biow Co., New York.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

RADIO BREAKS SHOE NEWS

OWI Credits Industry With Effective Job of Informing Public About Rationing

RADIO brought the American consumers first word of shoe rationing, it was revealed last week at the Radio Bureau of the Office of War Information.

Commenting on the manner in which the job was done, Douglas Meservey, acting chief of the Radio Bureau, said "the job could not have been done without radio". Furthermore, he said "it was a great proof of the emergency character of radio".

Although the news was not actually released by the White House until shortly before 3 p.m., Sunday, Feb. 7, several key OWI executives were informed 15 days earlier that an important announcement was pending. Since the news was for Sunday afternoon release, radio was the only possible medium.

Three Methods

To deliver the message instantly three modes were conceived—commentators, the *Army Hour*, and popular commercial programs. This was essential to the success of the shoe rationing campaign since the consumer had to understand the need for rationing and retailers had to be informed that the program was effective immediately.

At first, commercial sponsors were approached by the Radio Bureau with an unidentified announcement of importance, known as "oyster rationing". The sponsors approached all accepted, awaiting the actual news which came on Saturday, the day before the release of the news. This was necessary to allow the material to be worked into the scripts of the shows concerned. The *Army Hour* was allowed several days of advance notice to work the material into their program pattern owing to the necessity for remote pickups.

Through OWI field offices, word was transmitted Sunday to the local stations for insertion of spot announcements in their local station announcement plan beginning Tuesday. This was part of the continuing campaign to explain the need for rationing shoes to each consumer.

Commercial programs utilized for the Sunday announcements were: Phil Baker's *Take It or Leave it, The Album of Familiar Music, The Great Gildersleeve, The Good-Will Hour, Wheeling Steel, Prudential Family Hour* and *First Nighter*.



Gunnar Back for A&P

GUNNAR BACK, CBS Washington reporter, will be featured in the twice-weekly CBS food talks starting under sponsorship of Great Atlantic & Pacific Tea Co. Feb. 17 [BROADCASTING, Feb. 1]. Guests will be interviewed by Ruth Hadley, director of the A & P Information Service. Paris & Peart, New York, is agency.

Philco Floats Loan

V-LOAN for $30,000,000, covering a three-year period has been arranged by Philco Corp., to provide additional capital to finance production of electronic equipment for the Army and Navy. The credit, largest V-loan to date in the Third Federal Reserve District, has been extended by 21 banks.

"HOW'S YER PERSPECTIVE OF RED RIVER VALLEY SALES POSSIBILITIES? FER THE RIGHT SLANT ON THIS HALF-BILLION DOLLAR MARKET, GIT IN TOUCH WITH WDAY!"



WDAY
FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Industry Supports Way Control Plan

Tulsa Broadcaster Says 'Declaration' Offers Protection

WIDESPREAD industry support for his "Broadcasters' Declaration of Independence" to insure control of its microphones was reported last Friday by William B. Way, vice-president and general manager of KVOO, Tulsa, and a member of the NAB Board.



Mr. Way

In an identical letter to stations, members of the FCC, Government leaders and other interested parties last Friday, Mr. Way answered questions raised by the industry regarding the Declaration, now pending before the NAB Board. Last month Mr. Way had addressed broadcasters regarding his proposal to provoke further discussion and ultimate action. Mr. Way has held that control of the medium by broadcasters has been "slippng away through a combination of pressures and circumstances still within the capacity of the industry to correct."

The original Declaration was presented to the NAB Board last October by Mr. Way. He said the response has been so favorable that he has gained "confidence in the success of the idea". Stating the questions posed by broadcasters and providing the answers, Mr. Way concluded that the plan could be put in operation by the industry through appointment of a committee to perfect it, after the majority of the stations had signed the Declaration.

Asked why the project could not be the function of the present NAB Code Committee, Mr. Way said it could. Actually, he declared, it provides for a code committee which would function all year with a full-time paid code authority backed by the industry. He asserted the present code is a "masterpiece of ethics" but that it could not administer itself.

Declaring that broadcasting is a fast-moving, fast-growing business, Mr. Way pointed out that someone has a new idea for radio almost every day. Any code, to be "self-administrative", would have to embrace ideas for radio "yet unborn".

Spot Problems Important

Responding to the highly-controverted question whether the networks could be "trusted with the broad policy-making decisions" for the industry, Mr. Way said of course they could be trusted, but that such a delegation of responsibility is impossible if stations are to operate under their licenses. Networks as such are not licensed. Moreover, he said that if the industry took the position that the networks were better able to operate in the public interest, "we would be inviting the Government to license networks instead of stations".

Furthermore, the spot broadcasting problems are just as important as those of the networks, he said. No one can handle these but the broadcasters. Network policies do not necessarily impress or concern spot broadcasters, so there would be no valid precedent.

"The networks are fine and trustworthy," said Mr. Way, "but the broadcasters are not looking for a guardian, nor have the networks asked for such a dubious assignment."

Could Cover All Classes

Alluding to the network advisory boards as the arbiters, Mr. Way said that if such boards made hard and fast policies and their respective networks observed them, it unquestionably would have "slightly varying policies for each network", resulting eventually in a "battle of policies, with the industry gaining nothing but a headache".

The plan could cover all classes of stations, Mr. Way said, since the code authority would be in a position to handle problems limited exclusively to single stations in single localities but, for the most part, it would be dealing with broad, national problems which are presented to all stations alike and therefore could be solved for all alike. Under the plan any station operator would have an opportunity to state his case to the code committee before the final decision was made, because the plan would require that every participating station receive information and a specific recommendation from the code authority with a request for confirmation by the station in writing. It would be difficult to conceive of any practice that would be acceptable to one or a few stations because of location, while repugnant to all others, or vice versa, he said.

Responding to the query whether it would not be dangerous to have a "small group of men setting the policies for the entire industry", Mr. Way asserted that precaution should be taken in choosing members of the code committee because their responsibilities would be great. The men should be experienced station operators, representing a cross-section of the industry—each of the major networks and one or more non-network operators. Each decision made by the committee would affect the operation of each member's own station, as well as all others. Each decision would require confirmation by a majority of the stations to make it effective.

"Honest Independence"

The code authority would be a paid representative. He would be an experienced broadcaster who had developed a "reliable sensitivity to the power, force, educational and sales impact of every moment on the air". He would not have to be a lawyer.

Asked how networks, advertisers and agencies would be made to respect the decisions of such a committee, Mr. Way said decisions would be announced as an industry. As operators, broadcasters control their respective transmitters. The code authority and committee would be available for consultation. "Ours would be a friendly but honest independence," he said.

The code committee would not jointly fix rates and would not be a combination in restraint of trade. He pointed out that acting as a combination does not, in itself, violate the anti-trust laws. The Declaration provides that the broadcasters shall "be of one mind and act with one accord" in the "interpretation of contracts, rates and discounts", but does not specify the "determination" thereof. Such a combination in the public interest wherein no rates are fixed, would not be held in restraint of trade. Mr. Way said this was the opinion of counsel. Asked how the plan would operate, Mr. Way said:

"Assume that Blank Co., makers of a remedy for burns, through its advertising agency issues to stations a series of one-minute transcriptions each of which opens with a terrifying scream. (No reference to any actual case, past or present, is indicated.)

"One or more station managers report these transcriptions to the Code Authority. After a quick consultation with the Code Committee, the Code Authority issues to all stations a "hold" order, delaying the use of these transcriptions anywhere until the Code Committee can hear the records and issue a recommendation.

"Within the shortest possible time each station manager operating under the plan receives the recommendation that his station should not accept these transcriptions. Accompanying this recommendation is a "confirmation form" which the station manager fills in and signs, as an individual operator formally refusing to accept said material as being contrary to the "public interest, convenience and necessity. This form is returned immediately to the Code Authority. The Code Authority then, speaking for the stations individually and as an industry, advises the agency for the Blank Co. that said transcriptions will not be broadcast because they are contrary to the "public interest, convenience and necessity.

"The above is an ideal case, in which no differences of opinion are expressed. Differences might delay the final decision, but that decision, when finally made, still must come as the majority opinion of the industry, the responsibility for obtaining that opinion resting squarely upon the Code Committee and Code Authority.

"After a few such cases, advertisers and agencies would be educated to submit questionable material to the Code Authority first and ask for a decision thereby saving valuable time and recording costs, etc., etc.

"Economies of operation would demand that the Code Authority hand many cases, originating from stations in routine fashion, even though some of the material might reach the air before it could be discontinued. Stations still would retain the right, and are in fact obligated, under their licenses, to reject objectionable material individually, according to their own opinions.



YOU CANNOT OPEN YOUR FRONT DOOR WITHOUT A LATCH KEY!

The key to the large radio audience in Nova Scotia is held by:—

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

Representatives
WEED & COMPANY
350 Madison Ave., N. Y.



WOC for Tri-Cities

BASIC BLUE • 5000 WATTS

DAVENPORT • ROCK ISLAND • MOLINE

FREE & PETERS, Inc., National Representatives

Radio in Doubt As to 48-Hour Week

NAB Labor, Wage-Hour Groups Summoned To Confer

DOUBT blanketed radio's position last week, as a result of President Roosevelt's Order establishing a "minimum work week of 48 hours". Industry leaders were attempting to determine the exact status of the 33 stations situated in the 32 cities affected by the mandatory application to all fulltime employment.

Although few questions were answered, industry leaders recognized that the War Manpower Commission is the key agency in the administration of this new edict. Whether all stations situated in any of the 32 cities would be required to have all fulltime employes work a 48-hour week was an open question. WMC officials believed that the edict's administration would be cared for locally and exemptions were possible at the discretion of the regional or area WMC director. Specifically they were not prepared to comment upon broadcasting's position.

NAB Calls Meeting

Union leaders questioned were likewise dubious of their positions under this latest control. They pointed out that the Executive Order was obviously elastic since it did not aim to supersede "Federal, state or local law limiting hours of work" or conflict "with the provisions of any individual or collective bargaining agreement with respect to dates of pay for hours worked in excess of the agreed or customary work week." Then the Order added that it was not intended to suspend "or modify the terms" of the Wage Hour Act.

To clarify radio's position the NAB has wired members of its National Labor Executive Committee and members of its Wage & Hour Committee to attend a special conference in Washington Feb. 23 at the Mayflower Hotel for the purpose of discussing the effect of the regulation upon the industry.

Absent from the group of 32 cities subject to this control are radio key centers, New York, Chicago and Los Angeles, with Washington the only major city included. Within the next few months it is likely that Chicago and Los Angeles may come within this classification because they were included in a secondary group of 102 cities, termed "labor stringency" areas. Within the second group are 156 stations which might be affected.

Talent Question Unanswered

The 32 cities were originally selected as areas subject to local hiring controls which had little effect upon the radio industry [BROADCASTING, Feb. 8]. The latest edict places all employment within these 32 cities subject to a 48-hour week immediately and provides for overtime rates as instituted. Whether each of these areas will decide that broadcasting is subject to the regulations is moot. Reasons offered against this trend of thought exist in the fact that while it may be necessary to place engineers and other technical help on a 48-hour week, it might be impractical, if not foolhardy, to attempt to cut out a 48-hour week for clerical personnel. The question of working hours for actors, announcers and other talent also remains in the air.

One thought which has been advanced in some industry circles is the fact that it would be well to put all essential occupations on a 48-hour week basis. The reasoning behind this is in the fact that the filing of Form 42-A for essential men calls for a statement of the hours worked by the individual deemed essential. Consequently, if a man is essential and the purpose of the 48-hour week is to insure manpower needs through extension of work hours, it would be well to prove to local draft boards that the man considered essential is doing his utmost in the performance of his job.

In any case, the plan, as it now stands, calls for setting in operation the 48-hour week where possible. Parttime workers are not affected by the new regulation. Employers such as broadcast stations have until March 31 to extend their work week or to report to the WMC how much longer it will take them to do so. This applies only in the critical areas.

Voluntary Adoption Urged

In all other regions WMC advises employers to assume their responsibility in the war effort by adoption of the program voluntarily. If adoption of the program would mean reduced labor requirements, and yet would not mean the discharge of workers now on the payroll, WMC advises adoption. Furthermore this is advised as a protection against the draft's drain. However, WMC cautions the measure is intended only to increase the release of workers for war jobs and essential jobs but is not intended to merely increase hours.

Recognizing that the 32 areas originally established were not the only regions of difficulty, WMC issued a supplementary list later in the week comprising areas known as one where "labor stringency" prevailed. Immediately, this list is not important but it is well to understand that additions to the basic list of 32 would be made from the supplementary list. Among this list of cities many are found representing major radio outlets such as Los Angeles, Chicago, Pittsburgh, Cleveland, Milwaukee, Des Moines, San Francisco, Salt Lake City and Tulsa. A complete list of cities in both lists follows.

Areas of critical labor shortage:

Akron; Baltimore; Bath, Me.; Beaumont; Bridgeport; Brunswick, Ga.; Buffalo; Charleston, S. C.; Cheyenne; Dayton; Detroit; Elkton, Md.; Hampton Roads, Va..; Hartford; Las Vegas; Macon; Manitowoc; Mobile; New Britain, Conn.; Ogden, Utah; Panama City, Fla.; Pascagoula, Miss.; Portland, Ore.; Portsmouth, N. H.; San Diego; Seattle; Somerville, N. J.; Springfield, Mass.; Sterling, Ill.; Washington; Waterbury, Conn.; Wichita.

Areas of "labor stringency" are:

Claremont, N. H.; Greenfield, New Bedford, Mass.; Meriden, New Haven, New London, Stamford, Conn.; Newport, R. I.; Portland, Me.; Albany, Elmira, Geneva, Massena, Rochester, Utica, N. Y.; Aliquippa, Allentown, Berwick, Chambersburg, Harrisburg, Erie, Lancaster, Lebanon, New Castle, Philadelphia, Pittsburgh, Pottstown, Reading, Williamsport, York, Washington, Pa.;

Jersey City, Long Branch, Morristown, Newark, Paterson, Perth Amboy, Trenton, N. J.; Wilmington, Del.; Hagerstown, Md.; Pt. Pleasant, W. Va.; Wilmington, N. C.; Adrian, Battle Creek, Benton Harbor, Flint, Muskegon, Pontiac, Saginaw, Mich.; Canton, Cleveland Columbus, Lima, Marion, Newark, Piqua, Sandusky, Warren, Ohio; Louisville, Ky.; Bloomington, Ill.

Evansville, Ft. Wayne, Gary, Indianapolis, Michigan City, Richmond, South Bend, Terre Haute, Ind.; Joliet, Moline, Rockford, Springfield, Ill.; Madison, Milwaukee, Racine, Sturgeon, Wis.; Bristol, Tenn.; Florence, Huntsville, Talledega Ala.; Savannah, Ga.; Tampa, Fla.; Des Moines, Ia.; Duluth, Minn.; Grand Island, Hastings, Neb.; Choteau, McAlester, Tulsa, Okla.; Parsons Run, Pine Bluff, Ark.; Dallas, Tex.; Pocatello, Ida.; Provo, Salt Lake City, Utah; Everett, Spokane, Wash.; Los Angeles, Sacramento, San Bernardino, San Francisco, Stockton, Cal.

FRIENDLY SERVICE SAVES TIME AND MONEY AT Postal Telegraph



CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN

or the Foreman Co. ● Chicago ● New York

Always Popular Now More POWERFUL



The Voice of Baltimore

NOW 5,000 WATTS DAY & NIGHT 600 KC

The Only Columbia Station in Maryland

★

Paul H. Raymer Co.

National Sales Representative

New York · Chicago · San Francisco · Los Angeles

WHAT'S WHAT IN Boston

22.

WCOP has sold everything from a magazine to a mattress . . . what have YOU to sell?

REPRESENTED BY HEADLEY-REED CO.

ATLANTIC COAST NETWORK, INC. SERVING ONE-FOURTH OF THE NATION'S BUYING POWER

WCOP

BELONGS ON YOUR SCHEDULE



BUMPER BABY HARVEST at WSPD, Toledo, where six staff members had visits from the stork in two months, resulted in this lesson in the care and hygiene of infants, with apron-clad Al Snyder, station newsman-announcer, presiding. Five fathers attending are (l to r): Johnny White, chief maintenance engineer; Al Ruhfel, continuity editor; Jim Groves, studio engineer; Glenn Jackson, chief announcer; Frank Hilbert, studio engineer. Jim Uebelhart, news editor, missed class, being at the moment busy pacing hospital corridors in anticipation.

Many Rural Sets Need Batteries, Says Stefan

THOUSANDS of rural radio listeners are threatened with loss of broadcasting service, Rep. Karl Stefan (R-Neb.) warned Congress last week, reporting that a shortage of batteries had already crippled hundreds of receiving sets in his district.

Should stations lose hundreds of thousands of listeners, he said, Government departments and the entire war effort would be the loser, since "a very great number of families depend solely on radio for news and information."

Rep. Stefan, a former commentator of WJAG, Norfolk, Neb., was recently reelected to the House for his fifth term.

E. H. BROWN ADV. AGENCY, Chicago, offers to advertisers its 18th annual edition of "Advertisers Rate & Data Guide", listing rates, circulation, closing and issuance dates for newspaper and magazine advertising, and radio times rates and wattage of networks and larger stations through January, 1943.

FCC Fund Cut

(*Continued from page 14*)

man Fly in his direct statement to the work of Radio Intelligence Division, headed by George E. Sterling, assistant chief engineer, and to FBIS. He said the Commission is the nation's "radio detective" and constantly patrols the ether. He said this country has control and surveillance of the air as good as any nation, perhaps better. Apropos functions of FBIS, Mr. Fly said its work was for other Government agencies, notably the military. Approximately 1,650,000 words are intercepted every day in the week, he said.

The War Problems Division, for which $20,160 is sought and which received an unfavorable recommendation from the committee though it did not delete the funds, was described by Mr. Fly as the agency handling personnel and program service of foreign language stations and functions in connection with other wartime activities. This unit is headed by Nathan David, assistant general counsel.

It was revealed for the first time that this division, created in January 1942 to handle legal and investigatory problems arising out of the war emergency, has offices in a number of cities. These include New York, Chicago, San Francisco, Atlanta, Dallas, Los Angeles, and Portland. Its principal function, the Commission stated, is to assemble facts in the field and prepare reports on matters requiring action by the Commission or the Board of War Communications.

Describing functions of the broadcast division, Chairman Fly said that it is now especially concerned with international broadcasting facilities. He described in detail how international broadcast stations are programmed jointly by OWI and CIAA as an integral part of psychological warfare. The FCC, he said, has under continuous study the most desirable frequencies for use by particular stations at particular times of the day and seasons of the year, and is also concerned with preventing accidental interference and with avoiding purposeful interference or "jamming" by foreign countries.

Station Transfers

Following annual custom, Chairman Fly placed in the record a breakdown of station sales and transfer of licenses from Dec. 9, 1941 to Dec. 31, 1942. Such data has been requested annually by Rep. Wigglesworth (R-Mass.) who also is a member of the Cox select committee to inquire into personnel and functions of the FCC. The breakdown shows the stations, assignor, assignee, original cost, replacement costs, station earnings or losses, price paid, and date granted. The list covered 72 separate transactions by station call letters.

Mr. Fly estimated that the Commission handles about 100 such transactions annually. Mr. Wigglesworth asked specifically for information on the "WGST" (Atlanta) transaction, the WOW sale and the sale of the Yankee Network to General Tire & Rubber Co.

Apropos deferment of FCC personnel, Mr. Fly said in response to Rep. Wigglesworth that 44% members of the Commission's staff have received deferments and that 391 in the deferred status are still on the Commission rolls. (Reports have circulated that the FCC has received more deferments per capita than any other non-military agency.) Mr. Fly said he hoped all these deferments would be for the duration. He said that most of the group are specialists in a most essential field of war activity. He added he was satisfied that they would do a more significant war job with the FCC than they could in the military services.

Question was raised by Rep. Case (R-S.D.) about duplication of monitoring service performed by the FCC with work of the military services. Mr. Fly, however, contended there was a very clear differential but said that the Army at one time had advised that it did not require particular types of reports. Those were discontinued and others inaugurated. Later on, Chairman Fly said that by and large there was practically no duplication.

Considerable testimony was elicited on the status and background of Frederick L. Schumann, of the FBIS staff, mentioned by Chairman Dies (D-Tex.) as one of three FBI employes of purportedly undesirable background. Mr. Fly said, however, that an investigation failed to reveal that he was not desirable and lauded his ability.

Apropos William E. Dodd, son of the former Ambassador to Germany, also on the FBIS staff, Mr. Fly said the Civil Service Commission had approved his appointment.

LOOK TO LINGO FOR AM-FM

Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, unexcelled stability and low maintenance cost.

LOOK TO LINGO— for proven, factual information on modern antenna systems.

LINGO VERTICAL TUBULAR STEEL RADIATORS

JOHN E. LINGO & SON, INC., CAMDEN, N. J.

AP

WKST, New Castle, Pa.

. . . increased efficiency of hourly newscasts 100% . . . periods well balanced with fresh news instead of customary "fill" material.

A. W. Graham, Station Manager

available through PRESS ASSOCIATION, INC. 30 Rockefeller Plaza New York, N. Y.

FTC Asks Court to Dismiss Miles Laboratories Complaint

Claims Firm's Attempt to Restrain Impending Action by Appeal to Tribunal Is Irregular

SSERTING that Miles Laboraries, Elkhart, Ind., resorted to irregular means of redress in eking a declaratory judgment restrain an impending action, e Federal Trade Commission last eek notified the U. S. District urt for the District of Columa that it was moving dismissal the complaint filed by Miles Dec. 14 [BROADCASTING, Dec.].

The action had been brought by iles Labs. after FTC mailed the m an agreement stipulating cerin modifications in either the els or the advertising for each three Miles products. Miles apaled to the court for aid, declarg that FTC was assuming jurliction belonging to the Federal od & Drug Administration, and at the firm was threatened with s and other damage.

Challenges Jurisdiction

Although no radio advertising s involved in these cases, Miles' peal to the court aroused inter among broadcasters, because it s felt that the act challenged C's jurisdiction in several curt cases against large manufacrers of medicinal remedies, in ny cases involving radio scripts. FTC's answer for the most part gued that the Federal District urt has no jurisdiction, but in dition it shed considerable light FTC's interpretation of its nctions.

According to the argument, the S. Circuit Court of Appeals "has clusive jurisdiction to affirm, llify, or set aside" FTC orders. t Miles would have no right to sort to this court until the FTC elf had issued a cease and desist der, the Trade Commission as-ted, in moving dismissal.

According to procedure under the deral Trade Commission Act, e motion said, there can be no sort to the court until a conversy exists. A request for a pulation, or notice that a comint is about to be issued does t constitute a controversy, FTC d.

'A complaint," according to the FTC motion, "is, in operation, nothing more than notice of hearings which will be held for the purpose of taking evidence on charges stated, and giving the respondent opportunity to show cause why a cease and desist order should not be issued."

The complaint itself, FTC said, is only preliminary and procedural. "If the respondent chooses to disregard the order and does not answer the complaint or appear at the hearings before the Commission, it is subject to no penalty, and does not waive its right to obtain judicial review of any final order which may be entered against it."

Until a cease and desist order is actually issued, FTC stated, the Commission "is not directing the plaintiff to do anything, or cease from doing anything, and is not threatening to do so."

FTC described itself as "a law enforcement agency" whose only job is to issue a complaint to determine certain things. "Issuance of a complaint creates no adverse legal interest because the proceeding is not for and cannot result in a judgment or decision in favor of the Commission, but is brought only to determine whether a cease and desist order would be in the public interest."

After completing arguments on jurisdiction, FTC nevertheless took up Miles charges that the Commission was assuming powers of the Federal Food and Drug Administration over labeling.

FTC explained that its stipulation did not require changes in the label, but offered that as an optional alternative to adjustments in advertising. "It is certainly within the province of the Commission to determine the legality of the plaintiff's advertisements in the light of the contents of the labeling of the products advertised, FTC concluded.



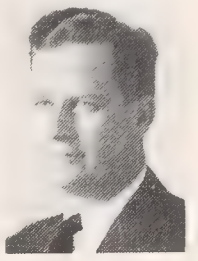
BIG LOCAL department store provided "biggest single order since its beginning" for WHJB, Greensburg, Pa. when Bon Ton decided to use two 15-minute news programs daily, five-minute newscast daily and 38 time announcements weekly, all for 26 weeks. At the contract-signing session were (l to r): George Podeyn, WHJB manager; Jim Smeltzer, station representative; Howard Hoffman, program director.

AP By-Laws Change

A SPECIAL membership meeting of the Associated Press in New York last Tuesday ratified an amendment to the by-laws, eliminating the requirement that new members must pay a fee of not less than three times the current annual assessment for the community. By-law now requires applicants for AP membership to pay 10% of the regular AP assessments in the community since 1900, which in most large cities would be considerably less than fees figured on the basis of three times the current assessments.

BRANDBORG NAMED EGOLF SUCCESSOR

GUSTAV BRANDBORG, for 10 years sales executive of KVOO, Tulsa, has been promoted to commercial manager replacing Willard D. Egolf, who has joined the NAB, according to William B. Way, vice-president and general manager. Hillis Bell comes up from KVSO, Ardmore, Okla., to fill Brandborg's post.



Mr. Brandborg

Mr. Brandborg went to Tulsa in 1909. A background as a professional singer enabled him to transfer to radio from the construction field.

Mr. Bell's radio background includes KTUL and KOME, Tulsa; KHBG, Okmulgee, Okla.; KADA, Ada, Okla., and WORD-WSPA, Spartanburg, S. C. He is also a concert pianist and composer.

Listened; Bought

NINE out of ten persons who had heard *Can You Top This* on WOR, New York, rated it "good" or "very good", and there is evidence of their approval in purchases of the sponsor's product, according to a survey prepared by Newell-Emmett Co., New York, for the sponsor, Kirkman & Son Division of Colgate-Palmolive-Peet Co., Jersey City.

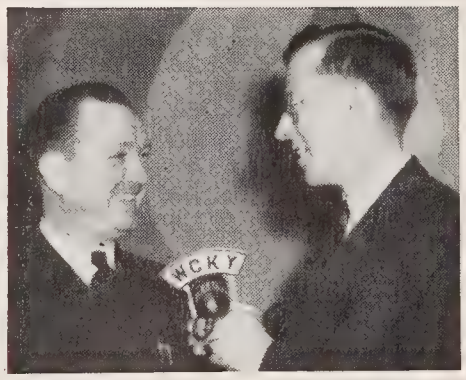
THE 5000 WATT
Voice of the Tri-Cities
OCK ISLAND · DAVENPORT · MOLINE
Growing Industrial Center.
Factory employment 111.3%
ahead of 1930.
WHBF
ffiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

The Time to Buy in
Central Pennsylvania
WSBA
900
THE "MID-POINT" ON YOUR DIAL
YORK, PENNSYLVANIA
National Representative: The Walker Co.

bargain buy



A half dozen of the finest news commentators on anybody's air and the other Blue Network features help to build the audience that makes KECA the Bargain Buy of Southern California.
KECA
OF LOS ANGELES
Earle C. Anthony, Inc.
BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives



BACK IN RADIO is Chief Petty Officer Charles Wayne Dameron of the Navy (left), being greeted by Production Manager Al Bland of WCKY, Cincinnati. Dameron, veteran hillbilly singer, m. c. and orchestra leader, left WCKY several months ago for the Navy. Assigned to recruiting duty in Cincinnati, Dameron is cooperating with WCKY in selecting Naval personnel for interviews on *Navy Time* (4:30 p. m. Monday through Friday), which originates from the Salvation Army-USO Donut Center in Cincinnati.

WRUS Rebuilding

SPECIAL temporary authorization for operation of WRUS, World-Wide Broadcasting Corp. station near Boston, was cancelled last Tuesday by the FCC. The station, which had been operating with 7 kw., is now rebuilding its transmitter for 50 kw. operation and informed the FCC it is not in a position to render international service at this time.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

SKYROCKETING

In 1942 Mississippi farmers had the biggest income in the history of the state. Cash returns from crops alone jumped $100,000,000 over 1941. This did not include equally substantial increases in income from livestock and livestock products, poultry, eggs and milk. Record-breaking UPS in industrial and commercial employment and earnings—plus this picture on the farm—make the Mississippi market a MUST on your 1943 schedule.

WJDX Dominates Mississippi's EXPANDED agricultural, industrial, commercial and military Markets—WJDX can get RESULTS FOR YOU

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

AFM Fee

(*Continued from page 9*)

Manpower Commission in attempting to get as many people as possible into essential war work by retaining presently unemployed AFM members as musicians, and that it would impose an impossible situation on record manufacturers who are prevented by Government price freezing from increasing the price of their records to the public or transcriptions to radio stations.

In answer to questions about conflicts of the AFM plan with the Government programs, Mr. Petrillo stated that the union's lawers had examined it carefully and found it to be completely lawful.

The AFM proposals and invitation to negotiate were sent to the following list: Decca Records, RCA-Victor, Columbia Recording Corp., Muzak Corp., World Broadcasting System, Empire Broadcasting Corp., Minoco Studios (makers of juke-boxes with picture attachments), and the National Assn. of Coin-Operated Phonograph Mfrs. No explanation was advanced for the omission of other transcription and recording companies from the list.

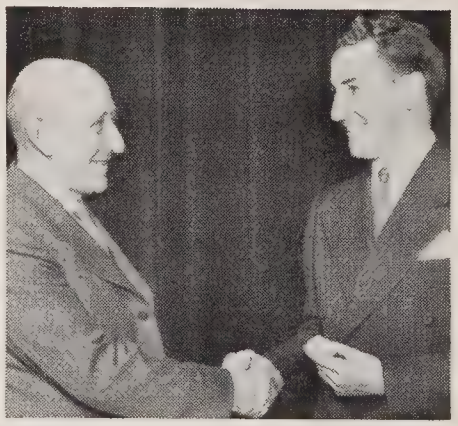
Chairman D. Worth Clark (D-Idaho), of the Senate Petrillo Probe Committee, said last Friday he had received from the AFM president the text of the proposals, along with a covering letter. Mr. Petrillo advised him that the international board had devoted considerable time to the matter and that they were submitted at the earliest date possible.

Senator Clark said that he and members of his five-man subcommittee were studying the proposals. He made no comment as to their scope. When the hearings were recessed last month after the committee had heard the AFM witnesses, Chairman Clark stated they would be resumed after the Petrillo proposals had been submitted, with representatives of public organizations, affected industries and other groups, who have asked for opportunity to testify, to be heard. It is presumed a date shortly will be fixed for resumption of the proceedings.

Meanwhile no word whatever was forthcoming from NAB President Neville Miller nor his chief musician counsel, Sidney M. Kaye, regarding the AFM proposals. The fact that broadcasting directly was left untouched in the demands, occasioned no real surprise.

Both the AFM president and its counsel, Joseph A. Padway, had told the Senate committee they had no direct grievance against broadcasters but were interested in relieving unemployment through revenues derived from recording and transcription companies and juke-box owners.

Question naturally arose, however, as to whether the proposed Petrillo terms could be invoked without amendment of the copyright laws. If the terms were worked out and accepted by the industries affected, the status of the statute presumably would not be invoked. This would be tantamount to the method used by the Music Publishers Protective Assn., whereby royalties voluntarily are paid for manufacture of transcriptions, both sustaining and commercial.



CHOSEN as the young man who did the most from a civic standpoint for Columbus, Ga., in 1942, J. W. Woodruff Jr. (right) executive manager of WRBL, Columbus; WATL, Atlanta, and WGPC, Albany, Ga., receives the Columbus Junior Chamber of Commerce Distinguished Service Key from U. C. Moyer. Mr. Woodruff is NAB director-at-large and retiring head of the Georgia Assn. of Broadcasters. He has many civic affiliations.

Murray Leaving CBC; Enters Public Relations

GLADSTONE MURRAY, former general manager of the Canadian Broadcasting Corp., and since last Nov. 2, director-general of broadcasting of the CBC, on Feb. 10 announced his resignation from the CBC, with which he has been connected since November, 1936. The announcement states he will go into the public relations field with special emphasis on the war effort and on post-war reconstruction.

PROMOTION of James M. Patt, sales promotion manager of WKRC, Cincinnati, to executive assistant to Kenneth W. Church, general manager, has been announced. Mr. Patt will direct public relations' promotion and war activities.

A QUARTER-HOUR radio convention on religious education was aired on CBS Feb. 9, from the annual conference of the International Council of Religious Education, meeting in Chicago.

PALEY CITES STAND ON WINE AND BEER

DECLARING full advantage has not been taken of the tremendous reservoir of Hollywood talent, William S. Paley, CBS president, on Feb. 9 announced production of West Coast CBS programs will be accelerated, especially programs featuring comedy and music.

Touching upon use of radio by brewing companies, Mr. Paley defended their sponsorship as normal business comparable with that accepted by other advertising media. Latest to utilize CBS stations Pabst Brewing Co., Chicago, in early February contracted for a half-hour variety show featuring Groucho Marx, film cemedian. Series starts March 27 for 26 weeks.

Decision on Jurisdiction Expected in AFM Suit

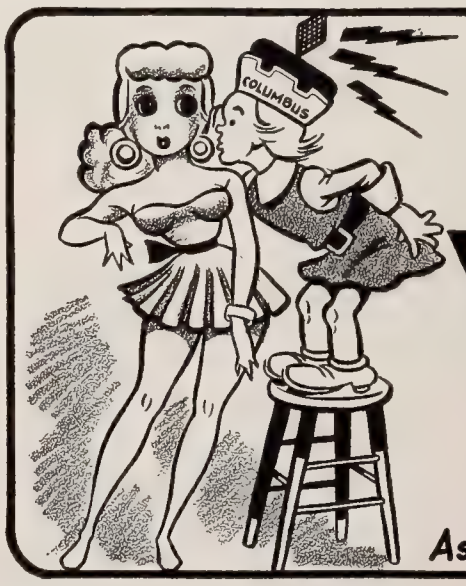
A SUPPLEMENTAL Government brief in the Dept. of Justice anti-trust suit against the AFM was filed last Monday before Judge John P. Barnes in the Federal District Court of Chicago by Dan Britt, special assistant attorney general in Chicago. In addition to legal citations, the brief reviews oral arguments pleaded by Thurman Arnold before Judge Barnes three weeks ago, asking that the AFM motion to dismiss be denied and charging that James C. Petrillo and the AFM were conspiring through the recording ban to put independent radio stations out of business [BROADCASTING, Jan. 25]. Judge Barnes is expected to hand down a decision within the next few days on whether the anti-trust suit should be heard in the Chicago Federal Court or dismissed.

Philco Repair Plan

DISTRIBUTORS and district representatives will cooperate to set up a repair service for maintenance of home radios, under a plan put into effect last week by Philco Radio & Television Corp.

Program involves "an active partnership" between Philco distributors and the corporation's staff of district representatives to make optimum use of available equipment and manpower.

First step in this wartime radio service involved setting up repair shops in all Philco distributor cities. Tests have already been made in two cities.



IT'S NO SECRET THAT

WBNS

CENTRAL OHIO'S ONLY CBS OUTLET

IS A GOOD SPOT TO TELL YOUR SALES STORY

Ask Any Blair Man or Us

CBS Members
n Advisory Board

w Group Scheduled to Meet ith Network Executives

RST MEETING of the new "Co-nbia Affiliates Advisory Board" expected to be scheduled shortly h CBS officials in New York. ations in each of nine geographi- districts, corresponding roughly the network's operational setup, voting a district representative the nine-man board.

Similar to the advisory and plan-g committees of NBC and the UE, the board will hold frequent etings with CBS executives to fer on problems of policy and cedure affecting the network and affiliates.

dea was suggested in a letter to S affiliates from Herbert V. erberg, vice-president in charge station relations. Plans for the anization were formulated at a eting in New York Jan. 15 of S officials with a group of sta-n men appointed to direct the ction of the permanent board.

Network was represented at the eting by William S. Paley, pres-nt; Paul W. Kesten, vice-presi-t and general manager; Joseph Ream, vice-president and secre-y; Mr. Akerberg and J. G. Gude, lliam S. Schudt Jr. and C. How-l Lane of the station relations partment. Station committee com-ses Leo Fitzpatrick, WJR, De-it, chairman; Cecil Mastin, NBF, Binghamton; O. L. Taylor, SA, San Antonio; Hugh Terry, Z, Denver; James Woodruff, RBL, Columbus, Ga.

At the conclusion of the meeting station committee appointed the w York accounting firm of Ly-nd, Ross Bros. & Montgomery conduct the election of board mbers. Ballots were mailed to CBS affiliates on Jan. 25 and as n as possible after the election s been completed the advisory rd will hold its first meeting.

Rohm & Haas Spots

HM & HAAS Co., Philadelphia, March 1 is starting a 13-week mpaign for its insecticide, using ekly and thrice-weekly spot an-uncements on 25 to 35 stations selected agricultural areas. mpaign will go off for the sum-r months, and plans are to re-me a similar schedule this fall. gency is Newell-Emmett Co., New rk.



FOR OUTSTANDING public service in promoting Nebraska's war salvage campaign, WOW, Omaha, was awarded the Creighton U Scrap Salvage plaque, presented to WOW General Manager John J. Gillin Jr. (right) by the Rev. Paul F. Smith, S.J., English Dept. director of Creighton.

NET OF $4,100,000 IN 1942 FOR CBS

CBS had consolidated net earnings of approximately $4,100,000 for the year 1942, equivalent to $2.39 per share, according to a preliminary statement issued last week by Frank K. White, treasurer. Earnings in 1941 were $4,804,700, or $2.80 per share, although the figures are not exactly comparable as the 1942 figures are for the 52 weeks ended Jan. 2, 1943, while the 1941 figures covered a 53-week period.

1942 earnings are after provision was made for $4,350,000 for estimated Federal income and excess profit taxes, an increase of $550,000 over the $3,800,000 provided for such taxes during 1941. The $4,350,000 is after deduction of the 10% excess profits post-war credit ($210,000) from 1942 taxes payable.

At a CBS board meeting last Tuesday the directors declared a cash dividend of 30 cents per share of Class A and Class B stock of $2.50 par value, payable March 5 to stockholders of record at the close of business Feb. 19.

Vick Extension

VICK CHEMICAL Co., New York, has extended its spot campaign for Vapo-Rub and Vatronal for an additional 13 weeks on some stations. Vick's seasonal 26-week campaign got under way last fall on a large group of stations, using news and music programs. Agency is Morse International, New York.

Manpower, Priority Problems Featured In Agenda of Canadian Broadcasters

CANADIAN broadcasters meet at Toronto this week, Monday to Wednesday, to discuss wartime problems of manpower, priorities, cooperation with Government departments on war problems, and to hear reports from representative American broadcasters at the ninth annual convention of the Canadian Assn. of Broadcasters.

With the exception of the Monday afternoon and Tuesday morning sessions, all meetings this year are closed. Open luncheons are scheduled the three days of the conference, open breakfast meetings Tuesday and Wednesday, and the annual dinner on Tuesday, when Max Jordan, former NBC European correspondent, will be guest speaker.

Miller, Gillin to Speak

Neville Miller, NAB president, is to be the Tuesday luncheon speaker, and John J. Gillin, Jr., WOW, Omaha, the Wednesday luncheon speaker on "The Future of Broadcasting As I See It". Lewis Avery, NAB director of broadcast sales, and Mrs. Dorothy Lewis, NAB coordinator of listener activity, are to address various sessions of the convention.

Canadian speakers include Dr. J. S. Thomson, recently appointed general manager of the Canadian Broadcasting Corp., who will meet most of the independent broadcasters at the convention for the first time; and a number of Government officials from wartime departments along with radio public relations officers of the three armed services.

A dinner was given by the CAB directors to American broadcasters on Sunday evening. Stations represented by Stovin & Wright Ltd., were to hold a sales clinic and dinner Monday evening. Stations represented by All-Canada Radio Facilities planned a dinner on Wednesday evening, and on Thursday the CBC is holding a meeting of CBC network affiliated stations in the morning and with the Western Assn. of Broadcasters in the afternoon.

CBC Board Session

A MEETING of the Board of Governors of the Canadian Broadcasting Corp. was held at Ottawa Feb. 8-9. Political broadcasts prior to elections were discussed and it was decided to keep the present policy with adequate representation of all political parties on the CBC sustaining networks. No other topics were announced as having been discussed in the official statement issued by the general manager, Dr. J. S. Thomson, but it is thought the CBC employee pension scheme and Gladstone Murray's resignation as director-general of broadcasting were on the agenda.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

UNITED STATES TREASURY
T
AWARD
(Second in the Nation)
to
ILION, N. Y.
Saturday, January 23, 1943

ILION—home of Remington Arms (Du Pont) and Remington Rand

ILION—Just eight miles from WIBX, "Voice of the Mohawk Valley"

and

UTICA, N. Y. (home of WIBX) once more receives the distinction of THIRD (in New York State) SPOT CITY for March, 1943 with an index of 114.3 and 6.05 million in Retail Sales.

WIBX
"The Middle Link in Columbia's Chain from the Hudson to Great Lakes"

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE · FOR DEFENSE
BUY U.S. BONDS TODAY

365,000 people make the Youngstown metropolitan district the third largest in Ohio.
WFMJ
Has more listeners in this rich market than any other station.
Headley-Reed Co.
National Representatives

IN KANSAS CITY
5000 WATTS
KCMO
1480 ON YOUR DIAL
Basic Blue Network
MORE PULL
MORE COVERAGE
FOR YOUR MONEY
National Representative
JOSEPH HERSHEY McGILLVRA

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT
For complete details write
HOWARD H. WILSON CO.
Chicago - New York - Kansas City
San Francisco - Hollywood
1290 K.C. BLUE NETWORK

Supreme Court Ruling Seen

(*Continued from page 16*)

agreements with the networks, as distinguished from the regulations as originally drafted. He emphasized that as now written, the regulations are general and that any station which has a contract with a network contravening the regulations, assuming they are held valid, automatically would "end its life." There is no provision in the law which "comes within gunshot" of giving the FCC such power, he argued.

Citing the "free competition" aspect of the Sanders Case decided two years ago by the Supreme Court, Mr. Hughes pointed out the same tribunal said Congress did not give to the Commission control over the business operations of stations. Radio was an industry which Congress intended to "let alone" because it is subject to physical limitations, he said.

Questioned by Justice Jackson about Paragraph 303 (i), Mr. Hughes said that the word "special" was the key. He alluded to the Congressional debates and quoted Senator Dill, co-author of the bill, to buttress his contention that the provision dealt only with duplication of chain programs and with "technical engineering problems."

Right to Coerce

Asserting he did not believe Congress gave the Commission such a "weapon to coerce stations", Mr. Hughes said that under the regulations as proposed, some 300 to 400 network stations would be deleted if they did not promptly accede to the new rules. Replying to Justice Frankfurter, he said the Commission could not establish such a general policy, though it can refuse licenses on renewals individually and take into account past performances. After the luncheon recess, he elaborated on that observation, asserting that the Commission has the power in adversary proceedings, and based on the record and past performances, to refuse to renew licenses.

In his rebuttal of the CBS argument, Mr. Fahy again alluded to the Congressional debates to support his contention that the Commission had full authority to regulate network-affiliate contracts. Associate Justice Frankfurter commented that the five-year contract itself appeared to "preclude competition."

Mr. Fahy contended that the Commission had been most lenient in its negotiations with the industry, and inferred that requests for relief in particular cases would be considered. All that was left of the case, he contended, was the question of reasonableness of the regulations. The issue had been raised, he said, whether the regulations could be imposed generally or whether they could be invoked by having each affiliate's case handled individually. He argued that while the regulations constituted a "general policy", each case could be decided individually.

In closing the argument, Mr. Caldwell traced the history of the monopoly provisions of the statute from the start. He said no one in those days dreamed of the development of broadcasting to its present point, and that Congress simply had in mind avoidance of monopolies in the receiving set and equipment fields.

Struggle of MBS

He outlined the struggle of Mutual, as the youngest and smallest of the networks, in procuring outlets in important markets, asserting it was blocked because of exclusive contracts, time options and the lack of available additional outlets.

Mr. Caldwell related how the time option regulations would function, pointing out that blocks of time would be available to individual networks in segments throughout the day. He claimed that virtually the same rights would be available to the networks.

As conditions stand now, three networks tie up the time of some 36 important markets. Under the new regulations, he declared, that available time on the stations not optioned to the other networks could be used by Mutual or other network organizations. He asserted it was not solely a network problem, since on the BLUE, for example, only 22% of the time is sold, which could be utilized in part for other network service.

Disc Sponsors

LATEST accounts for *Hymn Time*, transcribed program featuring Smilin' Ed McConnell, and produced by Charles Michelson, New York, are Pillsbury Flour Mills (feed divsion) on KROS, Clinton, Ia. and Jacksonville Furniture Co., on WMBR, Jacksonville, Fla. *My Prayer Was Answered* will be sponsored six times weekly on WSIX, Nashville, by Brown Furniture Co. *The Shadow* has acquired the following sponsor and stations: Goudcheau Department Store, WJBO, Baton Rouge, La.; Duquesne Brewing Co., WCAE, Pittsburgh; Groves Bromo-Quinine, WHKC, Columbus; Four-Way Cold Tablets, KWK, St. Louis; Uniontown Brewery, WMBS, Uniontown, and F & I Products Co., WLOL, Minneaolis.

RCA Dividend

QUARTERLY dividend of 87½ cents per share on the outstanding shares of RCA $3.50 first preferred stock and a dividend of $1.25 per share on the company's "B" preferred stock was declared recently following the regular meeting of the RCA board of directors. According to David Sarnoff, president of RCA, these dividends are for the period from Jan. 1, 1943 to March 31, 1943 and will be paid April 1, 1943 to stockholders of record at the close of business March 5.

OPA Gives Rules For Price Quotes

General Figures May Be Used If Dealers Are Not Listed

RADIO SCRIPTS may advertise a general retail price for a product without violating price control regulations, OPA explained last week but prices must be qualified if a specific list of dealers is mentioned in the broadcast.

Two rules governing advertising responsibilities under price ceilings were interpreted by OPA to prevent national or regional advertising from misrepresenting prices charged by individual storekeepers who may have to operate under ceilings lower than the advertised price.

Rule Explained

The rulings stated that in instances where radio copy mentions price but no dealers, no other safety measures are necessary. When price and dealers are listed, however, the script must state that the prices do not apply in stores operating under lower maximum prices.

OPA's rulings also apply to newspaper and magazine advertisements, which must always qualify national price when dealers' names are mentioned. Similarly, when a marketer sends copy to a retailer it must include warning that prices above a local ceiling are not binding.

Ashland Ups Newman

L. D. NEWMAN, formerly manager of the Huntington, W. Va. studios of WCMI, has been made general manager of the Ashland Broadcasting Co., with headquarters at Ashland, Ky. Mr. Newman will have charge of the tri-state area served by WCMI, which has studios in Huntington, W. Va. Ashland, Ky.; Ironton, O. Warren G. Davis, former manager of WCMI has applied for Navy service.

Brach's Spots

BRACH's CANDY SPECIALTIES Co., Chicago (Swing candy bars) has appointed Sherman K. Ellis & Co., Chicago, as agency. One minute transcribed announcements and five-minute programs will be placed in 11 markets to start Feb. 15. George Bogart is account executive.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

NEW NBC SURVEY ON DAY LISTENING

SECOND of NBC's two preliminary reports on radio listening habits, titled "A Tale of 412 Cities", was released last week by Charles B. Brown, NBC director of advertising and promotion.

Like its predecessor, issued in December [BROADCASTING, Dec. 28], the study is based on returns from questionnaires mailed last year to 2,100,000 radio homes in the United States, but covers daytime listening in 412 cities of more than 25,000 population whereas the first study reported on nighttime listening.

Charts and graphs show tabulation results, and the brochure includes a complete list of the cities involved in the study, together with the percentage figures of the radio families investigated.

The promotion piece breaks down NBC's leadership in "coverage from within" (where NBC and the "second network" provide local coverage); where neither NBC nor the "second network" has "coverage from within"; in cities where NBC has no competition from within, and in the increase of listener preference in 92 of the largest cities.

Spur Campaign

CANADA DRY Ginger Ale, New York, which curtailed radio advertising for Spur early last year because of restrictions on sugar, recently began a 10-week campaign for that beverage on three New York stations — WHN WMCA WNEW — using from 6 to 10 transcribed announcements weekly. Announcements are also aired on WENR, WIND and WCFL, Chicago, and have been distributed to dealers throughout the country for use on local stations. Agency, J. M. Mathes Inc., New York.

Eveready in Canada

CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries) on Feb. 12 starts a weekly half-hour transcribed program to run throughout the year on a large number of Canadian stations. Account was placed by Locke Johnson & Co., Toronto.

WAVES Name BBDO

BBDO, New York, which handles recruiting for the Navy, has been named by the Navy's Bureau of Personnel to direct publicity and promotion, excluding advertising, for WAVES recruiting. Agency will serve in an advisory capacity, supervising and producing the drive in various media.

$678,024,000.00
Annual income of WIBW farm families — a market dominated by our six-state signal. Ready to sell for you.
WIBW The Voice of Kansas in TOPEKA



STATION PROBLEMS as well as selling points engrossed attention of this California-Arizona executive trio during recent Hollywood conferences. Problem-mullers are (l to r): Harry W. Witt, Southern California sales manager of CBS; Harold A. Safford, general manager of KOY, Phoenix; Lee Little, general manager of KTUC, Tucson, Ariz.

Code Centralizes Censorship

(*Continued from page 12*)

agency concerned or the Dept. of Justice.

Under Production, the Office of Censorship no longer objects to "local or national war production roundup articles as long as they do not reveal production rate of a specific war product," said Mr. Price. Restricted, however, are collected data on a nationwide scale disclosing production progress or capacity in connection with ordnance, planes, war vehicles, or other munitions.

The section dealing with unconfirmed reports and rumors has been clarified, with caution against reporting, under the guise of opinion, speculation, or prediction, any fact which has not been released by appropriate authority.

Letters from servicemen in combat zones are censored at the source for home and family consumption only, the Code points out in a separate clause under Combat Zone Interviews and Letters. When these letters are used on the air, however, broadcasters are urged to measure the contents in the light of provisions of the Code.

A new clause deals with war prisoners, internees and civilian prisoners. Information is restricted as to the arrival, movements, confinement, escape or identity of military prisoners from war zones. Identity of persons arrested or interned as enemy aliens or of persons moved to resettlement centers also may not be broadcast. Neither may locations or operations of war prisoners or alien internment camps or resettlement projects and place of confinement of civilians convicted of treason, espionage or sabotage, except on appropriate authority.

In this case the War Dept. is authority for information concerning war prisoners or prison camps. For information about resettled persons the project official in charge is authority. The Dept. of Justice is authority for information as to enemy aliens or their camps or civilian prisoners. Broadcasters are urged to make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

Intelligence Section

Military Intelligence, dealing with operations, methods or equipment of counter-intelligence or war intelligence of either the United States or its allies, comprises another new section. Any information regarding available or captured enemy codes, or involving the work of military intelligence, is restricted.

War information originating outside United States territory may be broadcast if its origin is made plain. In any case where vital security is involved, the Office of Censorship asks broadcasters to censor incoming material on the basis of the Code if the information comes only to the United States.

Under the General classification two additions and several clarifications have been made. Broadcast of secret war plans is prohibited. Under the subtitle "Diplomatic Information" the Code includes a provision which restricts advance disclosure of origination points when the President is to broadcast. This was added at the request of the White House. Broadcasters may announce, after official release, the time of Presidential broadcasts but they may not say from where the President will speak.

Reports of forest fires, descriptions of danger areas, weather conditions, and other information concerning possible sabotage, placement of guards, threat to military objectives and extent of smoke clouds are restricted.

Dealing with programs, the Code has been clarified and some additions made. Mr. Ryan particularly stressed the importance of not broadcasting telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgments from listeners. He explained that this restriction might work some hardship on legitimate charitable programs on behalf of the Red Cross, Bond sales and such, but the danger of innocently broadcasting information from enemy agents is too great to permit the practice.

Broadcasters are urged not to suggest radio as a means of instruction in event of an actual air raid. In view of military regulations which provide for radio silence at the scene of an actual raid the Office of Censorship, in concurrence with the Office of Civilian Defense, requests broadcasters not to encourage their listeners, during blackout or air raid tests, to depend on radio for "advice and assistance" in case of enemy attack. No restriction is placed, however, on legitimate news and descriptions after the simulated incidents are over.

"We have found these programs admirably adapted to our schedule." WMVA

● If you have not yet scheduled the ASCAP Radio Program Service, do so at once. You will find these programs a real help in changing music costs into music profits. It is without cost to any ASCAP-licensed station.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

YOU CAIN'T SELL MUCH TO FARMERS (Ky.)

Sure, farmers are in the dough these days — but not Farmers (Ky.)! That's why Farmers and all such Kentucky villages *together* are a mere stalk in the cornfield compared with the Louisville Trading Area. With $610,000,000 in purchasing power, this Area does 17.1% *more* retail buying than the rest of Kentucky *combined!* . . . To fill your silo with sales in the Louisville market, WAVE is the only station you need — the station that gives you complete coverage at lowest cost!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 6 TO FEBRUARY 12 INCLUSIVE

Decisions . . .

FEBRUARY 9

WCAR, Pontiac—Special service authorization operate 7 a.m. to local sunrise Dec., Feb., March, 250 w., subject to termination if interference arises.

KTBS, Shreveport—CP move auxiliary transmitter; move main transmitter subject to proof antenna capable producing effective field 175 mv/m; installation tower lighting.

KHBC, Hawaii—Renewal license condition install satisfactory antenna, determine power direct measurement on Commission request.

KSRO, Santa Rosa, Cal.—Involuntary assignment license from Ernest L. Finley (deceased) to Ruth W. Finley.

WJHP, Jacksonville, WCOA, Pensacola—renewal of licenses.

KAST, Astoria, Ore.—Extend license 90 days.

WINX, Washington—Waive Sec. 2.53 of Rules, permit operation synchronous amplifier remote control until operators available, but not beyond June 1, 1943; log amplifier daily; operation by a licensed operator at main transmitter.

License Renewals—KFUN KHAS KOOS KVNU KVOS WAIM WBHP WCAT WITH WJNO WLOG WTHT WTOL.

KGEZ, Kalispell, Mont., WGES, Chicago—License renewals to June 1, 1943, and Dec. 1, 1944, respectively.

WSYB, Rutland, Vt.—Approved power of attorney for licensee Philip Weiss, by brother, Jack Weiss, duration service in Armed Forces.

WRUS, Scituate, Mass.—Cancelled special temporary authorization to operate.

FEBRUARY 10

Tennessee Radio Corp., Nashville—Dismiss without prejudice CP new broadcast station, 1240 kc., 250 w., unlimited.

Applications . . .

FEBRUARY 10

NEW, The Crosley Corp., Mason, Ohio—CP international broadcast station, 200 kw., emission A3.

WEGO, Concord, N. C.—Mod. CP, as mod. for new broadcast station, extend completion date Feb. 9, 1943 to March 9, 1943.

WFTL, Fort Lauderdale, Fla.—Mod. CP, as mod. change frequency, increase power, new transmitter, move, DA-N, to extend completion date March 5, 1943 to May 5, 1943.

WSJS, Winston-Salem—Mod. CP, as mod. new equipment, DA-DN, change frequency, increase power, move, to extend completion date March 22, 1943 to June 22, 1943.

FEBRUARY 12

WPAT, Paterson—Transfer control license Frank Falknor, Rex Schepp to Donald Flamm (50%).

WOSH, Oshkosh—Voluntary assignment license Howard H. Wilson to Oshkosh Broadcasting Co.

Tentative Calendar . . .

R. O. Hardin and J. C. Buchanan, d/b as Nashville Broadcasting Co., Nashville—CP 1240 kc., 250 w., unlimited, fac. WXIX (Feb. 15).

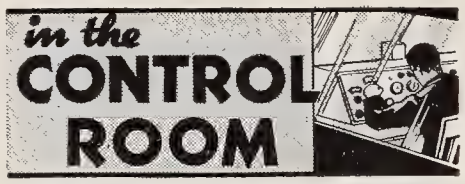
SCOPHONY GRANTS AMERICAN LICENSE

ORGANIZATION of Scophony Corp. of America to handle the "supersonic" system of television developed in England by Scophony Ltd. was announced last week by Arthur Levey, president. Associated with the English company in the new firm are General Precision Equipment Corp. and Television Productions Inc., the announcement stated.

The latter company is a subsidiary of Paramount Pictures which is also a stockholder in Allen B. Du Mont Laboratories, pioneer television research organization and operator of an experimental television station, W2XWV, New York.

Mr. Levey reported that the entry of the firm into American television had been welcomed by FCC Chairman James Lawrence Fly as being in the public interest as offering an alternate system to the electronic one which all American experimenters have utilized. For the present, Mr. Levey said, the company will concentrate on the production of sound locators and other military equipment patented by the parent company which has been producing this type of equipment in England.

Meanwhile, the new company has enough television apparatus for the construction of several sets of the home models, the club or school models and the theatre projection machines, Mr. Levey said, and will demonstrate its method of sight-and-sound reception to interested groups in areas where programs are being televised. S. H. Dodington, chief of Scophony's electrical department, is here to acquaint American engineers with the company's apparatus and methods.



BOB THOMPSON, chief engineer of KOY, Phoenix, is conducting a refresher course on fundamentals of technical radio training.

DONALD CALLAHAN and Stanley Reynolds of the WGN, Chicago, engineering staff, have joined the Signal Corps as civilian technicians.

PAUL CLARK, formerly of the engineering staff of NBC central division, now on active duty with the Army in the South Pacific, has been promoted to Major.

CLIFFORD M. CLARKE has joined the engineer staff of WSAV, Savannah.

TONY VACARRO, Engineer of WHEB, Portsmouth, N. H. has been inducted into the Army.

G. A. (Scotty) MONROE, engineer of WBT, Charlotte, N. C., is in the hospital with injuries received when struck by an automobile Feb. 4. Said to be improving steadily.

DON DANIELS, engineer of KOMA, Oklahoma City, recently enlisted in the Army Air Forces. V. L. Clark, formerly of San Diego, succeeds him.

GEORGE EDWARDS, announcer of KYW, Philadelphia, has resumed his legal name of George Steinhart and joined the engineering staff of WFIL, Philadelphia.

ELMER EISENMENGER, engineer of the NBC Chicago studios, has adopted a girl.

PVT. MAYNARD M. DUVALL, of the Tri-City Network's control room, Lynchburg, Va., has been appointed to the Signal Corps Officer's Candidate School at Camp Crowder. Joseph F. Wright, sales manager of WLVA, Lynchburg, has received his first-class operators ticket and joined the engineering staff.

FRANKLIN H. BISBING has joined the engineering staff of WIBG, Philadelphia.

THURMAN DUKE has joined the technical staff of WBML, Macon, Ga.

WPB to Simplify War Radio Parts

Program Reduces the Types Used In Army, Navy Sets

STANDARDIZATION program for Army and Navy radio parts is under study at the WPB Radio & Radar Division, it was revealed last week, and a plan is being worked out to reduce the component types now in military use.

The program, part of which is already completed, is expected to serve both a military and production purpose, WPB officials say. By providing a single set of military specifications, they point out, it will simplify repair and supply problems in battles zones, since parts would be interchangeable.

More Efficiency

On the production front, standardization will mean greater efficiency, WPB says. Concentrated runs will be possible, and many impediments to swift manufacturing will be removed. For instance, single specifications will mean single tests of parts, and the joint Army-Navy program will permit merging previously segregated inventories.

The program is being worked out by the War Committee on Radio, organized for that purpose by WPB, and headed by Sidney K. Wolf, chief of the Radio Division's components branch. Specifications for the standard parts are worked out through cooperation of Army, Navy officials, prime and sub contractors, IRE and the American Standards Assn.

The committee has already been able to cut types of mica-dielectric capacitors from 10,000 to 2,000, and to slash indicating instrument types from 90,000 to 2,100. At present, WPB says, it has subcommittees studying insulating materials, fixed capacitors, power units, transformers, and batteries.

Sam'l W. Edwards Dies; Pioneer Radio Engineer

SAMUEL W. EDWARDS, member of the consulting engineering firm of Edwards & Martin, died suddenly of a heart attack at his home in Detroit last Tuesday.

A veteran radio engineer, Mr. Edwards had been in radio since 1910. He was with the radio division of the Dept. of Commerce before the creation of the original Federal Radio Commission, and afterward served as radio inspector for the 8th District, headquartering in Detroit. He was one of radio's best-known Government figures. Mr. Edwards was in Government employ as assistant radio inspector and inspector from 1917 until 1932, when he entered private practice. Associated with him was Robert Martin, now a lieutenant-commander in the Navy.

GLEN R. GLASSCOK, formerly of the engineering staff of KOA, Denver, was recently promoted to Lt. Commander in the Navy. Former Manager Lloyd E. Yoder, and former engineer in charge of the transmitter, J. A. Slusser, now holds the same rank.

Network Accounts

All time Eastern Wartime unless indicated

New Business

FOX WEST COAST THEATRES Corp., Los Angeles, on Feb. 15 starts for 52 weeks Dr. Polyzoides commentary on 4 Don Lee California stations (KHJ KFRC KGB KDB), Mon., Wed., Fri., 10-10:15 p.m. (PWT). Placed direct

UNION OIL Co., of Cal., Los Angeles, on Feb. 22 starts for 52 weeks *Gen. David, Prescott Barrow* on 9 Don Lee Pacific Coast stations, Mon. thru Fri., 9:30-9:45 p.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.

PUREX Corp. Los Angeles (bleach), on Feb. 1, for 13 weeks added to Boake Carter on 8 Don Lee Pacific stations, Mon., Wed., Fri., 9-9:15 a.m. (PWT), KOY KLO, Mon., Wed., Fri., 10-10:15 a.m. (MWT), making a total of 10 western stations. Agency: Foote, Cone & Belding, Los Angeles.

MASONITE Co., Laurel, Miss., on Wed., Feb. 24 only, sponsors Army-Navy "E" award ceremonies on 149 BLUE stations, 4-4:30 p.m. Agency: N. W. Ayer & Son, Chicago.

PROCTER & GAMBLE, Cincinnati (Dash), on Feb. 15 starts Truman Bradley, newscaster, on 7 CBS Pacific Coast stations, Mon., Wed., and Fri., 2:30-2:45 p.m. Agency: Pedlar & Ryan, N. Y.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, on Mar. 1 starts *Floyd Farr* on 6 NBC Pacific Coast stations, Monday thru Friday, 7:00-7:15 a.m. PWT. Agency: Russell M. Seeds Co., Chicago.

WESSON OIL & SNOWDRIFT Sales Co., New Orleans (Wesson Oil, Snowdrift), on March 1 starts Frank Crumit-Julia Sanderson on about 40 CBS stations, Mon. thru Fri., 3-3:15 p.m. Agency: Kenyon & Eckhardt, N. Y.

WESTERN GEAR WORKS, Seattle, on Sat., Feb. 6, sponsored Army-Navy "E" award ceremonies on 4 BLUE stations, KJR KEX KGO KECA, 6-6:30 p.m. Placed direct.

PABST SALES Co., Chicago (Blue Ribbon beer), on March 27 starts *Blue Ribbon Town* on CBS, Sat., 10:15-10:45 p.m. Agency: Warwick & Legler, N. Y.

Renewal Accounts

GENERAL ELECTRIC Co., Schenectady (electronics division, radio and television department), on March 2 renews *G.E. News With Frazier Hunt*, adding 10 CBS stations, making total of 61 CBS stations, Tues., Thurs. and Sat., 6-6:15 p.m. Agency: Mason Inc., N. Y.

LUMBERMAN'S MUTUAL CASUALTY Co., Chicago (insurance), on Feb. 21 renews for 13 weeks, Upton Close, commentator, on 59 MBS stations, shifting from Sun., 5:15-5:30 p.m. to Sun., 6:30-6:45 p.m. Agency: Leo Burnett Co.

LANGENDORF UNITED BAKERIES, San Francisco, on Feb. 9 renewed for 52 weeks, *Red Ryder*, on 6 BLUE Pacific stations, Tues., Thurs., Sat., 7:30-8 p.m. (PWT). Agency: Ruthrauff & Ryan, San Francisco.

SKINNER & EDDY Corp., Seattle (Minute Man soup), on Mar. 1 renews for 13 weeks, participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Mon. thru Fri., 9:30-10 a.m. (PWT). Agency: J. William Sheets, Seattle.

Network Changes

PLANTERS EDIBLE OIL Co., San Francisco (peanut oil), on March 1 shifts *William Winter—News Analyst*, on 7 CBS Pacific Coast stations, Mon. thru Fri., 12:30-12:45 p.m. to Mon., Wed., Fri., 12:30-12:45 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

GENERAL CIGAR Co., New York (Van Dyck cigars), recently shifted *William Winter—News Analyst*, on 7 CBS Pacific stations, Wed., Sun., 9-9:15 p.m. (PWT), to Thurs., 9:30-9:45 p.m.; Sun., 9-9:15 p.m. (PWT). Agency: Federal Adv., N. Y.

GILMORE OIL Co., Los Angeles, on Feb. 19 shifts *Gilmore Furlough Fun* on 5 NBC Pacific stations Mon. 7:30-8 p.m. (PWT), to Fri. 9-9:30 p.m. (PWT). Agency: Ruthrauff & Ryan, Hollywood.

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist), on Feb. 1 shifted *Today at the Duncans* on 41 CBS stations, Mon., Wed., Fri., 6:15-6:30 p.m. to Fri., 6:15-6:30 p.m. Agency: Foote, Cone & Belding, Los Angeles.

SEALTEST Inc., New York (milk, ice cream), on Feb. 19 shifts West Coast transcribed repeat of *Rudy Vallee Show* on KFI, Los Angeles, from Fri., 9-9:30 p.m. (PWT) to Fri., 9:30-10 p.m. (PWT). Agency: McKee & Albright, Philadelphia.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Experienced Sales Manager—For New England. Must have ability to produce and direct. Permanent connection with established station with network. Possibility of further advancement. State draft status and salary expected. Box 293, BROADCASTING.

SPLENDID OPPORTUNITY FOR EXPERIENCED ANNOUNCER — Seeking more desirable connection. Reasonable deferment preferred. Wire, write, or phone Karl O. Wyler, Gen. Mgr., giving references, date available, starting salary expected. KTSM — 1000 watts — NBC — El Paso, Texas.

Announcer—Copywriter, all around Junior announcer, draft exempt or definitely deferred, excellent opportunity, start $25, New England Network Station. Special Delivery Qualifications. Box. 298, BROADCASTING.

If you are a good all around experienced announcer—with ambition and are draft exempt, a Mutual Station in Massachusetts wants you as Program Director to start a $37.00 with increase as soon as you prove worth. Send your application promptly to Box 299, BROADCASTING.

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 301, BROADCASTING.

Two Announcers—News and ad lib. Send details including draft status, salary and when available. Permanent. KFNF, Shenandoah, Iowa.

ANNOUNCER—State salary requirement and draft status. Apply by letter or in person. WOSH, Oshkosh, Wisconsin.

Combination First-Class Engineer-Announcer—For 250 watt station in good southern town. Best of living conditions. Good salary; short hours. Write Manager, WMJM, Cordele, Georgia.

ANNOUNCER—Mutual and State network affiliate. Play-by play sports experience desirable, not essential. Send draft, martial status, age, salary desired, photo, transcription, how soon available. WCLO, Janesville, Wisconsin.

At Once—Salesman with proven record of sales. If you prove your ability, will be made commercial manager. If you can qualify answer at once. Box 296, BROADCASTING.

Capable Announcer—Well-established New York State network affiliate. Permanent position in aggressive congenial organization at $40 plus talent fees. Gipe full details, draft status and references. Box 311, BROADCASTING.

Wanted — An experienced announcer. WFBC, Greenville, S. C.

Announcer—Experienced — $42 start for regular 43 1/3 hours. Write fully, advising draft status, age, references, duties, and if quality transcription available. Howard Loeb, Manager, WFDF, Flint, Michigan.

Announcer — Give experience, abilities. Permanent. Box 317, BROADCASTING.

WANTED — OPERATOR WITH FIRST CLASS TICKET — If considering changing employers—this progressive station and congenial staff offers opportunity worth investigating . . . Wire, write or phone—stating when available, starting salary expected. KTSM—1000 watts—NBC—Karl O. Wyler, Gen. Mgr., El Paso, Texas.

AT ONCE—If you are working, have a proven background of ability to sell, and if interested in a proposition that would convince you of results after getting facts, answer at once. Box 295, BROADCASTING.

Help Wanted (Cont'd.)

ANNOUNCER-SALESMAN — Man with ideas who can SELL, announce, write copy, operate control board and make himself generally useful in a small station requiring ability. Prefer interview, taking no more chances. Radio Station WFIG, Inc.—Sumter, S. C.

Positions open for two good advertising men—Permanent position, growing business, liberal percentage basis with guaranteed weekly salary for high class, industrious men. Apply L. D. Newman, general manager, Radio Station WCMI, Ashland, Kentucky.

Wanted—Experienced commercial announcer—prefer draft exempt man—write or wire WKBH La Crosse, Wisconsin stating experience and draft status.

Wanted—News rewrite man. Previous radio news room or newspaper experience essential. Prefer Midwesterner. Please send complete particulars, age, draft status, references and desired salary to Box 320, BROADCASTING.

In California—Operator-announcer, 5000 Blue network station. Excellent working conditions, good pay. Box 321, BROADCASTING.

Situations Wanted

ENGINEER—25. First phone, second telegraph. 4F. Permanent. Available now. Please give full details. Box 309, BROADCASTING.

Experienced Station Manager—Must move family to different climate, preferably West Coast. 14 years' experience all phases local and regional station operations. Presently employed responsible position. Interested in making permanent connection with aggressive organization that will pay for results. Will send full particulars of experience and background—A-1 business, character and financial references. Box 314, BROADCASTING.

Experienced Operator—Available in about a month. Address all correspondence to J. M. Wall, 99 Main St., South River, New Jersey.

Program-Production Director, Continuity-Copy Writer—Good at details. 3rd Radiotelephone. Married. 4F draft. Experienced. Anywhere immediately! Box 312, BROADCASTING.

Station or Commercial Manager Available—Experienced regional and local operations, employed, draft exempt, excellent record. Southern station only. Good references. Box 316, BROADCASTING.

Salesman—Four years' network experience. Excellent references, draft exempt. Box 315, BROADCASTING.

NEWS WRITER—Age 38. Bureau Head, fifteen years metropolitan experience. Can double in brass as publicity man. Box 302, BROADCASTING.

NEWS EDITOR—WOMAN—College graduate, now employed 5 kw basic network station—good radio voice—prefer south—available two weeks. Box 305, BROADCASTING.

Transmitter Engineer—Experienced, draft exempt, first phone license, desires change. Permanent. State salary and living costs. Box 306, BROADCASTING.

Announcer—20. Draft exempt two years. Desires job where can attend college. Two years experience. Transcription on request. Box 310, BROADCASTING.

Experienced Musical Director — Desires change. Young lady, good musician, organ, piano, novachord. Employed southwestern regional. Desires position staff artist larger station. Box 319, BROADCASTING.

Situations Wanted (Cont'd.)

AGGRESSIVE YOUNG MAN—With promotional ideas available. Capable of building a station into a community asset. Ten years successful background of versatile radio production, coupled with extensive retail merchandising, advertising and sales-promotion. Box 308, BROADCASTING.

Announcer—Restricted license. 12 years' experience. 3A. Box 304, BROADCASTING.

Announcer—Singer—Recently classified 4F. College trained; network broadcast experience. Box 303, BROADCASTING.

Chief Engineer—10 year station experience, 6 as chief engineer with major network outlets. Available immediately. Desires change because of purely local conditions. 3-A status. References from present employer. Write or wire Box 294, BROADCASTING.

STATION MANAGER AVAILABLE—Can you top present salary of $7500. Eleven years radio. Metropolitan and local markets. 33 years. Married & 2 children. College. 3-A. Excellent references & agency contacts. Box 300, BROADCASTING.

ANNOUNCER—Program, continuity, operation experience of 500W station. Handles news, special events, sports, College, 29, 4F. Box 307, BROADCASTING.

WANTED

Experienced dramatic writer qualified to provide fast-moving action for the high-pressure heroes of serial-type network programs. Excellent creative opportunity. Please write full details.

Box 292
BROADCASTING

Situations Wanted (Cont'd.)

ATTENTION MANHATTAN—And nearby metropolitan stations. If you're a powerful independent or affiliate needing a stand-out newscaster and air-salesman with program-production experience, network background and 4-F classification, offer me opportunity to make $100 a week minimum and I'll join you in two weeks. Transcription. Box 322, BROADCASTING.

Wanted to Buy

Attention Radio Station Owners—Will purchase radio station. Price must be reasonable. References furnished. Box 297, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

RADIO STATION—Preferably in southern states. Whole or part interest. Give full particulars in first letter. Box 313, BROADCASTING.

SALESMAN WANTED

Basic NBC affiliated station located in large midwest city has an attractive opening for experienced radio salesman on salary basis. Give all essential information in first letter, including draft status. Our organization knows of this advertisement.

Address
BOX 318, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
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Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

NAB Board Meets Feb. 25-26; Members Attend CAB Sessions

WITH THE Petrillo music situation and other transcendental matters to be considered, the NAB board of directors meets in New York Feb. 25-26 at the call of President Neville Miller. The Roosevelt Hotel tentatively has been selected.

Originally a meeting had been expected in mid-February, but the delay in announcement by the American Federation of Musicians of its proposition for settlement of the recording "strike" resulted in the delay. Other matters to be considered by the board, aside from the overall legislative picture and wartime operations, include settlement of the issue over the 1943 convention.

New Orleans tentatively was selected for the convention, to be held in latter April or early May, but indications have been that a majority of the board favored Chicago, the second choice. There is some speculation about holding a regular convention at all, in view of difficulties of transportation and of procuring accommodations, and the suggestion of the Office of Defense Transportation that only "must" conventions vital to the war effort be held.

President Miller last Saturday left for Toronto to attend the convention of the Canadian Assn. of Broadcasters Feb. 14-17. Other members of the board who have announced their plan to attend are: John J. Gillin Jr., WOW, Omaha; John E. Fetzer, WKZO, Kalamazoo; E. L. Hayek, KATE, Albert Lea, Minn.; and Kolin Hager, WGY, Schenectady. NAB staff members, aside from President Miller, who will address the convention include Lew Avery, director of the NAB Department of Broadcast Advertising, and Mrs. Dorothy Lewis, NAB Coordinator of Listener Activities.

Maizlish in New Post

HARRY MAIZLISH, for six years general manager of KFWB, Hollywood, has been elevated to director of radio for Warner Bros. Pictures Inc. He will continue to manage KFWB, dividing his time between the station and film studios in Burbank, Cal. In complete charge of Warner Bros. diverse radio activities, Mr. Maizlish will act as liaison between the film studios and advertising agencies. All talent and story properties to be used on the air to exploit Warner Bros. films will be handled by Mr. Maizlish in cooperation with Whitney Bolton, studio publicity director. Associated with Warner Bros. for 17 years, Mr. Maizlish became manager of KFWB in October, 1936.



Mr. Maizlish

Downey for Coca Cola

WHEN Coca Cola Co.'s new program *Songs by Morton Downey* started on the BLUE Feb. 8, 117 stations carried the show, indicating that 117 Coca Cola bottlers are sponsoring the series in their respective cities. Arrangement with local bottlers was handled by D'Arcy Adv. Co., agency in charge [BROADCASTING, Jan 25]. Local sponsoring bottlers will be added from time to time. Show is heard five times weekly at 3 p.m.

Dairy Co-Op Plans

AMERICAN DAIRY ASSN., Chicago (cooperative), through its newly-appointed agency, Campbell-Mithun, Chicago, is planning a Sunday quarter-hour commentary presenting the dairy farmers' contribution to the war effort, on either BLUE or NBC. Jack Rheinstrom is account executive. Starting date and time have not been set.

NBC Spot Sales Shifts

IN A realignment of the NBC Spot Sales Department, James V. McConnell, manager, announces the promotion of W. C. Roux to Assistant manager of NBC Spot Sales in charge of sales development. William O. Tilenius continues as assistant manager of NBC Spot Sales with a special assignment to supervise eastern spot sales and local WEAF sales. Richard H. Close, former supervisor of NBC Spot Traffic in New York, has been named sales service manager of the department.

RCAF Radio Spots

DRAMATIZED spots seeking recruits for the women's division of the Royal Canadian Air Force have been placed six times weekly on 25 Canadian stations, scheduled to start Feb. 15. Campaign is handled by Advertising Agencies of Canada, Toronto.

RKO OFFICIAL SEES RADIO, MOVIE UNITY

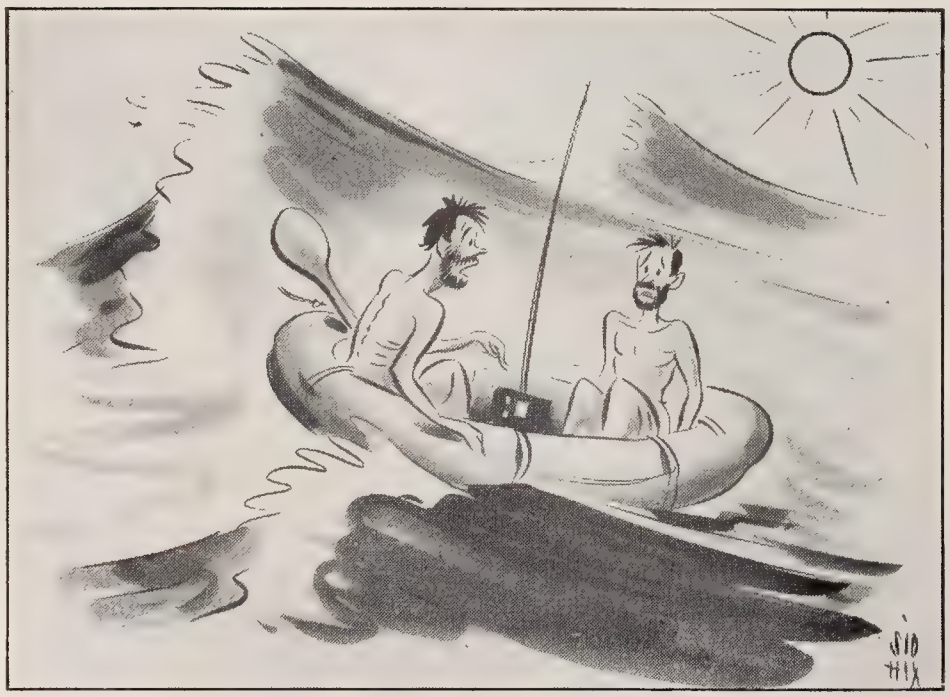
A NEW ERA of cooperative effort between radio and the motion picture industry is seen as a result of the recent joint promotion between WLW, Cincinnati, and RKO Radio Pictures for the RKO release "Hitler's Children", according to S. Barret McCormick, advertising manager and publicity director of RKO. Mr. McCormick was one of the speakers last Wednesday at the luncheon meeting of the Radio Executives Club of New York, at which Roger Baker, director of promotion for Crosley Corp., operator of WLW, served as m.c.

Mr. Baker, after outlining the extensive radio promotion used by RKO through WLW prior to the picture's premiere in 33 cities Jan. 15 [BROADCASTING, Jan. 25, Feb. 1], introduced three stars of the picture, Bonita Granville, H. B. Warner and Ken Smith. A short talk was also given by Gregor Ziemer, WLW commentator, and author of *Education for Death*, book on which the RKO movie is based.

Out-of-town guests at the luncheon included Lt. Col. Tom Lewis, chief of the Radio Section, Information Division, Special Service Division, Washington; Major Irving Fogel, SSD Radio Section in New York; Owen Saddler, KMA, Shenandoah, Ia.; Ken Brown, KOMA, Oklahoma City; William Wyse, KWBW, Hutchinson, Kan.; A. N. Armstrong Jr., WCOP, Boston; Ed Hill, WTAG, Worcester, and Harold Cassel, WGNY, Newburgh, N. Y.

Van der Hoef Raised

MAJ. GEORGE T. VAN DER HOEF, assistant chief of public relations of the Marine Corps, last week was promoted to lieutenant colonel. He continues in his present assignment as assistant to Brig. Gen. Robert L. Denig, director of public relations. Col. Van der Hoef joined the Marine Corps on July 1, 1941, after having served as press and radio director of the Federal Housing Administration. He pioneered the development of Government programs and transcriptions available for local sponsorship.



Drawn for BROADCASTING by Sid Hix

"Let's Call It Quits, Colonel! That's Amos 'n' Andy's Last Program!"

Army Shift Sends Major Kent to G-3

Educator, Capts. Rorke, Boyd Leave Radio Branch Posts

TWO IMPORTANT moves involving military personnel in the War Dept. Bureau of Public Relations were disclosed last week.

Maj. Harold W. Kent, editorial director and education liaison of the BPR Radio Branch, has been transferred to G-3, training and education division of the General Staff, as War Dept. liaison with the U. S. Office of Education.

Capt. Hal B. Rorke, Army Air Forces, who has been officer in charge of the Radio Branch's placement section, was made assistant to Col. William Nuckols, assistant to the Director, BPR, in charge of Army Air Forces. Another transfer sent Capt. M. M. Boyd of the Radio Branch to duty with the Army Air Forces in an undisclosed assignment.



Maj. Kent



Capt. Rorke

Before being called to active duty in 1941, Maj. Kent was director of radio for the Chicago Public Schools. He is president of the Association for Education by Radio and has been active for several years in education by radio. In his new post he will coordinate the Army's educational activities with the Office of Education.

Capt. Rorke, former CBS New York assistant publicity director and chief of the CBS West Coast publicity office, and Capt. Boyd, former NBC Chicago sales manager, both were attached to the Army Air Forces public relations office until reorganization of the War Dept. BPR sent them to the Radio Branch last fall. Until a successor is named, Capt. Jack Harris, executive officer of the Radio Branch, will take over Capt. Rorke's duties as head of the placement section.

Capt. Eddie Byron, owner of *Mr. District Attorney*, reported for duty last week [BROADCASTING, Feb. 8] to the Radio Branch.

Satevepost Spots

FIRST SPOT campaign for the *Saturday Evening Post* placed by MacFarland, Aveyard & Co. since the agency acquired the Curtis Publishing Co. account and opened a New York office to handle it, started last week in major cities throughout the country. Announcements plug the weekly issues of the *Post* and vary in frequency according to the stations. New York outlets include WMCA WABC WJZ WOR WEAF WHN WQXR WNEW.



In these 25 major cities WLW delivers 48.7% of all radio listening*

...and in the rural areas around them, the listening index averages 2.5% greater

WLW's dominance is familiar wherever the power of radio is known. It is the natural outgrowth of a progressive programming policy (WLW invests three and one-half times as much for programs as the average 50,000 watt station)# . . . a clear channel frequency with the third highest radiation per kilowatt in radio# . . . constantly improved news, agriculture, and public service programs handled by the ablest staff it is possible to assemble.

This dominance is significant in one of the world's largest markets — over twelve million people who buy more drug and grocery products than are sold in the five boroughs of New York and the City of Chicago combined.

*Based on Hooper Mid-Winter WLW Area Rating, 1942; a weighted average figure which does not represent the size of our audience in any one city. Remainder of the audience is divided among fifty-one other stations identified by call letters in the Hooper report.

FCC Documents.

WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer—climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. SPECIALTY SALES enables you to maintain dealer contacts or introduce new products at a fraction of the cost for man-power.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY RADIO CORPORATION



RCA

828

BEAM POWER

AMPLIFIER

$17.50

Now...

MANY ADDITIONAL HOURS OF LIFE

BECAUSE OF EXCLUSIVE RCA DESIGN IMPROVEMENTS

RCA engineering scores again—this time with manufacturing improvements which make it possible for the famous RCA-828 Beam Power Amplifier to deliver its 150 watts* with only 2.1 watts of driving power many hours longer than heretofore.

Chief among the improvements has been the incorporation of the RCA zirconium-coated molybdenum anode in this popular tube. Actual service tests over a long period have proved that this construction change increases the life of the tube several fold!

Ordinarily, such a change might well warrant a substantial boost in the performance ratings of a tube—but not under war conditions. Longer and still longer tube life now looms far more essential than high "peak" performance. Thus, always conservatively rated in line with RCA practice, the RCA-828 now comes to you with a safety factor several times greater than ever before—just as similar improvements in other RCA Transmitting Tube types have been reflected, not in spectacular rating increases, but in terms of making the tubes perform better and lasting longer at the ratings at which you are already accustomed to using them.

RADIO CORPORATION OF AMERICA
RCA Victor Division, *Camden, N. J.*

RATINGS

FILAMENT VOLTAGE, 10 VOLTS
FILAMENT CURRENT, 3.25 AMPERES
PLATE VOLTAGE, 1250 VOLTS, MAX.*
SCREEN VOLTAGE, 400 VOLTS, MAX.*
PLATE DISSIPATION, 70 WATTS, MAX.*

*CCS rating for class C telegraph service.

HOW TO MAKE YOUR TUBES LAST LONGER

This valuable booklet, based on RCA Transmitting Tube advertising of the past year, contains dozens of helpful tips on getting maximum life from your old tubes. Get your copy today . . . free. Address: Radio Corporation of America, Commercial Engineering Section, Harrison, N. J.



RCA TRANSMITTING TUBES

PROVED IN COMMUNICATION'S MOST EXACTING APPLICATIONS

PRINTED IN U.S.A.

FEBRUARY 22, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

If *you* are selling today, WOR should be selling for you in each of these 16 great war-active cities of more than 100,000 people each . . .

BRIDGEPORT, CONN.
NEW HAVEN, CONN.
TRENTON, N. J.
NEWARK, N. J.
ALLENTOWN, PA.
PHILADELPHIA, PA.
NEW YORK CITY
JERSEY CITY, N. J.
PATERSON, N. J.
YONKERS, N. Y.
CAMDEN, N. J.
ELIZABETH, N. J.
READING, PA.
WILMINGTON, DEL.
WATERBURY, CONN.
HARTFORD, CONN.



May we tell you how simply, profitably, quickly this can be done? Our address is . . .

WOR

—that power-full station at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

RESULTS

10,176

LETTERS BEFORE DAWN!

"It's three o'clock in the morning" . . . and the Bunkhouse Jamboree takes the air on WLS, 3 to 5 A. M. ¶ For one week, six days, we offered a tobacco sample on this pre-dawn program. We received 10,176 requests! From all 48 states, Canada, Hawaii and the District of Columbia! To receive samples listeners were required to give their occupation . . . and we received mail from factory workers, soldiers, farmers, students, police and others. ¶ This breakdown gives a good picture of the WLS audience—made up of *working* families, people with money to spend. And it's another in a long series of advertising successes to prove once again that *WLS Gets Results!*

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

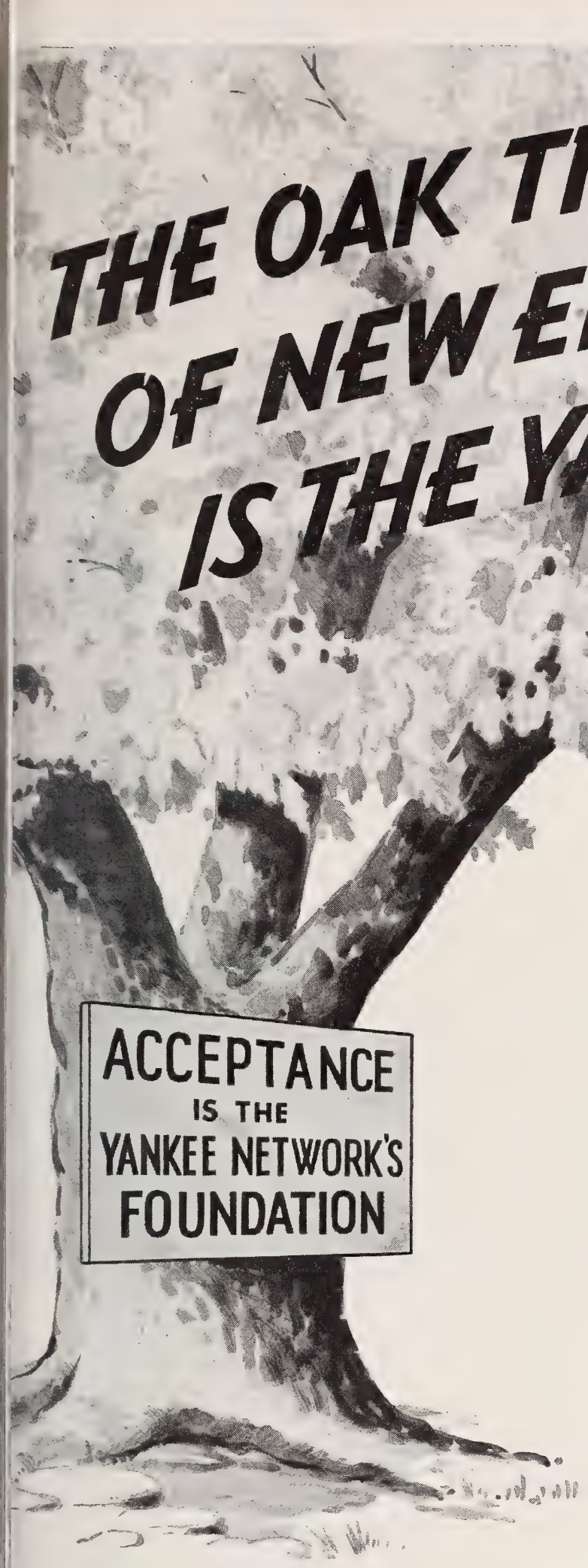
BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

THE OAK TREE OF NEW ENGLAND RADIO IS THE YANKEE NETWORK



ITS acorn, WNAC, planted over a generation ago, took root firmly in the fertile New England soil and grew sturdily. Strong branches appeared and spread widely until the tree figuratively covered the expanse of six states.

Remember, this is not a group of conveniently hooked up stations for makeshift accommodation; but 21 stations with a ready-made network audience, each station enjoying the loyalty and good will that New Englanders reserve for friends of long standing.

Consider this stability and what it means in established acceptance, grown solid and substantial through the years.

It isn't the time to experiment with half way measures of unknown facilities . . . it's a time for all-out a-c-t-i-o-n—everywhere!

The Yankee Network is the only combination that can give you this all New England, sales-resulting coverage, more essential in 1943 than ever before.

THE YANKEE NETWORK, INC.

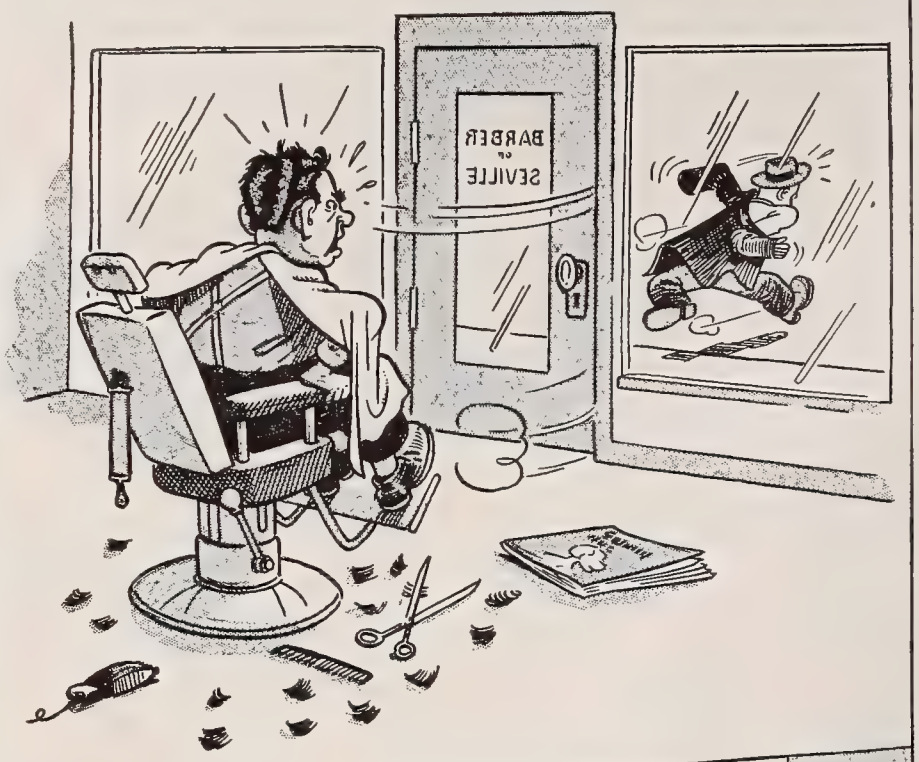
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Barber Jones has business to attend to . . .



He's gone to buy up time on KFAB . . .

Nowadays, when a good spot opens up on KFAB, there's no time to waste. Outstandingly productive in normal times, KFAB is a gold mine today, when farm men and women are spending the largest income in their history. This income is doubled and tripled by the *cycle* of its spending... from farmer to merchant to grocer to farmer, ad infinitum. KFAB governs the buying habits throughout the farm areas of Nebraska and neighboring states. Its listeners *buy* what KFAB recommends. And they'll buy the things *you* sell, if they hear your message over this station.

ED PETRY CO NAT'L REPR

KFAB LINCOLN, NEBR

DON SEARLE GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE KOIL

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 8 FEBRUARY 22, 1943

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February

No room for tourists this season, **BUT...**

BUSINESS IS BOOMING IN TAMPA!

● Alright! So there's a "ceiling" on tourists this year. And we admit that only a "corporal's guard" is with us at this writing. But, honestly, we couldn't take care of any more tourists if the OPA threw the "pumps" wide open. You see, we're too busy looking after the needs of thousands of well-paid shipyard workers; of the skilled workers in Tampa's other war industries; of an ever-increasing army personnel. Ask any merchant—department, drug or grocery store. This month Tampa's population reached a new high. This population has more money to spend than ever before. And you can get your "spots" before the ears of the buying-minded majority with WFLA, the NBC station in the Tampa area.

WFLA TAMPA NBC

JOHN BLAIR & CO. . . NATIONAL REPRESENTATIVE

Free!

2,500 TO 3,000 PROSPECTS!





Every week between 2,500 and 3,000 loyal WSM listeners come to Nashville's War Memorial auditorium to see their favorite stars and their favorite program—the Grand Ole Opry. From miles around they throng into the Grand Ole Opry Auditorium. 136,000 of them paid $40,000.00 in admissions during the past year to see this unique and original show.

Week in and week out this regular audience is a premium that you get FREE when you buy a slice of the world's most famous show of its kind.

And besides these thousands, millions more in two million radio homes are bending an interested ear to their receiving sets—listening to the program that (according to a recent survey) 5 out of 6 persons prefer to any other Saturday night show. This is the Grand Ole Opry audience!

WSM — Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL

HARRY L. STONE, Gen'l Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.



So Mrs. Mullane

TOOK THE CONSEQUENCES...

YOU'VE undoubtedly heard the story of Mrs. Dennis Mullane, the Staten Island lady who muffed a question on Ralph Edwards' "Truth or Consequences" show on NBC the other Saturday night and



3. **IT WAS RALPH EDWARDS' TURN** to take the consequences. Special office space was rented—200 clerks, working on 24-hour swing shift, were hired to handle the mail which averaged 30,000 letters daily, and bore post-marks from every State in the Union and from Canada. And they're still coming!



4. **HERE IS 17-YEAR OLD HAROLD MULLANE,** brought from camp Le Jeun, North Carolina, on the air with his mother and Ralph Edwards the following Saturday with some of the 300,000 pennies the young Marine received.



1. **ON A RECENT SATURDAY NIGHT** on Procter & Gamble's "Truth or Consequences," Master of Ceremonies Ralph Edwards told Mrs. Dennis Mullane "We are going to ask every person listening to put a penny in an envelope and mail it to you. You are to take the pennies to the bank and buy War Bonds for your son, Harold, enlisted in the Marines . . ."



2. **EARLY THE FOLLOWING MONDAY MORNING** Mrs. Mullane answered the postman's ring. He deposited 10,000 letters in Mrs. Mullane's living room. That batch was just the beginning of the deluge. Tuesday, trucks drove up with 30,000 more letters. Then Mrs. Mullane called, "Help!"

promptly became the focal point for an avalanche of pennies from every State in the Union. If not, a quick left-to-right on the surrounding photo captions will bring you up to date.

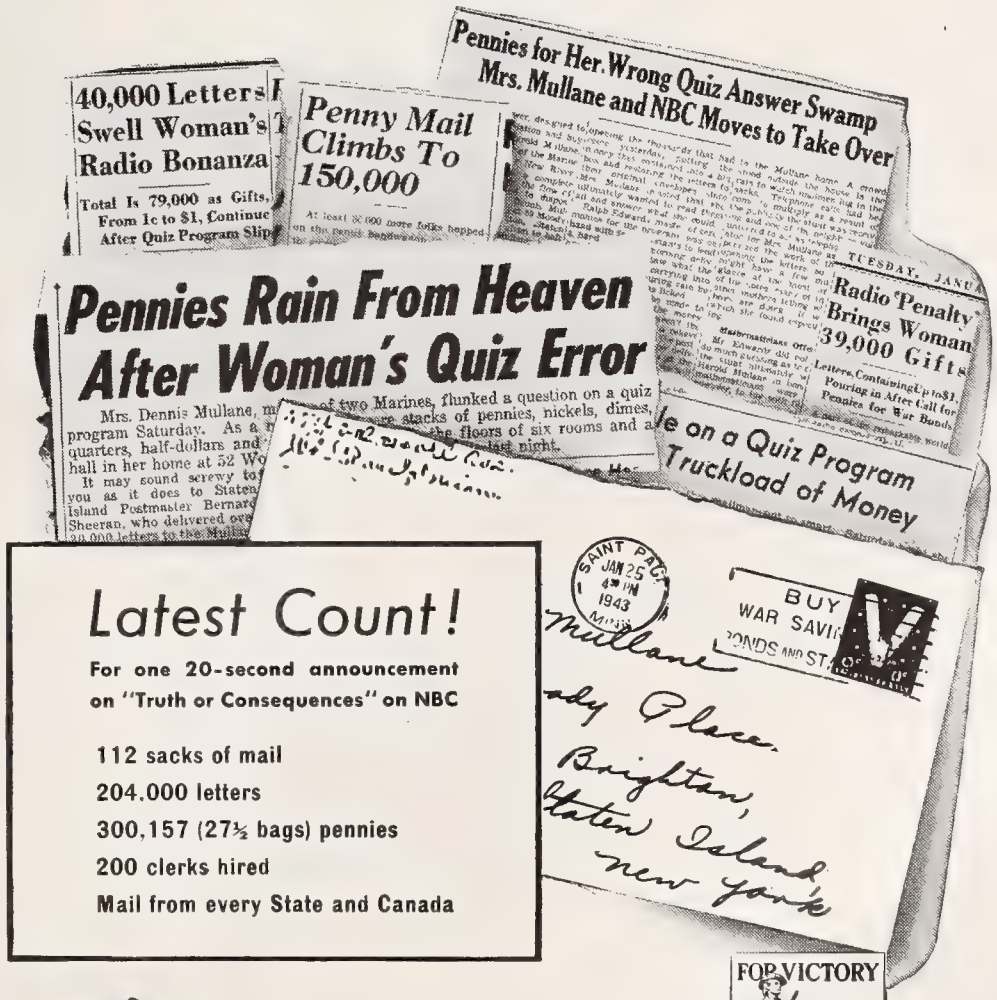
Everybody, you'll admit, has been very nice to Mrs. Mullane.

But what does it all mean to advertisers —especially those who are looking for the one best way to do the great variety of selling and public relations jobs necessary in days like these?

It means just two things:

1. **Radio**

2. **NBC, The Network Most People Listen To Most!**



Latest Count!

For one 20-second announcement on "Truth or Consequences" on NBC

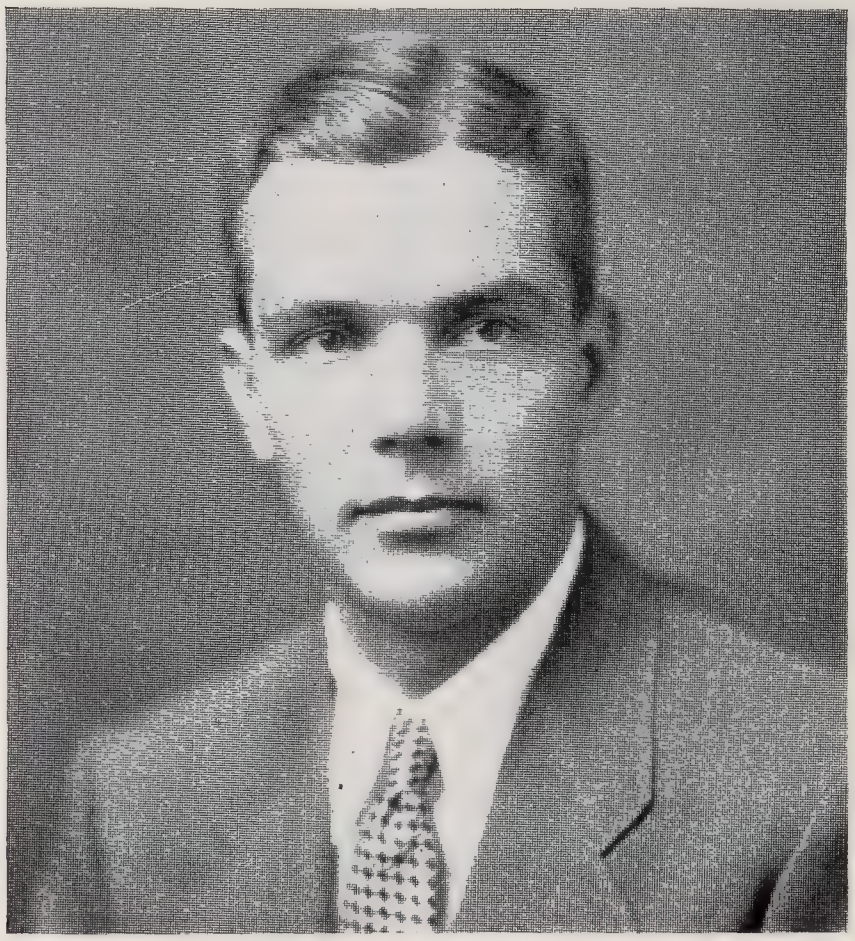
112 sacks of mail
204,000 letters
300,157 (27½ bags) pennies
200 clerks hired
Mail from every State and Canada



This is the NATIONAL BROADCASTING COMPANY

NATHAN LORD

MANAGER, WAVE, LOUISVILLE



1910 Reporter, The Louisville (Ky.) Post
1920 Police reporter to day City Editor, The Louisville Courier-Journal
1929 Advertising Manager, The Girdler Corp.
1933 Manager and Vice President, WAVE
1933 WAVE affiliated with NBC
1940 WAVE became basic NBC Red station
1942 Director, NAB

TAKE a look at them clear calm eyes, gents, and you'll see why Nate Lord is a good hunter, a good friend and a good station manager as well. Thinking back over our eight years' personal experience with him, we can safely say it's a rare pheasant, friend or customer that ever gets away, once Nate has drawn a bead! That's *shootin'*, stranger!

Be that as it may, Nate Lord is in many ways fairly typical of all the station managers we work for, here at F&P. Not all of them hunt, but every one of them, without exception, represents *good station management* and therefore a *good station.* Some feature great power and widespread audiences—some do an intensive job on concentrated metropolitan audiences. Some go in strongest for merchandising, or for mail pull, or for farm coverage, or for urbanites exclusively. But whatever their *specialties*, every one of our F&P stations is a leader in its community, and a leader in its industry. That's the *only* kind of station we work for, here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 · **NEW YORK:** *247 Park Ave.* Plaza 5-4131 · **SAN FRANCISCO:** *111 Sutter* Sutter 4353 · **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 · **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 8 WASHINGTON, D. C., FEBRUARY 22, 1943 $5.00 A YEAR—15c A COPY

Garey Chief Counsel for FCC Probe

Appointed by Cox; Rayburn Saves Budget

SAVED FROM possible loss of its entire appropriation by the spectacular intervention of Speaker Rayburn on the House floor last Wednesday, the FCC has received renewed evidence of the rough sledding it is destined to encounter in Congress this session.

Following House action approving its reduced appropriation for the 1944 fiscal year, but only after heated debate proposing withholding of the entire fund, Chairman E. E. Cox (D-Ga.), of the House Select Committee to investigate the FCC, last Friday announced appointment of Eugene L. Garey, well-known New York attorney, as chief counsel and head of the investigating staff. An initial fund of $60,000 was approved by the House last Thursday for the committee.

"Mr. Garey is an eminent lawyer of great ability and high standing and will do his work without any prejudice or predilections and with the single purpose of constructive service in the public interest," said Chairman Cox in announcing the attorney's appointment. "The Committee deems itself fortunate in having Mr. Garey connected with the investigation."

Weeks May Be Assistant

The 51-year-old New York attorney, described by friends and associates as a "fighting lawyer", will devote his entire time to the inquiry, expected to get under way by mid-March. Senior member of the New York law firm of Garey, Desvernine & Garey, the attorney has specialized in trial work and is experienced in administrative law.

Selected from a field of several lawyers highly recommended to the committee, Mr. Garey was to be in Washington this week to set up an organization. In addition to a staff of legal assistants, he also will have an investigating staff to ferret out matters incident to the inquiry, which will cover activities of the FCC since its formation in 1934 and the stewardship of its members, past and present. The name of John Wesley Weeks, former principal attorney in the FCC's broadcast section, was mentioned as one of Mr. Garey's possible aides. Mr. Weeks, a native of Decatur, Ga., was with the FCC and the former Radio Commission from July 1, 1933 until May 23, 1936, when he resigned to return to his law practice.

There is no present intention of broadening the scope of the inquiry to include the industry, though disconcerting reports to this end have been heard, particularly in the light of stories that certain elements were seeking to block the inquiry. Main target of the investigation is FCC Chairman James Lawrence Fly, who has feuded with Chairman Cox, largely over accusations that the Georgian improperly had represented radio station WALB, Albany, Ga., and had accepted a $2,500 fee.

Rayburn Leaves Rostrum

The FCC's close call with extinction came on the floor of the House last Wednesday during consideration of the Independent Offices Appropriation Bill. Striking out of the entire appropriation of $7,609,000 for the FCC was proposed by Rep. Case (R-S. D.), a member of the Independent Offices subcommittee, who had pointed out that general dispute over the FCC's functions warranted withholding of the fund until the Cox committee completed its work.

Before the melee was over, a dozen members of the House had participated, including Rep. Cox. It was only after an "appeal to reason" by Speaker Rayburn, who for the first time this session left the rostrum to address the House, that the FCC's appropriation was safe. By a vote of 162 to 87, the motion to strike the FCC appropriation from the bill was rejected.

No words were minced in the debate last Monday and again on Wednesday. Rep. Woodrum (D-Va.), chairman of the appropriations subcommittee, strongly defended the appropriation, pointing out that the budget request had been cut by $480,000, largely because of duplication with functions of the military agencies, and that other cuts could be made after the Cox inquiry or after the appropriations committee investigators, authorized only this session, have thoroughly examined the Commission's functions and personnel.

Smith Committee Named

Reference also was made to the recently created seven-man committee to be headed by Rep. Smith (D-Va.) to curb so-called "bureaucratic" activities and which likely will inquire into FCC operations [BROADCASTING, Feb. 15].

Appointment of the Select Smith Committee was announced by Speaker Rayburn last Thursday. It includes, in addition to Chairman Smith, Voorhis, Cal., Delaney, N. Y., and Peterson, Ga., Democrats; and Hartley, N. J., Jennings, Tenn., and Bennett, Mich., Republicans.

Naming of a prominent New England attorney as chief counsel for this Committee was regarded likely. In the Rules Committee and floor discussion of this resolution, the FCC had been cited as one of the agencies to be covered because of purported "bureaucratic" operation and assumption of unauthorized powers.

The House Thursday also authorized two other appropriations for committee investigations. The Dies Committee was given another $75,000 for expenses of its investigation of un-American activities (three members of the FCC's Federal Broadcast Intelligence Service recently were named by the Committee). A fund of $100,000 for the Appropriations Committee to make its own investigations of the fiscal operations and needs of all Govern-

(*Continued on page 45*)

Sketch of Cox Committee Counsel

BORN Aug. 28, 1891, Chicago, Ill. Son of Eugene Francis and Ellen Frances Garey. Education: Chicago-Kent College of Law, LL.B., 1913. Married Margaret Kashner, May, 1923.

Admitted to practice Supreme Court of Illinois, 1913; U. S. District Court, Northern District of Illinois, 1913; U. S. Circuit Court of Appeals, 7th Circuit, 1920; U. S. Circuit Court of Appeals, 2d Circuit, 1932; U. S. Supreme Court, 1918; Supreme Court, New York, First Dept., 1925; U. S. District Court, Eastern District of New York, 1932; U. S. District Court, Southern District of New York, 1932. Admitted to practice before the Treasury Dept.; Federal Trade Commission; Board of Tax Appeals; Securities & Exchange Commission; U. S. District Court, Eastern District of Michigan, Southern Division.

Member of Committee on Administrative Law of the American Bar Assn., which collaborated in drafting the Walter-Logan Bill; Knights of Malta; Phi Alpha Delta law fraternity; delegate to Constitutional Convention, 13th Senate District, 1938; honorary member of "Honor Legion of the Police Dept., City of New York"; member of Friendly Sons of St. Patrick, American Irish Historical Society; New York Athletic Club; Recess Club; Winged Foot Golf Club; New York State Bar Assn.; Catholic Club of New York; Metropolitan Club, Washington, D. C.; former member, New York County Lawyers Assn.; Chicago Bar, Illinois State Bar Associations.



EUGENE L. GAREY

Author, "The Nationality of Commercial Corporations." This was read at the International Congress of Cooperative Law, The Hague, in August, 1932. Author of "Wall Street Looks at the Securities & Exchange Commission." Office at 63 Wall St., New York. Senior member of firm of Garey, Desvernine & Garey.

CBS 7 p.m. Period Is Bought by P&G

Schenley, Goodrich Slated To Take Net Quarter-Hour

CBS has sold the 7-7:15 p.m. period vacated last Friday by *Amos 'n' Andy* to Procter & Gamble Co., Cincinnati, and several other programs are being lined up on that network and on the BLUE for other advertisers. P&G will start March 22 *I Love a Mystery* Monday through Friday, for a product as yet undetermined, according to Compton Adv., agency in charge. Carleton Morse, author of the program, will write, produce and direct.

Schenley Plans

With the *Cresta Blanca Carnival* already on MBS and *Alex Templeton Time* starting March 1 on the BLUE for Dubonnet wine, Schenley Distillers, which recently purchased Roma Wine Co., Fresno, Cal., is expected to promote Roma wines on CBS Thursdays, 8-8:30 p.m., starting about March 4. No confirmation of this schedule was forthcoming from Schenley or McCann-Erickson, agency in charge.

Also slated for CBS is a five-weekly institutional series of news programs, featuring Joseph C. Harsch, of the *Christian Science Monitor,* under sponsorship of B. F. Goodrich Rubber Co., Akron. No confirmation of the series could be obtained from network or agency last week but the show is understood to be starting March 8 or 15 in the 6:55-7 p.m. period. Agency is BBDO, New York.

M-G-M Rumors

Reports were circulating last week, after P & G had signed for the former *Amos 'n' Andy* spot on CBS, that the comedy team might be taken by Metro-Goldwyn-Mayer in the fall on CBS, or on the full BLUE at 7-7:15 p.m. plus WLW, Cincinnati, and WHN, New York station owned by M-G-M. P&G had also been named among the possible sponsors of the program, but this appears unlikely with the announcement of the new P&G mystery show. M-G-M agency is Donahue & Coe, New York.

PLAN FOR ELMER DAVIS BROADCASTS DRAWS DEBATE ON UNIVERSAL HOOKUP

PRO

By JAMES D. SHOUSE
Vice-President,
The Crosley Corp.

I READ with interest the editorial in your Feb. 8 issue which took the Office of War Information somewhat severely to task for arranging a four-network release for Elmer Davis' official comments.

While I most certainly do not question your obvious right to criticize editorially the judgment of the OWI in working out these arrangements for Mr. Davis, I feel that in all fairness those in the industry who might be concerned about the matter should be informed that the propriety and wisdom of a simultaneous release on all four networks for an official Government statement each week was discussed in detail some weeks ago by the Office of War Information with the members of their Station Advisory Committee, consisting of John Shepard 3rd., George B. Storer, O. L. Taylor, Eugene Pulliam, John Fetzer, Neville Miller and the writer.

Committee Agreed

While I do not remember specifically the position taken by each individual member of the Committee, I can state as a fact that the majority of the members of the Committee were agreed that the only proper and intelligent method whereby such a broadcast should be released was by the procedure which has since been set up by the Office of War Information.

I am sure that our Committee makes no pretense to infallibility in its judgment, and I am equally sure that it would be obviously unfair if, having advised this procedure, we did not properly assume a large part of the responsibility for advocating what you so freely criticized.

I am sending a copy of this letter to each member of the Committee, and I am suggesting that if they are not in accordance with my views on the matter, they communicate with you directly, in order to prevent any misunderstanding.

CON

By LEWIS ALLEN WEISS
V.-Pres. & Gen. Mgr.
Don Lee Broadcasting System

I WAS very much interested in your editorial of Feb. 8, entitled "Davis—War Voice". In this editorial, you very soundly discouraged the notion of universal hookups except for the president of the United States, giving valid reasons.

In addition, however, to the reasons set forth in the above editorial, I feel very strongly that universal hookups should be discouraged except for presidential messages, because these universal hookups strike at the very heart of the American principle of broadcasting, which affords the radio listener a free choice of programs.

If universal hookups are to be established every time some politician wants to be heard on the air, our radio listeners will sink to the same position of those in the Totalitarian countries where they must either listen to political spokesmen or hear nothing on their radios whenever these official spokesmen choose to occupy it.

I sincerely hope, therefore, that you will continue to defend the free choice of radio listeners in this country by editorializing against universal hookups except in those instances where the President of the United States has a message of such importance for our country that we are warranted in tieing all networks together so that all may hear that message.

ELMER DAVIS PLANS TO REVIEW NEWS

FIRST broadcast of Elmer Davis as the voice of the Government on all four networks will not take place until March, the OWI chief told a news conference last week. Earlier the series had been tentatively set for this month [BROADCASTING, Feb. 17].

Mr. Davis said he would give 15-minute summaries of the week's news, similar to a weekly program he formerly had on CBS. In answer to a question raised Feb. 14 by members of the American Society of Newspaper Editors on Ted Granik's *American Forum of the Air,* Mr. Davis renewed a promise that no spot news would break on the broadcasts.

If the series should prove dull, Mr. Davis said, it will be discontinued. "I have more to fear than anyone," he commented, "for I made my living that way before, and I hope to do it again if I haven't offended all employers." He said on the basis of public reaction to his CBS programs, he did not expect his Government series to be dull.

Audience Increase

THE AUDIENCE increase of evening programs is much greater than the increase in daytime listening, according to A. C. Nielsen, president of the market research organization bearing his name, who last Friday addressed a closed session of the Market Research Council in New York. This trend, he pointed out, is marked among the lower income families revealing the influence of wider employment. Mr. Nielsen explained that minute-by-minute audience data revealed by the Audimeter give information on the effectiveness of commercials as well as on the program itself.

NAB May Cancel Convention; Radio War Session Proposed

Board Meeting Agenda This Week to Include Cox Inquiry, Music, Manpower Problems

PROPOSAL that the NAB cancel its annual conventions for the duration and that a compact, fast-moving "radio war conference" be held in latter April or early May in lieu of this year's convention will be considered by the NAB Board at its meeting in New York Thursday and Friday.

Since New Orleans definitely is out of the picture as the convention city, by virtue of withdrawal of its formal invitation, and with the declaration of the Office of Defense Transportation that regular conventions be discouraged, it appeared likely that the board either would approve the "war conference" proposal or cancel the convention altogether.

The war conference, which would be stripped of customary banquets, displays and other convention frills, might be packed into two days, either in New York or Chicago. Key Government officials identified with the war program and with radio would be asked to participate.

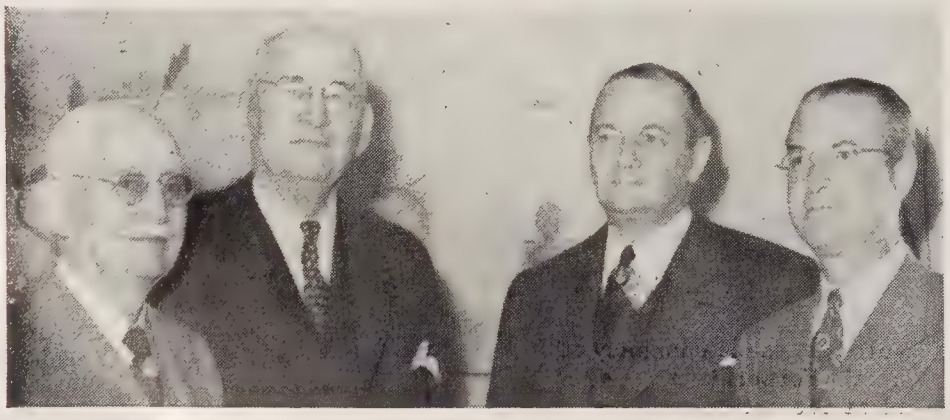
Proposals also have been made for a "convention by mail", or for a closed circuit telephone conference by NAB districts.

NAB President Neville Miller and Acting Secretary-Treasurer C. E. Arney Jr., who also is convention manager, have conferred with members of the board and industry representatives regarding convention plans. The whole matter will be canvassed by the board at its Friday session.

Also expected to highlight the board meeting will be an overall discussion of the legislative and regulatory situation. The question of the Cox Select Committee inquiry into the FCC will be raised, it was predicted. Reports have been heard that a move will be made to convince the board that it should oppose the inquiry, or at least keep neutral.

The tentative agenda provides for discussion of the entire music controversy, precipitated by the

(*Continued on page 52*)



HONORING Burridge D. Butler, chairman of the board of KOY, Phoenix, Ariz., (2d from left) at a luncheon on his 75th birthday recently were C. A. French (l), publisher of the Holland, Mich. *Sentinel* and *City News,* who gave Mr. Butler one of his first newspaper jobs many years ago; Donald Thornburgh, vice-president of CBS Los Angeles (2d from right); and Harold A. Safford, manager of KOY (r). Mr. Butler also is president of WLS, Chicago, and is one of the broadcasting industry's pioneer figures.

Recorders, AFM Fail to Reach Settlement

Legal Entanglements Stymie Petrillo Plan; Wartime Problems a Factor

SEVERAL weeks may elapse before any substantial basis for discussion of the AFM recording strike is reached, it appeared evident last Friday after transcribers and recorders had deliberated all week in an effort to meet the "fixed fee" ultimatum of AFM President James C. Petrillo and his international board.

After the recording group, representing the principal phonograph record and transcription companies, had failed to work out a proposition, based on the abstract AFM formula, they notified AFM last Thursday that the formal answer might not be available for several days. Mr. Petrillo promptly dispersed his board, which had met with the group the preceding Monday. Indications were that another meeting with AFM might not be held for some time.

Subcommittees Named

Perplexed as to how they can negotiate with AFM on a fixed fee basis for unemployment relief, in the face of wartime manpower and economic problems, the recording industry group was impelled to postpone a second meeting with the AFM Board, which had been set for Thursday. While the negotiations are not regarded as stalemated, the novel proposal of the AFM board, a far cry from established labor procedures, posed so many unique legal and operating problems that the recording industry felt extreme caution should be exercised.

After a half-dozen meetings, during which much midnight oil was burned, the transcribers were to meet again today (Feb. 22) and tomorrow in the hope of completing a counter-proposal. Several subcommittees were formed. Since AFM announced the plan on Feb. 2 [BROADCASTING, Feb. 15], calling for fees to be paid by the manufacturers and distributors of music to a union unemployment fund, the recording groups have been in almost unbroken conference with their attorneys.

While radio itself was not directly covered for additional royalties, it was pointed out that the effect of payment by transcription companies of royalties covering library services obviously would be felt by the broadcasting industry.

It was clear that the recording industry proposed to present a "united front". At the Monday meeting—the only one held with Mr. Petrillo and the AFM Board—17 trade executives and their lawyers attended. The juke-box field, however, was not represented. The meeting was described as "friendly" by the AFM president, who commented that it "seemed like the men want to make a settlement".

Present at the meeting for the industry were: C. Lloyd Egner, NBC vice-president in charge of Radio-Recording Division; R. P. Myers, NBC Radio-Recording attorney; Edward Wallerstein, president, Columbia Recording Corp.; Kenneth Raine, CRC attorney; Ray Lyon, manager, WOR, New York, recording division; Judge Lawrence A. Morris, RCA-Victor attorney; Jack Kapp, president, Decca Record Corp.; Milton Diamond, Decca attorney; A. J. Kendrick, vice-president, World Broadcasting System; C. M. Finney, president, Associated Music Publishers and Muzak Transcriptions; Ben Selvin, vice-president, AMP and Muzak; Gerald A. Kelleher, president, Empire Broadcasting Corp.; C. O. Langlois, president, Lang-Worth Feature Program; A. Walter Socolow, Lang-Worth attorney; Milton Blink, Standard Radio, Chicago; Gerald King, Standard Radio, Hollywood; William F. Crouch, Soundies Distributing Corp. of America.

At the initial meeting Feb. 15, Mr. Petrillo said he would not state his dollar demands until the recording industry accepted his basic principle of a contribution directly by them to the union to relieve unemployment, increase cultural interest in music and give free concerts. If a royalty of one-cent per record were established, based on last year's phonograph record sales, the tribute to that fund would total $1,300,000. That would be aside from royalties sought for transcription libraries, juke-boxes and wired music. The AFM president stated at his news conference that he had not decided how the juke-box provision could be enforced.

NAB Recalls Statements

While Mr. Petrillo said he had no fight with radio, NAB, in a bulletin to its membership last Friday, pointed out that the AFM president's original statements last summer, preparatory to the Aug. 1 ban on recordings, were the recording companies had to find a way "to keep the records out of radio stations". Moreover, reference was made to statements by Mr. Petrillo and his counsel, Joseph A. Padway, before the Senate Clark Probe Committee, wherein claims were made against radio as having caused unemployment of musicians. Mr. Padway, NAB cited, suggested that 20,000 to 60,000 musicians should be employed by radio.

NAB pointed out that so far as transcription companies are concerned, "Mr. Petrillo acknowledges that no charge should be made on commercial transcriptions which are played only once, but he will not remove his ban on such transcriptions unless transcription companies accede to all of his demands."

Pointing out that he seeks from the transcription companies a percentage of the rental on library services, NAB said that if his demands were acceded to "it is conceivable that the broadcasting industry might be faced with increased cost of library services."

Listed as among the complexities confronting the record and transcription companies were:

1. The unsound public policy involved in the acceptance by any industry of an obligation to persons whom that industry does not employ, has never employed and with whom it has no relation.

2. The unsound public policy involved in permitting any organization to levy taxes upon employers and the public for unemployment purposes instead of leaving such taxing power to the government.

3. The problem of whether the payment of such a sum would be regarded as an evasion of wage stabilization regulations since, under the precedent which would be created by the acceptance of the demands, any labor leader could, instead of asking for increased pay for the members of his union, ask for an equivalent amount to be paid directly to the union itself.

4. The problems relating to income tax and other liability on any industry which made such a payment, especially since the labor union itself would be exempt from taxation on the amounts received.

5. The conflict between the acceptance of such a principle and the desire of the War Manpower Commission to draw all citizens not engaged in necessary work into war industry.

6. The conflict with the anti-inflationary policies of the Office of Price Administration, which has frozen the cost of products and services at the prices charged during March 1942.

7. The precedents which would be

(*Continued on page 52*)

Trial Ordered in Second AFM Suit by Federal Judge Barnes

THE GOVERNMENT'S second anti-trust suit against James C. Petrillo and the AFM was much alive last week when Judge John P. Barnes of the Chicago Federal District Court on Wednesday decided to allow the case to come to trial after studying briefs and hearing oral arguments four weeks ago by both Thurman Arnold, Assistant Attorney General, and Joseph A. Padway, counsel for the AFM, on the union's motion to dismiss the case.

Judge Barnes, in a four-page written memorandum, ruled that he was deferring a decision on the motion to dismiss since it would be necessary, he stated, to hear the complete evidence on both sides before determining whether the suit should be dismissed or whether the union is guilty of anti-trust practices. "The court is inclined to the view", he stated, "that the complaint raises issues neither raised nor ruled upon in the earlier case."

Judge Barnes' ruling follows by two days the Supreme Court decision upholding his previous opinion in the earlier Government anti-trust suit when he held that the case involved a labor dispute and therefore could not be brought under the anti-trust statutes.

However, in the second suit now before Judge Barnes, the Dept. of Justice in an amended complaint charges that Petrillo is seeking, through the recording ban, to destroy the 500 independent radio stations who depend on transcribed and recorded music for a large part of their programming, an allegation not made in the original complaint. In an oral pleading before Judge Barnes on Jan. 25 [BROADCASTING, Feb. 1], Mr. Padway, asking a dismissal of the sec-

(*Continued on page 48*)

ASCAP Suit Dismissed; Second Action Pending

JUDGE ARON STEUR of New York Supreme Court last week granted a motion to dismiss the action brought by Denton & Haskins Corp. and Gem Music Corp. to obtain a declaratory judgment against ASCAP. The motion had been argued by Louis D. Frohlich of Schwartz & Frohlich, ASCAP counsel, who contended no declaratory judgment was necessary.

Decision by Judge Steur follows complaints brought by the plaintiffs against ASCAP in January [BROADCASTING, Jan. 25], at which time two suits were filed—one to determine ownership of public performance rights in musical compositions in 1951, following expiration of current contracts assigning the rights to ASCAP.

The second suit, filed by the same plaintiffs in conjunction with George Whiting, an ASCAP writer member, demands an accounting of financial transactions since ASCAP's founding in 1914. Last week the defendants were given until March 8 to file replies.

Paine to Coast

JOHN G. PAINE, general manager of ASCAP, left New York last week for Hollywood to arrange for the semi-annual meeting of West Coast members of the society, to be held March 1 at the Beverly-Wilshire Hotel. The semi-annual meeting in the East will probably take place in the last week in March in New York after ASCAP members have sent in their votes for eight directors whose terms on the ASCAP board expire April 1.

NBC Coast Clinic Studies War Role

50 Hear Roy Witmer Predict Good Year for Network

EXPLORING radio's war role, seventh regional conference of the second annual NBC War Clinic convened at the Ambassador Hotel, Los Angeles, Feb. 16-17. Some 50 representatives of western stations and affiliates assembled. They were welcomed by Arden X. Pangborn, general manager of KGW, Portland, Ore., and West Coast district member of NBC planning and advisory committee. Delegates were told by Roy C. Witmer, NBC vice-president in charge of sales, that despite wartime conditions, broadcasting business would be as good in 1943 as the past year.

War Service

Speaking on program trends, Clarence L. Menser, vice-president in charge of programs, analyzed the 740 network hours devoted to the war effort during 1942. He promised continuing development of patriotic service. William S. Hedges, vice-president in charge of stations, pledged NBC to untiring public service.

In a news conference prefacing the clinic, Niles Trammell, NBC president, envisioned the post-war emergence of television. "We will start on a regional basis, building networks out of New York, Chicago and Los Angeles," he said. "Then we will combine the three into a national network."

Other speakers included Harold J. Bock, western division manager of press-information department, Sheldon B. Hickox Jr., manager of station relations department, New York; John F. Royal, vice-president in charge of international division; Charles B. Brown, director of advertising and promotion; Noran E. Kersta, manager of television; Dr. James Rowland Angell, public service counsellor. Attending were:

O. P. Soule, Mrs. Ruth Fletcher, KSEI; Arden X. Pangborn, KGW; W. N. Wallace, Keith Collins, KMJ; Dick Lewis, KTAR, W. B. Stuht, KOMO; Mrs. Georgia Phillips, Miss Bonnie Scotland, KIDO; James MacPherson, KOA; E. A. Neath, KRBM; K. O. MacPherson, KPFA; S. S. Fox, W. E. Wagstaff, G. A. Provol, Myron Fox, KDYL; John Elwood, Ray Buffum, Leonard B. Gross, Ray Baker, KPO; W. B. Ryan, H. L. Blatterman, Clyde Scott, John I. Edwards, Matt Barr, Curtis Mason, KFI; Sidney N. Strotz, Lewis Frost, John Swallow, Joy Storm, Robert Hendricks, S. S. Spencer, A. H. Saxton, George J. Volger, Paul B. Gale, Wendell William, Fred C. Selzer Jr., Jennings Pierce, Frank Ford, Helen Murray, Frank A. Berend, E. L. Barker, Richard Graham, NBC Hollywood; O. B. Hanson, NBC vice-president and chief engineer; H. A. Woodman, NBC traffic manager.

FDR Fireside Chat

PRESIDENT ROOSEVELT will address the nation on all four major networks at 10:30 p.m., Feb. 22.



IN BETWEEN SESSIONS of the traveling NBC war clinic, participants took time out for some informal chatter, as evidenced here at the Chicago meeting held recently at the Drake Hotel. Conferring with NBC President Niles Trammell are: Standing (l to r) W. S. Hedges, vice-president in charge of stations; Stanley E. Hubbard, KSTP, St. Paul; and B. J. Palmer, WHO, Des Moines. Seated, Walter J. Damm, WTMJ, Milwaukee; Dean Fitzer, WDAF, Kansas City; Mr. Trammell, and George M. Burbach, KSD, St. Louis. The group discussed war operating problems. NBC officials assured broadcasters the network would discourage future "teaser" campaigns such as the recent jingle used by American Tobacco Co. to build up new *All-Time Hit Parade*.

McNutt Holds Back Release Of Guide on 48-Hour Week

Official Regulations May Not Appear Until Late This Week; Flexibility Predicted

NO OFFICIAL information was available last week to give reliable answers to questions arising everywhere over the position of broadcasters in 32 critical labor areas under the President's order establishing "a minimum work week of 48 hours".

The best unofficial word, however, was that the detailed regulations, when finally issued, will be flexible and that business organizations which are unable to decrease their working force by lengthening the workweek will be able to get exemption from the order.

Rules Delayed

Despite WMC Chief Paul McNutt's promise that the rules would be ready "in two or three days", they were still in the snares of the Commission's legal machinery when BROADCASTING went to press. Indications are that they will not be made public until at least the middle of this week.

At a news conference last Monday, Mr. McNutt emphasized the regulations would be flexible to accommodate instances where they would work a handicap. He would not reveal any details of the forthcoming rules, but repeated that WMC expected industry to go on 48 hours wherever possible.

A report late last week said that Mr. McNutt had signed a final draft of the rules and that they were already being sent to WMC regional directors. This report was later denied, and WMC revealed the rules had been recalled for further alterations.

Disappointment over this development was expressed by NAB officials who had called a meeting of the Labor Committee to discuss the regulations in Washington Feb. 23. The meeting will be held despite these developments, and NAB hopes to have enough information at that time to clarify the broadcaster's position.

Some opposition to application of a 48-hour week in radio was heard both from station managers and officials of the IBEW. One IBEW representative pointed out that where stations used small technical staffs, no saving in manpower could be expected.

"The only solution to radio's shortage of technicians is to train more technicians from non-draftable groups," this IBEW spokesman said. He added that an industry-wide 48-hour week for technicians might save some labor, but that this would only be a partial solution.

Overtime Plan

Among the provisions that well informed Washington sources predict are:

All business organizations employing eight or less will be exempt.

Overtime will be paid at straight time for firms not under the Wage & Hour Act, and time-and-a-half for those under the act. (Commissioner McNutt explained there is no provision for time-and-a-half for firms in intrastate commerce.)

Hiring will be through WMC regional offices, and firms will have to show compliance with or exception from the 48-hour week before recruiting new help.

All these suggestions, nevertheless, were tentative, and no definite rules should be anticipated before the official interpretations are issued.

BLUE HOLDS CLINIC ON PACIFIC COAST

WITH sessions devoted to program activities and station relations, the second annual meeting of BLUE Pacific Coast operated and affiliated stations was staged in the Ambassador Hotel, Los Angeles, on Feb. 18-19. Attended by some 30 station owners, managers and department heads, sessions were presided over by Don E. Gilman, Western division vice-president. Phillips Carlin and Keith Kiggins, vice-presidents in charge of programs and station relations respectively, were principal speakers.

Among those attending sessions were Lou Kroeck, manager of KTMS; Deane Banta, manager of KERN; Hewitt Kees, manager of KOH; Charles P. Scott, manager of KTKC; George Ross, manager of KWG; William H. Ryan, manager of KECA; Thomas E. Sharp, president of KFSD; Leo O. Ricketts, manager of KFBK; Harvey Wixson, manager of KGA; Arden X. Pangborn, manager of KEX; W. B. Stuht, commercial manager of KJR; Robert Dwan, program manager of KGO.

Liberty Magazine Plans CBS Five-Minute Series

LIBERTY MAGAZINE Inc., New York, on Feb. 26 is starting a weekly five minute program titled *The Ghost Shift* on 38 CBS stations in the Friday 6:10-6:15 p. m. period. Series will be built around the theme of safety in war plants, with each program dramatizing an industrial accident which actually occurred in some unnamed plant. Awards will also be made through the program to plants distinguishing themselves for accident prevention, prize to be a wooden replica of the Liberty Bell.

Selection will be made in cooperation with the National Safety Council's war production fund to conserve manpower, and transcriptions of the show will be available to any plant wishing to use them as part of their accident prevention campaigns. Commercials on the five-minute series also will promote leading features in the current weekly issues of *Liberty*. Agency is Warwick & Legler, New York, while Phillips H. Lord Inc. is producing.

Townsend Test

TOWNSEND NATIONAL Recovery plan, Chicago (publication), through its newly appointed agency, J. L. Stewart Agency, Chicago, has placed nine one-minute spot announcements on WAAF and WAIT, Chicago, in a one-week test.

Late Barn Dance

LATE show for swing shift workers will be tried March 20 by *Sunset Valley Barn Dance*, audience show heard on KSTP, Minneapolis-St. Paul, Saturdays, 8:30-9, 10:15-11. While the show tours areas near war plants, a late performance will be given from midnight to 2 a.m., with the 12-1 spot on the air.

TIED FOR

1ST IN BOSTON

From 8:30 a.m. to 9 a.m.

PERCENTAGE OF LISTENERS.....27.5%

According to the Hooper "Continuing Measurement of Radio Listening" report (June 15th through Sept. 1942) of seven Boston stations.

THIS is the story of an independent radio station that is doing a single-handed job in Boston . . . . a station that by sheer popularity, and without benefit of network, is a major factor in this market. WORL is the station to watch . . . . WORL is the station to use. It's "Boston's Best Buy."

WORL



THIS LITTLE BUDGET WENT TO THE

"920 CLUB"

CAB Reviews Radio's Fourth War Year

Would Set Rates For Time On All Outlets

REVISION of the existing rate structure practiced by Canadian stations, election of officers and war coordination in the Government's use of radio highlighted the three-day session conducted by the Canadian Assn. of Broadcasters in Toronto, beginning last Monday.

Glen Bannerman, CAB president, reviewed the advertising prosperity of 1942 even in the face of reduced local dealer inventories. He explained this in part by describing the energetic sales promotion of many stations which produced new sources and new types of sponsorship. In the national field, he looked to continued increase of Government purchase of time. Mr. Bannerman also reported that manpower problems of the industry were being carefully studied in collaboration with interested Government agencies.

Standardize Rates

The CAB decided after lengthy discussions to standardize rates for all member stations on all times except spot announcements and flashes; to discuss possibility of setting up a judiciary committee composed of CAB, Canadian Broadcasting Corp. and a neutral chairman similar to the Canadian Railway Commission; to tell Canadian listeners about privately-owned stations through a station-break publicity campaign, to keep the same monthly fees based on twice the half-hourly rate; to oppose a CAB sponsored school for announcers; to adopt a broadcasters code.

As the result of a Canadian Gallup poll held some months ago in which, through question phrasing, over 50% of the public favored government-operation of radio broadcasting, it was decided that the privately-owned stations had not sufficiently identified themselves with the listening public as being apart from the CBC network system. It was resolved that the CAB member stations pledge themselves to explain their work and problems.

A report was heard from Cy Langlois of Lang-Worth Productions on meetings held in New York Monday and Tuesday with Petrillo and AFM. The broadcasters were told that most likely the transcription problem would not be settled for some months.

Also discussed were a report on the 1942 Parliamentary Committee of Enquiry in Radio Broadcasting, the work of the national radio committee on government advertising, new CBC transcription regulations, the advertising campaign of the Canadian Bankers' Assn., reports on Canadian Performing Rights Society and BMI fees, priorities and manpower.

A report obtained from a questionnaire of Canadian stations showed that at the beginning of 1943, 72 out of 78 Canadian stations employed 782 men and 305 women, of whom 294 men come in the 19 to 40 single age group, and 350 in the 19 to 40 married men classifications, with 240 men being medically unfit.

Avery Heads Panel

The convention reflected an intense interest on the part of American agency men and radio personalities for their attendance of 120 marked the largest turnout from the U. S. ever received at a CAB gathering. In fact, Lew Avery, NAB director of broadcast sales, lead a roundtable discussion on "Selling the Medium".

Dr. J. S. Thomson, CBC general manager, addressed the group at the Monday luncheon appraising the radio medium in its relation to the civilization. He urged broadcasters and those connected with the industry to cherish the development of the past, improve the tastes of listeners in the present and look to the future with a thought to vaster issues.

Listener interest occupied considerable attention and the various methods were considered. To this end, Monday afternoon's session was devoted to station coverage measurement and listener interest.

Largest Attendance

The fourth wartime CAB meeting drew the best attendance of any, despite staff shortages at most stations and the coldest Feb. 15 on record in Toronto. The temperature dropped to 27 degrees below zero. The largest number of American broadcasters to attend a Dominion CAB convention registered, with more than 120 from the United States.

Despite growing shortages of civilian goods and increasing restrictions, broadcast advertising revenues have held up well in 1942, President Bannerman said in his annual report.

Although lower inventories in local dealers' hands, some of which cannot be replenished, indicate less revenue in 1943 from usual local sources, Mr. Bannerman declared "it is surprising how many new sources and new types of sponsorship are and can be developed by an aggressive sales organization."

Urges Postwar Study

"So far as the national field is concerned," he asserted, "there is every indication of further use of the medium by the various Government agencies. National manufacturers and distributors who have restricted or abandoned sales activities appear to be alert to the necessity of keeping their names before the public as insurance against being forgotten when the day comes for again supplying civilian requirements. One thing is certain—never since its inception has the medium of broadcasting been so much in the minds and ears of the various advertisers as it is today.

"In recent months a number of industries are establishing committees to study their future position in the post-war era. It seems to me that no industry has more at stake in the future than the privately-owned broadcasting stations. One might hope that, growing out of this annual meeting, a committee would be set up to study the future of this industry in the post-war era."

Mr. Bannerman reported that while various Government agencies have increased the use of commercial time, privately-owned stations have given considerable free time to war activities. The Canadian Bankers Assn. has used radio for the first time, he said. A joint committee on manpower has been set up by the CBC and CAB under the Government's National Selective Service board, he added.

Rate Structure Discussed

At a closed meeting Monday morning CAB members agreed that Government radio advertising should be routed through a single agency or department. Too many campaigns conflict for time, it was brought out, and poor programming has created a state of war weariness through too many announcements. It was the concensus that the best use of radio is not being obtained by uncoordinated Government radio advertising.

As a result of meetings with agency timebuyers during the year, Mr. Bannerman reported a proposed revised rate structure beginning with a basic time period of a quarter-hour. The proposed half-hour rate would be twice the quarter-hour rate less 20%, with the hourly rate twice the half-hour.

Each station should determine its own evening hours for Class A rates, he pointed out, while Class B would be from 12 noon to 1 p. m. All other time would be in Class C. Times less than a quarter-hour included 10-minute periods at 75% of

(*Continued on page 54*)

Extra Sessions

FUTURE of Canadian broadcasting was discussed at a dinner given Monday night by Stovin & Wright Ltd., station representatives, for the firm's clients and American guests. Maj. Gladstone Murray, CBC director-general of broadcasting; Bill Wright of Stovin & Wright and Joseph Sedgwick, CAB counsel, presented a 45-minute program in the nature of *Information Please*, dealing with industry problems. A joint cocktail party for convention delegates was given Monday afternoon by the Canadian National and Canadian Pacific Telegraphs.



INTERNATIONAL RELATIONS were prominent on the agenda of the CAB convention at Toronto. Seated (l to r): Mrs. Dorothy Lewis, NAB, Washington; Lew Avery, NAB, Washington; Glen Bannerman, CAB president, Toronto; Neville Miller, NAB president, Washington; Easton C. Woolley, NBC, New York. Standing, Jack Treacy, NBC, New York; H. C. Rice, WGR-WKBW, Buffalo; W. B. Parsons, NBC, New York; Phil Lalonde, CKAC, Montreal; Chas. Ayers, Ruthrauff & Ryan, New York; Harry Sedgwick, CFRB, Toronto. Many broadcasters from the United States attended the sessions in Toronto.

"Folks sure am comin' to DETROIT!"

People are moving into Detroit! Even an alert Board of Commerce finds it difficult to keep count. But, this we know: Detroit leads all major cities of the nation in percentage of increase in population during the past two years.

These newcomers (more than 300,000 of them) would have emptied the state of Delaware. Or cleared the city of Denver. Or left Dallas a ghost town. But, they have come from everywhere. Come to build the tanks and guns. Come to make every hour a productive hour.

No routine radio schedules could serve these men and women. That is why WJR is on the air twenty-four hours a day. Why there are newscasts every hour of the night. Why the name band swinging for dancers in Hollywood is piped in for the pleasure of the swing shift at the war plants.

Detroit is not leading a normal life these days. It is working 'round the clock. It is fighting a war. And so is WJR.



WJR
THE GOODWILL STATION
Detroit

RADIO IN SERVICE OF HOME AND NATION

BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . Leo J. Fitzpatrick, Vice President and Gen. Mgr.

Edward Petry & Company, Inc.,
National Representative

Two More States Abolish War Time

Radio's Headaches Grow As Others Plan Action

INNUMERABLE headaches for radio as well as a threat to the nation's war production loomed last week as two more States abolished War Saving Time, while three others had similar legislation under consideration.

Disregarding fervent pleas of War Production Chief Donald M. Nelson [BROADCASTING, Feb. 8], the Legislatures of Michigan and Ohio passed measures to turn back the clocks one hour. Michigan's bill officially placed the State on Central War Time, which corresponds to normal Eastern Standard Time, while Ohio's legislation placed the Buckeye State on Eastern Standard Time.

Ohio Cities Balk

Even after the Ohio Legislature passed the bill, Gov. John W. Bricker was besieged with a wave of protests from the urban centers urging him to veto the measure. Despite the protests, Gov. Bricker signed the bill into law last Wednesday, with the statement that the time change would "help the agricultural situation". Several large manufacturing plants engaged in war production are located in Ohio.

Further complicating Ohio's problem was the declaration of at least 25 cities that their communities would continue to observe Eastern War Time. The Ohio Eastern Standard Time became effective Feb. 21.

Detroit last week voted 2-1 to remain on Eastern War Time after the Michigan Central War Time became effective Feb. 15. Mr. Nelson had appealed also to the Detroit City Council to keep that city on Federal time.

Michigan generally was thrown into confusion over the change, with most of the western part of the State going on Central Time and the manufacturing centers holding out for Federal time. Radio schedules were reshuffled in many instances, as broadcasters worked far into the nights to straighten out entanglements involving both commercial and sustaining programs.

A telegraphed inquiry from a Michigan broadcaster to the WPB asked whether his station should operate under Federal time or under Michigan time. The wire was referred to the FCC.

Rosel H. Hyde, assistant general counsel of the FCC, commenting on the query, said stations operating on limited time are authorized by the FCC to broadcast certain hours under Federal time. Those stations cannot operate under hours other than Federal time without violating the terms of their licenses.

Another headache facing the industry is the potential loss of revenue which will result in abolishing an hour of Class A time, the most lucrative of radio's salable hours. Class A time generally begins at 6 p.m., with much lower rates in the bracket between 5 and 6 p.m.

Hardship Faced

With both network affiliates and independents confronted by reduced revenue by the mandatory change in time, untold hardship is faced by many broadcasters, already financially pressed to the point of suspending operations. Six stations have suspended since last fall, and Chairman James Lawrence Fly of the FCC has been in conference with network officials in an effort to work out some feasible plan to save further curtailment due to lost revenue (see page 58).

Georgia began the move to abolish War Saving Time by legislating that State into the Central War Time Zone [BROADCASTING, Feb. 1]. Since then, however, several individual cities have elected to remain on Federal time, placing that State in confusion.

Meantime the legislatures of Indiana, Oklahoma and Kansas have under consideration measures to abolish War Time, according to WPB officials. Although Chairman Nelson plans no official action, it was learned, he has advised the country at large that the WPB is unalterably opposed to anything but universal Federal time, as established by Congress a year ago.

Inasmuch as War Time was set up by Congressional Act, all Federal agencies and interstate commerce will continue to operate on Federal time, rgardless of what the individual States may do, it was pointed out. Postoffices and transportation lines operating interstate will continue to be guided by Federal War Saving Time, which will further complicate the situation in the States which abolish it.

Mobilized by Air

WITH 14 Virginia radio stations and WWDC of Washington participating, and approximately 618,000 school children, teachers, war savings staffs and state and civic dignitaries attending via radio, a special "Virginia Schools at War Mobilization" program was to be broadcast from Mount Vernon Feb. 22, 9:45-10:15 a.m. Virginia stations participating were: WOPI, Bristol, Tenn.-Va.; WCHV, Charlottesville; WBTM, Danville; WFVA, Fredericksburg; WLVA, Lynchburg; WMVA, Martinsville; WGH, Newport News; WTAR, Norfolk; WPID, Petersburg; WRNL, Richmond; WSLS, Roanoke; WLPM, Suffolk; WINC, Winchester, and WRVA, Richmond.

FDR's Crossley 67

PRESIDENT ROOSEVELT'S speech on Allied war plans, broadcast Feb. 12 on all four networks from the White House Correspondents' Assn. dinner, was heard by 67% of the radio set-owners in this country, according to a report issued last week by the Cooperative Analysis of Broadcasting. The talk was broadcast from 9:30-10 p.m.

FIRST anniversary of the *Treasury Star Parade* was observed last week in Washington with a gathering of Treasury and Allied Record Mfg. Co. executives.



ADMIRAL MEETS ADMIRAL in studios of WLS, Chicago, as Rear Admiral John Downes, left, Commandant of the Ninth Naval District, and Rear Admiral William B. Young, chief of the Bureau of Supplies and Accounts and Paymaster General of the Navy, got together for a nautical chat on the quarter-hour, *Meet Admiral Downes* program, broadcast every Saturday morning on WLS. Bystanders include (l to r): Harry Templeton, war program director of WLS; Al Boyd, production manager of WLS; J. Harrison Hartley, chief of the radio section of the Navy Dept.; Lt. Com. Roger Q. White, district public relations officer of Great Lakes and Lt. Holman Faust, radio public relations officer of Great Lakes.



TIME CHANGE HEADACHES were many at WSB, Atlanta, when the Georgia State Legislature, without warning, abruptly turned back clocks one hour [BROADCASTING, Feb. 1] by legislating the State into Central War Time Zone. Attempting to rearrange 131.5 hours of WSB programs, between bites of lunch, are (seated) General Manager J. Leonard Reinsch (left) and Commercial Manager John M. Outler. Standing, Program chief Roy McMillan, Martha Brooks.

Navy Ruling Hits Institutional Fund

Radio Time Not Includable In Cost-Plus Contracts

RADIO advertising is not a necessary overhead expense in producing war equipment for the Government, the Navy has ruled in disallowing from a cost-plus contract a charge for a radio program aired by a Michigan machine tool firm on an independent station in that State.

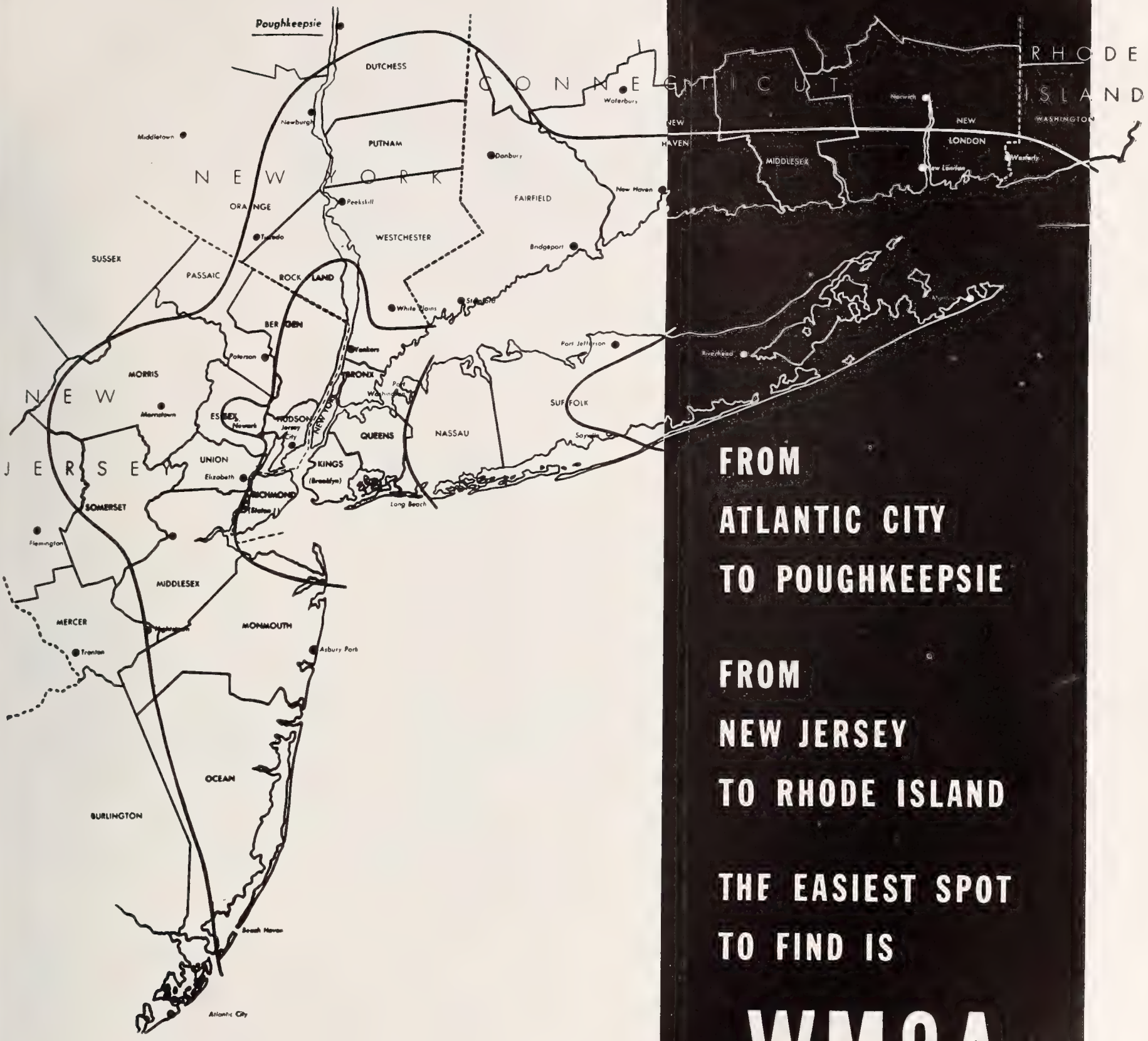
This ruling, it was learned in Washington, is in accord with policies for war work outlined by WPB Chief Donald Nelson and the Comptroller General of the United States.

Mr. Nelson decided some time ago that certain kinds of advertisements of industrial or institutional nature, principally those offering financial support to trade or technical journals, were permissible [BROADCASTING, Oct. 5].

The Army, however, does not allow any general advertising in cost-plus contracts. An officer of the Service of Supply Fiscal Division told BROADCASTING that institutional advertising to maintain brand names must be paid from the manufacturer's commission, or from other funds.

Two Firms Get Awards

TWO electronics plants—Farnsworth Television & Radio Corp., Marion, Ind., and Colonial Radio Co., Buffalo—are among 36 industrial plants awarded the Army-Navy Production Award, Undersecretary of War Robert P. Patterson and Undersecretary of Navy James V. Forrestal announced last week.



64 newspapers in this area regularly list WMCA programs . . . more than twice as many as list the next New York independent station.

FROM
ATLANTIC CITY
TO POUGHKEEPSIE

FROM
NEW JERSEY
TO RHODE ISLAND

THE EASIEST SPOT
TO FIND IS

WMCA

FIRST ON NEW YORK'S DIAL

570 kc.

America's Leading Independent Station

REPRESENTATIVE: WEED & COMPANY · CHICAGO · DETROIT · HOLLYWOOD · BOSTON

Atlantic Planning Baseball Schedule

Oil Company Will Continue On Curtailed Basis

DESPITE a double handicap of gasoline rationing, and uncertainty over the wartime future of athletics, Atlantic Refining Co., Philadelphia, is planning to continue baseball broadcasts in the East this year, according to N. W. Ayer, agency servicing the account.

Present plans indicate a definitely reduced schedule, but Atlantic hopes to continue all its major league broadcasts, and is considering a minor league arrangement. Agreements have already been made with both Philadelphia major league teams, and the Pittsburgh Pirates, and negotiations are continuing with the two Boston teams.

Minors Uncertain

Atlantic's minor league schedule has been held up by uncertainty over plans for continuation of minor league baseball. At the present, Atlantic is not considering any games south of Baltimore, although last year the company sponsored games of Jacksonville and Savannah in the South Atlantic League and Charlotte and Richmond in the Piedmont League.

Although agreements have already been made with three major league teams, no station list is yet ready. It is understood, however, that Atlantic hopes to pipe these broadcasts over regional networks.

First news of Atlantic's minor league plans appeared at the annual meeting of the Eastern League in New York early this month, when it was learned that Atlantic had taken up the option on its three-year Eastern League contract, and was dealing with individual teams instead of accepting a blanket contract with the league. Atlantic will continue Eastern League broadcasts in Wilkes-Barre, Williamsport, and Elmira, but has made no arrangement with Binghamton, Albany, Hartford or Springfield.

Last year Atlantic had its most ambitious schedule in seven years of baseball broadcasting. The company aired 2000 games in six leagues over 50 stations, using 8500 station hours.



BUSINESS TRENDS of the war-converted West Coast and program interests of that audience get attention from this network-agency trio. Talkers are (l to r): Don Belding, Los Angeles manager and chairman of the board of Foote, Cone & Belding; Donald W. Thornburgh, CBS West Coast vice-president; William S. Paley, CBS president.

National Biscuit Series

NATIONAL BISCUIT Co., New York, will be the first national advertiser to sponsor *Mystery Chef*, BLUE program available for local sponsorship. Scheduled to start, Feb. 22, National Biscuit will use WEBR, Buffalo; KQV, Pittsburgh, and WSGN, Birmingham, Ala., for enriched bread. Program, featuring news and information on food and heard Monday through Friday, 2:15-3 p.m., is now sponsored on a total of 19 stations. John Shillito Co., big Cincinnati store, is sponsoring on WSAI. McCann-Erickson, New York, handles National Biscuit Co.

NEW REPAIR ORDER HAS AA2X PRIORITY

OFFICIALS of the WPB Radio & Radar Division said last week that they believed the position of broadcasters seeking maintenance and repair parts will not be affected by the new general maintenance and repair order, CMP 5, issued for virtually all industry under the controlled materials plan.

Common impression was that CMP 5 in general parallels P-133, the radio division maintenance and repair order, and except for some differences in definitions, is substantially the same. It was pointed out that the new order gives radio the same AA2X rating granted by P-133 as amended only three weeks ago [BROADCASTING, Feb. 8]. CMP 5, by its own terms, supercedes orders of the "P" series, but all "P" limitations remain valid. Members of the WPB legal department say that CMP 5 will probably be further modified before it takes effect on March 31.

Campbell Show Set

CAMPBELL SOUP Co., Camden, N. J., which took an option on the Wednesday 9:30-10 p.m. period on CBS some months ago, will start a comedy program in that spot March 3, featuring Milton Berle, comedian. A girl vocalist, orchestra and stooges will complete the show, to be aired on 63 stations on behalf of the company's soup products. Account last Friday gave up five-weekly sponsorship on CBS of *Amos 'n' Andy*, off the air for the present. The team declined Campbell's offer of the half-hour, now scheduled for the Berle series. Ward Wheelock Co., New York, is agency.

Shoe Polish Series

KEYED to the shoe rationing order, a campaign will be started on New York and Philadelphia stations by Knomark Mfg. Co., Brooklyn, promoting Esquire and Knomark shoe polishes as a means of conserving shoes. Starting date and station lineup have not been determined. Agency is Consolidated Adv., New York.

WLB Simplifies Wage Adjustment

Broadcasters Aided by New Form 10, Now Available

A REVISED Form 10, simplifying applications for voluntary wage increases for employes under War Labor Board jurisdiction in the national wage stabilization program, is now available at more than 100 local offices of the Labor Dept's. Wage & Hour division.

The new form includes two special questions that will simplify the work of broadcasters seeking to adjust earnings of individual announcers, technicians or other employes. Questions 13 and 14 on the form, which is made out in quadruplet, deal with cases of inequality, when a particular employe claims that he is underpaid.

Wage and Hour officials point out that many individual wage increases are permitted without recourse to Form 10, which may take as long as two months to clear. Employers are advised to file a preliminary inquiry on the simple Form 1.

Within two or three days, their local Wage & Hour officials will give an opinion whether the raise requires WLB approval.

Axis Trial Dramas

COUNCIL FOR DEMOCRACY will present a series of five programs on NBC starting Saturday, Feb. 27, titled *Day of Reckoning*. Well-known writers will contribute scripts, centering around trial and prosecution of Axis leaders. First broadcast, written by Moss Hart, is titled *Hitler on Trial*. Raymond Massey, radio, film and stage actor, has received special leave from the Canadian Army to portray Lincoln, the prosecutor. Monty Woolley will impersonate Satan, who defends the Nazi chief. Subsequent broadcasts, to be heard Saturdays, 7-7:30 p. m., will stage trials of Mussolini, Tojo, Laval and Quisling.

Satevepost Plans $600,000 for Time

Circulation Drive Includes Spots, Special Campaigns

OVER $600,000 will be spent by the Curtis Publishing Co., Philadelphia for year-round spot radio promotion on *Saturday Evening Post* circulation drive which started last Tuesday, Feb. 16. One-minute transcribed announcements broadcast on Wednesdays, Thursdays, and Fridays on varying schedules averaging, for the most part, eight to ten announcements weekly, have been placed on 95 stations in 28 cities. Agency is MacFarland, Aveyard & Co. Stations on a 52-week contract are:

WJZ WMCA WQXR WEAF WHN WNEW WOR WABC KNX KHJ KECA KFI WENR WCFL WIND WBBM WMAQ WLS WGN WAAF WBZ WEEI WHDH WNAC KFRC KPO KYA KQW KROW WFIL KYW WCAU WIP WXYZ CKLW WWJ WJR WJSV WRC WOL WMAL.

The following stations will be used for special SEP promotions from time to time:

KOA KLZ KVOD WQAM WSUN WSB WATL WGST KOIL WFBM WIRE WWL WSMB KSL KDYL WOW KTAR KOY WHO KSO KRNT KIRO KOMO WTMJ KSD KMOX KXOK WGR WGY WSAI WCPO WGAR WTAM WHK KGW KOIN KALE WBAL WCAO WCCO KSTP WDAF KMBC KCMO KRLD KGKO WFAA KTRH KPRC KDKA WJAS WCAE.

Finance Drive

SEABOARD FINANCE Co., Los Angeles (loans, investments), stressing prompt payment of 1942 income tax, in a 30-day campaign which started Feb. 15, currently is sponsoring a varied schedule, totaling more than 5,000 transcribed 20 and 30-second announcements, on 26 western stations. Utilizing from one to ten announcements daily, station list includes KEVR KRSC KWJJ KXL KGO KFRC KSFO KYA KROW KROY KTRB KGDM KMJ KERN KPAS KIEV KFOX KFAC KMTR KFVD KRKD KMPC KGB KFMB KPHO KTAR. In addition, six weekly quarter-hour newscasts plus live spot announcements are being used on KFI and KPO. Smith & Bull Adv., Los Angeles, has the account.

War Noises on Discs

STANDARD RADIO, Chicago, has recorded a group of transcriptions carrying authentic battle sounds of World War II. In addition to aerial battles and sounds of U. S. Air Force fighter planes, tank maneuvers, artillery fire and plane strafing, British air raid and all-clear signals have been transcribed. Modern steam passenger trains as well as crowd effects are also on the new releases. The new war sounds, according to Gerald King, co-owner of Standard Radio represent Standard's most ambitious undertaking in the sound effect field.

Farm Safety Discs

NATIONAL Safety Council, Chicago, has prepared for national release a series of one-minute transcriptions offering advice to farmers concerning the prevention of accidents which may hinder the war production effort. Announced by Everett Mitchell, agricultural director of NBC-Central Division, recordings were supervised by Ted MacMurray, production director of BLUE, Chicago.



Big Aggie Says:

VICTORY WILL SCATTER THE *OKIES

Dozens of alert national advertisers agree that it's a sound investment to spend their advertising dollars out here where there's plenty of money *now* and where radio listeners will continue to do business, after Victory, at the same old stand.

Food produced on the nearly half million farms in the WNAX area will win the war . . . and win the peace. These farms are our defense plants. They are equally important as those manufacturing guns, airplanes and ammunition.

There is one important difference between farmers producing food and the hundreds of hard working Americans employed in defense areas. Farmers will continue to produce foodstuffs . . . long after Hitler and Hirohito sign on the dotted line.

WNAX listeners are here to stay. Nearly 4,000,000 people (81% rural) make their homes in the WNAX primary area and when peace comes they'll still be home . . . still buying your product.

Your product is needed here *now*. And with a $1,500,000,000.00 increase in farm income, there's more than ample money with which to buy it. The selling investment you make *here* today will bring tomorrow's dividends . . . free from the gamble of shifting markets, free from the uncertainty of post-war reorganization.

*OKIES *A worker who migrates . . . maybe to a defense area.*

WNAX

The Billion Dollar Market

SIOUX CITY - YANKTON 570 ON YOUR DIAL

Affiliated with Columbia Broadcasting System

A COWLES STATION

Represented by the Katz Agency

WWNC Radio School

AN EMERGENCY radio school for announcers will be conducted by WWNC, Asheville, N. C. to meet the station's need for trained men and women. Beginning March 15, the course will last approximately six weeks and will cover every phase of announcing. Students with an adequate education who are draft exempt and who pass preliminary voice audition will be given three-hour courses in the station's studios.

FM Anniversary

FOURTH anniversary of FM Broadcasters Inc., was observed Feb. 15, with expansion activities of high-fidelity stations stalled under the equipment freeze. FM Broadcasters Inc. said in a statement last week "the actual anniversary was Jan. 29, but we didn't get around to mentioning it until now." Statement predicted that 1945 would be a big year for FM.

OWI TIPS FOR RADIO WRITERS

Cautions Against Tieing Commercial Plugs to War Effort, Citing Examples

RADIO's wartime job is to explain and instruct, according to the Office of War Information, and to help the industry do that job the OWI Domestic Radio Bureau has issued a 16-page booklet of suggestions *When Radio Writes for War.*

Douglas Meservey, acting chief of the Radio Bureau, in releasing the booklet, emphasized that it contains "suggestions — not regulations". "We have no desire to be censors, no desire to tell writers what they should say," the preface advises. "We want only to point out—in accordance with the wish of these writers themselves—some of the common errors that often cause listener confusion."

Urging writers to fortify themselves with all facts of any subject the booklet cautions that "radio must present the war and its problems in true proportions, observing always the tenets of good taste".

Playing up the United States and belittling other United Nations is frowned on. Use of superlatives and catch-phrases to emphasize individual points such as those pertaining to War Bonds, food distribution and so on, is discouraged. Each is a part of the overall campaign for victory. Calling every new campaign a "second front" also is bad, according to OWI.

Horror stuff on the air is not good taste, says OWI. Care should be exercised in placing war messages on all types of programs, it is suggested. They shouldn't be so mixed with comedy as to be lost in the gag; neither should a gutteral voice come in with "Stop, in the name of the Third Reich" and pretend to take over the station. That type of copy gives the listener a sense of being duped, cautions OWI.

"In our judgment it is poor taste to tie commercial plugs in with war messages," comments OWI. "Listeners lose confidence, not only in the message but also the product which tries to capitalize on the gravity of the war. Surveys and letters of protest show a strong public resentment to the practice of commercial advertisers injecting highpower pressure at the expense of the war."

As a "horrible example" of what not to do, OWI cites a slogan "flaunted by the maker of a hair-removal cream"—"For a nation under arms, watch your underarms." The OWI also abhors commercials that urge women to feed their war-worker husbands certain cereals so "they can help win the war."

Writers are urged to clear their scripts with proper Government agencies—not for censorship purposes, but to be sure they have facts correctly stated. Explaining that clearance is "not censorship" the OWI concludes: "The Domestic Radio Bureau of the OWI at Washington or any of its regional offices throughout the country will be glad to give you advice."



UNIQUE TABLE designed by Ray Lyon, recording studio director of WOR, New York, is sloped so that unwanted reflections of sound are kept out of the microphone, doing away with the distorted waves reflected back by the ordinary flat table. Made of four inches of rock wool acoustic treatment, topped by a piece of perforated transite, the surface is said to absorb undesirable tones of the voice, giving absolute, natural reproduction. Here is a member of the WOR staff adds decorative background to the table.

Pronunciation Guide

SO POPULAR was the first guide book of recommended pronunciations for CBS announcers and newscasters published last August, a revised edition brought up to date has been released by the network to go to all CBS affiliates, including Canadian outlets, as well as to the BBC. Prepared by W. Cabell Greet, CBS speech consultant and associate professor at Barnard College, the 138-page guide entitled "War Words" contains over 4,000 war words, names and place. It is published by Columbia U. Press [$1.50].

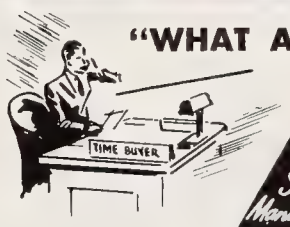


IN THE

TIME BUYERS POLL

There's a reason why WDOD is the choice of time buyers everywhere. Now in its 18th year, this pioneer radio station is enjoying the greatest season in its entire history. The chart opposite gives the details of a recent survey that proves WDOD's dominance.

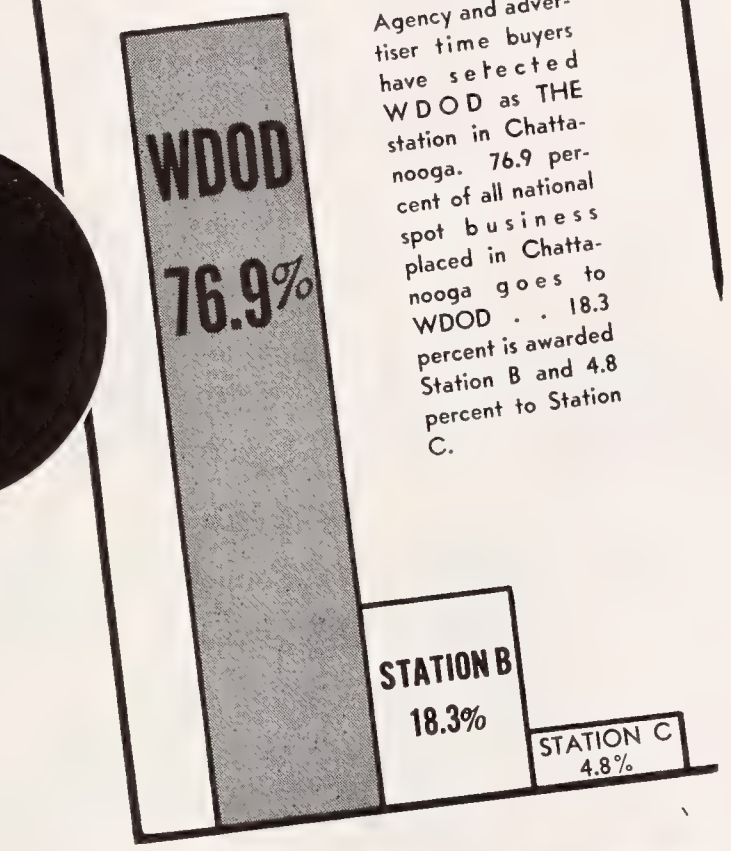
—IT'S WDOD FOR CHATTANOOGA!



"WHAT A MARKET!"

A *Sales Management* High-Spot City

The Sales Management's preferred list of high-spot cities shows Chattanooga not only one of the top markets in Tennessee, but one of the leading markets in the entire nation. Retail sales in the first eight months in 1942 are estimated at 48 percent above the 1939 level. Its actual retail sales for January 1943 represent a larger gain than that of any other Tennessee city.



Agency and advertiser time buyers have selected WDOD as THE station in Chattanooga. 76.9 percent of all national spot business placed in Chattanooga goes to WDOD . . 18.3 percent is awarded Station B and 4.8 percent to Station C.

THE TIME BUYERS' STATION



WDOD

CBS FOR CHATTANOOGA, TENN.

5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

Merchandising & Promotion

BUP Promotion—WMAQ's 'Q'—Timekeeper Sales Formulas—Washington Factories

BRITISH United Press radio wire clients in Canada are scheduled to receive 24-piece sets of illustrated colored folders, designed to help stations secure additional national and local sponsors for 12 special features on the wire. Multiple sets of the folders are to be given to client radio stations, radio representatives and agencies to call attention to program sponsorship possibilities.

* * *

Who's Who

RED COVER replica of *Who's Who in America* on heavy card stock is distributed by WBBM, Chicago, promoting News Commentator Harlan Eugene Read, whose biography from *Who's Who* is reprinted in the brochure. Also contained in the promotion piece is a coincidental phone survey on the commentator's programs.

Successful Merch 'Q'

THE REAL 'CUE' to successful merchandising is contained in *The Q from WMAQ*, new publication of the Chicago station, which was mailed to 15,000 wholesale and retail grocers and druggists. Emmons C. Carlson, advertising and sales promotion manager, NBC Central Division, edits the brochure.

* * *

Plugs 'Timekeeper'

ACTIVITIES of Bill Herson, heard as the "Timekeeper" early mornings on WRC, Washington, feature a booklet titled "This is NOT the Story of Peter Rabbit".

Network Stars Exhibit

CONSTRUCTION of display cases to contain 11 x 14 prints of network stars which will be installed in the Westinghouse Building, Fort Wayne, is scheduled to begin shortly. Dick Galbreath, musician of WOWO-WGL, Fort Wayne, is photographing copies of the pictures.

* * *

Maps

KDKA, Pittsburgh, has published for distribution to advertisers a brochure containing 10 performance maps describing typical listener response to random sponsored and sustaining shows.



"TINY TABLOID", new fan publication of WHK-WCLE, Cleveland, appears in that city's cars and buses twice-monthly to boost local, Mutual and BLUE programs on the station. Next to the "Take One" box, K. K. Hackathorn, sales manager of WHK-WCLE, holds one of the car cards used by the station along with the 25,000 copies of the tiny "newspaper" distributed in the current campaign through contract with the Cleveland Railway Adv. Co.



Sales Formulas

ILLUSTRATED with pictures of satisfied advertisers and agency men with the talent they use for their products, a sales brochure titled "Seven Formulas That Spell Sales in New York", distributed to the industry by R. L. Hutton Jr., WEAF promotion manager, contains the sales histories of seven WEAF sponsors: C. F. Mueller Co., using Don Goddard; Reid's Ice Cream and George F. Putnam; Tenderay Beef and Mary Margaret McBride; RCA-Victor and *Ted Cott's Sounding Board;* Old Dutch Coffee and *The Spice of Life Program* and Horn & Hardart's *Children's Hour.*

* * *

Washington's 'Industries'

GOVERNMENT "industries" form the theme of the latest brochure of WJSV, Washington, titled "Look at Industrial Washington". Fullpage illustrations in red and white depict five Government "factories" such as Civil Service Commission, with its 4,000 employes, and the Navy with 46,800, as tall smokestacks superimposed on a picture of the Capitol, with columns of employes in black and white marching from page to page.

* * *

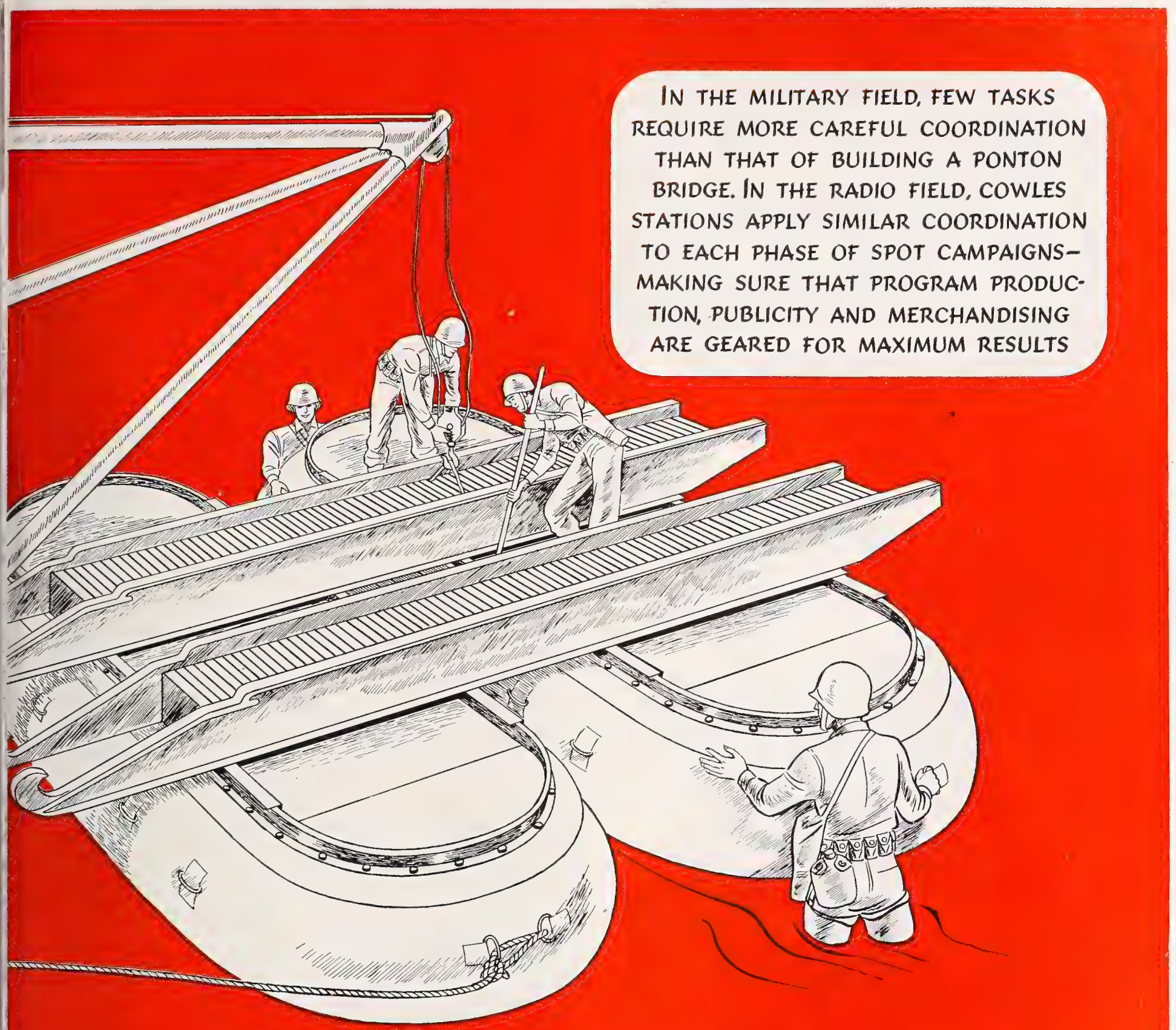
Dimes from Hayes

COPY OF *Collier's* Feb. 20th issue cost radio editors nothing last week when they opened a letter from Arthur Hull Hayes, general manager of WABC, New York, and found one thin dime glued to the page with instructions to buy the magazine and "turn at once to page 13." Page 13 revealed a picture of Lois January before a WABC mike with a column caption describing her daily 5:30 a.m. program for soldiers in camp.

* * *

Army Rank Display

MATERIAL used by WSYR, Syracuse, in a photographic display of Army men and their ranks in the Merchants National Bank & Trust Co., that city, which was furnished by the Army, invited the public to tune in the *Army Hour*, official War Dept. Program on NBC, 3:30-4:30 p.m. Sundays. Food and department stores have requested use of the display.



IN MOVING MEN . . . OR MERCHANDISE

TEAMWORK GETS THE JOB DONE BETTER



AFFILIATED WITH THE
DES MOINES REGISTER
AND TRIBUNE

GEARED FOR RESULTS

WMT	KRNT	KSO	WNAX
CEDAR RAPIDS WATERLOO	DES MOINES	DES MOINES	SIOUX CITY YANKTON

REPRESENTED BY THE KATZ AGENCY



VALUE of MANUFACTURED PRODUCTS

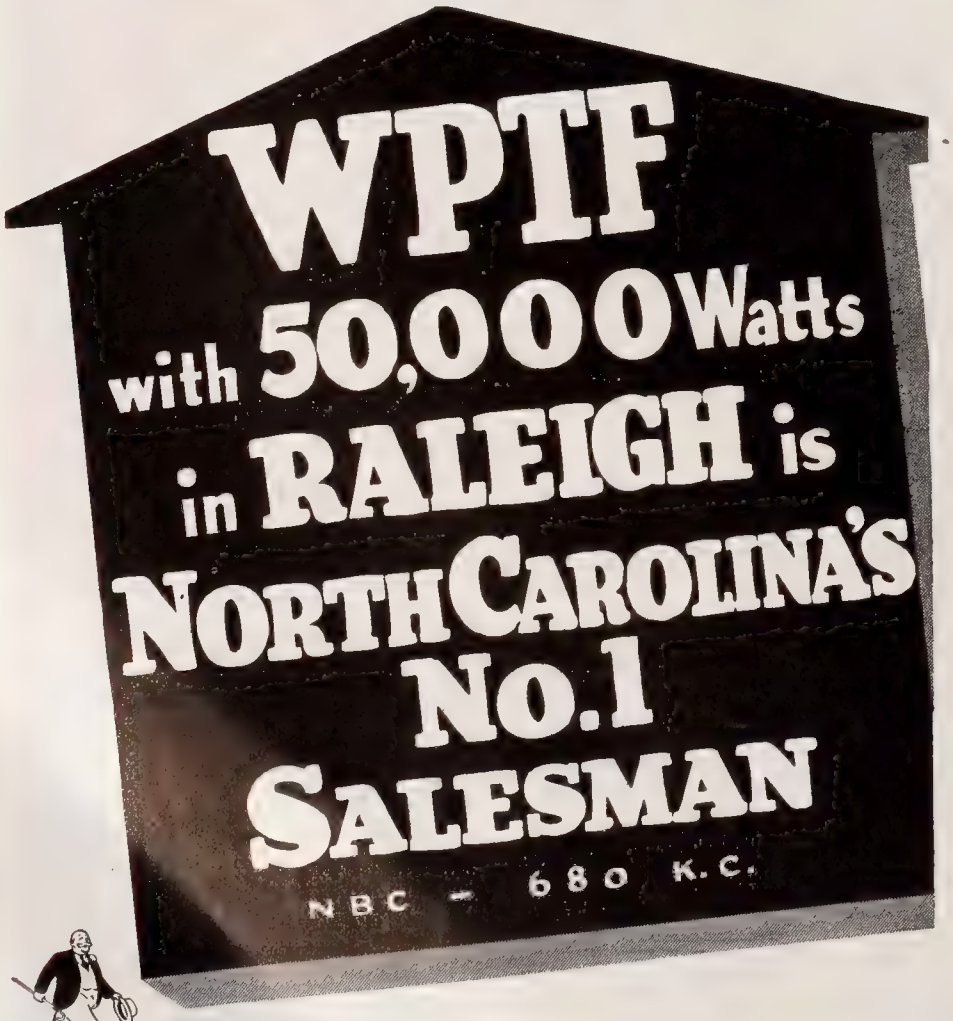
NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES



Source: — Census of Manufactures, 1939



FREE & PETERS, INC. National Representatives

Wires of Thanks Sent to Boost Sale Of OWI Programs, Connor Tells Ward

EDITOR'S NOTE: *When the Office of War Information recently sent telegrams to all broadcasters, praising them for their cooperation in the nation's war program, S. O. Ward, owner of WLAK, Lakeland, Fla., local, protested to Elmer Davis in a letter, a copy of which was printed in* BROADCASTING, *Feb. 8. In reply to Mr. Ward's criticism of the OWI for spending money for telegrams when a note by mail would have sufficed, Richard F. Connor, chief of station relations, Domestic Radio Bureau, OWI, sent the following letter, dated Jan. 29, to the Lakeland broadcaster:*

"Dear Mr. Ward:

"Mr. Davis has requested that I reply to your letter of Jan. 26 with regard to his telegram of Jan. 21.

"I am sorry the receipt of this telegram affected you adversely. It was sent, however, at the request of scores of stations throughout the country.

"As you know, the 'Uncle Sam' series, which is a part of the OWI Station Transcription Plan, begins on Feb. 1. OWI is producing this five-a-week series, containing important war information, and has arranged by special ruling, that this government-produced series may be made available to stations for local sponsorship without cost to the station.

"Many stations have written us, asking for some official indication of the importance and significance of this series, in order to enlist the interest of their local advertisers. We sent the telegram nightletter, at a low government rate, and felt that it was worth the relatively small expenditure on the part of the Office of War Information, if it would help provide a means of additional revenue for stations."

Two Civilians, Officer Named to Kirby's Staff

APPOINTMENT of two civilians and one officer to the War Dept. Radio Branch under Lt. Col. E. M. Kirby, chief, was disclosed last week by announcement from Hollywood that Gary Breckner, CBS announcer-m.c., would report this week as program production chief. He takes over a post vacated recently by Jack Joy, who was named chief of the Broadcast Service Section. Harry Walsh of KOIL, Omaha, joins the Radio Branch this week as scriptwriter in the Broadcast Service Section.

Second Lt. Thomas J. Walsh, formerly of WXYZ, Detroit, who recently was graduated from Officer Candidate School, reported to Col. Kirby last Monday and was assigned to the Placement Section under Capt. Frank E. Pellegrin. Lt. Walsh, who was inducted last May, was with the King-Trendle station for eight years. In another Radio Branch shift Joe Brechner, chief scriptwriter, was transferred to the Placement Section, following appointment of Capt. Hal B. Rourke as assistant to Col. William Nuckols, assistant for Army Air Forces to Maj. Gen. Alexander D. Surles, director, Bureau of Public Relations [BROADCASTING, Feb. 15].

UP Foreign Clients

UNITED PRESS has completed plans to serve a number of stations in North Africa, the Middle and Near East, bring the worldwide total of UP radio clients to 640. Latest additions include stations in Ankara and Istanbul, Turkey; Palestine Broadcasting Corp.; Iraq Broadcasting Co., Baghdad; Egyptian Broadcasting, Cairo; South African Broadcasting Co., Johannesburg, Capetown and Durban. Contracts have been signed to begin service to outlets in Damascus and Beirut, Syria, as soon as physical equipment can be completed.

14 SERVICE STARS
Three More WSM Employes Now in Army

ANNOUNCEMENT last week that three employes had left WSM, Nashville, to enter the Army led to disclosure that 14 or more staff members of the National Life & Accident Ins. Co. station now are in the services.

Albert E. (Hoot) Gibson, station promotion manager the last 3½ years, recently left for Army duty. He is a first lieutenant of infantry, in training at Washington & Lee U. He is succeeded at WSM by Bob Shimbaum, formerly of WNOX, Nashville, and WDOD and WAPO, Chattanooga, known on the air as Bob Sherry.

Winston S. (Red) Dustin, WSM advertising and merchandising manager, left to join the Army Air Forces, and is assigned to the public relations office of the Ferrying Command, Memphis. Jud Collins, special events and commercial announcer, has joined the Army Air Forces as an aviation cadet.

Other former WSM staff members, in the armed services are:

Lt. Col. E. M. Kirby, chief of the War Dept. radio branch, one-time public relations director of the station; Capt. Jack Harris, Col. Kirby's executive officer, former director of news and special events; Jack DeWitt, chief engineer; John Campbell and Arthur Omberg, engineers, now civilian consultants with the Signal Corps, Washington; Lt. Runcie Clements Jr., son of the president of National Life and former member of WSM business office, now on duty in the Navy; Marvin Hughes, Malcolm Crain, "Snookie" Landman, Audrey Royalty and Herbert Ogilvie, staff musicians, all in the Army. Walter Beardon, engineer, also is in the Army.

EDWARD R. MURROW, CBS London correspondent, is narrator on "Leningrad Fights", feature-length film showing that city's resistance to the Nazis.

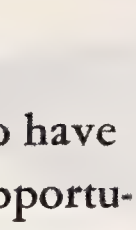
American Radio is in Good Hands Today

It is in the hands of people who have spared no effort, neglected no opportunity, to make radio a weapon for Victory

From broadcasting entertainment that builds morale, to information that keeps the country alert, from explanations of war-time measures, to requests for cooperation with Government drives, the support of the American broadcasters has been wholehearted, enthusiastic, and efficient.

RCA has furnished equipment and technical services which have aided the broadcasters in the past. But because our plants and laboratories are working around the clock to build radio equipment for our armed forces, our service to broadcasters may not have been up to the standards RCA has set for itself.

We intend to keep producing that equipment, and to keep devoting ourselves completely to the task of winning this war. But we intend also, to the best of our ability, to aid the broadcasters in their important work. The skill, the knowledge, the resources of RCA are yours to command wherever available. If you have equipment problems, and if you feel we can be of service to you, write to us, call us, get in touch with us. We may be able to lick them together!





RCA BROADCAST EQUIPMENT

RCA Victor Division

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

Purely PROGRAMS

BLUEPRINT for personal success is the theme of a Sunday afternoon series on WISH, Indianapolis, called the *8 Cylinder Club*. Regular listeners are counted members of the club. For 10 cents they are supplied with a large sheet similar to an architect's blueprint on which they may develop their own personal plans week by week.

Aim of the club is to do for its individual members what research departments of business firms do for industry. Idea originated with Mansur B. Oakes, who conducts the series. Noel Iliams, Indianapolis, the Indiana manager for the Business Men's Assurance Co. of Kansas City, is the sponsor. Script of the programs will be offered to advertisers for use on local stations.

Consumers' Welfare

SLANTED to the consuming public, a weekly quarter-hour program, *Your Home, Your Welfare, Your Pocketbook*, has been started on KNX, Hollywood. Conducted by Elsie Jensen of the local Office of Price Administration, series explains price regulation and features occasional guest interviews.

* * *

Welfare Work Dramatized

WELFARE work done by residents of the city and county of Camden, N. J., other than that performed through agencies supported by public funds, is subject of new Monday evening series, *The New Jersey Idea* on WCAM, Camden. Welfare and business groups provide material for dramatizations.

Password of the Day

NOVEL program on WHIO, Dayton, called *Hidden Password*, has evoked listener response. Unannounced songs played on an organ must be identified to obtain the key to the password for the day since the hidden password is composed of a word from titles of each song used. Winners, selected on the basis of accuracy, prompt reply and neatness, are four each day—two Dayton residents and two from outlying districts. Simple tunes are chosen for the program.

* * *

Negroes at War

DESIGNED to show the part Negroes are playing in the war effort, a dramatized series, *My People*, started recently on Mutual, with a program inspired by Lincoln's birthday. Mrs. Eleanor Roosevelt, and Roland E. Hayes, tenor, participated in the first broadcast. George Zachary, chief of the OWI Program Service Division, supervises the weekly programs.

Preventing Illness

TO COUNTERACT the increasing shortage of doctors, and provide the public with simple rules for prevention and relief of illness, two stations are presenting series of health programs. WMCA, New York, has started a five-weekly half-hour program, titled *The Medicine Chest*, conducted by Dr. Frederic Damrau, a New York physician. WTMJ, Milwaukee, in cooperation with the city's health department, has begun a dramatic quarter-hour, *March of Health*, heard Saturdays. Dr. Edward Krumbiegal, city health commissioner, dealt with present trends in combatting infantile paralysis on the opening broadcast.

* * *

Wartime New Mexico

THE ROLE New Mexico is playing in the war effort, is described in *New Mexico at War*, heard Fridays, 7-7:30 p.m. on KOB, Albuquerque. A brief historical sketch with information about agricultural, mining and oil production of each county is featured. Two weekly prizes for school children's essays on the subject, "What Our Community is Doing in the War Effort", are offered. Sponsor is the Charles Ilfeld Co., wholesalers.

* * *

FBI True Tales

FAMOUS CASES cracked by the Federal Bureau of Investigation are dramatized in a new series on WKY, Oklahoma City, *Files of the FBI*, broadcast Fridays, 9:30 p.m. Produced by John I. Prosser, production manager, and written by Scott Bishop, continuity director, from factual material approved by FBI Director J. Edgar Hoover, the series features W. G. Bannister, Oklahoma FBI chief.

* * *

Kentucky Tomorrow

KENTUCKY'S postwar development is considered in a series of 32 weekly quarter-hour programs on WHAS, Louisville, in cooperation with the U. of Kentucky. Talks by University experts on subjects such as Kentucky's manpower, mineral wealth, transportation facilities, taxes, schools, forests, agriculture, technology and tourist possibilities are featured.

* * *

European Underground

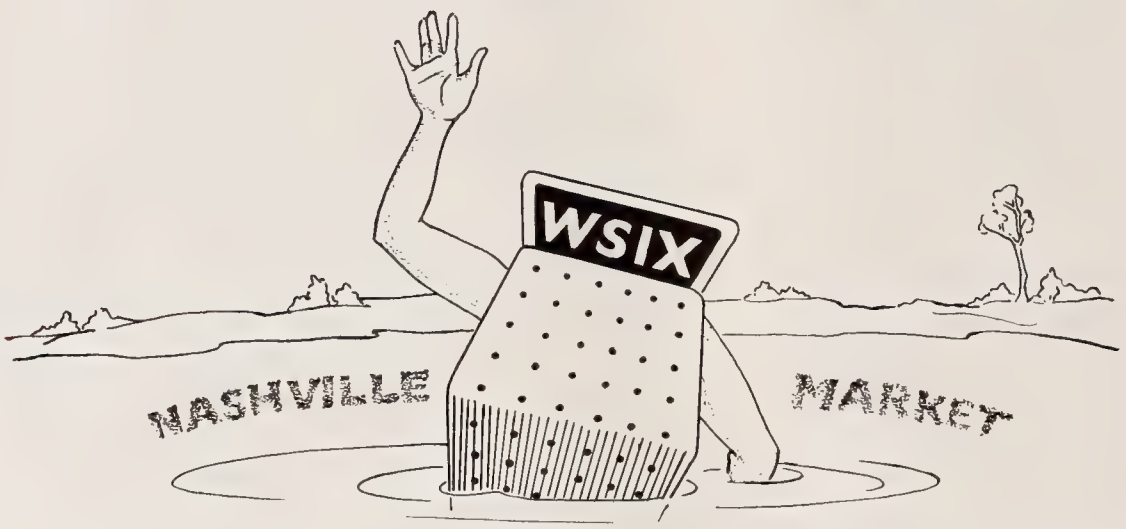
FROM official records of the European underground movement, supplied by the Free World Assn., material is drawn for a weekly half-hour series heard on WMCA, New York. Names, dates and places are substituted to protect persons whose activities are dramatized. The association is a non-profit clearing house for world democratic forces.

* * *

Builders of Ships

GLORIFYING shipbuilders' part in the war effort, *Report of the Union* on KFRC, San Francisco, pays dramatic tribute to welders, molders, riggers, production workers and others. Weekly show, produced by Watson Humphrey and written by Dave Selvin, is sponsored by the Bay Cities Metal Trades Council and placed through Rhoades & Davis Adv. Agency, San Francisco.

Come On In!
The Market's Fine!



No foolin'! Nashville is **one** market you can't afford to miss, and WSIX covers it to your complete satisfaction.

Prosperity is here for the duration and well beyond. Whether you want to increase your sales today or build your prestige for the future, Nashville and WSIX offer you an ideal combination. Write for availabilities.

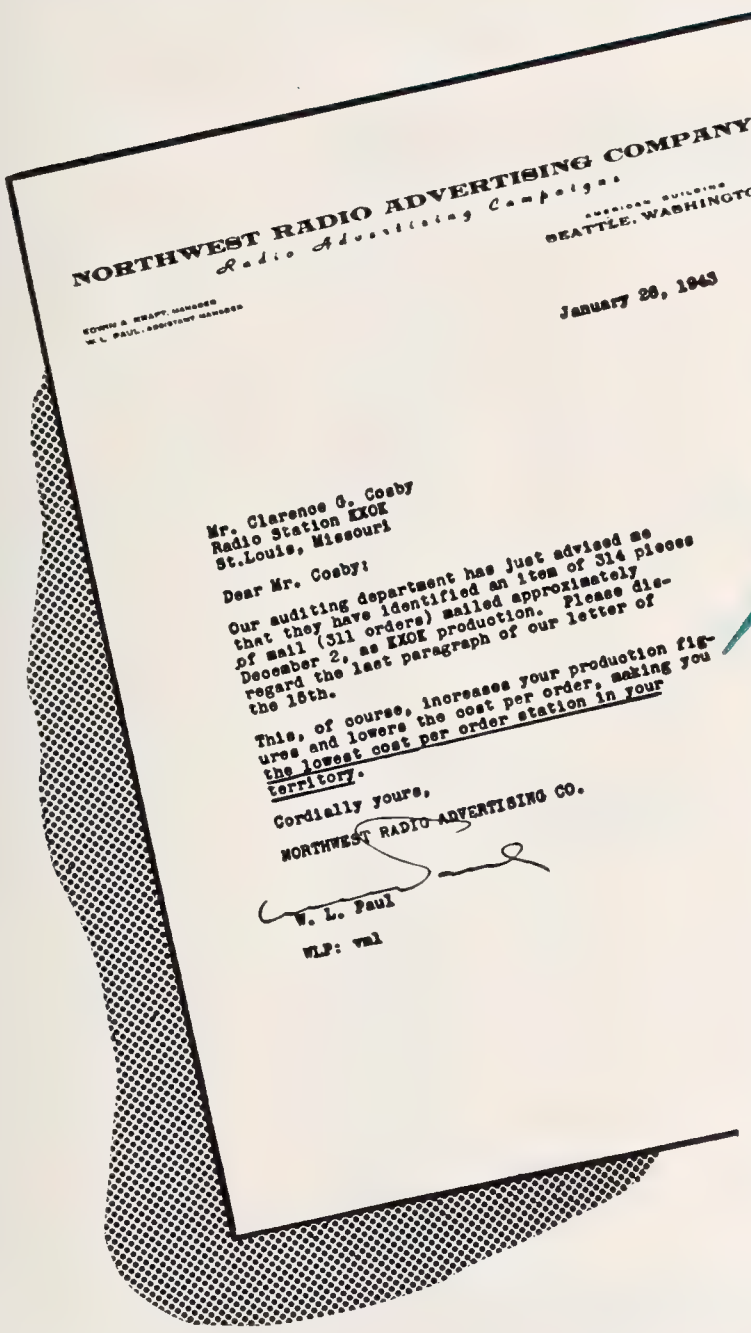
Member station the Blue Network and Mutual Broadcasting System
Spot Sales, Inc., National Representatives

5000 WATTS

WSIX "The Voice of Nashville"
NASHVILLE, TENN.

980 KILOCYCLES

"lowest cost per order station in your territory"



NORTHWEST RADIO ADVERTISING COMPANY
Radio Advertising Campaigns
AMERICAN BUILDING
SEATTLE, WASHINGTON

EDWIN A. KRAFT, MANAGER
W. L. PAUL, ASSISTANT MANAGER

January 28, 1943

Mr. Clarence O. Cosby
Radio Station KXOK
St.Louis, Missouri

Dear Mr. Cosby:

Our auditing department has just advised me that they have identified an item of 314 pieces of mail (311 orders) mailed approximately December 2, as KXOK production. Please disregard the last paragraph of our letter of the 18th.

This, of course, increases your production figures and lowers the cost per order, making you the lowest cost per order station in your territory.

Cordially yours,

NORTHWEST RADIO ADVERTISING CO.

W. L. Paul

WLP: vml

Thanks, Mr. Paul. It's always nice to hear of the effectiveness of KXOK as an advertising medium, especially when you receive proof in the form of actual sales. Here's the success story.

From November 5, 1942, up to and including December 19, 1942, KXOK ran a series of 5-minute transcribed programs in the interest of Simon & Schuster Tax Books, selling at one dollar a copy. *This series actually sold 7,343 books as a direct result of these KXOK programs!* And of the four St. Louis stations used, KXOK was the lowest cost per order station in this territory.

Let us give you more details on how KXOK rang the sales bell for this sponsor, and how you can profitably use KXOK to stimulate sales in the St. Louis market, too! On the air 24 hours daily.

Nationally represented by Weed & Company.

KXOK

ST. LOUIS **BLUE NETWORK**

THE ST. LOUIS STAR-TIMES STATION 630 KILOCYCLES 5000 WATTS FULL TIME

Liquor Ad Regulation Revived in Senate Bill

BILL to limit advertising of alcoholic beverages on radio stations was reintroduced in the 78th Congress recently by Sen. Johnson (D-Col.), and referred to the Interstate Commerce Committee. A similar bill was introduced last session, but never reported.

Sen. Johnson's bill, a milder form of a measure he had proposed several times before, would make it unlawful to broadcast liquor advertising into a State or adjoining country at a time when liquor broadcasts are illegal in that area. The new measure, Sen. Johnson claims, would not affect local stations since their signals generally do not reach other states.

KSTP Adds Correspondent

KSTP, St. Paul, in addition to its UP press-wire service, has added a special Washington correspondent, Frank Conner, of the *Chicago Sun*.

Nearly 200 Stations Lacked Net Income In 1940, New Revenue Figures Reveal

ALMOST 200 broadcast stations of 650 that filed income tax returns in 1940 showed "no net income" for the year, according to a current breakdown of corporation taxes released by Guy T. Helvering, Commissioner of Internal Revenue.

197 Showed Deficit

Radio's average was far better than that of associated trades, according to Internal Revenue, however, for over half the magazines and book and music and advertising firms showed losses, and nearly 50% of newspapers paid no income taxes.

The statistics indicated that 197 broadcasting and television stations showed a deficit of $1,022,000 on a gross income of $7,862,000. At the same time, the Bureau found that 389 broadcast stations had a net income of $26,746,000. The stations paid income taxes of $6,075,000, from a gross income of $153,273,000. They distributed dividends totaling $12,944,000.

Among the allied industries, 2,197 advertising agencies filed returns. Of these, 1,011 showed profits and 1,039, "no net income". Agencies reporting a profit, paid $4,091,000 income taxes on $19,467,000 net income. Their dividends were $11,282,000; their gross income, $360,069,000. Agencies with "no net income" reported deficits of $7,804,000.

Newspapers filed 1,434 returns showing profits, 1,148 with "no net income". Newspaper profits were $87,777,000, of which $18,472,000 was paid in income taxes and $48,387,000 in dividends. Papers in the "no net income" bracket, 1,148 in number, lost $13,428,000 in 1940.

Among periodicals, 420 showed a net of $25,947,000, paid $5,573,000 in taxes and $12,871,000 in dividends. Deficits of 475 others totaled $5,061,000. Book and music publishers had a net of $9,096,000 for 242 firms reporting, while 330 lost $2,039,000.

Manufacturers of communications equipment and phonographs showed a net income of $64,838,000 in 190 returns, the Internal Revenue Bureau reported. These firms paid income taxes of $15,006,000, and dividends totaling $30,435,000. An additional 174 manufacturers showed deficits of $3,070,000 in 1940.

At the same time, Commissioner Helvering's annual report for the fiscal year June 1941-June 1942 showed that manufacturers of radio sets, phonographs and components had paid $19,144,408 in excise taxes. Effective Oct. 1, 1941, a 10% tax had been imposed on these products.

Other Internal Revenue figures for the excise tax on radios, phonographs and components show that from Oct. 1-Dec. 31, 1941, total payment to the Government was $9,174,623, while for the period Jan. 1-Dec. 31, 1942 the tax yielded $17,080,819.

RADAR DELAYED
BEW Economist Says Industry Was Not Interested

DEVELOPMENT of radar, radio's miracle contribution to the war, was delayed in the United States before Pearl Harbor because it did not seem to have any profitable major peacetime use, Dr. Lyman Chalkley, head economic analyst for the Board of Economic Warfare, wrote last week.

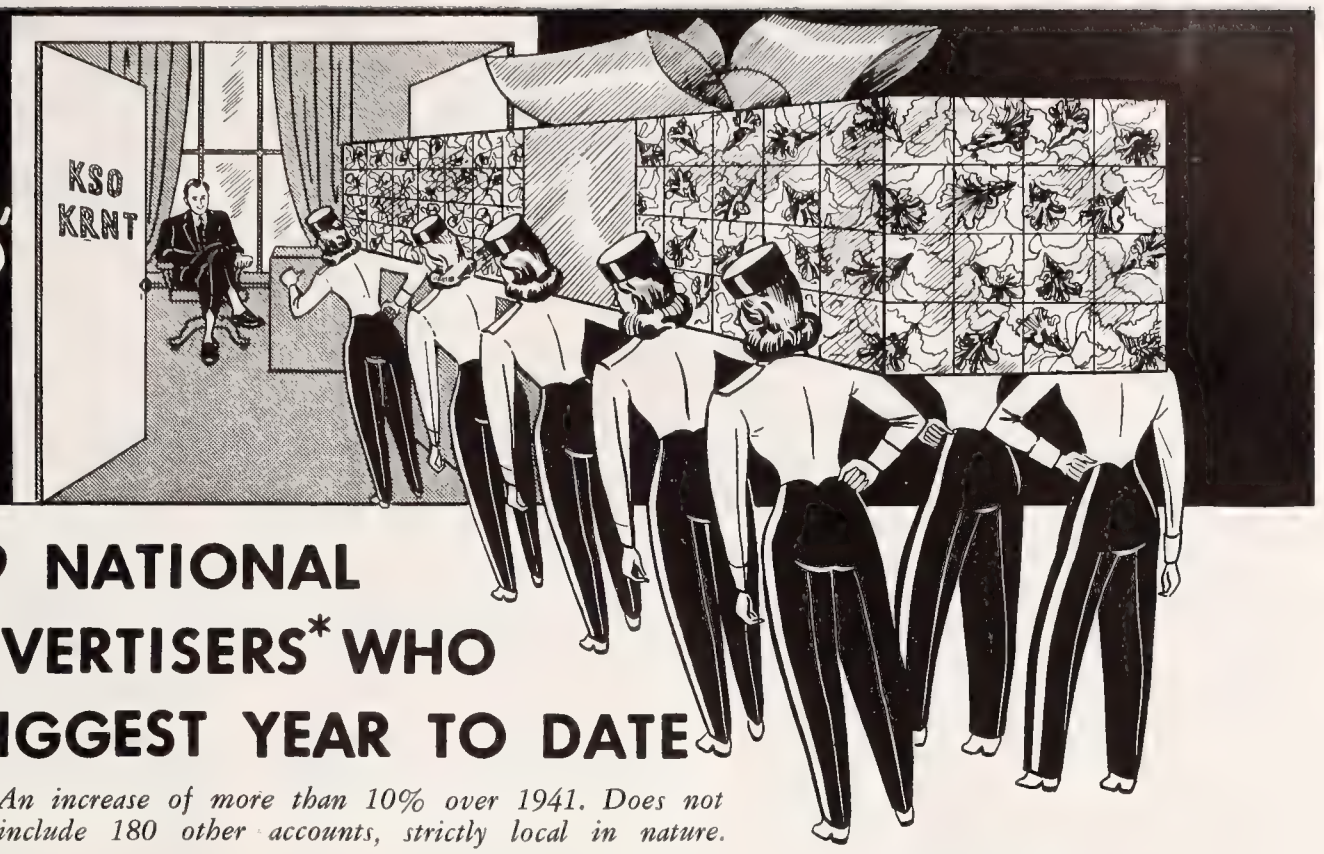
Discussion of radar, a subject of intense Army and Navy secrecy, arose in a monograph "Technology and the Economics of Total War" which was prepared over six months ago, and therefore not cleared by OWI. Dr. Chalkley maintained that the profit system is inadequate in preparing a nation for total war, and that national security requires an economy based on need rather than gain.

NBC Latin Tieup

TO ASSIST the OWI in its campaign to popularize the meaning of the Four Freedoms of the Atlantic Charter, NBC's Inter-American U. of the Air is devoting four of its Sunday afternoon *Lands of the Free* broadcasts to discussions by four noted speakers of their importance. Feb. 21, Mrs. Franklin Roosevelt spoke on "Freedom of Speech"; Feb. 28, Norman Rockwell will talk on "Freedom of Worship"; March 7, Stephen Vincent Benet, "Freedom from Want", and March 14, Archibald MacLeish, "Freedom from Fear." Series also ties in with a campaign by the *Saturday Evening Post*, which is devoting four of its covers to these freedoms.



"DID YOU ORDER 229 ORCHIDS?"



YES, FOR THE 229 NATIONAL AND REGIONAL ADVERTISERS* WHO MADE 1942 OUR BIGGEST YEAR TO DATE

** An increase of more than 10% over 1941. Does not include 180 other accounts, strictly local in nature.*

Acme White Lead Works
Adam Hat Stores, Inc.
Affiliated Products, Inc.
Allcock Manufacturing Co.
American Bird Products, Inc.
American Cigarette and Cigar Co.
American Cranberry Exchange
American Home Products
American Industries Salvage
American Tobacco Company
Anacin Company
Armour and Company
Armstrong Cork Company
Associated Serum Producers Inc.
A & P Tea Company
Audiphone Company
Barbasol Company
Bayer Company, Inc.
Beechnut Packing Company
Bishop Cafeterias
Bisodol Company
Bond Clothing Company
Bristol-Myers Company
Bulova Watch Company
Campana Company
Campbell Soup Company
Canada Dry Ginger Ale Co.
Carey Salt Company
Carter Products, Inc.
Celanese Corporation
Chatham Manufacturing Co.
Chesebrough Mfg. Co.
Chicago, Milwaukee, St. Paul & Pacific Railroad
Chick Bed Company
Chocolate Products Company
Chrysler Corporation
D. L. Clark Company
Coca Cola Company
Colgate-Palmolive-Peet Company
Colonial Baking Company
Colusa Products Company
F. E. Conkey Company
Consolidated Royal Chemical Corp.
Continental Baking Company
Continental Oil Company
Dr. B. L. Corley
Corn Products Refining Company
L. L. Coryell Oil Company
Crescent Macaroni Company
Council on Candy as Food in the War Effort
Crete Mills
Cudahy Packing Company
Cummer Products Company
Curtiss Candy Company
Diesel-Wemmer-Gilbert Corp.
DeKalb Agriculture Association
Detroit Bible Class
Double-Mix, Inc.
Drain Tile Institute
Elgin Watch Company
Emerson Drug Company
Epiphany Sunday School
Eversharp, Inc.
Ex-Lax, Inc.
Fanny Farmer Candy Shops
Farmers' Mutual Hail Insurance Co.
Farmers' Mutual Reinsurance Co.
Fenn Brothers, Inc.
Ford Motor Company
Foreman and Clark
Fox Chemical Company
Gamble Stores
General Cigar Company
General Electric Company
General Foods
General Mills
General Motors
Gillette Safety Razor Company
Gooch Milling Company
Good Foods, Inc.
Gospel Broadcasting Association
Gotham Silk Hosiery Company, Inc.
Griffin Manufacturing Company
Grove Laboratories, Inc.
Hall Brothers, Inc.
Hartz Mountain Products
Haskins Brothers and Company
Hecker Products Company
Highland Potato Chips Company
Hilex Company
Inland Milling Company
International Cellucotton Co.
International Silver Co.
Iodine Educational Bureau
Iowa Dairy Industry Comm.
Ironized Yeast Company, Inc.
Andrew Jergens Company
Dr. Floyd B. Johnson
Johnson and Johnson
Johns Manville Company
K. C. Baking Powder Company
Kellogg Company
Kolynos Company
Lady Esther, Ltd.
Lever Brothers Company
Lewis Howe Company
Libby-McNeil and Libby
Liggett and Myers Tobacco Co.
Thomas J. Lipton, Inc.
Lockheed-Vega Corp.
Longines-Wittnauer Watch Co.
P. Lorillard Company
Lowe Brothers Company
Ludens, Inc.
Lutheran Laymen's League
Luxor, Limited
Magazine Repeating Razor Co.
Manhattan Soap Company
Marrow's, Inc.
Marshall Canning Company
Mennen Company
Mentholatum Company
Miles Laboratories, Inc.
Minneapolis-Honeywell Regulator Co.
Minnesota Mining and Mfg. Co.
Metro-Goldwyn-Mayer (Loew's, Inc.)
Montgomery Ward and Company
Morton Salt Company
Monticello Drug Company
Musterole Company
Mystic Mills
National Biscuit Company
National Refining Company
National Soap Company
Nitragin Company, Inc.
Northern Pump Company
Northwestern Bell Telephone Co.
Northwestern Yeast Company
Nu-Enamel Company of Iowa
Nu-Way Manufacturing Company
Old Ben Coal Company
Olson Rug Company
Omar, Inc.
Ontario Travel Bureau
Pacific Coast Borax Company
Pan-American Coffee Bureau
Paramount Pictures, Inc.
Parker Pen Company
Pennsylvania Salt Mfg. Co.
Pepsi-Cola Bottling Company
Pepsodent Company
Pet Milk Sales Corp.
Philco Radio and Television Corp.
Philip Morris and Company, Ltd.
Phillips Chemical Company
Phillips Petroleum Company
Pillsbury Flour Mills Company
Plough, Inc.
Postal Telegraph Company
Potter Drug and Chemical Corp.
Procter and Gamble Company
Prudential Insurance Company
Pure Oil Company
Quaker Oats Company
Ralston Purina Company
Rath Packing Company
RCA Manufacturing Company
Reid, Murdoch, and Company
R. J. Reynolds Tobacco Co.
RKO Pictures, Inc.
Royal Lace Paper Works, Inc.
Russell-Miller Milling Co.
Sargent and Company
Schulze Baking Company
Sears, Roebuck and Company
Seeck and Kade, Inc.
Seiberling Rubber Company
R. B. Semler, Inc.
Serutan Company
Service Optical Company
Seventh Day Adventist Comm.
Shaler Company
Sherwin-Williams Company
Simoniz Company
Sinclair Coal Company
Sioux City Stockyards Co.
Smith Brothers
Socony-Vacuum Oil Co., Inc.
E. R. Squibb and Sons
Staley Milling Company
Standard Brands, Inc.
Standard Oil Company
Standard Welding Institute
State Sales Company
Sterling Products, Inc.
Stokely Brothers
Sun Way Vitamin Company
Swift and Company
Tangney McGinn Hotels
Tanvilac Company
Texas Company
Tidy House Products Company
Time Magazine
Thompson Hybrid Corn
Tone Brothers
True Story Magazine
United Drug Company
United Fruit Company
U. S. Rubber Company
U. S. Tobacco Company
Vick Chemical Company
Wander Company
William R. Warner, Inc.
Washington State Apple Comm.
R. L. Watkins Company
Welch Grape Juice Company
Wheeling Steel Corp.
Western States Mfg. Co.
White Laboratories, Inc.
Willard Tablet Company
Williamson Candy Company
J. B. Williams Company
Winston and Newell Company
William H. Wise and Company
J. H. Woodbury and Company
F. W. Woolworth Company
William Wrigley, Jr. Company
Young People's Church
Zinsmaster Baking Company

KSO + KRNT

BASIC BLUE AND MUTUAL 5000 WATTS
BASIC COLUMBIA 5000 WATTS

THE COWLES STATIONS IN DES MOINES

Affiliated with the Register and Tribune • Represented by the Katz Agency

"Broadcast Stations are Performing a Service of Great Importance to the War Effort"

JAMES LAWRENCE FLY



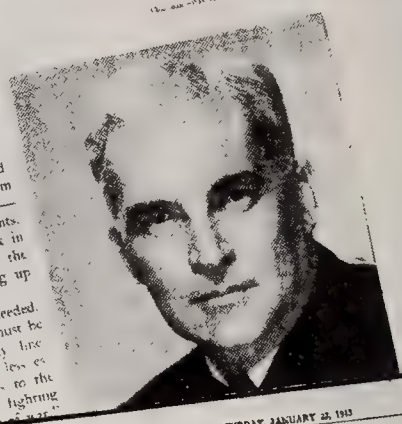
Chairman Fly, in a recent letter, said:

It seems to me that the importance of radio broadcasting in the national war effort is self evident and can hardly be overstated.

Effective mass communication of information as to why we fight, what we are fighting against, and the efforts which are now being made and must in the future be made to

"Radio Is Making a Tremendous Contribution to the War Effort"

PAUL V. McNUTT



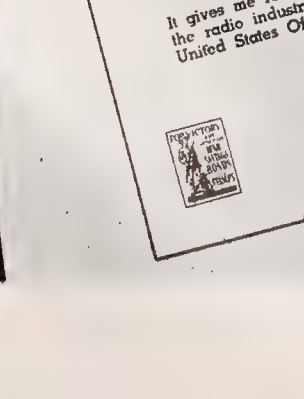
"Radio is to be congratulated for the part it has played in the recruitment of men and women for work in war production plants."

"Through radio and the press, Americans first learned of their country's need. Thousands of women — many of whom never worked outside their homes before — are now working in war production plants. Other thousands are doing man's work in essential civilian industries. They are the soldiers on the home front, backing up their men on the fighting fronts."

"But still more womanpower is needed. Many more thousands of whom must be trained for jobs on the assembly line. Women are being asked to leave less essential work and apply themselves to the tremendous task of keeping our fighting

"...Radio Has Been a Tireless and Sleepless Public Sentry..."

HOWARD W. JACKSON



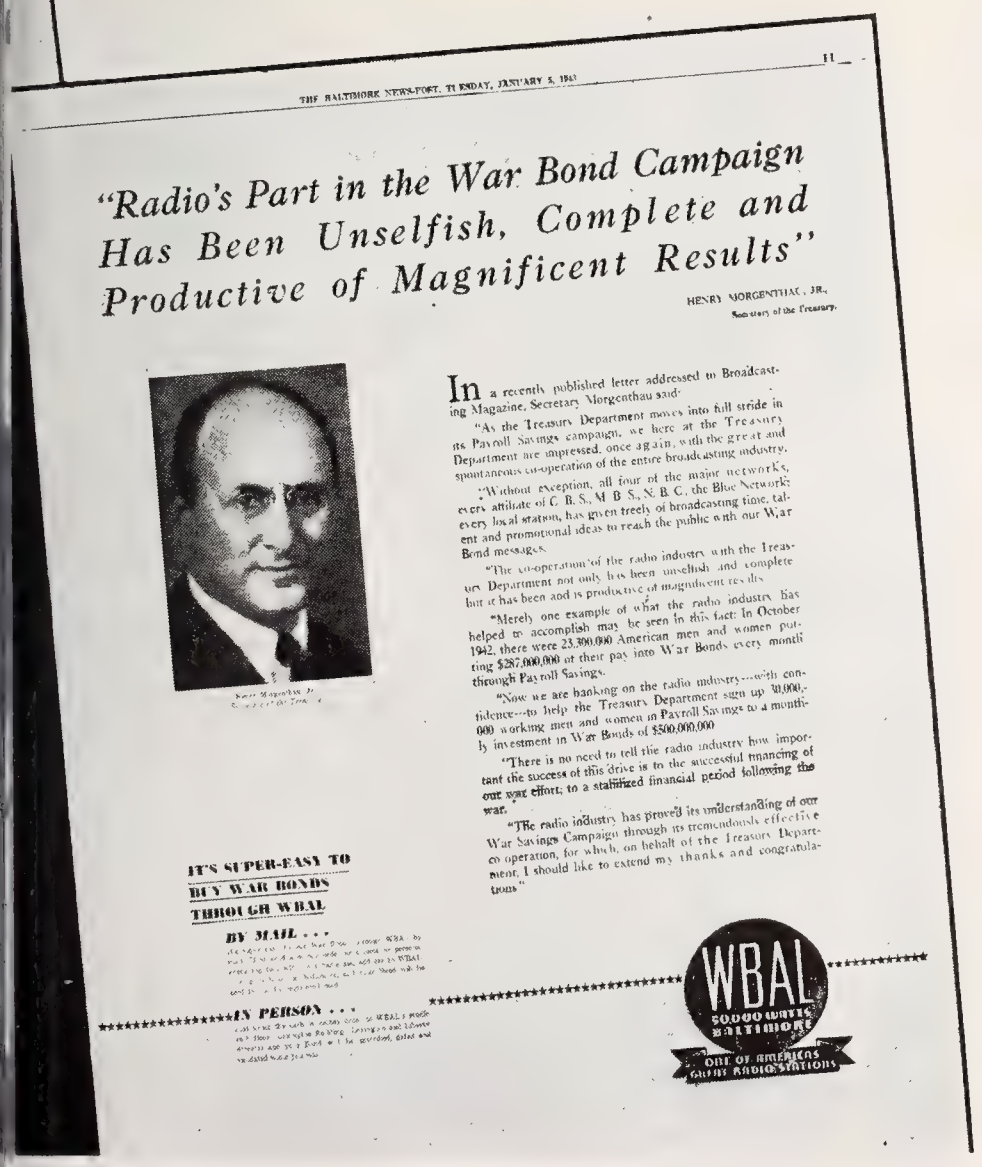
I FEEL sure I am not going too far when I say that our Baltimore radio stations have made an invaluable contribution to Baltimore's effort in connection with the sale of War Bonds. Radio has entered into our program of public education and service with a willingness, an enthusiasm and a spirit of public service that I would not have believed possible if I had not seen it happen or been present at times when the program was being worked out. We only call the radio men in Baltimore and ask for them, but they agreed to put aside [illegible] and give us all the facilities we were upon [illegible] and did very much for Baltimore which I have not seen duplicated in any other city.

Agreeing upon the wisdom of a continuing program of Fourth Defense War Bonds events worked for the announcement of public and [illegible] the sale of War Bonds, I felt that we should [illegible] and the radio stations [illegible] and [illegible] the [illegible] and [illegible] the [illegible] and [illegible] the

WBAL ADVERTISEMENTS PUBLICIZE RADIO'S SERVICE TO NATION

These full page advertisements in the Baltimore News-Post report the magnificent accomplishments of the American Broadcasting Industry in furthering every phase of the War Effort.

Great as were these achievements in 1942, in 1943 Radio will do even more to aid our war effort—for that has been the record since the beginning . . . . each year to better its own accomplishments and its service to the nation.



THE BALTIMORE NEWS-POST, TUESDAY, JANUARY 5, 1943

"Radio's Part in the War Bond Campaign Has Been Unselfish, Complete and Productive of Magnificent Results"

HENRY MORGENTHAU, JR.,
Secretary of the Treasury.

In a recently published letter addressed to Broadcasting Magazine, Secretary Morgenthau said:

"As the Treasury Department moves into full stride in its Payroll Savings campaign, we here at the Treasury Department are impressed, once again, with the great and spontaneous co-operation of the entire broadcasting industry.

"Without exception, all four of the major networks, every affiliate of C. B. S., M. B. S., N. B. C., the Blue Network, every local station, has given freely of broadcasting time, talent and promotional ideas to reach the public with our War Bond messages.

"The co-operation of the radio industry with the Treasury Department not only has been unselfish and complete but it has been and is productive of magnificent results.

"Merely one example of what the radio industry has helped to accomplish may be seen in this fact: In October 1942, there were 23,390,000 American men and women putting $287,000,000 of their pay into War Bonds every month through Payroll Savings.

"Now we are banking on the radio industry—with confidence—to help the Treasury Department sign up 30,000,000 working men and women in Payroll Savings to a monthly investment in War Bonds of $500,000,000.

"There is no need to tell the radio industry how important the success of this drive is to the successful financing of our war effort; to a stabilized financial period following the war.

"The radio industry has proved its understanding of our War Savings Campaign through its tremendously effective co-operation, for which, on behalf of the Treasury Department, I should like to extend my thanks and congratulations."

IT'S SUPER-EASY TO BUY WAR BONDS THROUGH WBAL

BY MAIL . . .

IN PERSON . . .

WBAL 50,000 WATTS BALTIMORE ONE OF AMERICA'S GREAT RADIO STATIONS

WBAL
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BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

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War Writers

OF ALL the Government suggestions for radio, one of the best is the current booklet *When Radio Writes for War,* now being distributed by the OWI for guidance of scriptwriters.

Well-written and brief, the booklet offers good suggestions. The OWI, for example, advises against tieing-in commercial plugs with war messages.

In the early part of the war many agencies jumped at the opportunity to tell listeners to "help win the war" by buying their clients' products. Such commercials, to say the least, were distasteful.

OWI doesn't pull any punches. It decries such slogans as "For a Nation Under Arms Watch Your Under-arms" on behalf of a depilatory. Equally opportunistic are commercials that hitch-hike on war production.

While the general tenor of commercial copy has been toned down considerably the last few months there still remains room for improvement. To quote the OWI booklet: "Listeners lose confidence, not only in the message but also the product which tries to capitalize on the gravity of the war."

To that all segments of the industry will heartily agree. After all no advertiser wants to lose customers at the expense of using the war with all its exigencies as an excuse to sell his products.

Jimmy's Slush Fund

THERE are those in radio who will go into raptures over the proposals of AFM Czar James C. Petrillo for the return of recorded music to the air, because it appears to leave radio scot-free. That would be foolhardy lack of foresight, based on past experience.

Mr. Petrillo proposes fixed fees, to be agreed upon, for the return of his minions to their record and transcription pursuits, the money to be paid into a union fund. If the fee for phonograph records alone amounted to as little as a cent per record, it would mean about $1,300,000 in AFM's exchequer. That would be for "unemployment" relief, says Mr. Petrillo —relief for a union which already has a surplus fund of $2,500,000, according to his testimony last month before the Senate investigating committee. And that's aside from tribute from transcription companies, "juke box" installations and wired radio.

Quite a sizable slush fund! And that $1,300,000 would come—not from users for profit, but from the public. The fact that AFM asks nothing direct from radio at this time is proof of nothing at all. It doesn't sanctify Petrillo's standing with radio. He proposes that transcription companies agree upon a fee for library services. These services, to non-network stations, are what sustaining programs, available for sponsorship, are to basic network stations.

What's to prevent Jimmy from forcing the hiring of staff orchestras by the smaller independent outlets through a "secondary boycott" threat of jerking transcriptions from those stations via the transcription companies? He uses that technique against network stations on remote bands, penalizing an entire network because of a controversy with a single station. Then why not an entire transcription company and its clients?

Even if there were substantial unemployment in the ranks of qualified musicians properly attributable to what Petrillo calls "canned music", we believe his theory is wrong. Think of the absurd extremes to which his methods might be carried! Some of these are cited in the powerful editorial on Petrillo's new demands published in the Feb. 16 *New York Times,* and reprinted in this issue. We have even heard mentioned the possibility that an association of "suppressed sopranos" might well be formed and demand tribute from radio because they can't get radio engagements and are entitled to unemployment relief.

Jimmy wound up last week with another victory—from the nation's highest court—upholding the opinion of the Chicago Federal District Court that the record ban could not be prosecuted under the anti-trust laws because it constituted a "labor dispute". A new suit, still pending before the Chicago court, brought by the Dept. of Justice, awaits decision, but little relief can be expected in the light of the Supreme Court's ruling.

Since it is now concluded that the recording "strike" constitutes a labor dispute, and since there is some question about the unique fashion in which Petrillo desires to settle the controversy, it seems to us the matter properly should be referred to the War Labor Board in Washington. The nation is in the grip of the worst manpower shortage in history. AFM talks about unemployment in musicians' ranks. The industries affected cannot risk becoming parties to an accord with a labor union which might contravene war manpower policy. There should be a prior ruling.

Moreover, a change in statute presumably would be entailed before payment of royalties as proposed, would be permissible. The existing copyright law, on recordings, covers only payments to the copyright owner. The Clark Petrillo Probe Committee, it is evident, should hear testimony of the public and the users before it gives its blessing to Mr. Petrillo's private taxation project.

But first and foremost, the whole matter should be passed upon by the War Labor Board or perhaps by Stabilization Director James F. Byrnes, particularly since high public officials have attested that the recording ban has seriously interfered with the war effort, and the Supreme Court now has ruled that a labor controversy is involved.

As a showing of good faith, Mr. Petrillo should lift the recording ban *now,* as the Government and the Congress request. Then he should let the Government, which has been most solicitous of labor, settle the manpower-inflation aspects.

Radio & Rationing

WHEN DECISION was reached last Wednesday to freeze canned meats and fish preparatory to rationing, and to halt the rush of buyers, the news came first to the American consumer via radio. Ten days earlier, in the still of a Sunday afternoon, the bulk of the nation's 130,000,000 learned about shoe-rationing through their loudspeakers.

This new Government technique of spot release of public notices that affect every citizen, pegs one of radio's most important wartime roles. There will be other examples, too. Radio, in these two instances, supplied the "flash" news. Commentators followed up. And the newspapers published the more detailed accounts providing readers with necessary background and official texts.

There was a marked difference in the handling of these two latest rationing decisions. The shoe ruling was not spontaneous. OWI decided, after consultation with OPA heads, to make the announcement Sunday afternoon, Feb. 7, when stores were closed. OWI Radio Bureau officials approached the sponsors of a number of network programs and explained the need for time for an unidentified "important announcement". The plan was set to go a week ahead of announcement. On the preceding Saturday, the sponsors were furnished with the actual material to enable them to work the announcement into their programs.

An entirely different set of facts prevailed as to fish-meat rationing. There was no prearrangement, no secret to be kept. Because of the runs on food stores, Secretary of Agriculture Wickard requested that a 60-day freeze be invoked, pending the rationing of meat products expected April 1. The freeze was first announced on 11 p.m. (EWT) broadcasts, to become effective at 12:01 a.m. Thursday. It was spot news handled in spot fashion.

Those announcements, via radio, constituted the formal notices to public and industry alike. The necessity for speed and flexibility in wartime motivated the course. Radio was ready and handled the job. Radio indeed has taken on a new and significant role, as a sort of official chronicler of the war.

We Pay Our Respects To —



JAMES SUTHERLAND THOMSON

AMERICAN NETWORK officials are soon going to deal with a clergyman-educator who has left the presidency of a great Canadian university to head the nation's broadcasting system. The newcomer to the ranks of radio executives is Dr. James Sutherland Thomson, a ruddy-faced Scotsman who made a creditable military record in World War I and then settled down to a life of churchwork and education. He was formally introduced to the industry at the Canadian Assn. of Broadcasters convention last week.

Dr. Thomson's acquaintance with the problems of administering a radio network are limited to two years experience on the CBC Board of Governors. He comes to CBC with definite ideas about radio's part in the community. Since he succeeded Maj. Gladstone Murray Nov. 2, the new CBC general manager has busied himself learning the business to which the Canadian Government appointed him.

Dr. Thomson is convinced, however, that radio is perhaps the greatest development of the age. He feels that radio, as an art, has hardly emerged from the pioneer stage.

"The time is now arriving," Dr. Thomson stated recently, "for radio to take itself seriously as falling into the tradition of a great and noble art—the art of the theatre. A good deal of the so-called comedy is slap-stick burlesque and the entertainment element still predominates. We are still at the stage of the melodramatic or sentimental serials that, not so long ago, were the staple diet of the moviegoers."

Though a firm believer in publicly-owned radio—he looks at the national radio system more than any other institution as the voice of Canada—Dr. Thomson says that particularly in the United States there are signs that the radio business is beginning to develop artistic standards. In music, drama, and education, he says that radio is at last taking great steps forward.

Dr. Thomson believes broadcasting's future lies in programming. While a member of the CBC Board of Governors he stated that if commercial sponsors could not produce programs to meet public tastes, CBC would create shows of acceptable calibre and make them available for sponsorship, retaining control of the commercials.

The function of CBC, he said in taking his new post, is to interpret the spirit of the Canadian people. "There must be fun and laughter for the leisure hour as well as serious talk to rally our hearts in the midst of a tremendous ordeal."

Dr. Thomson had been president of the U. of Saskatchewan since 1937. He arrived in Halifax from Scotland in 1930, and was professor of philosophy and systematic theology at Pine Hill United Church Divinity College there before going to Saskatchewan. His fairly recent arrival on this continent is reflected in conversation, for he habitually looks at situations in the Dominion as one from the outside.

CBC's new head was born in Stirling, Scotland, April 30, 1892. He was just out of the U. of Glasgow and Trinity College, Glasgow, when he joined the Queen's Own Cameron Highlanders in 1914, returning from the war with rank of captain.

Back from the battlefronts, he resumed study at Trinity, graduating in theology in 1920, and winning the Paterson Fellowship in theology. He was ordained in 1920, and after four years as minister in Coatsbridge, Scotland, was appointed secretary for Youth and Education to the Church of Scotland, a post that involved lecture tours in Canada, and the United States.

He is author of many articles and two books on religious subjects. Dr. Thomson was married in 1922, and has two children.

Personal NOTES

MILLER McCLINTOCK, president of Mutual Broadcasting System, was honored on Feb. 15 by the Yankee Network with a luncheon, and in the afternoon with a cocktail party and reception for the press.

DONN CLAYTON, production manager of North Central Network Corp., St. Paul, has been elected vice-president and assistant general manager. He was previously production manager of WTCN, Minneapolis, and an adviser on radio programs for the Hutchinson Agency, Minneapolis.

BILL PELTZER, new to radio, is handling sales for KVAK, Atchison, Kan. and Shirley Gassert, also new to radio, is in the traffic department.

WILLIAM HILLPOT, director of radio production of the Office of the Coordinator of Inter-American Affairs, has been named chief radio program officer and Associate Coordinator of the CIAA. His duties remain substantially the same. Mr. Hillpot was formerly program manager of the BLUE.

HENRY M. JACKSON, former sales manager of CBS in San Francisco and recently western sales manager for Radio Sales, Chicago, recently was appointed major in the Special Service Division of the Army Signal Corps.

BERT GEORGES, vice-president and general manager of WHEB, Portsmouth, N. H., was re-elected at a recent stockholders meeting.

EARL HEADRICK, formerly of KSLM, Salem, Ore., has joined the sales staff of KGW-KEX, Portland, Ore., replacing Arch Kerr, who has moved to Hollywood.

WILLIAM J. DUNN, director of CBS Far Eastern staff, returned to this country on vacation last Wednesday from Sydney, Australia. George Moorad, Red Cross press representative, is filling the post.

DOROTHY HAUGH, sales assistant of KFI-KECA, Los Angeles, has resigned to become office manager of the engineering school at Douglas Aircraft Corp.

GREG ROULEAU, manager of WHLB, Virginia, Minn., is father of a girl born Jan. 27.

JAMES R. FOUCH, president of Universal Microphone Co., Inglewood, Cal., recuperating from an operation, will return to his desk in early March.

ROBERT B. ROWLEY, manager of WICA, Ashtabula, O., is father of a boy born Jan. 29.

IVER SHARP, KSL director of station operations, has been elected a vice-president and director of KSL. Mr. Sharp came to KSL four years ago to direct business operations.

PHILLIPS CARLIN, vice-president in charge of programs of BLUE, is on a cross-country tour to confer with West Coast and Chicago program managers.

JESS BARNES, former vice-president of Outdoor Adv. Corp., New York, and previously on the sales staffs of Poster Adv. Co., and General Outdoor Adv., on Feb. 15 joins the sales staff of MBS.

JOHN HEINEY, promotion director of WJSV, Washington, and Esther Kravitz, of the sales department, have resigned. Neither have announced their plans.

LT. GEN. J. G. HARBORD, chairman of the board of RCA, was guest of honor at a dinner at the Union League Club in New York last week.

HERBERT HODGE of the British Broadcasting Corp. is touring Western Canada under auspices of the British Ministry of Information.

LT. ROBERT J. McANDREWS, assistant public relations officer of the West Coast Air Forces Training Center, Santa Ana, Cal., and formerly western division sales promotion manager of NBC, married Adelina Ciabarri, Los Angeles, in the latter city Feb. 13.

WILLIAM D. SHAW, formerly account executive of CBS, San Francisco, and now a second lieutenant in the Army Air Forces, has reported for duty at the new San Marcos (Tex.) Navigation School.

JACK L. KAMSIER, former Chicago brokerage salesman, has joined the sales staff of WJJD, Chicago.

BEHIND the MIKE

DON KNEASS has been promoted to chief news editor of KGW-KEX, Portland, Ore., replacing Virgil Smith, resigned. Day Foster, formerly of KORE, Eugene, Ore., has been made war program manager. Ed Bennett, stage and radio actor, and Frank Coffin, formerly of KXRO, Aberdeen, Wash., have joined the announcing staff. Fenton Ford, announcer, is now at Naval Training Station, Farragut, Ida. Ted Hallock, announcer, is an Army Air Cadet at Santa Ana, Cal.

F. L. BEELBY JR., former continuity editor of WAIT, Chicago, has been commissioned a lieutenant at Ft. Sill, Oklahoma, and is attending Officers' Communication School.

GENE SEADLER, announcer of KFBK, Sacramento, has joined the Army.

KAY COOPER, formerly of WIP, Philadelphia, and Florence B. McIntyre have joined the program department of WIBG, Philadelphia.

MURRY WAGNER, former announcer of KFMB, San Diego, has joined CBS Hollywood. He replaces Harry Mitchell, resigned.

DICK ROSS, former night supervisor of KHJ, Hollywood, has joined the Army Air Forces, reporting to Fresno, Cal.

RUTH NORMAN, former casting director of CBS television, has been named CBS casting director, replacing Marjorie Morrow, who resigned to join Warner Bros. eastern office as associate director. Miss Norman joined CBS in 1938.

GEORGE SUDERMAN, former university history lecturer, and news analyst of KSAL, Salina, Kan., has joined the news staff of KSO, Des Moines.

MAURICE DREICER, commentator of WPAT, Paterson, N. J., has started a new series of five-weekly programs 5-5:15 p.m. Mr. Dreicer, now has a weekly schedule of 17 programs.

ARTHUR ROSS, general assistant to Ed Fitzgerald, conductor of *Moonlight Saving Time* on WOR, New York, enters the Army Feb. 15. Replacing him is James Martin, of the mail room staff. Dan McCullough, former announcer of WOR is now a navigator of the Air Transport Command.

BOB WYLIE, chief announcer of WFMJ, Youngstown, O., got a live valentine on Feb. 14, a new baby girl.

GEORGE HAYES, announcer and newscaster on *Say It With Music*, all-night program on WJZ, New York, has been named night manager of WJZ, reporting to John McNeil, general manager of the station.

BOB MOONEY has returned to the announcing staff of WNBC, Hartford, after being rejected by the Army for a leg defect. He left last fall. Greg Brown, a war plant worker, has joined the staff for week-end duty only.

CPL. WILLIAM BRADLEY, former continuity editor and production manager of WHEB, Portsmouth, N. H., is now stationed at Washington with the 2d Signal Service Battalion. Gordon Kinney, former production director, is now with the Radio Branch of the OWI, in Washington.

BOB HAYTON of the announcing staff of KGVO, Missoula, is international president of the Pan-American Student Forum. He presents a weekly 30-minute broadcast, *Meet The Americas*, under the auspices of the Montana State U. chapter of the forum. Aline Mosby, daughter of General Manager A. J. Mosby, is a senior in the Montana State U. School of Journalism and serves KGVO as campus news correspondent.

RUSS HODGES, sports commentator of WOL, Washington, has been presented by the Washington Redskins professional football team with a gold football for a job "well done" in describing their games last season.

JOHN C. SCHRAMM, producer-director of the BLUE, is teaching a course in radio production at Queens College, Flushing, N. Y.

Redd Awarded Medal

FOR OUTSTANDING service in the war effort, Robert L. Redd, Hollywood writer-producer of the NBC weekly half-hour *Eyes Aloft*, recently was awarded a medal by Brig. Gen. William E. Kepner, commanding general of the IV Fighter Command. Ordinarily the medal is given only to filter center workers and ground observers for 500 hours loyal service and to civilian supervisors of the Army Air Forces ground observers groups for six months continuous service.

BURRITT WHEELER, formerly of KWKW, Pasadena, Cal., has started a five-weekly quarter-hour philosophical commentary on KECA, Los Angeles.

WALTER BASCHALL, news editor of WSB, Atlanta, was recently inducted into the Army at Ft. McPherson, Ga.

BLISS HARRIS, KVOO, Tulsa, continuity writer and actress, will soon join the staff of WLW, Cincinnati, handling her own show.

NORMAN J. KRAEFT, formerly of WMBD, Peoria, Ill., has joined the announcing staff of WJJD, Chicago.

ROBERT R. MILLER, associate producer of the Radio Council of the Chicago Public Schools, has been inducted into the Army.

KATHERINE GRANTHAM, newspaperwoman and radio writer, and Edward Bliss, formerly a reporter on the *Columbus* (O.) *Citizen*, have joined the CBS news department, assigned to all-night news programs. The network's production staff has lost Louis Teicher, now in the Army.

VANCE COLVIG, maintenance man of NBC, Hollywood, has resigned to join Kay Kyser, as gag-writer.

BILL HOWARD, writer-announcer of WSPD, Toledo, has joined the Army. Jack Harrington, newsman, has been transfered to Fort Industry station WAGA, Atlanta, as news editor. Don Mathers, formerly of WTRY, Troy, has joined WSPD, as announcer.

DALE BABCOCK, of the transcription department of KFI-KECA, Los Angeles, has been inducted into the Army. Rosalie Grainer of the secretrial staff, takes over his duties.

CHARLES SWALLOW, son of John W. Swallow, western division program director of NBC Hollywood, has joined the Army Air Forces, reporting to Lemoore Field, Cal.

BARBARA BARNHART, conductor of the *Modern Home Forum* on WOWO, Ft. Wayne, Ind., known to listeners as "Jane Weston", was married Feb. 5 to Sgt. Richard Ramsell, of Baer Field.

DON WRIGHT, news editor of CJRC, Winnipeg, has joined Press News Ltd., Toronto, as radio news editor.

CHRIS MACK, WNAX, Sioux City-Yankton, farm service director, has been appointed radio industry representative in the farm mobilization movement of that area, and recently supervised production of a regional broadcast in conjunction with the CBS Farm Mobilization Day program. Daily farm family interviews feature his *On the Farm* program aired at 12:50, Monday through Saturday.

DAVID H. HARRIS, program- production manager of WTAG, Worcester, has been appointed radio chairman of the annual Worcester Red Cross membership drive.

LEN FINGER of the Blue script staff, will write *Where Do We Stand*, BLUE program starting Feb. 28 under sponsorship of D. L. Clark Candy Co., Pittsburgh.

IRVING RAVETCH has joined the CBS Hollywood staff as junior writer.

JOSEPH LOSEY, NBC program producer, who is on eight-weeks leave of absence to direct a play by Konstantin Finn, will continue doing spot shows while directing rehearsals.

WCKY SALESLADY
Wilson Station Names Women To Key Posts

PROMOTIONS and additions to WCKY, Cincinnati, announced recently by L. B. Wilson, president and general manager, place women in several key posts. Sara Jane Petty, 10-year employe and secretary to Fred H. Palmer, business manager, was transferred to the sales staff, becoming the station's first saleslady. Her secretarial post has been taken by Irma Zwygart, staff member.



Miss Petty

Sylvia Jones, wife of a Coast Guardsman, became the first woman operator of the WCKY News-O-Graph. Hazel Kerns, former assistant to Jeanette Fuller, traffic manager, becomes assistant to Margaret Dotson, promotion director.

Only male addition is Philip Dusenbury, former sales manager of WPAY, Portsmouth, O., who was appointed merchandising manager.

PEN BROWN has joined the announcing staff of WRBL, Columbus, Ga. Announcer Ben Wills has been transferred to WGPC, Albany, Ga., affiliate of Georgia Broadcasting Co. Bonnie Beardsley has left the announcing staff because of her soldier-husband's transfer.

ALLAN FREED has joined the announcing staff of WKEN, Youngstown.

CHRISTINE NEVILLE, of Rochester, N. Y., new to radio, has joined the publicity staff of WOL, Washington.

WALTER WALRATH, WICA, Ashtabula, O., program director, has been appointed chairman of the Ashtabula City Council of Civilian Defense radio publicity and manager of radio broadcasts under the war program. Pat Heasman, announcer, has taken over *The Woman's World* program, replacing Pauline Hopkins Warner, who has left for Florida to join her husband, who is in the Navy.

ART LINDSAY, producer, and Charlotte Musgrave, announcer of KIRO, present rationing news in program titled *Ann Baxter*, including interviews with local OPA administrators.



Our First . . .

anniversary in the field of broadcasting gives cause for celebration. We invite you to cut a piece of birthday cake in the form of substantial results from Puerto Rican business.

WIAC

P. O. BOX 4504, SAN JUAN, PUERTO RICO

"First on all Puerto Rico Dials"

buy MAINE Strength

WGAN for your MAINE MARKET

★ The largest unduplicated coverage in Maine radio

★ Centering in Portland where payrolls exceed ALL records

★ Where the rate of gain in retail sales is consistently establishing new records.

★ Over 69% of CBS network commercial programs

5000 WATTS - 560 KC

• PORTLAND, MAINE •

MALCOLM HOWARD

ADVERTISING AGENCY

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Telephone Webster 2110

February 3, 1943

51,314

returns from a single WGN broadcast

Mr. James Anderson,
W G N,
Tribune Tower,
Chicago, Illinois.

Dear Jim:

As you know, on Sunday January 24th, our client, Rubin's, Chicago's largest Women's Apparel Store, presented their second all winners program of Rubin's "Stars of Tomorrow" with contestants competing for a $500 War Bond. The winner, as always was determined by listener's mail vote.

When all the votes were in and counted on the following **Thursday** we found that we had the amazing total of 51,314 individual votes, each represented by a postcard or letter.

Many listeners not only took the time to vote, indicating their choice by name or number, but also added some comment about the fine entertainment quality of these broadcasts; or, MC Mauri Cliffer's antics; or, about the unusual handling of the commercial announcements; and in many instances expressed their appreciation of the sponsor's granting of opportunity to good amateur talent.

Although Rubin's Amateur programs have been a Chicago radio feature for the past seven years with only twenty-one weeks now on WGN, this was the greatest vote count it has ever experienced.

All this is no surprise to us however, because previous history with some of our other client's schedules on WGN, both local and national, has lead us to EXPECT big things of your station.

Cordially,

MALCOLM-HOWARD ADV
Arthur M. Holland

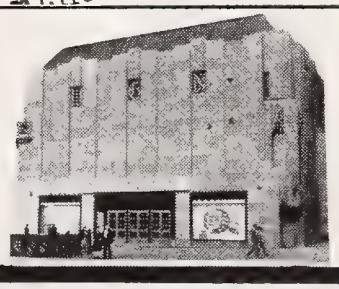
51,314 letters in spite of the outstanding network competition on Sunday evening! This is another testimonial of WGN's ability to produce for its advertisers. This is another reason why WGN leads all other major Chicago stations in local and national spot business.

A Clear Channel Station

50,000 Watts — 720 Kilocycles

WGN

MUTUAL BROADCASTING SYSTEM



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PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.

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station popularity*



* Programs build audience, and WMC's program structure has made it the most popular radio station in the Mid-South. According to the most recent Hooper ratings, 11 out of the first 15 programs are heard over WMC. Also, the latest Hooper surveys in Memphis show WMC with better than 40% of the total listening audience of all 4 Memphis radio stations.

That, Mr. Advertiser, is a very popular station.

WMC
MEMPHIS, TENN.



THE "BUY-WAY" HIGHWAY OF THE MID-SOUTH

Member of
South Central Quality Network
WMC-Memphis
WJDX-Jackson, Miss.
KWKH-KTBS-Shreveport
WSMB-New Orleans
KARK-Little Rock

5,000 WATTS DAY AND NIGHT
REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
OWNED AND OPERATED BY
THE COMMERCIAL APPEAL

JOE HOOKER of the announcing staff of WKZO, Kalamazoo-Grand Rapids, has been made public relations director in charge of operations in the Grand Rapids studios. Donald Mullen, formerly of WTCM, Traverse City, takes over his announcing duties.

JERRY GILMAN, announcer and continuity writer of KVAK, Atchison, Kan., was inducted into the Army Feb. 8 at Ft. Leavenworth. Joe Peck, formerly of KVAK and recently of KFEQ, St. Joseph, Mo., replaces him. Dottie Taylor, secretary, has been promoted to program director.

DONALD CURRLIN, announcer of KGO, San Francisco, recently was commissioned an ensign in the Navy. He was replaced by Frank Cady, formerly of KYA, San Francisco.

GWEN JONES, staff assistant in charge of new program ideas in the CBS program department, will leave shortly to go overseas for the Red Cross. Her duties will be assumed by Dorothy Kammerer, who will continue in charge of CBS literary copyright clearance.

DICK GILBERT, record m.c. of WHN, New York, carried on his regular musical programs on WHN last week from a New York hospital where he underwent an operation on Thursday.

WILLIAM SPIER, CBS producer-director, has resigned as freelance script editor of *Radio Reader's Digest*, and will concentrate on his two CBS sustaining programs, *Suspense* and *Are You a Genius?* at the same time working on a new comedy series. Editing of *Reader's Digest* program has been taken over for the present by John L. Clark, president of Trans-American, producing the program for Campbell Soup Co.

JOHN RICHMOND, formerly in charge of CBS magazine publicity division, has joined the publicity division of Warner Bros. Pictures, New York.

JOE H. TORBETT, for seven years managing editor of Gannet newspapers in upstate New York, has been named special representative at Washington for Press Assn., AP radio subsidiary, according to Oliver Gramling, PA assistant general manager. Mr. Torbett is at present at PA's New York headquarters and will take up his Capital assignment within a few weeks.

RUSTY McCOLLUM, former announcer of KXA, Seattle, and KVTA, Salt Lake City, has joined KFRC, San Francisco.

HERMINA GIRSON, formerly of KGVO, Missoula, Mont., and previously with the E. I. du Pont de Nemours & Co. promotion department, has been added to the sales promotion-publicity department of KQW, San Francisco.

DICK McKNIGHT, Hollywood gag writer on the weekly NBC *Red Skelton & Co.*, has been inducted into the Army.

LEON GUTTERMAN, publicity director of KFWB, Hollywood, has resumed his duties after a month's confinement following an auto accident.

CLANCY GREEN, head of the transcription department of CBS Hollywood, has joined the Army Air Forces and is at Buckley Field, Denver, for flying cadet training.

JACK TEMPLE, formerly announcer of KQW, San Francisco, has joined the Army Air Forces, motion picture division.

GEORGE MARTIN, morning supervisor of KHJ, Hollywood, is the father of a girl born Feb. 15.

ROBERT B. FULTON JR. and Geoffrey Brooke have been certified by the New Jersey Civil Service Commission as fulltime announcers and Jack K. Morris as parttime announcer of WCAM Camden, municipally-owned station.

CHAMP BOND MAN
WBNS Newscaster's Sales
Top 2 Million

CHAMPION radio War Bond salesman, according to WBNS, Columbus, O., is Jim Cooper, who set out to sell $100,000 worth of Bonds on his four-a-day news program. His cash sales passed $2,000,000 and he's still going strong.



Mr. Cooper

"Genial Jim Cooper" has been sponsored by the Gas Co. since he joined the news staff of WBNS six years ago. On Aug. 15, 1942, he announced that he wanted to sell $100,000 worth of Bonds and would personally deliver all sales of $100 or more. Since then he has devoted two minutes on each program to reporting his total sales and plugging for Bonds.

The first $100,000 was a cinch, and by October he had passed a half-million. Nearing his 11,000th broadcast, he topped $2,000,000 recently. Sales have included two of $100,000 each. Incidently, he's had to abandon the idea of personal delivery.

EDWARD L. ROGERS, Washington freelance announcer and newscaster has been assigned as announcer on the Ford Motor Co. news program *Watch the World Go By* nightly on the BLUE, with Earl Godwin.

PVT. ROBERT WALSH, known to radio as Bob Becker, former announcer of WNEW, New York, Mutual, and special features director of WAAT Jersey City, returned to radio last week for a brief assignment as announcer on a broadcast of *Music From Monmouth*, all-soldier program on WAAT and WCAP, Asbury, Park.

HENRY HOWARD and Newell Davis have been named assistant directors in the CBS production department. Howard, with CBS since 1941, has been assigned to *The Goldbergs* and *Kitty Foyle*. Davis comes to CBS' New York office from WHCU, Ithaca.

GEORGE BEEBOUT, program director of WFMJ, Youngstown, O., who has been critically ill, has been given two pints of blood by Jackson Weaver, announcer, and Ralph Bruce, salesman.

PVT. BILL GRISKY of Philadelphia, formerly of KYW, Philadelphia, and NBC is writing and producing a show presented over WSKB, McComb, Miss. Pickup is from Camp Van Dorn each Wednesday 7:00 to 7:30 p.m.

ELINOR INMAN, formerly an assistant to Davidson Taylor, CBS assistant director of broadcasts, has been named broadcast director of CBS religious programs, post formerly held by Ruth Lange, resigned.

WALTER SHELDON, formerly of WCAU, Philadelphia, has been transferred to the Communications Cadet School at Valley Forge, Pa.

ALAN FREED, formerly of WKST, New Castle, Pa., who joined the announcing staff of WIBG, Philadelphia, earlier this month, leaves this week to join the Armed Forces.

IRENE COWAN, at one time heard on WCAE, Pittsburgh, has started a satirical program, *Irene*, on WOR, New York.

PARKER GAYMAN, newscaster of KFRC, San Francisco, has entered the Naval Reserve as ensign.



1600 MILES OF FORESIGHT



THE possibility of a war with Japan was discussed three years ago at a meeting of telephone men.

If war is coming, they said, we had better do all we can to strengthen our facilities to the West Coast.

So a few months later was begun one of the great projects in Bell System history – the building of a *buried* telephone cable across the Western plains and mountains which would connect the great cable networks of the East and Pacific Coast.

On December 21, 1942, that new cable was officially put into service.

From New York, Mr. Walter S. Gifford, President of the American Telephone and Telegraph Company, spoke across the continent to President Powley of The Pacific Telephone and Telegraph Company in San Francisco, their voices traveling from coast to coast entirely by cable.

Of course, transcontinental calls have been possible since 1915. But until the opening of the new cable, they had been carried over Western and Mountain States on exposed pole lines.

The new cable makes transcontinental telephone service more dependable, which is especially important in time of war—and safer from interruption by wind, snow, sleet and storm.

The new cable is not the first war-born achievement of American telephony.

During the first World War, in October, 1915, the first radio-telephone messages were successfully transmitted across the Atlantic and Pacific Oceans.

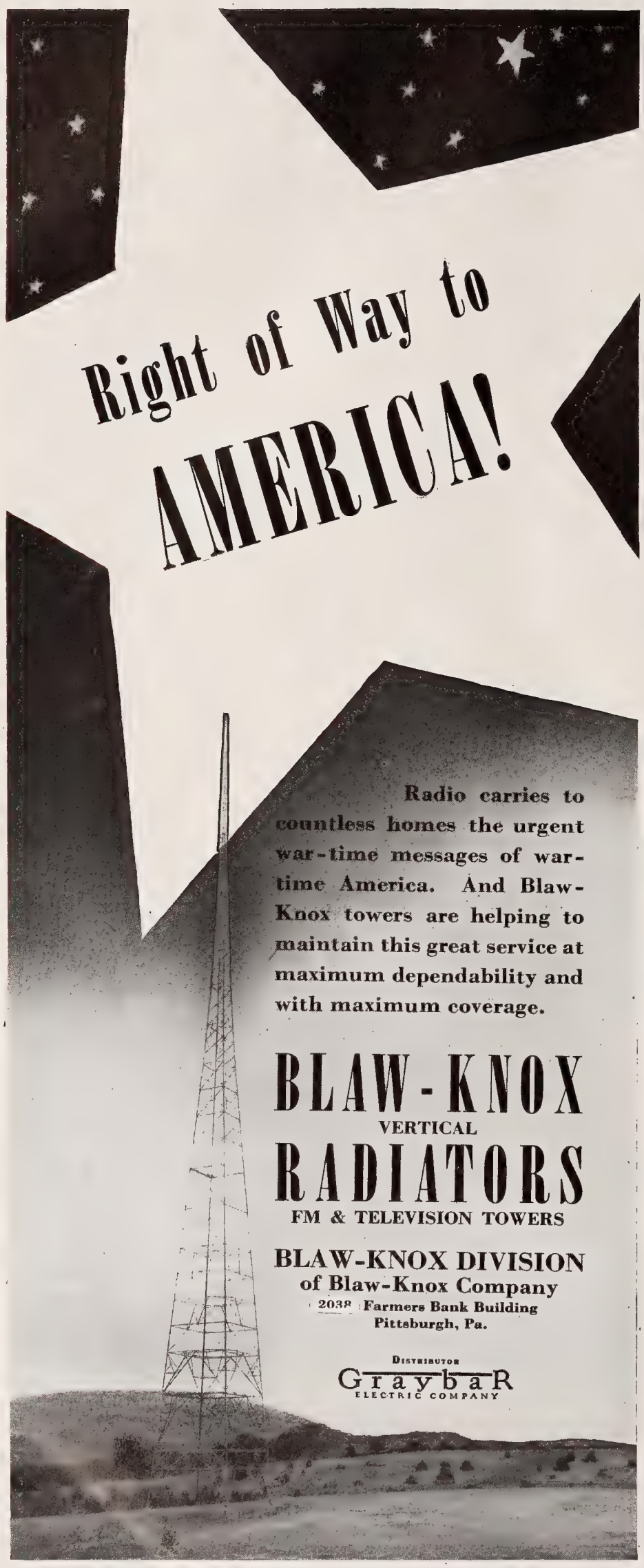
Now, in the midst of this war, the safety of our communications has been strengthened by another achievement.

In his conversation opening the line, Mr. Gifford closed with these words:

"I now declare the new Transcontinental Cable open to the service of the nation. May it speed our victory and serve us well in the peace to which we confidently look forward."

This is from an announcement on *The Telephone Hour*, a program heard each Monday evening over N.B.C. It is interesting to note that the new cable, when fully equipped, will accommodate network programs—besides telephone conversations, teletype and telegraph service.

BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES



SOUNDSCRIBER
WOR Uses Portable Recorder At News Conference

BY MEANS of a Soundscriber, a portable instrument used for recordings of news events, WOR, New York, gave its listeners an "on-the-scene" verbatim reproduction of the news conference held for officers of French warships which arrived in New York harbor last week for repairs. John Whitmore of WOR's war service and news division recorded interviews with Vice Admiral Raymond Fenard, and Capt. Denis de Bourgoing, and had them on the air at 1 p. m. Monday, a half-hour after the news conference. Mutual rebroadcast the transcription at 6:15 p. m. that day.

CBS brought its listeners news of the warships' arrival during the *Kate Smith Speaks* program at noon. Jack Gerber, of the CBS listening post, phoned the story in from the conference to Ted Collins, who conducts the program. BLUE covered the conference through an interview by Roy Porter, commentator, with Vice Admiral Fenard, Tuesday. Adolf Schneider broadcast to NBC listeners direct from the news conference. Joseph Morton, AP correspondent, and only newsman aboard the French battleship Richelieu, was interviewed on NBC at 6:30 the same day by Bill Chaplin.

Claudia T. Johnson Buys Stock of KTBC, Austin

CLAUDIA T. JOHNSON, wife of Rep. Lyndon Johnson (D-Tex.), last week acquired control of KTBC, Austin, Tex., in a transaction which gives her all stock (250 shares) of the State Capital Broadcasting Assn. for $17,500. Mrs. Johnson stated that her plans were not yet set, but that she would remain in Washington for the present, where she is acting as secretary to her husband. She asserted, however, that she is very much interested in the management of the station and will keep a close eye on operations. Aubrey H. Escoe will continue as general manager.

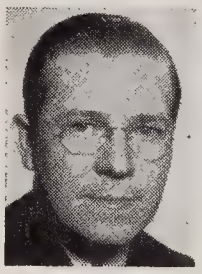
Former owners were R. B. Anderson, once a member of the Texas State Tax Commission; R. A. Stuart, former Texas state senator, and A. W. Walker Jr., law professor of Texas U. With Mrs. Johnson's application, filed with the FCC Jan. 26, the J. M. West interests filed a quitclaim withdrawing their application to purchase the KTBC facilities [BROADCASTING, May 15, 1940] on condition Mrs. Johnson's plea was approved. KTBC was one of six outlets involved in the Rev. James G. Ulmer "hidden ownership" investigation [BROADCASTING, Feb. 15, May 1, 1940].

Feldman Deferred

ARTHUR FELDMAN, former special events director of NBC New York, who has been in London since last fall on a special mission for the British Broadcasting Corp., has been granted a six-months deferment by his local Selective Service Board to continue his present duties. Mr. Feldman supervises production of BBC programs for North America.

Fred A. Palmer Named As Manager of WCKY

FRED A. PALMER, sales manager of WCKY, Cincinnati, since August 1941, has been appointed station manager by L. B. Wilson, owner. Mr. Wilson also disclosed that WCKY has taken additional office space in the Hotel Gibson, where the station's studios are located.


Mr. Palmer

In radio since 1929, he began his career as announcer of WAIU, Columbus, O., which later became WHKC. Mr. Palmer later served that station as general manager. In 1931 he was named radio director of Mumm, Rohmer & Jaycox Adv. Agency, Columbus, and a year later he organized and became first president and general manager of WBNS, Columbus. He also was instrumental in founding the Ohio Assn. of Broadcasters, which he served as its first president.

Mr. Palmer joined WLS, Chicago in 1936, and a year later was named vice-president and general manager of KOY, Phoenix. While in Phoenix he helped organize the Arizona network and served as vice-president of both the Phoenix Advertising Club and the Pacific Advertising Clubs Assn.

Born in Van Wert, O., Mr. Palmer attended Ohio Northern U. and Wooster College. He is a member of the Cincinnati Advertisers Club.

Nunn to Portugal

GILMORE N. NUNN, associated with his father, J. Lindsay Nunn, of Lexington, Ky., as owner of WLAP, Lexington; KPDN, Pampa, Tex.; WCMI, Ashland and KFDA, Amarillo, Tex., who entered the Army when war came as first lieutenant in the Army Transport Command, Priorities Division, has been given leave to become American vice-consul to Portugal. He is stationed at Lisbon. The younger Nunn made his home in Lexington.


Mr. Nunn

POCATELLO
THE
HOT SPOT OF IDAHO
RETAIL SALES UP 43%
Dec. 1942 Over Dec. 1941
Tell 'Em Thru
KSEI
National Representatives
The Walker Co.
Homer Griffith Co.

Grant Goes to Bat In House for Durr

Georgian Challenges Charge Of Bureaucrat by Woodruff

ASSURANCE that FCC Commissioner C. J. Durr "does not wish to destroy private enterprises" was voiced in Congress last week when Rep. Grant (D-Ala.) answered charges of Rep. Woodruff (R-Mich.) that certain Government employes, Commissioner Durr among them, believed in "Government by bureaucratic mandate." Rep. Woodruff had referred to Commissioner Durr's talks to the American Economic Assn. Jan 5.

Rep. Grant told the House that he "could find nothing in Mr. Durr's statements which in the least infer that any agency of Congress could or should repeal acts of Congress by bureaucratic decree. I assure the gentleman from Michigan that Mr. Durr does not wish to destroy private enterprise.

Only Dated Facts

"He is an outstanding, patriotic citizen and is himself a product of our private business enterprise. We have nothing to fear by way of bureaucratic decrees from officials of Commissioner Durr's type."

Argument arose over a passage in Mr. Durr's talk in which the Commissioner said "we see in operation a new kind of private enterprise which is not based on private initiative—a system in which the Government provides the capital and takes the financial risk, while business is paid a management fee for the hire of its organization."

Rep. Grant said, in describing such a system, Commissioner Durr was not advocating future Government control of business, but stating what actually existed under war programs authorized by Congress.

The Congressman said "certainly Commissioner Durr cannot be classified as a bureaucratic official when he makes a plea for more contact between administrative officials and Congress". He quoted Mr. Durr as suggesting that heads of agencies should appear before appropriations committees to justify requests for funds, and file periodic reports.

He further quoted Mr. Durr as saying "a relationship of a more continuous and less formal nature is required. A system of conferences between the agency heads and the subcommittees should be arranged in which the activities and problems of the agencies could be fully discussed."

Philip Morris Series

PHILIP MORRIS Co., New York, last week started transcribed announcements on WMCA WHN WOR and WNEW, New York, at the rate of 150 a week, on behalf of Dunhill cigarettes. Morris has not used radio for Dunhill since its sponsorship of a news program schedule in 1940. Biow Co., New York, handles the account.

Even George Washington could truthfully say this: "if you want blanket coverage of Northern California at the lowest cost-per-listener select the station most people listen to most the one that has more power than all (11) Bay Area stations combined." (Any time buyer will tell you it's KPO!)

Get the facts...and you'll buy

REPRESENTED BY NBC SPOT SALES OFFICES

New York • Chicago • San Francisco • Boston

Cleveland • Denver • Washington • Hollywood

KPO

50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

Always Popular
Now More
POWERFUL
WCAO
The Voice of Baltimore
NOW
5,000 WATTS
DAY & NIGHT
600 KC
The Only Columbia Station in Maryland
★
Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

Agencies

KNOWLES ENTRIKIN, recently appointed supervising script editor of Ruthrauff & Ryan's West Coast originating shows, has assumed that post on the weekly CBS *Mayor of the Town* and NBC *Bob Burns Show*, both sponsored by Lever Bros. Co.

EMERSON FOOTE, president of Foote, Cone & Belding, New York, is recuperating at his home from a throat infection.

SANDERSON SMITH, formerly with the markets division of McCann-Erickson, San Francisco, has joined the Overseas Branch of the OWI at San Francisco.

THEODORE S. STRONG and Thomas M. Keresey have been elected directors of Ivey & Ellington, Philadelphia. Paul A. Dorn has been elected treasurer.

JACK MEAKIN of the production department of William Esty & Co., New York, will replace Gordon Auchinloss as director and continuity writer of several American Tobacco Co. programs at Foote, Cone & Belding, New York. Auchinloss will resign from the agency in July to freelance. His assignments include the two *Hit Parade* shows.

JAMES J. TENNYSON, former copywriter and account executive of Ruthrauff & Ryan, New York, has joined the copy staff of Blackett-Sample-Hummert, Chicago.

JOHN DAVENPORT SCHEUER, formerly regional sales director of *Esquire*, last week joined William H. Weintraub & Co., New York, as vice-president in charge of new business.

YES, WE HAVE NO BANDANA (Ky.)

Oh, there's a Bandana in Kentucky all right—some 200 miles southwest of WAVE. But even though the villagers there may tune us in occasionally, we-uns ain't claiming Bandana *coverage!* Nor charging for it, neither! Howevah, suh, WAVE *does* give *blanket* coverage of the Louisville Trading Area, which has 35.5% more buying power than the rest of Kentucky *combined!* If that's the market you want, WAVE delivers it at lowest cost! Try us and see!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives



EXECUTIVES attending the party at the recent opening of the New York office of Brisacher, Davis & Van Norden, advertising agency, were (l to r): R. T. Van Norden, vice-president in charge of the New York office; Warren Jennings, BLUE; Howard Meighan, Radio Sales Inc., New York; Mrs. Ruth Trend, New York office; Arthur J. Kemp, Pacific Coast sales manager for CBS; and Murray Grabhorn of the BLUE Network.

CARL M. STANTON, executive in charge of the Lucky Strike account at Foote, Cone & Belding, New York, has been assigned to executive duties in the radio activities of the agency and will divide his time among New York, Chicago and Pacific Coast offices.

C. GILBERT NORTON, formerly account executive of G. M. Basford Co., New York, has joined O. S. Tyson & Co., New York, as an assistant account executive.

ARNOLD MICHAELIS, CBS director-producer-writer, has joined the radio department of the Biow Co., New York, to produce and direct *What's My Name* on NBC Sundays, 10:30-11 p. m. for San-Nap-Pak Mfg. Co.

MONTE RANDALL, assistant publicity director of Russel M. Seeds Co., Chicago, has been appointed traffic manager.

EDWARD W. YOUNG has been named account executive in the Boston office of Wendell P. Colton Co., where he will specialize in radio accounts. He was formerly in the production department of Harry M. Frost Co., Boston.

Dunning to R & R

R. DEL DUNNING, advertising manager of the Centaur & Cummer Products Divisions of Sterling Drug Inc., New York, has been named account executive of Ruthrauff & Ryan, New York. Mr. Dunning was at one time advertising manager of the Manufactured Products Division of the Borden Co. O. J. Nickel, formerly of Procter & Gamble Co., Cincinnati, succeeds him as advertising manager of Cummer Products.

DO YOU KNOW YOUR IOWA MARKET?



← Get this latest survey now—FREE!

Do you know what station is "listened to most" by 55.7% of the Iowa radio audience? . . . Who writes to radio stations, and why? These and many other questions on a big market are fully answered in the "Iowa Radio Audience Survey". Impartial, informative, helpful. Get yours today, without obligation! Write!

CENTRAL BROADCASTING CO.
916 Walnut St. Des Moines, Iowa

Ann McNatt Joins Mace

ANN McNATT has joined the radio department of Mace Adv. Agency, Peoria, Ill. Miss McNatt was an active member of the advertising staff of the *Columbia Missourian*, official university publication while attending the U. of Missouri. During her attendance at the university she attained highest honors in advertising and radio courses in the school of journalism.



Miss McNatt

Record Audiences Seen In Latest CAB Report

RECORD-BREAKING audiences for both daytime and nighttime network shows are reported by the Cooperative Analysis of Broadcasting in Report 23 issued last week. Rating over the 30-mark are 12 nighttime programs, including *Lux Radio Theatre*, Kay Kyser, *Chase & Sanborn*, *Fibber McGee & Molly*, Jack Benny, Bob Hope, *The Aldrich Family*, *Maxwell House Coffee Time*, Red Skelton, *Mr. District Attorney*, Rudy Vallee and Walter Winchell.

The CAB report also listed nine daytime programs which had ratings over 10, usually regarded as a top figure for daytime ratings. Those programs are *Pause That Refreshes on the Air*, *Romance of Helen Trent*, *Our Gal Sunday*, *Kate Smith Speaks*, *Life Can Be Beautiful*, *Ma Perkins*, *Stella Dallas*, *Aunt Jenny's Stories* and *Big Sister*.

Research Book

EDITED by Paul F. Lazarsfeld, director of the office of Radio Research, and by Frank Stanton, CBS vice-president in charge of research, the second of the Radio Research annuals has been released [*Radio Research 1942-43*, Duell, Sloan & Pearce, New York $5]. An analysis of daytime serials is included in the book, as well as a section on "Radio in Wartime", containing several studies of German propaganda and a discussion of the BBC by its research director. New developments in radio research are reviewed.



WOOLLEY WELCOME to the CBS Colgate-Palmolive-Peet program featuring Al Jolson was marked by participation of network, sponsor and agency executives. Monty Woolley (on floor), gazes rapturously into the eyes of Jolson. Spectators are (l to r) John J. Karol, CBS market research sales counsel; J. Allen Barnett, Sherman & Marquette account executive; William C. Gittinger, CBS sales vice-president; Stuart Sherman, S & M president; Robert E. Lusk, C-P-P vice-president in charge of advertising.

AGENCY *Appointments*

CRYSTAL PRODUCTS Co., Kansas City, to Burton Browne Adv., Chicago. Trade and national publications to be used.

DR. N. F. SPECTOR, Chiropractic Health Centers, to I. A. Goldman Co., Baltimore. Radio will be used.

NATIONAL UNION RADIO Corp., Newark, N. J., and Lansdale, Pa. (electronic tubes), to Sayre M. Ramsdell Assoc., Philadelphia.

BLAKE GROVES, Eau Gaillie, Fla. (citrus fruits), to Allen, Heaton & McDonald, Cincinnati.

PARFUMS L'ORLE, New York, to L. H. Hartman Co., New York. Will test newspaper vs. radio advertising in selected eastern cities.

TOWNSEND NATL. Recovery Plan Inc., Chicago (weekly pub.), to J. L. Stewart Agency, Chicago. Radio and newspapers will be used.

FASHION FROCKS Inc., Cincinnati, to Franklin Bruck Adv. Corp., N. Y. Radio will be used.

FLAG PET FOOD Corp., New York, to Hirshon-Garfield Inc., Boston, for Boston campaign.

INTERNATIONAL SHOE Co., St. Louis, to Olian Adv. Co., St. Louis.

PETROL Corp., Los Angeles (PDQ gasoline, oil), to Raymond R. Morgan Co., Hollywood. User of local radio, firm on March 7 starts a weekly amateur program on KNX, Hollywood.

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Branham Company

LOU MAXON NAMED OPA PRESS CHIEF

LOU R. MAXON, head of Maxon Adv. Inc., Detroit, was named deputy administrator of OPA last week in a move by Price Administrator Prentiss M. Brown "to make rationing and price control more acceptable to the public."

As a north Michigan neighbor of the new OPA chief, Mr. Maxon said, "We think alike and are in general agreement as to the general principles which should control the job." He predicted that OPA would no longer use "Commando tactics."

Mr. Maxon founded Maxon Inc. in the late 1920s. Since then the agency has flourished in the midwest, handling such accounts as Ford Motor Co., Heinz Foods, General Electric, and Gillette Safety Razors. At OPA, Mr. Maxon succeeds Robert W. Horton.

Sherman & Marquette Opens New York Office

SHERMAN & MARQUETTE, Chicago, has opened a New York office at 50 Rockefeller Plaza completely staffed in radio and copy departments. Telephone is Circle 6-1550. J. Allen Barnett, vice-president, will be in charge of the New York office, while William A. Bacher has been appointed radio director succeeding Herb Polesie, who has been named CBS production chief of sustaining programs. Under his direction will be the CBS *Al Jolson-Monty Woolley* show heard for Colgate tooth powder, 8:30-8:55 p.m. Tuesdays, and the Bill Stern *Sports Newsreel of the Air* on NBC Saturdays at 10-10:15 p.m.

Ashley Belbin, former manager of copy department of Pedlar & Ryan, New York, heads the creative staff of the New York office. Kelso Taeger, S&M director of research and media and W. R. Denning, production, have transferred to New York. The Colgate-Palmolive-Peet account (toothpowder, brush and brushless shave creams, Halo shampoo, Cashmere Bouquet soap and cosmetics), formerly handled from Chicago, will be serviced from the New office.

JOSEPH JACOBS, head of Jewish Market Organization, has been appointed chairman of the Jewish Language Press & Radio Division of the New York City Red Cross War Fund's Committee on Public Information, James M. Cecil, chariman of the Committee announced last week.

WCHS

CHARLESTON, W.VA.

The Nation's First SYNTHETIC RUBBER PLANT will soon start production in Charleston.

KGNC

AMARILLO, Says...

"We HAVE the listeners!"

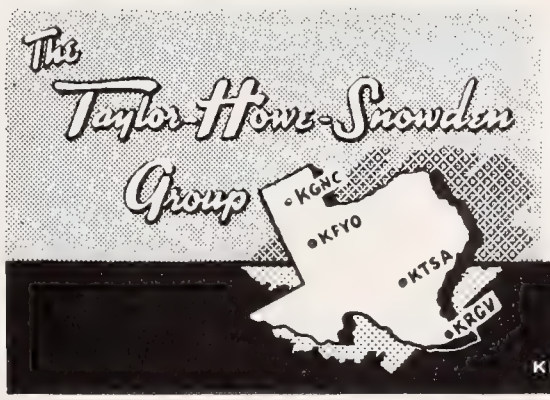
HERE'S THE PROOF!

Hooper says: (Fall, 1942, Station Listening Index) KGNC has 78.9% of the daily listeners.

NBC says: (A Tale of 412 Cities, Vol. 2) KGNC has 79% of the daytime listeners.

In Northwest Texas—where only KGNC, AMARILLO provides primary coverage — there are 57,486 radio unit homes — 81.34% of the total occupied dwellings, which is 14.4% higher than the State average.

Here is an exceedingly war-active market of high-income Americans, 98% native-born whites, who can and will hear your program—and have the money and inclination to buy!



5,000 Watts Daily

1,000 Watts Night

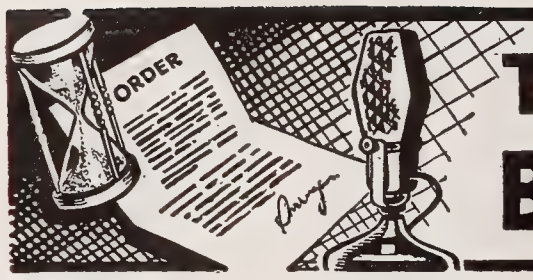
Represented by

HOWARD H. WILSON CO.

CENTRAL SALES OFFICE

805-806 TOWER PETROLEUM BLDG., DALLAS

KEN L. SIBSON, GEN. SALES MGR.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

WHK-WCLE, Cleveland

Musterole Co., Cleveland, 26 *sa*, thru Erwin, Wasey & Co., N. Y.

Doubleday, Doran & Co., New York (Book League), *sa*, thru Huber Hoge & Sons, N. Y.

General Baking Co., Chicago, 80 *ta*, thru Mitchell-Faust Adv. Co.. Chicago.

Marlin Firearms Co., New York (blades), 39 *ta*, thru Craven & Hedrick, N. Y.

Olive Tablet Co., Columbus (Olive Tablets), 130 *ta*, thru Erwin, Wasey & Co., N. Y.

Pierce's Proprietaries, Buffalo (Golden Remedy), 260 *ta*, thru Duane Jones Co., N. Y.

Ward Baking Co., New York, 626 *sa*, thru J. Walter Thompson Co., N. Y.

Barbasol Co., Indianapolis, *ta*, thru Erwin, Wasey & Co., N. Y.

E. Fougera Co., New York (Don Juan lipstick), 20 *sa* weekly, 8 weeks, thru Grey Adv. Agency, N. Y.

Popular Science Pub. Co., New York (magazine), 15 *sp*, thru Craven & Hedrick, N. Y.

KFI, Los Angeles

Procter & Gamble Co., Cincinnati (Lava soap), 7 weekly *sa*, thru Biow Co., N. Y.

Universal Enterprises, Los Angeles (paint), weekly, *t*, thru Adolph Wenland Adv., Los Angeles.

National Biscuit Co., Los Angeles (Shreddies), 3 weekly *ta*, thru Botsford, Constantine & Gardner, Los Angeles.

Bank of America, San Francisco (investment), 6 *sa*, direct.

National Biscuit Co., Los Angeles (Shreddies), 3 weekly *ta*, thru Botsford. Constantine & Gardner, Los Angeles.

Bank of America Trust & Savings Assn., San Francisco, 50 *sa*, direct.

Durkee Famous Foods, New York (food products), 3 weekly *sa*, thru Emil Reinhardt Adv. Agency, Oakland, Cal.

Hulman & Co., Terre Haute, Ind. (Clabber Girl baking powder), 3 weekly *sa*, thru Pollyea Adv., Terre Haute.

KGO, San Francisco

Quaker Oats Co., Chicago (Aunt Jemima pancake flour), 6 *sp* weekly, thru Sherman K. Ellis & Co., Chicago.

Kilpatrick's Bakery, San Francisco, *sa* series, and 6 *sp* weekly, thru Emil Reinhardt Adv. Agency, Oakland, Cal.

Regal Amber Brewing Co., San Francisco, 4 *sa* weekly, thru M. E. Harlan Adv., San Francisco.

Frozen Food Distributors Inc., San Francisco, weekly *sa*, thru Tomaschke-Elliott Inc., Oakland, Cal.

Loma Linda Food Co., Arlington, Cal. (Breakfast Cup), weekly *sa*, thru Gerth-Pacific Adv. Agency, San Francisco.

Seven-Up Bottling Co., San Francisco (7-UP), *sa* weekly, thru Rhoades & Davis, San Francisco.

Piso Co., Warren, Pa. (cough syrup), 14 *sa* weekly, thru Lake-Spiro-Shurman Inc., Memphis, Tenn.

Beech-Nut Packing Co., Canajoharie, N. Y. (gum), 2 *sa* weekly, thru Newell-Emmett Co., N. Y.

WMAQ, Chicago

Colgate-Palmolive-Peet Co., Jersey City (Supersuds, Palmolive soap), 5 *ta* weekly, 48 weeks, thru William Esty & Co. and Ted Bates Inc., N. Y.

Chicago Sun, Chicago, 6 *sa*, thru Leo Burnett Co., Chicago.

WOR, New York

Lever Bros., Cambridge, Mass. (Spry), 5 *t* weekly, 51 weeks, thru Ruthrauff & Ryan, N. Y.

WDAY, Fargo, N. D.

Hamburg Hatchery, Hamburg, Ia. (Chix), 6 *sa* weekly, thru Buchanan-Thomas, Omaha.

Russell-Miller Milling Co., Minneapolis, weekly *sp*, 13 weeks, thru Campbell-Mithun, Minneapolis.

Oelwein Chemical Co., Oelwein, Ia. (Occo), 85 *sa*, thru Cary-Ainsworth, Des Moines.

Oyster Shell Products Co., New Rochelle, N. Y., *t*, 1 year, thru Cecil & Presbrey, N. Y.

Pennsylvania Salt Mfg. Co., Philadelphia, 3 *t* weekly, 13 weeks, thru Sherman K. Ellis & Co., Chicago.

Cudahy Packing Co., Chicago (mineral feed), 5 *sp* weekly, 13 weeks, thru Grant Adv., Chicago.

Pierce's Proprietaries, Buffalo (Golden Medical Discovery), 6 *t* weekly, 30 weeks, thru Duane Jones Co., N. Y.

Plough Inc., Memphis (Penetro nose drops, St. Joseph aspirin), 1 *t* & *ta* weekly, 1 year, thru Lake-Spiro-Shurman, Memphis.

Morton Salt Co., Chicago, 26 *t*, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

Roma Wine Co., Fresno & Lodi, Cal., 195 *sa*, thru McCann-Erickson, San Francisco.

Murphy Products Co., Burlington, Wis. (cut-cost concentrates), 3 *sa* weekly, 1 year thru Wade Adv. Agency Chicago.

Jacques Seed Co., Prescott, Wis. (Hy-Brid seed corn), 78 *sa*, thru Triangle Adv. Agency, Chicago.

KFRC, San Francisco

Italian Swiss Colony, Asti, Cal. (wines), 5 *ne* weekly, thru Leon Livingston Adv. Agency, San Francisco.

Langendorf United Bakeries, San Francisco 10 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.

Bay Cities Metal Trades Council, San Francisco (trade union), weekly *sp*, thru Rhoades & Davis, San Francisco.

Durkee Famous Foods, Oakland, Cal. (Best Foods Mayonnaise) weekly *sa*, thru Emil Reinhardt Adv., Oakland, Cal.

Lever Bros., Cambridge, Mass. (Rinso, Vimms) weekly *ta*, thru Ruthrauff & Ryan, San Francisco.

WABC, New York

Spratt's Patent (America) Ltd., Newark, N. J. (dog food), 5 *sa* weekly, thru Paris & Peart, N. Y.

Studebaker Corp., South Bend, Ind. (institutional), 3 *ne* weekly, thru Roche, Williams & Cunnyngham, Chicago.

Doubleday, Doran & Co., New York (publishers), 3 *sa* weekly, thru Huber Hoge & Sons, N. Y.

WGY, Schenectady

I. J. Grass Noodle Co., Chicago (noodle soup), 2 *sa* weekly, 226 weeks, thru Chas. Silver & Co., Chicago.

P. Lorillard Co., New York (Friends tobacco), 39 *ta*, thru Lennen & Mitchell, N. Y.

Penick & Ford, New York (My-T-Fine), 5 *ta* weekly, 11 weeks, thru BBDO, N. Y.

Macfadden Pub., New York (*True Story*), 4 *sp*, thru Raymond Spector, N. Y.

Lever Bros., Cambridge (Spry), 261 *t*, thru Ruthrauff & Ryan, N. Y.

N. Y. State Savings Bank, New York, 6 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.

P. Duff & Sons, Pittsburgh (gingerbread mix, waffle mix), 50 *sa*, thru W. Earl Bothwell Adv. Agency, Pittsburgh.

Procter & Gamble Co., Cincinnati (Lava soap), 130 *sa*, thru Biow Co., N. Y.

KNX, Hollywood

Colgate-Palmolive-Peet Co., Jersey City (saving soap), 11 *ta* weekly, thru Ted Bates Inc., New York.

Colgate-Palmolive-Peet Co., Jersey City (Super-Suds), 11 *ta* weekly, thru Wm. Esty & Co., N. Y.

Safeway Stores, Oakland, Cal. (Dwight-Edwards coffee), 15 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

Durkee Famous Foods, Oakland, Cal. (margarine), weekly *sa*, thru Emil Reinhardt Adv. Agency, Oakland.

Vick Chemical Co., Greensboro, N. C. (Voratone, Vapo Rub, Vatronol), 3 *sp* weekly, thru Morse International, N. Y.

WIND, Chicago

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 23 *sa* weekly, 52 weeks, thru MacFarland, Aveyard & Co., Chicago.

Fox Head Waukesha Corp., Waukesha, Wis. (beer), 6 *sa* weekly, 52 weeks thru Hoffman & York, Milwaukee.

Henry C. Lytton & Sons, Gary (department store), 56 *sa*, 1 week, direct.

The Vitamin Club, Chicago (tablets), 3 *sp*, 1 week, thru United Adv. Agency, Chicago.

WBBM, Chicago

Hotel & Restaurant Cooperative Adv. Committee, Chicago, 12 *sa* weekly, 13 weeks, thru Sorenson & Son, Chicago.

Doubleday, Doran & Co., New York (publisher) *sa*, 1 week, thru Huber Hoge & Sons, N. Y.

Continental Baking Co., New York 5 *sa* weekly, 48 weeks, thru Ted Bates Inc., N. Y.

16 STATIONS GIVEN KROGER RENEWALS

THOROUGHLY SOLD on the job that spot broadcasting has done and will do, despite wartime conditions, the Kroger Grocery & Baking Co. last week announced 52-week renewals for all of its three quarter-hour daytime dramatic shows on 16 stations in 11 states. Ralph H. Jones Co. is agency.

With a combined total of more than 12 years on the air, the three programs are *Linda's First Love*, *Mary Foster—the Editor's Daughter* and *Hearts in Harmony*.

In March 1941 Kroger introduced a different daytime technique in *Hearts in Harmony*, featuring what it terms a "dramusical" pattern. Another innovation this year was inclusion of important news bulletins in *Mary Foster*.

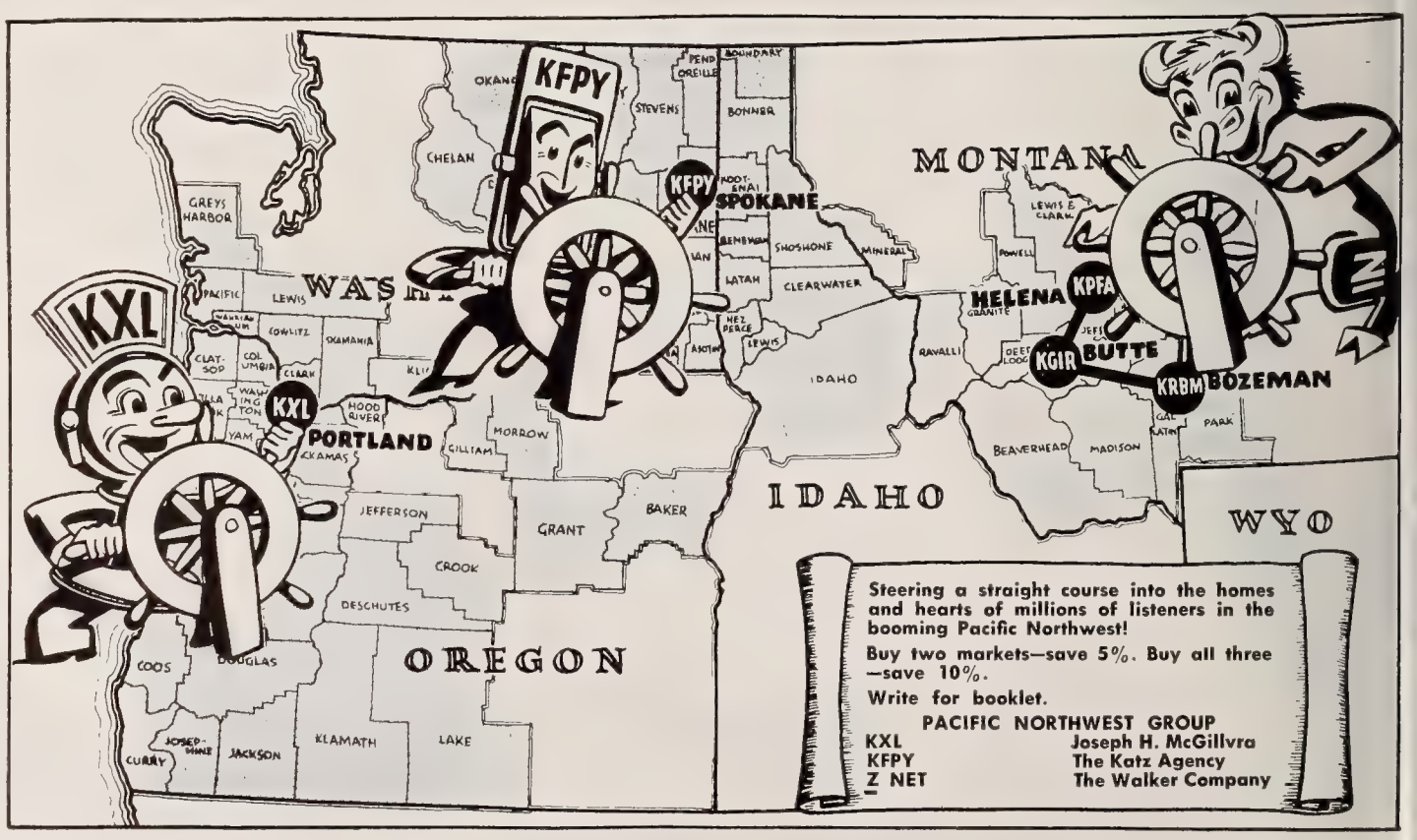
Stations receiving renewal contracts for the Kroger series include WSM KFH WBNS WIBA WMC WJHL KFPW WTAM KDKA WGST WLW WOOD WIRE WMBD WDBJ WSPD.

8 New Contracts Signed By NBC Disc Division

EIGHT NEW contracts have been signed for syndicated programs of NBC's Radio Recording Division: KYOS, Merced, Cal.; WTMA, Charleston, S. C., and All-Canada Radio Facilities Ltd., have purchased *Name You Will Remember*, also signed by WKBH, La Crosse, Wis., for La Crosse Breweries. Series has been renewed by WSYR, Syracuse; WMBG, Richmond, for Home Brewing Co., and WHEB, Portsmouth, N. H., for a local creamery.

WOW, Omaha, has signed for *Five Minute Mysteries*, and KSD, St. Louis, has renewed, for Columbia Brewing Co. WFEA, Manchester, N. H., contracted for *Flying for Freedom* for a men's clothing store, and WTMA, Charleston, S. C. purchased *Time Out with Ted Steele*, for a dry cleaning firm. *Betty and Bob*, was renewed by KFI, Los Angeles, and by WPRO, Providence, for a department store.

KVOA, Tucson, Ariz., renewed *Getting the Most Out of Life*, for Bring's Funeral Home, and WLAP, Lexington, Ky., signed for *Carson Robison and His Buckaroos*.



Radio Advertisers

RAWFORD CLOTHES, New York, r its men's clothing stores in Phila- lphia has contracted for 40 minutes newscasts a day, Monday through riday, on WPEN, Philadelphia, be- nning Feb. 18 for 16 weeks. Package cludes local sponsorship of Fulton ewis Jr., transcribed from Mutual, us five 5-minute spots daily. Account as placed through Al Paul Lefton gency, Philadelphia.

EASONETTES DISTRIBUTORS, os Angeles (seasoning salt) recently arted for 52 weeks two participa- ons weekly in the *Home Forum* rogram of KGO, San Francisco. gency is Eugene F. Rouse & Co., os Angeles.

ARMON WATCH Co., New York, as purchased six quarter-hour seg- ents of Art Green's *Magic Carpet* usical program on WMCA, New ork, for a period of 52 weeks, rough Moss Assoc., New York, start- g Feb. 21.

URTISS CANDY Co., Chicago, is troducing in the Chicago area a new roduct. Spread-mor, a butter ex- ender. Car cards and newspapers will e used. No radio is planned at pres- nt. C. Wendel Muench & Co., Chi- ago, is agency.

IRS. SMITH PIE Co., Philadelphia, n Feb. 15 started a spot campaign n WDAS, Philadelphia. Each spot lugs a different eating place with nly a reminder to the listener to rder Mrs. Smith's pie as the des- ert. From 8 a.m. to 8 p.m., every our on the hour a spot announcement s used, making 13 spots a day and 8 announcements a week. Laurence I. verling Agency, Philadelphia, has the ccount.

AMPBELL CEREAL Co., Minne- polis (Malt-o-Meal) on March 1 will egin a series of early-morning quar- er-hour commentaries titled *Nothing ut the Truth* featuring Alexander IcQueen on WBBM, Chicago. H. W. astor & Sons, Chicago, placed the ontract for 13 weeks.

INNEAPOLIS BREWING Co., ilwaukee, now presents *Friendly red*, transcribed music and chatter, a six-weekly period, 10:30-11 p.m., n WCCO, Minneapolis.

OKAN Co., St. Louis, for Vanish, a landruff remover, is the newest partici- ating sponsor of Rush Hughes' varie- y program heard on KWK, St. Louis, 0 a.m. to 12 noon and 6:15-7 p.m. ther Hughes sponsors are Griese- ieck Bros. Brewing Co. and Meyer ros. Drug Co., St. Louis.

eKALB AGRICULTURAL Assn., eKalb, Ill., is sponsoring a ten-min- te thrice-weekly program, *On the arm*, on WNAX, Sioux City-Yank- on, to help meet food production goals or 1943. Western Adv. Agency, Ra- ine, handles the account.

Warner Uses Newsmen In Film Promotion Spots

AN UNUSUAL "commentators' endorsement" campaign for the new motion picture "Air Force" has been running the last week on nine New York stations under sponsorship of Warner Bros. Pictures, New York, which plans to continue the scheme in other parts of the country.

Campaign last week consisted of 65 one-minute transcriptions featuring short talks about the picture's merits by H. V. Kaltenborn, NBC; Lowell Thomas, BLUE; Edwin C. Hill, Cecil Brown, Maj. George Fielding Eliot, and Frazier Hunt, CBS. Prepared by Blaine-Thompson Co., New York, agency for Warner Bros., the discs were heard Feb. 15-19 on WJZ WEAF WMCA WNEW WQXR WHN WABC WINS WBYN.

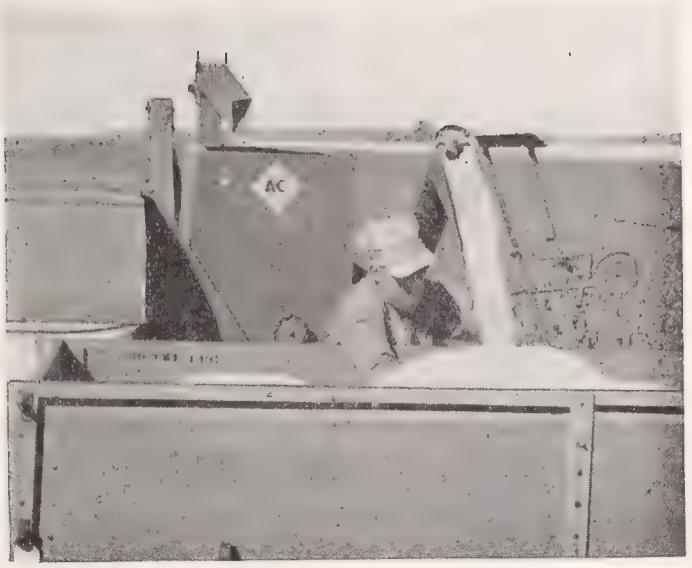
HOTEL & RESTAURANT Cooperative Committee, Chicago, promoting Chicago hotels and restaurants, has placed chain-break and one-minute spot announcements 7 to 14 times a week on WMAQ WBBM WGN WJJD, Chicago. Contracts, for 13 weeks, were placed by Sorenson & Co., Chicago.

FLAG PET FOOD Corp., New York, has added six stations in the New York area to its schedule of spot announcements on WEAF, New York, started for a dog food in January. Firm now uses a total of 100 transcribed announcements weekly and does not plan to expand radio advertising to a national basis at present. Peck Adv., New York, handles the account.



JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and
BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives



Iowa Soybeans— a Fighting Crop!

BELIEVE it or not, this Iowa farmer is harvesting munitions! Munitions in the raw. *Soybeans!*

Soybeans that will find their way into explosives to blast the enemy . . . into paints and varnishes to protect ships, guns, tanks and planes . . . into feed for the production of meat and milk . . . into bone- and muscle-building rations for our fighting forces and allies!

Last year Iowa farmers harvested 39,312,000 bushels of soybeans, for which they received $1.55 per bushel. And Uncle Sam has called for a 50% increase in soybean acreage in 1943!

That's one of the reasons why the No. 1 Farm Market is richer today than ever before, will be richer still in the years ahead. As *Sales Management* puts it: "The farmer is doing so well that he is a prime prospect both today and tomorrow (his savings are tremendous)".

To reach the No. 1 Farm Market's record-breaking buying power, you *need* KMA. KMA is the *only* full-time farm station in the entire area—the *only* station devoting 70% of its time to the specific needs and wants of the 3 million people in its 151 primary counties.

Your copy of our latest Market Data Brochure tells the whole story. Write for it now.

KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market
151 COUNTIES AROUND
SHENANDOAH, IOWA
FREE & PETERS, INC.
Exclusive National Representatives

SONTAG DRUG STORES, Los Angeles (chain), on Feb. 15 started a five-weekly quarter-hour newscast on KFWB, Hollywood. Contract is for 52 weeks. Firm sponsors a similar daily program on KFAC and KFVD, in addition to *Baukage Talking*, five-weekly on KECA. Milton Weinberg Adv. Co., Los Angeles, has the account.

CALIFORNIA BANK, Los Angeles (checking service), in a two-month campaign directed to defense industry workers, on Feb. 22 starts two transcribed announcements daily on KMPC KFAC KECA KIEV. In addition daily participation is to be sponsored in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX. Participation is scheduled in *Art Baker's Notebook*, *Mirandy's Garden Patch* and *Agnes White's California Home* on KFI. Agency is Mayers Co., Los Angeles.

S. H. EWING Ltd., Montreal (No-Ca coffee substitute) has started a test announcement campaign on Montreal stations. Account was placed by Desbarats Adv. Agency, Montreal.

BELL TELEPHONE Co. of Canada, Montreal, has started a campaign on Montreal English and French language stations to advise people to consult directories instead of calling "information". This is part of campaign gradually being used in various parts of Canada following a test in Quebec City. Account is handled by Cockfield, Brown & Co., Montreal.

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme beer), in a 26-week campaign started Feb. 9 currently is sponsoring a thrice-weekly five-minute transcribed program, *Bullets of Truth*, on KNX. Hollywood. A parallel schedule, plus 13 announcements weekly, is sponsored on KHJ, Hollywood. Other Southern California radio is contemplated. Agency is Brisacher, Davis & Van Norden, Los Angeles.



SPONSOR'S BLESSING attended third year start of the thrice-weekly quarter-hour *Soil-Off News*, when Soil-Off Mfg. Co., Glendale, Cal. (household cleaner), renewed the series for 52 weeks on 7 CBS Pacific Coast stations, adding KOY KTUC twice-weekly. Talking it over are: (l to r) Mr. and Mrs. Bernhard Nyman, owners of Soil-Off Mfg. Co.; Jefferson K. Wood, account executive of Buchanan & Co., Los Angeles agency servicing account; Truman Bradley, newscaster (at mike); R. C. Lockman, network account executive. Firm also sponsors a thrice-weekly five-minute newscast on KOA KOB, with daily schedule on KPRO. A schedule started in mid-February. Other radio is planned.

J. J. GALLAGHER has been appointed manager of the Montreal office of A. McKim Ltd. He has been with the agency for ten years, and a director since 1937.

KIRBY'S SHOE STORES, Los Angeles (retail), out of radio for some time, in a 52-week institutional campaign started Feb. 15 is sponsoring a daily quarter-hour news program, *Between the Lines*, on KFWB, Hollywood. Lockwood-Shakelford Adv. Agency, Los Angeles, is agency.

JOHN BENNETT, general manager of Hutchins Adv. Co., of Canada, Toronto, has joined Philco Corp. of Canada, Toronto, as assistant to the general manager. He will continue to handle Philco's advertising as well as public and industrial relations.

CHICAGO RUG & CARPET Cleaners, Chicago, recently started sponsoring a weekly transcribed quarter-hour program, *Top Notch Bands*, with live commercials by Eddie Dunn. Contract for 13 weeks was placed by Robt. Kahn & Assoc. Chicago.

WITH the issue of Feb. 26 *Movie-Radio Guide* changes from a weekly to a monthly publication with a revised format, additional features and a four-color cover. Program listings for 20 different sections of the country will be separately printed and inserted.

Travel Ban Boosts Sportscast Interest

WARTIME TRAVEL restrictions were foremost in mind when the Associated Division of Tide Water Associated Oil Co. recently contracted to sponsor some 75 West Coast basketball games from Spokane to San Diego, according to Harold R. Deal, the firm's advertising and sales promotion manager.

Originating in nine cities, the games are broadcast by KFIO, Spokane; KRSC, Seattle; KWJJ, Portland; KFWB, Los Angeles; KSFO, San Francisco; KLX, Oakland. It is the 18th year of sponsoring sports events on the part of Tide Water.

Fans "Attend" by Air

"Interest in basketball this season is considerably stimulated by competition of some first-class Service teams," said Mr. Deal. He mentioned such teams as St. Mary's Navy Pre-Flight, paced by Hank Luisetti; the Coast Guard, Oakland Air Base, Camp Roberts and the Presidio of Monterrey.

Pacific Coast Conference schools and well-known independents, like St. Mary's Santa Clara and the U. of San Francisco provide the intercollegiate clashes which compose the bulk of the schedule.

Mr. Deal said fan mail from all sections of the Coast indicates that hundreds of persons, who formerly attended basketball games, now listen to the game broadcasts.

Commercial copy is institutional with a large percentage devoted to the War Effort. Merchandising support is provided by window posters listing game schedules as well as announcements to dealers. Tide Water also mentions its Basketball Sportscasts in all advertising in other media. Added promotion is the offer of American Flag decals for auto windshields, obtainable without charge at service stations.

Microphone assignments are handled by Frank Bull, Los Angeles; Jack MacDonald and Bill Tobbitt, Northern California; Ted Bell, Seattle; George Mooney, Spokane, and Hal Byer and Marshal Pengra, Oregon.

Here it is
Come and get it!

★ South Florida's non-tourist income from pay rolls in 1942 exceeded any annual income, in any year, from her richest tourist season.

★ This new, rich market represents civilian war work employment and spending . . . TWELVE MONTHS A YEAR.

★ In dollar volume Miami's share represented over 59% of the total retail sales in Florida's three major markets.

★
WIOD Covers This New Rich Market As Completely As Florida's Magic Sun
★



National Representative
GEORGE P. HOLLINGBERY COMPANY
5,000 WATTS ★ 610 KC ★ NBC



Garey to Direct House Probe

(*Continued from page 9*)

nent agencies also was approved vithout opposition.

Before the vote came on the Case amendment, several Congressnen unleashed bitter attacks gainst the FCC. Judge Cox, supporting the proposal, said he had been "maligned, blackmailed and riminally misrepresented by this gency of Government". He referred to Chairman Fly as "this Uriah Heep", who he charged had 'brought political pressure to bear upon the Secretary of the Navy and forced into retirement the man who knew more about communications than any other man in the Navy, Admiral Hooper." [Rear Admiral Sanford C. Hooper, now on active duty as Senior Radio Consultant in New York, who formerly handled communications in the Office of the Chief of Naval Operations.]

Before the debate concluded, Speaker Rayburn left the chair and asked for permission to address the House from the well, declaring he had a right to speak on the motion to strike the appropriation because he happened to have been chairman of the committee that reported the bill to set up the FCC in 1934, and was author of the bill. The Speaker declared he did not appeal to "your prejudices or to your passions," but that he did want to "counsel with your reason with all the earnestness I can command".

"A great war is on, the world is aflame and the air is full of propaganda from every conceivable portion of the earth," Mr. Rayburn said. "There is only one agency in the United States of America that has any control whatsoever over the air of the United States. Do you, by your vote at this time, want to strike down that only agency?"

Time allowed for debate on the Case amendment then expired and the vote was called. After the vote, Rep. Dirksen (R-Ill.) proposed an amendment whereby the FCC's national defense appropriations of $5,590,314, for the Federal Broadcast Intelligence Service and other activities relating to national defense, be terminated 60 days after the cessation of hostilities unless otherwise authorized by Congress. This amendment was agreed to without debate.

Deferment Requests Cited

Rep. Dworshak (R-Ida.) then offered an amendment eliminating the item of $206,160 proposed for the "War Problems Division", headed by Assistant General Counsel Nathan David. He pointed out that the appropriations committee itself had expressed "some skepticism" over this proposal and had recommended that the Commission consider the desirability of discontinuing them. Mr. Dworshak said that he thought this was a responsibility of Congress and not of the FCC.

After Chairman Woodrum had cited that this fund was part of the national defense program of the FCC and that the military services believed it necessary, the amendment was rejected by a vote of 99 to 76.

When debate on the Independent Offices bill opened last Monday, Rep. Wigglesworth (R-Mass.), a member both of the subcommittee and of the Cox Select Committee, cited the "duplication of effort" between the FCC and the Army and Navy on radio intelligence operations, striking particularly at FBIS and the FCC's Radio Intelligence Division. He also called attention to the vast number of promotions during the last year, totalling 1,806, amounting to $145,000. Then he cited to the House requests for deferments from Selective Service of 442 FCC employes.

Rep. Cox interceded that it "is common gossip all over town that there is a higher percentage of draft dodgers as a result of the requests of the departments in the Communications Commission than in any other department of the Government." He pointed out also that one "division" of the FCC differing with Mr. Fly contends that the Commission could carry on its work for $2,000,000 instead of the $7,609,000 budget recommended.

Charges Waste

Mr. Fly, the Georgian contended, "has no knowledge of communications other than experience that he obtained as a switchboard operator before he was placed in the chairmanship." Mr. Cox also alluded to statements he attributed to the Army and Navy that "Mr. Fly is a terrible handicap to them in his effort to dominate completely in foreign communications of the Army and Navy."

Alluding to those "in the know", Judge Cox charged that the larger part of the FCC's appropriations are wasted and that "you may as well shovel the money out of the window as to expend it in the manner in which the Commission does."

Mr. Woodrum observed that the Cox inquiry will apprise Congress of everything "they can find that would justify putting the Federal Communications Commission and Mr. Fly out of business". Meanwhile, he pointed out it was an agency doing an important war job and that its appropriation should be continued. In the heat of the debate, Mr. Woodrum said that he would inquire of the responsible heads of the Army and Navy about the FCC and that if they said the Commission "is a detriment to the war effort", he would himself move to delete the national defense item. Later, he said this had been checked to his satisfaction. He commented that a "fair trial" should be accorded before there is an execution, and Judge Cox protested he was not trying to "execute anybody".

In concluding that phase of the debate, Rep. Wigglesworth pointed out that the record indicates the Commission has continued approval of transfer of stations "for considerations far in excess of the value of the physical assets transferred, with all the danger we have seen in other fields in the capitalization of Government franchises."

He added "serious charges said to have been made in connection with former Commissioner Pickard and others have apparently been whitewashed to the satisfaction of the Commission and the Dept. of Justice, in the absence of further evidence". [BROADCASTING, Feb. 15].

Finally, he pointed out that three of those persons included in the list of 38 recently published by the Dies Committee are on the FCC's payroll.

Promptly upon opening of the House Wednesday, debate on the bill was resumed. Early in the proceedings, Rep. Case proposed to delete the entire FCC appropriation after several colloquies on procedure.

Rep. Ramspeck (D-Ga.) condemned the proposed procedure as "demagogery" and charged that tactics of this sort were responsible for criticism of Congress.

The appropriations bill now goes to the Senate, where brief hearings probably will be held before the Independent Offices subcommittee of the Senate Appropriations Committee. The Senate seldom overrides the House on appropriations measures.

Plans CBC Series

R. S. LAMBERT, educational advisor to the Canadian Broadcasting Corp., arrived in New York last week to plan the five programs of *Lands of the Free* which will be produced in Canada for broadcast in the United States by NBC. The programs will be produced in their entirety by CBC at the Toronto studios of CBY, beginning in April. *Lands of the Free*, part of the NBC *Inter-American University of the Air series*, will shift to a new time, Sunday, 4:30 p.m., effective Feb. 21.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

1ST
on the Dial
in Georgia!
590 KC.
WAGA
Atlanta
A FORT INDUSTRY STATION
5,000 WATTS
DAY & NIGHT
NATIONAL REPRESENTATIVES
HEADLEY REED COMPANY

Shortwave Rulings Clarified by FCC

Special Authorization Limited To International Service

CLARIFICATION of its rules governing special service authorizations, to eliminate confusion resulting from amendments originally promulgated Dec. 29, was effected last Tuesday by the FCC. The regulations (Section 1.366) of its rules of practice and procedure were revised so as to limit special service authorizations to standard broadcast, international broadcast and point-to-point stations only in connection with the furnishing of facilities for an international broadcast service.

Broadness of the language originally used, it was said, led to some confusion among the telegraph carriers. The new language does not effect a change in policy.

The section as amended reads*:

"1.366 Special service authorizations.—Special service authority may be issued to the licensee of a standard broadcast station *or, in connection with the furnishing of facilities for service to the United States Government, to the licensee of an international broadcast station or an international point-to-point station,* for a service other or beyond that authorized in its exising license for a period not exceeding that of its existing license.

"*Application for special service authorization for standard broadcast stations must be made by formal application* and a satisfactory showing must be made in regard to the following, among others:*

"(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

"(b) That experimental operation is not involved as provided for by Section 3.32 of the Rules and Regulations;

"(c) That public interest, convenience, and necessity will be served by the authorization requested."

* Changes in italics



FIGHTING FOR POLAND is Lt. Stefan Maciurzynski (center) formerly on the foreign language staff of WJBK, Detroit, before joining Gen. Sikorsky's Polish army in London. Fellow foreign language staff members at the farewell party are (l to r): Jacob Kmicic; Alexander Droszcz; Tillie Wejroch; Eugene Konstantynowicz, director of Polish broadcasts; Helen and Stanislaus Milewicz; Stanislaus Sielanski. Lt. Maciurzynski had been an exchange student here when the Nazis attacked Poland.

Skelton Tops List

RED SKELTON leads the list of "Top 10" programs released in the January (C. E.) Hooper Pacific Ratings Report. Bob Hope came in second, and Fibber McGee & Molly placed third. Others in order of their rating were: Charlie McCarthy, Aldrich Family, Frank Morgan-Fanny Brice, March of Time, Jack Benny, Jergens Journal, Kay Kyser.

TUBE REPAIR FIRM EXPANDS FACILITIES

FREELAND & OLSCHNER Inc., New Orleans, a transmitter tube repair firm to which CBS has lent engineering and financial aid, has expanded its facilities 800%, E. K. Cohan, CBS engineering director, advised chief engineers of the network's affiliates in a recent letter.

Following an unsuccessful attempt to interest the larger tube manufacturers in the repair of burned-out tubes [BROADCASTING, Sept. 14, 1942], CBS "discovered" and subsequently developed the firm. Accompanying Mr. Cohan's letter was a statement from James Beloungy, plant supervisor, that F & O had been successful in repairing 87% of tubes sent in, the other 13% being too badly damaged or requiring unobtainable material.

Mr. Beloungy was detached from WBT, Charlotte, N. C., where he was chief engineer, to supervise construction and installation of a new plant for F & O, which handles repair work for all stations, regardless of affiliation.

WOR 'Veritone' Discs

VERITONE is the new name for high-fidelity transcriptions produced by WOR, New York, which has been conducting a contest among employes for the best name. Dudley Ruby of the WOR Artists Bureau, submitted the winning name.

WSAP ON 1490 kc. IN PORTSMOUTH, VA.

CLAIMING the only FCC permit granted since Pearl Harbor, WSAP, Portsmouth, Va., went on the air Feb. 9 with 250 w. at 1490 kc. unlimited time.

Permission to operate was obtained in early January at the Navy Dept.'s request because of the station's location in the heart of the nation's No. 1 naval base area. FCC had held that WSAP represented prohibited new construction, but the station's officials claimed they already had the necessary equipment. It was also shown that Portsmouth for more than a decade has been the largest city in the U. S. without a radio outlet.

On the air daily from 6 a.m. to 2 a.m., WSAP is an affiliate of MBS and receives full leased-wire services of United Press. Studios and general offices are in the Portsmouth Professional Bldg., with transmitter in the West Park View section on the water edge. Equipment was provided by Collins, General Radio and Gates Console.

Operated by Portsmouth Radio Corp., a stockholding company headed by Judge Tom E. Gilman, the staff of WSAP includes T. W. Aydlett, general manager who is owner of WCNC, Elizabeth City, N. C.; Ray Penner, program director, former chief announcer of WGKV, Charleston, W. Va.; Jack Norfleet, commercial manager; E. D. Pulley, chief engineer; Bud Dawson, Paul Tryon and Michael Brown, announcers.

W. K. Hodges is vice-president, and Dr. L. A. McAlpine, secretary-treasurer of Portsmouth Radio Corp. Directors include Mr. Aydlett, R. A. Robertson, Dr. J. W. Abbitt, C. N. Boyd, A. A. Wendel and M. B. Simpson.

Disc Delivery Tips

WORLD Broadcasting System, in a bulletin to its clients, is urging them to "anticipate broadcasting schedules as much as possible" so World can give them good service on recording schedules and obviate the necessity of relying on air express delivery of transcriptions. The bulletin resulted from an announcement by Railway Express that "henceforth non-priority air express shipments are accepted on a 'space available' basis."



ONLY WGY has the POWER (50,000 watts), the PROGRAMS (NBC plus the region's foremost local shows), and the POPULARITY (based on 21 years of service) to put together a 1½-Billion-Dollar Market in the Hudson Circle.

Represented Nationally by NBC Spot Sales

WGY GENERAL ELECTRIC WGY-102

NOT BLUE SKY...

BUT *the best darned buy, dollar for dollar, in actual effective coverage—in a market of a half million *steady customers***

* Proven by competition

HERE'S YOUR INVITATION TO BETTER BUSINESS

A Low Cost Producer **WHCU** Ithaca, N. Y. CBS 870 Kilocycles

Navy Puts Winchell on Inactive Duty; House Investigation of Status Closed

WALTER WINCHELL last week was placed on inactive duty by the Navy, and the House Naval Affairs Committee investigation of his status as a Naval officer was closed before it got under way.

Chairman Vinson (D-Ga.) of the Committee told BROADCASTING last Thursday that "the Secretary of the Navy appeared this morning and advised the Committee that yesterday afternoon he had issued orders placing Walter Winchell on inactive duty. That ended the matter so far as our Committee is concerned."

Subject to Call

Secretary Knox told the House group that some 1,300 other men in the Naval Reserve are on inactive duty and that the action in Winchell's case was not unusual.

Chairman Vinson said the Committee "complimented the Secretary on his decision and approved it". Secretary Knox's action means that Winchell will have no official connection with the Navy, although he is subject to call to duty at any time his services are needed.

The Naval Affairs Committee investigation was scheduled by Chairman Vinson after Rep. Hoffman (R-Mich.) introduced a resolution [BROADCASTING, Feb. 15] demanding that Secretary Knox supply the House with full information as to the commentator's status as a Naval officer.

Gremlins Did It!

As indicated last week the difficulty between the BLUE and Winchell and Drew Pearson apparently was a "tempest in a teapot" [BROADCASTING, Feb. 15]. On their respective broadcasts Feb. 14 both commentators announced the misunderstandings had been ironed out and that "freedom of speech" prevailed. Pearson praised Winchell as a fearless exposer of subversive activities and Winchell likewise patted Pearson on the back for reporting facts.

Quoted by the AP prior to the amicable settlement as saying "I hope the newspapers will fight harder for the freedom which radio has so meekly surrendered", Winchell admitted in Miami, following his Feb. 14 broadcast, that he had departed from his script Jan. 31 when he referred to the electors of certain pre-Pearl Harbor isolationist Congressmen as "damn fools".

"There were two gremlins on my shoulder urging me to express it as I did and to give my enemies a chance to get back at me," he said. "I knew I was wrong. We who are always talking about free speech and free press also recognize the right of citizens to vote as freely as they please." He said on his broadcast, however, that had the right of free speech been denied him by the BLUE he would not have continued his broadcasts.

Hugh Powell Comments

Although all apparently is serenely quiet on the BLUE news front, Winchell's slip of the tongue plunged the entire country into controversy on free speech. It resulted in speeches denouncing him in the House, in editorials demanding that free speech be not impaired, in comments pro and con regarding the BLUE's memoranda to news editors which were misinterpreted to mean a rigid censorship forbidding criticism of public officials.

Among outstanding comment was an editorial by Hugh J. Powell, editor of the *Coffeyville* (Kan.) *Daily Journal* and owner of KGGF, that city, a BLUE affiliate. Wrote Mr. Powell:

"Winchell spoke rather recklessly . . . Mark Woods, president of the BLUE . . . thought, and called him to account. Now the open season on criticizing Congressmen and Senators runs from Jan. 1 to Dec. 31 each year. And few want so much as a closed day, including the 530 members of Congress.

"But almost any reasonable man or woman will say there are limitations beyond which a critic should not go in newspaper writing, in broadcasting and even in individual remarks. But that bears remote relation to the great, inalienable right itself. A thousand such slaps on the wrist as Woods gave W. W. would have little, if any, effect on radio's freedom of expression established by law on a par with press. . . .

"If Congress dared strip broadcasting of its constitutional right, the people of America would make Congress over at the first opportunity, so aware are they of their No. 1 item in the Bill of Rights."

Wrigley Change

WM. WRIGLEY JR. Co., Chicago (Spearmint gum), has changed its quarter-hour inspirational war worker program broadcast on CBS Monday through Friday at 5:45-6 p.m. from the *Ben Bernie* show to *Keep the Home Fires Burning*. Ben Bernie, absent from the program for a month, has been recuperating from a heart ailment. Arthur Meyerhoff & Co., Chicago, is agency.



"MIRACLE BROADCAST" is the name given *The Sacred Heart Program* produced by WEW, St. Louis, because in 18 months it has added 101 stations and eight Canadian outlets will shortly carry the daily quarter-hour religious program of hymns, prayers, talk and closing Angelus. The Rev. Eugene P. Murphy, S. J., national director of the religious series, explains to Lt. Harry C. Crimmins, Army Chaplain and former president of St. Louis U.; and Nicholas Pagliara, manager of WEW, St. Louis, the nation-wide coverage. WEW broadcasts the program live 7:45-8 a.m. daily. Transcriptions are shipped to other stations.

G-E Names Dept.

GENERAL ELECTRIC Co.'s radio, television and electronics department is to be known as the electronics department, Dr. W. R. G. Baker, vice-president in charge of the department, has announced.

Lone Star Net Elects New Operating Staff

O. L. (Ted) TAYLOR, president of KTSA, San Antonio, has been elected chairman of the operating committee of the Lone Star Network, succeeding Harold Hough of KGKO, Fort Worth, who had held the post since 1939. Mr. Hough continues on the committee, while T. Frank Smith, KXYZ, Houston, takes the third post, formerly held by Maj. Tilford Jones, now on active duty.

At the same time, Mr. Taylor announced that Ken L. Sibson would succeed James W. Pate as managing director of the chain. Mr. Pate leaves to accept a commission with the Marines. Offices of the network have been moved from Medical Arts Building, Fort Worth, to Tower Building, Dallas.

National Oats Spot

NATIONAL OATS Co., Cedar Rapids, Ia., entering radio for the first time, on Feb. 9 started participations on Dr. Walter H. Eddy's *Food & Home Forum* on WOR, New York, using that station only to advertise National Three Minute Oats. Irwin Vladimir & Co., New York, handles the account.

Handbook by Mrs. Lewis

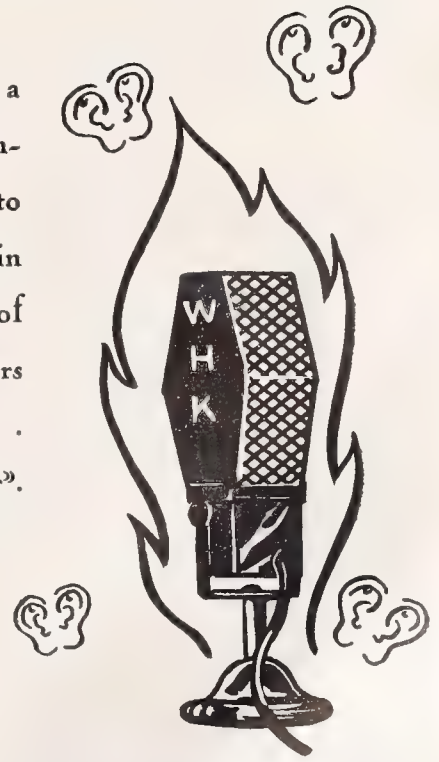
MRS. DOROTHY LEWIS, coordinator of listener activities for the NAB, has written a handbook for use by radio chairmen of clubs and civic organizations which will soon be published by the NAB. She also has in preparation a second report on the current status of juvenile programs.



KMA The Earl May Station
The Mail Station
5000 watts full time • Mutual and Blue Networks
SHENANDOAH, IOWA
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Attraction

JUST as moths are attracted to a flame - so are the ears of Northeastern Ohio buyers attracted to WHK. WHK has that certain something - that certain quality of programming that attracts listeners and converts them into buyers . . . WHK specializes in "local flavor". WHK sells!



WHK
CLEVELAND, OHIO

Represented by: Paul H. Raymer Company

CHNS
HALIFAX, NOVA SCOTIA
Is Located in the Centre of the Radio Audience of the Province.

You Cannot Miss If You Use This Station As Its Audience Has Learned to Rely on It Over a Period of Fifteen Years of Uninterrupted Service.
Representatives
WEED & COMPANY
350 Madison Ave., N. Y.

AP
WPDQ, Jacksonville, Florida
. . . easiest-to-work-with service I have ever used.
Robert R. Feagin, General Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

It's Always FairWeather
There are no dull seasons in Winston-Salem. They make it and spend it the whole year 'round. Yes and they're guided in their spending by WAIR, one of the dangdest sales producers this side of the equator.
WAIR
Winston-Salem, North Carolina

What about WOL?
It covers Washington 24 hours a day with 1000 watts
Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
SPOT SALES, Inc.



KNIVES SAVE LIVES, Harris Breth, conductor of radio hunting and fishing programs on KDKA, Pittsburgh, impressed his listeners. Twice he requested listeners to send in their cutlery for use in jungle fighting and several hundred knives were received at the studios, including a machete and a specially-constructed German knife with an eight-inch blade. With knives all over the place the boys have to grin and like it (l to r): Dick Woodruff, radio director of Walker & Downing, Pittsburgh agency; Mr. Breth, and James B. Rock, KDKA manager. The program is sponsored by the Duquesne Brewing Co., Pittsburgh.

Court Ruling

(*Continued from page 11*)

ond suit, sought to prove that the amended complaint was identical with the original that had been dismissed and that the recording ban, although severely affecting independent radio stations, was a labor controversy and as such was covered by the Norris-LaGuardia act prohibiting injunctions in labor disputes.

Judge Barnes has ordered the AFM to file an answer to the Dept. of Justice complaint within 20 days. It is predicted that the case will not come to trial for another month at the very earliest.

In his memorandum, Judge Barnes reviewed the oral and written arguments of both the Dept. of Justice and the musicians, and made these conclusions:

Counsel on both sides of the case have indicated to the court their desire that the court dispose of the case on this motion, so that they may speedily take the case to the reviewing courts. The court would be glad to do this but for one consideration, which will hereafter be referred to.

The court is inclined to the view that the complaint at bar raises issues neither raised nor ruled upon in the earlier case.

It may be true, as the defendents substantially contend that, even if the allegation of a purpose on the part of defendants to destroy independent radio stations is new, nevertheless, the complaint at bar does not state a violation of the Sherman Act.

But for the consideration above referred to, the court would definitely decide these two issues (neither is decided) and permit the losing side to take the case up.

The consideration which the court has now referred to twice is this—it is not satisfied that the issues of law, which will be made by the evidence when it comes in, will be the same as the issues of law made by the motion to dismiss. In other words, the court is inclined to think that, by ruling on the pending motion and making possible an immediate appeal, it would be sending to the reviewing courts issues which will probably not be in the case after a hearing on the merits.

The court has, accordingly, decided to defer the ruling on the motion to the trial on the merits, which will be granted promptly. The court has this day rendered an order deferring the ruling on the defendant's motion to dismiss to the trial on the merits, and ruling the defendants to answer the complaint within 20 days from this date.

The BEST Buy in HARTFORD

WNBC
5000 WATTS NIGHT and DAY
In America's INDUSTRIAL ACTIVE Test City HARTFORD
BASIC BLUE NETWORK
RESULTS SERVICE
NATIONAL REPRESENTATIVES
HEADLEY REED COMPANY
NEW YORK · CHICAGO ATLANTA · DETROIT

Advertisers Draft Food Ration Plan

DETAILS of the largest coordinated advertising campaign developed so far in support of a Government war program were outlined last Friday at a news conference called by the Advertising Council, following a two-hour meeting in New York Times Hall of some 300 of the nation's leading food manufacturers, their advertising agencies and representatives of participating Government departments.

The food industry's participation in the campaign, designed to help the American public understand food rationing and production, will be voluntary, according to John Murphy, assistant to the president of the Grocery Mfrs. of America, trade group designated with the OWI and the Advertising Council to disseminate material for the campaign to individual food advertisers. Mr. Murphy emphasized that food advertisers will be urged to incorporate r a t i o n i n g war themes in existing radio, newspaper and other media schedules.

Gardner Cowles Jr., OWI director of Domestic Operations, pointed out that the people will turn to the advertising of established food companies to understand what is expected of them as well as to learn the simplest ways of facing the current wartime food problems.

One of the first to announce a specific radio campaign is General Mills, Minneapolis, which this week is turning over five 2:45-3 p.m. programs on NBC to discussions of point rationing by Government authorities. The company is releasing full page ads to 250 newspapers to tie in with the radio series.

Now you can get complete coverage of the West's biggest, fastest-growing market at really low cost. For all Southern California, use KMPC, now the most powerful independent in the West.
KMPC
LOS ANGELES ★ 710 K C
for Southern California ★ 10,000 WATTS
AFFILIATED IN MANAGEMENT WITH WJR, DETROIT AND WGAR, CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

MR. PETRILLO'S NEW DEMANDS

Reprinted from New York Times, Feb. 15.

MR. PETRILLO is distinguished from his fellow labor leaders by greater audacity and imagination. He realizes clearly the enormous powers of private dictatorship that the present state of the law, the beneficent attitude of the Administration, and the timorousness and vacillation of Congress have placed in his hands.

He has now put forward the demand that the operators of juke boxes, the companies that send music over the wires, the makers of phonograph records and the great radio companies pay a monetary tribute directly to his union for the privilege of doing business. All he asks is a cut-in on every record and every phonograph sold.

These fees will be paid into the union treasury. The money will be used, according to Mr. Petrillo, to reduce unemployment, to subsidize symphony orchestras and "to foster and maintain musical talent and culture and musical appreciation."

What Mr. Petrillo is proposing, in brief, is that the recording companies — which must ultimately mean the public that pays for the records—must submit to a private tax so that he can set up his own private system of unemployment relief.

What he is proposing is that the members of his own union must submit to a private income tax—in the form of that part of their fees which would, in effect, go to the union instead of to themselves—in order to support this private system of unemployment relief.

What he is proposing is that, at a time when war demands have made the shortage of manpower more acute than ever, he shall have the power of levying private tribute in order to create unnecessary jobs for men and women as musicians.

Mr. Petrillo no doubt looks at these matters from so disinterested a standpoint that he has not considered what abuses might develop if this device were also adopted by other unions less single-mindedly devoted to the public weal than his.

These unions could insist that every employer pay a special fee to them for the privilege of employing a member of their union. These unions could make themselves rich beyond the dreams of avarice. In one or two cases, no doubt, they might even be tempted to increase the salaries and other emoluments of their officials. For, as Mr. Petrillo knows, nothing but his own high conscience would prevent him from using these enormous fees in ways that did not directly promote the public welfare. There is no law which forces unions to make an accounting of their funds or even to publish financial statements. And though the Wagner Act forces employers to recognize unions, it contains not a word which compels these unions to be in any way responsible.

Mr. Petrillo, in short, can lay down the law to the phonograph companies, the recording companies, the radio companies, and to the members of his own union; but nobody can lay down the law to Mr. Petrillo.

The Supreme Court emphasized this fact yesterday by affirming the Chicago Federal court ruling that the Government could not prosecute the American Federation of Musicians under the anti-trust laws because it will not permit new records to be made for juke box and radio reproduction.

As long as Congress acquiesces in the Supreme Court's decision that labor unions enjoy sweeping immunity from the anti-trust acts and from the Federal anti-racketeering act; as long as Congress forces employers to recognize and deal with unions, but does nothing whatever to compel these unions to conduct their affairs democratically or responsibly; as long as Congress retains a law which forces an individual to join a union, whether he wants to or not, because his source of livelihood would otherwise be cut off by boycott of himself or his employer, or by other means —as long as Congress tolerates all this, we shall continue to have private dictators like Petrillo; and they will continue to find further means for enriching their treasuries and extending their powers.



"Why doesn't he leave his radio tuned all night to WFDF Flint Mich. for a Musical Clock?"

Buy LISTENERS

Buy

WFMJ

covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER Inc.

Blue Network

Headley-Reed, Rep.

Church Praise

A RESOLUTION hailing the support given to the church by NBC was adopted at a recent convention of the United Lutheran Church in America. Dr. Walton H. Greever, secretary of the Lutheran institution, wrote "The church gives increasing recognition to the value of radio service."

SYDNEY MOSELEY, commentator of Mutual and WMCA, New York, is preparing a book on the subject of American radio. Publisher and date of publication have not been announced. The British author has been active in American radio for three years.

Nash Heads Show

OGDEN NASH, poet-humorist, has been signed by P. Ballantine & Sons, Newark, as m.c. of the company's new show with Guy Lombardo and His Royal Canadians, which starts March 8 on CBS in the Monday 10:30-11 p.m. spot.

Ware Heads

PAUL WARE, general manager of Allen B. Du Mont Labs., Inc. has been re-elected president of the Radio Club of America, as have the entire 1942 slate of officers including: C. E. Dean, vice-president; J. J. Stantley, treasurer; O. J. Morelock, corresponding secretary and L. E. Packard, recording secretary. Austin C. Lescarboura was reappointed publicity chairman.



2 MARKETS FOR THE PRICE OF ONE

St. Paul and Minneapolis with Population Over 800,000

WHEN YOU ADVERTISE ON

WTCN

Blue Network

Write for Details of Programs and Time Available, Rates and Market Data

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES
New York Chicago Detroit Atlanta
Los Angeles San Francisco

SPOTS U.S. TOKIO

WHERE THEY'LL DO THE MOST GOOD!

TEXAS' BOOMING GULF COAST INDUSTRIAL AREA

1000 WATTS 560 KC FULL TIME BLUE NETWORK

KFDM BEAUMONT

Represented by HOWARD H. WILSON COMPANY

BRITISH COLUMBIA
LAND OF OPPORTUNITY

Leading By Every Survey

CJOR

VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST

CINCINNATI'S Favorites



HEARD DAILY
SINGING WITH
BOBBY BAKER'S ORCHESTRA

THE L. B. Wilson STATION

Columbia's Station for the
SOUTHWEST

KFH

WICHITA
KANSAS

Call Any Edward Petry Office

Studio Notes

SIGNON TO SIGNOFF drive for blood donors recently conducted by Rex Davis, chief announcer of WCKY, Cincinnati, and Stokes Industries, *Let Freedom Ring* program were especially commended features of the station's blood donor campaign for which a certificate for "outstanding cooperation" with the Red Cross Blood Donor Service was recently presented L. B. Wilson, owner of WCKY, by the Cincinnati-Hamilton County Chapter.

TWO ANIMALS, a white half-Arabian stallion and a pure-bred Jersey cow, were auctioned by Bill Moshier, farm director of KIRO, Seattle, in a War Bond selling campaign in which certified purchases of bonds during December constituted bids. Animals were gifts.

KSAL, Salina, Kan., a Mutual affiliate, is now broadcasting the Morton Downey program for Coca Cola from the BLUE.

AN EXCLUSIVE New York outlet for two of the major networks, whose own affiliates in that city have previous commitments, WINS is broadcasting basketball games from Madison Square Garden on Mutual. On Feb. 16, WINS will broadcast a special quarter-hour program on CBS on the 75th anniversary of the Protective Order of Elks.

GRADUATES of the ten-week KNX Hollywood Workshop for girl staff members, have filled six positions in that station as a result of that training. Theola Carr, Barbara Magee and Marian Clark have joined the news bureau as junior writers; Jean King has made a transcription operator; Betsy O'Crotty, mail room clerk, and Bernice Prestholdt, receptionist, are now on the publicity staff. Training courses are conducted by KNX department heads.

TO PROMOTE the annual Red Cross drive during March, quarter-hour programs using Hollywood film talent are being produced and transcribed by NBC, that city, through cooperation of the Hollywood Victory Committee. Scripts are by the Writers Mobilization Committee, with transcribed series to be released on 600 stations nationally.

INDIVIDUAL miniature candid camera shots of KFI-KECA, Los Angeles, staff recently were sent to all former staff members now in the Armed Forces by Jim Berry, announcer.

WJLS, Beckley, W. Va., was equal to a recent emergency when a sleet storm forced discontinuance of telephone service. Peter Arnell, program manager, rushed to the transmitter two miles away while Al Ginkle, chief engineer, and Charles Huston, his assistant, rigged up a "gasoline motor" generator, enabling WJLS to broadcast from its transmitter for a day and a half.

AS AN AID to Air Raid Precautions drill, CJVI, Victoria, daily goes off the air at 2 p. m. for one minute, with approval of ARP authorities. Sirens at Victoria are tested daily at that hour, and CJVI asks listeners to practice dialing the station without help of its carrier, in case of emergencies.

W55M, Milwaukee, the *Milwaukee Journal's* FM outlet, has been operating from noon to midnight since Feb. 7, instead of the former 10 a. m. to 10 p. m. schedule. 33 live talent shows excluding news broadcasts originate from W55M.

JOHN E. PEARSON Co., station representative, on Feb. 15 moved its New York office from 342 Madison Ave. to larger quarters at 250 Park Ave. New telephone is Plaza 8-1155. Hines Hatchett is manager of the New York branch.



WELCOMED HOME by a bevy of beauties of the CBS publicity department, James Kane, until recently Western division publicity director of CBS, takes up his duties in the New York office as assistant to George Crandall, CBS director of publicity. Smiling at Kane are (l to r): Betty Paul of the magazine division; Rosellen Callahan, CBS fashion editor, and Nancy Martin, assistant to the press desk. Mr. Kane joined CBS New York nine years ago. In November, 1939, he went to WBBM, CBS Chicago outlet, where he filled the position as publicity director.

FREDERIC W. ZIV Inc., transcription-production firm, has enlarged its New York offices in the CBS building to accommodate increased personnel. Recent additions include Ralf Rosenberg, writer, transferred from Cincinnati, and Jack Berch, who has joined the firm in an executive capacity.

KVOR, Colorado Springs, has acquired the AP radio news wire from Press Assn.

WAIC, San Juan, P. R., recently celebrated its first birthday with a dinner given by Enrique Abarca, the owner, for employes and their wives. Guests of honor were Senators Dennis Chavez of New Mexico and Homer T. Bone of Washington, who had arrived that day for special investigation of critical conditions in Puerto Rico.

IN A reorganization of the artists bureau of WOR, New York, handling of radio talent has been transferred to the station's program department, while club dates and dance band remotes remain under the jurisdiction of the bureau, headed by Nat Abramson.

HOW to radiate charm and personality is taught feminine pages in a school recently organized by NBC Hollywood. Teacher is Beryl Wallace, m.c. of the weekly NBC *Furlough Fun*, sponsored by Gilmore Oil Co. Pagettes replace youths who have entered the Armed Services.

W71NY, FM station of WOR, New York, has shifted its broadcasting hours from 3 to 9 p. m., to 1 to 7 p. m.

KGGM, Albuquerque, and KICA, Clovis, N. M., have acquired the United Press wire services.

Foam Failed

TO ACQUAINT personnel of WCHS, Charleston, W. Va., with the use of fire extinguishers, which had been around the station for several years, Howard L. Chernoff, managing director of the West Virginia Network, called a staff meeting recently. He built a fire in a metal waste basket, then took one of the ancient extinguishers and started to pump. Nothing happened. He pumped harder but the flames only increased. In rushed a janitor with an extinguisher from the auditorium and put out the blaze. Said Mr. Chernoff, as he ordered all extinguishers checked and empty ones filled: "Some fire drill!"

RCA'S COLLEGE GALS
Feminine Employes to Purdue To Study Electronics

LIKE Uncle Sam's draftees who'll be sent to college for training, a group of 80 to 100 girl employes of RCA's Victor Division will soon take up residence at Purdue U., where the firm is sending them to study electronics in preparation for advanced work in the production of equipment for the armed forces.

Group will include girls 18-22 years old, who have had two years of college. Curriculum calls for two 22-week terms, involving 40 hours of study a week. Girls have all expenses paid, receive regular salaries and are urged to take part in regular student activities.

35 Civic Groups Form Radio Council in N. J.

FORMATION OF a New Jersey radio council was approved by some 35 heads of civic and cultural organizations within the State at a meeting held recently in the Bamberger Store's auditorium in Newark. Representatives of WHOM and WAAT, Jersey City; WPAT, Paterson, and WOR, New York, also attended. Mrs. R. W. Cornelison, education director of the New Jersey Federation of Women's Clubs, was appointed president of a temporary committee to serve until the organization is completed and regular officers can be elected.

Mrs. Julius Flink of the New Jersey Council of Jewish Women was named secretary, and R. D. MacDougall of N. J. Teacher's College, treasurer of the Organization Committee, which will appoint further committees on educational programs, children's programs, etc. Committees will hold a general organizational meeting at NAB offices in New York Feb. 19. Dorothy Lewis, coordinator of listener activities for NAB, spoke at the meeting in Newark and will assist in the formation of the new council.

MARTIN GOSCH, producer of the Abbott & Costello program on NBC, married Joan Arles, Broadway actress, Feb. 19 in New York. Mayor Fiorello LaGuardia, a personal friend, performed the ceremony in New York's city hall, with Abbott and Costello serving as best men.

New AT&T Tariff Schedules Specify Substantial Savings to Radio Industry

TARIFF schedules of the AT&T were announced last week substantiating the predicted savings seen in network program transmission costs when the reduced costs were first announced several weeks ago [BROADCASTING, Jan. 25, 1942].

Under the new tariff schedules the nation's stations will derive total savings of approximately $2,145,000. The savings to stations will come in lower wire and connecting costs and will represent a positive saving to all network stations as well as to non-network stations which choose to avail themselves of occasional use of wire-line service.

The tariff schedules included are AA, BB, A, B, C, D and E. Schedule AA and BB affects only continuous and occasional users of facilities within 50-8,000 cycles range. Schedule C and D cover continuous and occasional use of the 200-3,500 cycle range without supervision. Schedule E provides for occasional use of facilities within the 500-2,500 range for the transmission of speech only.

	SCHEDULE AA OLD	NEW	*SCHEDULE A* OLD	NEW
Interexchange Channel				
16 hours per day	$ 9.50	$ 8.00	$ 8.00	$ 6.00
Each add. hr. per day	.20	.15	.15	.10
Station Connections Per Month				
16 hours per day	$175.00	$125.00	$125.00	$75.00
Additional hours				
First hour	25.00	20.00	20.00	15.00
Next two hour period	25.00	20.00	20.00	15.00
Next five hour period	25.00	20.00	20.00	15.00

	SCHEDULE AA OLD	NEW	*SCHEDULE A* OLD	NEW
For Additional Hours Not Contracted for, per occasion of use.				
When additional hours precede or succeed and are consecutive with the daily contract period:				
Interexchange Channel per airline mile, per hour or fraction thereof	$ .012	$ .01	$ .01	$ .0075
Station Connections	1.75	1.25	1.50	1.00
When additional hours are not consecutive with the daily contract period				
Interexchange Channel per airline mile, per hour or fraction thereof	.03	.025	.025	.02
Station Connections	3.00	2.50	2.50	1.75
Reversals				
Interexchange Channel arranged for reversals per airline mile per mo.	1.00	.75	1.00	.75
Service point equipped for operating reversals per mo.	100.00	75.00	100.00	75.00

	SCHEDULE BB OLD	NEW	*SCHEDULE B* OLD	NEW
Interexchange Channel per airline mile:				
First hour	$ .25	$ .22	$ .20	$ .15
Each add. 15-min. period or fraction	.0625	.055	.05	.0375
Min. charge per occasion of use	2.50	2.50	2.00	2.00
Station Connections:				
Each station connection per month	50.00	40.00	30.00	20.00

	SCHEDULE C OLD	NEW
Interexchange Channel		
For contract periods between 12 noon & 9 p.m. of less than 24 hours per day		
First hour	$ 3.00	$ 1.50
Each additional hour	.50	.25
For contract periods between 9 p.m. and 9 a.m.		
First hour	1.50	.75
Each additional hour	.25	.20
Bridging Connections		
For contract periods of less than 24 hours per day.		
Each bridging connection per month:		
First hour	25.00	15.00
Additional hours	3.00	1.50
Maximum charge	40.00	20.00
Contract periods of 24 hours per day	40.00	20.00

	SCHEDULE D OLD	NEW
Per airline mile:		
First hour or fraction thereof	.15	.10
Each additional 15-minute period consecutive with initial period	.0375	.025
Min. charge	1.50	1.50
Bridging connection	1.25	.625
Min. charge per mo.	20.00	10.00

	SCHEDULE E OLD	NEW
Inter exchange channel		
First hour	$ .10	$ .10
Each consecutive 15-min. period	.025	.025
Minimum charge	1.00	1.00
Bridging connection per connection	1.00	.625
Min. no. Charge	10.00	10.00

FOR CLOSE VOLTAGE regulation where requisite to good operation in radio transmitters, electronic-tube apparatus etc., General Electric Co., Schenectady, has perfected a new voltage stabilizer. Publication GEA-3634 describes the stabilizer in detail.

Beich Candy Spots

PAUL F. BEICH Co., Bloomington, Ill. (candy), in a 13-week campaign started Feb. 15 has placed four chain-break announcements a week on WGR KFH WOAI WREC WTAM WGAR WFAA WBRC WCKY WHKC WISH WSB for Whizz Candy Pie. In addition chain-break announcement campaign previously running on WCAE WJAS WJR KSTP KSD WENR WGN has been extended for another 13 weeks. Agency is Arthur Meyerhoff & Co., Chicago.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Lowest Cost per Listener
In the Tri-City Area

TROY - ALBANY-
SCHENECTADY

WTRY

TROY, NEW YORK

1000 Watts
at 980 Kc.

The ONLY Basic BLUE Station
In Eastern New York

Represented by RAYMER

Haas Named Shortwave Editor in CBS Shuffle

REORGANIZATION of the CBS shortwave department, effective Feb. 15, places Lawrence S. Haas, Latin-American editor of United Press, in the newly-created post of CBS shortwave editor, Edmund Chester, director of the network's shortwave broadcasting, announced last week. A staff promotion and two additions were included in the move.



Mr. Haas

Edward Michelson of the night desk has been promoted to day editor; Henry Lepidus, former Latin-American editor of Associated Press, is the new night editor. Vincent Martire, newspaperman, has joined the shortwave newswriting staff. Mr. Haas spent more than 20 years as executive of UP bureaus in Argentina, Brazil, Chile, Panama and Cuba. A native Philadelphian, he started his newspaper career on the *Asheville* (N. C.) *Bulletin*, later transferring to the *Philadelphia Evening Bulletin*. Several months later, he joined the UP outgoing foreign cables desk, and subsequently was assigned to the Latin-American posts.

GIRL SCOUTS of the U. S. have issued an appeal to the radio industry to help publicize Birthday Week, March 12-18, which will mark the start of a drive to recruit volunteer leaders.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York - Chicago - San Francisco

WJWC CESSATION HITS SUN PROJECT

WITH SUSPENSION Feb. 7 of WJWC, Chicago - Hammond [BROADCASTING, Feb. 8], the Air Edition of the *Chicago Sun* has been disbanded.

Set up last July at a reported cost of $150,000, the project had a staff of 19 announcers and newswriters, who handled all newscasts on WJWC as a promotion for the newspaper. The Air Edition occupied studios atop the *Chicago Daily News* building, which also houses the *Sun*.

Clifton Utley, whose two-year contract as editor of the radio news subsidiary has 18 months to run, will be retained for other news programs to be sponsored on Chicago stations by the *Sun*.

JOHN McVANE, NBC war reporter now in Algiers, has contracted with D. Appleton-Century Co., New York, for a book to be published next fall.



KGO's NEW RATE CARD IS NOW IN EFFECT. Base rates remain the same . . . rates for frequent weekly schedules have been made much more attractive. KGO advertisers can now buy more advertising impressions and hence a stronger advertising impact, at a lower cost per family.

Ask your Blue Spot representative or write direct for details.

KGO
SAN FRANCISCO · OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.

U.P.
THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE
UNITED PRESS

THERE'S NOT ANOTHER LIKE IT!
WIC
50,000 WATTS
DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

CLEAN UP in Montana

ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA · MONTANA

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.



WHEN WJSV, CBS affiliate in Washington, was host at the Feb. 17 meeting of the Radio Executives Club of New York, these radio industry leaders turned out to hear talks by J. Harold Ryan, assistant director of censorship in charge of radio, and Sen. D. Worth Clark (D-Ida.), chairman of the Senate Petrillo Probe Committee. Seated (l to r): Mr. Ryan; Earl Gammons, director of CBS Washington headquarters; Sen. Clark; Tom Lynch, timebuyer, Wm. Esty & Co., New York, and president of the Radio Executives Club; Arch McDonald, WJSV sports commentator; Miller McClintock, president of MBS; Neville Miller, president of NAB, and Linnea Nelson, timebuyer of J. Walter Thompson Co., New York, and executive vice-president of the Club. Standing (l to r): Carl J. Burkland, general manager of WJSV; Frank Mullen, vice-president and general manager of NBC; Mark Woods, president of the BLUE, and Sydney M. Kaye, New York attorney. Senator Clark discussed the Petrillo music situation at the luncheon.

Recorders-AFM Stymied

(*Continued from page 11*)

established with respect to other labor unions representing singers, announcers, actors, engineers, etc.

8. Conflict with the National Labor Relations Act which forbids direct contribution by employers to unions.

9. The problems involved in the admission, implicit in the acceptance of such a principle, that Mr. Petrillo has a genuine grievance or any real unemployment problem.

Many newspapers editorially took up the cudgels against the Petrillo demands, holding that the union was enabled to exercise such dictatorial powers only because of the laws and court decisions which give labor unions sweeping immunity from the anti-trust acts. Cited particularly was the Supreme Court decision Feb. 15 upholding the ruling of the Federal District Court in Chicago, dismissing the original Dept. of Justice anti-trust suit against AFM on the ground that a "labor dispute" was involved.

Newspaper Takes Up Fight

A modified suit, citing specifically the effect of the recording ban on broadcast stations, still is pending and will be heard by District Judge John P. Barnes. In view of the Supreme Court ruling, however, it was felt that relief in the final analysis will not be forthcoming until the statute is lamented.

In addition to a lead editorial published on Feb. 16 (see page 49), the *New York Times* the following day published a second editorial citing the reasons "Why Mr. Petrillo Rules." It pointed out he has the power to force practically every musician to join the union; to tell musicians when and how and whether or not they can make recordings; to tell the American people what music they can and cannot hear. This has been confirmed by the Supreme Court decision, said the *Times*, and the administration must be perfectly satisfied, as it has never proposed any revision in the law to change it.

"Congress must acquiesce in this arrangement, because it has never passed, nor is it now considering, any law to end it," the newspaper lamented.

WJLB, Detroit, has appointed Burn-Smith Co. as national representative.

Russell Tolg Promoted

RUSSELL TOLG, formerly sales promotion director of WTMJ, Milwaukee, and assistant radio director of BBDO, Chicago, since last October, has been named radio director of the agency's Chicago office, succeeding James G. Cominos, who has joined the Marines. Mr. Tolg will be assisted by Cora Hawkinson.

KBS Scrap Drive

KEYSTONE Broadcasting System, through its 207 affiliates, will devote over 1,500 spot announcements and 600 collective hours of programming during the week of March 7 to the metal scrap drive conducted by the movie industry's war activities committee. Announcement of the tie-in was made last week by KBS president, Michael M. Sillerman, who revealed that the network had agreed to cooperate with exhibitors on similar activities in the future. Listeners will be asked to search homes for scrap metal, then watch local theaters for news of the "copper, brass and bronze matinee".

SHERMAN & MARQUETTE, Chicago, has appointed Tom Fizdale Inc., New York, to handle promotion and publicity for the agency and its accounts.

Convention

(*Continued from page 10*)

Petrillo recording ban, at the opening session Thursday. Also on the agenda for that day are war problems including the manpower situation and the 48-hour week; availability of materials, including tubes, batteries, gasoline and tires, home receiving sets, daylight saving time, and rationing.

Labor problems, legislation and the makeup of the new Congress, the Holmes bill to reorganize the FCC, the Cox resolution and taxation likewise are on the Thursday agenda.

At the Friday session, the board will consider the retail promotion plan, the overall convention-war conference situation, membership applications and approval of a proposed new membership campaign, amendments to bylaws, and the new year's budget.

New Orleans had been selected by the last convention in Cleveland, as this year's site. Overcrowded hotels and difficulties of transportation, however, resulted in withdrawal of the invitation last week by the city's convention organization. Second and third choices were Chicago and Pittsburgh, respectively. If the convention plan is abandoned, however, the board would be in a position to designate the locale for the war conference, with New York or Chicago best situated from all angles.

SCREEN RIGHTS to the weekly half-hour BLUE *Duffy's Tavern*, sponsored by Bristol-Myers Co. (Minit-Rub), have been purchased by MGM.

$678,024,000.00
Annual income of WIBW farm families — a market dominated by our six - state signal. Ready to sell for you.
WIBW The Voice of Kansas in TOPEKA

Lower Court Ruling On AFM Sustained By Supreme Court

Anti-trust Action Contrary To Norris-LaGuardia Act

WITHOUT the formality of a written opinion, the Supreme Court last Monday sustained the finding of Federal Judge John P. Barnes of Chicago last October, dismissing the Government's anti-trust suit against James C. Petrillo and the American Federation of Musicians, provoked by his ban on the recording of music, on the ground that it was purely a labor dispute. The effect of the Supreme Court action is to prevent the union from being enjoined under the anti-trust laws.

A revised suit against AFM, brought by former Assistant Attorney General Thurman Arnold, argued last month, still is pending before Judge Barnes and was based largely on the effect of the recording ban upon wartime morale. Judge Barnes reserved opinion after hearing oral arguments, but in view of the highest tribunal's ruling, it was thought likely that the issue already had been settled.

Injunction Citations

In its per curiam opinion, the Supreme Court simply cited several cases in which the Norris-LaGuardia Act, prohibiting the issuance of an injunction where a labor dispute is involved, had been applied. The effect of the opinion was to give AFM the legal right to continue the ban on recording, in force since Aug. 1.

Assistant Attorney General Arnold, who has been nominated to sit on the Court of Appeals for the District of Columbia, which handles radio appeals, personally had argued both anti-trust suits—the first last October and the revised complaint on Jan. 25. He had held that the ban made Mr. Petrillo virtual dictator over musicians and that it endangered the war effort, in that the existence of small radio stations and many small businesses using juke boxes for entertainment of the public was threatened.

In view of the fact that AFM has proposed settlement of the recording strike by assessment of fixed fees on recordings, to be paid into an AFM unemployment fund, suggestions were made that the whole matter should be referred to the War Labor Board. The Supreme Court decision holding that the matter was a labor dispute, it was pointed out, buttressed this contention.

RCAC Ends Pacts

APPROVING a resolution already passed by the board of directors of RCA and RCAC, the FCC last week authorized the firm to end preferential agreements with foreign firms which had assured RCAC exclusive business in handling their unrouted messages in the United States. FCC is advising other radiotelegraph firms to take similar measures.

Continuation of AFM Recording Ban Can Injure Entire Country, Says Clark

SEN. D. WORTH CLARK (D-Ida.), chairman of the Senate Committee investigating the AFM recording ban, told the Radio Executives Club of New York last Wednesday that continuation of the ban "can become injurious to the entire country".

He referred to the AFM action as probably the only strike in the history of the nation in which the strikers' demands were not made known. He expressed hope that the negotiations in progress last week between James C. Petrillo, president of the AFM, and record manufacturers "would result in something constructive", although the senator declined to discuss "the merits or demerits" of Petrillo's proposals. He reviewed actions to date by the OWI, FCC, Dept. of Justice and the Senate investigators to combat the ban.

Ryan Praises Radio

J. Harold Ryan, assistant director of censorship in charge of radio, told the record turn-out of radio executives that broadcasters themselves, together with the press, are solely responsible for maintaining the present wartime system of voluntary censorship. Reiterating his praise of the radio industry for its discretion in keeping secret President Roosevelt's recent trip to North Africa [BROADCASTING, Feb. 1], Mr. Ryan stated that such an example of self-censorship can only mean that we, in this country, are "maintaining free speech, even though speech cannot be free."

Toastmaster was Arch McDonald, sports commentator of WJSV, Washington, owned and operated by CBS, luncheon host. Out-of-town guests included Lee Chadwick, WJSV; Ray Jordon, WDBJ, Roanoke; Howard Chernoff, WCHS, Charleston, W. Va.; Sam Goldstein and Richard Goldstein, WCHS; John Donaldson, McCann-Erickson; Robert R. Feagin, WPDQ, Jacksonville; Charles Pittman, WBML, Macon, Ga.; H. A. Lafount, Atlantic Coast Network.

NBC Spot Campaigns

FIVE national advertisers using programs or announcements on NBC owned and operated or affiliated stations have renewed current schedules or are starting new campaigns, according to James V. McConnell, manager of NBC's spot sales departments. Sponsors and their programs include Planters Nut & Chocolate Co., through J. Walter Thompson Co., on WRC, Washington; Vick Chemical Co., through Morse International, on KDKA, Pittsburgh, WGY, Schenectady, KOA, Denver, WTAM, Cleveland and WMAQ, Chicago. McKesson & Robbins (Bexel and Calox), on WMAQ, KDKA and WGY, through J. D. Tarcher Co.; American Home Products on WBZ-WBZA, Boston, placed through Blackett-Sample-Hummert. A new contract for Stams vitamins will start on WOWO, Ft. Wayne, WTAM and WMAQ in addition to those on WBZ-WBZA which Standard Brands has been using. Agency is Ted Bates Inc.

Leave Schenley Show

GEORGE S. KAUFMAN, Broadway producer, and Oscar Levant, musician and quiz expert, have withdrawn as Co-M. C.'s of *Cresta Blanca Carnival* on MBS. Ilka Chase, comedienne and author, will conduct the Feb. 24 broadcast. No permanent M. C. has been announced, however. Program is sponsored by Schenley Distillers Corp., New York, for Cresta Blanca Wines. Agency is William H. Weintraub Co., New York.



NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

**Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!



WDRC
CONNECTICUT'S PIONEER BROADCASTER
CO-OPS 1930-43
Two co-ops for your E. T.'s are now in their 13th successful year on WDRC. The programs are the Shopper's Special and the Ad-Liner. Both are available for one-minute announcements at unusually attractive rates. WDRC, Hartford, Basic CBS for Connecticut.
CBS

"...has been sponsored by three local merchants from the very first broadcast." **WSAR**

● ASCAP Radio Program Service provides, without cost to any ASCAP-licensed station, programs of proved salability. If you are not using them write or wire us at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Metropolitan population! From 197,000 in 1940 to 209,000 in '43 . . . 12,000 more customers for your product.
WHBF
The 5000 WATT Voice of the Tri-Cities
Affiliate: Rock Island ARGUS
MUTUAL NETWORK - 1270 KC

CAB Reviews Radio Year

(Continued from page 14)

the quarter-hour rate, graduating down to one-minute spots at 30% of the quarter-hour. Canadian agency men favored the proposed structure, while American representatives, including Charles Ayers of Ruthrauff & Ryan, New York, and Lew Avery of the NAB, Washington, expressed opinions that the plan would be too complicated. No decision was made.

Avery Leads Forum

An open meeting Monday afternoon dealt mainly with a report of a joint committee of the CAB, Assn. of Canadian Advertisers and Canadian Assn. of Advertising Agencies on measuring station coverage and listener habits. An interim report was read for the committee chairman, G. Walter Brown, vice-president of Bristol Myers Ltd., Toronto, by Louis Phenner, representing the ACA, and by Jack Cooke, representing the CAB. The CBS ballot method of measuring station coverage was described in detail, while Adrian Head, representing the CAAA, discussed the report on measuring listener habits. A roundtable discussion on "Selling the Medium" followed, led by Mr. Avery, director of broadcast sales, NAB, Washington.

Canadian broadcasters heard for the first time at the Monday luncheon from the new general manager of the CBC, Dr. J. S. Thomson, who spoke on "Broadcasting and Civilization." He pointed out to the broadcasters that their duty was three-fold, a duty to the past whose scientific achievements had brought broadcasting; a duty to present civilization, to give the listening public something that will leave them better than we found them; a duty to the future, to look ahead to vaster issues.

Discussing broadcasting's part in religious, social and political life as well as in its entertainment value, and educational features, he explained there is a difference between education and propaganda. Education he defined as trying to serve persons to whom we direct broadcast programs; propaganda he defined as trying to use persons, whom we reach with radio programs, to our own ends. He said radio has a bigger role than selfish ends, that it is an instrument of persuasion for which the world has long sought. He stated that radio should not sell out to any one, should defend its freedom as the freedom of the press, that the CBC would not sell out to any political party.

Women Replacing Men

A closed breakfast session, opening the second day's activities, was addressed by Maj. Dick Diespecker of the Canadian Army, formerly of CJOR, Vancouver; Sub. Lt. G. A. Burwash of the Royal Canadian Navy, with CBC in civilian life, and Flying Officer Andy McDermott of the Royal Canadian Air Force, formerly of Stovin & Wright.

Dr. T. A. Robinson, assistant director of National Selective Service, at a Tuesday morning meeting urged broadcasters to replace men employes with women as rapidly as possible and in as many cases as possible, to free men for military duty. Priorities were discussed in an off-the-record conference.

Complimenting radio on the job it has done in previous War Bond drives, David Mansur, vice-chairman of the National War Finance Committee, Ottawa, announced a spring Victory Loan campaign to raise $2,000,000,000. No single group has made a greater overall contribution to the financial drives since the first loan in May 1940, than the radio industry, he asserted. A policy of bringing American stars to Canada to assist in raising funds will continue, he said.

CAB Code Approved

Forthcoming campaigns to conserve clothing and textiles were outlined at a Tuesday luncheon session by Ross Brown of the Wartime Prices and Trade Board (price ceiling authority) information section. To promote the campaigns the WPTB will purchase additional radio time, he indicated. He announced that for the first time in history Canadian and American pattern makers will present a North American preview of women's clothing styles next month.

A resolution approving a CAB code, similar to that of the NAB, was adopted at the Tuesday afternoon conference. The proposed code has nine clauses dealing with the industry's responsibility which is "first to the radio listeners of Canada for the dissemination of information and news, the supplying of entertainment . . . and the necessity for ethical business standards in dealing with advertisers and advertising agencies."

The treasurer's report showed a surplus of $25,385, of which $10,000 has been set aside for Government bonds. Creation of an associate membership for official sales representatives on the basis of $10 for each station represented was approved, with a view to organizing a broadcast sales committee in the future.

Among Wednesday speakers were Mrs. Dorothy Lewis, NAB coordinator of listener activities; John J. Gillin Jr., manager of WOW, Omaha, who extended an invitation from the city of Omaha to the CAB to hold an early postwar convention there and expressed the hope that after the war NAB would hold a convention in Canada, and the CAB hold one in the United States; W. C. Wright, of Stovin & Wright, Toronto, sales representatives, who reviewed the short history of the Broadcast Sales Club of Toronto.

CAB directors, elected Tuesday afternoon are:

Dick Rice, CFRN, Edmonton; Harold Carson, CFAC, Calgary; A. A. Murphy, CFQC, Saskatoon, and George Chandler, CJOR, Vancouver, representing western stations. Harry Sedgwick CFRB, Toronto; Jack Cooke, CKGB, Timmins, Ont.; J. E. Campeau, CKLW, Windsor-Detroit, representing Ontario stations. Phil Lalonde CKAC, Montreal; N. Thivierge, CHRC, Quebec, representing Quebec stations. N. Nathanson, CJCB, Sydney, N. S.; L. W. Bewick, CHSJ, St. John, N. B. representing the Maritimes.

Harry Sedgwick was re-elected chairman of the board, with Mr. Rice, president of the Western Assn. of Broadcasters, as vice-chairman. Glen Bannerman was re-appointed president and general manager; Arthur Evans, secretary-treasurer, and Joseph Sedgwick, K.C., as legal counsel.



SETTLING a delicate point, no doubt, are Wis McQuillin, timebuyer, Cockfield, Brown & Co., Toronto and Bill Schudt Jr., eastern division field manager for CBS station relations. Setting is last week's CBC session at Toronto.

Gross Billings of CBC Reported $1,057,664

DELAYED annual report of the Canadian Broadcasting Corp. for the fiscal year 1941-42, ending March 31, 1942, has just been released by the CBC at Ottawa. The report deals with the wartime activities of the CBC, establishment of CBC National News Service at the beginning of 1942, and various program activities.

The report mentions additional sponsored programs carried by the network, composed of CBC and privately-owned stations, and the establishment of a second commercial network in July, 1941, to meet growing demands of advertisers for networks. From commercial broadcasting the report shows receipts of $1,057,664, with commercial expenditures of $94,139, plus $742,123 for all wirelines. The statement showed a net operating surplus of $299,321, with receipts from listener licenses of $3,458,331.

MacKenzie Named

PROF. NORMAN MacKENZIE, president of the U. of New Brunswick, has been appointed chairman of the Canadian Wartime Information Board, succeeding Charles Vining, who resigned due to ill health. The new chairman was professor of public and private international law at the U. of Toronto from 1933-1940.

CAB DELEGATES

J. L. Alexander, Toronto; E. L. Archibald, CHOV, Pembroke, Ont.; Lewis H. Avery, NAB, Washington; Ray Avery, Ronalds Adv. Agency, Toronto; C. T. Ayres, Ruthrauff & Ryan, New York.

W. H. Backhouse, CKY, Winnipeg; Alan C. Ball, Canadian Advertising, Toronto; G. C. Banks, L. J. Heagerty & Assoc., Toronto; R. Barry-Witton, British United Press, Toronto; Jack Beardall, CFCO, Chatham, Ont.; J. Reg. Beattie, All Canada Radio Facilities, Toronto; C. L. Berry, CFGP, Grande Prairie, Alta.; L. W. Bewick, CHSJ, St. John, N. B.; George Bourassa, CKCH, Hull, Que.; Maj. W. C. Borrett, CHNS, Halifax; N. Botterill, CJOC, Lethbridge, Alta.; Ralph F. Bowden, Stovin & Wright, Toronto; J. W. B. Browne, CKOV, Kelowna, B. C.; H. C. Buchanan, CHAB, Moose Jaw, Sask.; W. K. Buckley, W. K. Buckley Ltd., Toronto.

J. E. Campeau, CKLW, Windsor, Ont.; Leonard D. Callahan, SESAC, New York; Fred W. Cannon, All Canada Radio Facilities, Toronto; H. R. Carson, CFAC, Calgary, Alta.; G. C. Chandler, CJOR, Vancouver; K. G. Chisholm, RCA Victor, Toronto; Howard Clark, CKX, Brandon, Man.; Fletcher Coates, CHNS, Halifax; J. K. Cooke, Northern Broadcasting & Publishing, Timmins, Ont.; W. T. Cranston, CKOC, Hamilton, Ont.; Harold Crittenden, CKCK, Regina, Sask.

Vernon Dallin, CFQC, Saskatoon, Sask.; Wilf. Dippie, Radio Representatives Ltd., Montreal; H. F. Dougall, CKPR, Fort William, Ont.; C. D. Dowling, British United Press, Toronto.

W. E. Elliott, Elliott Haynes Ltd., Toronto; Walter Enger, Stovin & Wright, Toronto; F. H. Elphicke, CKWX, Vancouver.

G. Gaetz, CJRC, Winnipeg; John J. Gillin, WOW, Omaha, Neb.; Norman Goldman, BROADCASTING, Washington; Henry S. Gooderham, CKCL, Toronto; A. Gauthier, CHLT, Sherbrooke, Que.

Kolin Hager, WGY, Schenectady; Burt Hall, All-Canada Radio Facilities Ltd., Montreal; George W. Holman, Exclusive Radio Features, Toronto; Paul Haynes, Elliott Haynes Ltd., Montreal; Gordon Henry, CJCA, Edmonton, Alta.; G. F. Herbert, All-Canada Radio Facilities, Toronto; Harold Higgins, Joseph H. McGillvra, New York; J. G. Hyland, CJIC, Saulte St. Marie, Ont.

R. W. Keyserlingk, British United Press, Montreal; George Kitchen, Canadian Press, Montreal.

Phil. Lalonde, CKAC, Montreal; G. A. Lavoie, CJBR, Rimouski, Que.; Al Leary, CKCL, Toronto; Neil B. Leroy, Radio Representatives, Toronto; Mrs. Dorothy Lewis, NAB, Washington; Richard G. Lewis, Canadian Broadcaster, Toronto; G. Liddle, CKCR, Kitchener, Ont.; Charles B. Lynd, British United Press, Toronto.

H. McMahon, Taylor & Pearson, Calgary, Alta.; Joseph H. McGillvra, Joseph Hershey McGillvra Inc., New York; R. McGuire, All-Canada Radio Facilities, Toronto; C. W. McQuillin, Cockfield, Brown, Toronto; M. Maxwell, Associated Broadcasting Co. Ltd., Montreal; C. P. MacGregor, Hollywood, Cal.; Howe Martyn, Lever Brothers, Toronto; A. J. Messner, CKY, Winnipeg; Love'l Mickle Jr., Stovin & Wright Ltd., Montreal; W. C. Mitchell, CKCR, Kitchener, Ont.; Lloyd Moffat, CKBI, Prince Albert, Sask.; James Montagnes, BROADCASTING, Toronto; Lloyd Moore, CFRB, Toronto; Philip M. Morris, CFPL, London, Ont.; A. A. Murphy, CFQC, Saskatoon, Sask.

N. Nathanson, CJCB, Sydney, N. S.; J. Stewart Neill, CFNB, Fredericton, N. B.

W. B. Parsons, NBC New York; John H. Part, United Radio, Toronto; G. Alec Phare, R. C. Smith & Son, Toronto; Charles W. Pointon, Audio Devices Inc., New York.

Frank Radcliffe, CFOS, Owen Sound, Ont.; William J. Reilly, Weed & Co., Chicago; G. R. A. Rice, CFRN, Edmonton; Herbert C. Rice, WGR-WKBW, Buffalo; Sam G. Ross, Press News, Toronto.

E. T. Sandell, CKTB, St. Catharines, Ont.; F. V. Scanlan, CJRM, Regina, Sask.; Harry Sedgwick, CFRB, Toronto; J. M. Shaw, CFCF, Montreal; Charles Shearer, Chief Radio Censor, Ottawa; Alex Sherwood, Standard Radio, New York; Jack Slatter, Radio Representatives, Toronto; Ken Soble, CHML, Hamilton, Ont.; Wm. A. Speers, CKOC, Hamilton, Ont.; H. N. Stovin, Stovin & Wright, Toronto.

J. M. Taylor, Taylor & Pearson, Calgary, Alta.; Louis E. Toppe, Lang-Worth, New York; Lois M. Thompson, Howard H. Wilson Co., Chicago; R. H. Thomson, Northern Broadcasting, Timmins, Ont.; Brian A. Tobin, British United Press, Toronto; Jack Treacy, NBC New York; John Tregale, All-Canada Radio Facilities, Toronto.

William Watson, CJOC, Lethbridge, Alta.; Patrick Waddington, *Toronto Daily Star;* H. G. Walker, CBC Winnipeg; H. S. Walker, RCA Victor, Toronto; W. J. Woodill, CKSO, Sudbury, Ont.; Easton C. Woolley, NBC New York; R. H. Wright, CFAR, Flin Flon, Man.; William S. Wright, Weed & Co., New York; Adam J. Young Jr., J. H. McGillvra Inc., New York; Joseph J. Weed, Weed & Co., New York; Neal Weed, Weed & Co., Chicago.

Registering later were: Cy Langlois, Lang-Worth, New York; Gordon Love, CFCN, Calgary, Atla.; Louis Leprohon, CKAC, Montreal; Marcel Lefebvre, CHLP, Montreal; Sam Norris, Amperex, New York; Col. Keith Rogers, CFCY, Charlottetown, P.E.I.



CLIPPED by a candid cameraman is Maj. Gladstone Murray (left, without ear) at the CAB convention in Toronto last week. Others busily discussing Dominion radio problems are (l to r): Bill Wright, Stovin & Wright Ltd., Toronto; Joseph Sedgwick, CAB legal counsel; H. N. Stovin, Stovin & Wright.

Seeman Starts Early

WITH the current shortage and expense of ingredients of pure vanilla extract, Seeman Bros., New York, makers of a substitute known as Flava-Bake, is starting its annual spring campaign unusually early, and on a more extensive basis, since the product is unaffected by the shortages. Formerly using participations on WABC, New York, Seeman this year uses three full quarter-hour news programs weekly by Jay Sims on WABC, using that station only for its radio advertising. J. D. Tarcher & Co., New York, handles the account.

Jennings Named

DWIGHT JENNINGS, formerly assistant director of the Office of National Service, morale group sponsored by the Maritime Commission, has been named director of U. S. activities of the Office of the Coordinator of Inter-American Affairs. Domestic activities of the CIAA are to be accelerated in the near future, according to a spokesman for the agency. Mr. Jennings was at one time vice-president and director of Lord & Thomas.

POST-WAR RADIO HARVARD PROJECT

A POST-WAR advertising research project, to assist business in the use of radio advertising, will begin soon at the Harvard Business School, according to Dr. Melvin T. Copeland, the School's Director of Research.

Designed to study experiences of local users of radio advertising in the hopes of defining the role such advertising will play in marketing peacetime products, the project will be conducted by Prof. Charles H. Sandage, visiting professor of business research and head of the 1935 Census Bureau's investigation of broadcasting. Results are expected to provide retailers, service operators, local manufacturers, broadcasters and advertising agencies with information beneficial in the use of advertising.

Neil H. Borden, professor of advertising and Harry R. Tosdal and Malcolm P. McNair, professors of marketing, all of Harvard, will comprise an advisory committee to assist Prof. Sandage.

RKO Film Series

RKO RADIO PICTURES Inc., Hollywood, to exploit West Coast release of the film, "Hitler's Children", sponsored three broadcasts of the quarter-hour commentaries by John B. Hughes on 33 Don Lee Pacific stations, Feb. 15, 17, 19, Mon., Wed., Fri., 9:30-9:45 p.m. (PWT), as well as a special 15-minute news period for Feb. 23, Tues., 9:15-9:30 p.m. (PWT). A heavy schedule of spot announcements with local tie-in is being used on Pacific Coast stations. Agency is Raymond R. Morgan Co., Hollywood.

Allen-Baker Special

HIGHLIGHT program merger of the season will occur Sunday, Feb. 28, on CBS, when Fred Allen, star of the *Texaco Star Theatre,* and Phil Baker, of *Take It or Leave It,* tie their two half-hour shows together, walking in and out of each other's programs from 9:30-10:30 p.m. The feature is climax of a word battle in which Baker has charged that Allen lets his *Star Theatre* time droop over into *Take It or Leave It.* To regain the alleged "swiped time", Baker will appear as Allen's guest, and vice versa. Allen's sponsor is Texas Oil Co. Eversharp Co. sponsors the Baker program.

Food Rationing Series

GENERAL MILLS Inc., Minneapolis, will turn over for discussion of food rationing five of its regular broadcasts on NBC during the week of Feb. 22, foregoing usual commercial credits. The 2:45-3 p.m. period, occupied Monday through Thursday, by *Hymns of All Churches,* and Fridays by *Betty Crocker,* will feature interviews by Miss Crocker; Claude Wickard, Secretary of Agriculture; Prentiss Brown, OPA administrator; Maj. Gen. E. B. Gregory, Army Quartermaster General; Milton Eisenhower, associate director of the OWI, and a fifth speaker, as yet unnamed. Broadcasts were promoted with full-page ads Feb. 21 in 250 newspapers. General Mills' Softasilk cake flour, regularly advertised on NBC in the 2:45 p.m. period, is handled by BBDO, New York.

Kaltenborn's Plans

SUBSTITUTING for H. V. Kaltenborn, while the NBC commentator makes a whirlwind survey tour of Latin America and the Caribbean area [BROADCASTING, Feb. 1] are four commentators who will take over the 7:45 p.m. spot on NBC starting Feb. 22, with a broadcast by Leland Stowe. Upton Close, Gregor Ziemer and Clifton Utley also will be heard. Kaltenborn will broadcast from the Canal Zone, Mexico City, and other points, returning to New York March 13. Kaltenborn is sponsored by Pure Oil Co.





Actions of the
FEDERAL COMMUNICATIONS COMMISSION
FEBRUARY 13 TO FEBRUARY 19 INCLUSIVE

Decisions . . .

FEBRUARY 16

WOOD, Grand Rapids, Mich.—Mod. license change share WASH to unlimited, facilities WASH.

KTBC, Austin, Tex.—Transfer control Capital Broadcasting Assn. to Claudia T. Johnson for $17,500 cash.

KRBA, Lufkin, Tex.—Hearing license renewal and vo'. assgt. license Red Lands Broadcasting Assn. to Darrell E. Yates.

WBAL, Baltimore—Cancel special service authorization expiring April 1, 1944, request applicant.

WORK, York, Pa.—CP new transmtter.

FEBRUARY 18

WWNC, Asheville, N. C.—Grant motion dismiss plea mod. CP operate 570 kc., 5 kw., DA-N, unlimited.

KARM, Fresno, Cal.—Grant motion dismiss plea mod. license operate 1030 kc., 5 kw., DA-DN, unlimited.

Central Broadcasting Co., Key Broadcasters Inc., Wilkes-Barre Broadcasting Corp. of Wilkes-Barre, Pa.—Deny petitions waive rules (Sec. 1.231 (d)) for Sept. 15 hearing; grant joint petition findings heretofore fi'ed comply Sec. 1.231 (d) these proceedings.

Applications . . .

JANUARY 16

WBYN, New York—Move main studio Brooklyn to New York.

KLRA, Little Rock, Ark.—Extension permission operate 1010 kc., 5 kw. D, DA-N to Dec. 1, change DA for N use, extend completion date March 13, 1943 to June 13, 1943.

WTOC, Savannah, Ga.—Mod. CP, as mod. install DA-N, increase power, extend completion date Feb. 15, 1943, to April 15, 1943.

WOWO, Fort Wayne, Ind.—Extend permission operate unlimited to April 1, 1944.

W6XYZ,, Los Angeles, Cal.—Mod. CP, as mod. for experimental television station, extend completion date March 15, 1943, to Sept. 15, 1943.

KSWO, Lawton, Okla.—Operate unlimited (Sec. 4).

Tentative Calendar . . .

WBNY, Buffalo—Mod. license 680 kc., 250 w., unlimited (Feb. 23).

W55NY, New York—Mod. license 45,500 kc., 8,500 sq. mi., unlimited (Feb. 26).

WALB, Albany, Ga.—Consolidated hearing renew license, vol. assgt. license, CP 1550 kc., 1 kw., DA-N. unlimited (Feb. 25).

Network Accounts
All time Eastern Wartime unless indicated

New Business

CAMPBELL SOUP Co., Camden, on March 3 starts Milton Berle, comedian, on 63 CBS stations, Wed., 9:30-10 p.m. Agency: Ward Wheelock Co., New York.

ELGIN WATCH Co., Elgin, Ill. (institutional), on March 7 starts *The Man Behind the Gun* on 60 CBS stations, Sun., 10:30-11 p.m. Agency: J. Walter Thompson Co., New York.

Renewal Accounts

RCA VICTOR Co. Ltd., Montreal (radio tubes. records), recently renewed *Voice of Victor* on 30 Canadian Broadcasting Corp. stations, Thurs. 8:05-8:30 p. m. Agency: Spitzer & Mills Ltd., Toronto.

LUMBERMEN'S MUTUAL CASUALTY Co., Chicago, on Feb. 21 renewed Upton Close on 60 MBS stations, Sun., 5:15-5:30 p.m. Agency: Leo Burnett Co., Chicago.

Network Changes

MINNEAPOLIS-HONEYWELL Reg. Co., Minneapolis (air conditioning machinery), on Feb. 17 shifts *Alias John Freedom*, heard once every four weeks on 134 BLUE stations, 9-9:30 p.m. (Rpt, 12-12:30 a.m.) from San Francisco to Chicago. Agency: Addison Lewis & Assoc., Minneapolis.

WESTINGHOUSE MFG. Co., Pittsburgh (institutional), on Feb. 28 shifts *The Westinghouse Program* from New York to Hol'ywood on 127 NBC stations. Sun., 2:30-3 p.m. Agency: Young & Rubicam, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Swan), on March 2 shifts *Burns & Allen* on 114 CBS stations, Tues. 9-9:30 p.m. from Hollywood to New York for three weeks. Agency: Young & Rubicam, N. Y.

STANDARD OIL Co., San Francisco, on Feb. 21 shifted *Standard Symphony* on 6 NBC Pacific stations, Sun., 8:30-9:30 p.m. (PWT), from Hollywood to San Francisco. Agency: BBDO, San Francisco.

LUMBERMEN'S MUTUAL CASUALTY Co., Chicago, on March 20 adds Sat. 8:30-8:45 p.m. to Upton Close's commentaries, on 60 MBS stations, Sun., 6:30-6:45 p.m. Agency: Leo Burnett Co., Chicago.

PROCTER & GAMBLE, Cincinnati (Camay), on Feb. 22 adds 46 NBC stations to *Pepper Young's Family*, making a total of 128 NBC stations, Mon. thru Fri., 3:30-3:45 p.m. Agency: Pedlar & Ryan, N. Y.

in the CONTROL ROOM

CHARLES A. ANDREWS, formerly of Philco's television station WPTZ, Philadelphia, has joined engineering staff of WHAT, Philadelphia, replacing Bob Connally, who died recently.

GEORGE HINES, engineer of WELI, New Haven, left Feb. 15 to join the Army Air Forces.

THOMAS E. NALLEY of the engineering staff of KGVO, Missoula, is father of a girl born Feb. 5.

GEORGE CHAPMAN, engineer of KVOO, Tulsa, is father of a girl.

MARSHALL DAVIE, engineer of WSB, Atlanta, has reported for Signal Corps Officers' Candidate School at Monmouth, N. J.

WILLIAM HANNA, new to radio, has joined the engineering staff of WBBM, Chicago.

HOLLY PEARCE, engineer supervisor of WBBM, Chicago, has been appointed program traffic manager, succeeding Bill Seymour, recently commissioned an ensign in the Navy.

CHARLES WATSON DYKE has resigned from the engineering office of WOR, New York.

BEECHER GOLD, control room operator of WDRC, Hartford, has been drafted, assigned to the Marine Corps and sent to Parris Island, S. C.

CLIFFORD C. HARRIS, chief technical supervisor of WIP, Philadelphia, is father of a girl born Feb. 8.

CHARLES JONES, engineer of KHJ, Hollywood, is the father of a girl born Feb. 14.

HOWARD VOGELI has joined the technical staff of KFBK, Sacramento.

NOBLE E. BREWER has joined the transmitter staff of KOB, Albuquerque, N. M.

ALBERT LOEHLEIN, new to radio, has joined the transmitter staff of WCCO, Minneapolis.

AL SMITH, chief engineer of WOWO-WGL, Fort Wayne, Ind., has been commissioned a lieutenant in the Army and will report at Fort Monmouth, N. J., Feb. 19. Dorsa M. Yoder, local high school teacher, has joined the engineering staff for night duty.

GLENN THAYER, of the WOWO-WGL, Fort Wayne, Ind., technical staff, is father of a girl born Jan. 31.

EMMA LOU JACKSON, control operator of WCHS, Charleston, W. Va., left recently for Des Moines, Iowa, to go into training with the WAVES.

LISTENING ON GUADALCANAL
Sgt. Jimmy Hurlbut Says Marines Huddled At Radios To Hear News and Sports from Home

RADIO listening provided the marines on Guadalcanal with the bulk of their news from the outside world, according to Tech. Sgt. James W. Hurlbut, Marine combat correspondent and formerly publicity director of WJSV, Washington, recently returned to the United States.

In Jimmy's words, radio listening was "one of the big features on Guadalcanal, for everyone from the General on down." "Throughout the island," he told BROADCASTING, "portable radios were in operation at unit headquarters." After sunset, he explained, when things began to slacken and before the night's activities started, "Marines gathered at their radios for the news of the world from either KWID or KGEI."

At this point, Sgt. Hurlbut put in a word for the quality of reception. Despite the interference which was induced at times by Jap action, the fidelity of these stations was complete, he said.

Based on his observations, he said that general news and sports news were likely the most popular radio fare. Specifically, he mentioned the fine reception accorded *Command Performance*, prepared by the Army for the benefit of fighting men around the world, and the *Army Hour*, official War Dept. program (NBC 3:30-4:30 p.m. Sundays), also shortwaved around the world.

Getting personal, he recalled one particular broadcast which thrilled him. During one period of action, shortly after the Marines had established themselves on the island, one portable tucked away in one of the gun positions was tuned in. One of the men in that particular gun position heard Arthur Godfrey identified and hastened to inform the sergeant, recalling that he had been associated with Godfrey in Washington at WJSV.

There in the midst of Guadalcanal, Jimmy heard Arthur Godfrey's *Victory Begins At Home* program, rebroadcast by KNX, Los Angeles. Reception was so good, he recalls, "I could almost imagine myself looking through the studio window at Art and his colleagues at WJSV—Lee Vickers, John Salb and Billy Gibson."

On CBS Shows

Upon his return to Washington recently, Jimmy went back to work almost immediately being featured on the Washington portion of *World Today* aired by the entire CBS network as well as on Columbia's *Report to the Nation*. He describes himself as "the man who travelled 14,000 miles to get into the room next door". That room being Studio 4, next to the WJSV-CBS newsroom, from which Jimmy had never been heard in the eight years spent at WJSV and CBS, Washington, as news editor and publicity director.



Sgt. James W. Hurlbut and Eric Sevareid

The next day many of the station's staff congratulated him upon his fine radio voice. This appeared to satisfy him, for he explained that he had vainly tried to impress people with that fact during his tenure with the station as a civilian.

When he enlisted in the Marine Corps, May 6, 1942, he had no idea that he'd be on his way ten days later. After ten months, he is back in the U. S., having spent more time in the Solomons than any other correspondent. In fact, he is the first Marine correspondent to return from an active combat zone.

Speaking to his boss, Lt. Col. George T. Van der Hoef, headquarters public relations officer, you get the idea that Jimmy has done the job he was sent out to do. Lt. Col. Van der Hoef called it "an outstanding piece of work." Furthermore, he pointed out that Jimmy was the first of the combat correspondents to be promoted from the rank of sergeant to that of technical sergeant.

Since Jimmy had served with the Marines prior to last May, he received his stripes at once, as one of a limited number of combat correspondents who fight and write. Explaining the job, Jimmy said he carried a pistol at all times and also used a rifle upon occasion. Shooting Japs and digging news provided him with considerable action during the time he served at Guadalcanal.

Henry P. Kasner

HENRY P. KASNER, 53, radio engineer of RCA for the last 30 years, died Feb. 13 in Brooklyn Jewish hospital after a brief illness. Born in England, Mr. Kasner was at one time wireless operator on the S. S. Leviathan, and was an engineer with Marconi Wireless Telegraph Co. of America.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, tiple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Announcer Wanted—5 kw. Network Station. Metropolitan market. Only experienced commercial announcer with good references considered. Above average starting salary offered, and fine chance for advancement. Address Box 334, BROADCASTING.

OPERATORS—20 or more positions for conscientious, capable, experienced men who really want to work. Metropolitan station. Minimum starting pay $1.50 per hour. No union affiliation necessary for employment. Steady employment. Write giving details to Box 326, BROADCASTING.

ANNOUNCER—Experienced in all types broadcasting. Send all information, including transcription and photograph. Good salary plus talent. Station in East. Box 323, BROADCASTING.

CONTROL ROOM OPERATOR—Give experience and references. Good salary. Station in East. Box 324, BROADCASTING.

Program Director Wanted—Basic network affiliate, middle west, needs experienced Program Director immediately. Only a man who is now serving as Program Director will be considered. Preference to man having knowledge of, and experienced in traffic and bookkeeping. Good starting salary for man who is capable, honest, and permanent. Address replies in confidence to Box 333, BROADCASTING.

Engineer—With first or second class license. Over 18 years. Permanent position non-defense area. Write giving details. WHKY, Hickory, North Carolina.

Experienced Salesman—Salary and monthly bonus. NBC and Blue Network stations in one of America's hottest markets. Home of three Kaiser shipyards. Advise experience, draft status, references. Address Norman J. Sugg, commercial manager KGW-KEX, Portland, Oregon.

Positions open for two good advertising men—Permanent position, growing business, liberal percentage basis with guaranteed weekly salary for high class, industrious men. Apply L. D. Newman, general manager, Radio Station WCMI, Ashland, Kentucky.

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 329, BROADCASTING.

Wanted — An experienced announcer. WFBC, Greenville, S. C.

Announcer—A Midwest KW station has an opening for an announcer with a future. Salary open. Box 337, BROADCASTING.

Announcer—3D phone ticket. Midwest network station. Give complete details—draft status and requirements in first letter. Box 341, BROADCASTING.

Newscaster—Wanted by 5 KW Midwest Network Station. Must be experienced and capable. Please write full details, including draft status and salary requirements. Box 342, BROADCASTING.

Situations Wanted

Commercial Manager—now employed. 17 years advertising including newspaper, agency, radio. Want change. Box 343, BROADCASTING.

Woman—College graduate, wants position Middle Western Station. Experienced continuity writer—program participation. Pleasant voice. Box 330, BROADCASTING.

PROGRAM PRODUCER—Wide experience writing, directing—musical and dramatic shows—transcriptions. Now available to established New York agency. Over draft age. Box 331, BROADCASTING.

Situations Wanted (Cont'd.)

GRANDFATHER'S CLOCK STOPPED . . . . WHEN THE "OLD MAN" DIED! —It's a fact . . . a clock is only as good as it's main-spring! How's your "musical-clock" ticking, Mr. Station manager? Is it producing listeners, sponsors, more money for your station? If not—why not? Perhaps your "musical clock" needs a new "main-spring"! Could be that I'm the "M-S" you've been wishing for—especially in times like these—when I can also go out on the street and bring in the time orders. I'm a regular guy, looking for a real opportunity to deliiver the goods. 35 years o'd, married, family, with swell references and background. Interested? Then write Box 340, BROADCASTING.

EXPERIENCED ANNOUNCER—4F draft status, wishes position with secure staton. Recording on request, good references. Bruce Stewart, 1829 University Avenue, Wichita, Kansas.

Station Manager—Experienced operating regional and local stations desires change. Excellent record with present company nine years. Best recommendations. Your inquiry held confidential. Box 336, BROADCASTING.

ANNOUNCER—Program Director, 27—4F —over five years in radio; also stage experience. Have had 50 KW experience. Am seeking permanent position. Write details including salary to Ramsay Williams, 1513 Northwestern Avenue, Hollywood, California.

"MUTUAL OPPORTUNITY FOR "BLUE" STATION MANAGERS . . . . ALSO THOSE IN THE "RED"! Attention, Please! — An exceptional advertising salesman, age 35, family, with proven sales record of accomplishment, and the ability to think up saleable ideas, is now available for interview. He has just resigned from a major network station in the south, and now seeks commercial manager's post on progressive station. Has no objection to small wattage station as he believes it's what's on the air "watt" counts with the listeners, the sponsors and the station. You've longed for a man like that? Well, here he is looking for you. If your station needs additional billing, here's the man who can get it for you! Salary and commission basis. Top references. Box 339, BROADCASTING.

Wanted to Buy

COMPLETE EQUIPMENT — 250 or 500 watt station. Advise lowest cash price, when available for removal. Box 327, BROADCASTING.

Will pay cash. Responsible parties interested in buying radio station. Give full particulars. Box 325, BROADCASTING.

Small Group Engineers—Interested buying part or whole of going station or C.P. Box 328, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

Two or Three Channel 110 Volt AC Remote Amplifier—0-250 ohm source ohm source, 600 ohm load impedance, two microphones, two microphone stands, one pair high impedance headphones. WCED, DuBois, Pa.

For Sale

175 Ft. Truscon Self Supporting Tower—With all lighting equipment, nsulators, leveling plates, etc. Excellent shape. Immediate shipment. WHKY, Hickory, North Carolina.

One Practically New RCA 66-A Modulation Monitor—Price fob N. Y. $225.00. Box 332, BROADCASTING.

CAPITOL HILL NET HOOKUP PROPOSED

AS A RESULT of an open letter to Raymond Clapper, Mutual commentator and Scripps-Howard columnist, inserted in the *Congressional Record* last month by Rep. Hebert (D-La.), Gov. James A. Noe of Louisiana, president of WNOE, New Orleans, has proposed a four-network hookup for an hour's program from Capitol Hill each week.

In a letter to the four major networks, a copy of which Rep. Hebert inserted in the *Congressional Record*, Gov. Noe suggests that the networks clear an hour each week in which Congressmen could discuss vital issues. Gov. Noe's plan, as outlined in a letter to Rep. Hebert, would involve both Democrats and Republicans of both Houses, speakers to be chosen by the two parties.

Rep. Hebert's open letter to Mr. Clapper was in reply to an article in the January issue of *Cosmopolitan*.

News Review Booklet

COMPILED from news programs Dec. 7, 1941, through Dec. 31, 1942, WHAS, Louisville, has published a 76-page booklet, *News Review of 1942* (25c), edited by William Ladd. Booklet has been offered to other Clear Channel Broadcasting System outlets, and is already being distributed by WSM, Nashville.

Jere' O'Connor

JERE' O'CONNOR, 48, for 17 years account executive of KFWB, Hollywood, died at his home in that city, on Feb. 13 following an illness of several months. Surviving is his wife, Mrs. Pete O'Connor.

WANTED

Young aggressive woman publicity writer for metropolitan Eastern City. State all qualifications, including large city experience, contact ability and salary requirement. Photo and clips desirable.

BOX 335, BROADCASTING

DO YOU WANT $ $ $

Profits, Prestige and Successful Operation

Here's the answer:

1. Manager
2. Commercial Mgr.

A winning combination where the going is toughest. Our joint experience (12 years each) covers entire field of radio.

Will go anywhere for interview

Address
Box 338,
BROADCASTING

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An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

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Frequency Measuring Service
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ANY HOUR—ANY DAY
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RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Fly Confers With Networks On Relief for Small Stations

Plan Involves Extension of Chains to Locals, 'Package' Advertising and Line Rate Cuts

FORMULATION of some sort of plan for relief of smaller stations, to be derived from a combination of the Long Lines rate reductions, addition of smaller stations to national networks, and "package" advertising campaigns by national advertisers, is being pursued by FCC Chairman James Lawrence Fly, but with the result uncertain.

Mr. Fly has been in conference with network officials intermittently during the past two weeks and, among other things, has discussed possible expansion of the networks to cover smaller stations in the more remote areas. He has also discussed, it is understood, current legislative and investigatory activity on the Washington front, as well as the chain-monopoly regulations now awaiting decision of the Supreme Court after argument on Feb. 10-11.

50% Cut to Locals

There have also been discussions with representatives of larger advertisers through the Advertising Council, in an effort to procure wider national use of smaller outlets, particularly if some of them are absorbed by the networks. One of the big difficulties, however, has been that national advertisers are not disposed to buy duplicate coverage and work on a definite "cost-per-inquiry" basis. Moreover, it was pointed out that many of them do not even take advantage of bonus stations on the networks, because of distribution and market factors.

The AT&T long lines reductions, amounting to approximately $2,145,000, announced last month, [BROADCASTING, Jan. 25] would reduce higher costs of smaller stations by some 50%, it has been estimated. Mr. Fly feels that the networks should use portions of the saving to extend service to the less profitable station operations.

Manpower, however, has loomed as perhaps a larger problem than economic return for many smaller stations. Inability to retain technical and program personnel because of Selective Service and weaning away of key people by other station operations has proved a serious problem, many of the smaller stations have reported.

At his news conference last Monday, Chairman Fly was pessimistic about the war outlook and its effect on radio. As for smaller stations, however, he said that as newspapers curtail and billboards and other media suffer, local radio offers a more interesting and valuable medium. It will be "pay dirt," he said, because no other media will have such means of mass communication.

Discussing the 1942 situation, Mr. Fly said that because many stations had failed to file information requested by the FCC, it may be necessary to await the annual reports of stations to get a complete picture of last year's operation. Data now available appears to be as anticipated, he said. He expressed fear that 1943 and 1944 will be worse "for obvious reasons".

About a half-dozen stations have voluntarily suspended since last fall, he said, and others are making inquiries. (FCC records reveal that these stations are KID, Idaho Falls, Ida.; WBRB, Red Bank, N. J.; KAST, Astoria, Ore.; KXKX, Kansas City, Mo.; KIDW, Lamar, Colo., and WJWC, Hammond-Chicago.)

Mr. Fly asserted that other stations are making inquiries about suspension, but he said the condition is not "startling." The FCC has not yet decided as a matter of policy whether stations which suspend operations because of declining war conditions will be permitted to return to the air after the war without prejudice. Attorneys apparently take the position that the requirements of the Radio Act could not be fulfilled thereby, since a showing of public interest is required.

Discussing other proposals for relief of stations in distress, Mr. Fly said that the original idea for RFC loans has been discarded since the Government would be placed in the position of acquiring control of stations, and moreover it would be saddled with fixed liabilities. Purchase by the Government of time has been eliminated "for practical reasons" and also because of the Government control aspect. He emphasized that stimulation of private advertising through various means remains the best solution.

REPLY FROM AFAR

Hollywood, New York Figure In 'Information Please'

H. J. HEINZ Co., Pittsburgh, is experimenting with the idea of having a guest expert in another city besides New York join the NBC *Information Please* quiz by "remote control".

On the Feb. 22 program, Gregory Ratoff, in Hollywood with his own audience and a small bell to signal when he knows an answer, was to join the regular experts, John Kieran and Franklin P. Adams, and Christopher Morley, the other guest. A two-way telephone line was to be employed.

If the idea proves successful, Dan Golenpaul, owner and producer of the program, may have film stars speaking from Hollywood as a regular feature.

AFRA Files Demands

AMERICAN Federation of Radio Artists, which has been preparing special forms for its recently revised sustaining contracts, finished work on them last week and submitted them to the War Labor Board, it was reported. Notices of AFRA's demands for increases in commercial scale minimums for network and transcription programs were also drafted last week and mailed out Feb. 18 to transcription companies, networks, advertisers and advertising agencies, and others signing the union's commercial code. The increase demanded is 19 instead of 19.7, as reported in BROADCASTING Feb. 15, the figure corresponding to the point rise in the cost-of-living from Dec. 15, 1940 to Dec. 15, 1942.

WWNY Joins CBS

WWNY, Watertown, N. Y., about March 1 will become a CBS affiliate. Owned and operated by the *Watertown Daily Times*, WWNY operates on 790 kc., 1,000 watts. Established in April, 1941 on a parttime basis, the station has been a fulltime outlet since October, 1942.



Drawn for BROADCASTING by Sid Hix

"It's Mr. Edwards' Consequences. She Missed Her Question and He Told Listeners to Send Her Their Old Christmas Cards!"

H. Elmer Westmoreland Named WLOL Manager

H. ELMER WESTMORELAND, sales manager of WLOL, Minneapolis-St. Paul, has been promoted to general manager, and elected a vice-president of Independent Merchants Broadcasting Co. Mr. Westmoreland, formerly publisher of the *Golfer-Sportsman* magazine



Mr. McTigue



Mr. Westmoreland

and member of the national advertising department of the *Minneapolis Journal*, has been with WLOL since March, 1932.

Immediately after his promotion, Mr. Westmoreland announced the appointment of Harry McTigue as assistant general manager in charge of WLOL programming and production. Mr. McTigue is widely known as the "colonel" and General Mills baseball reporter.

Baukhage Sponsors

AS BAUKHAGE completed the first year of *Baukhage Talking*, 1-1:15 news show, BLUE reported last week that the program which began on a sustaining basis, now had more than 60 local sponsors. Baukhage's 6:20 p.m. commentary on WMAL, Washington, is now sponsored three days each by Vicks, and McKesson Robbins for Calox tooth powder.

WOOD Unlimited

WOOD, Grand Rapids, Mich., has been granted permission by the FCC to change hours of operation from sharing time with WASH, Grand Rapids, also owned by King-Trendle Broadcasting Corp., to fulltime, with facilities of WASH. WOOD is an NBC and Michigan network affiliate and operates on 1300 kc. with 5,000 w. Manager is Stanley W. Barnett.

MBS TO CONSIDER PROGRAM POLICIES

FIRST in the series of MBS program clinics scheduled to meet in key cities will be held Feb. 22 and 25 at the hotel Ambassador, New York, with Miller McClintock, president of MBS, opening the sessions. The series was announced by Mr. McClintock at a MBS dinner Feb. 10 as a means of launching Mutual's plan to increase and improve its service to member stations, listeners and advertisers.

Special emphasis on programming that will aid the war effort will highlight the clinic, which will be presided over by Adolph Opfinger, MBS program manager. In addition to MBS executives from 12 key stations, Eugene Carr will be present to represent the Office of Censorship, while Merritt Barnum and Jack Van Nostrand will represent the OWI.



28,000 DEALER CALLS THIS YEAR

To lend war-time aid to your retailers and wholesalers in 12 major cities

WLW's carefully developed plan of merchandising covers every phase of distribution from manufacturers' representative through consumer. Dealer contacts are made more effective through BUY-WAY, our radio merchandising newspaper with a circulation of over 50,000 twice a month; comprehensive direct mail coverage totaling more than 360,000 pieces a year; widespread trade association and Trade Extension activities. This merchandising program costs advertisers nothing, now is dedicated to helping your retailers and wholesalers solve their perplexing war-time merchandising problems.

LISTENER DOMINANCE. **In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)**

A NEW SALES SERVICE. **Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. The services of SPECIALTY SALES can be bought on an extremely flexible basis at a very nominal cost.**

- **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

WHAT'S UNDER THE "COVERAGE"?

Radio "coverage" is the camouflage under which a station's weakness can easily be concealed. But strength, too, is to be found under radio "coverage."

WKY, on 930 kilocycles, has more "coverage" in Oklahoma than any of Oklahoma City's three other stations. But this alone would be meaningless without the fact that from two to three-and-a-half times more persons actually listen to WKY morning, afternoon, and evening, according to C. E. Hooper, than to any one of the three.

Under WKY's "coverage" is real selling strength and that's what makes WKY, today and in the days to come, decisively the best buy to keep your name and your sales alive in Oklahoma.



WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
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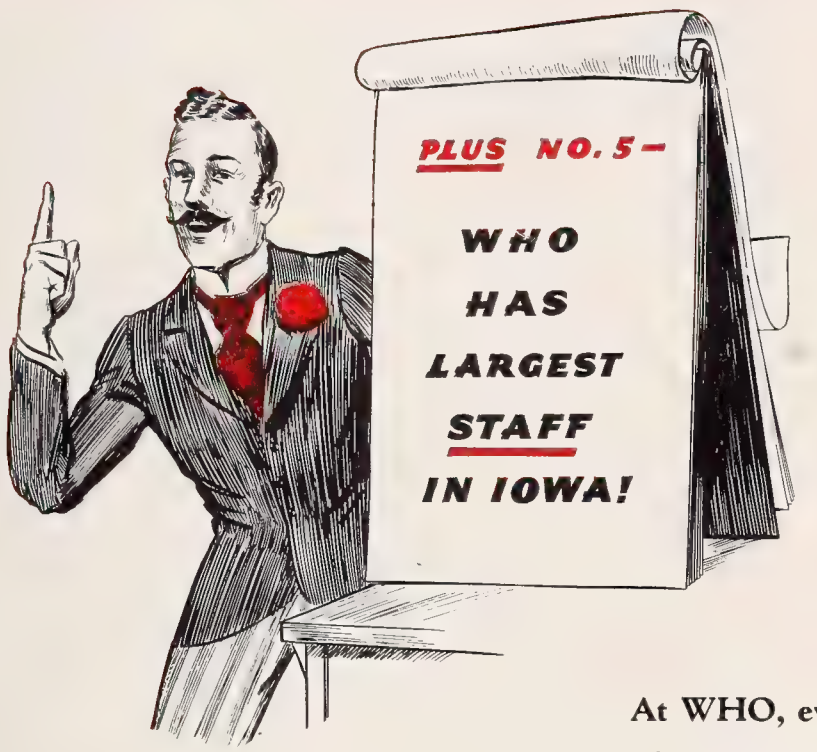
MARCH 1, 1943

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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



● Time was when an "adequate" radio-station staff could consist of as few as three or four men and a couple of girls. Now those days are gone forever.

One good reason why WHO is the leading station in Iowa is that it has the largest and most competent staff. Today 114 capable men and women are eager to deliver your program and sales message in a pleasing and persuasive manner into more Iowa homes than can be secured through any other radio station or combination of stations!

At WHO, every department head has many years of experience in "large station" operation. Our sales, programming staffs, engineering and research staffs are considered to be among the best in America, by men who know. . . .

That's Plus No. 5 for WHO. You want *manpower* to do the best radio broadcasting job in Iowa. You can *get* it at WHO. Write us for all the other Plusses—or just ask Free & Peters.

WHO

+ *for* IOWA PLUS! +

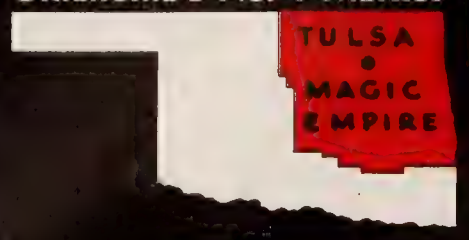
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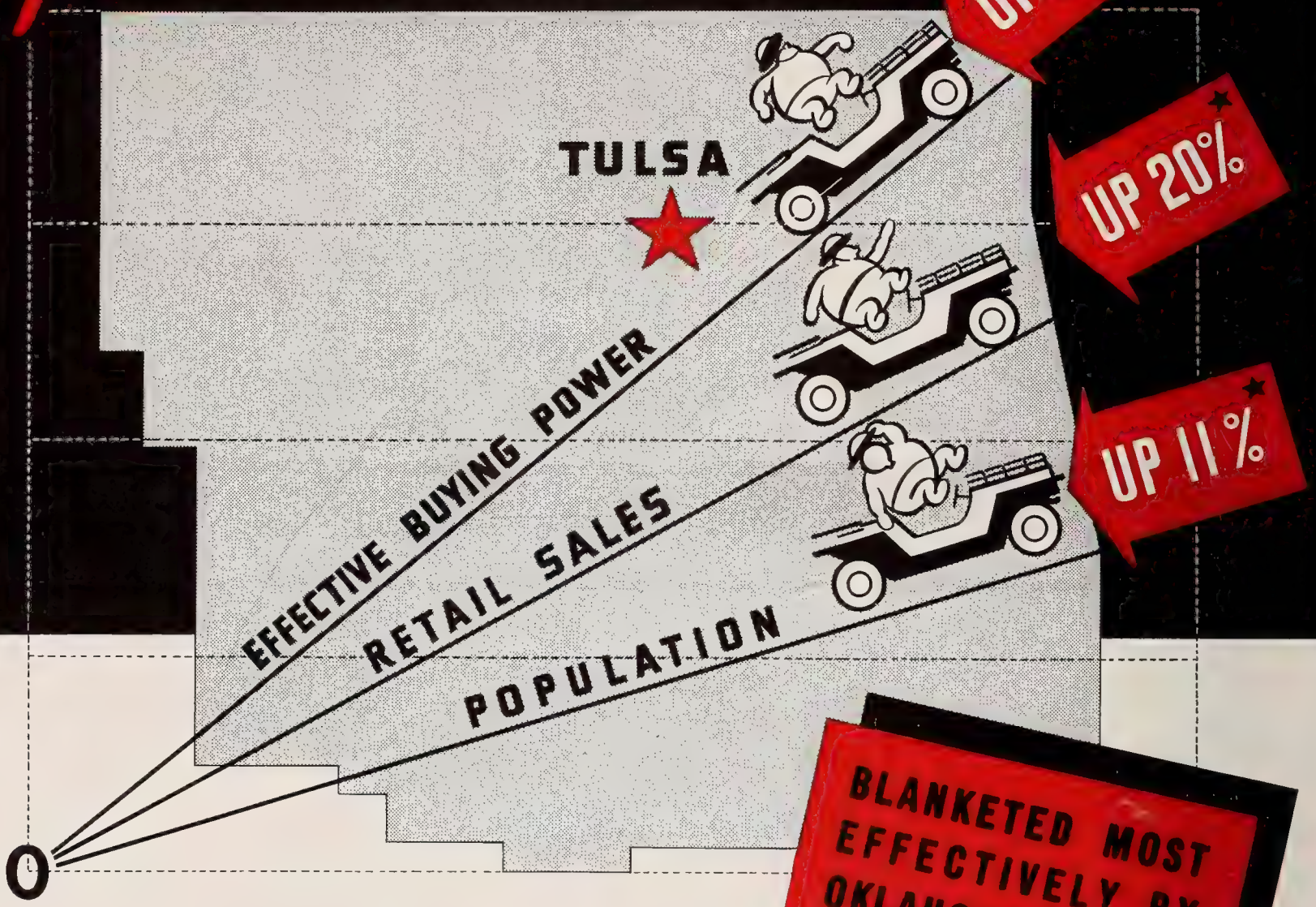
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Plus $200,000,000 YEARLY WAR PROJECTS PAYROLL



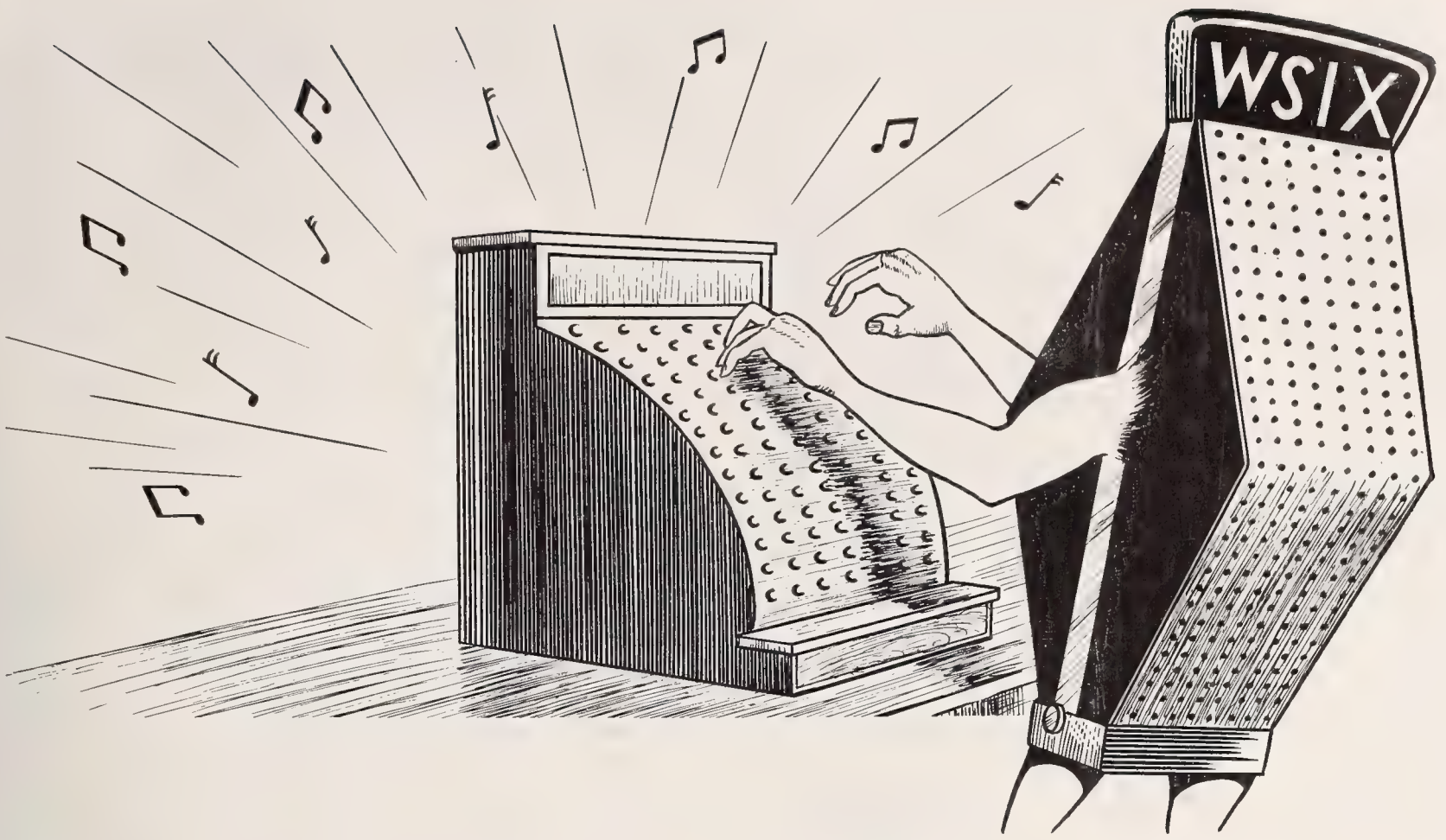
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1943 will be a good year to sell in Oklahoma's No. 1 market, the Tulsa Magic Empire, where war projects have added an extra abundance of buying power ($200,436,000 yearly payroll) to a permanent, stable, growing market. Nearly half of the retail sales in Oklahoma are concentrated in The Magic Empire Market, concentrated in approximately one-third (34.7%) of the state's area.

★ Sales Management reports effective buying power is up 25% in the Tulsa Trading Area; Oklahoma Tax Commission figures show retail sales up 20% in the 30-county Magic Empire; and War Ration books show the area population up 11% over the 1940 census.



NBC — 50,000 Watts Day — 25,000 Watts Night
1170 Kilocycles
Edward Petry & Co., National Representatives



No fooling the folks at Home!

● ***Local advertisers, who can check their advertising on the cash register, use more time on WSIX than on any other Nashville station.***

This leadership of WSIX with Nashville merchants and manufacturers holds good year after year. You bet there's a reason!

Right now the returns to WSIX advertisers are the greatest in the station's history. Let us show you what WSIX can do.

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM
SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

980 KILOCYCLES

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



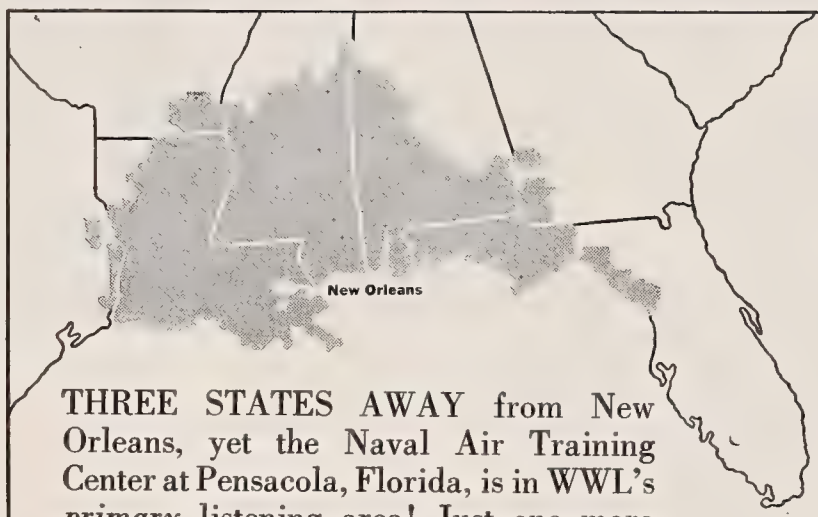
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IS IN WWL-LAND

and so are 10,000,000 customers from five different states



THREE STATES AWAY from New Orleans, yet the Naval Air Training Center at Pensacola, Florida, is in WWL's *primary* listening area! Just one more example of how WWL blankets the Deep South.

NO OTHER STATION for hundreds of miles can compete with WWL's 50,000 watt, clear channel signal. For complete coverage of the prosperous Deep South, you need—

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 9 MARCH 1, 1943

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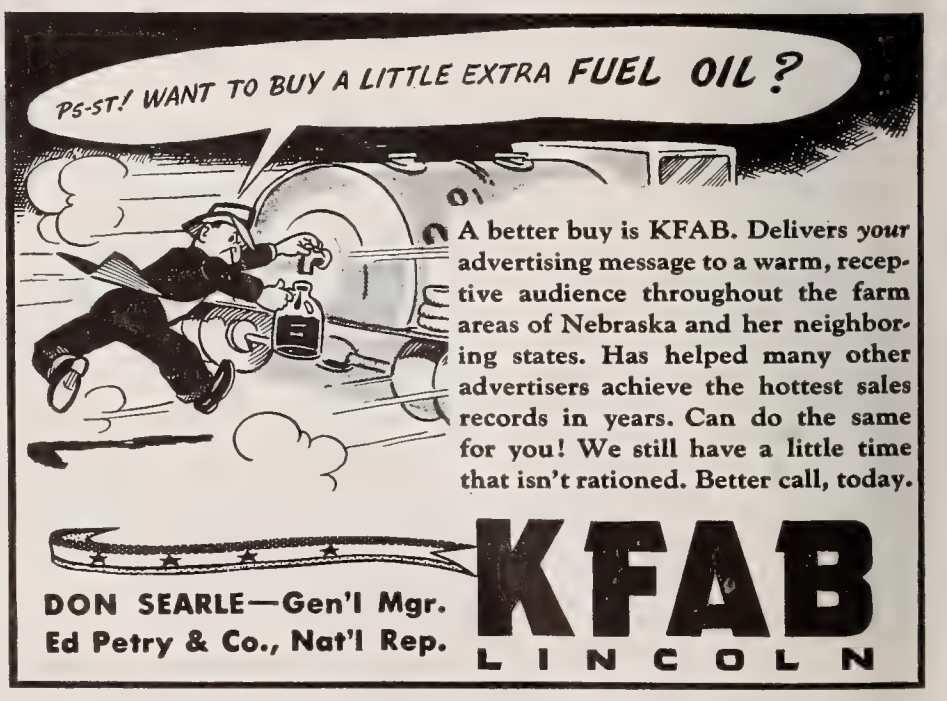
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Hix Cartoon 46

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Published every Monday, 53rd issue (Yearbook Number) Published in February



A better buy is KFAB. Delivers *your* advertising message to a warm, receptive audience throughout the farm areas of Nebraska and her neighboring states. Has helped many other advertisers achieve the hottest sales records in years. Can do the same for you! We still have a little time that isn't rationed. Better call, today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

"EVERY NIGHT WITH A DIFFERENT SPONSOR"

WFVA's music *costs* have been turned into music *profits* by the intelligent use of the ASCAP Radio Program Service.

If you are an ASCAP-licensed station, you may have these built-for-sale programs without cost.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City

WFVA — FREDERICKSBURG, VIRGINIA

January 20, 1943

Mr. Robert L. Murray
Radio Program Service
American Society of Composers, Authors and Publishers
New York City

Dear Mr. Murray:

We want to thank you for sending us your newest program series, MARCHING TO MUSIC. They are superb.

The program started on January 11th. It is now running every night with a different sponsor. They seem to be as satisfied with the show as we are.

Your half-hour script for MUSIC...JUST FOR YOU has been sponsored for over six months by the same merchants. Need we say more?

Again, we thank you.

Cordially yours,

William R. Seth

William R. Seth
General Manager

WRS/jb

TWELVE-NINETY ON YOUR DIAL



See what we mean?

You can't make a uniform fit by putting too much material in one place and not enough in another. It isn't the *amount* of cloth that counts, it's the way that it is tailored. You've heard a lot of jokes about the fit of G. I. uniforms, but it's no joke when your radio coverage doesn't fit. When you buy radio coverage on the Pacific Coast, be sure it's *tailored* for the Pacific Coast, because the topography is *different* out here. Mountains rising 5,000 to 15,000 feet surround most of the important markets. Long range broadcasting gives you a coverage picture like the lad in the sketch. Only one network completely covers the Pacific Coast. Only one network is tailored to fit Pacific Coast. With 33 stations, Don Lee gives *local* primary coverage from within. If your message is important enough for *all* the radio families to hear, remember . . . more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station. . . . Use the *only* network with enough stations to do the job . . . DON LEE.

Mutual
DON LEE

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LEWIS ALLEN WEISS, *Vice-President, General Manager*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.

THE NATION'S GREATEST REGIONAL NETWORK



"as large a charter as the wind..."

LONG BEFORE the world knew radio, Shakespeare caught a glimpse of its boundless scope in seven simple words. Today, radio hurdles all barriers of space and time and rank to inform and entertain all people...rendering this welcome service under a charter enlarged and endorsed by the people themselves.

Mutual has proved that there is room and need, in this largest of charters, for a kind of service no other network affords, a pattern of coverage unique in radio. This pattern is two-fold, comprising intensive coverage of the major markets, where living and listening are most heavily concentrated; and extensive coverage of the home-town communities where the rest of the country lives and listens.

Whatever the market, the Mutual station is a dominant, popular voice; in many a market, it is the *only* network voice. Together, the 207 Mutual stations bring the entire nation within reach of an advertiser. Market by market, they permit an advertiser to adapt the vast charter of radio to his individual needs...with matchless flexibility and economy.

Miller McClintock

THE MUTUAL BROADCASTING SYSTEM

JOHN W. O'HARROW

GENERAL SALES MANAGER, WKZO, KALAMAZOO–GRAND RAPIDS



2 years, Merchandising Manager, Nichols, Dean & Gregg, St. Paul
14 years, General Manager Drug Sundry Department and Five-House Buyer, Butler Brothers, Chicago
2 years, General Sales Manager, National Toilet Goods Company, Paris, Tenn.
2 years, General Sales Manager, Remmers Soap Company, Cincinnati
12 years, General Manager Chain Store Division Bon Ami Company, Inc., New York
4 years, General Sales Manager, WKZO

EVER meet anyone who laughed so pleasantly and easily as to put *you* into a good temper? Well, that describes the gentleman pictured above! Despite the fact that he's a hard-working, dynamic sales executive, John O'Harrow is also one of those rare bright spots in this very dark world—a *really* good-humored person! . . . Keep smiling, John—you're practically a land-mark now!

Anyway, that's another thing we like about the men we've gathered together here at F&P, *too*. There's not one affectation of synthetic seriousness or false dignity in the whole outfit. We think it's *fun* to do a good job, and we know that if and when our work ever becomes a sour-puss affair, it will certainly be that we're doing a botch job!

So pardon us if we don't grunt and groan about how complex and mysterious our business is, or how we've drained our last drop of blood in doing some little job for you. Give us a whirl and you'll be convinced that we *enjoy* working with you, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

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KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
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WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
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KROW	OAKLAND-SAN FRANCISCO
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BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 9 WASHINGTON, D. C., MARCH 1, 1943 $5.00 A YEAR—15c A COPY

Appeal to FDR Looms in AFM Ban

Recorders Reject Petrillo Fixed Fee Plan

DIRECT APPEAL to President Roosevelt to use his war powers in calling off the AFM recording strike may be the upshot of the impasse reached in negotiations by AFM President James C. Petrillo and representatives of the recording and transcription industries.

This approach, through the Senate Petrillo Probe Committee headed by Senator D. Worth Clark (D-Ida.) was regarded as plausible after the formal rejection last Tuesday by the recording and transcription companies of the Petrillo "fixed fee" plan as embracing a "startling new kind of social philosophy" which would require Congressional and other Governmental action.

As of the end of the week Mr. Petrillo had not responded to the suggestion that pending such Congressional authority the AFM permit its members to resume work on phonograph records and transcriptions "which are sorely needed for both civilian and military morale."

Before AFM Board

At the union's national headquarters in New York it was stated that Mr. Petrillo was in Chicago and there would be no statement from the AFM until his return to New York, probably this week. Copies of the recording industry letter have been sent to all members of the AFM Executive Board, a union spokesman said, and Mr. Petrillo will consider their comments before making a reply.

Transcription executives agreed that the situation is now back right where it was on Aug. 1 last year when the union ban on recording went into effect and expressed regret that they had been unable to find any way of getting together with the AFM and reaching a solution that would permit them to resume normal operations again. After conferring day and night almost without interruption for a full week following their one meeting with Mr. Petrillo and his union's Executive Board on Feb. 15, they seemed depressed at their failure to find an answer to their problem.

The NAB board, meeting in New York Feb. 25-26, discussed the recording strike but found no reason for action. Predominant industry sentiment, despite the fact that the Petrillo fixed rate proposal does not strike directly at stations, is that there are so many uncertainties involved in the plan, regarded as a sort of "private WPA for musicians", that it should be cleared through proper Government labor authorities in Washington or by Congress.

Chairman Clark had stated at the time of the subcommittee's inquiry into the music strike last January that he would be disposed to appeal direct to the President to force lifting of the ban, because of interference with the war effort and maintenance of morale.

While the Idahoan made no formal comment last week following receipt of the industry answer to the Petrillo plan, he said he would call his Committee together this week to consider the whole matter. He did observe that highly controversial issues were raised by the "toll on output" proposal and that the Committee would have to ponder them before deciding whether it would resume its inquiry, which was recessed after a two-day hearing in January, during which the AFM head and his chief counsel, Joseph A. Padway, testified. Representatives of the affected industry and of public organizations and groups identified with music have requested opportunity to appear, along with the NAB.

If as a last resort, the Committee decides to seek Presidential intercession to lift the ban in force since Aug. 1, during which time no phonograph records or transcriptions have been made by AFM members, it would be an almost unprecedented act. Petrillo, himself had said repeatedly he would not lift the ban without "unemployment relief" unless the President requested it. Chairman Clark took him at his word, and said that if no method of working out a settlement was evolved within a reasonable time, he would propose Presidential action.

Petrillo Talent

Presumably the six-man Committee would make a full report to the Chief Executive in view of the stalemate. If customary form is followed, the President would be petitioned to request AFM to lift the ban for the duration and "six months thereafter." The additional time would allow opportunity to readjust labor agreements and perhaps to revise statutes consistent with post-war economy.

There were 12 signatories to the joint letter—eight transcription companies and four phonograph record manufacturers. The signers (see text herewith) were for transcription companies: Associated Music Publishers Inc., Empire Broadcasting Corp., Lang-Worth Feature Programs Inc., Muzak Corp., Radio Recording Division NBC, Standard Radio, World Broadcasting System Inc. and C. P. MacGregor. Phonograph record companies were Columbia Recording Corp., Decca Records, RCA Victor Division, RCA, and Soundies Distributing Corp.

Return to Work Urged

As was evident the preceding week, after the industry representatives had conferred almost without recess, the letter of rejection questioned Mr. Petrillo's premise that "wholesale unemployment" existed among musicians. The letter held the whole plan was "dangerous and destructive" and that as a matter of fact it was in proposal form only. Numerous questions relating to the legality of the proposal, the effect it would have on wartime manpower philosophies

(*Cont'd on page 40*)

Text of Letter Rejecting Petrillo's Recording Fee Plan . . .

Following is the full text of the letter of the transcription and phonograph record companies sent to James C. Petrillo, AFM president on Feb. 23, rejecting his "fixed fee" proposal as a condition precedent to lifting of his recording ban, unless Congressional authority first is procured. The letter, written after a fortnight of consideration, was signed by eight transcription companies and four phonograph record manufacturers:

AFTER meeting with you on Feb. 15, the undersigned companies engaged in various phases of the recording and transcription business met to consider the proposals which you had distributed on Feb. 12. Considerable time has been spent by us in an effort to find a response which would result in your permitting the re-employment of your members. Any such response must be viewed in relation to these prior facts:

On June 25, 1942, without previous notice or demands, you announced that you would not allow any of your musicians to perform for recordings after July 31st. This meant a complete cessation of recording because we had been operating under a license from you which imposed on us a "closed shop" for your union.

Under this license, we had been paying your members at rates which are among the highest for skilled service in any industry. In addition substantial royalties for each phonograph record manufactured and sold have been paid to the musicians or orchestras who made them. Although hours and other working conditions were beyond criticism, you nevertheless called a strike, without previous notice or demands.

While you allege wholesale unemployment of your members (a claim we deny), you have continued this strike and the resulting unemployment for a period of almost seven months, to date. In doing so, you disregarded pleas of Elmer Davis of the OWI on behalf of both military and civil officials, that the strike was harmful to the War effort. During those seven months you at no time offered to return your members to work or even to state the conditions upon which you would do so. This continued until a Senate Committee under the Chairmanship of Senator D. Worth Clark of Idaho insisted that you make some proposal. Even now your proposal is a proposal in form only.

You propose that the recording companies pay an additional sum directly to the union over and above their payments to the musicians employed. You further propose that this sum be accumulated or disbursed in the union's uncontrolled discretion for the benefit of union members who render no service whatsoever to the recording companies.

The destructive and dangerous fallacy of your proposal is that it assumes that a specific industry owes a special obligation to persons not employed by it,—an obligation based only on such persons' membership in a union. In addition to the inherent unsoundness of such a proposal, the following objections are at once apparent:

(a) *Obstructs Technical Progress.* We are alarmed at the damage which might be done to the whole field of technical and technological improvement if the manufacturer of any new device, of proven value to the people

(*Con't on page 30*)

OWI Radio Post Goes to Stauffer

Agency Man Named to Succeed Lewis; Kitterton Consultant

APPOINTMENT of Donald D. Stauffer, vice-president in charge of radio of Ruthrauff & Ryan, New York, as chief of the OWI Radio Bureau and of Lewis Kitterton, manager of the NBC script division, New York, as consultant to the OWI on literary rights, was announced in Washington last week.

Mr. Stauffer succeeds William B. Lewis, who recently was elevated to associate director of the OWI Domestic Bureau, under Gardner Cowles Jr.

Meservey Not a Candidate

Effective March 15, Mr. Stauffer will take a leave of absence from the agency to assume his new post in Washington. Entering radio in March, 1931 with BBDO, he was in charge of the *March of Time* series. He joined Young & Rubicam in March, 1933, where he became a vice-president in charge of radio operations. In March, 1939 he joined A. & S. Lyons, New York talent agency, as a partner, remaining until he joined Ruthrauff & Ryan in May, 1942.

Since the elevation of Mr. Lewis in January, Douglas Meservey, assistant director of the Bureau, has served as acting chief. He was not a candidate for the top position.

Mr. Stauffer's acceptance of the Government call is the second from the Ruthrauff & Ryan staff to enter the OWI Radio Bureau. Pete Barnum resigned from his production capacity recently to take charge of the Radio Bureau's New York office.

Mr. Kitterton, a recognized authority on literary rights problems, will advise the Government with reference to scripts and material prepared by or for Government agencies. He retains his NBC connection, serving OWI in the capacity of a consultant.

Dairy Coop on Blue

AMERICAN DAIRY ASSN., Chicago (Dairy Farmers Cooperative), will sponsor a series of Sunday quarter-hour institutional programs depicting the dairy farmers' contribution to the war effort. Titled *The Voice of the Dairy Farmer* and featuring Everett Mitchell and Clifton Utley, commentators, the series, to start March 21, will be broadcast on 55 BLUE stations, 1:45-2 p.m. Agency is Campbell-Mithun, Chicago.

P & G Serial Disc

PROCTER & GAMBLE, Cincinnati, in line with its custom of adding independent outlets to network serials, has started a rebroadcast on WINS, New York, of *Vic & Sade*, five-weekly serial heard on both CBS and NBC for Crisco. The transcriptions started March 1, in the 12:15-12:30 p.m. period. WINS is to carry another P & G network serial on a similar basis. Compton Adv., New York, handles Crisco.

Frank J. Cuhel, MBS War Reporter, Among Missing in Crash of Clipper

FRANK J. CUHEL, MBS overseas correspondent who returned to this country from Australia last December, was among those reported missing in the explosion of the *Yankee Clipper* last Monday night at Lisbon, Portugal. Mr. Cuhel was enroute to North Africa.

Overseas broadcasters, network commentators and officials paid high tribute to Mr. Cuhel last week, either on their broadcasts or through statements to the press. "A moment of silence at the correspondent's roundtable in Sydney for Frank Cuhel," was the tribute accorded him by Australian correspondents, according to George L. Moorad, CBS correspondent in that country. William Dunn, CBS foreign correspondent now in New York from Australia, where he worked with Cuhel, spoke on a Mutual program in his honor, saying, "There will be sadness in the hearts of all correspondents who knew him, for they knew what he was—a gentleman, a respected colleague, a stern competitor and an irreplaceable friend." Others honoring Mr. Cuhel were David W. Bailey, director, Australian News & Information Bureau, New York; Mutual commentators, Paul Schubert, John B. Hughes, Boake Carter, Gabriel Heatter and Sydney Moseley.

Was In Batavia

A member of the 1928 Olympic track team, Mr. Cuhel was well known in the sports world for his feats on the varsity track team of the U. of Iowa, of which he was a graduate. Prior to entering radio, he was connected with the export firm of Dodge and Seymour, representing them in the Far East. When Mutual's correspondent in Batavia, Elizabeth Wayne, left the Dutch East Indies she asked Mr. Cuhel to take over the broadcasting post, which he held until March 1942.

He then broadcast from Bandoeng and was on the last ship to leave the Indies before the Japanese invasion of those islands. He returned from Australia and requested Mutual to assign him to the North African front.

Another war correspondent on the ill-fated *Clipper* was Ben Robertson of the *New York Herald Tribune*, who had covered many of this war's battlefronts for the New York newspaper *PM*. Harry G. Seidel, European representative of the Standard Oil Co. of New Jersey, also is among the missing, as is the well-known radio singer Tamara, wife of E. D. Swann, an executive of Foote, Cone & Belding. Jane Froman, radio singer, together with three other entertainers from USO Camp Shows, enroute to England to entertain service men, was reported safe.

The first fatality of a radio man in line of duty, as distinguished from service directly with the armed forces, was Don Bell, chief announcer of KZRH in Manila, who handled NBC foreign



MR. CUHEL

pickups. Mr. Bell was captured by the Japs with the fall of Manila and it subsequently was reported that he had been bayoneted to death.

Fred Bate, former chief of NBC's European staff headquartered in London, was injured twice in the London blitz bombings.

Records compiled by BROADCASTING from the best available sources show a total of 18 radio men on active duty with the armed forces have been killed or are missing in line of duty. The last to be reported were Lt. Col. Russell R. Brunner, former manager of WBAA, Purdue University, reported missing in action while on active duty with the Directorate of Communications of the Air Corps, and Douglas Young, former staff member of KMTR, Hollywood, killed in action during the Coral Sea offensive [BROADCASTING, Feb. 8].

Other Casualties

Mr. Bell worked under Bert Silen, general manager of KZRH, and served as NBC correspondent in Manila until it was captured by the Japanese. Mr. Silen presumably is a Jap prisoner. Mr. Bell and Mr. Silen had made the memorable eye-witness broadcast Dec. 8 of the Manila bombing. Reports received here, thus far unconfirmed, were that Mr. Bell had been tortured by the Japs and finally bayoneted to death.

Another radio newsman has been killed in the war. Ed Baudry, CBC correspondent, died of a machine gun bullet received over Spanish Morocco while flying to attend the meeting in North Africa between President Roosevelt and Prime Minister Churchill.

Three other radio men are believed prisoners of the enemy, in addition to Mr. Silen. They are: Royal Arch Gunnison, Mutual's correspondent in Manila, taken prisoner by the Japs, and Ed Ward and Eric Davis of CBC.

DAVIS BROADCASTS TO OPEN MARCH 12

BEGINNING March 12, Elmer Davis, Office of War Information director, will start his weekly 15-minute series over NBC, CBS and BLUE from 10:45-11 p.m. (EWT), with a rebroadcast over MBS each Saturday at 4 p.m.

When the announcement came last Thursday, Mr. Davis was in Florida for a few days of rest. But his office explained that he had set down three rules for himself in the use of material: No news will be used which hasn't already been released to press and radio; "broadcasts will be factual and will attempt to summarize and clarify important war developments" with a view to "clear understanding of the nation's war problems"; each broadcast will aim at answering the top questions of the week.

In anncuncing the series' start, OWI quoted Mr. Davis as saying that he took his action in response to mail from citizens interested in knowing how various developments affect them as individuals. It was also said that a group of station operators had sought his aid in explaining issues of the war to listeners.

FDR Rating on Feb. 22 Drops to Low of 45.7

ON LINCOLN's birthday, Feb. 12, and Washington's birthday, Feb. 22, President Roosevelt's speeches, as broadcast on the four major networks, were measured by C. E. Hooper Inc., New York, in special listening audience surveys for CBS. The Feb. 12 talk, in which the chief executive reported on future war plans of the Allied nations, attained a Hooper rating of 57.1 and was heard by 43,732,000 persons in this country. A total of 34,397,000 persons, with reports not received from two cities, heard the Feb. 22 speech, according to Hooper, giving the broadcast a 45.7 rating.

The Feb. 22 rating, according to available records, was the lowest since Oct. 12, 1940, for the Chief Executive, when the Hooper rating was 31.4. The Hooper high for the President was 79 for his Declaration of War address.

New Listener High

PREMIERE, on Feb. 12, of *All-Time Hit Parade*, NBC program sponsored by American Tobacco Co. Friday, 8:30-9 p.m., received the highest rating ever reported by the CAB for the first broadcast of a new radio program. The program was heard by 17.9 percent of set owners. The 8:30-9 p.m. period was formerly occupied by *Information Please*, now moved to Monday, 10:30-11 p.m. with Heinz Co., as sponsor. American Tobacco agency is Foote, Cone & Belding.

FDR on Air Feb. 28

PRESIDENT Roosevelt was to be heard at 4:15 p.m. on the four networks Sunday, Feb. 28 in a broadcast for the American Red Cross. Gen. Dwight D. Eisenhower, Commander of the Allied Forces in North Africa, and Admiral Chester Nimitz, Commander-in-Chief of the Pacific Fleet, were scheduled on the same program, speaking from their respective fields of operation.

NAB Calls for War Conference in Spring

Board Designates Either Chicago Or New York

IN KEEPING with the times, the NAB board of directors last Friday cancelled the 1943 annual convention — which was to have been the 21st— and instead authorized a Radio War Conference to be held in Chicago or New York in mid-April or early May.

Agreeing that this is no time to hold an annual meeting of the ordinary peacetime character, the board approved the suggestion of President Neville Miller that the War Conference be called with top Government spokesmen identified with radio and the war effort participating. Such a meeting, including plenty of round-table conferences and breakfast sessions, might be crammed into two days, and at the outside three, instead of the customary four-day session, with banquets, cocktail parties, golf tournaments and the like [BROADCASTING, Feb. 22].

Date, Site Indefinite

Neither the date nor the location of the Radio War Conference were definitely settled, since suitable accommodations must be arranged. It was agreed, however, that the session should be held between April 15 and May 15, preferably in Chicago but, if necessary, in New York. C. E. Arney Jr., acting secretary-treasurer of the NAB and convention manager, will negotiate in Chicago and New York for accommodations and pegging of the definite dates.

The transportation situation makes a central location desirable from every viewpoint, since Director of Defense Transportation Joseph Eastman has suggested that conferences be held at a minimum and only if directly identified with the war effort.

At its two-day meeting in New York Thursday and Friday, the board whipped through a crowded agenda and heard progress reports from President Miller and members of his executive staff. It found no occasion, however, to take formal actions on such matters as the Petrillo-provoked recording strike, the Cox inquiry into the FCC, and other current matters having a bearing on industry operations.

Resolutions adopted by the board commended the NAB Retail Promotion Committee, headed by Paul W. Morency, WTIC, Hartford, for "the splendid job it had done," and condemned the trend toward abolition of war time.

The board reaffirmed its support of the retail promotion plan which is being handled by the NAB under the direction of Lew Avery, director of broadcast advertising. Individual directors pledged their cooperation to successful consummation of the project, looking toward industry participation in a fund to develop retail advertising for radio, notably in the department store field.

Confusion Seen

In condemning the recent action of a number of states in abolishing Federal War Time, the board said this constituted "a threat to America's civilian communications system, now vital in wartime." The board added that "if this confusion grows, the people will find themselves more and more isolated from the Office of War Information, whose effective use of radio depends on a uniform national time schedule."

A considerable portion of the two-day session was devoted to discussion of the music situation but the board was not impelled to take official action. Other reports covered the legislative and regulatory situation, including the pending decision of the Supreme Court on the FCC network-monopoly regulations, and its effect upon the industry if the Commission is sustained. Action was not required, however.

Wartime problems of labor and materials were reviewed in all their aspects, including the manpower shortage and the 48-hour week regulations. Availability of tubes, batteries, home receivers, gasoline and tires all were covered.

The board agreed to continue its policy of watchful waiting for further clarification and amplification of Government policies with emphasis on any action which may be necessary to protect the interests of the listening public and the industry.

Apropos the conference, it was made clear that it would be limited to business sessions only. There will be no banquet, golf tournament, cocktail parties, or entertainment. Luncheon sessions also will be devoted to business, with speakers selected to cover topics of first industry importance. The tentative agenda has not been drawn but it was agreed that the meeting would be confined to war and war-dictated matters, with Government spokesmen to predominate.

The board approved the 1943 budget for the Association, submitted by Mr. Arney. The new budget is approximately $296,000, including a number of special non-recurring expenses. Without these items the normal 1943 budget is approximately $257,000. This represents a decrease of $4,000 from last year's normal budget of $261,000.

In considering amendments to by-laws, it voted transfer of the State of Maryland from District 4, which comprised North Carolina, South Carolina, Virginia and West Virginia, to District 3, which heretofore has comprised Delaware and Pennsylvania.

Good Attendance

The entire board of 23 members was present for the two-day session, with the exception of Edwin W. Craig, WSM, Nashville, director-at-large for clear-channel stations, who was detained at home because of draft board and other essential activities.

Board members who participated were Paul W. Morency, WTIC, Hartford; Kolin Hager, WGY, Schenectady; Isaac D. Levy, WCAU, Philadelphia; G. Richard Shafto, WIS, Columbia, S. C.; Frank King, WMBR, Jacksonville, Fla.; Hoyt B. Wooten, WREC, Memphis; J. Harold Ryan, WSPD, Toledo; John E. Fetzer, WKZO, Kalamazoo; Edgar L. Bill, WMBD, Peoria, Ill.; John J. Gillin Jr., WOW, Omaha; E. L. Hayek, KATE, Albert Lea, Minn.; William B. Way, KVOO Tulsa; Hugh A. L. Halff, WOAI, San Antonio; Ed Yocum, KGHL, Billings, Mont.; Arthur Westlund, KRE, Berkeley, Cal.; Calvin J. Smith, KFAC, Los Angeles; Harry R. Spence KXRO, Aberdeen, Wash.; J. O. Maland, WHO, Des Moines; Eugene P. O'Fallon, KFEL, Denver; Don S. Elias, WWNC, Asheville, N. C.; Herbert Hollister, KANS, Wichita; James W. Woodruff Jr., WRBL, Columbus, Ga.; Paul W. Kesten, CBS, New York; Frank M. Russell, NBC, Washington, D. C.

In addition to President Miller, other NAB staff executives present included C. E. Arney Jr., assistant to the president; Willard Egolf, newly appointed public relations and Washington contact executive; Walter Dennis, recently named information director; Lew Avery, director of the department of broadcast advertising; and Everett E. Revercomb, auditor.

Harold V. Hough, operating head of WBAP-KGKO, Fort Worth, and chairman of the Newspaper-Radio Committee, conferred with the board at lunch at the Thursday session, along with Sydney M. Kaye, NAB chief counsel in the Petrillo matter and counsel for the Newspaper-Radio Committee.

Garey Planning 25-Man Staff To Aid in FCC Investigation

Fred R. Walker, Former Assistant U. S. District Attorney, is Chief Aide to Counsel for Probe

PLANNING to remain in Washington until the job is finished, Eugene L. Garey, chief counsel of the select House committee to investigate the FCC, will be in Washington tomorrow (Tuesday) to organize a staff of lawyers and investigators preparatory to launching of the inquiry. Mr. Garey is taking leave from his New York firm and will devote all of his time to the Cox Committee investigation.

First appointment to be announced by Mr. Garey, who was named chief counsel Feb. 19 by Chairman Eugene E. Cox (D-Ga.), of the committee, is Fred R. Walker, former assistant United States Attorney in Detroit, who will be chief assistant counsel. In disclosing this appointment in Detroit last Thursday, Mr. Garey said he proposed to set up an organization of 25 lawyers and investigators to review the activities of the FCC since its formation in 1934. The Cox Committee has an initial fund of $60,000 for the inquiry.

No Hearings Set

The committee, Mr. Garey declared, will seek to ascertain what FCC Chairman James Lawrence Fly and his aides and associates "have been doing to 'socialize' the radio broadcasting industry." Moreover, he declared, "we are going to find out whether the Commission has a policy of its own or whether it follows the policy in accordance with the laws of Congress."

When the inquiry will get under way has not yet been determined. Chairman Cox said he would await the recommendation of Mr. Garey before announcing an opening date. Mr. Garey asserted that he saw little likelihood of launching the public hearings for about a month, stating he did not propose to go off "half-cocked."

Mr. Garey's new chief assistant, Mr. Walker, was born in Traverse City, Mich., 41 years ago. An active trial lawyer, he has handled a number of important cases since he retired from the U. S. Attorney's office in 1937. Among his recent cases have been the defense of the United States versus McKay, McKeighan, et al., a political indictment proceeding, and the trials arising out of the Ferguson one-man grand jury investigation.

Mr. Walker was educated in the Michigan public schools, and is a graduate of the Detroit College of Law. He was Assistant U. S. Attorney for ten years, ending his term in 1937.

He has been admitted to practice in all courts in Michigan, the U. S. courts in Michigan, Illinois, South Carolina and Florida, and the Circuit Court of Appeals for the Sixth Circuit. He was chief trial attor-

(*Cont'd on page 37*)

Time Shift Is Declared Threat to Radio

Widespread Shift Would Affect Net Shows

AN ACUTE reduction in electrical power capacity, which conceivably could lead to curtailment of broadcasting, will result if the individual states continue to repeal War Time, it was disclosed last week in Washington as several Government agencies prepared to preserve war production schedules.

Deeply concerned over the wave of "back-to-normal-time" which is sweeping the country state by state, the Federal Power Commission, War Production Board and Interstate Commerce Commission keenly watched the situation as state after state joined the parade to return to normal time.

Effects of Time Shift

These developments have come to light:

(1) Repeal of War Time on a large scale, particularly in industrial areas, inevitably would lead to a power shortage which might easily result in reduction in broadcasting power.

(2) Georgia, Michigan and Ohio, already operating under slow time, have been thrown into confusion, with larger cities remaining on War Time and rural areas turning back clocks an hour. Broadcasters are perplexed as they attempt to rearrange program schedules to conform to both War Time (for network shows) and slow time for local productions. The industry also is perplexed over possible rebates to sponsors who bought Class A time 6-7 p.m. (War Time) and whose programs go to 5-6 p.m. under local slow time.

(3) Rep. White (D-Ida.) introduced in the House last week two bills (HR-1939, HR-1997) to establish Pacific Standard Time for a portion of Idaho, now under Mountain War Time.

(4) Rep. Gilchrist (R-Ia.) and Rep. Johnson (R-Ind.) introduced in the House concurrent resolutions adopted by their state legislatures memorializing Congress to repeal Federal War Time.

(5) Chairman Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee disclosed that he will shortly announce a subcommittee to conduct hearings on concurrent resolutions (HConRes-9, HConRes-10) introduced Jan. 26 by Reps. Brehm (R-O.) and Cole (R-Mo.) [BROADCASTING, Feb. 1] to repeal War Time.

Stations Favor War Times

The move to repeal Federal Time has expanded to include, besides Georgia, Michigan and Ohio, already on slow time, Indiana, Kansas, Oklahoma, Idaho, Iowa and New York. The latter state was one of the first to adopt Daylight Saving Time during the summer before the war but a move on the part of the farm section to revert to Standard Time is gaining momentum.

Broadcasters generally are agreed on the Government's policy of universal time for the nation, although in a few scattered instances stations serving rural areas have lined up with the opposition.

A survey recently completed by the Federal Power Commission of a typical December day shows that more than 3¼ million kw. were saved in 1942. Somewhat on the conservative side, the FPC doesn't attribute all power conservation to War Time, but about half of it. The remainder takes into consideration dimouts on the two coasts and other possible contributing factors, although the survey definitely points to War Time as the major factor in reduction of evening peak loads.

In 1938 the evening peak load for the nation was 10.5% higher than the morning peak. In 1939 it rose to 12.4% more than the morning peak but dropped to 11.6% in 1940. A year later it jumped to 12.3% over the morning peak, despite the fact that the nation already was in war production. The average increase of the evening peak load over the morning peak was 11.7%.

To balance the capacity and assure sufficient power for industrial purposes it was necessary to keep the evening peak within reasonable range of the morning peak if the country was to produce war munitions on a large scale. Consequently both the FPC and WPB urged adoption of Daylight Saving Time to reduce the evening peak load during the winter.

Change Threatens Production

Without comment the FPC power consumption chart tells the story. In 1942, the first year under War Time, the evening peak load was slightly under the morning top, instead of being above it. That means, say FPC officials, that under the present system of universal War Time the nation can continue to function with sufficient power for all needs.

Returning the country or even a large segment to Standard Time again would increase the evening peak load and tax the capacity of the power plants. Pre-war plans of the utilities companies to build additional power plants to care for the increased peak anticipated with the expansion of war production were abandoned.

The WPB, mindful of the critical shortage of copper and other metals necessary for instruments of war, together with other Government agencies, agreed that the metals could be diverted to munitions if the power capacities were not increased. There was but one alternative—Daylight Saving Time. With that in mind Congress on Jan. 20, 1942, passed the Federal Time bill which now is being attacked in some quarters as unnecessary.

In a letter to the Mason City, Ia. *Globe-Gazette*, which is fighting to retain War Time, Chairman Leland Olds of the FPC declared:

"The magnitude of the capacity released by War Time for serving expanding war production, Army camps and other essential wartime needs, is such that the repeal of War Time would increase seriously the burden on already overworked generating equipment with detrimental effect to the war effort. In many sections of the country it would be necessary to impose severe curtailment measures to compensate for the savings lost through repeal of War Time."

While FPC officials declined to suggest just what curtailments might be necessary it was pointed out that they could easily include broadcasting. For instance in an area confronted with transportation and fuel problems the power burden would be taxed beyond capacity. That would mean one thing —reduction of power.

War Industry First

First to get consideration would be war industries and military installations, hospitals and other public necessities, and so on. Elmer Davis, director of the Office of War Information, and other high Government officials, have repeatedly said that radio is vital to the war effort. If, however, the situation became acute, FPC pointed out that radio could easily be curtailed to the extent that certain stations in a given area could remain in operation while others might be obliged to reduce or suspend.

In such event the first stations to feel the impact of power shortage would be the small locals, already hard-pressed for lack of revenue. Repeal of War Time could easily be the means of throwing the smaller stations out of business. So concerned is the FCC over retaining all outlets that Chairman Fly has conferred with network officials in an effort to arrive at some relief through expanded network facilities [BROADCASTING, Feb. 22].

Some Congressmen have stated on the floor of the House that War Time makes no difference since

(*Continued on page 43*)

TWO CROSLEY TIMES

WLW and WSAI Operate on Different Clacks

TIME CHANGE literally divided the Crosley Corp., Cincinnati, against itself with WLW, 50,000-watt clear channel outlet turning back its clocks one hour to conform to Ohio's new Standard Time and its sister-station, WSAI, 5,000-watt regional, remaining on War Time. All other Cincinnati stations, WCKY, WCPO and WKRC, will stick with Cincinnati's City Council in observing War Time.

Explaining the unusual procedure for WLW James D. Shouse, Crosley vice-president in charge of broadcasting, said: "The FCC licenses such stations (as WLW) to provide service not only to people living in metropolitan communities, but also to people living in small town and rural sections who do not have local radio stations to serve them. Consequently WLW expects to arrange its program schedules to conform to the Ohio State law, regardless of the action on the part of the Cincinnati City Council."

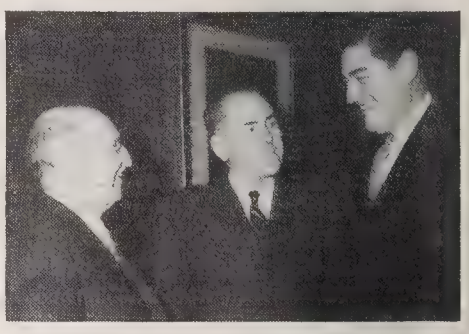
IOWA MERCHANTS PREFER RADIO

Surveys of Grocers and Druggists Indicate Medium Is Best for Selling

RADIO is overwhelmingly the most effective means of producing sales for Iowa grocers and druggists, according to statewide surveys conducted recently by the Iowa Pharmaceutical Assn. and the Iowa Retail Grocers & Meat Dealer Assn. and distributed in copyrighted brochures by WHO, Des Moines.

Of the 605 druggists replying to letters mailed by the Iowa Pharmaceutical Assn., 529 preferred radio, 47 preferred large daily newspapers, 27 farm papers and 2 billboards. Radio also was first choice of retail grocers and meat dealers. A total of 403 merchants of 680 responding to the Iowa Retail Grocers and Meat Dealers Assn. query named radio as advertising medium No. 1, while 121 preferred large large daily newspapers, 10 billboards and 56 farm publications.

Grocers and druggists indicated on official survey cards which of four advertising media — farm papers, large daily newspapers, outdoor billboards or radio stations —helped to sell the most goods for them, and identified the media.



GUEST OF HONOR at a recent cocktail party and reception given by Yankee Network in Boston was Miller McClintock, Mutual's new president (center), who is chatting with John Shepard, 3rd, president of Yankee (l), and Howard Fitzpatrick, who is the radio editor of *The Boston Post*.

No idea backed by the sound of WOR has ever failed to get results!

'Rock-Bottom' Rationing Plan Would Affect Radio Sponsors

Broadcast Advertisers Not Hit as Sharply as Expected in Long-Range Report of WPB

MINIMUM civilian needs in a "rock bottom" or "state-of-siege" war economy, estimated by a WPB planning committee as the ultimate in any Government conservation program, would involve serious retrenchment by some of radio's major advertisers, a study of the Government plan revealed last week, but the overall picture seemed far brighter than many industry leaders had dared to hope.

The survey was made by the WPB's Office of Civilian Supply at the request of James P. Byrnes, Director of Economic Stabilization. In its preliminary form it lists many of the industry's important customers among producers who should operate at near normal levels to maintain the efficiency of a fighting nation's home front.

Merely a Guide

Purpose of the report is not to forecast future rationing, as many business leaders and heads of families assumed when it was made public, but to provide planning agencies with a guide for the minimum supply they must allot for civilians. "It is not a recommendation, but a warning beyond which rationing should not go," one WPB official explained. The report is based only on civilian needs, he pointed out, not on available supply, so in most cases there is no reason to assume that it represents anything like the economy that actually will prevail.

This was underlined last Thursday when WPB Chief Donald Nelson told his news conference that he believed the country would be able to equip an army of 11,000,000 men this year without curtailing civilians to the danger levels staked out in the report.

Although WPB has prepared only a preliminary report of the survey and will not release the entire plan for about another month, available information offers a clear picture of "the worst" that can be expected. It means a loss in almost every group of advertisers, but it leaves a sizable proportion of regular business in addition to institutional prospects.

According to latest reports on major timebuyers for 1942, more than 75% of network sponsorship came from four industry groups: Drug & Toilet Goods; Foods & Food Beverages; Soap & Household Supplies; Tobacco Products. [BROADCASTING *Yearbook* for 1943]. Although WPB's blueprint involves sharp production cuts in some of these fields, particularly among drugs and toilet goods, almost all could continue to operate and most would run close to normal.

Biggest advertising group on radio networks in 1942 was the drug and toilet goods segment, whose billings grossed $32,395,000, about 27.5% of total sales. Under WPB's "rock bottom" estimate, many of these items would be hurt, but the majority would continue at over 50% of the 1939 consumption level.

Shaving and toilet soaps would run at 67%; lipsticks & rouge, 70%; deodorants, 70%. Face powder would be slashed to 50%, creams and shampoos to 50%, dentrifices to 40%.

Explaining this production in an all-out economy, WPB said for cosmetics, "certain cosmetics serve to counteract fatigue, and may increase efficiency in a factory by 10 to 15%." Dentifrices, WPB said, "involve tremendous physical waste."

Radio's drug advertisers might suffer if production for civilians were reduced to the ultimate level. Proprietary medicines advertised to the public would be cut to 50%, and other drugs to 75%.

But in other important groups of radio advertisers, the losses would be far less marked. Tobacco, buyers of a gross $18,176,000, or 15.4% in 1942, should continue at 85% of the 1939 level, the report says, declaring that experience in other countries indicates substantial quantities of these products should be made available for maintenance of morale.

The speculative nature of the entire plan was demonstrated recently when another WPB branch, the Tobacco & Beverage Division, announced that actually cigarettes will be made in far greater quantity than minimum needs and that production will reach about 125% of the 1939 level.

Bright Spots

Some bright spots appeared in the food fields, too, where rationing has already touched firms that were among buyers of 22.1% of last year's network time. Cereals, for instance, always heavy users of daytime radio, would run at 117% of the 1939 level, and the nation would use 125% of dried beans, peas and nuts. Gum and dog foods would produce 80% of their 1939 volume.

A fourth great radio advertising class, soaps, would make 67% of their 1939 total under the "minimum" plan. Soft drinks, a $5,500,000 network customer, would run at 65%, as would beers and wines.

Other aspects of the program affecting radio, both national and local, involved the position of other media in such a program. Radio, as the user of equipment requiring a minimum manpower for supply and operation, would fare well on this score and might be required to carry more of the advertising burden. Newspapers and magazines could be cut to 20% of their paper demands of 1939, WPB estimated. Again, it is amply clear in Washington that no such drastic situations are under immediate consideration.

Many commodity manufacturers, under the Office of Civilian Supply's report, would be reduced merely to institutional advertising. Auto manufacturers, buyers of 4% of network time last year, are already at zero production. Petroleum firms, users of 2.7% last year, would meet 40% of their 1939 civilian business; furniture manufacturing would be at 27%; rugs, 12.8%; refrigerators, 3.7%; electrical appliances, 1.4%; radios & phonographs, 2.5%; clocks and watches, .9%; jewelry, zero; pens, .4%.

Service Allotments

Encouraging to local outlets would be allotments for so-called "services." Recreation would be at 60% of 1939; restaurants 90%; utilities, 89%; clothing 64%, footwear, 68.4%, care of attire, 85.5%, all businesses offering rich sources of local broadcasting revenues.

The report says that production of radios, radio replacement parts, and phonographs could come to a standstill, although replacement tubes should be provided at 50% of the 1939 production rate. Phonograph records would be needed at 10% of the 1939 level, but phonograph needles would be needed at 50% of 1939.

The actual effect of such a program on advertising revenues could hardly be estimated, figures for last year, when rationing programs and conversion of industry began to be felt, being in conflict.

As a whole, despite wartime uncertainties radio advertising reached a new high of $191,000,000 in 1942. There was little change in relative importance of various basic types of radio advertising. National network, and national and regional non-network were up slightly, while local declined about 1.6%.

Among war-hit industries, gasoline advertising was 45% below 1941 levels, yet automobile institutional was up 15%, and soft drinks, despite sugar rationing, jumped 33%.

Roma Wines on CBS

SCHENLEY DISTILLERS Corp., New York (Roma wines), on March 4 starts a weekly half-hour comedy series headed by Ransom Sherman on approximately 116 CBS stations, Thursday, 8-8:30 p.m. (EWT), with West Coast repeat, 9:30-10 p.m. (PWT). Contract is for 52 weeks. Titled *The Ransom Sherman Show* and packaged by James L. Saphier Agency, Hollywood talent service, program also will feature Leo Carillo, film star, with a male vocalist and guest stars. Lud Gluskin is musical director. Tom McAvity, executive of Saphier Agency, will produce. McCann - Erickson, New York, is agency.



Pause a moment and shed a tear,
For tragedy has tarried here,
A mighty voice was '8XO,
The time has come for it to go.
This engineering monument
Is not defunct—It's just "For Rent".

The cartoonist is Homer A. Ray Jr., transmitter engineer of WLW and the developmental transmitter W8XO, which has operated experimentally with 500,000 watts until terminated by the FCC the 1st of this year. The author of the "Epitaph" is anonymous, but presumably is on the WLW-W8XO transmitter staff.

Big Frog ROILS Big Puddle



The ideal way to splash advertising *all across* New England, from Cape Cod to the Canadian border, is to get action from WBZ. Its mighty, water-borne voice is familiar in every cove and valley; its impact starts sales ripples from Martha's Vineyard to Maine's Desolation Pond.

Little frogs can stir up little puddles, and smaller stations are fine for smaller markets. But when you hunt sales in New England you're after big game. Let go with both barrels, WBZ and WBZA.

WBZ
WBZA
BOSTON – SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc.
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

OPA Mandatory Grade Label Plans Unchanged, Says Brown

Packers Claim Regulation Jeopardizes Them; Rep. Halleck Calls for Investigation

OPA PLANS for mandatory grade labeling of the 1943 pack of fruits and vegetables have not been changed, Price Administrator Prentiss M. Brown said in a statement last week, clearly indicating that the regulation would remain in force, at least for the duration.

Mr. Brown's remarks were intended to overcome rumors circulating among food packers that OPA would abandon grade labeling ordered by former OPA Chief Leon Henderson. They reiterated OPA's position in the face of Congressional attacks on standardization and simplification programs.

Challenged in Congress

Original announcement of the merchandising control measure was made by Mr. Henderson in December, and a month later OPA ordered the regulation put into effect on canned grapefruit juice [BROADCASTING, Feb. 8].

Shortly afterwards, Rep. Halleck (R-Ind.) challenged the policy, and introduced a resolution calling for a study by the House Interstate & Foreign Commerce Committee. Rep. Halleck said he feared grade labeling and other contemplated Government standardization programs might be a prelude to the abolition of brand names, and the destruction of competitive advertising.

In reaffirming his intention to insist on grade labeling, Mr. Brown put forward the same argument advanced by his predecessor that grade labeling was essential to the effective control of canned fruit and vegetable prices. He repeated that he did not intend it as "a reform measure".

Unless price is tied to grade, he said, OPA would have to use a complex formula of ceilings on foods. "Only by flat pricing of grades can the wide varieties in quality and costs be reduced to understandable terms for the consumer".

Rep. Halleck, informed of Mr. Brown's statement, said he would press for an early hearing on his resolution for an investigation. The resolution has rested in the Rules Committee since it was introduced a month ago. As a member of both the Rules Committee and the Interstate Commerce Committee. Rep. Halleck is considered to be in a strategic position to get action on the measure.

Representatives of canning interests, which have opposed grade labeling for many years, were in Washington last week to discuss the matter with OPA and Congressional authorities. Their opposition to the OPA rule was based on fear that it would lead to an end of brand names, and a belief that Government standards would create an impossible labeling problem.

One spokesman for a large packing house told OPA that the standards the Government set up would place canners in constant jeopardy because moisture, solid content and other variations were likely to induce differences in grading judgments between Government inspectors and packers' representatives.

OPA has maintained that its standards, set up by the Agriculture Marketing Administration of the Agriculture Dept., were workable. A representatinve pointed out that all food jobbing is now done by grades accepted among the packers themselves. He said OPA believed there was no reason why these grades could not be printed on labels.

Rep. Halleck told the House that he is concerned with any tendency of war agency officials to set up standardization programs which might upset the normal competitive economy. He pointed out that Congress had turned down grade labeling when it revised the Pure Food and Drug Act a few years ago.

"The Interstate Commerce Committee should examine projects such as grade labeling to determine whether they are necessary for the war, or whether less drastic alternatives are possible", he said.

The Congressman explained that some food packers have suggested to him that OPA could establish ceilings on each brand of goods at the producer's level, and allow a fixed markup to jobbers and retailers. As a Congressman he said he is not advocating any particular method, but feels that the Interstate Commerce Committee should look into grade labeling to see whether it is essential.

In his defense of grade labeling, Price Administrator Brown declared that the rule will enable the housewife to know what she is buying. He pointed out that the Army already requires grade labeling of whatever it buys.

FCC Queries 160 Outlets On Foreign Programs

CONTINUED progress in the FCC study of foreign language programs became apparent last week when it was disclosed that another questionnaire was being sent to 160 stations to obtain the latest data on the manner on which they are handling such programs.

In general this check is calculated to obtain names of foreign language sponsors, names of all personnel involved in such programs, precautions being taken with scripts and the station's monitoring setup. There is nothing new in this study but rather represents a phase of the continuing study of foreign language broadcasts.



WORL WINED 400 radio executives and their wives at a cocktail party in Boston's Statler Hotel to commemorate the opening of the station's new studios at 216 Tremont St. Here are five of the group: Front, Harold A Lafount (1), owner of WORL and president of the Atlantic Coast Network; George Lasker, manager of WORL; second row, Bud Armstrong, general manager, WCOP, Boston; Ed Codel, general manager, Atlantic Coast Network; Arthur Simon, general manager, WPEN. Among others present were Ralph Weil, manager of WOV, New York, and Richard Davis, WNBC, Hartford.

H. R. Gross at WISH

H. R. GROSS, former *Sohio Reporter* on WLW, Cincinnati, and for five years news editor and chief newscaster of WHO, Des Moines, has been appointed news editor of WISH, Indianapolis. In addition to supervising the newsroom Mr. Gross is on the air thrice-daily, at 5:30 p.m. for L. S. Ayres & Co., (men's clothing); at 6:30 p.m., sponsored by American States Ins. Co. and American States Fire Ins. Co., and at 10 p.m., sustaining. Before entering radio Mr. Gross for several years was a newspaperman. He is a veteran of the first World War.



Mr. Gross

Blade Series

CONSOLIDATED RAZOR Blade Co., Jersey City, to promote its Berkeley double-edge blades, on Feb. 24 began sponsorship of "marital" quiz show titled *The Better Half*, which has been heard sustaining on WOR, New York, for almost a year. Originated by Jack Byrne, WOR engineer, the show features married couples from the audience answering questions and doing stunts, with Tom Sawyer as m.c. Series is now heard Wednesdays, 8:30-9 p.m. Agency is Grey Adv., New York.

Stillicious Program

CHOCOLATE PRODUCTS Co., Chicago (chocolate, candy products), is sponsoring a series of Sunday evening quarter-hour programs, *Stillicious Serenade*, on KSTP, Minneapolis. Musical quartet is featured. Agency is McCord Co., Minneapolis.

SMALLER OUTLETS VITAL SAYS FLY

WHATEVER the reason for the financial plight of small stations, many of them nevertheless are regarded as "essential to the nation in time of war" and therefore should be sustained, according to FCC Chairman James Lawrence Fly.

At his news conference last Monday, Mr. Fly parried questions as to responsibility for the economic condition of some stations. Responding to an observation by a reporter that the idea prevails among some advertisers that the small station situation is not a war problem since many of them have been economically depressed for a long time, the Chairman said this statement was not "quite accurate." Assuming that many of them have been in a bad way for a long time, he commented, however, that their service is regarded as essential during wartime.

Asked whether maintenance of these stations was a responsibility of the advertiser, the Chairman emphatically said he had not suggested this at all. "It is not a question of fault or dereliction," he added. "It is a question of recognizing certain circumstances which may very well enlist the sympathetic attention of all of us who are promoting that very essential service."

Precise figures on the status of "loser" stations, based on questionnaires sent out early this year by the FCC accounting department, probably will not be available until mid-March. Preliminary surveys indicate that the situation was no worse in 1942 than it was the preceding year, though the outlook is regarded as far from favorable by Chairman Fly.

WPB ORDERS TUBES FOR CIVILIAN USE

APPROVAL of a WPB plan for mass production of enough replacement tubes to maintain civilian listening sets for the duration has now been given by the Vacuum Tube Industry Advisory Committee, and the program is now in production, Frank H. McIntosh, chief of Foreign & Domestic Broadcasting, announced Friday.

The program has been under consideration at the Radio & Radar Division since November but has been held up by failure of the tube makers to agree on types that should be manufactured. The finished list, as agreed on Friday, provides for 114 most essential types, enough to service 90% of the nation's radios.

Mr. McIntosh said seven tube manufacturers would participate in the program and that the tubes would not bear a maker's name. They will, however, be of pre-war quality and meet American Standards Assn. specifications.

Firms cooperating in the project, which calls for 11,000,000 tubes by July 1, are: Hytron Corp., Salem, Mass.; National Union Radio Corp., Newark; Raytheon Production Corp., Newton, Mass.; Ken-Rad Tube & Lamp Corp., Owensboro, Ky.; Tung-Sol Lamp Works, Newark; Victor Division, RCA, Harrison, N. J.; Sylvania Electric Products, Emporia, Pa.

NEWS THAT BRINGS IN REVENUES

the FOUNTAIN OF YOUTH Broadcasting Company

RADIO STATION WFOY C.B.S.

ST. AUGUSTINE
FLORIDA

Mr. Walter Rundle
Promotion Manager
United Press Association
News Building
New York, New York

February 5, 1943

Dear Mr. Rundle:

A 94% INCREASE in sponsored United Press Shows!

That's the record established by our sales department during the first month of the new year. When 1943 rolled around the WFOY weekly schedule showed 33 sponsored news and newsfeatures. Before the month ended the weekly schedule had 31 additional sponsored news programs. A total of 64 such shows. A 94% increase in less than 31 days!

When such splendid features as those released by United Press are offered to a client with enthusiasm a signed contract will most assuredly be the results.

We rely on United Press as a revenue-getter inspite of the fact that a major portion of our news originates on a sustaining and commercial basis with the Columbia Broadcasting System.

With every good wish, I am,

Cordially yours,

FOUNTAIN OF YOUTH BROADCASTING COMPANY

J. Allen Brown

J. Allen Brown, General Manager

JAB/bb

U. P. RADIO NEWS PROVIDES

Largest world-wide staff of trained radio writers . . . Coast-to-coast wire for radio news exclusively . . . 24-hour service . . Nine daily 5-minute news digests, seven daily 15-minute news summaries, ready for broadcast and delivered precisely on fixed schedules.

Included with the news service, the following year-round features—the most varied and widely sponsored in radio: Daily Chuckles . . Design for Wartime Living . . . Highlights of Week's News . . In Movieland . . In the Woman's World . . On the Farm Front . . Speaking of Sports . . . Time Out . . Today's American Hero . . Today's War Commentary . . We Cover the Battlefronts . . Week End Business Review . . . Women in the News.

Plus such highly saleable, seasonal features as: Wartime Spring Training (pre-season baseball analysis and reports direct from the camps) . . . Facts about Taxes (programs of instruction for Uncle Sam's 50 million income tax payers) . . Your Football Prophet (weekly football predictions and sidelights) . . Year-End Reviews (nine 15-minute scripts summarizing the year's biggest news) . . . Soldiers of the Press (a 15-minute transcription dramatizing war-front news coverage).

FOREMOST BECAUSE IT OFFERS MOST **UNITED PRESS**

Liberal Ruling on 48-Hour Week Plan Foreseen if McNutt Retains His Post

BARRING a complete upheaval in the policy and personnel of the War Manpower Commission, radio may benefit in case of a liberal interpretation of the 48-hour week control, it developed last week following a meeting of the NAB National Labor Executive and Wage & Hour Committees with Edward D. Hollander, assistant chief of the WMC planning division.

Mr. Hollander, who attended the NAB committee meeting to get some idea of radio's problems, told the conferees the WMC is interested only in stabilizing manpower rather than increasing the work week. He indicated that WMC interpretation of the regulations with reference to broadcasting would be based on radio's employment setup. He felt the burden of proof was on the employer to show cause why any given department or function within broadcasting could not operate efficiently on a 48-hour week.

McNutt Attacked

Offsetting industry optimism, however, is the current move on Capitol Hill to unseat WMC Chief Paul V. McNutt. Several measures, introduced in both Houses of Congress to control manpower by legislation, have been vigorously opposed by the manpower chief, who believes in the voluntary system of control. Should McNutt be ousted, it appeared certain the inevitable upheaval would leave the industry and every other business in the dark.

If, on the other hand, the WMC remains intact, interpretations affecting radio are expected to be based upon information now being gathered through the NAB. At Mr. Hollander's suggestion the NAB will conduct a survey of Washington's six stations, since the nation's capital is one of the 32 cities designated as critical.

Ralph Brunton, owner of KJBS, San Francisco, was assigned to gather data from all stations in his area on possible operation under a 48-hour week. Quincy Brackett, owner of WSPR, Springfield, Mass., will conduct a similar study in his city.

Preparations in Washington already are under way, led by Joseph Miller, NAB director of labor relations, and Kenneth Yourd, CBS Washington counsel. They have prepared forms for informal reports of each department within the city's six stations.

The Washington data, expected within two weeks, and other information covering representative stations, will be turned over to the WMC as a basis for a directive covering all phases of broadcasting which will be prepared.

In general it appeared, following the NAB meeting, that stations increasing their work week from 40 hours, particularly the larger ones, would release little personnel. Most smaller stations already have been placed on work weeks ranging up to 48 hours.

Others attending the meeting were: John Elmer, WCBM, Baltimore; John MacDonald, Ernest de la Osso, NBC New York; Howard Hausman, CBS; C. T. Lucey, WRVA, Richmond, Va.; Henry Johnston, WSGN, Birmingham.



FOR HIS RECRUITING efforts on behalf of the Navy's construction battalions, Irvin G. Abeloff, program service manager of WRVA, Richmond, Va., receives from Lt. Com. Charles L. Kessler the first Navy Seabee Award of Merit issued in that area. Presentation was made on a recent *Outdoors With Domino* program.

Red Cross Drives Helped by Radio

National War Funds Campaign Aided by Special Broadcasts

AS IN PAST years the broadcasting industry is taking an active part in the National campaign this March to raise $125,000,000 for the 1943 Red Cross war fund. Radio stations have been asked to dedicate as much time as possible to the Red Cross on their sustaining programs, as well as to carry special transcribed series, prepared by the Red Cross to promote its various services.

The experts on *Information Please*, NBC program sponsored by H. J. Heinz Co., Pittsburgh, will make a special effort for the drive on the March 1 broadcast, when the program originates in Constitution Hall, Washington, with seats on sale from $1 to $10.

All proceeds will go to the Red Cross.

The NBC-Red Cross program, *That They Might Live*, already presented five times to promote the current recruitment drive for nurses, has topped all previous potential audience records for an NBC sustaining series, with 125 stations accepting the show.

Transcribed Series

The *Vox Pop* show on CBS, sponsored by Emerson Drug Co., Baltimore, will be a feature of the March 1 rally in New York of 1,200 team captains and solicitors recruited by the Red Cross for house to house canvassing.

The New York branch of the drive is distributing two special transcribed series, according to Robert B. Masson, radio director, one being titled *Main Street Album*, to run the first two weeks in March, and *This Is My Story*, which 12 New York stations are now carrying. Novelty foreign language programs are scheduled all month on the New York foreign language stations. Radio plans are also under consideration, Mr. Masson stated, to cover the Red Cross rally in Madison Square Garden April 5 at the end of the drive.

Heinz Distributing Co-Op's Olive Oil

BBDO Arranges Tieup for Producers in California

A NEWLY-FORMED group of California olive producers, organized under the name Cooperative Olive Products Assn., has completed arrangements with H. J. Heinz Co., Pittsburgh, for sales and distribution of a new olive oil, Cal-Crest.

BBDO, Los Angeles, which was instrumental in the sales distribution tie-up with Heinz, has been named agency and will be responsible for all advertising and merchandising activities of the cooperative. Radio has not been mentioned as yet, but media plans are still in a tentative stage.

Imports Cut Off

With olive oil imports virtually cut off for the duration of the war, California producers believe they have an unusual opportunity to develop a substantial volume of business on high quality California oil, according to the agency.

Nearly all producers in that state are represented in the cooperative group, which will press approximately 1,500,000 gallons of oil this year, according to Harrison M. Dunham, secretary-manager, who handled organization of the association.

ASCAP on Coast Acts For Buck Restoration

MOVE to bring back Gene Buck as president of ASCAP will be launched at the society's semi-annual West Coast meeting in Beverly Hills, Cal., March 1, when a resolution to that effect is to be presented. Benee Russell, sponsoring the movement, declared the majority of West Coast songwriters favor the leadership change, which is not intended as a reflection on Deems Taylor, current president, whose term expires this month. Resolution will contend that Buck is the only person who can restore peace and harmony in ASCAP ranks.

With Taylor unable to attend because of radio program commitments, Otto Harbach will represent him and preside at tonight's meeting. Principal speaker is to be John G. Paine, general manager of the Society. This will be the first of two annual meetings to be held regularly with West Coast membership receiving reports of activities conducted by ASCAP through the year, and for discussion of local problems that may arise.

Goodyear Plans

GOODYEAR TIRE & RUBBER Co., Akron, is understood to have taken an option with NBC on the Tuesday 7:30-8 p.m. period for a variety show with Raymond Paige conducting a special orchestra, and a girl vocalist. According to the agency, Arthur Kudner Inc., New York, the institutional series will start soon after April 1 when NBC has cleared time on several outlets Goodyear has designated.

ELECTRONICS GROUP STUDIES MANPOWER

A SPECIAL labor-management committee, headed by Lawrence B. Morris, director of personnel contract relations for the Victor Division of RCA, has been set up to handle manpower problems of the electronics industry. It is called the "Electronic Manpower Advisory Committee."

The Committee was arranged by the WPB Radio & Radar Division, the radio division of the Navy's Bureau of Ships, and the Army and Navy Electronics Production Agency (ANEPA) to advise the War manpower Commission and other agencies on needs of the industry, which has been losing engineers and designers to the armed forces.

Personnel of the committee, in addition to Mr. Morris, is: W. K. Wiggins, Western Electric, Chicago; J. D. Washburn, Sprague Specialities, North Adams, Mass.; Lawson B. Wimberly, IBEW; Harold Sharpe and James J. Conroy, United Electrical, Radio and Machine Workers (CIO).

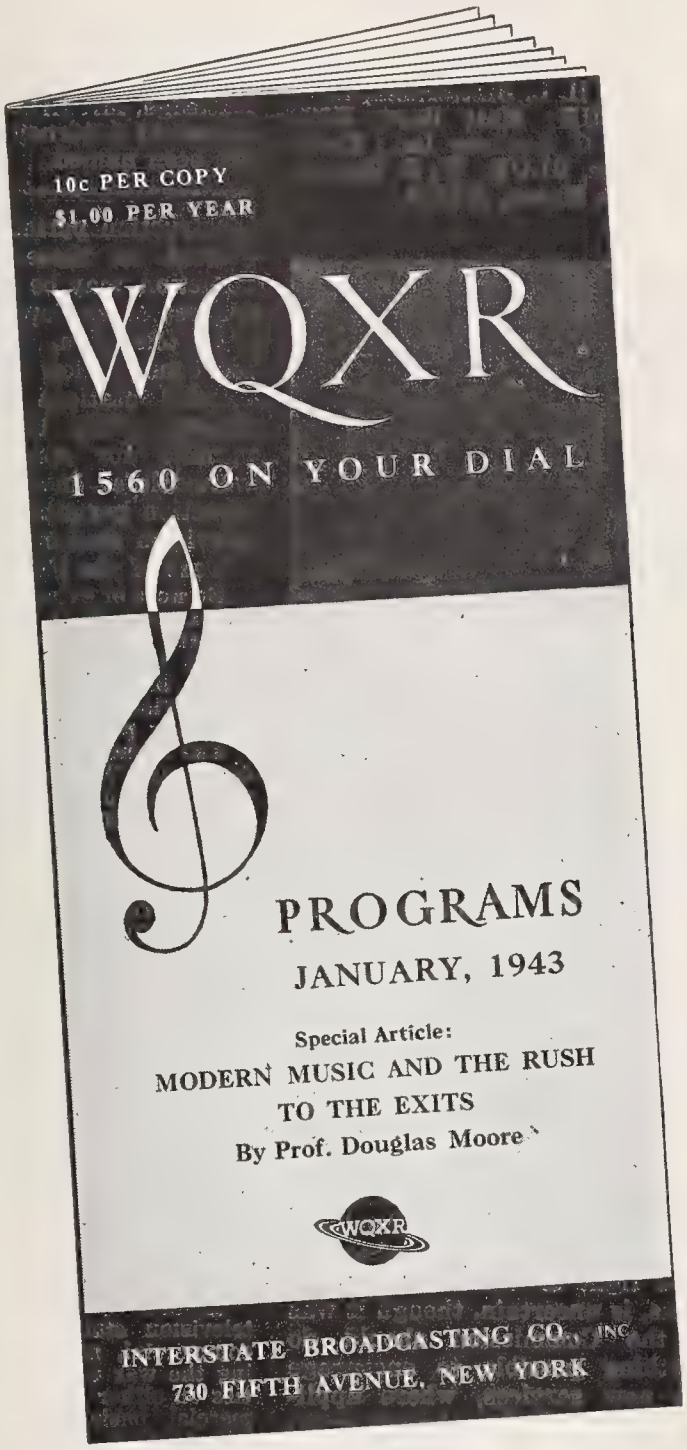
GEORGE VAN GORDER a vice-president of McKesson & Robbins, New York, since Hall-Van Gorder Drug Co. merged with it in 1928, has been elected to the newly-created position of first vice-president.

30 Broadcasters Attend BMI Program Meeting

BMI held its third program managers' meeting last Tuesday and Wednesday at the organization's headquarters in New York, with some 30 station men in attendance. M. E. Tompkins, vice-president and general manager; Sydney M. Kaye, vice-president and general counsel; Carl Haverlin, vice-president in charge of station relations, and other BMI executives addressed the group.

Program managers attending included: George Patterson, WAVE; George Cranston, WBAP; W. Gordon Swan, WBZ-WBZA; Charles Roeder, WCBM; C. M. Hunter, WHK; Bill Dean, WIRE; Norman White, WJR; Harold Waddell, WJW; James H. Moore, WSLS; Lew London, WPEN; Irving G. Abeloff, WRVA; Warren Mead, Maurice Kipen, WTMJ; Ed Hoerner, WWL; Van C. Newkirk, KHJ; Blaine Cornwell, KMOX; Ray Shannon, WJAS-KQV; A. Sheehan, WCCO; Otis Morse, WSBA; Bert Hanauer, WFBR; Madeline Ensign, WOL; Edward Wallis, WIP; Herbert C. Rice, WKBW-WGR; R. Clifton Daniel, WCAE; George W. Steffy, WNAC; John Gordon, CKLW; Frank P. Schreiber, WGN: Benedict Gimbel Jr., WIP; Elaine Ewing, Dick Connor, OWI.

What Other Radio Station Can Say This About Its Listeners?



22,080 Families Paid for the WQXR Program Guide Last Month

YOU HEAR a lot about "Listener-Loyalty" — that indefinable something in a radio station's personality that makes people turn to it in the morning and keep it on most of the day. For *any* listener to go right down the line for a station's programs is quite a feather in that station's cap — and quite a "plus" for its advertisers, too.

Here at WQXR, we have our own brand of "Listener-Loyalty" — apart from guesswork, check-up program offers, or telephone surveys. It's right down in black-and-white, on mailing stencils — that over 22,000 families actually pay $1 each per year to receive WQXR's monthly program guide.

Of course, the daily papers publish WQXR's programs. But these 22,080 "paying homes" are typical of many thousands of other enthusiasts for WQXR's 14-out-of-17 daily broadcasting hours of good music — listeners who like to know exactly what music they are listening to, by whom it is being played, when they can look ahead to hearing their favorite music.

We number among our sponsors dozens of the nation's leading advertisers. Many of them have big network shows. But they've also found that it pays handsomely to cultivate this large WQXR segment of music lovers "in the heart of the world's richest market." Would you like more facts and figures? Let us give them to you.

WQXR NEW YORK

730 Fifth Avenue
CIrcle 5-5566

In Chicago, The Foreman Company, Wrigley Building, Delaware 1869



CORRELATION between the BLUE Pacific Coast network and affiliates during the two day sessions, Feb. 18-19 in Los Angeles.

At the clinic were seated (l to r): Thomas Sharp, KFSD; George Ross, KWG; Leo Tyson, BLUE; Arden X. Pangborn, KEX; W. B. Stuht Jr., KJR; Don E. Gilman, vice-president, BLUE; Earle C. Anthony, KFI-KECA; Charles P. Scott, C. A. Whitmore, KTKC.

Standing: Hewitt Kees, KOH; Louis B. Kroeck, KTMS; W. B. Ryan, KFI-KECA; Milton Samuel, BLUE; Deane Banta, KERN; Walter Lonner, BLUE; Ernest Felix, KECA; Fred Becker, BLUE; Leo Ricketts, KFBK; Phillips Carlin, BLUE program vice-president; John I. Edwards, KFI-KECA; Keith Kiggins, BLUE stations vice-president; Russell Hudson, BLUE; Bob Dwan, KGO; H. L. Blatterman, KFI-KECA; Sydney Dorais, BLUE; Matt Barr, KFI-KECA; Leroy Spencer, Earle C. Anthony Inc.; Kevin Sweeney, BLUE; Tracy Moore, BLUE; W. P. Casson, Earle C. Anthony Inc.; Curtis Mason, KECA.



RADIO'S COOPERATION with America's war and peace aims held the attention of these executives at the NBC War Clinic staged Feb. 16-17 in Los Angeles.

Delegates are first row (l to r): Mrs. Ruthe Fletcher, KSEI; O. P. Soule, KSEI, KTFI; Mrs. Soule; Mrs. Florence Gardner, KTFI; Keith Collins, KMJ; S. S. Fox, KDYL; Arden X. Pangborn, KGW; W. B. Ryan, KFI-KECA; W. B. Stuht, KOMO; W. E. Wagstaff, KDYL; Sidney N. Strotz, NBC western division vice-president; William S. Hedges, NBC stations vice-president; O. B. Hanson, NBC engineering vice-president.

Second row, E. L. Barker, NBC western division; Ray Buffum, KPO; George J. Volger, NBC, Hollywood; G. A. Provol, KDYL; Ray Baker, KPO; Bonnie Scotland, KIDO; Mrs. Georgia Phillips, KIDO; S. S. Spencer, NBC; Paul Gale, NBC; Henry Maas, NBC; Charles B. Brown, NBC; Earl Mitchell, KPO; Matt Barr, KFI-KECA; Frank A. Berend, NBC; Dick Lewis, KTAR; Alex Robb, NBC; Dr. James Rowland Angell, NBC; Robert Hendricks, NBC; John Elwood, KPO.

Third row, Leonard Gross, KPO; Curtis W. Mason, KFI-KECA; H. L. Blatterman, KFI-KECA; Myron Fox, KDYL; Henry Schaffer, KPO; E. A. Neath, KRBM; K. O. MacPherson, KPFA; Jennings Pierce, NBC; Lewis S. Frost, NBC; Frank Ford, H. A. Woodman, NBC; James MacPherson, KOA; Noran E. Kersta, NBC; Sheldon B. Hickox Jr., NBC; Joseph Kay, NBC; A. H. Saxton, NBC; Robert Morris, NBC.

Confirmation Foreseen In Arnold's Nomination

LIKELIHOOD that Thurman Arnold, Assistant Attorney General in charge of the Anti-Trust Division of the Department of Justice, shortly will take his seat on the U. S. Court of Appeals for the District of Columbia, which handles practically all radio litigation, was seen last week with the unanimous endorsement of his nomination by a Senate Judiciary Subcommittee.

Though hearings were scheduled, the nomination was approved in five minutes, with no witness for or against. President Roosevelt nominated Mr. Arnold to fill the vacancy on the Appeals bench resulting from the elevation to the Supreme Court of Judge Wiley B. Rutledge. Mr. Arnold's successor as Assistant Attorney General has not yet been named.

FCC to Protect Applications For Television, FM Permits

Reinstatement of Surrendered Petitions to Be Permitted; Broadcast Policies Studied

WITH THE apparent intent of getting FM and television off to a flying start promptly after the war, the FCC last Tuesday adopted new policies under which applications for stations in these classes will be protected for the duration. It also opened the way for FM and television applicants who have surrendered or dismissed their applications, pursuant to the freeze order of last April 27, to apply for reinstatement.

The Commission announced the action was taken because of extreme shortages in material, equipment and skilled personnel, and "to sustain the interest in television and high-frequency (FM) broadcasting". Action also was predicated upon inability of applicants to follow through on construction commitments because of the war.

Similar action has not been taken in the case of standard broadcast applications, whatever their nature. Nor has the Commission yet formulated definite policy with respect to forced surrender of licenses by broadcast stations unable to weather the economic storm. These matters now are under consideration, with one view that the Commission should authorize suspension of operation without prejudice to return of the stations to the air after the war. On the other hand, literal interpretation of the Communications Act requires a showing of public interest, which some Commission attorneys hold cannot be complied with if a station suspends operation.

With regard to applications for modifications and construction permits dealing with standard broadcast stations, stymied by virtue of the equipment freeze and the manpower shortage, the FCC has followed the policy of dismissal. Whether this policy will be changed, in the light of the FM-television actions, is uncertain, though it was felt the Commission should do everything possible to encourage these new services, where applicants have made investments without return.

The FM-television actions do not assure prompt follow through on outstanding permits, however, since the Commission's policy is to take no action but to retain the applications, without dismissal or denial, in the pending files. There would have to be a reappraisal of the applications, in the light of conditions existing after the war, according to informed opinion.

According to FCC records, since the Commission's Memorandum Opinion of April 27 freezing broadcast construction, a total of 35 applications involving FM have been dismissed or abandoned. Another 13 construction permits for FM were deleted. All these, under the Feb. 23 action, may be reinstated at the request of the applicants.

In television, four applications for construction permits for commercial stations have been dismissed, while three construction permits for commercial stations were deleted. In addition, three construction permits for experimental television stations were deleted.

Text of the FCC notice:

Because of extreme shortages in material, equipment and skilled personnel, and in order to sustain the interest in television and high frequency (FM) broadcasting, the Federal Communications Commission adopted the following policies today:

The Commission will not dismiss or deny any FM applications which cannot qualify under the provisions of the Memorandum Opinion of April 27, 1942 (freeze order), for construction permits or for modification of construction permits requesting extension of the periods of construction. Instead, the Commission will take no action at this time upon such applications but will retain them in the pending file. Applicants for construction permits whose applications were surrendered or dismissed pursuant to the Memorandum Opinion of April 27, 1942, may request reinstatement of their applications.

The policy adopted today is in addition to the policy announced Aug. 4, 1942, which provided for the issuance of licenses for high frequency (FM) broadcast stations during the war provided construction had reached a point where substantial service could be rendered.

Holders of construction permits for television stations, experimental and commercial, may obtain licenses during the war to operate existing facilities on either an experimental or commercial basis, provided construction has reached a point where the station is capable of rendering a substantial service. Licenses issued under this policy will be subject to the condition that construction will be completed in accordance with the Rules, Regulations and Standards of the Federal Communications Commission as soon as the necessary materials and engineering personnel become available.

The Commission also decided to continue its policy of not dismissing or denying television applications which cannot qualify under the provisions of the Memorandum Opinion of April 27, 1942. Instead, no action will be taken at this time upon such applications and they will be held in the pending file. Applicants for construction permits for television stations whose construction permits have been surrendered or dismissed pursuant to the freeze order may request reinstatement of their applications.

2 TALES OF ONE CITY

TALE NO. 1

By Whom?

ONCE UPON a time a well-known network made a "nation-wide survey of listening habits." It was termed "the largest, most comprehensive survey of radio listening habits ever undertaken."

According to this survey, 41% of Denver's daytime listeners "listen most" to the Denver affiliate of the survey-making network, while 16% "listen most" to Denver's "second network" station.

This was established by asking an undetermined number of Denverites at an undisclosed time this question: "What station do you listen to most in the daytime?" And people certainly know what stations they listen to most . . . or do they?

TALE NO.

By C. E. Hooper, Inc.

FOR A number of years, now, an organization by the name of C. E. Hooper, Inc. has been making thousands of telephone calls a month in Denver to find out what stations people are *really* listening to . . . not what they *think* they listen to.

The resultant Hooperatings are just about unanimously accepted as accurate indices of listening.

Hooper says that during seven out of the past nine months, KLZ has been FIRST in morning listeners, and the most recent report (December-January) shows KLZ leading in morning audience by the greatest margin ever . . . 34.7% compared to the next station's 24.0%.

Take your choice . . . and we think you'll take KLZ!

KLZ

Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

OWI Overseas Branch Is Reorganized, Dividing the World Into Seven Regions

FORMAL reorganization of the operations structure of the Overseas Branch of the Office of War Information, dividing the world into seven geographical regions, was announced last Monday in what appears to be victory for the OWI over Col. Wm. J. Donovan's Office of Strategic Services for control of propaganda warfare.

At least for the present, this would seem to end the controversy of the past few months between the military represented by OSS and the OWI. On repeated occasions Elmer Davis, OWI director, has indicated his agency would not relinquish control over the propaganda function and the latest reorganization indicates his views have prevailed.

Under the revised setup sole responsibiilty for each group of countries is assigned to one man in the hope that increased effectiveness in this country's propaganda effort will result. Robert Sherwood, director of the unit, felt they could now "aim with a rifle rather than a shotgun".

At the informal news conference conducted by Mr. Sherwood and Milton Eisenhower, associate OWI director, it was disclosed that Mr. Sherwood would shortly visit North Africa for observation of the propaganda machine which is beamed at Southern Europe. Also in the interest of closer coordination, it was reported that the heads of 26 outpost bureaus had been called to Washington within the past two months. The possibility of establishing a new outpost in Russia was also seen.

Ferdinand Kuhn, former London correspondent of the *New York Times* and former assistant to Treasury Secretary Henry Morgenthau, now deputy director of the Overseas Branch, is in charge of Region I embracing the United Kingdom and Eire, Australia, New Zealand, India and South Africa.

Region II: Percy Winter, a former European correspondent, is responsible for France, Belgium, North Africa, Italy, Spain and Portugal.

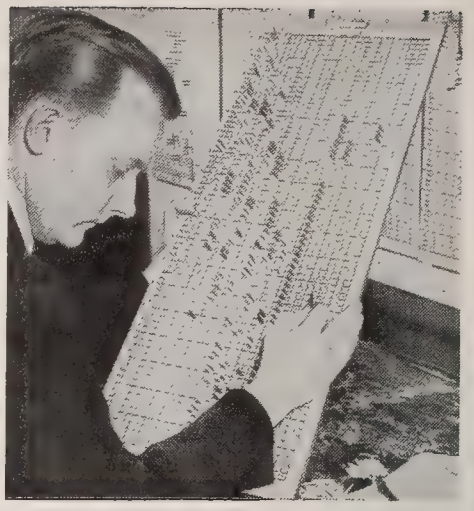
Region III: Douglas Miller, author of *You Can't Do Business With Hitler*, covers Germany, Austria, Holland and Switzerland.

Region IV: Bjorne Braatoy is responsible for Norway, Denmark, Sweden, Finland and the Baltic States.

Region V: Robert Parker, head of the Ankara outposts but currently on leave, supervises material going to Turkey, Greece, Czechoslovakia, Poland, Hungary, Yugoslavia, Rumania and Bulgaria.

Region VI: Not yet appointed; covers Egypt, Iran, Iraq, Syria and Lebanon.

Region VII: George Taylor will run all material for Japan, China, Indonesia, and the Philippines.



THIS TIME, TYPE and paper saver was invented by Arthur Whiteside, production manager of WOR, New York, who used to spend three hours a day making up the production schedule for the following day's broadcasting operations. Closeted in secrecy for six months while he worked on the gadget, Whiteside has finally unveiled his brain child—a set of boards for each day of the week. At the top of each board appears the names of all WOR's producers, directors and announcers. Hours of the day run down the left-hand side. Different colored pegs represent rehearsals, producing or directing, announcing, spot announcements and network shows. A simple maneuvering of pegs tells the production story at a glance.

Disc Rules Studied

TRANSCRIPTION regulations as they apply to Western Canada stations are being studied by a special committee, set up recently at a joint meeting of the Canadian Broadcasting Corp. and Western Assn. of Broadcasters in Toronto. Western independents objected to some phases of the regulations announced by CBC [BROADCASTING, Feb. 1]. On the committee, which is expected to offer a compromise on behalf of western broadcasters, are Donald Manson, Ottawa, secretary to the CBC Board of Governors; Ernest Bushnell, Toronto, CBC program supervisor; Jack Radford, Toronto, CBC station relations supervisor; Dick Rice, CFRN, Edmonton, president of WAB; Harold Carson, CFAC, Calgary, Alta.; A. A. Murphy, CFQC, Saskatoon, Sask.

Col. Mitchell Named

LT. COL. CURTIS MITCHELL, former editor of *Radio Guide*, has been appointed chief of the War Dept. Bureau of Public Relations Pictorial Branch, succeeding Col. Mason Wright, now chief of public relations on Lt. Gen. Stillwell's staff in China. Capt. Gordon Swarthout, who succeeded Col. Mitchell as editor of the radio weekly, has been named executive officer of the Pictorial Branch.

New Shortwave Outlet Sought by Crosley Corp.

CROSLEY Corp., operating WLW and WSAI, Cincinnati, and WLWO, shortwave transmitter at Mason, O., has asked the FCC for a construction permit to operate a new international broadcast station.

The new transmitter would be another in the chain of 36 OWI shortwave units to be employed in the Government's psychological warfare. Programming of Crosley's WLWO was integrated into the OWI hookup last fall.

Power requested for the new station is 200 kw., emission A3, and a number of specific frequencies. Policy of the Government is to specify frequencies to be used on a staggered schedule, both for best engineering results and most effective beaming to selected areas.

"SORTA TAKES YER BREATH AWAY, DON'T IT? LIKE THE RESULTS ADVERTISERS GIT WHEN THEY START USING WDAY—THE ONLY STATION COVERING THE WHOLE RED RIVER VALLEY!"



WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

Political Parties Argue Over President's Use of Four Nets in February

PRESIDENT Roosevelt's use of the networks for addresses on Washington's and Lincoln's birthdays put the radio industry in the midst of a political war for the last word.

First the Republican National Committee issued a statement Feb. 20 calling attention to the fact that the President delivered his Lincoln's birthday address in the face of the GOP's traditional dinners, causing cancellation of many addresses. Furthermore the GOP said the President's decision was announced only two days before the dinners, with "no reason given why this address could not have been made on any other night." The GOP National Committee also charged "commandeering" radio time in the light of the President's decision to use all networks for a second address on Washington's birthday.

In reply, House Democratic Leader McCormack (Mass.), termed these claims as "a deliberate falsehood". Continuing, he said the Republican charge, "in addition to being ridiculous on its face, shows how far the opposition will go in its attempt to create misunderstanding and division among our people".

"Such a statement," he said, "proceeds upon the theory that the American people can be fooled with any kind of emotional junk that is handed out to them. The American people should, and I am sure will, resent such cheap attacks on the Commander in Chief."

Second Liquor Bill

A SECOND bill banning liquor advertising on radio stations was introduced to the 78th Congress last week by Rep. Culkin (R-N. Y.), who revived a bill that died in an Interstate Commerce Committee pigeonhole last session. Rep. Culkin's measure is more drastic than a bill presented earlier this session by Sen. Johnson (D-Col.) [BROADCASTING, Feb. 22]. The Culkin bill amends the Communications Act of 1934 to prohibit broadcast of information concerning alcoholic beverages, including beer, wine, and whiskies.

A RADIO department has been set up at the Hollywood studios of Universal Pictures, under the direction of Robert D. Hussey, who handled a similar bureau for Paramount. Promotion of Universal films and stars will be handled.

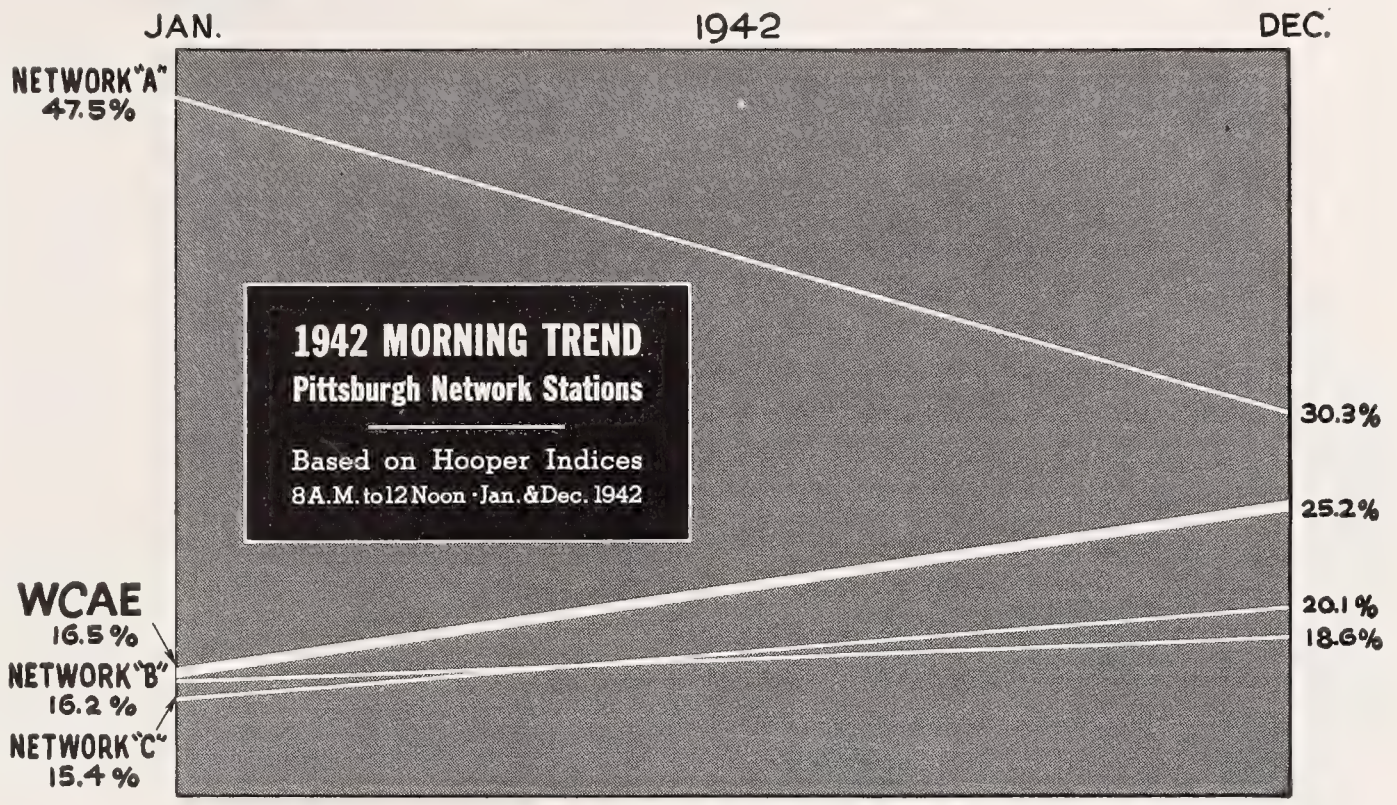
SET EXCISES DOWN

Production Freeze Slashes U. S. Tax Return

COMPLETENESS with which radio manufacturers are engaging in war work is reflected in internal revenue collections from the excise tax on radio, components, and phonographs. In January, collections yielded only about 7% of net for the same period last year.

The 10% tax on these items brought the Government $186,688, in January 1943, the Internal Revenue Bureau reported last week, compared to a total of $2,650,829 for the first month of 1942.

WCAE is ZOOMING
IN THE MORNING TOO!



Hooper Shows WCAE Soaring in A. M. Listening

It's no promotion man's pipe dream that WCAE has zoomed right up to the top bracket in afternoon listening. Months ago Hooper figures put the clincher on that.

But that's only part of the story. There's headline news in the Morning Hooper, too!

In January '42 WCAE hit the high road and really started to move. After twelve short months, the Pittsburgh picture looked like this . . .

WCAE had outdistanced two of the other network stations!

WCAE had whittled down the lead of the remaining network station from a margin of 31% to a margin of only 5% of the listening audience!

It bears looking into, this growing morning preference for WCAE. It means WCAE delivers a morning audience *greater* than two of the other network stations—and *right on the heels* of the leader!

WCAE
PITTSBURGH, PA.

1250 K. C. 5000 WATTS

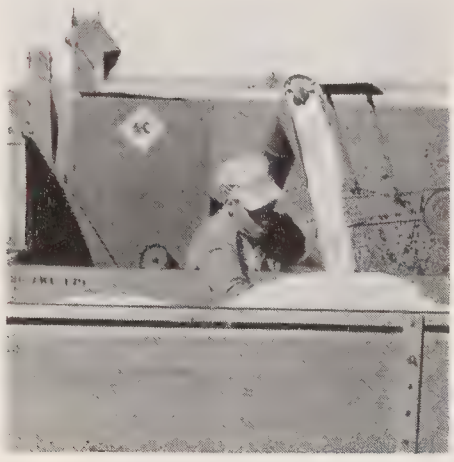
For availabilities and complete information consult WCAE or THE KATZ AGENCY

New York Chicago Detroit
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San Francisco

MUTUAL BROADCASTING SYSTEM

KMA Rates High Farm Listening

TIME BUYERS and advertisers have long known that farmers depend on radio for news, entertainment and service more than any other single population group. Until now, however, almost no data have been available on the amount of *general* listening farmers have time for during their busy seasons. A recent Ross Federal survey brings out some interesting facts:



Harvesting Iowa Soybeans

For one thing, the survey shows that farmers, though working from dawn to dusk, do not restrict their listening to essential news, market reports and farm-service features.

With specific reference to KMA programs, a once-a-week commentator has a 51.4% listener rating among farmers; a quiz show rates 32.9%; a dramatic show, 25.3%; and the average KMA program, 13.3%!

All this and manna from heaven for advertisers, too! For the KMA farmer is now earning *five times* what he did in 1932!

If you want to make the No. 1 Farm Market *your* market, send for your copy of the latest KMA market data brochure.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.



FREE & PETERS, INC.
Exclusive National Representatives

PRESS-RADIO GROUP SCHEDULES MEETING

THIRD ANNUAL meeting of the Newspaper-Radio Committee, created to combat discrimination against newspaper ownership of stations, still under consideration by the FCC, was called last week by Chairman Harold V. Hough, of Fort Worth, for April 20 at the Waldorf-Astoria, New York. The sessions will be held during the ANPA convention.

Approximately 150 newspaper-owned or affiliated stations are members of the committee, formed in 1941. Detailed testimony in defense of newspaper-ownership was presented at the FCC inquiry during latter 1941 and 1942 through the committee. The FCC still has the whole matter under advisement and the hearing record has not yet been closed.

Mr. Hough, of the *Fort Worth Star-Telegram*, which operates WBAP and is co-owner of KGKO, has headed the Steering Committee from the start. Terms of office of the committee expire with the meeting.

The session, to be held at 3:30 p.m. during the ANPA-AP annual sessions, will hear reports from Chairman Hough, Judge Thomas D. Thacher, former Solicitor General and chief counsel for the committee, and Sydney M. Kaye, associate counsel.

War Workers Honored For RCA Suggestions

SEVEN war workers in RCA plants at Harrison and Camden, N. J., were cited for suggestions saving man-hours and critical materials in production, the WPB announced last week. Among them was Miss Nevy Graganiello of the RCA Victor Division at Harrison, who suggested an improved method of mounting power tubes.

Other suggestions which brought letters of honorable mention to RCA employes were: Substitution of nichrome for stainless steel in manufacture of transformer terminal assemblies; change in piercing operation in radio manufacturing, saving 2,600 man-hours per year; reducing time 50% on an automatic press, conserving material; new process of making power tubes, saving 3,000 hours annually; cutting inspection time of wires, micrometers and parts.



CBC BOARD of Directors for 1943 was elected at the convention held in Toronto, Feb. 15-17 [BROADCASTING, Feb. 22]. Seated (l to r): Jack Cooke, CKGB, Timmins, Ont.; Dick Rice, CFRN, Edmonton, vice-chairman and president of the Western Assn. of Broadcasters; Harry Sedgwick, CFRB, Toronto, chairman of the board; Glen Bannerman, president and general manager, Toronto; A. A. Murphy, CFQC, Saskatoon, Sask. Standing (l to r): Ted Campeau, CKLW, Windsor-Detroit; N. Nathanson, CJCB, Sydney, N. S.; George Chandler, CJOR, Vancouver; L. W. Bewick, CHSJ, St. John, N. B.; Phil Lalonde CKAC Montreal; Art Evans, secretary-treasurer, Toronto; Joseph Sedgwick, legal counsel, Toronto. Not in photo, Harold Carson, CFAC, Calgary, N. Thivierge, CHRC, Quebec.

Milk Series on WFPG; Union Trouble Settled

DIFFICULTIES with the American Federation of Musicians have been ironed out and the Supplee-Wills-Jones Milk Co., Philadelphia, resumed its weekly program *Coast Guard Varieties* on WFPG, Atlantic City, Feb. 16, according to E. E. Kohn, station general manager. The program, to originate at various Coast Guard bases, is aired 7:30-8 p.m. Tuesdays.

Several hitches marred the series opening [BROADCASTING, Feb. 8]. Original plans to use a Coast Guard band were dropped after Navy officials pointed out that the band could not complete with civilian musicians on a sponsored program. The first show, already set, went on the air Jan. 26 as a sustainer with future shows set to use a civilian band. Then the AFM local of Atlantic City refused to permit a union orchestra to play on WFPG. The program now uses organ. Referring to the difficulty Mr. Kohn said: "We did have a misunderstanding with the union. However we have had no real trouble and have just made an amicable settlement of our differences."

The program, placed by N. W. Ayer & Son, Philadelphia, is for 52 weeks.

Lee Back to KGFF

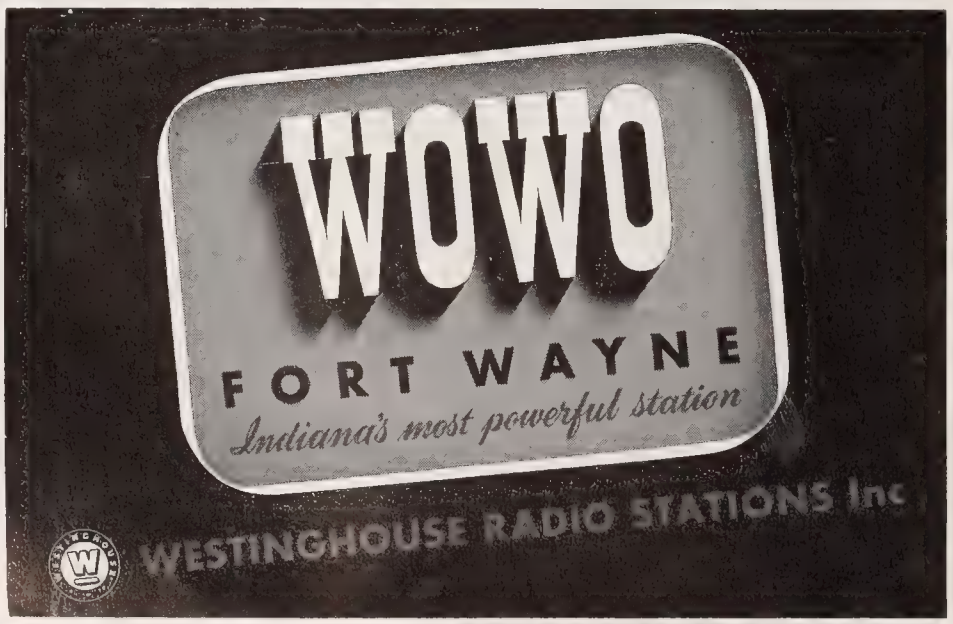
HONORABLY discharged by the Navy because of physical disability, Joseph W. Lee has returned as general manager of KGFF, Shawnee, Okla., and a member of the board of the Oklahoma Network. Mr. Lee resigned as president of the Oklahoma Network and took a leave from KGFF last November to enter the Navy. After three months training at Norfolk, Va., he was discharged because of a punctured eardrum. Maxine Eddy, who has been acting manager of KGFF, has resumed her post of advertising manager.



Mr. Lee

'Rangers' Decision

ORDER enjoining Larry Sunbrock and Jack Andrews from presenting entertainers as "The Texas Rangers", and restraining WJW, Akron, from carrying announcements for the Sunbrock-Andrews Jamboree, has been issued by Common Pleas Court. Summit County, Akron, according to advices from Busbey Adv., Akron. The order was granted on petition of Burkhardt Brewing Co., Akron, and the Midland Broadcasting Corp., Kansas City, which broadcast the "*Texas Rangers*" transcribed on WADC WAKR, Akron, WLOK, Lima, WIZE, Springfield, O.



KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

LARGEST trade paper campaign in Mutual's eight-year history will get under way for 1943 with 12 full-page ads for monthly insertion as well as twice-monthly ads for weekly publications. Each of the full-page ads will be signed by Miller McClintock, MBS president. The entire campaign will stress Mutual's coverage of sports events and news, and "its ability to reach the vital home-town communities as well as the major markets of America."

* * *

Health Series Reprint

MOST DRAMATIC script in the public service series, *The Third Horseman*, on the Atlantic Coast Network, reprinted in booklet form with illustrations by William Sharp, is being mailed to radio editors, with a statement by Hartley Samuels, ACN director of promotion. Script chosen as exemplary of the program was presented in cooperation with the Public Health Committee of the Paper Cup and Container Institute.

* * *

For Timebuyers Only

WWNC, Asheville, N. C., challenges timebuyers who think they've cornered the market, with its publication of a buff-colored booklet telling the story of daytime and nighttime coverage of the station and the bonus of greatly increased numbers of listeners in the area due to wartime changes. There is also a map showing sources of unsolicited mail received by WWNC.

* * *

War Activities

THE RECORD OF WPAT, Paterson, N. J.—ideas and activities initiated by the station as its contribution toward victory—is set forth in a recently published booklet captioned, "To Radio Stations Everywhere: Please Copy, The Need Is Urgent". Included are accounts of the *Cavalcade of Jeeps, Soldiers' and War Workers' Victory Parties, North Jersey Industry Enrolls*, and the *Victory Bond Wagon* programs.

* * *

Planalyzed Promotion

"PLANALYZING" for effective merchandising on KSTP, Minneapolis-St. Paul, is depicted in the station's newest brochure containing photographs of principals in an advertiser's promotion campaign, and the procedure followed in planalyzed promotion. Miniature facsimiles of commendatory letters from sponsors are attached.

* * *

Airplane Club

SATURDAY morning series for children on KYW, Philadelphia, called *Jacob Reed's Model Airplane Club*, furnishes instruction in building model airplanes. Youngsters are invited to build models which are donated to Army and Navy flying schools. Programs are sponsored by Jacob Reed's Sons, clothiers. Agency is Seberhagen Inc., Philadelphia.

* * *

Women's News Digest

CONSOLIDATING information on subjects discussed on WJZ, New York, by Nancy Booth Craig, on *Women of Tomorrow*, a weekly pamphlet, "Nancy Craig's Digest", is offered listeners for 10 cents, to replace separate leaflets on topics of interest. Program's nine participating sponsors are listed in the digest.

Merchandising & Promotion

MBS Campaign—Health Scripts—Planalyzed Promotion
'43 Consumer—Tooting for Gabriel

CBS Packets

TWO 8 x 11 CBS envelopes have been published, containing station promotional material for *Blondie*, announcing the return of Penny Singleton to the title role, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., and for *Dear John*, celebrating its "first half-birthday" on CBS, sponsored by Welch Grape Juice Co., Westfield, N. Y.

* * *

Jogging the Memory

INTRODUCING "Mrs. Consumer of 1943" into its wartime advertising theme, "Keep 'Em Remembering," BLUE has released a folder featuring "Amnesia," the typical consumer who forgets trade names of wartime curtailed products.

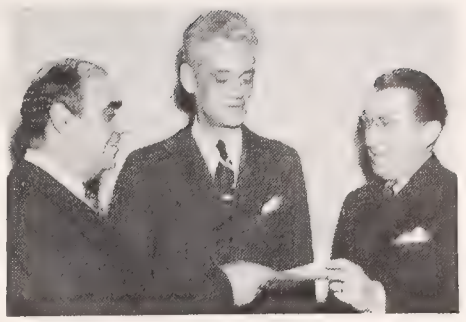
Blow's Gabriel's Horn

TO INTRODUCE the new Gabriel Heatter news commentary to listeners of KDB, Santa Barbara, Cal., Manager Fin Hollinger has issued listening invitations to 200 clubmen and businessmen, promising them their favorite cigars if after listening to Heatter for one week they didn't consider him their favorite newscaster. Hollinger has had enthusiastic comment but not one demand for a stogie.

* * *

Fosters Interest

A CALENDAR of educational and cultural programs on KQW, San Jose, is being mailed to school superintendents, teachers, parent-teacher associations, women's clubs and civic organizations to increase listener interest.



CHECK FOR $17,000,000 — sum raised by New York's five foreign language stations for the National Foundation for Infantile Paralysis, is presented to the group's president, Basil O'Connor, by Joe Lang, chairman of the foreign language stations committee of the Office of War Information. Shown, left to right, are: Joe Lang; Ned Ervin, general manager of WBNX; Mr. O'Connor. Stations participating in the drive included WBNX WBYN WEVD WOV WHOM.

RCA-Victor plant in Camden, N. J., has received a renewal of the Army-Navy "E" award.



BROADCASTING
and
Broadcast Advertising

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SOL TAISHOFF, Editor

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HENRY S. LIEBSCHUTZ, Art Director

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War on War Time

ALREADY reeling under the impact of war programming, manpower crises, and the ordinary imponderables of emergency operation, broadcasting now collides with the prospect of a power shortage growing out of the "back-to-normal-time" turmoil sweeping the country. This latest threat conceivably could curtail radio operation in areas where power supplies would be all but crippled.

That the country may face a serious shortage of electrical capacity unless the move by individual states to abolish Federal time is halted immediately was disclosed last week by the Federal Power Commission. Official Washington, deeply concerned with the maximum possible war production, pointed out that the prime purpose of War Time, as enacted by Congress last year, was to save power.

Georgia, Michigan and Ohio have repealed War Time, despite pleas from WPB to absorb the few inconveniences brought about by "fast time" in the interest of the war program. Indiana, Kansas, Oklahoma, Idaho and Iowa now have bills or resolutions before their legislatures to kill War Time and the move is gaining a foothold in New York.

Should the several states return one-by-one to slow time the effect next winter would be anything but helpful. War production must be maintained at its peak if we are to emerge victorious. But, should War Time be repealed generally with home power consumption increased, radio, along with other industry, would be vulnerable.

Such a development could mean, in addition to program shuffling, the loss of considerable revenue through reduced power. For instance in a community with four or five stations ranging from 250 to 50,000 watts it might be necessary to reduce power horizontally when public utility sources are tapped.

It's a serious situation, one with which few laymen are familiar. In that respect the Government no doubt was lax in not properly educating the public on the necessity of War Time. It isn't to permit the urbanites an extra hour of daylight to play golf, as many seem to think. Actually it is to provide men of the armed forces with sufficient weapons.

Radio can do itself and the country as a whole a big service by pointing out the necessity of War Time on a universal basis. Government agencies don't like to stick out their necks by conducting educational or propaganda campaigns, but they will readily answer when a question is put.

Stations, particularly those serving rural areas, should take it upon themselves to tell their listeners why War Time is needed and why a return to normal would interfere with war production and may even deprive the public of some radio. Granting that Washington decreed all stations must remain on the air with present power as vital to the war effort, a power shortage would mean drastic curtailment in other directions, first in civilian use of electricity.

If farmers were aware of all the facts, they'd join the rest of the nation in sticking to a universal time until the war is won. But proponents of normal time fail to point out the confusion resulting from a nation divided in its time zones. Indeed, Michigan, Georgia and Ohio are embroiled in utmost confusion because many individual cities elected to remain on War Time while the states as a whole reverted to slow time.

Push-Button Freedom

POLITICAL batteries are warming up for the 1944 Presidential campaign year. Already the advance signs are that radio will be caught in the midst of that oratorical swirl because it, more than ever before, will be anchor campaigning medium.

A few days ago charges were made that the White House is "commandeering" radio time because of the talks by the President on Lincoln's and Washington's birthday anniversaries. These had all the earmarks of purely political origin. There came a sharp retort from House Majority Leader McCormick.

This exchange was symptomatic of the political storm brewing, and of the spot upon which radio will find itself. There really isn't much radio can do about it, except as an innocent but vitally interested bystander trying to do the right thing in the public interest.

Inevitably there comes into focus again the question of the four-network release of programs. There are, to us, very clear and cogent reasons why the universal hookup shouldn't be used except by the President of the United States on matters relating to the State of the Nation. Even that use now appears to have been questioned by the Republican party.

In Congress there has developed a proposal that there be a four-network hookup for an hour's program from Capitol Hill each week, for the discussion of vital issues. This comes on the heels of the announcement by Elmer Davis, able director of the Office of War Information, that he proposes to return to the air on all four networks (three of them in tandem) during March—in keeping with a suggestion made some weeks ago by the OWI advisory committee of broadcasters.

In ordinary times, the universal hookup is a source of tribulation for the broadcaster except in the case of the President. In wartime, it is more important than ever that every effort be made to preserve the four-network hookup for occasions of top importance. In a political year, when the demarcation between Government official and political candidate becomes thin indeed, the problem is both delicate and vexatious. We believe the four-network hookup for any *regularly scheduled* series is a mistake. It amounts to coercive listening.

The times are too tense to indulge in political log-rolling. Radio's war mission is too important to make it a political football. The public, after all, should be considered. John Q. isn't interested in a lot of ethereal arm-waving oratory on every spot on the dial. He wants push-button freedom, in addition to the other freedoms.

Toward Justice

ALL CONCERNED should view with satisfaction the selection by the Select House Committee to investigate the FCC of so eminent an attorney as Eugene L. Garey to be chief counsel. The New York attorney is well-versed in administrative law, having served as a member of the American Bar Assn. committee covering that specialized field. He also has won his spurs as a trial lawyer.

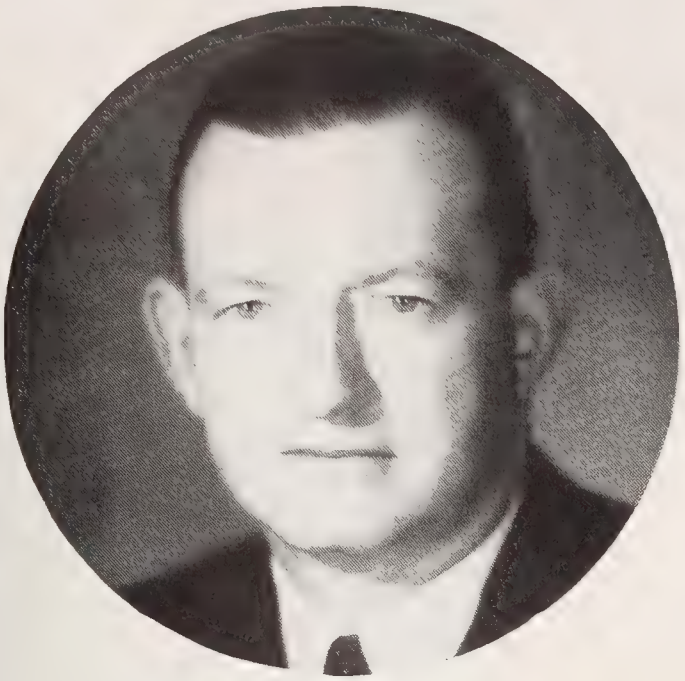
Mr. Garey has stated that he accepted the assignment with no preconceived notions and with the sole desire of performing a public service. He enters the investigation without previous dealings in communications law, having played no part whatever in the controversies which brought on the inquiry. His desire is to do a "lawyer-like" job.

Inquiries of this character are part of the Democratic process. Irrespective of the charges and speeches and innuendoes of recent months bearing on the FCC's operations, no one can question the right of Congress to appraise the stewardship of agencies it has created. It was out of the Pecora investigation of several years ago that the Securities & Exchange Commission came. Other inquiries have resulted in legislative action and Government reforms.

This Congress has declared open season on administrative reforms. It has created committees to clip appropriations, check the rampages of agencies that have gone out of bounds, root out duplication, stem the questionnaire tide and look into past performances. Personalities inevitably are drawn in. The FCC, because of its turbulent tenure of nearly a decade, has been accorded special treatment, with an inquiry committee of its own, though it is bound to be drawn in on other "studies".

Much good can come from this inquiry, if it dispels the uncertainty about the scope and extent of the FCC's jurisdiction and clears up inconsistencies in policies and methods. By selecting well-qualified counsel, the Cox Committee appears to have taken the first step in that direction.

We Pay Our Respects To —



WILLIAM BERNARD RYAN

NO ORNAMENT in a front office is William Bernard Ryan, newly-appointed general manager of KFI-KECA, Los Angeles, who took over his duties Feb. 15. He's more likely to be found out on the street with his sales force or where problems are thickest.

Because he likes to get out and work where there is a job to be done, Bill Ryan, five years ago, gave up a promising career as instructor in business administration at the U. of San Francisco to learn advertising. That choice led him to radio and his present position.

Although a native Oklahoman, having been born Oct. 19, 1901 in Jefferson, Okla., Bill calls himself a Californian because he moved to the San Francisco Bay area as a youth. After finishing Park City (Utah) high school, he attended the U. of California at Berkeley, majoring in accounting and marketing. With the exception of a few weeks of freshman football, he divided his time between classrooms and the wide variety of hard jobs with which he paid his way through college. Young Ryan was graduated in June, 1925, with a B.S. degree.

In August that year he organized a School of Business Administration for the U. of Santa Clara (Cal.), remaining as director until June 1927. Then Mr. Ryan accepted an offer to teach marketing and business administration at the U. of San Francisco. After a year of fulltime teaching, Bill made the decision that eventually led to his present position.

In June 1928 he gave up the professorial post to join the sales department of Foster & Kleiser Co., outdoor advertising firm, but continued to teach night school at the U. of San Francisco until June 1932. During seven years with the outdoor advertising firm, Bill Ryan rose to head of agency relations, poster and promotion departments. His next move was into radio. It was in September 1937 that Bill joined NBC as San Francisco salesman. A month later he was named Northern California sales manager of the network.

When the BLUE Network Co. was organized Feb. 1, 1942, he was appointed San Francisco general manager and took over management of KGO. Under his leadership, KGO won the NAB 1942 citation for the "station throughout the whole country which has made the greatest contribution towards inspiring its audience to a greater war effort."

Prominent in music life of San Francisco, Mr. Ryan conceived the KGO - San Francisco Symphony Young Artists Contest, now in progress. Through the series, some Northern California instrumentalist will be given the opportunity of appearing with the San Francisco Symphony Orchestra. This project followed staging of a 16-week series of opera excerpts broadcasts.

Bill Ryan married Gladys Louise Marx Dec. 29, 1928 and until early this year they made their home in San Francisco. The Ryans have four children, Bill Jr., Barbara, Jimmy and Mary. Bill Sr. will confess to two hobbies, gardening, which he follows assiduously, and golf, which he admits he has not had time to play for more than four years.

Past president of the San Francisco Advertising Club, he has served as director of San Francisco Sales Managers Assn., and is an honorary member of Alpha Delta Sigma, national advertising honor fraternity. But Bill hasn't had time to join many organizations. He has been too busy, in there pitching where the work is thickest.

DeWITT MacKENZIE. AP foreign correspondent just back from the Middle East and Africa, did guest broadcasts on WLW, Cincinnati, Feb. 27-28.

Personal NOTES

FREDERICK A. McLAUGHLIN, director of special events of the Yankee Network, has been commissioned lieutenant (j.g.) and has left for Washington where he will be stationed as a member of the Navy personnel.

H. TASH and Nathan Sinrod, Washington certified public accountants specializing in radio, last week passed the District of Columbia bar examinations for admission to general law practice.

THOMAS S. CARR, member of the advertising staff of WSAV, Savannah, since 1939, has been appointed local advertising manager. Harben Daniel, general manager of WSAV, Savannah, has been appointed a member of the Naval Officer Procurement Committee by the Naval Officer Procurement Headquarters in Atlanta.

FRANK RYAN, former manager of CKLW, Windsor-Detroit, and lately with the Canadian government's War-time Price & Trade Board and War time Information Board, has been appointed vice-president and managing director of Bomac Federal Ltd., Montreal, and a director of Bomac Electrotype Co., Toronto.

HENRY S. GOODERHAM president of CKCL, Toronto, has been appointed to the Board of Governors of the Toronto Western Hospital.

WALTER DALES, program manager of CJCA, Edmonton, Alt., has been appointed manager of CJAT, Trail, B. C., succeeding Art Nicholl who has joined the RCAF.

EDWARD I. HEATON, former manager of KTSW, Emporia, Kan., is now associated with Robert S. Conlan & Assoc., market and radio research organization.

BILL TUCKER, salesman of KIRO, Seattle, is the father of a boy.

STUART E. ADCOCK, president of WROL, Knoxville, Tenn., is teaching the ESMWT course at U. of Tennessee. Frank H. Corbett, commercial representative, has been appointed a second lieutenant in the Tennessee State Guard.

JOHN J. GILLIN Jr., president and general manager of WOW, Omaha, Neb., was recently made Nebraska's first honorary life member of the U. S. Junior Chamber of Commerce.

HUGH B. TERRY, manager of KLZ, Denver, Colo., a new member of the Scout executive board, has been appointed general chairman of the annual Boy Scout circus scheduled for Denver soon.

TOM HARKER, of the Chicago sales staff of Mutual, and formerly with Petry Co., joins the BLUE March 1, as salesman, replacing Steve Mudge, who has joined the radio department of D'Arcy Adv., New York.

JAMES ANDERSON, of the sales department of WGN, Chicago is the father of a boy born Feb. 15.

JAMES ANNAND, former manager of CKTB, St. Catherines, Ont., and CFRC, Kingston Ont. has been appointed manager of CKPC, Brantford, Ont. Before joining CKPC he was with Canadian Broadcasting Corp., Toronto.

KEITH MASTERS, Chicago attorney for WGN and MBS, has been commissioned a captain in the Army Air Forces and is stationed at Wright Field, Dayton.

ROBERT J. STRAND, formerly with *Parade*, weekly news picture magazine, and International News Service, has joined the New York sales staff of MBS.

HAL COULTER, sales promotion manager of KYW, Philadelphia, is the father of a girl born recently.

Col. C. Roy Dickinson Dies Following Stroke

COL. C. ROY DICKINSON, 54, who re-entered military service in January, 1942, after resigning as president of *Printers Ink*, died Feb. 22 in Washington a few hours after being stricken with a cerebral hemorrhage. In World War I Col. Dickinson served on the Creel Committee on Public Information. He re-entered the service on the staff of Selective Service Headquarters in Washington.

Col. Dickinson was born in Newark, N. J. After graduating from Princeton U. he wrote fiction and later was with Puck before joining the *New York Times* in 1916. Joining *Printers Ink* in 1919 as associate editor, he became president in 1933. He was a director of the National Publishers Association and a member, among various other clubs, of the Advertising Club of New York. He is survived by his wife and three children.

Fred Solton

FRED SOLTON, 52, Philadelphia radio salesman died Feb. 17 following a heart attack suffered at a theatre. One of the city's radio pioneers, he was associated with WPEN since 1929. His wife survives.

ELWYN J. (Mike) ROWELL, head of the Radio and Markets Division of Agriculture Dept.'s Food Distribution Administration, attended conferences at the FDA offices in Chicago and Cleveland last week.

GEORGE W. SMITH, managing director of WWVA, Wheeling, W. Va., was recently re-elected president of the Ohio Valley Board of Trade by a large majority.

LANCE G. HOOKS, for several years chief of the radio section of Agriculture Dept. Food Distribution Administration in the Great Lakes Region, with headquarters in Chicago, will shortly be inducted into the Army.

G. F. BAUER, salesman of WINN, Louisville, has been named sales manager. Bob Campbell has joined WINN to handle sales promotion.

WILLIAM SCHUDT Jr., eastern division field manager in the CBS station relations department, is absent from his office due to pneumonia.

Col. Bartlett Named

APOINTMENT of Lt. Col. Theodore L. Bartlett, former FCC attorney, as chief of the Controls Division of the Directorate of Communications, Army Air Forces, was announced last week by Col. Alfred W. Marriner, director. Col. Bartlett has been acting chief of the division for the last five months, taking over the duties of Col. D. F. Henry, now on overseas duty. Prior to his Army service last year, Col. Bartlett was chief of the Administrative Section of the FCC Law Dept. and had been with the FCC and the former Radio Commission in legal capacities. Several units of the Controls Division are being moved to Philadelphia for expanded functions, including frequency and call letter assignments, crystal controls and distribution, radio monitoring and operating procedures and other communications services. Col. Bartlett, however, remains headquartered in Washington.

BEHIND the MIKE

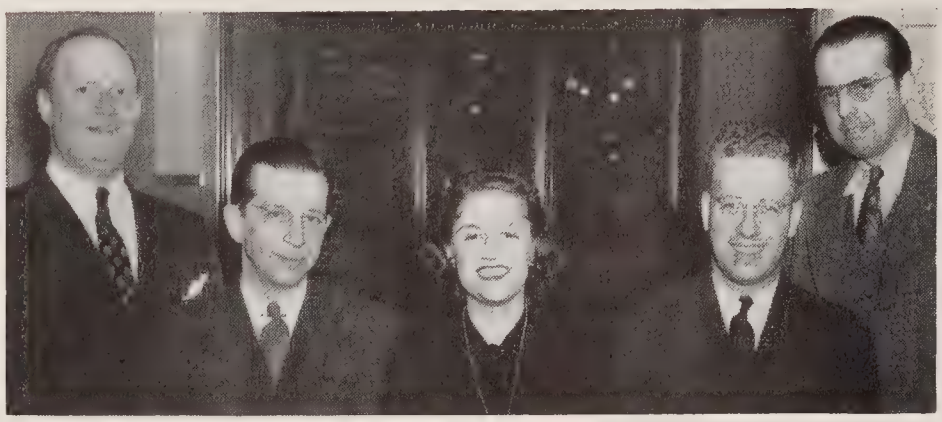
CHARLES BENZINGER, of the CBS publicity desk, reported Feb. 25 for duty as an air cadet in the Army. Leona Johnpoll takes his place. Another addition to the publicity department is Renee Glasser, at one time on the promotion staff of WBAL, Baltimore. Fernandez Aldana, former radio and newspaperman in Spain and Mexico, has joined the CBS shortwave publicity department, reporting to Will Marcus, publicity director of the CBS Latin American network.

TED REAMS, CBS staff announcer, left Feb. 20 to join the Army. Harry Kramer, recently at WQXR, New York, and previously at WABC, has joined the CBS staff.

JOE WILSON, formerly of the sports staff of WGAR, Cleveland, has joined the staff of WJJD, Chicago.

ROY ROWAN, announcer of WGY, Schenectady, has left to join Buffalo Broadcasting Corp., and Ed Barry, announcer, has left to join the OWI as program assistant in the shortwave division in New York. Victor H. Campbell assistant to A. O. Coggeshall, program manager, and James Connolly, in charge of traffic, have joined the Army.

GEORGE J. VOGEL, formerly a program supervisor and director in the radio division of the Office of Coordinator of Inter-American Affairs, has been named director of transcription production, a new post.



THESE NEWCOMERS to WOW, Omaha, hail from many parts (l to r): Thomson Holtz, announcer, formerly of WDAF, Kansas City; Wesley Jones, announcer, formerly of WHO, Des Moines; Martha Anne (Marty) Thomson, actress-writer-singer, formerly of WKY WNAD WSUI WIND; John Leslie, announcer, formerly of KOBH, Rapid City, S. D.; Bill Warner, announcer, formerly of KTRI, Sioux City, Ia.

BILL MOSHIER, former publicity director of KIRO, Seattle, has been made educational director, replacing Gordon Davies, who has joined the Army. Frances Berglind has joined the staff as Mr. Moshier's assistant. Lucille Greene, new to radio, and Maurice MacDonald, former Lewis County Clerk, have joined the continuity staff. Pat Hays, announcer, has joined the Army.

CLIFTON T. HOLMAN Jr., former announcer of WFCI, Pawtucket, R. I., and previously with other New England stations, has joined WEEI, Boston.

BUD DAVIES, announcer and producer of CKLW, Windsor-Detroit, has joined the Royal Canadian Navy.

VELMA MICHENER, former continuity supervisor of KLZ, Denver, has been made director of women's activities. Patricia Sterling, former traffic assistant has become continuity supervisor, while Catherine Linscott takes her place in traffic department.

ENSIGN WARD QUAAL, formerly of WGN, Chicago, has been assigned to the Naval Training Station, Norfolk, Va., as an instructor and communications officer.

RUSTY McCOLLUM, former producer-announcer-special events director of KXA, Seattle, has joined KFRC, San Francisco, as announcer.

JACK STAFFORD, sports announcer of KMPC, Beverly Hills, Cal., has reported to the Army Air Forces for cadet training.

RAY KEMPER, in transcription department of KHJ, Hollywood, has been inducted into the Army. Andy Sijhaovich, head of the script department, has been transferred to transcription department, while Bob Turnbull of transcription has joined the sound department.

RUBY GRANT, production chief of WFTC, Kinston, N. C., has announced her engagement to a Marine corporal.

BERNARD La BEAUME, formerly in the traffic department of WOAI, San Antonio, Tex., has joined the armed forces. Ernest Dimaline succeeds him. Mary Elizabeth McClanahan has joined the continuity department.

BRUCE GRANT, formerly of KSO-KRNT, Des Moines, has replaced Paul O. Godt, resigned, as studio manager of KARK, Little Rock, Ark.

JACKSON WEAVER, former announcer and m.c. of WFMJ, Youngstown, O., has joined the staff of WMAL, Washington.

NORMAN RUNIONS, announcer of KIRO, Seattle, is father of a boy.

FORREST OWEN Jr., former announcer and night supervisor of WXYZ, Detroit, and son of Commercial Manager Forrest F. Owen of WELL, Battle Creek Mich. has been named production manager of WTOL, Toledo.

ARITA HASSON, freelance writer, recently joined the production staff of KJBS, San Francisco.

HY FAINE, national field representative of AFRA, has been appointed acting secretary of the Chicago local of the talent union, to serve for the duration, replacing Ray Jones who expects to be inducted into the Army early this month. Faine has been granted a leave from his field work. Vic Connors, other national field man of the union, has been deferred by his draft board and will continue his AFRA organizing.

GEORGE LEWIS, formerly of the Shubert press staff, has joined the MBS publicity department, succeeding Margaret Kennedy, who moves into the sales department.

George L. Beebout

GEORGE L. BEEBOUT, program director of WFMJ, Youngstown, O., died Monday, Feb. 22. He had been ill for several months from leukemia. Mr. Beebout was born and reared in Canton, O., and at one time was program director of WHBC, that city. Before joining WFMJ, he had been assistant program director, then program director of WHKC, Columbus, O. While program director of WFMJ, Mr. Beebout handled many important programs himself.

ROBERT A. EISENMAN, formerly of WCOS, Columbia, S. C., has joined the program staff of WSAV, Savannah.

ARTHUR GODFREY, announcer of WJSV, Washington, suffered a crushed foot last week when he slipped on the ice and the log he was cutting rolled on his foot. Announcer Gunnar Back, also log cutting, fell and cracked two ribs when his saw slipped.

DON RODGERS, former announcer of WLAP, Lexington, Ky., has joined the staff of WKBN, Youngstown, O., having received a medical discharge from the Army at Fort Knox.

DURWARD KIRBY m.c. of BLUE *Club Matinee*, has joined the cast of *Meet Your Navy* on the BLUE, Friday, 8:30-9 p.m. as m.c. Commercials for Hall Brothers, Kansas City, who provide air-time for the program, are announced by Jack Stillwell.

JOHN ADASKIN, producer with Canadian Broadcasting Corp., Toronto, is now freelancing. His first commercial network show is *Yesterday, Today & Tomorrow* on 32 CBC stations for the Radio Mfrs. Assn. of Canada.

JAMES ECKMAN, formerly of CKMO, Vancouver, has joined the announcing staff of CJOR Vancouver.

THE TALE OF 1 CITY -WORCESTER

(from N.B.C.'s "Tale of 412 Cities" Vol. 1)

The importance of WTAG in Central New England stands clearly revealed in N.B.C.'s "Tale of 412 Cities:"

- **WTAG has 77% of the evening audience in Worcester alone.**
- **You can buy an hour on WTAG (national network rates) at a cost per radio home of less than half a cent.—**
- **For any of the other radio stations heard in this area, the cost is from 30% to 200% greater.**

When you Buy Time—Buy An Audience

WTAG WORCESTER

Central New England is a MUST market

NBC BASIC RED NETWORK

PAUL H. RAYMER CO.
National Sales Representatives

Owned and operated by The Worcester Telegram-Gazette

IT TAKES MORE THAN GRIT (Ky.)!

Yes-*suh!* It takes lots more than Grit and all other little Kentucky towns to do big business in this here State! In fact, it takes the Louisville Trading Area—where 1,336,000 people do 53.9% of Kentucky's total retail buying! . . But, to cover the Louisville Trading Area *completely*, all it takes is WAVE—the only NBC station for 100 miles around! Send for the proof—now!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

BILLIE NOBLE, publicity director of WLAW, Lawrence, Mass., has taken a shift on the control board because of manpower shortage. Jay Serwin, announcer, has been inducted into the Army.

ROGER RAMBEAUX has been made publicity and promotion manager of KLZ, Denver, replacing Elmer Fondren, who has been inducted into the Army.

WILLIAM H. HAMILTON, sports announcer of WHIO, Dayton, O., has been promoted to production manager.

CPL. CHARLES A. ROSS, former announcer of WCCO, Minneapolis, and Mrs. Ross (the former Beatrice Lade), at one time production manager of KDAL, Duluth, are parents of a baby girl. Cpl. Ross is writing and announcing programs at Camp Wolters, Tex.

PAUL COURTNEY, former newswriter of the *Chicago Sun*, has joined WBBM, Chicago, as newsman and agricultural expert.

BILL EVANS, Chicago freelance, has been named as m.c. of *Record Reveille*, early-morning hour participating program on WGN, Chicago.

GORDON DAVIES, former educational director of KIRO, Seattle, is in the Army. Lt. Hazel Kenyon, formerly of KIRO, is now assigned to Navy Public Relations, Washington. Norma Nellis has been transferred from the music library to program editor.

PAUL WEST has been signed to write the weekly 60-minute amateur program. *Opportunity PDQ*, which starts March 7 under sponsorship of Petrol Corp. on KNX, Hollywood.

KATHLEEN WILSON, child film star, has joined NBC Hollywood, as news writer.

AL SIMON, former publicity director of WHN, New York, and now in the Army, recently married Judy Rutherford, of Los Angeles.

RALPH M. KISCH, staff announcer of W75NY, New York FM station, has enlisted in the Army.

VAL JENSEN, former announcer of WJBO, Baton Rouge, La., has joined the announcing staff of WINS, New York. George Finny, recently with INS, has joined the news staff.

RUTH BLAIR WALLISER has joined the Radio Council of the Chicago Public Schools as a producer. Edward J. Crowley will continue as associate producer and director of the Central Radio Workshop. Elizabeth E. Marshall, former liaison between the Radio Council and other school departments, has been appointed program director and assistant to George Jennings, acting director.

FLYING OFFICER JACK PEACH, Royal Canadian Air Force, formerly with the Overseas Unit of the Canadian Broadcasting Corp., has returned to Canada temporarily attached to the radio liaison branch, RCAF. Before going overseas he was at CBR, Vancouver.

HUGH WHITNEY MORRISON, director of talks, Canadian Broadcasting Corp., Toronto, has resigned to become assistant to the president of British West Indian Airways, with headquarters in New York.

DOUG NIXON, formerly with CKWX, Vancouver, and lately freelancing in Edmonton, Alta, and Don Smith, formerly of the British Broadcasting Corp., have joined the Vancouver newsroom of the Canadian Broadcasting Corp.

BERNARD BRADEN, of Vancouver, has gone to Toronto to freelance.

DICK ELSON has been appointed senior editor of the Canadian Broadcasting Corp. newsroom at Vancouver, succeeding J. N. Crandall, who has joined the RCAF.

BOB HARVEY, announcer of CHEX, Peterboro, Ont., has left to join the Air Force. Bernard L. Cowan, freelance announcer of Toronto, and Ken Campbell, formerly of CJIC, Saule Ste. Marie, Ont., have joined the staff.

Army Publicity Positions Given Industry Figures

FOUR former radio men have been added to the public relations staff of the Army Air Forces Flying Training Command, Fort Worth, the unit responsible for all cadet training.

Maj. Francis C. Healey, formerly of NBC, New York, and the RKO publicity department in Hollywood, is chief public relations officer supervising the activities of training posts from coast-to-coast.

Assisting him are Lt. Robert G. Jennings and Lt. William Holden. Lt. Jennings was formerly vice-president and general manager of WLW-WSAI, Cincinnati, and later vice-president in charge of radio for H. W. Kastor & Sons, Chicago. Lt. Holden was prominent as an actor in radio and motion pictures. Lt. Allen M. Whitlock, formerly manager of Benton & Bowles, Hollywood, and account executive of Marschalk & Pratt, New York, is attached to the West Coast training center.

KENDRICK B. CROSSLEY, former Toronto agency announcer and producer, has joined the staff of CKGB, Timmins, Ont.

GEORGE CLEMENS, of Kingston, Ont., has joined the staff of CKGB, Timmins, Ont.

MARJORIE GIES, of Minneapolis, Minn., has joined the staff of WNAX, Yankton, S. D.

BILL THIEMAN, continuity writer of WCAE, Pittsburgh, has left for the Army. Ben Muros takes his place. Paul Fisher, former announcer of WJPA, Washington Pa., has joined the staff.

JOHN ROSE, former announcer of WHUB, Cookeville, Tenn., and Joe B. Long, new to radio, have joined the staff of WROL Knoxville, Tenn. Allen Stout, day production manager, has passed the examination for a Federal operator's license, after completion of the ESMWT course at U. of Tennessee.

RAY WALTON, former announcer of WEST, Easton, Pa. has joined WIBG, Philadelphia succeeding Alan Freed, who left for the Army.

EMMA MAY ROBERTS has been named radio promotion head of the Philadelphia *Record*, succeeding Enid Hager, resigned. Miss Roberts formerly was with Radio Promotions Syndicate in Atlantic City.

JOHN SCANLON, formerly of WTRY, Troy, N. Y., has joined the announcing staff of KYW, Philadelphia.

WCHS

CHARLESTON, W.VA.

The Nation's First SYNTHETIC RUBBER PLANT will soon start production in Charleston.

HOW TO ORDER PRESTO RECORDING DISCS, NEEDLES, AND REPLACEMENT PARTS

and get prompt delivery



1. Place your order with your distributor for the discs and needles you will need during the next 90 days. The distributor will stock them and deliver at your convenience. He will need your orders to determine his stock requirements which he must estimate 90 days in advance.

2. Apply to your purchase order the AA2X preference rating which you have received under the revision of War Production Board order P-133 dated February 4, 1943, part 3037.

3. In ordering replacement parts or equipment renewals give your distributor the serial number of the equipment to be repaired or replaced and the part number as shown in your instruction book. Apply the AA2X priority to your order.

★ ★ ★

Buy Presto products through leading radio distributors or any branch office of the Graybar Electric Company.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Mar. 6368 TORONTO, Hud. 0333 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Su. 8854 • SEATTLE, Sen. 2560 WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

HARRY HERMAN, freelance scriptwriter and producer, will join J. Walter Thompson Co., New York to produce *Three Ring Time*, P. Ballantine & Sons program starting on CBS March 8.

NBC has allocated desk space on the main floor of its New York headquarters for three Government agencies: The U. S. Civil Service Commission, the Women's Army Auxiliary Corps, and the American Women's Voluntary Services.

PHIL BAKER will move his CBS quiz program, *Take It or Leave It* to the West Coast in March for an eight-week period, while he takes part in a film assignment. Series is sponsored by Eversharp Inc., Chicago. Agency is Biow Co., New York.

FRED HARPER, for last two years chief continuity writer and announcer of WFIN, Findley, O., has joined the announcing staff of WLW-WSAI, Cincinnati. Vernon Gilmore, on Columbus O., newspapers for several years, has joined the publicity staff.

SECOND LT. Thomas J. Dougall, former scriptwriter of WXYZ, Detroit, has been assigned to the War Dept. Radio Branch, Washington. In the Feb. 22 issue of BROADCASTING his name was incorrectly given as Thomas J. Walsh.

ART LINDSAY, former Coast announcer, has joined the staff of KIRO, Seattle, as program director. He replaces Maury Rider.

JACK CLEARY, supervisor of announcers for the BLUE, has returned to his desk after a back injury.

NBC Chicago Recruits

TWO announcers are among four recent additions to the staff of NBC Chicago. New staff members are: Bob Farral, formerly WWJ, Detroit, announcer; Bob Murphy, formerly KSTP, St. Paul, announcer; Carl W. Simonson, Medill Journalism graduate, press department; Mrs. Aldene Weber, secretory to John F. Ryan, manager of press department.

Text of Disc Rejection Letter

(*Continued from page 11*)

as a whole, were to be saddled with the costs of special industry unemployment relief in addition to the already heavy costs of pioneering research and development, and subsequent promotion.

(b) *Subsidizes Non-Employes.*

We do not believe that our companies, who before your ban were employing the maximum number of musicians at the highest wages in the history of the music industry, should be asked to assume responsibility for unemployment, even if such unemployment exists, of such of your union members who are not and cannot be employed by us.

(c) *Penalizes Employment and Use.*

We cannot approve a proposal which imposes a private tax upon every phonograph record manufactured and sold when it is obvious that the records used in the home, far from creating unemployment, have been the source of much profitable employment to your members. This has been publicly and officially proclaimed on more than one occasion at your own union's conventions. Such records used in the home constitute at least 80% of the total phonograph record output, and thus, under your proposal. 80% of your tax would ultimately fall squarely on the public which buys records for home use and is in no way responsible for whatever unemployment you may claim exists.

(d) *Duplicates Government Relief.*

The Government has provided taxes for unemployment relief. A second tax for a new private system aimed at the same relief seems wholly unjustified. Similar proposals could, with no more excuse, be made by singers, engineers and others contributing to the high quality of our products.

Any such private and isolated system of unemployment relief within an industry is not only contrary to public policy but would be in direct conflict with the various plans under discussion in Government circles for the expansion of uniform and nationwide social security measures.

No private and limited scheme for the benefit of a few within an industry can be pyramided on top of Federal and State social security plans without creating serious inequities. Certainly mere membership in a union should not entitle a member to special privileges from an industry which does not employ him but happens to employ some of his fellow members.

We recognize that because a social philosophy is new it is not necessarily wrong. What you have proposed is a startling new kind of social philosophy for both industry and labor. While we believe that it is wholly wrong in principle, we doubt that either a single union or a single industry is qualified to be the final judge.

Only the people of the United States are qualified to decide whether multiple systems of unemployment relief administered by a variety of private as well as governmental agencies shall now be created. Authority for the application of such basically new social theory should therefore come from the people's representatives in the Congress. Such sanction would necessarily be accompanied by rules and regulations defining the limits, requirements and approved objectives of such union relief funds, and subjecting the union and its administration of such funds to Governmental control and supervision. As in the case of pension and retirement plans created by corporations for the benefit of their employees, the Treasury Dept. would unquestionably desire to participate in such regulation and supervision.

Up to Congress

This is not rhetoric but plain statement of fact because only the Congress should be called upon to answer such fundamental questions as the following:

(a) Would not such a payment directly to a union offer an easy means of evading the "wage freeze" regulations; or, on the other hand, would it not be deemed an indirect increase in compensation to the members employed and, as such, in violation of the regulations?

(b) If, on the other hand, it were ultimately determined that the additional payment directly to the Federation were not additional compensation, direct or indirect, to the employes, would not such a payment be merely a gratuity, and therefore a waste of a company's assets which would subject the company's management to liability under the law?

(c) Would not your proposal be in violation of Section 8 of the National Labor Relations Act which provides that it shall be an unfair labor practice for an employer to "contribute financial or other support" to any labor organization?

(d) What would the Treasury think of your proposal if it resulted in diverting taxable income in the hands of the employer to non-taxable receipts in the hands of your union?

(e) If on the other hand the Treasury Department refused to allow such payments as a deductible expense of the employer, would not the employer be compelled to pay not only the contribution to your fund but also an income tax on the amount of that contribution?

(f) Would not any plan for creating artificial employment for unemployed members of the Federation be contrary to the policy of the Manpower Commission, which is seeking to draw into War industries at least those persons not presently employed?

(g) Would not such a payment as you propose subject both you and us to the charge of a conspiracy to maintain or to increase prices,—and a resulting prosecution by the Government or civil suit by an injured consumer?

Only if you procure Congressional authority for the creation of a fund in accordance with your proposal could such a proposal become operative without raising many presently unanswerable questions.

Pending such Congressional authority for a plan which you yourself have termed "absolutely new", we suggest that you permit your members to return to work immediately and produce phonograph records and transcriptions which are sorely needed for both civilian and military morale.

You know of course, that we stand ready to meet with you at all reasonable times when you have anything further to submit. We want you also to know that the views here expressed represent our individual as well as our joint decisions.

Electrical Transcription Companies—Associated Music Publishers Inc., by John R. Andrus, Vice-President; Empire Broadcasting Corp., by Gerald A. Kelleher, president; Lang-Worth Feature Programs Inc., by C. O. Langlois, president; Muzak Corp., by C. M. Finney, president; Radio Recording Division, NBC, by C. Lloyd Egner vice-president; Standard Radio, by Gerald King, partner; World Broadcasting System Inc., by A. J. Kendrick vice-president; C. P. MacGregor.

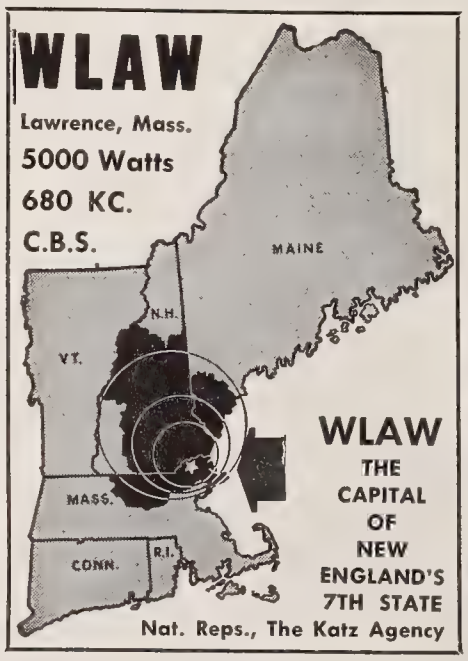
Phonograph Record Companies—Columbia Recording Corp., by Edward Wallerstein, president; Decca Records Inc., by Jack Kapp, president; RCA-Victor Division, RCA, by Lawrence B. Morris, director of personnel contract relations.

Soundies — Soundies Distributing Corp. of America Inc., by Samuel Oliphant, attorney.

Oldest at 17

AT 17, Charles Baxter, youngest man on the announcing staff of WTOL, Toledo, is the oldest in point of service. Possessor of a rich baritone voice, WTOL's senior announcer joined the station at 16, and has been handling many special assignments as well as network originations. He'll be 18 this month, however, and WTOL is expecting that Selective Service will bring his career temporarily to a halt.







BUT THEY LOOKED NICE!

Kate Smith Pays Petrillo's Boys Extra Fee For Tuxedos at Navy School

BECAUSE James C. Petrillo's musician-members wore tuxedos recently during an appearance of the Kate Smith show at the Great Lakes Naval Training Station in Illinois, Miss Smith and her partner, Ted Collins, were forced to pay their orchestra $1.50 per man over regular expenses.

That came to light last week when it was learned that the CBS team paid $9,000 out of their own funds for the appearance. Like many other popular acts the Kate Smith show has been visiting Army and Navy installations to entertain men in the service, with the Smith-Collins team footing all the bills. Other radio, stage and screen stars have spent considerable money to entertain the men in training.

The $33 extra for wearing dinner jackets was but a small part of the money assessed by Mr. Petrillo's union. In addition to the regular charges, including transportation, hotel accommodations, meals and incidentals, the Smith-Collins team paid a standby fee to the Waukegan, Ill., AFM local and a doubling fee to Petrillo's home local in Chicago.

Added to those expenditures is an extra "traveling fee" because the Smith show uses studio musicians instead of a regular traveling band. That charge is based on each 25 miles traveled by AFM members.

At another appearance in Atlantic City Miss Smith and Collins paid $150 for the services of a sound effects man while Miss Smith sang the "Bombardier's Song". That visit's expenses totaled $3,000.

An appearance at the Navy Pre-Flight School in North Carolina cost $10,000, although it was pointed out that moving the Kate Smith show is a costly project, what with 22 musicians, 20 singers, an engineer, sound effects man, production man and a dozen or more assistants. The Kate Smith show is sponsored by General Foods Corp. and when broadcasts originate from military posts line charges are figured in the expenses.

WOW Promotions

FOUR staff promotions have been announced by WOW, Omaha. Harry Burke has been moved from program manager to assistant general manager and sales manager. Lyle DeMoss, production manager, has been named program manager. Ray Olson, chief announcer, becomes production manager. Helen Lewis is traffic manager.

ANTHEM WANTED

Tribute to Washington Sought By State Societies

TO OBTAIN a song of tribute to Washington, the nation's capital, the aid of radio stations is being sought by the Conference of State Societies, which asks professional and amateur musical authors to compose a fitting melody.

The song should theme Washington "as the center constellation of the world," according to the committee. The contest is supported by the Song Writers' Protective Assn.

Any American may enter although songs may be written by collaborators. Each entry must be complete with lyrics and music, suited for full piano accompaniment. When mailed to Howland A. Sarra, chairman, Washington Song Contest Committee, Room 404, 1343 H St., N.W., Washington, each entry should be signed by an assumed name and the true name of the author or authors contained in a sealed enveloped. All entries must be in by midnight, May 15, 1943 and 15 awards will be announced during June.

No Bond Tie-ups

TREASURY and OPA officials warned last week that advertisements offering merchandise on condition that purchasers buy War Stamps is specifically prohibited by General Maximum Price Regulations. Although noting that it is "undoubtedly pursued with the best motives," D. W. Bell, Undersecretary of the Treasury, wrote that "the Treasury strongly disapproves the practice". OPA said the logical outcome of such selling methods would be a monopoly of scarce goods for those who have sufficient funds to buy the required amount of Bonds.

England to OPA Post

MONROE B. ENGLAND, owner of WBRK, Pittsfield, Mass., has been appointed as a consultant of the OPA's regional office in Boston, dealing especially with radio publicity. Mr. England was formerly a buyer for R. H. Macy & Co., New York, and later was general manager of England Bros., a department store in Pittsfield. He is a director of the Berkshire Mutual Fire Insurance Co., Pittsfield, and active in civic affairs.

WANTED!

★

SALESMAN!

ANNOUNCERS!

NEWS COMMENTATOR!

Important eastern station offers good income to qualified men over 38, or draft-exempt. A real opportunity to better yourself. Write fully in confidence to Box 344, BROADCASTING Magazine.

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM



POPULARITY

● MORE PEOPLE listen to WTAM, Cleveland, than to any other station in the whole Northern Ohio area. In the morning WTAM has 38.9% of the audience; in the afternoon 43.1% of the audience and in the evening 53.2% of the audience . . . a combined average of 45.1% as against 27.8% for the next station. Yet the COST of WTAM is only $.000073 per family.

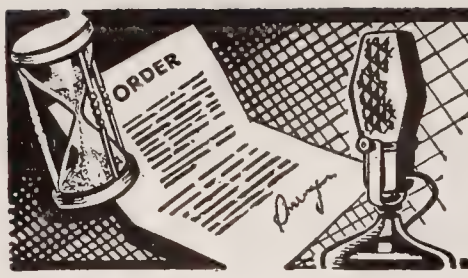
** Hooper Index, December-January 1942-43*

WTAM

CLEVELAND

NBC Network 50,000 Watts ● Owned and Operated by NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBT, Charlotte

Duke Power Co., Charlotte, 2 *ne* weekly, thru J. Carson Brantley Adv. Agency, Salisbury.
Leonard's Fox System Hatchery, Charlotte, 2 *sa* weekly, direct.
Yager Liniment Co., Baltimore, 3 *sa* weekly, thru Harvey Massengale Co., Durham.
American Chicle Co., Long Island City (chewing gum), 21 *ta* weekly, thru Badger, Browning & Hersey, N. Y.
American Snuff Co., Memphis, 5 *ta* weekly, thru Simon & Gwynn, Memphis.
Thomas Leeming & Co., New York (Baume Bengue), 10 *ta* weekly, thru William Esty & Co., N. Y.
Fleming & Sons, Dallas (Wallrite wallpaper). weeky *sp*, thru Couchman Adv. Agency, Dallas.
Vick Chemical Co., New York (Vicks Inhaler), 6 *sp* weekly, thru Morse International. N. Y.
Peter Paul Inc., Naugatuck, Conn. (candy) 6 *sp* weekly, thru Platt-Forbes, N. Y.
Swift & Co., Chicago (All-Sweet margarine), 5 *sa* weekly, thru J. Walter Thompson, Chicago.

CFCO, Chatham, Ont.

Dr. A. W. Chase Medicine Co., Oakville, Ont., 10 *ta* weekly, thru Ardiel Adv. Agency, Oakville.
Wonder Bakers, Toronto, 78 *sa*, thru J. J. Gibbons, Toronto.
National Drug & Chemical Co., Montreal (Gin pills), 65 *sa*, thru A. McKim, Montreal.
McFayden Seed Co., Winnipeg, Man., 10 *ta* weekly, thru Norris-Patterson, Winnipeg.
Dept. of Natl. War Services (scrap f & bones), 24 *ta*, thru R. C. Smith Son, Toronto.
Dehydrated Yeast sales (Hi-do yeast), 2 *ta*, thru Tandy Adv. Agency, Toronto.
Standard Brands, New York (Fleischmann's yeast, Magic baking powder), 15 *t* weekly each, thru J. Walter Thompson, Montreal.
W. K. Buckley, Toronto (cough remedy), 10 *ta* weekly, thru Walsh Adv. Co., Windsor, Ont.

WEEI, Boston

W. A. Snow Co., Boston (heating appliances), 3 *sp* weekly, 13 weeks, thru Hirshon-Garfield, N. Y.
Olson Rug Co., Chicago, 3 *ne* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.
Hubinger Co., Keokuk, Ia. (starch), 6 *ta* weekly, 13 weeks, thru Ralph Moore, St. Louis.
William Wise & Co., New York (books), 3 *sa*, thru Huber Hoge & Sons, N. Y.

KPAS, Pasadena

Dave Minor Pub. Co., Chicago (piano instruction), 3 weekly *t*, thru United Adv. Co., Chicago.
Pathfinders Pub. Co., Chicago (magazine). 3 weekly *t*, thru United Adv. Co., Chicago.
Seaboard Finance Co., Los Angeles, 30 weekly *ta*, thru Smith & Bull Adv., Los Angeles.
Block Drug Co., Jersey City (Gold Medal capsules), 6 weekly *sa*, thru J. Walter Thompson Co., N. Y.

KROW, Oakland, Cal.

Curtis Publishing Co., Philadelphia (*Saturevepost*), 6 *sa* weekly, thru MacFarland, Aveyard & Co., Chicago.
Seaboard Finance Co., Los Angeles, series of *ta*, thru Smith & Bull, Los Angeles.

WPAT, Paterson, N. J.

Gospel Broadcasting Assn., Los Angeles, weekly *t*, thru R. H. Alber Co., Los Angeles.

KQW, San Francisco

National Birth Certificate Advisory Service, Chicago, 3 *sp* weekly, thru First United Broadcasters, Chicago.
Dwight-Edwards Co., San Francisco (coffee), 15 *sa* weekly, thru McCann-Erickson, San Francisco.
California Spray Chemical Corp., Richmond, Cal. (bug spray), 5 *sa* weekly, thru Long Adv. Service, San Francisco.
Petri Wine Co., San Francisco, 2 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
Colgate-Palmolive-Peet Co., Jersey City (Supersuds, Palmolive), 7 *sa* weekly, thru Ted Bates Inc., N. Y.
National Lead Co., San Francisco (Dutch Boy paint), 6 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
Langendorf United Bakeries, San Francisco, 3 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
Larus Bros. & Co., Richmond, Va. (Domino cigarettes), 3 *sa* weekly, thru Warwick & Legler, N. Y.
Berkshire Knitting Mills, Reading, Pa. (stockings), 5 *sa* weekly, thru Geare-Marston, Philadelphia.
Kilpatrick Bakeries, Oakland, 7 *sa* weekly, thru Emil Reinhardt Adv. Agency, Oakland.
National Biscuit Co., New York (Shredded), 6 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Langendorf United Bakeries, San Francisco (Hollywood bread), 6 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Parrott & Co., San Francisco (Simi wines), 2 *sa* weekly, thru Blum's Adv. Agency, San Francisco.
Continental Baking Co., New York (Wonder bread), 5 *ta* weekly, thru Ted Bates Inc., N. Y.
Sunnyvale Packing Co., San Francisco (Rancho soups), 5 *sa* weekly, thru Foote, Cone and Belding, San Francisco.
Hulman & Co., Terre Haute, Ind. (Clabber Girl baking powder), 3 *sa* weekly, thru Pollyea Adv., Terre Haute.

WABC, New York

Seeman Bros., New York (Flava-Bake), 3 *ne* weekly, thru J. D. Tarcher & Co., N. Y.
Curtis Publishing Co., Philadelphia (*Saturevepost*) 3 *sp* weekly, thru MacFarland, Aveyard & Co., N. Y.

WOR, New York

Vick Chemical Co., New York (Vapo-Rub, Vatronol), 3 *ne* weekly, 13 weeks, thru Morse International, N. Y.
National Oats Co., Cedar Rapids, Ia. (National Three Minute Oats), 5 *sa* weekly, 13 weeks, thru Irwin Vladimir & Co., N. Y.

WJZ, New York

Grove Labs., Chicago (Bromo Quinine), 3 *ne* weekly, thru Russel M. Seeds Co., Chicago.
Wesson Oil & Snowdrift Co., New Orleans (salad oil), 15 *ta* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Hi-V Vitamin Corp., New York (vitamin capsules), 2 *sa* weekly, 13 weeks, thru Applied Merchandising, N. Y.
Curtis Publishing Co., Philadelphia (*Saturevepost*), 8 *ta* weekly, 52 weeks, thru MacFarland, Aveyard & Co., N. Y.
Macfadden Pub., New York (*True Story*), 5 *ta*, thru Raymond Spector Co., N. Y.
Empire Gold Buying Service, New York, 6 *sa* weekly, 52 weeks, thru Carl Calman Inc.. N. Y.

WHN, New York

Colgate-Palmolive-Peet Co., Jersey City (Super Suds, Palmolive soaps), *sa*, 42 weeks, thru William Esty & Co., N. Y.
American Jewish Broadcasting Co., New York, *sa*, 52 weeks, thru A. B. Landau Inc., N. Y.
Philip Morris & Co., N. Y. (Dunhill cigarettes), *sa*, 13 weeks, thru Biow Co., N. Y.
Arden Book Co., New York, 5 *sa* weekly, 13 weeks, thru Roberts & Reimers Inc., N. Y.

KHJ, Hollywood

Block Drug Co., Jersey City (Gold Medal capsules), 5 *ta* weekly, thru J. Walter Thompson Co., N. Y.
Coast Federal Savings & Loan Assn., 5 *sp* weekly, thru Robert F. Dennis Inc., Los Angeles.
National Biscuit Co., New York (Shredded), 4 *ta* weekly, thru Botsford, Constantine & Gardner, Los Angeles.

WFAA-WBAP, Dallas-Fort Worth

Texas Gulf Sulphur Co., Houston, weekly *sp*, 26 weeks, direct.
Fashion Frocks Inc., Cincinnati, 13 *t*, thru Franklin Bruck Adv. Corp., N. Y.
Interstate Theaters, Dallas, weekly *sp*, 26 weeks, thru Segall & Weedin, Houston.
Imperial Sugar Co., Sugar Land, Tex., 156 *sp*, thru Tracy-Locke-Dawson, Dallas.

WLOL, Minneapolis

Ex Lax Inc., Brooklyn, 5 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.
Walgreen Co., Chicago, 35 *ne* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
Lever Bros Co., Cambridge (Vimms), 5 *ta* weekly, 6 weeks, thru BBDO, N. Y.

CIGARETTE OUTPUT TO BE MAINTAINED

CIGARETTE manufacturers, among the top users of radio time, will be able to continue manufacturing and distribution activities in 1943 without curtailment, the WPB said last week. The industry benefits from a large tobacco crop in 1942, and has a favorable manpower situation, WPB explained.

Last year, tobacco's gross purchases of network time totaled $18,176,000, approximately 15.4% of all network time sales. This represented an increase between 15% and 20%, the only large gain registered by a leading industry.

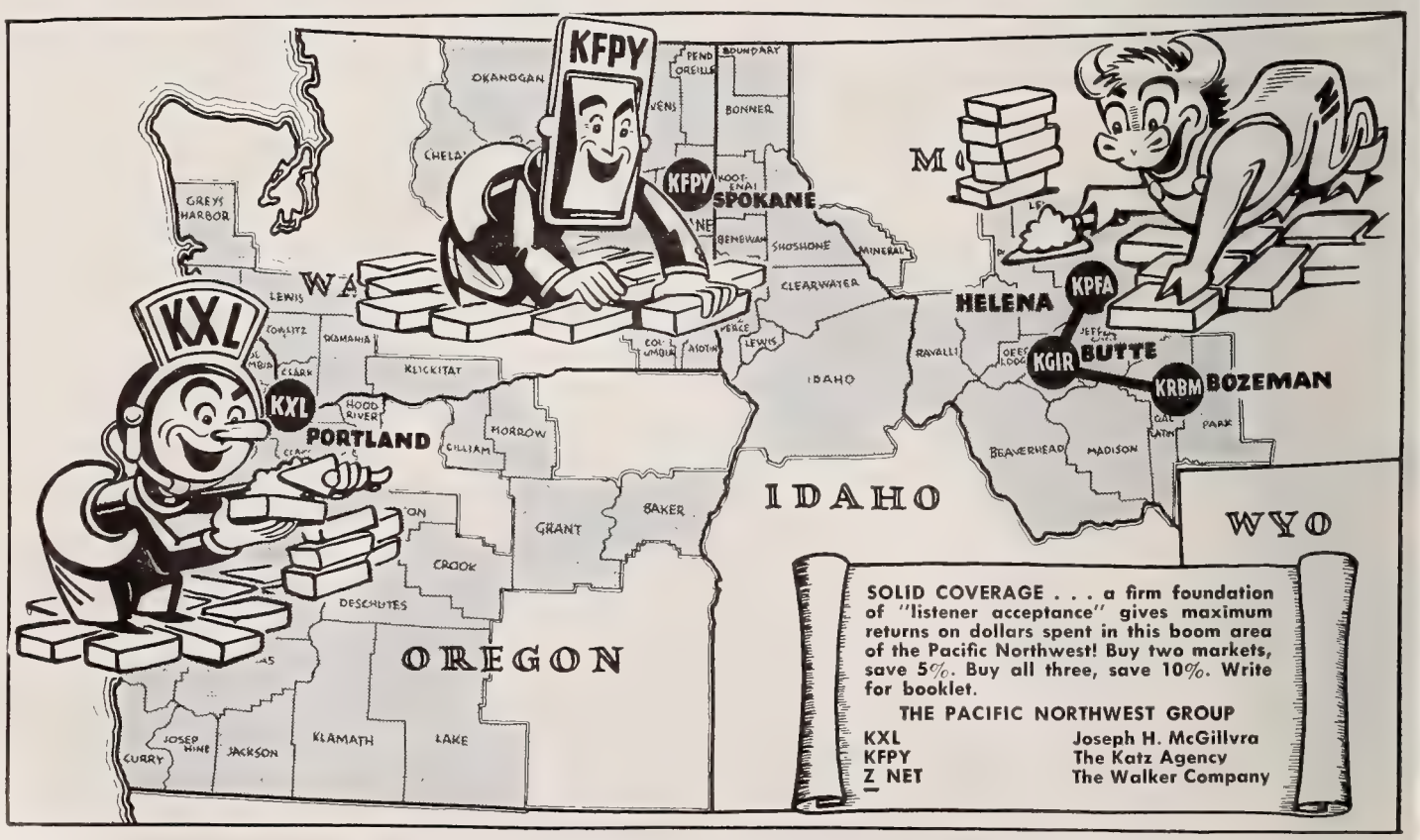
Cigarette consumption among civilians in the United States last year was 14% above the high of 206 billion reached in 1941. Sales were about 236 billion for the year.

Department Stores Plan To Maintain Advertising

NO MARKED CHANGES are expected in the volume of 1943 department store advertising in newspapers, according to a Dept. of Commerce survey made by field officers in principal cities. A flexible policy of adjustment to changing conditions is favored by a majority of stores.

The survey, to be published in the March 4 issue of *Domestic Commerce*, indicates that most stores expect to continue newspaper advertising at the 1942 level, limited only by newsprint paper, excess consumer demand and lack of merchandise to sell. Several stores report that they will continue to advertise, even though they have nothing to sell. They will sell the store, boost War Bond sales, inform the public of new wartime ways of living, and will not encourage unnecessary buying.

THE *Chicago Daily News* has appointed Schwimmer & Scott, Chicago, agency for radio to boost its circulation. Daily one-minute announcements have been placed on a varied schedule in Chicago on WENR, WIND and WCFL. Contracts are for 52 weeks.



Radio Advertisers

VIOBIN Corp., Monticello, Ill., (Life of Wheat), starting March 22 becomes the eighth sponsor on Paul Gibson's *Housewives' Protective League* on WBBM, Chicago. Participation on the program is for 13 weeks. Agency is Rogers & Smith, Chicago.

ESSEM PACKING Co. (cooked meats) recently renewed for third consecutive year program featuring Shep Wolan and his Essam Melodeers Sundays, 12:30 noon. Contract was placed through Elliott Adv., Boston.

SEALY MATTRESS Co., Chicago, has purchased a weekly Sunday half-hour, 8:30-9 p.m. on WGN, Chicago, starting March 28. The program has not yet been decided. Schwimmer & Scott, Chicago, is the agency.

WALGREEN Co. (drug chain), on March 1 begins sponsorship of five-minute early-morning news commentary six days weekly on WMAQ, Chicago. Contract for 13 weeks was placed by Schwimmer & Scott, Chicago.

FOREMAN & CLARK, Los Angeles (chain clothing), is sponsoring for the duration monthly boxing bouts promoted by the 20-30 club, Sacramento, and heard over KROY, that city, between boxers from all large Army posts and air bases in northern California. Fights are described by KROY sportscaster Bob Fouts.

J. H. STAFFORD INDUSTRIES, Toronto (dehydrated soup), has started quarter-hour transcribed programs six times weekly on CKCL, Toronto. Account was placed by Commercial Broadcasting Service, Toronto.

CALIFORNIA SPRAY Chemical Co., Richmond, Cal. (insect spray), in a 13-week campaign starting March 1, will sponsor daily participation in the combined *Sunrise Salute* and *Housewive's Protective League* programs on KNX, Hollywood. Long Adv. Service, San Jose, Cal., has the account.

LIFE OF WHEAT Co., Monticello, Ill. (Life of Wheat vitamin products), on Feb. 22 began sponsoring thrice-weekly quarter-hour *Something to Talk About* featuring Chuck Acree, on WLS, Chicago. Contract for 13 weeks was placed by Rogers & Smith, Chicago.

PAL BLADE Co., New York (razor blades), on Feb. 22 started Monday through Saturday participations, 5:30-6:30 a.m., on Lois January's *Reveille Sweetheart* over WABC, New York.

McKESSON & ROBBINS, Bridgeport, Conn. (Bexel vitamins), on March 1 begins sponsoring quarter-hour news commentary Monday through Friday on WBBM, Chicago, with newscaster Harlan Eugene Read. Agency is J. D. Tarcher & Co., N. Y.

JOHN STUART SALES, Toronto (Dunhill cigarette distributor), has started an announcement campaign on CKCL, Toronto. Placed direct.

MURPHY PRODUCTS Co., Burlington, Wis. (farm feeds), on Feb. 27 renews *Barnyard Jamboree* for 52 weeks on WLS, Chicago. The half hour program is part of the *WLS Saturday Night Barn Dance* and features Pat Buttram, Red Foley and the Maple City Four. Agency is Wade Adv. Agency, Chicago.

LARRY DAVIDSON and Booth Luck, of the copywriting staff of Wade Adv. Agency, Chicago, have been appointed to the production staff. Mr. Davidson will direct the *Murphy Barnyard Jamboree* on WLS. Mr. Luck will direct *News of the World* sponsored on NBC by Miles Labs.

COOPERATIVE LEAGUE of U.S.A., New York, recently started for 13 weeks a weekly quarter-hour program on KQW, San Francisco. Agency is Atherton & Currier Inc., New York.

Better Traveling

AUDIBLE "timetable" is provided by several bus companies in the Monadnock region of New Hampshire in a new twice-daily series of programs on WKNE, Keene, informing the public of schedule changes, and presenting transportation problems in vital areas faced by bus companies replacing automobiles on the road. Sponsors say the service is promoting good will between bus companies and travelers.

MacFADDEN PUBLICATIONS, New York (True Story magazine), recently started a series of three five-minute programs weekly on KQW, San Francisco. Agency is Raymond Spector Co., New York.

PETERSON TRACTOR & Equipment Co., Hayward, Cal. (Caterpillar Tractors), recently renewed for 52 weeks its quarter-hour farm news program five times weekly, on KQW, San Francisco. Placed direct.

SUNLITE BAKERY, Chicago, recently started for 13 weeks three quarter-hour programs weekly on KQW, San Francisco. Agency is W. E. Long Adv. Agency, Chicago.

SLAPSY MAXIE's, San Francisco (night club), recently started *Slapsy Maxie Time*, a five-minute program, five times weekly on KGO, San Francisco. Placed direct.

MOORE DRYDOCK Co., Oakland, Cal., recently started a spot announcement campaign on KGO, San Francisco, to seek workers for ship-building.

POULTRY TRIBUNE, Chicago (periodical), recently placed a series of three five-minute programs weekly on KQW, San Francisco. Agency is First United Broadcasters, Chicago.

ALAMEDA NURSERY Co., Alameda, Cal. (plants), recently started a campaign using three five-minute spots weekly on KQW, San Francisco. Agency is Emil Reinhardt Adv., Oakland, Cal.

Candy Spots Halted

RESTRICTIONS on sugar allotments have caused Fanny Farmer Candy Shops, Rochester, to cancel a spot campaign started last winter on 21 stations [BROADCASTING, Nov. 16]. Cancellation, which went into effect last Friday, involved women's participation programs in key cities throughout the country. Agency is J. Walter Thompson Co., New York.

Told It to Sweeney

DRAMATIZING a story of auto tires allegedly sold on the black market in Peoria, Ill., the CBS *Report to the Nation* program Feb. 21 included a character about to buy a tire who introduced himself thus: "I'm a friend of Mr. Sweeney's." Telephones rang at WMBD, Peoria. Irate callers wanted to know how come "Mr. Sweeney?" The Sweeney Gasoline & Oil Co. of Peoria, respected auto accessories dealers, likewise was besieged. WMBD and CBS did a lot of explaining. The CBS scriptwriter in New York hadn't heard of Sweeney's in Peoria. In fact he was thinking only of the old Americanism, "Tell it to Sweeney," when he wrote that line.

THE STORY IS TOLD

of a company president who sponsored a radio program for more than ten years. He was asked why he continued to renew his radio contracts.

"After all these years", he said, "I'm *afraid* to go off."

Many of your contract renewals will be coming up soon. Consider Station ***WHN*** . . . its tremendous advertising power, its established programs, its vast coverage and its success records.

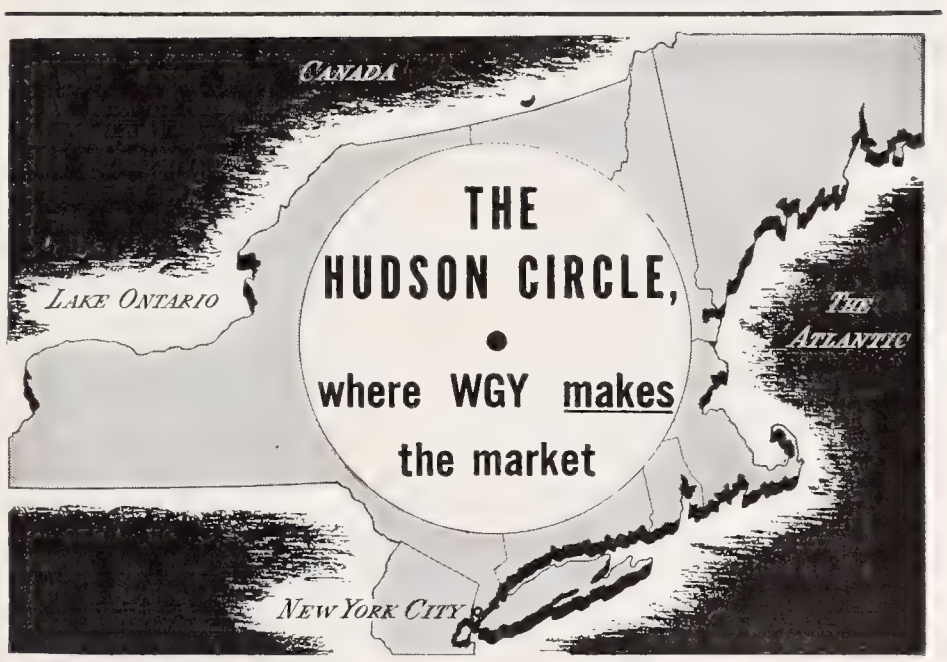
Buy ***WHN.***

Each 13-week period brings definite and tangible results to warrant a contract renewal.

You will be in the enviable and comfortable position of renewing because you know your programs have brought heavy returns . . . and never because you are "afraid to go off!"

50,000 WATTS
1050 ON YOUR DIAL

WHN
NEW YORK



ONLY WGY has the POWER (50,000 watts), the PROGRAMS (NBC plus the region's foremost local shows), and the POPULARITY (based on 21 years of service) to put together a 1½-Billion-Dollar Market in the Hudson Circle.

Represented Nationally by NBC Spot Sales

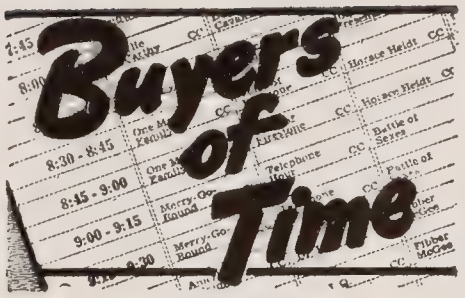
WGY
GENERAL ELECTRIC
WGY-102

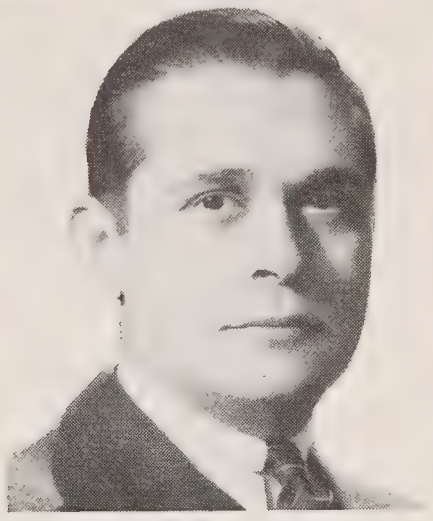
"Affiliated With
the
National Broadcasting
Company"
Need We Say More?
KTFI
TWIN FALLS, IDAHO
National Representatives
The Walker Co.
Homer Griffith Co.

Stovin
and
Wright
RADIO
STATION
REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

"Congratulations on the top-notch job ASCAP's script writers are doing!"
WMOB
• ASCAP Radio Program Service offers, without cost to any ASCAP-licensed station, programs that are written to entertain and to sell. If you are not using these programs you're missing a bet. Write or wire at once and the new series will be sent you immediately.
ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

CRYSTALS by
HIPOWER
Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precision Crystal units. With recently enlarged facilities, Hipower is maintaining greatly increased production for all important services. When essential demand begins to return to normal, Hipower will be glad to help with your crystal needs.
HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.





BURKE HERRICK

BRUCE BARTON gave this advice to a young man about to launch into an advertising career — "Get out and meet the people. Master the psychology of individual selling first. Sell vacuum cleaners, Realsilk hosiery, or automobiles". Burke Herrick, radio director of Leo Burnett Co., Chicago, chose the latter. With a B.S.C. from Creighton U. in Omaha and a year of graduate study at the Harvard School of Business Administration, Burke returned to Omaha and sold some $250,000 worth of Ford cars in one year.

After having "met the people", Burke turned to advertising as a copywriter with Buchanan-Thomas, Omaha. He later served as account executive and radio director of Schwimmer & Scott, Chicago, and subsequently as radio director of N. W. Ayer & Son, Chicago, rounding out ten years of valuable experience for his present job.

As radio director of Leo Burnett Co., Burke has been closely identified with the Kaltenborn newscasts sponsored on NBC by Pure Oil Co., Chicago. Recently the agency also placed Upton Close in a quarter-hour Sunday afternoon commentary on MBS for Lumbermen's Mutual Casualty Co., Chicago. He also directs placement of radio for Brown Shoe Co., *Chicago Sun*, Realsilk Hosiery Mills and others.

An expert on market testing, Burke outlines these prerequisites for a good radio test market: (1) City must be a cross section of any comparable larger city, with representative income groups from all brackets and all sources. (2) Station selected must be able to do the job, and must be comparative in size to those used in the entire list. (3) Distribution of product must be normal. On the latter point, Burke feels that too many time salesmen do not fully acquaint themselves with the distribution and marketing problems of the product for which an agency is buying time.

Burke is married to the former Helen Piercy, formerly women's personnel director of Montgomery, Ward & Co., and has one child, a daughter, Lynne. He is an excellent marksman, likes to hunt and fish, collects recordings.

OSBORN APPOINTED AS BBDO MANAGER

ALEX OSBORN, one of the founders of BBDO, and executive vice-president in New York, for the past four years, was elected to the new post of vice president and general manager, by the agency's new board of directors, following the annual meeting of BBDO stockholders, Feb. 22. Mr. Osborn managed the Buffalo office prior to coming to New York. Ben Duffy and Jack Cornelius were named executive vice-presidents and at the same meeting, William H. Johns was relected chairman of the board, and Bruce Barton was re-elected president.

Mr. Duffy, who will continue as account executive of Vimms, Lever Bros. vitamin product, will serve as executive vice-president for the east, including BBDO offices in New York, Boston, Buffalo, Cleveland and Pittsburgh.

Mr. Duffy has spent 23 years in advertising, eventually concentrating in the media field. He was in charge of the media department of BBDO and continued in this capacity following the firm's merger with George Batten Co., in 1928. Mr. Duffy has written numerous articles on selling, merchandising and market research and is the author of two books, *Advertising Media* and *Markets*, and *99 Days*.

Jack Cornelius, manager of BBDO's Western Division since 1939, will serve as executive vice-president for the West in charge of offices in Chicago, Minneapolis, San Francisco, Hollywood, and Los Angeles. Mr. Cornelius joined the agency in 1931 and has been vice-president in charge of the Minneapolis office since 1933. Prior to joining BBDO, he was active in the newspaper advertising field, and served as general sales manager of the Rueben H. Donnelley Corp.

Wayland B. Geissinger, manager of the Los Angeles office of BBDO and Charles H. (Chuck) Ferguson, an account executive of the BBDO San Francisco office have been elected vice-presidents, according to a recent announcement by Mr. Cornelius.

WALTER J. WEIR has been appointed vice-president in charge of creative work of Kenyon & Eckhardt, New York. Prior to joining the agency, Weir was vice-president and copy director of Lord & Thomas, and served with J. M. Mathes Inc., New York, in a similar capacity.

Agencies

A. E. NELSON, president of A. E. Nelson Co., San Francisco, former manager of KPO-KGO, San Francisco, has been reelected to the board of directors of the San Francisco Chamber of Commerce and made a member of its executive committee.

RUTH FREDRICKS, production manager, has been made manager of Western Adv. Agency, Los Angeles. She succeeds Edward E. Keeler, who resigned to join Don Lee Broadcasting System, Hollywood, as account executive.

JACK GALE, former radio department manager of National Concert & Artists Corp., Beverly Hills, Cal., has joined Raymond R. Morgan Co., Hollywood, as account executive.

DAVID ECHOLS, manager of the Mexico City office of Grant Adv., and L. G. (Bucky) Harris, radio director, on Feb. 28 were to leave on an extended business trip through South America, including Rio de Janeiro, where Grant Adv. will shortly open a new branch office.

LOUIS N. BROCKWAY, vice-president in charge of the contact department of Young & Rubicam, New York, has been appointed executive vice-president and Harry H. Enders, assistant treasurer, has been elected secretary of the agency.

EASTERN Division of Campbell-Ewald Co., will move its New York offices from 1230 Sixth Ave. to 10 Rockefeller Plaza, March 1.

JOHN TAYLOR resigned last week as script supervisor of Pedlar & Ryan, New York, to go overseas for the American Red Cross. He will be succeeded by Mary Louise Anglin, script editor of Henry Souvaine Inc., New York, and formerly of Compton Adv., New York.

ARTHUR E. GOLDMAN, formerly in charge of all publications and printed advertising for the American Tobacco Co., has joined Biow Co., New York, as account executive.

WILSON TUTTLE, once a producer with Ruthrauff & Ryan, New York, is rejoining the agency as a supervisor of Radio. He returns to R&R after serving as radio executive of A. & S. Lyons, talent and production firm.

TRAVERS HAND, formerly on the staff of Time Inc., has joined the newly established New York office of MacFarland, Aveyard & Co. Arthur Mayer, formerly with Doyle, Kitchen & McCormick, New York, is production manager and Alfred C. Strasser, formerly with J. Walter Thompson Co., New York, is art director.

BERNARD PAGENSTECHER and Clifford C. Lozell have become partners in M. H. Hackett Co., New York. Mr. Pagenstecher, a vice-president, has been with the agency since its inception. Mr. Lozell is art director.

PAUL C. HARPER account executive of Leo Burnett Co., Chicago, on the Pure Oil account, has been commissioned major in the Marine Corps and reported for duty last week. James Love has succeeded Mr. Harper as account executive.

JANE TRACY, Warner Bros. publicity department Hollywood, has joined Warwick & Legler, that city, as script writer and assistant to Dick Mack, agency producer.

WESTON HILL, copywriter and account executive of Sherman & Marquette, Chicago, has resigned.


WCSC
Serving
Coastal Carolina
1000-500 Watts • CBS
CHARLESTON, S. C.
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Way's Declaration Executives' Topic

Tulsa Broadcaster Explains His Plan of Independence

DECLARATION of Independence for broadcasters, proposed by William B. Way, vice-president and general manager of KVOO, Tulsa, and member of the NAB board, and submitted to the NAB board last fall [BROADCASTING, Oct. 19], was the subject of last Wednesday's meeting of the Radio Executives Club of New York.

As the principal speaker, Mr. Way read the "Declaration" in its entirety, following his presentation of excerpts from the yearend statement by Freeman Keyes, president of Russel M. Seeds Co., Chicago, which appeared in BROADCASTING Dec. 28. Mr. Keyes' statement summed up the achievements of radio during the last year and brought out the attitude of agencies that "certain operational readjustments should be effected in the industry during 1943".

Industry Benefits

Pointing out the benefits to the entire industry, which would result through adoption of his declaration, Mr. Way stressed that stations should remember they are licensed to operate "in the public interest, convenience and necessity" and "should maintain the integrity of the medium".

NAB members at the meeting included C. E. Arney, assistant to the president; Everett Revercomb, auditor; Willard Egolf, in charge of public and industry relations; Walt Dennis, in charge of news and information, and Mrs. Dorothy Lewis, coordinator of listener activities. Other out-of-town guests were Eugene O'Fallon, KFEL; Tom Loft and Dale Taylor, WENY; Gunnar Wiig, WHEC; Gerald King, Standard Radio; Bill Dowdell, WLW; G. G. White, WMFD, and James H. Moore, WSLS.

Mr. Way will address the Chicago Radio Management Club March 30.

AP

KOCY, Oklahoma City, Okla.

. . . precision, broader coverage and more intelligent treatment of news makes PA superior to any I have yet worked with.

Bill Conine
Program Director

available through
PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N. Y.



MANHATTAN OUTLOOK on the CBS sales picture is transmitted by Arthur J. Kemp (center), Pacific Coast sales manager, to these Hollywood executives following his four weeks conference at the network's New York headquarters. Sales-minded trio (l to r) are Harry W. Witt, Southern California sales manager; Mr. Kemp, and George L. Moskovics, Pacific Coast sales promotion manager.

W&L Coast Office

WARWICK & LEGLER, New York agency, has established Hollywood production offices at 6331 Hollywood Blvd. William M. Randol Jr., production aide of CBS, Hollywood, has been made office manager. Dick Mack, named office supervisor, will produce the weekly Pabst Brewing Co. program, *Pabst Blue Ribbon Town*, which starts March 27 on CBS. Mr. Mack also will continue as producer of McKee & Albright on the weekly NBC *Rudy Vallee Show*, with Bill Demling, writer, as aide. H. Paul Warwick and J. R. Warwick, president and vice-president, respectively, of Warwick & Legler, were on the Coast in mid-February to set up the new office.

'Truth or Consequences' Makes Tour for Bonds

RALPH EDWARDS will take his NBC quiz program, *Truth or Consequences*, on a cross-country swing in search of War Bond sales, starting March 13 in Albany and concluding the end of June in San Francisco. Plan calls for the regular Saturday broadcast in key cities and two other performances in neighboring Army camps or cities each week, with Bond purchases serving for admission.

To raise funds to cover expenses of the project, the production is making stage appearances in New York theatres prior to departure. The Treasury Dept. has approved the venture. Procter & Gamble, Cincinnati, sponsor, will pay line charges. Accompanying Edwards will be his producer, Herb Moss; Al Paschall, stage manager, and Phil Davis, writer. Agency is Compton Adv., New York.

Coal Disc Series

OLD BEN COAL Corp., Chicago (Green-Marked coal), beginning April 5 will sponsor a series of transcribed quarter-hour programs featuring Dr. Preston Bradley five days a week on WGN WHO KSTP WOW KFEQ KSD WNAX KBTM. Contracts for 26 weeks were placed by J. R. Hamilton Adv. Agency, Chicago. Albert L. Gale is account executive.

Agency Men Form New Chicago Firm

L. T. Wallace Associated With Ferry-Hanly; Named President

L. T. WALLACE, vice-president and account executive for the last 10 years of Aubrey, Moore & Wallace, Chicago, together with the Chicago office of Ferry-Hanly Co., on March 1 was to form a new Chicago advertising agency under the name Wallace-Ferry-Hanly Co. The new firm will occupy present offices of Ferry-Hanly at 111 West Monroe St. until April 1 when the agency will occupy the sixth floor at 430 N. Michigan Ave.

New York and Kansas City offices of Ferry-Hanly will retain that name, but will be closely allied with the Chicago office of Wallace-Ferry-Hanly.

Veteran Agency Man

C. P. Hanly, president of Ferry-Hanly, will be chairman of the board of the new agency while Mr. Wallace becomes president and general manager in addition to being a director of Ferry-Hanly. Bruce Brewer and H. M. Montgomery will continue to supervise the Kansas City and New York offices, respectively.

A veteran in the agency business, Mr. Wallace entered advertising in 1915 as a copywriter for Campbell-Ewald, Detroit. He later joined McCann-Erickson, Cleveland, became a vice-president of that agency, whose Chicago offices he opened in 1924 and managed until 1933 when he joined Aubrey & Moore.

Mr. Wallace will take the Campana Sales Co. account into the new agency, and will continue to supervise all Campana radio which includes MBS *First Nighter* and NBC *Campana Serenade*. In addition the new agency will handle all accounts serviced by Chicago office of Ferry-Hanly.

Gill Joins Biow

SAMUEL E. GILL, formerly director of media and marketing of Lord & Thomas, New York, has joined Biow Co., New York, as director of marketing. Mr. Gill was statistician for the 20th Century Fund during 1934 and 1935, and served as vice-president of Crossley Corp., for the following five years. He headed a research firm under his own name from 1940 to 1942.

Westinghouse Shift

WHEN Westinghouse Mfg. Co., Pittsburgh, shifts its Sunday half-hour series on NBC from New York to Hollywood, effective March 7, Victor Young's orchestra and Ken Darby's chorus will replace Mark Warnow's band and the Lyn Murray chorus, respectively. Supervising the start of the series on the West Coast will be Hubbell Robinson Jr., assistant director in the radio department of Young & Rubicam, New York agency in charge, and Clarence Olmstead, director of the program.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Reader, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York - Chicago - San Francisco

Mexico City



The Reforma is truly the hotel of the future, providing deluxe and ultra-modern accommodations with every facility for comfort and convenience right in the midst of Mexico's glorious recreational opportunities. American and Mexican food. Low European Plan rates.

For reservation and information address: Atlantic Hotel Service, Essex House, New York City.

"Home of Ciro's—Mexico's Most Glamorous Night Club".

HOTEL REFORMA
THE HOTEL OF TOMORROW

Big Audience Hears U. S. Shortwaves

Official Data Disclose Programs Reaching Destinations

AMERICAN stations have a substantial audience in foreign countries, according to information gathered by Government sources. There is evidence to show that the listeners of France, Spain, Germany, Italy, Switzerland, Sweden, as well as those in Central Europe and the Near East regularly receive broadcasts from this country.

Listener growth is steady though not swift and as a result some countries have been slower in turning to American shortwave broadcasts than others, it is disclosed. France is found to have the largest audience for U. S. programs. In fact there is clear evidence that reception there is excellent and the audience unmistakable.

These findings are construed as refutation to the charges that American stations are futilely hurling vast quantities of signals into empty air.

Daily Barrage

For several months the Overseas Branch of OWI War Information has been daily firing away at its targets in the four corners of the world. Shortwave is the basic weapon in this warfare and broadcasts are aired around the clock in 21 languages for a total of 2,682 programs a week (as of February), a remarkable rate of production in view of the fact that this very unit was turning out only seven programs per week in Feburary 1942.

Today there are 21 U. S. shortwave transmitters in active service, exclusive of the expansion program under way, whose operations are calculated to produce maximum results in the main target areas. To accomplish this, five basic program patterns have been established. One pattern, which is a general European beam, broadcasts in English, German, French and Italian.

A second transmits programs in English French, Spanish and Portuguese. A third is all French. There is one transmission aimed at Central Europe and the Near East embracing the minor languages and a Scandinavian service trajected by stations capable of good reception in Northern Europe.

Mail has always come from French listeners and since the fall of France it has continued to come to American shortwave stations, official data reveal. During the past six months this mail has increased. Its tenor clearly indicates that the Voice of America has become the leading voice to many in France.

From mail it has been concluded that U. S. shortwave signals go into important areas of that country with greater strength and clarity than those of the BBC. Medium-wave transmissions originated by the BBC only reach the western part of France owing to intensive Axis jamming, it is found.

Furthermore there is evidence that the shortwave broadcasts to France are delivering the news to others besides listeners themselves. Study of French underground newspapers shows that American radio is an important source of news. In fact one London observer familiar with the material transmitted reported that "U. S. radio has accounted for at least half of the news and feature items" used in a particular set of underground newspapers. News sources actually credited by the papers included CBS and Cincinnati programs.

They Really Listen

A letter from an American in the unoccupied zone assures that the "people in France do listen, particularly in the occupied parts, to Boston, New York and Cincinnati shortwave radio programs." One Frenchman, who came to the U. S. late last year, said he heard the U. S. transmission at a particular time every night from last summer on. Furthermore, he explained that those who don't listen much get the news from friends who do.

U. S. monitors report that Vichy radio stations have been broadcasting warnings against listening to American stations in a tone of desperation and entreaty, indicating that shortwave radio has already established one strong second front.

Spain's radio front is not so strong as that of France, but this is not construed as a sign of fumbling or ineptness, since practically no audience existed there for American shortwave broadcasts six months ago. Mail from this country indicates an audience is developing but the main problem is to familiarize listeners with the time schedule.

Germany and Italy are sealed tight and provide little direct contact. Most of the evidence of reception comes from their own official broadcasts. American analysts reason that German and Italian broadcasts would not take cognizance of U. S. transmissions if they did not feel their countrymen had been listening to them. One more piece of evidence of contact lies in the signal strength which our broadcasts have in Switzerland.

Aside from its direct value as an ear for U. S. broadcasts, Switzerland is conceded to be an important gauge for general reception in Central Europe. Reports from there indicate the Swiss themselves are interested in U. S. programs. Audiences are further stimulated by publication in the country's press of the time and wavelength of American broadcasts. Aside from the value these hold for listening within Switzerland, it is further cited as important to those within the limits of the Axis, for Swiss papers enter Axis-controlled countries.

Swedish Problem

Swedish listeners are known to exist but there is no undue optimism over the size of the group. In part this is said to be caused by poor atmospheric conditions. Broadcasts are heard throughout the country when conditions permit but there is no clear idea of the size of the audience. Plans call for more intensive broadcasting to this area in the near future. Another area of uncertainty embraces such countries as Hungary, Bulgaria, Rumania and Poland. Programs are beamed to them but there is as yet insufficient data to offer enough facts for conclusions as to signal strength, audience or effectiveness.

Ample evidence of growth in the shortwave listener audience is noted by official observers. The prospects for an increased audience are considered bright in view of OWI plans for programs prepared here and then shipped to outpost stations in transcription or script form. Already this development has begun.

Material will reach listeners through the Overseas Branch of OWI in one of three ways: Locally produced either by outposts or prepared in the U. S. for shipment to the outposts; relayed or rebroadcast programs picked by local transmitters at outposts but originating in the U. S.; shortwave transmissions beamed directly from the U. S.

Shortwave relay service is one year old and already represents an important link in the propaganda operations. London, for example, now rebroadcasts seven daily programs of this type in English, French, German, Italian and Polish. Special events such as the North African invasion call for special material, and transmissions go on in many languages.

The technical quality of these relays is said to be excellent. In fact, recordings made in Britain of programs transmitted in this fashion under ordinary atmospheric conditions show little distortion and good volume.

A good illustration of British listener interest in American programming can be found in the case of a program known as *Answering You*, in which prominent Americans answer questions on the U. S. sent from Britain. The first program in this series, according to a listener research report by BBC's staff, showed that 12.1% of the adult civilian population listened. The Appreciation Index, an over-all evaluation of the BBC, showed a listener result of 82%, six points above their average for talks and discussions. Furthermore, 94% of the people who heard the first program said they wanted to hear more of the series.

COLLEGE AND WAR
Bucknell U. Stresses Role In Sponsored Show

BUCKNELL U., Lewisburg, Pa., pioneer university in the use of radio, purchased time on WJZ, New York, for a broadcast Feb. 28, 2:30-3 p.m. to mark its 97th anniversary and to call attention to the role of the small American college in the nation's war program.

Dramatizing college life in wartime, and showing how the accelerated curriculum has been adapted to the times, the program was similar to several broadcasts aired previously by Bucknell on time bought by three "radio-minded" members of the board of trustees [BROADCASTING, Oct. 26]. The WJZ program was shortwaved to England and North Africa. Edward L. Wertheim Agency, New York, handles the account.

FLIGHT REPORTER
Paul Manning, CBS, Trained As Air Observer

TO PREPARE for combat reportorial missions with the U. S. Army Eighth Air Force, Paul Manning, CBS commentator, recently completed a training course along with seven other correspondents. At a base somewhere in England they were trained as observers to accompany heavy bombardment squadrons on high altitude flying missions.

The correspondents were schooled in the use of the oxygen mask, in



Manning Takes Off

first aid at high altitudes and in the practice of abandonment of a heavy bomber in case of a crash landing at sea. Another important lesson learned was the best ways of staying out of the way of the combat crew during actual operations.

Mr. Manning was the only radio reporter graduated in this class because Elmer Peterson, NBC candidate, was rejected by the flight surgeon when it was discovered he had suffered frostbitten fingers as a youngster. The other successful graduates were Gladwin Hill, AP; William W. Wade, INS; Walter Cronkite, UP; Rober Post, *New York Times;* Homer W. Bigart, *New York Herald-Tribune;* Sgt. Denton Scott, *Yank,* and Pvt. Andrew Rooney, *Stars & Stripes.*

FCC To Face Quiz On Draft Policies

Military Committee Seeking Cause of 442 Deferments

FCC OFFICIALS are likely to be among Government witnesses called before a special House Military Affairs Subcommittee within the next week to tell Congress the grounds on which the Commission has obtained draft deferments for 442 employes.

The study of draft deferment policies of Federal agencies has been undertaken in the face of repeated charges that Goverment bureaus are hoarding manpower in the military age brackets. Rep. Costelo (D-Cal.) is in charge of the inquiry.

Inquiry Underway

Investigators of the committee have already asked several war agencies, including the OPA, WPB, War Dep't, and Civil Service Commission for a list of all deferred personnel. Rep. Costello says his committee will ask officials from agencies with high deferment proportions to explain their policies.

FCC recently was under considerable Congressional fire for deferments when Rep. Cox, (D-Ga.) chairman of the FCC investigating committee, said on the House floor it "is common gossip all over town that there is a higher percentage of draft dodgers as a result of requests of departments of the FCC than any other department of the Government." These deferments—442 in number according to Chairman Fly—have been defended by the Commission on grounds that most of the group are specialists and that the FCC Chairman felt they would do a more significant war job with the Commission than in military service [BROADCASTING, Feb. 15, 22].

Noting reports that FCC's per capita deferments were higher than any other non-military Government agency, Rep. Costello said Friday that if it were so, someone from the Commission would undoubtedly be called to testify. He has said, however, that the purpose of the investigation is to remove the stigma from draft deferment by assuring that men retained by the Government are actually essential.

L. A. Radio Tax Plan

A BUSINESS license fee amounting to $100 a quarter, on $15,000 or less of the gross revenue of broadcasting stations, has been recommended to the Los Angeles City Council. Proposal was made in a resolution submitted by Councilman Roy Hampton and referred to the Ways & Means Committee. Hampton proposed preparation of an ordinance setting up that schedule, plus $1 for each $1,000 additional gross revenue.

JACK HOLDEN, staff announcer of WLS, Chicago recently celebrated his tenth anniversary as announcer on the *National Barn Dance*, sponsored on NBC by Miles Labs., Elkhart, Ind.

FCC Probe Staff

(*Cont'd from page 11*)

ney for the U. S. Attorney's office in Detroit during the last five years of his work there, mostly during the prohibition era.

A suite of rooms in the old House Office Building has been assigned Mr. Garey and his staff. Among others, it is expected John Wesley Weeks, of Georgia, former principal attorney in the FCC's broadcast section, will assist the New Yorker.

No word whatever has been forthcoming from any FCC source regarding the inquiry. Chairman Fly refrained from any comment at his news conference last Monday. In some quarters it was reported that staff members had been instructed not to discuss the inquiry.

It was entirely possible that before the specialized Cox inquiry into the FCC gets under way, that agency will be called before one of several Congressional committees on other aspects of its operations. Decision was announced last Wednesday by the House Military Affairs Subcommittee that a staff of investigators immediately would commence its study of draft deferments in Government agencies.

Deferments Questioned

The fact that the FCC has procured deferments for 442 employes caused considerable debate on the House floor in connection with consideration of the FCC's appropriation [BROADCASTING, Feb. 22]. Rep. Cox then declared it was "common gossip all over town that there is a higher percentage of draft-dodgers as a result of the request of the departments in the Communications Commission than in any other department of the Government."

The Select Smith Committee to investigate so-called "bureaucracy" in Governmental agencies also has announced its intention of looking into FCC operations. This Committee was given an initial $60,000 fund by the House last Thursday. This week it is expected to name counsel and a prominent New England attorney is mentioned as the likely selection.

The Dies Committee, which was given another $75,000 appropriation a fortnight ago, has announced its intention of investigating three members of the FCC's Foreign Broadcast Intelligence Service. An appropriation of $100,000 has been established for the House Appropriations Committee to conduct its own investigation of fiscal operations and needs of all Governmental agencies.

The FCC appropriation of $7,609,000 approved by the House Feb. 17 represented a cut of $480,000 from budget estimates. The Senate Appropriations Committee is expected to hear the FCC on the same appropriation within a fortnight.

House Group Will Hear Dies-Accused FCC Trio

AMONG the 39 Government employes accused of purported Communist-front affiliations by Rep. Dies (D.-Tex.), there are three Federal Communications Commission employes who will have an opportunity to reply to the charges before a House Appropriations subcommittee presided over by Rep. John H. Kerr, (D.-N. C.).

The FCC employes, William Dodd, Frederick Shuman and Goodwin Watson, are expected to be heard this week, although testimony likely will not be available until the closed hearings have been completed. Mr. Dodd is the son of the late Dr. William E. Dodd, former ambassador to Germany.

AGENCY Appointments

MEIERS Co., Appleton, Wis. (Ad-A-Da vitamin capsules), to Cramer-Krasselt Co., Milwaukee. Radio will be used.

SHELDON Inc., Chicago (furriers), to A. N. Baker Adv. Agency, Chicago. Newspapers, magazines and radio will be used.

BAUER & BLACK, Chicago (surgical dressings, elastic goods), to Henri, Hurst & McDonald, Chicago.

H. J. HEINZ Co., Pittsburgh (distributor for Cooperative Olive Products Assn., Call-Crest), to BBDO, Los Angeles.

MacMILLAN PETROLEUM Corp., Los Angeles (Ring-Free motor oil), to Logan & Arnold, that city. Radio, with other media, planned in selected markets.

CONSOLIDATED DRUG Trade Products, Chicago, to Calkins & Holden, Chicago.

NCAC SELLS

"I Love A Mystery"

A CARLTON E. MORSE THRILLER

PROCTER & GAMBLE • CBS

Beginning March 22, 1943

FIVE TIMES WEEKLY

MORE NCAC SALES

John Charles Thomas—Westinghouse Hour

"Basin Street"—The Roxy Theatre, N. Y. City

Leatrice Joy Gilbert—Metro-Goldwyn-Mayer Pictures

Dave Mallen—Ten Weeks at Radio City Music Hall

NOW AVAILABLE

THE FAMOUS GISH SISTERS

Radio's Newest Feature Program

NCAC SELLS TALENT AND PROGRAMS IN ALL FIELDS OF ENTERTAINMENT.

SPECIALISTS IN PROGRAMS COMMEMORATING "E" AWARDS

NATIONAL CONCERT AND ARTISTS CORPORATION

711 Fifth Avenue, N. Y. C.

CHICAGO • HOLLYWOOD • SAN FRANCISCO

WDRC
CONNECTICUT'S PIONEER BROADCASTER
THE MOST . . . FOR THE LEAST
As Basic CBS for Connecticut, WDRC gives you a top-flight program schedule for your spot announcements . . . and the same low rate enjoyed by local advertisers. You can't miss with this combination!
CBS

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Al. Bland
the popular comedian in "morn patrol"


We have the peak soil conductivity in the U. S. —plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!
WIBW The Voice of Kansas in TOPEKA

Algerian Circuits Granted to Mackay

Networks, Press Associations Said to Plan Protests

THE FCC's grant of a direct radio circuit to Algeria to Mackay Radio & Telegraph Co. will undoubtedly mean a shift to that company by the networks in their programs from North Africa which have previously been carried over RCA Communications channels.

It was understood, however, that the networks are considering protests to the FCC over the transfer of program service from RCAC. Press associations, it is reported, likewise may intervene.

Under the Commission authorization of an exclusive circuit to Mackay Radio, which was dictated for military reasons, that company was ordered by the FCC to establish broadcast channels daily between the United States and Algeria. Mackay Radio is to handle broadcast programs daily from 1200 to 1400 GMT and from 2130 to 2330 GMT from Algeria to the United States.

RCA Communications had inaugurated broadcast program service from North Africa for American networks shortly after the invasion by Gen. Eisenhower's troops. These programs have been carried daily from Algeria and frequently on *The Army Hour* program Sunday over the RCAC link. Press Wireless which has been handling Mutual pickups, also had its application denied to set up the service with Algeria.

RCA Communications was granted an authorization by the FCC Feb. 23 to establish a direct circuit to Dakar, which could be used for network programs from the West African point.

Levey Heads Scophony

ARTHUR LEVEY, a founder, director and major stockholder in Scophony Ltd., British television company, has been signed to a five-year contract to serve as president and general manager of Scophony Corp. of America. Mr. Levey recently established the new company in New York in association with General Precision Equipment Corp. and Television Productions Inc. a subsidiary of Paramount Pictures, which also is a stockholder in Allen B. Du Mont Labs., producers of television equipment and operators of an experimental sight-and-sound station, W2XWV, New York.

RCA Industrial Ads

AN ADVERTISING campaign for electronic tubes, themed "do it electronically," has been placed with 18 specialized trade publications by RCA. The ads are designed to reach all industrial users of electronic tubes, jobbers, engineers, and others affected by tube development. RCA explains "we must do a constructive selling job now because, although electronic tubes are important today in the war effort, they are also one of the most important products for the future."



CLYDE J. WHITE, senior supervisor of the engineering department of WGN, Chicago, has been commissioned a lieutenant in the U. S. Naval Reserve and reported for duty on Feb. 25. Robert Sibold, assistant supervisor, has been named to replace Lt. White. Robert Baird, of the engineering staff, has succeeded Mr. Sibold.

JAMES MATTLEY, new to radio, has joined KERN, Bakersfield, Cal., as technician. He replaces Ken Taylor, now with the radio division of Lockheed Aircraft Corp., Burbank, Cal.

W. R. NICHOLS, chief operator and resident engineer of KINY, Juneau, Alaska, has resigned to accept appointment as supervisor of the Alaska Aeronautics and Communications Commission.

MRS. S. E. ADCOCK has obtained an operator's license after completion of the ESMWT course at the U. of Tennessee and is serving on the engineering staff of WROL, Knoxville, Tenn.

TONY VACCARO, former first engineer of WHEB, Portsmouth, N. H., recently inducted into the Army, has been assigned to the Air Forces and stationed at Miami Beach.

BYRON STRONG, of the engineering staff of WSAV, Savannah, has been appointed resident transmitter engineer.

JOE KAY, engineer of NBC Hollywood, has been made a field supervisor. He succeeds M. S. Adams, who recently resigned to join the Marines. Harold R. Platt, engineer of KPO, San Francisco, has taken over Kay's duties.

JIM MURPHY, sound effects engineer of CBS Hollywood, has been inducted into the Army Air Forces and is training at Santa Ana, Cal.

HALDMAN MARCH has joined the engineering department of WIBG, Philadelphia.

ROBERT L. RUSSELL, formerly with the legal section of the Chicago Signal Corps Depot and at one time with General Motors and Chrysler in an executive capacity, has joined the Hallicrafters Co., Chicago (amateur radio receiving sets), as administrative assistant. Cletus Wiot, who has served in several divisions of Hallicrafters, has been appointed manager of Government Contract Section.

HAROLD D. PAGE, former transmitter engineer of WAOV, Vincennes, Ind., recently completed the Pre-Radar course at Ohio State U. and is now in a Signal Corps school in Philadelphia.

Minnesota Stations Air Speaking Contest Finals

MORE than 500 boys and girls, representing 64 countries, participated in a public speaking contest on *What The Four Freedoms Mean to Me*, completed last week with a broadcast over WCCO, KSTP, Minneapolis-St. Paul; WEBC and KDAL, Duluth; WMFG, Hibbing; WHLB, Virginia; KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud.

Contest, sponsored by the Agriculture Extension Service of the U. of Minnesota and the Minnesota Jewish Council, was open to 40,000 members of 4-H Clubs and Older Rural Youth groups. All Minnesota stations, and KSOO, Sioux Falls, S. D., broadcast first and second eliminations.

CBC Relay Units Assure Coverage

20-Watt Transmitters Are Used To Reach Isolated Areas

LOW-POWERED relay transmitters are being used effectively by the Canadian Broadcasting Corp. to provide adequate radio reception to isolated communities in the mountainous areas of Western Canada. Ten such 20-watt transmitters are in operation in British Columbia and one in Edmunston, N. B., with plans underway to extend the service to all isolated communities on the CBC 3,000-mile network system, according to Gordon W. Olive, chief engineer.

Wire Lines Used

When Revelstoke, B. C., was deprived of radio in the fall of 1940, with suspension of its only station, a 20-watt relay transmitter was installed in the railway telegraph repeater station. All programs routed through the repeater office were fed to the transmitter.

CBC field engineers ascertained that railway telegraph circuits acted as carriers for the radio frequency signal and that persons living up to 18 miles distant from Revelstoke reported good reception. Soon other relay transmitters were installed and inhabitants of remote areas were given their first contact with world events.

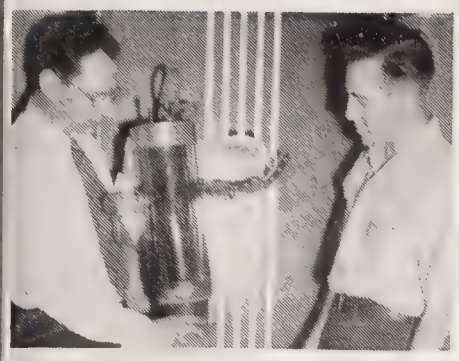
Call letters and frequencies of the relay transmitters in British Columbia are:

CBRA Revelstoke, 560 kc.; CBRG Prince George, 900 kc.; CBRW Wells, 940 kc.; CBRL Williams Lake, 730 kc.; CBRQ Quesnel, 800 kc.; CBRN North Bend, 800 kc.; CBRK Kimberley, 900 kc.; CBRF Fernie, 940 kc.; CBRR Cranbrook, 1340 kc.; CBRM Creston 730 kc.

RADIO MARINE Corp. of America has been awarded the Maritime "M" Pennant and the Victory Fleet Flag. Official presentation will take place March 20.

Versatile Cleric

LOSS of an announcer-engineer at WBRW, Welch, W. Va., ordinarily would have created a serious problem, but the Rev. Robert Alfred Godfrey, pastor of the First Baptist Church of Iaeger, W. Va., saved the day. The Reverend Bob, as he is known, has his own program *Sermon Echoes* at 3:45 p.m. daily on WBRW. When the station lost the announcer-engineer, the Rev. Bob passed an examination for operator, then took 4½ hours daily as announcer and engineer, working six days a week. In addition to preaching and filling in at WBRW, the young minister is Civilian Defense Commander for Iaeger and does a weekly half-hour program in behalf of War Bonds. On the air he calls himself Alfred Godfrey.



THIS 100 KW. TUBE (type 862), ran for 23,500 hours, more than three years, at WWL, New Orleans. Emphasizing care in equipment maintenance are L. E. N. du-Treil (left), WWL transmitter supervisor, and Joseph E. Gros, engineer in charge of tubes.

Madden Joins RCA

EMMET N. MADDEN, formerly manager of the Frigidaire and Household Appliance Division of General Motors overseas operations has joined the RCA Victor Division of the Radio Corp. of America, as manager of the overseas subsidiary and affiliated company operations, according to an announcement last week by J. D. Cook, managing director of the International department. The appointment, Mr. Cook said, was in line with RCA's postwar planning activities, looking forward to the reopening of world markets when the war is over.

RCA Tube Advice

FIVE rules to prolong the life of electronic tubes are explained in "Tips on Making Transmitting Tubes Last Longer", booklet being distributed by RCA Commercial Engineering Section, Harrison, N. J. RCA says tubes operated at maximum voltage capacity wear out sooner, and gives detailed instructions for the right method of putting tubes into operation by a slow start.

PHILIP LIVINGSTON THOMSON, pioneer in the use of industrial institutional advertising, recently completed his 40th year with Western Electric, where he is director of public relations. Mr. Thomson went to W-E in 1903 as a $10 a week clerk, rose to advertising manager within eight years, and has continued to direct the company's advertising ever since.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE · FOR DEFENSE
BUY U.S. BONDS TODAY

W6XYZ TELEVISION OPERATIONS BEGIN

WITH FCC special authority, television station W6XYZ, Hollywood, owned and operated by Television Productions Inc., a subsidiary of Paramount Pictures Inc., began experimental program operations recently, in charge of Klaus Landsberg, director of television.

Station transmits on 100 watts video and 200 watts audio, on television channel No. 4, with picture carrier frequency of 79.25 megacycles and sound carrier frequency of 83.75 megacycles. FCC construction permit to Television Productions Inc., was granted Aug. 5, 1940. Du Mont cameras and transmitting equipment augment several custom-built units designed and constructed under direction of Mr. Landsberg for W6XYZ. Station is also using a special experimental antenna system.

Mr. Landsberg, who joined Television Productions Inc., in August 1941 as chief engineer, was named director of television a year later. Previously he had been affiliated with Farnsworth Television Inc., Philadelphia; NBC New York, and the Allen B. Du Mont Labs., Passaic, N. Y. Associated with him in W6XYZ are Adeline Jay, technical assistant and stage manager; H. A. Strothers, transmitter operator; Eugene F. Hagemeyer, studio operator, and Rita J. Williams, sound operator.

To conserve equipment, no heavy program schedule is planned, according to Mr. Landsberg. Activity will be almost entirely confined to Civilian Defense, with two programs weekly, in which civilian defense workers will receive instruction in the use of emergency equipment via television. Receiver sets have been installed in Hollywood police stations by Television Productions Inc., augmenting some 200 receivers in private homes.

With addition of the twice-weekly program on W6XYZ, the Los Angeles City Defense Council is conducting an education campaign through 12-weekly broadcasts on 10 stations, Joe Micciche, Council radio relations director, disclosed. Programs include *Fire Defense* on KMTR and KGFJ, Los Angeles; *Mr. and Mrs.*, informal interview, and a weekly information series on KFWB, Hollywood; *Woman's Journal* on KPAS, Pasadena; *Soldiers in Mufti* on KNX, Hollywood; *Victory Volunteers* on KFAC and KRKD, Los Angeles; *Civilian Defense in Action* on KFI, Los Angeles, and *War at Home* on KMPC, Beverly Hills.

Canned Radio

CODE and theory are not essential to the operator of a new 23-pound portable radio transmitter recently developed by the Army Signal Corps. Waterproof, and attached to a parachute, the set is powered by a hand-cranked generator and sends an SOS recorded on a disc within. Signal covers 25 miles under any conditions, will reach 500 miles on favorable nights.

WOMEN TAKE OVER

Mother of 7 Among Feminine Engineers at CBC

HAVING LOST 40 engineers to military service and with others about to be called, the Canadian Broadcasting Corp. is solving its manpower shortage with women operators.

Already on the job at CBF, Montreal, is Mrs. Germaine L. Dandois, mother of seven children. Following the recent death of her husband, Pierre Dandois, operator of CBF, Mrs. Dandois stepped into the job. She formerly assisted Mr. Dandois when he operated the amateur station CHNC, New Carlisle, Que.

Another woman now doing full-time duty is Joan Annand, daughter of James Annand, former manager of CFRC, Kingston, Ont., and CKTB, St. Catherines, Ont. Miss Annand is on duty at CBL and CBY, Toronto. She formerly operated at CFRC and CKTB.

Edna Little, formerly of CBR, Vancouver, and one-time music library clerk for CBC Toronto, now is a studio operator in Toronto. Mary Muir, who joined CBC Toronto as PBX operator, is being trained for a studio operator's post at CBL and CBY.

Women operators at CBC studios work 44 hours weekly and are doing efficient work, officials report. As military needs drain manpower more women will be trained to take over while the men are in service.

WADE BARNES and Donald Heyworth, announcers of WCAU, Philadelphia, are collaborating on a play, *More Than You Know.*

ROAD TO RADIO RESULTS
Ask JOHN BLAIR
TO OVER 1,000,000 RADIO LISTENERS IN WEST VIRGINIA, PENNSYLVANIA, MARYLAND AND OHIO
A FORT INDUSTRY STATION
If it's a Fort Industry Station You can Bank on it!
WMMN
5-KW DAY 1-KW NIGHT
FAIRMONT, W.VA.

THAT MOUSETRAP STORY

THAT old mousetrap story may be all right for the man who can afford to sit around and *wait*. But if you want to keep out of the red and keep your employees out of the breadlines, your change-over to peacetime operations will have to be done *quickly*.

And that quick change-over means a market, ready—*waiting for you!* Keep your customers waiting for you by giving them something they value—radio entertainment—to remember you by.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB

Newspapers are Spared Second Paper Reduction

A REPRIEVE for newspapers expecting their second paper cut of the year on April 1 was announced by WPB last week, after the Canadian Wood & Pulp Administration reported that an open winter and extraordinary efforts had resutled in improved pulp supplies.

Newspapers had already absorbed a 10% reduction on Jan. 1. Despite postponement of a second cut, WPB officials warned that curtailment orders remain in effect, and urged continued efforts to save paper. At the suggestion of its Newspaper Advisory Committee, WPB is adopting a graduated scale formula as means of putting future reductions in effect. The postponement of a slash for newspapers does not affect the presumptive second curtailment April 1 of coated stock supplies for magazines, a WPB official pointed out.

Ceiling on Quartz

CEILING prices on Brazilian quartz crystals, used in radio transmitters and receivers, are being prepared to safeguard the supply of the material, OPA said last week. Ceilings based on the Brazilian government table of values for quartz will be announced, OPA said, after importers are consulted on pricing and grading methods.

JACK SOELL, of the KXOK, St. Louis, sales staff, has written another popular tune, "So Tired", which is being heard more and more often over the networks.



NO GAS, BUT WPDQ, Jacksonville, salesmen go to town in this buggy, used to service all accounts on the station. Ready for a jaunt are (l to r): Frank Taylor, business manager; Bob Feagin, general manager; Marshall Earle, Ann Rudolph and Jerry Wiggley, salesmen. Originally planned as a promotion stunt, the buggy has proved so serviceable that the salesmen fight to use it. And besides they like to shout "Giddap".

Disc Ban May Go to FDR

(*Continued from page 9*)

and the obvious prerequisite of enabling legislation, were raised.

"Certainly membership in an organization should not entitle a member to special privileges from an industry which does not employ him but happens to employ some of his fellow members," said the letter. It was suggested that until such time as AFM procured "Congressional authorization" for the plan, which he himself had termed "absolutely new" that "you permit your members to return to work immediately and produce phonograph records and transcriptions which are sorely needed for both civilian and military morale.

Private Tax Questioned

AFM was told that 80% of all records sold were for use in private homes and that their manufacture had increased employment of musicians. The royalty proposal, it was pointed out, would ultimately place the tax on the public which buys records for home use and is in no way responsible for whatever employment may exist.

Serious question also has been raised about the legality of a private unemployment tax which, if authorized in the case of union musicians, might spread throughout the field of organized labor. The letter to AFM pointed out that the Government has provided taxes for employment relief and that "a second tax for a new private system aimed at the same relief seems wholly unjustified".

Meanwhile, the Federal District Court in Chicago last Tuesday authorized a 20-day extension for AFM, or until March 29, for the filing of its reply to the Dept. of Justice amended complaint in the second anti-trust suit against the union. Judge John P. Barnes, who granted the extension, two weeks ago ordered the case to trial on the basis that the Government complaint raised issues not ruled upon in the earlier case which was dismissed by him last Oct. 12 as a "labor dispute". The new contentions related to the probable demise of many small broadcasting stations deprived of recordings as a result of the Aug. 1 ban.

The anticipated entry of a CIO musicians union into the recording field has not materialized and whether it will at all seems doubtful. Studio Record Co., New York, which in January circularized stations with an offer to supply them with records of new tunes played by CIO bands on a regular basis but which had not started operations pending the outcome of the negotiations between the AFM and the recording companies, stated last week it had abandoned its plans for the present, at least, because of the shortage of shellac.



"It's most as good as WFDF Flint Michigan!"

AFRA Pact Talk With Nets Starts

Negotiations Concern Union's Commercial and Disc Codes

NEGOTIATIONS between American Federation of Radio Artists and signatories of the union's commercial and transcription codes are expected to get under way early this week. Both sets of negotiations are also expected to be concluded in short order, as AFRA has proposed no changes in the present contracts except increases in the minimum scale in conformity with cost of living increases since the contracts were first agreed on and their extension for another year, as was done in the case of the AFRA sustaining code.

Seeks Higher Scale

AFRA is asking for a 19% increase in the commercial minimums, based on cost of living increases between Dec. 15, 1940 and Dec. 15, 1942. Although advertising agencies are intimately concerned, they have never signed the code, but gave letters to the network carrying their programs that they would abide by its provisions, the networks and package show producers actually signing the union contracts. In negotiations, it is understood that the same procedure will be followed as before. A committee of agency radio executives will be invited to sit in on the discussion as "observers."

A. K. Spencer, radio executive of J. Walter Thompson Co. and chairman of the AAAA committee on radio broadcasting, said that the agency group will include agencies which are not AAAA members as well as those that are. Membership was not completed last week, but will as far as possible include men who were in on previous negotiations, he said.

Agency and network representatives held a preliminary meeting at AAAA headquarters in New York last Tuesday, when the past operation of the code and the new proposals were generally discussed. A similar meeting was also held last week by representatives of transcription companies who received AFRA's request for a 10 per cent increase in the minimum transcription scale, based on the rise in the cost of living between Dec. 15, 1941 and the same date of 1942. After a brief general discussion, the members of this group also agreed to meet with AFRA.

OWI Disc Sponsors

INSTITUTIONAL advertising of patriotic transcriptions titled *Uncle Sam* and issued by the Office of War Information has been started on WGL, Fort Wayne, Fridays at 6:30 p.m. by Farnsworth Television & Radio Corp., Joslyn Mfg. Co., S. F. Bowser & Co., Tokheim Oil Tank & Pump Co., and Wayne Pump Co., all of that city.

Larvex Spots

ZONITE Co., New York, with a 97% sales increase in 1942 for its Larvex mothproofing agent, will enlarge its 1943 advertising appropriation by 39%. Drive will start in April, comprising a spot campaign on 54 stations in addition to the use of an expanded list of newspapers and national magazines. Zonite has used limited spot radio in the past for Larvex. McCann-Erickson, New York, is agency.

Kobak to Revamp Blue Day Schedule

Will Vary Programs to Draw Non-Serial Listeners

PLANS are under way for reprogramming the entire daytime structure of the BLUE, Edward Kobak, BLUE executive vice-president, told a news conference in Chicago last Tuesday.



Mr. Kobak

"As a result of an independent survey of 5,000 calls in 100 cities recently made for us, we have assembled some vital information on daytime listening habits," he said. "We have come to the conclusion that the daytime serial, an elemental form of daytime programming, will retain its tremendous audience but there is also an equally as large, if not larger, audience that does not listen to daytime serials all day long. We intend to go after that audience.

"The Morton Downey program sponsored by Coca-Cola, Baby Institute, Mystery Chef, and True Story —all Monday through Friday programs, are part of the plan to capture a large part of the daytime audience.

"The BLUE is still on the block", Mr. Kobak said, "but there is little likelihood of action until the Supreme Court decision on the FCC network regulations. Both Mr. Woods (BLUE president) and myself plan to stay with the network after it is sold."

Leeming Reply Charges FTC Strains Ad Claims

INCORRECT, artificial and strained interpretation of advertising for Baume Bengue is alleged in the reply filed last week by Thomas Leeming & Co., New York, to a Federal Trade Commission complaint charging that radio and other advertising misrepresented the therapeutic value of the preparation.

The firm said that FTC, in issuing a complaint against the advertising, violated a stipulation signed in 1937 and that the Commission's interpretation and construction of the material did not accurately reflect its content.

Now Maj. Rorke

CAPT. HAL B. RORKE, recently named assistant to Col. William Nuckols, assistant to the director, War Dept. Bureau of Public Relations, for Army Air Forces, has been elevated to major of Army Air Forces. He recently was transferred from the War Dept. Radio Branch. Before entering the service Maj. Rorke was assistant publicity director of CBS New York and head of CBS West Coast publicity.



Official U. S. Navy Photograph

WAVES OF LOVE on WJAX, Jacksonville. Here's Eloise M. Cole, seaman 2d class, who has just finished a course in radio communication at the WAVES Radio School, U. of Wisconsin, and is now on duty at the Naval Air Station in Jacksonville, interviewed by her husband, Harry A. Cole, in charge, WJAX studio operations.

RADIO HELPS KEEP HIGH ARMY SPIRIT

RADIO is an important contributing factor to the high Army spirit throughout the world, according to Brig. Gen. Frederick H. Osborn, chief of the Army's Special Service Division.

Speaking on the *March of Time* (NBC, 10:30-11 p.m.) last Thursday Gen. Osborn declared "wherever our fighting men may be, they hear by radio the programs they used to hear back home and programs specially built only for them . . . These are the men's own shows, tailor-made for the fighting men of the United Nations. No commercial program could ever hope to corral for any series of broadcasts the talent appearing on such weekly Army programs as *Mail Call* or *Command Performance.*"

"The stars are only too glad to contribute their talents for these and dozens of other Army programs." Gen. Osborn mentioned *Melody Roundup, Personal Album, Yarns for Yanks, Frontline Theatre, Song Sheet, Jubilee, We Who Fight* and *Music for Sunday,* all Army-produced for overseas consumption.

"News programs are always high in the fighting man's interest," he said. "Good news is encouragement and bad news a challenge." Gen. Osborn said portable playback equipment is used to play transcriptions for men in remote spots. Records are flown to all corners of the globe by the Army Ferrying Command and air express.

"To the millions of America's fighting men, ideas are ammunition," said Gen. Osborn. "And thanks to radio, we can give them the greatest idea of all: That wherever they may go to fight for this country, they are still and always part of the United States of America."

BERNARD ESTES director of news, special events, publicity and war programs of WINS, New York, resigns from the station with the expiration of his contract March 26.

Clinic on Programs Is Held by Mutual

Seven-Point Plan Is Subject Of Meeting in New York

A SEVEN-POINT recommendation plan to improve Mutual's services to listeners and advertisers was the main subject under discussion at the first MBS program clinic, held Feb. 22 and 25 at the Hotel Ambassador, New York.

Mutual executives, program managers and officials of key Mutual stations attended the meetings on those two days, separating the sessions so that program officials could attend the BMI industry music meetings on Feb. 23 and 24.

Daytime Plan

The seven recommendations offered those attending the clinic, details of which are not yet ready for announcement, covered a new daytime structure which will be submitted to the Mutual board of directors at its next meeting; plan to cut the news bulletin broadcast at frequent intervals during the day from two minutes to one minute in length; plan to hold meetings similar to last week's every three months; a recommendation that special events be cleared on a prompter basis.

General discussions also were held on overseas coverage by Mutual; of the new Censorship Code with Eugene Carr of the Office of Censorship, and of the operations of the OWI with Merritt Barnum and Jack Van Nostrand of the OWI.

Miller McClintock, president of Mutual, opened the sessions Monday. Adolph Opfinger, Mutual program manager, presided at all meetings. Present were Julius F. Seebach, WOR, New York; Frank Schreiber, Myrtle Goulet, WGN, Chicago; Clifton Daniel, Leonard Kapner, WCAE, Pittsburgh; Ed Wallis, Benedict Gimbel Jr., WIP, Philadelphia; Herbert Rice, WGR, Buffalo; George Steffy, Yankee Network; Van Newkirk, Don Lee Network; Theodore Campeau, CKLW, Windsor-Detroit; Madeline Ensign, WOL, Washington; Herman Fast, WKRC, Cincinnati; C. M. Hunter, WHK, Cleveland; Bert Hanauer, WFBR, Baltimore, and Mutual officials, Tom Slater, Hal Wagner, Lester Gottlieb, James Mahoney, Andrew Poole, Fred Weber and Dave Driscoll.

Dress Firm on WOR

WITH commercials stressing restricted buying of dresses, McKettrick Williams Inc., New York, moderate priced dress firm, has started participation on Bessie Beatty's program on WOR, New York, the station's first dress account, and McKettrick's first venture into radio. Since Miss Beatty has been urging listeners not to buy new clothes, McKettrick's conservation pleas will be in line with the rest of the program.

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER Inc.
Blue Network
Headley-Reed, Rep.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.
Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

LEADING THE WAY TO RESULTS
IN ST. LOUIS, MO.
KXOK
630 KC. 5000 WATTS
Day and Night • Blue Network

Consistently

Better

Service

—To our clients

$$$ WTOC $$$

Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY



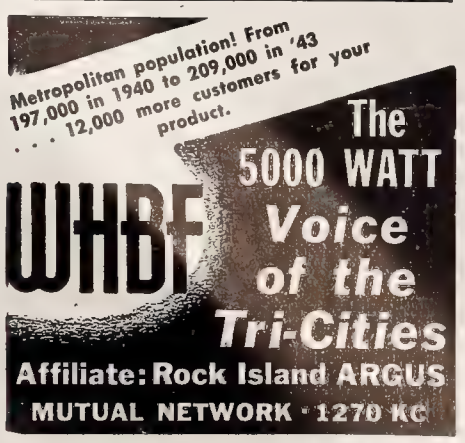
KFQD

ANCHORAGE

Alaska

- Alaska's Oldest Station
- Still doing a swell job
- Always appreciative of Accounts
- Hdqtrs. Alaska Armed Forces

790 KC



Treasury's Newspaper Ad Suggestion Draws More Protests By Local Stations

THE TREASURY'S recent letter to broadcasters, suggesting that they place in local newspapers a fullpage advertisement of an enclosed mat to boost War Bond sales, has provoked protests from station officials.

Following publication in the Feb. 15 issue of BROADCASTING of a reply sent by Morgan Saxton, general manager, KROS, Clinton, Ia., to Vincent Callahan, director of radio and press of the Treasury War Savings Staff, other broadcasters have replied in a similar vein.

Newspapers Favored

Bert Georges, general manager of WHEB, Portsmouth, N. H., and Chet L. Gonce, manager of KWEW, Hobbs, N. M., joined Mr. Saxton in offering the Government all the free time necessary in the war effort. Both, however, drew the line on buying page ads in local newspapers, particularly in view of curtailed radio revenue and the struggle small stations have encountered because of the war.

Enclosing a clipping from a local newspaper, Mr. Georges wrote Mr. Callahan: "I should like to point out that the Treasury Dept. has lent their endorsement to the local merchants for this type of advertising, and as a result the local newspaper has taken advantage to the extent that they are actually making a profit greater than the normal cost of the page at a maximum discount rate."

Mr. Gonce wrote, with reference to the Treasury mat: "I have had many requests from Government agencies for free radio time and have granted them all. However, this request is a little too much for me. Here at KWEW we give the many Government agencies an average of around 24 hours of actual broadcast time per month which, if paid for at regular published rates, would amount to more than our present gross income."

Both Mr. Georges and Mr. Gonce called attention of Mr. Callahan to the acute manpower shortage. Mr. Gonce said KWEW probably would be off the air now had not his last operator with a first-class license been rejected by the Army.

Hidden Clause Found As Court Upholds Suit Of KOTN in Fire Loss

SUSTAINING a lower court's decision, the Arkansas Supreme Court recently awarded damages of $3,531 to the Universal Broadcasting Corp., operator of KOTN, Pine Bluff, Ark., against the United States Fire Ins. Co. as a result of fire in the station's transmitter plant Oct. 15, 1941.

According to B. J. Parrish, station general manager, the insurance company refused settlement on the grounds that the KOTN policy contained the "electrical exemption" clause, which provided the insurance company would not be liable for loss or damage caused by electrical currents, whether artificial or natural. The fire in question originated in a cabinet and was burning when discovered.

The Arkansas Supreme Court held there was no evidence to prove the insurance company's claim that the blaze was caused by a short circuit or other electrical disturbance. Mr. Parrish pointed out that in Arkansas the burden of proof as to origin of a fire is upon the insurance company while in some other states the insured must prove origin.

Declaring that KOTN had interpreted the electrical exemption "hidden" clause to cover normal burning out of dynamos, motors, coils, tubes and other devices, Mr. Parrish said:

"Many station owners no doubt interpret similar clauses in the same manner. It might be well for every broadcaster to read his fire insurance policies and be sure they cover the things he thinks they do. It may be possible to lose an entire transmitter with no chance of collecting damages because of that little clause."

Studio Notes

TO CORRELATE operations of its program and sales departments, Don Lee Broadcasting System, Hollywood, in mid-February created a new commercial program department, according to Sydney Gaynor, general sales manager. Under direction of John A. Stewart, the new department is designed to offer better program service and wider variety of shows to advertisers.

VICTOR HUGO-VIDAL has started a series of thrice-weekly commentaries for Latin America over shortwave stations WCRC WCDA WRUL WLWO WRX in cooperation with the Office of Coordinator of Inter-American Affairs. Hugo-Vidal also directs and produces for the CIAA the Spanish and Portugese shortwave versions of Robert L. Ripley's *Believe It Or Not*, and *Tributo A Los Heroes*.

SAMUEL WOODWORTH, general manager of WFBL, Syracuse, N. Y., founded the station in 1922 while sales manager of the new radio department of the Westinghouse Co. in Syracuse. Finding that static ruined most of his receiver sales, Mr. Woodworth overcame the difficulty by building a 100 w. transmitter in the basement of his home. Twenty first anniversary of WFBL was celebrated last week.

PRESIDENTS OR DEANS of eight Michigan church colleges are speakers in a series started recently by WJR, Detroit, 1:30 p.m. Saturdays.

BING CROSBY donated his time on a broadcast of *Ships Ahoy*, KPO program to secure more shipyard workers in the bay area, when he was recently in San Francisco.

CBR, Vancouver, has started a radio workshop with seven weeks of weekly lectures and instructions to 25 high school students sponsored by the British Columbia Dept. of Education. Each session provides a lecture on some phase of radio work and practical instruction over the microphone consisting of talks, announcing, newscasting and dramatic work. The series is in charge of Ken Caple, BBR director of school broadcasts, and microphone work comes under John Barnes, CBR producer.

Meet the LADIES



ESTHER VAN WAGONER TUFTY

NOT a "woman's program" but the news as reported by a woman. That's the way Esther Van Wagoner Tufty describes her *Headlines from Washington* broadcast over the Atlantic Coast Network from WWDC, Washington, 12:45-1 p.m. Monday through Saturday, sponsored by Plough Inc. for St. Joseph's Aspirin.

An outstanding correspondent, Mrs. Tufty heads her own news bureau and is one of the few women privileged to attend President Roosevelt's news conferences. She contributes feature articles to the North American Newspaper Alliance, Transradio Press, *Newsweek* and the Central Press Assn. She also is associate editor of the magazine, *She*.

As president of the Women's National Press Club last year she was hostess to such visiting celebrities as the King of Greece and the Duke and Duchess of Windsor.

At the invitation of the Ministry of Information she recently completed a six-weeks mission to England where she talked, wrote and broadcast in the target zones.

For seven years Mrs. Tufty has been a Washington correspondent, but has retained interest in her home state of Michigan where her brother, Murray D. Van Wagoner recently retired as governor. She is married to Harold Guilford Tufty, power consultant to Secretary of the Interior Harold Ickes, and has two sons, Harold Jr., a student at the University of Virginia, and James, a student at the Sanford Preparatory School.

Symphony Programs

ARTURO TOSCANINI, NBC conductor, will conduct the NBC Symphony Orchestra in a non-broadcast concert for the USO Camp Shows Inc., at the Naval Air Station, Lakehurst, N. J., March 17. The New York Philharmonic, regularly heard on CBS, presented a program under the direction of John Barbirolli at Fort Monmouth, N. J. Feb. 15, and the Boston Symphony, currently on BLUE, has volunteered its services to USO for a series of performances for the armed forces.

FOOD RATIONING HELPS RADIO

Advertisers Buy Time To Bring Government Messages, Preserve Brand Names

LAST MONTH H. J. Heinz Co. and The Great Atlantic & Pacific Tea Co. returned to the air after absences of several years, sponsoring network programs devoted not to selling food products but to instructing the public in food buying under present day restrictions. The Council on Candy As Food in Wartime also started a weekly network talk on rationing. Gerber Products Co. took a coast-to-coast network for a one-time quarter-hour broadcast on the rationing of baby goods.

In addition to these advertisers who are buying time on the air expressly to aid the Government in putting the rationing story across to the American consumer, numerous food companies are devoting time of their regular programs to that end. General Mills, for example, removed the usual program material from its *Hymns of All Churches* and Betty Crocker broadcasts during the week of Feb. 22, substituting interviews with Government spokesmen on rationing.

Plug Brand Names

Paradoxical as it may seem, it is the opinion of many food industry observers that in this year of shortages and rationing, food producers and distributors are better prospects for radio time than ever before. Experienced advertisers who know the necessity of keeping their brand names alive, even when they have no immediate sales problem, the food companies probably more than any other industry group are looking ahead to the postwar days when they will again be competing for the housewife's favor.

No less important is the patriotic aspect of the situation. Food advertisers realize the necessity of getting the public to understand and accept food rationing, to raise Victory Gardens and to can fruits and vegetables at home, to learn about alternate foods to replace those that are now scarce and to keep the family health at wartime par by maintaining a balanced diet.

And they also realize how much more effectively many such messages can be put across in the advertising of a commercial company than by a Government pamphlet or news release.

No Letup Likely

Right now much of the radio time and publication space which food advertisers are donating to Government campaigns is concerned with point rationing. But this does not mean that as soon as the public has become accustomed to buying with ration stamps as well as with money the whole cooperative advertising program will stop.

The nutrition program and the overall task of explaining why foods are short and asking for public cooperation must be carried on continuously. Amateur agriculturists need advice and encouragement in every step of victory gardening, from selection of the piece of ground right up to harvesting. Civilian assistance in farm harvesting must also be recruited and farmers must be guided in the war needs for specific crops.

One of the Best

The food industry has always been one of radio's best customers. Last year, according to the best estimates available, about 22 per cent of the national network revenue came from food advertising, and it is reasonable to presume that the same percentage would hold for national spot as well. If radio salesmen are on the job, 1943 ought to be even better.

Weiland to CAP

JONAS WEILAND, owner of WFTC, Kinston, N. C., has taken a leave of absence to devote full-time as lieutenant in the Civil Air Patrol. He has named Ray Woodard, program director and chief announcer, station manager. Other changes include appointment of Bruce Mayo, formerly of WGTC, Greenville, N. C., as chief engineer. Jennie Ruth George, new to radio, has been named announcer succeeding Ionia Moran, now serving with the USO. Mr. Weiland has piloted his own plane for several years, flying to NAB district meetings and other industry conferences.

Jadassohn in Army

KURT A. JADASSOHN, vice-president of SESAC, associated with the society since its founding, has joined the Army Signal Corps, and Gus Hagenah, of the station relations staff, has resigned. Succeeding Mr. Hagenah is Graham Harris, of BMI and previously conductor of WEAF-WJZ, New York.

FALSE and misleading claims in radio and other advertising are charged in a Federal Trade Commission complaint issued Feb. 17 against Master Labs., Inc., Omaha, compounder of hog and poultry medicinal preparations. (Master Liquid Hog Medicine; One-Shot Hog Wormer; Master Floresine; Master Fluid; Master Liquid Poultry Medicine; Masterol).

Time Shift

(*Continued from page 12*)

many factories are operating on a 24-hour basis. FPC surveys show conclusively, however, that even though the larger plants are operating 24 hours a day, their second and third peak-loads are not as high as the first.

Billing on Local Time

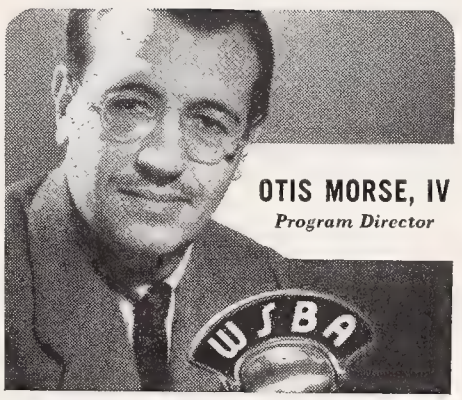
Lost revenue in rebates and new billings as a result of time change will face broadcasters whose operations are moved back an hour to conform to new state laws in Michigan, Ohio and Georgia, it was indicated. The general opinion of the four major networks, expressed to BROADCASTING, was that sponsors would be billed for each station in accordance with the time on which the station operates. That would mean that programs sold under Class A time, 6-7 p.m., would be billed at the afternoon rate.

CBS and the BLUE found certain of their commercial programs affected by the time change. The two CBS programs affected in Georgia, *Blondie* and *News by Frazier Hunt* [BROADCASTING, Feb. 8], will also shift from the original to the repeat broadcast on CBS stations in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds Tobacco Co., *Blondie* is heard 7:30-8 p. m. (EWT), with rebroadcast 10:30-11 p.m. (EWT). Wm Esty & Co., New York, is the Agency. Frazier Hunt, sponsored by General Electric Co., through Maxon Inc., New York, is heard 6-6:15 p.m. (EWT), with repeat at 10:45 p.m. (EWT).

The *Jack Armstrong* program, sponsored on the BLUE by General Mills, through Knox-Reeves, Minneapolis, will be heard at the repeat time of 6:30-6:45 p.m. (EWT) instead of the original broadcast time of 5:30 p.m. on the following BLUE affiliates in Ohio and Michigan which shift to Central War ime: WING, Dayton; WIZE, Springfield; WCOL, Columbus; WJIM, Lansing, and WELL, Battle Creek. These stations will also take two other BLUE programs an hour earlier than previously, thus shifting the cost for their sponsors from an evening to a daytime network rate. Programs are *Captain Midnight*, sponsored by Wander Co., through Blackett - Sample - Hummert, Chicago, at 5:45-6 p.m. (EWT) on the original broadcast, and *Terry and the Pirates*, heard at 6-6:15 p.m. (EWT) under sponsorship of Quaker Oats, through Sherman & Marquette, Chicago.

None of the NBC programs are affected by the measures adopted by the three States, and the network reported its affiliates shifting to central war time in those states to be WCOL, Columbus; WLW, Cincinnati; WOOD, Grand Rapids; WSAM, Saginaw; WWJ, Detroit, and WSB, Atlanta. NBC's second affiliate in Cincinnati, WSAI, is remaining on Eastern War Time, however. Only NBC affiliate not reporting which time it will follow as of last week, was WHIZ, Zanesville, O.

At Mutual, it was reported that six Georgia outlets planned to shift to Central War Time, including WLAG, LaGrange; WGOV, Valdosta; WDAK, West Point; WALB, Albany; WBML, Macon, and WATL, Atlanta. In Michigan, Mutuals member stations WJMS, Ironwood, and WLAV, Grand Rapids, will shift to CWT, and still indefinite last week as to its plans was WHKC, Columbus.



Thousands of buyers in this rich Central Pennsylvania and Northern Maryland market listen to WSBA. It's proved by . . .

THE MAP THAT MAIL BUILT!



The Time to Buy in Central Pennsylvania

WSBA 900
THE "MID-POINT" ON YOUR DIAL
YORK - PENNSYLVANIA
National Representative The Walker Co.

RADIO ADVERTISERS

Cannot Afford to Overlook the Possibilities Offered by the Canadian Maritime Provinces and by Nova Scotia in Particular. This area is served by—

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES
Representatives
WEED & COMPANY

"FOUR YEARS OF SPONSORSHIP"

And audience monopoly over WQAM for

THE SHADOW



Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 20 TO FEBRUARY 26 INCLUSIVE

Decisions . . .

FEBRUARY 20

WGKY, Charleston, W. Va.—Proposed deny without prejudice CP change transmitting equipment, increase power, adopted.

WSON, Henderson, Ky.—Proposed deny without prejudice mod. CP increase power D only, 860 kc., change transmitting equipment, adopted.

FEBRUARY 23

KIDO, Boise, Ida., KORE, Eugene, Ore.—Assignment licenses from Frank L. Hill and Georgia Phillips, executrix of estate of C. G. Phillips, deceased, to Frank L. Hill and Violet G. Hill, d/b as Boise Broadcast Station and Eugene Broadcast Station, respectively.

KWKH, Shreveport, La. — Renewal license, DA-N.

KGNC, Amarillo, Tex.—Hearing change 1440 to 860 kc., change 1000 to 500 w. N.

WEEU, Reading, Pa.—Denied permission operate 7 a.m. to sunrise Jan., Feb., March, 1943.

KGFW, Kearney, Neb.—License renewal to June 1, 1943.

WCAZ, Carthage, Ill.—License renewal to April 1, 1944.

WLOF, Orlando, Fla.—License renewal to Feb. 1, 1945.

KHBG, Okmulgee, Okla.—License renewal to April 1, 1945.

WNBT, New York—License renewal to Feb. 1, 1944.

Temporary license renewals to April 1, 1943—KBST KCMC KCRJ KFMB KGGF KGKL KIEM KPLT KRBC KRLH KVGB KXL WBBZ WBNX WBRW WCBT WEDC WFCI WFTC WHOM WING WJBW WNBZ WOCB WSYB WTEL WTRC.

WRUL, Boston—Renewal international broadcast license.

W47NY, New York—Mod. CP new FM station, extend completion date to Feb. 4, 1943; license to use 44,700 kc., service area 8,500 sq. mi.

W5XAU, Oklahoma City, W9XLA, Denver—Temporary extension licenses to April 1, 1943.

W9XBT, Chicago, W9XUI, Iowa City, Ia.—Temporary extension experimental television broadcast licenses to April 1, 1943.

W2XWE, Albany, N. Y., W9XWT, Louisville, Ky., W8XUM, Columbus, O.—Temporary extension licenses facsimile broadcast stations to April 1, 1943.

FEBRUARY 24

National Broadcasting Co.—Passed for one week hearing on petition rehearing on action granting mod. CP to WJW, Akron, O.

KMTR, Los Angeles—Continued hearing March 1 to April 15, 1943, on renewal license operate 570 kc., 1 kw., unlimited.

WCOP, Boston—Continued hearing March 16 to April 19, 1943, for license renewal.

FEBRUARY 25

WSJS, Winston-Salem, N. C., WKBN, Youngstown, O., KPAS, Pasadena, Cal.—Extend completion date.

WAPI, Birmingham, Ala.—License CP change frequency, increase power, change hours, DA-N.

WALB, Albany, Ga.—Continue hearing Feb. 25 to March 16, 1943.

Tentative Calendar . . .

WBNY, Buffalo, New York—Mod. license 680 kc., 250 w., unlimited (March 3, 1943).



Applications . . .

FEBRUARY 23

KWTO, Springfield, Mo.—Omit request unlimited time.

FEBRUARY 25

KVOS, Bellingham, Wash.—Special Service Authorization operate 790 kc., 250 w., to Feb. 1, 1945. CP extend completion date.

KPQ, Wenatchee, Wash.—Extend special service authorization operate 560 kc., 500 w. N, 1 kw. D, unlimited.

Network Accounts
All time Eastern Wartime unless indicated

New Business

B F. GOODRICH Co., Akron (institutional), on March 15 starts *Joseph C. Harsch*, CBS news analyst, on 116 CBS stations, Mon. thru Fri., 6:55-7 p.m. (various rebroadcast times). Agency: BBDO, N. Y.

P. BALLANTINE & SONS, Newark (beer), on March 8 starts *Three Ring Time* on 45 CBS stations. Mon., 10:30-11 p.m. Agency: J. Walter Thompson Co., N. Y.

McKESSON & ROBBINS, Bridgeport, Conn. (Bexel), on March 2 starts for 52 weeks *William Winter — News Analyst* on 7 CBS Pacific stations (KNX KARM KROY KQW KDGM KOIN KIRO), Tues., Thurs., Sat., 12:30-12:45 p.m. (PWT). Agency: J. D. Tarcher & Co., N Y.

TRIMOUNT CLOTHING Co., Boston (Clipper Craft clothes), on March 28 for 13 weeks, resumes Dorothy Thompson, commentator, on 64 BLUE stations, Sun., 9:45-10 p.m. Agency: Emil Mogul Co., N. Y.

GERBER PRODUCTS Co., Fremont, Mich. (baby foods), on Feb. 28 only sponsors *Baby Food Rationing*, an interview with Mrs. Gerber, on 116 CBS stations, Sun., 1:30-1:45 p.m. Agency: Federal Adv., N. Y.

Renewal Accounts

COCA COLA Co., Atlanta, on March 22 renews for 26 weeks *Victory Parade of Spotlight Bands* on 140 BLUE stations, Mon. thru Sat., 9:30-9:55 p.m. Agency: D'Arcy Adv., N. Y.

CUDAHY PACKING Co., Chicago (Old Dutch cleanser), on March 22 renews *Helpmate* on 39 NBC stations, Mon. thru Fri., 10:30-10:45 a.m. Agency: Grant Adv., Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day vitamins) on March 29 renews *News of the World* on 126 NBC stations Mon., Wed. and Fri. and on 32 stations Tues. and Thurs. at 7:15-7:30 p.m. Agency: Wade Adv. Agency, Chicago.

SESAC Guide Ready

THE 1943 SESAC Music Guide, three times larger than last year's edition, is being mailed to 5,000 executives in stations, advertising agencies, transcription and recording companies, hotels and motion picture studios. The new 63-page guide contains an augmented classified music list, available in catalogs of SESAC member publishers, and includes the names of the 17 new members. Also included are lists of phonograph records by title, number and artist, and selected music of the Latin American and Spanish type.

WIBG, Philadelphia, is the first to report a contract with Atlantic Refining Co., for broadcast of major league baseball this year. Atlantic is understood to have arranged broadcasts of both Philadelphia major league teams, and is placing through N. W. Ayer, that city [BROADCASTING, Feb. 22].

WMC 48-Hour Regulations Have Little Effect on Radio

EDITOR'S NOTE: *Regulations governing the 48-hour work week were issued for Sunday release by the WMC just before* BROADCASTING *went to press. Earlier story on page 18.*

RADIO does not appear to be greatly affected by the War Manpower Commission's regulations governing the application of the 48-hour week controls, although they include stations in each of the 32 critical areas [Broadcasting, Feb. 8, 15].

The prime criterion appears to lie in whether an organization can increase production, release workers for other employment or otherwise aid the war effort through enforcement. The regulations, released yesterday have been sent to all regional offices.

Liaison Is Local WMC

Practical administration of this edict is largely in the hands of regional and local WMC offices and exemptions are possible where it can be shown conclusively that a station cannot operate effectively or efficiently by increasing the work week (See story on page 18).

All organizations employing fewer than eight persons are exempt from the terms of the regulation on the theory that extension of the work week in such cases would not produce any appreciable release of employes. In cases where a broadcaster is in doubt as to whether his station is within an area designated as critical, WMC advises contact with the local or regional office for precise definition. This likewise applies to any other matter of operation under the regulations.

The regulations insist that in areas of labor shortage "employers do not hire new workers when their manpower can be effectively met by a fuller utilization of their current labor force." This will not likely mean very much to stations since the industry is already declared essential but decisions on new employment had best be determined in consultation with WMC officials.

Specific exemptions beyond those covering organizations employing less than eight persons are: agriculture, State and municipal employes, youths under 16, and individuals "who, on account of other employment, household responsibilities, or physical limitations are not available for fulltime work."

General opinion in Washington held that regulations did not go very far in clarification and it was felt that the bulk of definition and application will have to be determined in the field by area and regional officers of WMC. The regulations provide an outline and specific rulings will have to be made in terms of individual problems and needs as seen in any given place.

Seek Patriotic Song

A NATIONWIDE contest to find a patriotic song of outstanding merit, the winning composition to have a world premiere on NBC during National Music Week, May 2-8, was announced recently by NBC, which will sponsor the competition in cooperation with the National Federation of Music Clubs.



MARCONI MEMORIAL honor award plaques were awarded recently to these communications officers of the armed forces at the 18th annual dinner of the Veteran Wireless Operators Assn. in New York, by William J. McGonigle, VWOA president. Displaying plaques are (seated l to r): Capt. E. M. Webster, Coast Guard Communications Director; Capt. Carl F. Holden, Naval Communications Director; Maj. Gen. Dawson Olmstead, Army Chief Signal Officer. Standing, Capt. Thomas Blau, U. S. Maritime Service commandant; Lt. Col. J. P. Berkeley, Marine Corps communications director; Mr. McGonigle; Col. A. W. Mariner, Army Air Forces Communications Director. A special commemorative medal was presented Maj. Gen. Follett Bradley, commanding general, First Army Air Force, for his pioneer work in spotting artillery fire by airplane in 1915. Charles J. Pannill, president, Radio Marine Corp. of America, and W. J. Halligan, president, Hallicrafters Co., both life members of the VWOA, also received special medals for their achievements in industry.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, tiple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Experienced Salesman—Several years in radio and previous experience with either newspapers, advertising agency or media desirable. Selling record and personal data will be carefully reviewed. In reply give full particulars of experience, background, education, references, and draft status. Excellent opportunity for man selected. WKY, Oklahoma City, Oklahoma.

HAVE OPENING TO BE FILLED IMMEDIATELY—For combination program continuity writer. Prefer man that can service accounts and act in capacity of commercial and assistant manager. 250 watt full time station, town of 20,000. Must be able to accept responsibility. Wire complete details and salary. Box 348, BROADCASTING.

WANTED—Transmitter operator. First or second class license. Experience desirable. 5 KW network. Directional antennae. KSCJ, Sioux City, Iowa.

ANNOUNCER—For one of the midwest's outstanding 250 Watt locals who can do news as well as straight commercials. Also have opening for good play-by-play sports man who can also handle commercials. Good living conditions in one of the finest equipped and laid out studios in the country to work in. Give complete details in first letter including draft and marital status, experience and salary desired. Box 350, BROADCASTING.

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 355, BROADCASTING.

Engineer—With first or second class license. Over 18 years. Permanent position non-defense area. Write giving details. WHKY, Hickory, North Carolina.

ANNOUNCER-ENGINEER — Any ticket. Permanent. Box 358, BROADCASTING.

Wanted—Time salesman 5000 Watts CBS affiliate. Give full particulars. Box 363, BROADCASTING.

Situations Wanted

CHIEF ENGINEER—Six years' experience as chief with major network stations. Available immediately. Desires change because of purely local conditions. 3A status. References from present employer. Write or wire. Box 362, BROADCASTING.

Manager-Commercial Manager—Now managing 250 Watt Network station. Proven sales record — experienced newscaster — 37 years old with family. Desires connection with larger Network station — west or midwest. A-1 reference. Box 361, BROADCASTING.

Young Woman — Wants permanent position. Capable, original. Facile writer. Limited experience in agency, small station writing, little theater direction. College graduate. Box 360, BROADCASTING.

Lady Pianist — With own solo-vox and Piano-accordion. Man-String Bass. Experienced musical and comedy programs, also announcing. Draft exempt. Box 345, BROADCASTING.

Young Woman Announcer—Control board operator, continuity writer, typist, network experience. References. South. Available now. Louisa Lee, Franklin, Tennessee.

RADIO TELEPHONE FIRST CLASS—Two years' experience. Year and half with 50 Kw. Transmitter, control, remote, recording. Capable full charge of maintenance. Desire permanent location with progressive station as chief or assistant chief. Age 22. Draft deferred. Full details on request. Box 366, BROADCASTING.

Situations Wanted (Con't.)

Program Director-Continuity Writer — Desires position in midwest or south. Five years' experience in radio. Box 359, BROADCASTING.

Musician — Young, accordion, piano, etc., Pop or Western. Available March 20. 4F. References. Midwest only. Box 346, BROADCASTING.

To Station Hit By the Draft—Former associate of nationally known NBC Red Affiliate seeks new connection. Excellent sales record local and national spot—well known in national field agencies and accounts. Intimate knowledge all departments — ideas — merchandising — promotion — production — good earning record — best references — married — draft exempt — immediately available. Box 347, BROADCASTING.

EXPERIENCED RADIO WOMAN — Announcing, dramatics, news commentator, children's programs, women's programs, etc. Eleven years in radio — good mike voice and personality. Now employed in 5 KW station in major market. Desires change. Money maker for station and self. References and audition record furnished upon request. Box 349, BROADCASTING.

Staff Musicians—Man, wife, playing violin, saxophone, cello, piano, organ, vibraharp. Have solovox. Radio experienced. Draft exempt. Union. Assist other work. Box 352, BROADCASTING.

Experienced Writer-Producer—Six years in Radio. Dramatics, Soap Operas, Comedy Scripts. Now Working. Available on two weeks' notice. Box 353, BROADCASTING.

Station or Commercial Manager Available —Experienced regional and local operations, employed, draft exempt, excellent record. Southern station only. Good references. Box 357, BROADCASTING.

Chief Engineer Police Radio—Desires permanent broadcast position. First Class. Experienced. Age 34. Minimum salary $225.00. Give details. Box 354, BROADCASTING.

HELLO GENIUS—If you are, then here is why you will make me an offer. Complete program - production - announcing continuity-special events and air-salesmanship ability with built-in sense of what you want in a staff member. Network and independent station success. Excellent references, 34, Draft 4F. Now employed, so do not write unless you have a real proposition. Audition transcription available. Box 351, BROADCASTING.

Young Woman—Executive ability. Top-notch secretary with wide radio background. $50 a week. Would prefer New York or Chicago. Box 364, BROADCASTING.

Wanted to Buy

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

Will pay cash. Responsible parties interested in buying radio station. Give full particulars. Box 356, BROADCASTING.

For Sale

For Sale Local Network Station—Part or whole interest to responsible parties. Box 365, BROADCASTING.

Will Sell—Two inch Cathode Ray oscillograph. Supreme, with composite oscillator and amplifiers. Single cabinet. $45.00. Frank Shopen, KOWH, Omaha, Nebraska.

A New Federal Field Intensity Meter—For Rent, $10 per day. Major Herbert L. Wilson, c/o BROADCASTING Magazine.

ARMY OPENS WVCX IN SITKA, ALASKA

LATEST addition to the chain of Alaskan stations operated by the Army is WVCX, Sitka, recently licensed by the FCC after broadcasting unofficially as KRAY. The number of stations in the Army's network is not revealed.

WVCX operates on a non-commercial basis, broadcasting transcriptions of network programs supplied by agencies in cooperation with OWI. The station also rebroadcasts five OWI news periods daily from San Francisco, in addition to sports and other shortwave features. Studios were constructed under direction of Lt. Daniel M. House, station manager. Col. Walter A. Shoaff is president of the board.

Network shows on WVCX include *Kate Smith, Kay Kyser, Lux Radio Theatre.* Agencies helping the station are: Blackett-Sample-Hummert, handling *Easy Aces,* CBS show sponsored by Anacin Co., and Russel M. Seeds, Chicago, agency for *Reveille Roundup,* Grove Labs. program on NBC.

Personna Test

PERSONNA Blade Co., New York, will make its debut as a radio advertiser, Wednesday, March 3, with a 13-week test campaign on WJZ, New York, with a national campaign under consideration if the first venture proves successful. Firm will use transcribed announcements five times weekly prior to the *Esso News Reporter* five-minute period at 11 p.m. Agency is Amos Parrish & Co., New York.

N. Y. Post Spots

TO PUBLICIZE its new rates which go into effect March 1, the *New York Post* on Feb. 28 and March 1 has been using a total of 24-one-minute spot announcements on three New York stations, WOR, WJZ and WMCA. Together with the announcement of the rate increase from three to five cents on weekdays, the *Post* plans to add a daily 12-page magazine section with comics, special radio program listings and digests of editorials appearing in other New York newspapers. Several New York agencies handled the campaign.

C. M. FINNEY, formerly president of Muzak Transcriptions Inc., has been elected chairman of the board. Board also elevated K. R. Smith from vice-president to president elected John R. Andrus vice-president in addition to continuing him as treasurer, and elected Alexander J. Sayles to the newly created post of assistant treasurer.



PROFESSIONAL DIRECTORY

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Dedicated to the
SERVICE OF BROADCASTING
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Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Radio's Part in New Air Raid Signals in Conflict With Code

Army Order Using Stations in All-Clear Contrary to Censorship Provisions; Meeting Set This Week

CONFLICT between the newly-announced air raid setup in the Eastern Defense Command and the Code of Wartime Practices for American Broadcasters, which came to light last week, is expected to be ironed out Tuesday, March 2, at a meeting of Army officials with the Office of Censorship.

Under the new signal system, set up by the Eastern Defense Command, sirens are to be used only to announce the approach of enemy planes. Radio is to broadcast the all-clear.

The conflict bobbed up when some eastern stations, guided by the Censorship Code which admonishes against encouraging listeners to depend on radio in case of an enemy attack, were ordered by the Army to broadcast the all-clear after test blackouts had been conducted.

PA Questions Order

In New York, where the new system was first tried out, the radio news wire services were asked to flash the all-clear to the city's radio stations. Press Assn. questioned the Army order on the basis that the Censorship Code prohibited radio from urging listeners to keep tuned in for advice and assistance.

Paragraph (e) Section II of the Code, revised as of Feb. 1, 1943 [BROADCASTING, Feb. 15] states "in view of the provisions . . . of this Code, which prescribe radio silence at the scene of an air raid until the all-clear, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur."

Plan Contrary to Censorship

Since the Code was issued, the Eastern Defense Command and OCD arranged with local radio stations in each community to broadcast the all-clear during the recent tests. Although published instructions told the public to keep tuned to certain frequencies, to be announced later, those frequencies had not been made public at the time of the initial test-alerts. Consequently when the all-clear was agreed upon, all local stations were asked to broadcast it.

It was learned that under the proposed plan certain stations are to be designated in each community as official outlets in case of an actual air raid. Although radio would be off the air during enemy action, the public will be urged to keep their sets turned on and tuned to the "designated stations" for any official messages or instructions the Army might wish to broadcast.

That part of the new setup is contrary to the Censorship Code, but it is expected that after the Tuesday conference a compromise plan will be accepted. In the meantime the Third Service Command announced plans for an areawide blackout March 4, in which all stations in Maryland, Pennsylvania, the District of Columbia and Virginia have been asked by the Army to broadcast the all-clear.

Ryan Explains

J. Harold Ryan, assistant director of censorship in charge of radio, told BROADCASTING that a year ago his office and the Army discussed radio's potential part in air raids and that the Army was insistent that stations should not encourage listeners to depend on them for information in time of an actual raid. As a result of that conference the Censorship provision was formulated. Mr. Ryan added that his office was not officially apprised by the Army of any changes in policy.

It was learned that the Office of War Information halted attempts of the Third Service Command to broadcast a simulated air raid in the Philadelphia, Baltimore and Washington areas. Maj. Gen. Milton A. Rekord, commanding general, Third Service Command, Baltimore, was reported to have sent transcriptions of the simulated raid to 16 stations, but the OWI stopped the proposed broadcasts on the grounds that they violated Censorship Code provisions covering "horror" programs.

Meanwhile in Washington the question of who's right arose as it was recalled that Byron Price, Director of the Office of Censorship, in releasing the revised Code, pointed to a forward which specifically states "The Code of Wartime Practices is issued pursuant to instructions by the President who commissioned the Office of Censorship to supervise domestic voluntary censorship. You are reminded that whenever anyone else, in any part of the country, makes a request which appears unreasonable or out of harmony with the Code, you are at liberty to appeal at once to the Office of Censorship."

Division of Power

Those of military minds pointed out that the Secretary of War created the Eastern Defense Command and that such things as defense were under the Army. On the other hand others contended that Censorship was charged with supervision of "domestic voluntary censorship" and until an area is designated as a combat zone, that Office continues to function. Should an enemy attack take place then the Eastern Defense Command would become a zone of combat.



Drawn for BROADCASTING by Sid Hix

"That's Our New Technique in Serial Programs!"

All Clear on Blue

ALL-CLEAR, broadcast by Washington stations at 9:30 p.m. Feb. 22 when the nation's capital had its first blackout test under new Army signals, was heard around the BLUE circuit as the bugle blew assembly heralding the Coca Cola *Parade of Spotlight Bands*. The announcer at WMAL, Washington's BLUE outlet, inadvertently pushed the network channel button to give the "Washington practice all-clear" announcement after the station break. Consequently the all-clear from Washington was carried by all BLUE stations on the network.

Allan Curnutt Is Named As Manager of WCLO

ALLAN CURNUTT, for the last year associate manager and vice-president of WMAM, Marinette, Wis., has been appointed general manager of WCLO, Janesville, Wis., Mutual and Wisconsin Network affiliate. He succeeds James F. Kyler, who has not yet announced his plans. Mr. Curnutt appointed James Robertson program director, succeeding Hester Kyler.



Mr. Curnutt

Before his connection with WMAM, Mr. Curnutt was in the sales department of WIBA, Madison and in the advertising departments of various Madison newspapers, and once served with Lever Bros. and Cudahy Packing Co. in sales capacities. Mr. Robertson was at one time at WHA, University of Wisconsin station, and later joined WIBA as announcer and producer. For the last year he was program director of WMAM, Wis.

NAB NAMES DENNIS AS CHIEF OF NEWS

WALT DENNIS, sales promotion manager of KVOO, Tulsa, has been named news and information chief of the NAB and joined its headquarters staff March 1, along with Willard D. Egolf, former KVOO commercial manager. Mr. Egolf has been named to the NAB's executive staff by Neville Miller, as successor to Lt. Col. E. M. Kirby, former public relations director, now chief of the Army's Radio Branch.



Mr. Dennis

Mr. Egolf, however, will have additional duties, including Washington regulatory contacts [BROADCASTING, Feb. 8].

A veteran newspaperman, Mr. Dennis has been with KVOO in its sales promotion and farm departments for the last two years. Prior to that he was with KOCY, Oklahoma City; WLS, Chicago, and KOME, Tulsa, in dramatic and production work. Successor to Mr. Dennis is Manton Marrs, KVOO news bureau rewrite man and a veteran metropolitan newspaperman.

Clipper Craft Series

TRIMOUNT CLOTHING Co., Boston, will sponsor Dorothy Thompson, commentator and columnist, on the BLUE, Sunday, 9:45-10 p.m. for the third season, starting March 28, and continuing for 13 weeks. Miss Thompson, whose last 13-week series for Trimount concluded in December, has been heard sustaining in her usual Sunday period. This is the fourth BLUE series for Trimount, makers of Clipper Craft clothes. Emil Mogul Co., New York, is the agency.

IF YOU ARE



Short of Salesmen

—SPECIALTY SALES CAN *HELP*

If the manpower shortage has crippled your field operation, curtailed dealer contacts, or delayed introduction of a new product, Specialty Sales can help. Specialty Sales offers the short-term services of experienced high-type salesmen who cover all druggists and grocers in Ohio, Indiana, Kentucky, and West Virginia. Specialty Sales does not conflict with established sales organizations, brokers, or agents. Specialty Sales is independent, but has the advantage of full access to all WLW research and merchandising material. Specialty Sales service is extremely flexible . . . can be bought on per call or per week basis . . . helps you keep men in the field at a fraction of the usual cost. For further information, write or wire Lou E. Sargent, Specialty Sales, 140 West 9th Street, Cincinnati, Ohio.

LISTENER DOMINANCE. In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION



Wherever Men Fight for Freedom

Men all over the world are fighting for the same cause—the freedom of mankind.

Whether it be the desert sands of Africa, the jungles of South Pacific islands, or the snow-swept plains of Russia—whether it be in ships or in planes, in tanks or on foot—radio is there as a life-line of communication.

Radio links the armed forces, speeds commands and warnings, makes possible swift maneuvers and coordinated strategy, brings help in distress and reinforcements for attack.

Radio annihilates distance, sweeps away the barrier of time, penetrates through mountain and sea, stone and steel.

Radio — instant, accurate, dependable — is a mighty force carrying out important assignments wherever men fight for freedom.



RADIO CORPORATION OF AMERICA

RCA LEADS THE WAY IN RADIO, ELECTRONICS, TELEVISION

RCA Building, New York, N. Y.

The Services of RCA:

RCA Victor Division • R.C.A. Communications, Inc. • Radiomarine Corporation of America
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PRINTED IN U.S.A.

MARCH 8, 1943

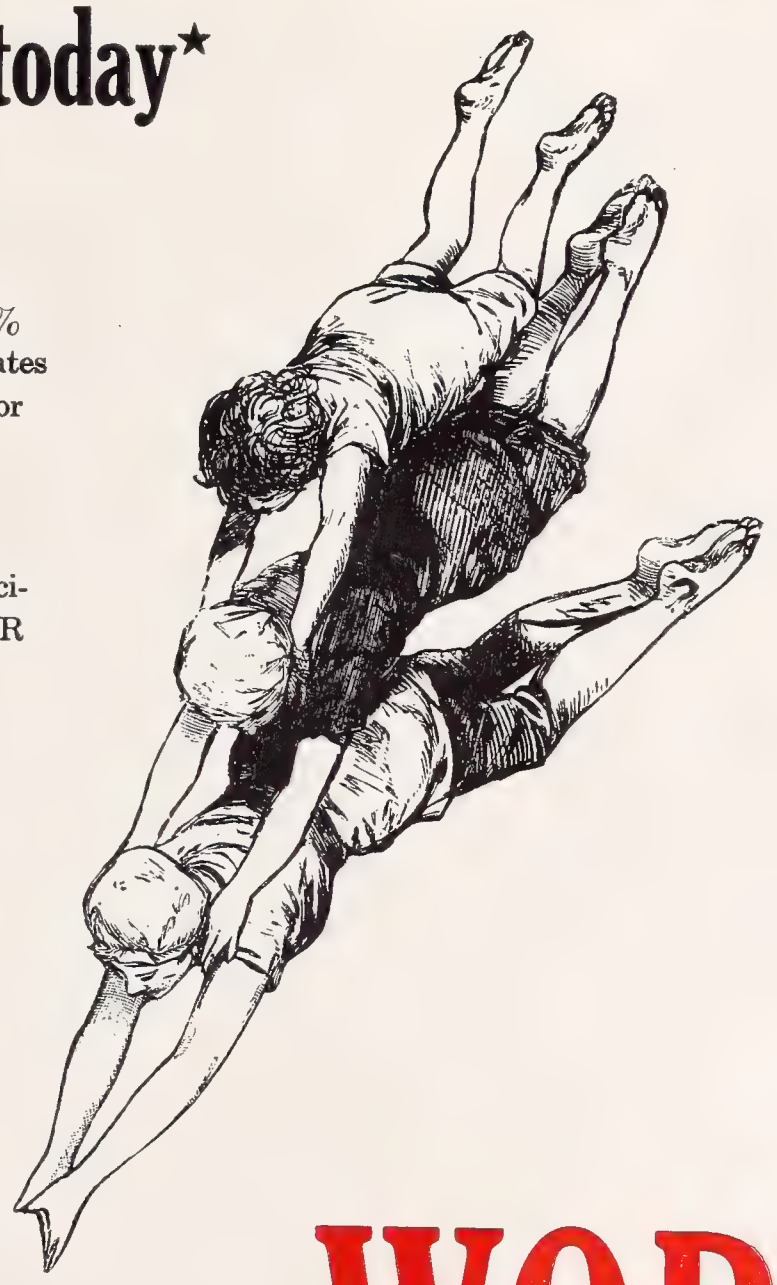
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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

3 reasons why WOR is the greatest buy in New York radio today★



1 WOR's total audience is approximately 10% greater than before the war. Yet, WOR's rates remain the same. Ergo: Sponsors pay less for more on WOR than ever before.

2 More people are listening to local comedy, sports, women's, quiz, juvenile, news, participating and half-hour evening shows on WOR than to similar local shows on any other New York station.

3 Because of WOR's audience leadership and dominating coverage of such boom war-industry centers as—New York, Trenton, Reading, Philadelphia, Newark, Jersey City, Hartford, Paterson, New Haven, Bridgeport, Elizabeth, Wilmington and Camden, WOR offers advertisers the most economical single means of reaching the greatest concentration of war workers in America today.

★ Perhaps in the United States

NOTE: WOR earnestly advises every advertiser, or his agent, to contact the station today for choice, low-cost time and programs. It is a sincere and practical suggestion.

WOR

at 1440 Broadway in New York

RESULTS

38,965 LETTERS

WLS drew 38,965 proof-of-purchase letters from eight early evening programs. The sponsor, a cereal company, offered a billfold for 10c and a box top. A breakdown of one week's mail (11,172 letters) revealed that 32.3% of the mail from within the WLS Major Coverage Area came from Metropolitan Chicago, which contains only 25.8% of the radio homes in that area. Here, then, is still another case to show that WLS is listened to...that WLS listeners respond...and in Chicago, too!

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

THE FACTS ARE..

No. 1 IN A SERIES:

WPEN Booms a Furniture Mart

By WILLIAM CRANE
President
Crane Brothers Furniture Co., Philadelphia

It was on Nov. 3, 1941, that we purchased *It Happened Today*, a 15-minute dramatized news show on WPEN, Philadelphia, Mondays, Wednesdays, and Fridays. The only dramatized news show on a Philadelphia station, it had been building an audience for several weeks as a sustaining feature. We provided only commercial material and the station wrote the entire show, including commercials.

Business Soars

Since radio was an untried venture for us, we took the program on trial basis for 13 weeks. After all, it is an advertiser's privilege to be cautious and to seek full value for each dollar he spends. If the results justified it, we intended to renew for the balance of the contract year after the 13-week trial period.

It was only the ninth week of our 13-week trial period and already we found it expedient to act upon our option earlier than we had expected.

Once on the air, it did not take us long to realize that we had "struck" it rich with WPEN.

Accordingly, we renewed the program for the full 52-week period until Oct. 31 of last year.

Second Renewal

And it was without any hesitation, in face of continuing adverse condition in the furniture industry, that we again readily renewed *It Happened Today* for 52 more weeks to make for our second year in radio.

Business Still Grows

Our business in 1942 was more profitable than in any other year. And that goes back 35 years ago —over similar periods of wartime stress, periods of depression and periods of prosperity.

Is it any wonder we are continuing on WPEN in 1943?

Read what a satisfied sponsor has to say in his own story

(Excerpts taken from Broadcasting Magazine article, January 4th issue.)

Watch this space each month for another____

Philadelphia SELLING Story

5000 WATTS • 950 ON THE DIAL

WPEN

AFFILIATED STATION OF THE ATLANTIC COAST NETWORK

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Motorman Botts has discovered the secret of success . . .



He's gone to buy up time on KFAB . . .

You, too, can easily learn how to be a Successful Business Man. Simply place your accounts on this station.

Here's why! Our listeners, in the farm and small town areas throughout Nebraska and her neighboring states, are spending the largest farm income in their history. Such income is doubled and tripled by the cycle of its spending—from farmer to merchant to doctor to grocer to wholesaler to farmer ad infinitum.

When these people buy, they buy what KFAB recommends. It becomes exceedingly obvious, therefore, which station *you* need to do a *complete* selling job for your account.

ED PETRY CO
NAT'L REPR

KFAB
LINCOLN, NEBR

DON SEARLE
GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE KOIL

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 10 MARCH 8, 1943

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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

You're in GOOD COMPANY when you use WOL



IN THE NATION'S CAPITAL
WASHINGTON, D. C.

36 AGENCIES NOW PLACING OVER 50 ADVERTISERS!

This recognition by national advertisers is an indication of the continuous pulling power of WOL

Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM
★ ★ SPOT SALES, INC.—Natl. Rep., New York, Chicago, San Francisco ★ ★



Introducing

"H. R. GROSS with the News"

★ "H. R. Gross With The News" was, for many years, a leading feature with audiences of WLW, Cincinnati, and WHO, Des Moines. His personal popularity at the latter station, as a matter of fact, established Mr. Gross as an influential political figure in the state of Iowa. Veteran newspaper man, veteran news bureau manager, and veteran of the European battlefronts, Mr. Gross interprets the news clearly, forcefully, authoritatively, and interestingly.

The appointment of H. R. Gross as head of the WISH news staff gives this progressive station one of the strongest news departments in the Middle West.

In the short period since February 1, when "H. R. Gross With The News" was presented to the Hoosier audience, Mr. Gross' three daily newscasts have won him a tremendous popularity, a full booking of personal appearances throughout the state, and—on the sales side—the complete satisfaction of sponsoring advertisers.

"H. R. Gross With The News" typifies WISH's policy of giving preferred programs to its quality audience.

WISH *Never Outpromises*
BUT *Always Outperforms*
RADIO STATION
WISH
INDIANAPOLIS
REPRESENTED NATIONALLY BY
FREE & PETERS, Inc.
CHICAGO, NEW YORK, DETROIT, ATLANTA, SAN FRANCISCO, LOS ANGELES



Four years, Wharton School of Accounts & Finance, University of Pennsylvania (B.S.)
One year, Miller Lock Co.
Fifteen years, Account Executive, N. W. Ayer & Son
Two years, Business Manager, Station WLAW
Free & Peters (New York Office) since January, 1943

Come outta that locker,

DAVID G. JONES!

We knew it would be like this. After years of writing about our other fellows whose names inconveniently offer no "copy lead" at all, we at last get a guy named Davey Jones — and then discover he has never even sailed a canoe! But that's OK. David more than makes up for it by having done a lot of really important things—including *seventeen years* of successful big-agency and radio work. . . . Welcome to F&P, Davey—with a yo-ho-ho, and a bottle of vitamins!

Anyway, as this series goes on, featuring our various men, we hope you're beginning to recognize the "pattern" that runs all through our organization. Some of us are corn-feds, and some aren't. Some graduated at "good schools", and some at the Post Office. And so on. . . . But two things, we hope and believe, are universal here—that every one of us is "a good gent", and that every one of us was a *successful* gent even before he ever came to F&P. . . . In other words, we of Free & Peters are continuing to build our organization—yes, and with the kind of men you'd naturally expect to find in this pioneer group of radio-station representatives.

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Drive to Reorganize FCC On in Congress

White-Wheeler Bill Bolsters House Move To Curb Regulatory Excesses

A BETTER than even chance that Congress will write a new law at this session reorganizing the FCC to stop its regulatory excesses, which may force personal changes along "ripper bill" lines, was seen in both Senate and House with the introduction last week of the White-Wheeler bill for revision of the Communications Act of 1934. The bill (S-814) in many respects parallels the pending Holmes bill (HR-1490) in the House, but goes beyond it.

Joint action by Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, and Sen. Wallace H. White (R-Me.), ranking member, in introducing the bill, was seen as clearcut indication that both Senate and House leadership now are agreed the 1934 act should be revised. Coupled with these moves is the Cox Select Committee investigation of the FCC, shortly to get under way in the House, and aimed largely at purported domination of the Commission by Chairman James Lawrence Fly and of "left wing" operations inconsistent with the law.

Authority Would Be Limited

Prompt hearings on the White-Wheeler bill, drafted by the Maine Senator—the father of the previous radio and communications laws—are predicted. Senator Wheeler was not available for comment last week because of illness, but it is understood he favors hearings either by the full Committee, or perhaps a five or seven-man subcommittee. Because of his interest in the overall subject, he is expected to preside in either event, with Senator White also a certain participant.

Based on past expressions by the Montanan, it is believed he is not irrevocably committed to everything in the bill but regards hearings as desirable. Like the Holmes bill, which is a slightly modified version of the Sanders bill on which hearings were held last session, the new White-Wheeler measure would clip the FCC's authority by carefully prescribing the limits of its authority. It would liberalize appellate action and force the Commission to deal in the open, without special authorizations and other devices held to be of a "trick" nature.

Such matters as issuance of regulations affecting business aspects of licensees (like the controverted chain-monopoly regulations) would be ruled out entirely. The question of discrimination among licensees (like the newspaper divorcement proceedings) likewise would be frustrated by precisely worded provisions.

No Authority for Fly

The Commission itself would be segregated into two separate, autonomous divisions of three members each—one for broadcasting and related "public communications," such as television, facsimile, FM and kindred services, and the other common carriers or "private communications" services.

TEXT of statement by Senator White explaining in detail, section by section, the provisions of the White-Wheeler Bill will be found on page 18.

The chairman would become the executive officer and coordinator and would not sit on either division. His authority, while broad on overall policy, would be eliminated entirely on matters pertaining to day-to-day broadcasting. Each division would have its own chairman.

Meanwhile, the Cox Select Committee last week began laying preliminary plans for its investigation of the FCC. Eugene L. Garey, New York attorney, arrived in Washington Wednesday and established headquarters in the House Office Building. Along with his chief assistant, Fred R. Walker, former Assistant District Attorney in Detroit, he conferred with Chairman E. E. Cox and other members of the Select Committee and began picking a staff of 25 attorneys and investigators. Hearings are slated to get under way next month, though the precise date cannot be set until the case has been outlined.

With legislation now pending in the Senate, it was regarded likely that the House Interstate & Foreign Commerce Committee, headed by Chairman Lea (D-Cal.), shortly would set up a subcommittee to draft a committee bill based on the hearings last session on the Sanders bill. Since the gap between the Holmes bill and the White-Wheeler measure is small, it was thought entirely possible that identical or companion bills might be launched on their legislative courses in both houses soon. Little need for further hearings before the House Interstate & Foreign Commerce Committee is seen.

Authority on Communications

While the measures do not call for a full-scale reorganization of the FCC, which would necessitate appointment of new personnel, it was pointed out that if the Cox inquiry develops that the present Commission has gone far astray and that it has been hindered by dissension, or if improprieties are disclosed, the pending measures readily could be amended to provide for such reorganization. The revolt in Congress against "bureaucracy" is directed against all Governmental agencies, but the FCC has been placed in the forefront by virtue of the Cox resolution and apparent general dissatisfaction in Congress with the agency's operations.

Regarded as of significance is the fact that Senator Wheeler joined Senator White in introduction of the measure in the Upper House. The Maine Senator is the foremost authority in Congress on broadcasting and communications legislation. The bill, largely his work, is a combination of measures introduced at previous sessions by himself and Senator Wheeler, and embraces also recommendations of the Federal Communications Bar Assn., the report of the Attorney General's Committee on Administrative Procedure, and court decisions, including those of the Supreme Court in the so-called Sanders Brothers case.

Chairman Wheeler in the past has reflected approval of FCC's overall policies, but lately he has been represented as out of sympathy with some of its operations. This is attested by his willingness to join in the introduction of the bill.

Chairman Fly steadfastly opposed the old Sanders bill (now the Holmes bill) in appearances



FIRST STRATEGY conference for the House Select Committee to investigate the FCC and its personnel occurred in the office of Chairman Cox (D-Ga.) of the Committee (center) last Wednesday. At his left is Rep. Wigglesworth (R-Mass.) member of the five-man committee. Eugene L. Garey, New York attorney and chief counsel for the Committee (right), arrived in Washington to devote his full time to the investigation probably to get under way with formal hearings in early April.

before the House Interstate & Foreign Commerce Committee last session. Since that bill and the new White-Wheeler measure are practically companions, it is logically concluded that his views are the same as on that measure. Commissioner T. A. M. Craven, on the other hand, in his appearance before the House committee, strongly supported the Sanders bill. No other commissioners testified.

Introduction of the Senate bill to a large degree stemmed from a desire to get the ball rolling on both sides of Congress. Heretofore, practically all communications legislation has originated in the Senate. Efforts during the last several years by Senator White to get action in the Senate have been stymied in committee. This session the House got started early. with the passage of the Cox resolution and the subsequent introduction of the revised Sanders bill. Moreover, other actions in the House to ferret out "bureaucracy," such as the Smith Committee resolution, are aimed at the FCC to some extent.

The fact that the House came close to striking out the FCC's appropriation altogether several weeks ago, which would have terminated its life in July, gave emphasis to the Congressional attitude toward the FCC. That also in some measure motivated the ranking members of the Senate Committee to present the new bill.

Division Seen Necessary

In introducing the new bill March 2, Senator White placed in the Congressional Record a section-by-section explanation, citing the changes in procedure, organization and authorization proposed. Also included in the measure was a provision for declaratory rulings proposed by NAB President Neville Miller in his testimony last session before the House Committee.

Stressing the desirability of two autonomous divisions on the Commission, Senator White pointed out that with a single Commission handling both broadcasting and common carrier matters, there is tendency to confuse the two and apply the same public utility concepts to them. Broadcasting, under the Act, is distinctly described as not subject to common carrier philosophies.

Moreover, Senator White pointed out, because of the attractiveness of broadcasting and the lack of news value or opportunity for publicity in the regulation of common carriers, the result of existing operation is "centering the attention of the Commission and its personnel almost exclusively on broadcasting and related problems and preventing the giving of sufficient attention to equally important problems relating to private communications."

In tightening up the appellate and procedural provisions, the proposed new law would allow the Commission a minimum of discre-

(Continued on Page 39)

Slowie Named Liaison Between FCC and Cox Probe Committee

Commission Staff Told to Supply Data Without Subpoena Following Fly-Garey Conference

TO CUT red tape and speed up the investigation of the FCC by the Cox Select Committee, the Commission, at the request of Chief Counsel Eugene L. Garey, last Friday designated T. J. Slowie, FCC secretary, as liaison officer to handle Committee contacts. The FCC staff has been instructed to cooperate with the Committee in supplying records and data sought by Mr. Garey and his staff, without the formality of subpoena.

Mr. Garey, who established Committee headquarters in the House Office Building last Wednesday, conferred with FCC Chairman James Lawrence Fly Thursday for more than an hour. No statement was made on either side following the session. Mr. Fly is expected to be the key witness in the inquiry, aimed at purported "bureaucracy" in the FCC. Moreover, he is the principal target of Chairman E. E. Cox (D-Ga.), of the Committee, who has accused him of building up a "gestapo" and of exercising "terroristic control" over all media of communication.

Preliminary Conference

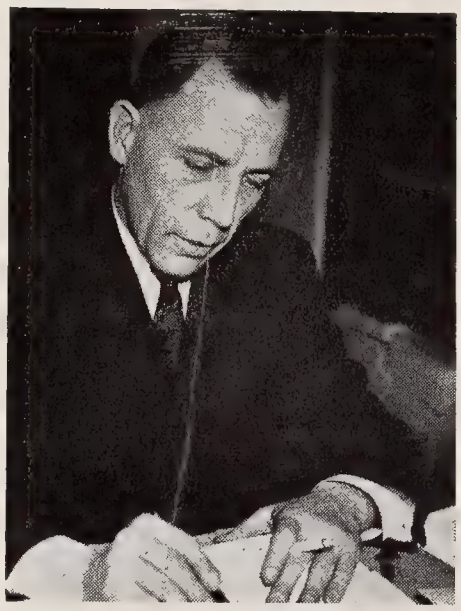
While no date yet has been set for opening of the inquiry, preliminary plans were discussed at a conference last Thursday attended by four members of the five-man sub-committee, with counsel. In addition to Chairman Cox, those present included Wigglesworth (R-Mass.), Hart (D-N.J.) and Louis E. Miller (R-Mo.). Rep. Magnuson (D-Wash.) was absent. Mr. Garey was accompanied by Fred R. Walker, former assistant U. S. attorney in Detroit, his chief aide.

The FCC, following the Fly-Garey conference, issued the following order in connection with Mr. Slowie's appointment:

"In order to make possible full cooperation between the Federal Communications Commission and the Select Committee appointed by the House of Representatives to investigate the Federal Communications Commission, the following procedure is established:

"1. The Secertary of the Commission has been designated as the Commission's liaison officer with the Select Committee.

"2. Requests for the appearance of members of the Commission staff and for files, dockets, documents, interviews, etc., made by the Committee, will be honored by the Commission and the members of its staff, without the necessity for subpoena. To protect against confusion, however, all arrangements will be made by the Secretary and all documents leaving the Commission will be charged out through the Secretary's office."



MR. SLOWIE

Data Under Study

Well-acquainted with Congressional procedure, by virtue of his long service as secretary to former Congressman Jacobson, of Iowa, Mr. Slowie became secretary of the FCC in 1937. He has kept out of the limelight, however.

New staff appointments will be announced by Mr. Garey shortly, with a legal and investigating organization of some 25 contemplated. Until the preliminary work is completed, no date for the opening of the inquiry can be set, he said. Considerable data already has been procured from the FCC for the study.

That the FCC inquiry, first of a number of special studies contemplated by the House this session, will occasion considerable agitation in labor circles which favor the present structure, was indicated last week with the release of a story by the Federated Press, labor news-gathering organization, condemning the Cox probe. An article

(Continued on Page 44)

Wheeler Speech Cites FCC Draft Exemptions

DEFENDING his bill to exempt family men from military service until all single men up to 45 in a state have gone, Sen. Burton K. Wheeler (D-Mont.) in a radio address Friday night on the BLUE struck at "the multitude of Government employes who like a swarm of locust, infest Washington".

Remarking that "none of them engaged in essential war work", Sen. Wheeler named the FCC, "the agency that listens to what our enemy propagandists are saying as its contribution to winning the war." FCC has its quota "of essential young men," he remarked, "so essential that in this one small agency, 432 have been deferred from the draft."

Erikson Is Named CBS Sales Chief

Network Promotes Roberts, Reynolds, Karol in Shift

LEONARD F. ERIKSON, western sales manager of CBS, will become network sales manager on April 1, it has been announced by William C. Gittinger, CBS vice-president in charge of sales. Post has been vacant since January 1940, when Mr. Gittinger was elevated to a vice-presidency. Mr. Erikson, with CBS for nearly 13 years, will continue to operate from his Chicago headquarters for the present, but will move to New York within a few months.



Mr. Roberts

W. Donald Roberts, member of the New York CBS sales staff for slightly more than a year, will succeed Mr. Erickson as western sales manager. Before joining CBS, Mr.



Mr. Reynolds



Mr. Karol

Roberts was associated with NBC, Free & Peters and *Today* magazine. He will take over his new post in Chicago on April 1.

Mr. Gittinger also announced the appointment of John J. Karol as assistant sales manager, effective immediately. Mr. Karol, who will continue his duties as market research counsel of CBS, was given the new title "in recognition of the increasingly important and effective contributions he has been making to the network's sales operations during the past year," Mr. Gittinger said. Mr. Karol will also continue to serve as liaison between the sales and station relations departments on mutual problems.

Edwin S. Reynolds, on the New York sales staff of Radio Sales. CBS division representing the network's owned and operated stations, will join the network sales department March 15, filling the vacancy created by Mr. Roberts' promotion. Mr. Reynolds joined the CBS sales promotion department more than seven years ago, later becoming manager of station promotion for Radio Sales, switching to the sales staff in December 1939.

Appointments will not otherwise affect the sales departments operations, Mr. Gittinger stated. Allen Jay Marsh continues as assistant sales manager in charge of new business and William J. Fagan continues to supervise sales service.

DuPont Prizes to KGEI, Fulton Lewis

G-E Station and Mutual Newsman Cited For Service

KGEI, shortwave station near San Francisco operated by General Electric Co., and Fulton Lewis, jr., MBS news commentator, were named winners last Saturday night of the 1942 Alfred I. DuPont Radio Awards at a dinner given by Mrs. Alfred I. DuPont at the Hotel St. Regis, New York. The two winners each received $1,000, the sum to be given annually by Mrs. DuPont in memory of her husband, former Florida industrialist.

The station award cites KGEI "for its outstanding and meritorious public service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community it serves."

Lewis Award

Mr. Lewis was named winner of the commentator award "in recognition of his distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news and representation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Presentation of the award to KGEI was to be broadcast on the BLUE 7:30-7:45 p.m. March 6, with Mark Woods, president of the BLUE, introducing Dr. Francis P. Gaines, president of Washington and Lee U. and chairman of the committee of judges for the awards. At 7:45 p.m., Dr. Gaines announced the award to Mr. Lewis, with the presentation heard until 8 p.m. on MBS and Miller McClintock, president of Mutual as featured speaker.

Robert S. Peare, manager of broadcasting for General Electric Co., accepted the award for KGEI, while Mrs. Fulton Lewis, jr., accepted the award for her husband, who was to be piped in to the Mutual broadcast from San Antonio.

Guests at Dinner

Other notables at the DuPont dinner included Niles Trammell, president of NBC, and William S. Paley, president of CBS. Members of the judges committee present, besides Dr. Gaines and Mrs. DuPont, included Rt. Rev. H. St. George Tucker, president of the Federal Council of Churches of Christ in America; M. H. Aylesworth, former NBC president, who represented the industry for the DuPont award; and Mrs. Ruth H. Mathebat, national president of the American Legion Auxiliary.



MR. LEWIS



MR. PEARE

AFM Board Meets March 16 For Further Ban Discussion

"AWAITING developments" was the answer from all quarters on the AFM recording strike, following the sharp rejection by the recording industry of the Petrillo "flat fee" demands and the disclosure by the AFM president that its international board will convene in Chicago March 16, presumably to discuss new terms.

No likelihood of a break in the strike, which has been in force since Aug. 1, is seen prior to the second meeting of the AFM high command. Until the board discloses its modified terms, if any, neither the recording industry nor the Senate Interstate Commerce Subcommittee investigating the music situation, is disposed to move.

Up to AFM

Chairman Clark (D-Ida.) of the Committee said that its members were studying the Petrillo demands [BROADCASTING, March 1] but that in view of the new meeting called by the AFM head, he saw little reason to schedule further hearings or to take other action. Chairman Clark has strongly inferred that he, along with perhaps a majority of his committee, is disposed to appeal directly to President Roosevelt to break the recording strike because of its interference with war morale and the latent threat to small broadcasting stations and other users deprived of recorded music.

Because of the "startling new kind of social philosophy" embraced in the Petrillo royalty plan, transcription and record manufacturers felt that such a proposition should be scrutinized and approved by responsible Government agencies before there are further conversations regarding it. Conversations have taken place in Washington with respect to the overall proposals but any direct moves are being held in abeyance pending further action of the AFM board.

In some quarters it was thought that the rejection by the recording industry of the AFM proposition might evoke from the union a new "peace offer" on terms more acceptable. There was just as strong conjecture, however, that the board would not be disposed to recede from its fundamental demands.

Following is Mr. Petrillo's letter of Feb. 26 to the 12 signatories (eight transcription companies and four record manufacturers) who signed the letter of Feb. 23 rejecting the fixed fee proposal:

"I received your communication of Feb. 23, 1943, wherein you say that the proposals made by the American Federation of Musicians cannot be agreed to.

"Your letter has been sent to our International Executive Board for their consideration, and our Board will meet in Chicago on Tuesday, March 16, 1943, to further discuss the contents of your communication. At that time the Executive Board will make answer to your letter of Feb. 23, 1943."

New FM Series

SCHUSTER'S DEPT. STORE, Milwaukee, Wis., recently contracted for a five-minute news broadcast every day in the week and a half-hour musical program every Thursday night, series to run for a year, over W55M, Milwaukee FM station. W55M at present broadcasts 33 live programs a week.

OLIVER M. PRESBEY, formerly of the eastern sales staff of *American Weekly*, has joined Edward Petry & Co., New York, station representative, as an account executive.

OPA Stands Pat On Label Policies

Denies Any Intent to Abolish Brands Despite Hill Talk

DESPITE Congressional questioning of its grade labeling policies, OPA said last week that its orders to packers would stand and that the 1943 fruit and vegetables pack would carry three Government grades for the guidance of consumers.

OPA Deputy Administrator J. K. Galbraith disclaimed all reports that brand names would be abolished. "Brand names are no concern of OPA," he said. "The agency is not at all interested in abolishing them, nor does it believe that its policies interfere with their maintenance."

Congress Interested

A renewal of Congressional interest in grade labeling occurred Thursday, when Rep. Sumner (R-Ill.) reported a rumor that "planners in the Agriculture Dept. . . . are playing with the idea" of exporting cans of food labeled "USA". Miss Sumner urged action on a resolution introduced last month by Rep. Halleck (R-Ind.) to investigate the necessity of grade labeling and other standardization programs. (BROADCASTING March 1).

The canner's name on a product "means everything to the women of America," Rep. Sumner declared in opposing abolition of brand names. "Without the firm's name on the can they cannot tell what they buy."

Hitting at the less drastic grade labeling which OPA said was adopted "as a price fixing mechanism" she said canners are "disgusted" at the thought of undertaking such a difficult and delicate job. She said "you have to know the canning business" to appreciate how difficult it is to "grade each little can."

Rep. Halleck, accepting Miss Sumner's support for his resolution, said "In my opinion, while at the moment the most critical problem seems to involve so-called grade labeling, there is very definitely in the background a trend in the direction of doing away with all brand names and trade-marks." He suggested such changes in our economy would hinder rather than promote the war effort.

Meanwhile, the House Agriculture Committee heard OPA and canners' representatives present their problems, and arranged a meeting last week-end between the conflicting groups. Rep. Fulmer (D-S. C.), Chairman of the Committee, said that he was not anticipating any action by his Committee, and that he was in favor of making canners tell consumers what they are buying. "Packers admit they buy tomatoes in two grades from the farmer," he said, "then they can nine grades. There is no reason why these grades should not be marked."

Railway Heads OWI Series Sponsors

'Uncle Sam' Disc Show On 11 Stations For N&W

NORFOLK & WESTERN Railway heads the list of sponsors all over the nation now taking part in the *Uncle Sam* disc series produced by the Radio Bureau of the Office of War Information. The five-weekly quarter-hour program is sponsored on 11 stations in the N & W area —Virginia, West Virginia, North Carolina, Ohio.

The stations are: WLVA, Lynchburg, Va.; WSLS and WDBJ, Roanoke; WSVA, Harrisonburg, Va.; WBRW, Welch, W. Va.; WBLK, Clarksburg, W. Va.; WBTH, Williamson, W. Va.; WHIS, Bluefield, W. Va.; WPAY, Portsmouth, O.; WHKC, Columbus; WDNC, Durham, N. C.

Sponsorship Pleased

The program sponsorship started Feb. 8. To promote listener interest, N & W bought space in newspapers totaling 29 advertisements amounting to 638 column inches. In addition there are were 26 feature stories in 14 newspapers, all promoting interest in the program, during the week of Feb. 7.

Commenting on selection of the program, R. R. Horner, advertising manager of the railroad, said, "the program is authentic, highly dramatic, informative and unusually interesting. We are well pleased with our selection of *Uncle Sam*."

In general, industry reaction indicates that the new series has been favorable. Following is a list of stations which have obtained sponsorship of the series, based on reports reaching OWI:

WMBG, Richmond, Va., WTAR, Norfolk, Nolde's Bakery; WGH, Newport News, Va., Philip Levy Furniture Co.; WSJS, Winston-Salem, N. C., P. H. Hanes Knitting Mills; WMFR, High Point, N. C., Hunter Coal & Ice Co.; WCOS, Columbia, S. C., Carpenter's Union, Local 1778, AFL.

WCSC, Charleston, S. C., Lesser's Credit Jewelers; WIS, Columbia, S. C., Columbia Lumber & Mfg. Co.; WLVA, Lynchburg, Va.; WSLS, WDBJ, Roanoke; WSVA, Harrisonburg, Va.; WBRW, Welch, W. Va.; WBTH, Williamson, W. Va.; WHIS, Bluefield, W. Va.; WPAY, Portsmouth, O.; WHKC, Columbus, O.; WDNC, Durham, N. C.; WBLK, Clarksburg, W. Va., all sponsored by Norfolk & Western Ry.

KSAL, Salina, Johnson, Peterson Busboom & Rauh, contractors; KFRU, Columbia, Mo., Marriott Reed Coal Co. and Columbia Co-op Warehouse Assn.

KMED, Medford, Ore., Trowbridge & Flynn Electric Co.; KORE, Eugene, Ore., Eugene Central Labor Council; KHUB, Watsonville, Cal., Pajaro Valley Bank; KFIO, Spokane, Easter Outfitting Co.; KWG, Stockton, M. Courren & Sons Furniture Store, Silva Fox Apparel Shop, Valley Insulation Co., California Cothiers.

WALA, Mobile, Sam Joy Laundry; WDEF, Chattanooga, Dixie Savings Stores; WAML, Laurel, Miss., Commercial National Bank & Trust Co.; WRGA, Rome, Ga., Elliot Sales Co.; WGCM, Gulfport, Mac Smith Garment Co., WJHO, Opelika, Standard Oil Dealers of Auburn & Opelika; WSLI, Jackson, Standard Life Insurance Co.; WROL, Knoxville, Hub Dept. Store; WAGA, Atlanta, Standard Milling Co. and Service Uniform Co.; WDAK, West Point, Georgia Valley Electric Co.

WHKC, Columbus, O., N. & W. Ry.; WBRW, Welch, W. Va., N. & W. Ry.

WING, Dayton, Lear Aviation, New Deal Tool & Mach. Co., Variety Aircraft Corp., Vulcan Tool Co., W.B.W. Tool Co.; WFIN, Findlay, O., Smith Bros. Mfg. Co.; WHOP, Hopkinsville, Chas. J. Barry, Jeweler; WCHS, Charleston, Godfrey L. Cabot, W. Va., CIO, W. Va. United Mine Workers, Carbon Black Co., Nitro Pencil Co.

WKOK, Sunbury, Pa., Hoover Furniture Co.; WEEU, Reading, Pa., Mfrs. Assn. of Berks County; WRAW, Reading, Pa., sponsored; WKST, New Castle, Pa., sponsored; WBAX, Wilkes-Barre, Pa., Genl. Aviation & Equipment Co.

WTAG, Worcester, Mass., Worcester Gas Light Co., Fitzwel Girdle Co., Wyman-Gordon Co.; WBRY, Waterbury, Conn., Service Shoe Store, National Suit House; WATR, Waterbury, Alberts Furniture Co.; WTHT, Hartford, Sabitts Jewelry Co.

WNBF, Binghamton, N. Y., International Business Machine Corp.

WLDS, Jacksonville, Ill., Elliot State Bank; WEBQ, Harrisburg, Ill., Carters Chickery, El Dorado, Ill.; WGL, Ft. Wayne, Tokheim Oil Tank & Pump Co., Wayne Pump Co., Farnsworth Radio Corp., Joslyn Mfg. & Supply Co., S. F. Bowser Co.

WOC, Davenport, Ia., International Milling Co.; KROS, Clinton, Ia., George Jay Drug Co.; WIBA, Madison, Wis.; Harry S. Manchester Inc. (dept. store); WDSM, Duluth, Minn., Roth's Dept. Store, Lurye Furniture, Belknap Electric, Mather Pharmacy, Rookey Transfer.

WRJN, Racine, Wis., Wood-Nathan-Virkus Co. Inc., Racine; WKBH, LaCrosse, Wis., Northern Engraving Co., The Trane Co. of LaCrosse; WDAN, Danville, Ill., Meiss Bros. Dept. Store; WCFL, Chicago Technical College, Milk Foundation.



LARGEST SPONSOR of the OWI's newly started *Uncle Sam*, five-weekly transcribed series, is the Norfolk & Western Railway, which has contracted for time on 10 stations in Virginia, West Virginia, North Carolina and Ohio. Signing for the railroad is R. R. Horner, (center), manager of the N. & W. magazine and advertising dept., while James H. Moore, manager of WSLS, Roanoke, and OWI consultant to the Radio Bureau assisting G. Richard Shafto in Virginia, looks on. Standing is Frank Koehler, WSLS commercial manager, confirming air times.

Davis, Krug Given Key Posts in WPB Shakeup

DONALD D. DAVIS, former president of General Mills (Gold Medal Flour, Wheaties, Bisquick, Softasilk Cake Flour, Washburn Pancake Flour, Feeds, Corn Kix, Cheeri Oats) was named vice-president for Operations of the War Production Board in a regrouping of key officials last week. Mr. Davis resigned from General Mills to join WPB in November, 1942 as program bureau director.

In the same shakeup, a major WPB post went to J. A. Krug, a member of the engineering staff of the FCC toll rate investigation of AT&T, 1935-37. Mr. Krug, formerly Director of the Office of War Utilities, will be vice-chairman in charge of materials distribution and chairman of the Requirements Committee.

JAP OFFICIALS HEAR U. S., SAYS AP MAN

MAX HILL, Associated Press correspondent and author, who returned recently to this country on the *Gripsholm*, following six months in a Jap prison in Tokio, was guest speaker at the March 3 meeting of the Radio Executives Club of New York.

Pointing out that the general public in Japan is not allowed to own shortwave radios nor to listen to shortwave broadcasts, Mr. Hill gave examples of the close attention paid to foreign broadcasts by Japanese Government officials and diplomats. He said the only possible way in which American propaganda broadcasts could reach the Japanese public would be via Chungking in unoccupied China, which shortwaves them to Korea, a country very resentful of the Japanese domination it suffers.

Out-of-town guests at the meeting included Harold W. Cassill, WGNY, New York; J. Frank Jarman, WDNC, Durham, N. C., and Lawrence Haas, recently named CBS shortwave editor, former Latin-American editor of United Press.

Mackay's 16th

WITH the opening of a circuit to Algiers, North Africa [BROADCASTING, March 1], Mackay Radio & Telegraph Co., completes its 16th new international radiotelegraph circuit since the United States entered the war. Previously, Mackay had opened circuits to Moscow, Kuibyshev and Khabarovsk, USSR; Chungking, and Kumming, China; La Paz, Bolivia; Bogota, Columbia; Asuncion, Paraguay; Cairo, Egypt; Wellington, New Zealand; Brisbane, Sidney and Melbourne, Australia; Great Britain and Bermuda.

McIntosh Is Given New Post at WPB

Becomes Assistant Director Of the Radio Division

FRANK H. McINTOSH, civilian radio's representative in the WPB, is now assistant director of the Radio Division, it was officially revealed for the first time last week. Although no formal announcement of the promotion has been made, Mr. McIntosh used his new title in signing a recent statement on production of tubes and parts for civilians.

The promotion had been predicted for sometime [BROADCASTING, Feb. 8], and is in line with a shakeup of the division undertaken by its chief, Ray C. Ellis, to meet military radio needs.

Supplies for Civilians

Under the WPB Radio Division set-up, as now being arranged, Mr. McIntosh would be Chief of Foreign & Domestic Broadcasting, charged with compiling and prosecuting programs to insure a supply of parts and tubes sufficient to maintain civilian radio, both transmitting and receiving.

Mr. McIntosh joined WPB April 24, 1942, as chief of the Radio Section, then in the newly-organized Communications Branch. He is on indefinite leave as technical supervisor of Fort Industries, operating six stations in Ohio, West Virginia and Georgia.

The McIntosh promotion was a natural sequel to the shift of Radio Division sections underway several months. Military production has been placed under three assistant directors, each heading a "group". To insure adequate protection for civilians, a similar "group" was created for civilians with Mr. McIntosh, its chief, as an assistant director.

Mr. McIntosh used the title for the first time in a statement that announced the tube and part program he has been working on for several months. He assured the public that owners of radios, regardless of make or vintage, will be able to keep their sets in repair.

The tube program, as approved by manufacturers at a meeting late last month, calls for intense production of 114 major types. Mr. McIntosh hopes to make 11,000,000 by July. A second program for replacement parts is already being scheduled by manufacturers, the statement said.

Dictograph on Blue

DICTOGRAPH SALES Corp., which has not used network radio since it had a series on NBC 10 years ago, will return to the air March 20 with a Saturday night five-minute dramatic program on at least 105 BLUE stations. Designed as promotion for the Acousticon hearing aid, program will dramatize true stories of persons benefiting by the device. Agency is Ruthrauff & Ryan, New York.

War Industries Bring Nets New Revenue

Single-Time Tests Breaking Ground For Contacts

NEW SOURCES of radio advertisers are being developed through the use of one-time network broadcasts, a review of this type of broadcast advertising for the last nine months reveals. Seasonal events, such as sports games, the holidays, and situations created by the war, have provided material for almost half a hundred special feature programs.

These one-time shots, both new and varied, suggest further program possibilities of interest to the advertiser inclined to test radio, or network radio for the first time, or who has a message for listeners which can be adequately carried in a single presentation.

"Many Firsts"

The broadcasts, which are largely institutional, have brought many companies to radio for the first time, and others have been introduced to network advertising. In at least two instances, the newcomers have followed through with regular programs. It remains to be seen whether other "firsts" will serve as preludes to regular use of network radio. In the meantime, in addition to creating actual and potential advertisers for specific networks, and for the industry in general, the one-timers serve a number of purposes, one being that of utilizing afternoon periods devoid of regular sponsors.

Situations created by the war including the trend towards institutional advertising have provided radio with more opportunities for single programs than perhaps any other factor. Included in this category have been such objectives as entertainment of servicemen; morale-builders for the war-workers of a given plant, and for the war industry in general; consumer education on wartime effects on the food industry and the use of radio to make up for restrictions on travel.

Candy Council Buys

Newcomer to radio in the food field was the Council on Candy as Food in the War Effort, Chicago, candy manufacturers group, which purchased the full BLUE network for a broadcast by Mrs. Franklin D. Roosevelt, Dec. 9, 10:15-10:45 p.m. Program theme was "consumption of candy as a food in the war effort." The Council has since started a weekly quarter-hour commentary on NBC, featuring talks on rationing by Ernest K. Lindley. BBDO, Chicago, placed the business.

Cancellation of its annual dealer's convention, because of transportation limitations, brought Libby, McNeill & Libby, Chicago, to network broadcasting for the first time Oct. 19, with a program aired on the full BLUE network 4:30-5 p.m. as a radio convention, with the added purpose of revealing to the general public the company's advertising plans for helping the housewife plan a balanced and appetizing diet in spite of shortages. J. Walter Thompson Co., Chicago, is the agency.

The holidays combined with the entertainment of servicemen served as the occasion for several broadcasts involving the purchase of unprecedented amount of time by individual sponsors. The most outstanding contract was the 12-hour block bought by Coca Cola Co., Atlanta, on the full BLUE network for a continuous program of name band music running from noon to midnight Christmas day. D'Arcy Adv., New York, handles the account.

Elgin on CBS

The holiday-servicemen combination brought to network radio for the first time Elgin Watch Co., Elgin, Ill., with a two-hour music and variety program on 116 CBS stations, 4 to 6 p.m. on Thanksgiving, and a similar broadcast on Christmas. Elgin has been using spot broadcasting at Christmas for the last several years. Company has now purchased the Wednesday, 10:30-11 p.m. period on CBS for *The Man Behind the Gun*, starting in March. Agency is J. Walter Thompson Co., Chicago.

To greet former employes now in the armed forces, Standard Oil Co. of California used the full NBC network, 12:15 to 1 p.m. Dec. 25, through their agency, BBDO, San Francisco.

As part of its employe campaign to "Beat the Promise," by outdistancing production goals, RCA Mfg. Co., Camden, N. J. sponsored a broadcast of a *War Workers Rally* Sept. 13, 7-7:30 p.m. on 101 BLUE outlets. Lord & Thomas, New York, is the agency.

Pioneer in the field of sponsored broadcasts of ceremonies marking the award of the Army-Navy "E" to war industries is BLUE which has to date aired a total of 16 such programs, most of them on the full network and the majority in the mid-afternoon period. Queried by BLUE as to their reasons for using radio when promotion had been previously limited to the trade, manufacturers replied "we want to reach as many people as possible with the story of our accomplishments."

Mutual has carried six broadcasts of this type and CBS two, including an additional half-hour on the regular E. R. Squibb Co. program. The war also lent sponsor and listener interest to the graduation exercises of the Great Lakes Naval Training Center, broadcast on CBS by Northern Pump Co., Minneapolis.

The Christmas holiday season attracted to radio for the first time Prince Matchabelli, New York perfumery, probably the first company of its kind to use network radio, with a five-minute broadcast on the full CBS network for Stradavari perfume.

Sport Features

Outstanding seasonal one-time shots in the sports field have included the five games of the World series, aired on 300 Mutual stations by Gillette-Safety Razor Corp., Boston, and the Army-Navy game, heard on 100 NBC CBS and MBS stations under sponsorship of Standard Oil Co. of N. J., extensive user of spot broadcasting for Esso Marketers. Politics has accounted for several commercial hook-ups on the BLUE in connection with the 1942 elections. The film industry is also represented.



AWARD HONORS are shared by WLS and WENR, Chicago's BLUE stations, as they are cited by General Mills, Minneapolis, sponsors of the *Lone Ranger* on the BLUE, for the top showing in a billfold give-away offered by the company on all stations carrying the program. Presenting the award to Glen Snyder (left), manager of WLS, and Merritt S. Schoenfeld (second from left), sales manager of BLUE central division, are P. S. Joyce, manager of the Chicago grocery products division of General Mills and E. H. Kees, assistant central division sales manager of General Mills. The program is heard Mon., Wed., Fri., 7:30-8 p.m.

The war appears to have performed a service, both from the point of view of immediate and potential benefits, in forcing the radio industry into new fields which would probably have remained unexplored in peacetime. With advertisers hesitating to make lengthy commitments, particularly in unfamiliar media, the flexible one-time broadcast seems to be well-suited to fill the needs of the company interested in testing, or simply confronted with a sudden wartime situation, calling for a message to the public.

WAR INDUSTRY MORALE, INSTITUTIONAL

BLUE—Electric Boat Co., New York, submarine keel; White Motor Co., Cleveland, E award; Jenkins Bros., Bridgeport, E; Gilbert Barker Mfg. Co., W. Springfield, Mass., E; Elco Naval Division, Bayonne, N. J., E; Scovill Mfg. Co., Waterbury, Conn., E; Autocar Co., Ardmore, Pa., E; Babcock & Wilcox Co., New York, Maritime M; Bauer & Black, Chicago, E; Higgins Industries, New Orleans, E; Independent Lock Co., Fitchburg, Mass., E; RCA Mfg. Co., Camden, workers rally; Cramerton Mills, Cramerton, N. C., E; A. Schrader's Sons, Brooklyn, E; Wheeling Corrugating Co., Wheeling, E; Crane Co., Chicago, E; Western Gear Works, Seattle, E; Masonite Co., Chicago, E.

CBS—E. R. Squibb Co., New York, E; Arc Equipment Co., Bryan, O., E.

MBS—Diebold Safe & Lock Co., Canton, O., E; Lansdowne Steel & Iron Co., Philadelphia, E; Worumbo Mfg. Co., New York, E; Chase Brass & Copper, Waterbury, Conn., E; Hercules Motor Co., Canton, E; Hoover Sweeper Co., Canton, E.

ENTERTAINMENT OF SERVICEMEN, INSTITUTIONAL

BLUE—Coca Cola Co., Atlanta, Christmas (music).

CBS—Northern Pump Co., Minneapolis, Navy graduation exercises; Elgin Watch Co., Elgin, Ill., Thanksgiving (variety), and Christmas (music).

NBC—Standard Oil Co., Cal., Christmas program for employes in service.

POLITICS

BLUE—Republican National Committee, two campaign talks; Democratic National Committee, campaign talk.

FILMS

BLUE—Paramount Pictures, "Holiday Inn".

CBS—Paramount Pictures, "Holiday Inn".

FOOD IN WARTIME

BLUE—Libby, McNeill & Libby, Chicago, radio sales convention; Council on Candy as Food in War Effort, Chicago, food value of candy.

SPORTS

(Long-term Series Not Included)

BLUE—Gillette Safety Razor Corp., Boston, Sugar Bowl game.

CBS—Standard Oil Co. of N. J., New York, Army-Navy game; Gillette Safety Razor Corp., Boston, Orange Bowl game.

MBS—Gillette Safety Razor Corp., Boston, World Series, Cotton Bowl game, East-West game; Pabst Brewing Co., Chicago, pro football championship; pro games; Standard Oil Co. of N. J., Army-Navy game.

NBC—Standard Oil Co. of N. J., Army-Navy game.

Satevepost Test

CURTIS PUBLISHING Co., Philadelphia (*Saturday Evening Post*) is testing the swing shift audience in two war industry markets with participating announcements on all-night programs. Four announcements, thrice-weekly, are being used on *Swing Shift*, broadcast at 1-3 a.m. on WENR, Chicago while 12 announcements are being broadcast on *Music & News*, 12-5:30 a.m., on WJR, Detroit.

Army, Navy Insist on Federal Time

Declare Change Would Prove Handicap to Victory

SOME EASING of radio's headaches in connection with repeal by several states of Federal War Time appeared likely last Wednesday as the War and Navy Departments entered the controversy involving Daylight Saving Time with a strong statement in behalf of War Time.

Heralding Federal time as "one of the most important contributions made by Congress to increase production of the sinews of war," Undersecretary of War Robert P. Patterson and Undersecretary of the Navy James V. Forrestal warned that any change in the law establishing War Time would be a serious deterrent to increased production in 1943 and "would slow down our march to victory".

Nebraska Petition

Meantime Nebraska joined the ranks of dissenting states by memorializing Congress to repeal the Federal statute of Jan. 20, 1942, which placed the entire nation under War Time. In the Upper House Republican Senators Wherry and Butler both presented the Nabraska Legislature's joint resolution opposing War Time, while Representatives Stefan and Miller, also Republicans, offered them in the House.

Despite pressure from the farm bloc there was a general feeling on Capitol Hill that Congress would not repeal Federal War Time, in view of its necessity to the war effort. Members of the House Interstate & Foreign Commerce Committee, which now has two concurrent resolutions to repeal War Time (H-ConRes-9, HConRes-10) introduced by Reps. Brehm (R-O.) and Cole (R-Mo.) [BROADCASTING, Feb. 1], indicated no action will be taken on either resolution for some time.

The Committee has asked the Federal Power Commission, Interstate Commerce Commission, War Production and other Government agencies for data concerning the benefits of War Time the past winter. A hearing probably will be scheduled shortly, however, on two bills introduced by Rep. White (D-Ida.), to place a portion of that State in the Pacific Time zone rather than the Mountain Zone [BROADCASTING, March 1]. The ICC is reported to look favorably on that change inasmuch as normally western Idaho should be in the Pacific Zone.

There arose the question in Washington as to whether individual states could legally return to Standard Time in view of the fact that War Time was established by Congress. Government spokesmen generally were agreed that Federal Time controls interstate commerce and that the indivdual states could not change the operation of transportation lines, post offices and other Federal schedules. They can, however, regulate their own industry and intrastate commerce.

The joint War-Navy statement was taken in some quarters to mean that executive action can be anticipated should the individual states continue to return to normal time. In that connection it was pointed out that of the three states already operating under normal time (Georgia, Ohio and Michigan), not one has any semblance of universal time. In the rural areas and small urban centers clocks were set back an hour while in the larger cities they have been kept on War Time.

Radio Confusion

One example of the confusion resulting to radio was in Cincinnati where the two Crosley Corp. stations operating from shared facilities are broadcasting under two time zones, WLW functioning under Eastern Standard Time in keeping with the Ohio Legislature's action, and WSAI adhering to War Time, following action of the Cincinnati City Council.

Part of Michigan is on War Time and part on slow time and the same is true of Georgia.

What steps could be taken to halt action by individual states, other than a nationwide intensive educational program on the merits and necessity of War Time, was a moot question in Washington. With few exceptions broadcasters, well-versed in the headaches of time-change, have campaigned in their respective communities to retain universal time.

In Toledo, Arch Shawd, general manager of WTOL, was instrumental in helping to keep that city on Federal Time when Ohio returned to slow time. Along with other civic leaders Mr. Shawd urged continuance of War Time to avoid upsetting radio, common carriers, communications and business in general.

Even though the action of individual States in repealing War Time has thrown radio into confusion, and in some instances cost broadcasters revenue (with some programs originally billed at Class A time, 6-7 p.m., now billed at afternoon rates) it was agreed among industry leaders that radio's problems are minor in comparison to the slowdown in the nation's war job, which the military branches of the Government say is inevitable by a change to normal time.

The joint statement by Mr. Patterson and Mr. Forrestal follows:

The War Time statute has been one of the important contributions made by Congress to increase production of the sinews of war. During the last year it has brought about a saving in electrical generating capacity for the nation as a whole of more than one million kilowatts and one and one-half billion kw.-hours.

Translated into terms of production, the power capacity thus saved by War Time is sufficient to produce a billion pounds of aluminum per year. Without this saving of power, it would have been necessary to provide new electrical power facilities. This could only have been accomplished at the cost of a further deficit in scarce metals and equipment needed in the production of tanks, planes, ships, munitions, and in the erection of plants so vitally needed for the making of synthetic rubber and 100-octane gasoline.

We recognize that some difficulties have resulted from the adoption of War Time, but the inconveniences and even occasional hardships consequent to its adoption have been minor when compared to the savings achieved in electrical power necessary to war production.

Any change in the present War Time statute would without question result in serious detriment to increased production in 1943. It would slow down our march to victory.

MILTON J. BLAIR, vice-president and secretary of Sherman K. Ellis & Co., New York, has taken a leave of absence to join the staff of the Advertising Council.



MORE GRIEF awaited J. Leonard Reinsch, director of the James M. Cox stations, when Ohio's time-change muddle brought about a major upheaval in WHIO program scheduling. Attempting to straighten out the jumble as Ohio Legislature adopted Eastern Standard Time and Dayton City Council voted for Central War Time, while Cincinnati remained on Eastern War Time are (l to r): Mr. Reinsch, Lester G. Spencer, assistant manager of WHIO in charge of programs and production, and Robert H. Moody, recently named general manager of the station. Added to Mr. Reinsch's worries is the fact that WHIO will carry the Cincinnati Reds baseball games, which will originate under Eastern War Time. He previously went through sleepless nights attempting to reshuffle schedules at WSB, Atlanta [BROADCASTING, Feb. 22], when the Georgia Legislature plunged that state into confusion by adopting slow time.

'STAR' SERIES USES ALL D.C. OUTLETS

PRESTIGE campaign on all six Washington stations has been started by the *Washington Evening Star*, owner of WMAL, BLUE key in the capital. The institutional series, consisting of one-minute transcriptions, is designed to promote the *Star's* rank as leading newspaper in the nation from the standpoint of advertising lineage.

The idea was conceived and produced by Robert Enders, head of the radio division of Kal Advertising, Washington agency. Purpose is to build prestige rather than promote circulation, already limited by the paper shortage. Washington stations are WRC WMAL WJSV WOL WINX WWDC.

CBS 9-Man Advisory Board Now Established

MEMBERS of the new Columbia Affiliates Advisory Board [BROADCASTING, Feb. 15] were announced last week, when the New York accounting firm of Lybrand, Ross Bros. & Montgomery completed tabulation of ballots from CBS stations in the nine districts. Stations in each district elected a broadcaster to represent them at conferences with the network management, the first probably to be called within the month. Listed by districts, members are:

1. Franklin Doolittle, WDRC, Hartford. 2. I. R. Lounsberry, WKBW, Buffalo. 3. C. T. Lucey, WRVA, Richmond. 4. John M. Rivers, WCSC, Charleston, S. C. 5. Hoyt Wooten, WREC, Memphis. 6. Leo Fitzpatrick, WJR, Detroit. 7. Don Searle, KOIL-KFAB, Omaha-Lincoln. 8. Clyde Rembert, KRLD, Dallas. 9. C. W. Myers, KOIN, Portland, Ore.

Election was supervised by a committee headed by Mr. Fitzpatrick and including Cecil Mastin, WNBF, Binghamton; O. L. Taylor, KTSA, San Antonio; Hugh Terry, KLZ, Denver; James Woodruff, WRBL, Columbus, Ga.

Lindsley Heads KFBI

APPOINTMENT of Robert K. Lindsley, son of H. K. Lindsley, president of the Farmers & Bankers Life Insurance Co., of Wichita, as general manager of KFBI, owned by the insurance company, was announced last week. The younger Lindsley succeeds Ray Linton, who leaves April 1, after a year and a half with the station. The new KFBI manager has been public relations director of the insurance company. Mr. Linton, it was learned, plans to return to Chicago where he was station representative before joining KFBI.

Speigel's to Use 60

SPEIGEL'S, Chicago mail order house, is planning to use 60 stations in a 13-week campaign of announcements and programs promoting its fall catalogue. Promotion will get under way in midsummer. J. L. Stewart Agency, Chicago, has the account.

New York Bank Spots

MANUFACTURERS TRUST Co., New York, on March 7 started a 26-week campaign on WJZ and WMCA, New York, using weekly transcribed announcements with sound effects on each station. Agency is McCann-Erickson, New York.

IN ST. LOUIS
70%
"Listen Most" to KSD — the Leading Night-Time Station.

IN CLEVELAND
69%
"Listen Most" to the Leading Night-Time Station.

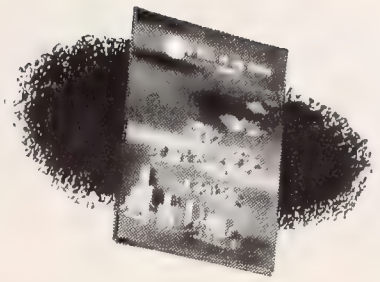
IN DETROIT
63%
"Listen Most" to the Leading Night-Time Station.

IN PITTSBURGH
55%
"Listen Most" to the Leading Night-Time Station.

IN CHICAGO
54%
"Listen Most" to the Leading Night-Time Station.

IN PHILADELPHIA
52%
"Listen Most" to the Leading Night-Time Station.

which station in the major cities is "Listened to Most" at night as revealed by the most comprehensive survey in the history of Radio?



"Pause for station identification:"

KSD



Now, pause to consider these facts. NBC's survey, "A Tale of 412 Cities", established these two conclusive *firsts* for KSD:

First in St. Louis! *KSD was named by 70% of those who replied as the favorite night-time station.*

First Nationally! *No other radio station in any of the major markets (cities over 600,000) equalled this percentage dominance of the night-time listening audience. Percentages for the leading station in each of the twelve largest cities are detailed to the left and below.*

These two definitely established *firsts* rate KSD one of America's *first radio buys* for top night-time percentage of coverage of its city at lowest cost.

KSD
ST. LOUIS' DISTINGUISHED STATION

Owned and Operated by the **ST. LOUIS POST-DISPATCH**

Represented Nationally by Free and Peters

IN SAN FRANCISCO
51%
"Listen Most" to the Leading Night-Time Station.

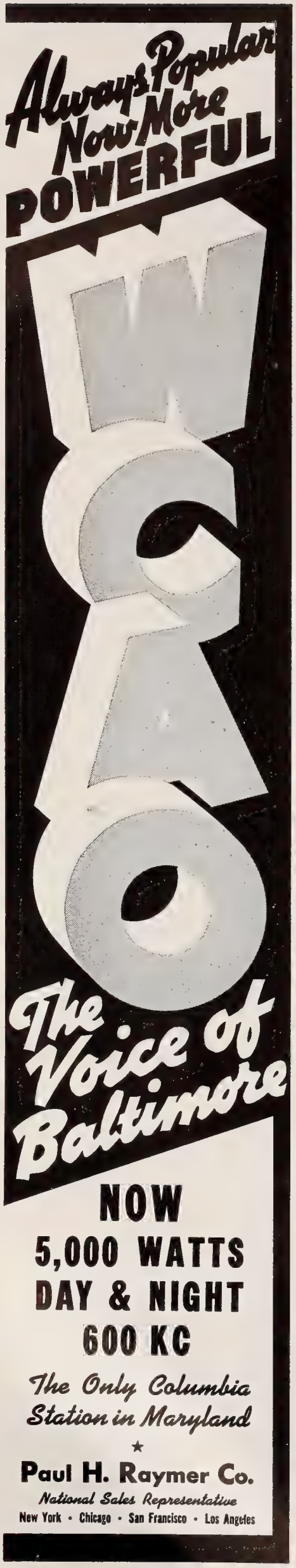
IN LOS ANGELES
50%
"Listen Most" to the Leading Night-Time Station.

IN BALTIMORE
50%
"Listen Most" to the Leading Night-Time Station.

IN WASHINGTON, D. C.
49%
"Listen Most" to the Leading Night-Time Station.

IN NEW YORK
35%
"Listen Most" to the Leading Night-Time Station.

IN BOSTON
33%
"Listen Most" to the Leading Night-Time Station.



War Activities of FCC Are Shown In Report Covering Last Fiscal Year

CALLING communications the "nerve system" of the nation at war, just as land, sea and air transport constitute the "life blood", the FCC devoted the bulk of its Eighth Annual Report, covering the fiscal year ended June 30, 1942, to its participation in the war effort. The report was released last Friday over the signature of FCC-BWC Chairman James Lawrence Fly. The report was devoid of legislative recommendations.

"Since July 1, 1941 and even more intensively since Pearl Harbor, the conversion of Commission activities to a war footing has been its chief task," said the report.

Busy With the War

Certain Commission activities which developed after the close of the fiscal year, in connection with war activities, were included to provide "as nearly as possible a current picture". Full attention of the Commission is now devoted to overall war activity, the report emphasized.

The largest single activity of the Commission—its Radio Intelligence Division — was dealt with at length. This division, headed by Assistant Chief Engineer George E. Sterling, monitors the ether throughout the United States, its territories and possessions, and maintains outposts to cover enemy, illegal and unlicensed radio transmissions.

Attention also was given to Foreign Broadcast Intelligence Service, created in March 1941, to keep the Government informed about the contents of foreign broadcasts. It said this unit was created as a result of a suggestion from the State Department to the BWC. It was described as a war agency, operating exclusively as a service to the Federal agencies and the United Nations. In all, the report said, about 1,650,000 words are intercepted daily.

Also described in the preface were the functions of the Board of War Communications, which began operation as the Defense Communications Board in 1940. It was created by executive order and reports to the President through the Office of Emergency Management. Its membership is made up of Chairman Fly and of the chief communications officers of the Army and Navy, the Assistant Secretary of State in charge of international communications, and the Assistant Secretary of the Treasury in charge of enforcement activities.

Other war activities of the FCC likewise were outlined, but with no detail, presumably because of wartime restrictions.

At the end of the fiscal year the Commission had 2,108 employes, of whom 511 were regular employes in Washington, 531 were in national defense work in Washington, 222 in regular work in the field, and 844 on the national defense payroll in the field.

For the fiscal year 1942, the Commission was appropriated $2,315,229 for its regular activities, $3,316,195 for its national defense activities, and $24,500 for printing and binding, a total of $5,655,924. This compares with $7,609,000 for the Commission authorized by the House but still awaiting Senate approval, for the fiscal year beginning next July 1.

In that portion of its report (mimeographed for the first time pursuant to Bureau of the Budget requirements) devoted to general operation, the Commission also covered legislation at the last session and litigation.

The Commission cited particularly its April 27 freeze order on broadcast construction, the North American Regional Broadcasting Agreement which became effective March 29, 1941 and the status, at the end of the fiscal year, of its various policy inquiries, covering such matters as chain-broadcasting regulations, newspaper-radio inquiry, foreign language programs, and other modifications of rules and regulations.

Vital statistics for the fiscal year showed a total of 897 standard broadcast stations operating or under construction on June 30, 1941, with 34 stations authorized and six deleted during the fiscal year, making a net increase of 28 stations for the period.

Use of more complex directional antennas to minimize interference made it possible for many stations to increase nighttime power to the maximum allowable and increased Commission time in studying technical proposals. Approximately 25% of the stations in existence on June 30, 1941 used directional antennas. Approximately 27.6% operated as authorized on June 30, 1942 using directional.

Newspaper Inquiry

Apropos its freeze order, the Commission said there is definitely a shortage of much of the critical material and equipment necessary to maintain stations, particularly large transmitting tubes. Its engineering department has cooperated with broadcasters and the war agencies to work out a plan to use all surplus material and equipment to afford the industry as a whole every possible means of maintaining operations. Considerable study has been devoted to means of prolonging life expectancy of consumer materials, it was said.

Two brief sentences were devoted to the highly-controverted newspaper-radio inquiry. "During the fiscal year the Commission held hearings on the joint control of newspapers and broadcasting stations, pursuant to Order No. 79," said the report. "The record has not been closed and no action has been taken."

About the same amount of space was devoted to the chain-monopoly regulations, with the Commission noting that the three-judge court in New York had "found for the Commission" and that the matter now is on appeal in the Supreme Court.

Concerning foreign language programs, the Commission cited the attention given such operation in the war effort. "Surveys are being made of program service, personnel, community background, and general operations of foreign language stations," it said.

Non-standard broadcast operations covered cited the Commission's war policy of limiting grants and authorizations pursuant to the freeze order. It stated that in both FM and television, further expansion service "is unlikely until after the war," in the light of curtailment of new authorizations and stoppage of receiver production.

In the FM field, the Commission cited that on July 1, 1942 55 construction permits for commercial FM were outstanding and five licenses had been granted. During the year 20 construction permits were granted prior to adoption of the freeze order and eight authorizations were deleted, the latter generally because of inability to obtain equipment. Due to this difficulty, a considerable number of stations were operating under special temporary authorizations.

Apropos facsimile, the Commission said interest in this service "continued to lag" at the close of the fiscal year, with only four stations licensed—the same as the previous year.

The Commission handled a total of 5,765 broadcast applications during the fiscal year covering all activities in the field. It granted 4,357 of them.



MARITAL QUIZ program, *The Better Half*, heard on WOR, New York, Wednesday, 8:30-9 p.m., gains a sponsor as Murray Herman, president of Consolidated Razor Blade Co., Jersey City, signs the contract [BROADCASTING, March 1]. Participating are (l to r): Mr. Herman; Arthur Ross, company treasurer; H. Malcolm Stuart, WOR account executive; R. C. Maddux, WOR vice-president in charge of sales; Ralph Weinbaum, vice-president of Grey Adv., New York, agency in charge.

Three Examples of Wartime Activity at Station WWJ—Detroit



The Detroit Orchestra . . .

Seventy of the country's outstanding musicians, directed by Victor Kolar, present a full hour of the world's finest music each Sunday from 6:00 to 7:00 P. M. in the interest of War Bond promotion.



Service Stars— *With "Ty" Tyson . . .*

Ty Tyson, Detroit's most popular radio personality, goes into homes with portable recording equipment and talks with parents of boys in the services. Interviewees receive $5.00 in War Stamps.



Furlough Frolic— *for Service Men . . . . .*

Paul Leash and his 18-piece orchestra with vocals by Jane Fulton and Lee Edwards entertain service men each Saturday afternoon from the USO Building in downtown Detroit.

WWJ

America's Pioneer Broadcasting Station — First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

NBC BASIC NETWORK

ASSOCIATE STATION W45D—F. M.

ENGINEERS!
OPERATORS!
TECHNICIANS!

CHECK HERE!



. . . if you want a BETTER RADIO JOB

The lack of technical ability is the only thing that stands between you and a better job—

CREI can prepare you NOW with just the training you need!

Are you finding yourself in a routine job—a job that any other man can handle just as well as you? Today, radio JOBS are *many*—but radio CAREERS are *few!* Now is the opportune time for *you* to equip yourself with the necessary *technical training* to qualify you for an *important* engineering position with a lasting future in the field of broadcasting and industrial electronics.

NOW when industry *needs* men is the time for you to investigate radio career training. Your radio experience backed by modern CREI technical training will equip you to share in the good-paying jobs that await trained men. CREI home study courses are prepared for *experienced radiomen* who realize the *necessity* of CREI training if they are to rise above the routine jobs to make good in the important positions that lead to security and happiness!

If you have had professional radio engineering experience and want to make more money — let us prove to you we have something you need to qualify for a better radio job. *To help us intelligently answer your inquiry—please state briefly your background of experience, education and present position.*

● WRITE FOR FREE BOOKLET



CREI STUDENTS AND GRADUATES
The CREI Placement Bureau is flooded with requests for CREI trained radiomen. Employers in all branches of radio want trained men. Your government wants every man to perform his job, or be placed in a job, that will allow him to work at maximum productivity. *If you are or will be in need of re-employment* write your CREI Placement Bureau at once.

CAPITOL RADIO ENGINEERING INSTITUTE
E. H. RIETZKE, *President*
Home Study Courses in Practical Radio Engineering for Professional Self-Improvement
Dept. B-3, 3224-16th Street, N. W.
WASHINGTON, D. C.
Contractors to the U. S. Signal Corps—U. S. Coast Guard. Producers of Well-trained Technical Radiomen for Industry

American Business Leads in Radio's War Contributions, Says Mark Woods

AMERICAN business is credited with a large share of radio's war contributions in a statement issued last week by Mark Woods, president of the BLUE Network, in connection with the announcement that during the period of Jan. 1 through Feb. 15 of this year the BLUE broadcast more than 160 network hours of programs devoted exclusively to the war effort. Of this total, 39 hours was commercially sponsored time directly paid for by national advertisers.



Mr. Woods

The remainder, 124 hours of sustaining time, is the contribution of the network itself, but Mr. Woods pointed out that "under the American system of broadcasting, in which there is no license fee on receiving sets nor a tax on listening, American business organizations, through the medium of advertising, make this vast contribution possible.

Morale Programs Not Included

"American radio has been given recognition and great credit for the part it has played and is playing in aiding in the prosecution of the war," he continued. "It is only too easy to forget the men and women and the organizations they represent who are in reality 'the men behind the man behind the gun'."

The figures cited do not include any programs which might be helpful to the war effort as affording relaxation or building morale among the armed forces or war workers, but cover only those broadcasts devoted solely to war messages. Time given individually by BLUE affiliated stations, such as the more than 18 hours of war effort programs on WJZ, New York, during the period studied, also is excluded from the total.

Mr. Woods stressed two points: Much of the fine talent on the air is sponsored by companies whose plants are converted to war production and who have no products to sell to the public. Also, it is the revenue derived from this commercially sponsored time (approximately 22% of the BLUE's total broadcast time) which enables the network to present war effort programs on its sustaining time.

Private Business Gets Credit

"The Fred Allens, Jack Bennys and Ed 'Archie' Gardners," he pointed out, "are the result of thinking, programming and expenditures by commercial clients. The network and the station are the media through which these morale builders are presented to a war working public. Never before, in any war, has private industry been given such an opportunity to do its share.

"No broadcaster and no group of broadcasters, on their own initiative, could afford to take over this highly important phase of war activity. When programs such as the *Victory Parade of Spotlight Bands* travels hundreds of thousands of miles to entertain soldiers, sailors, marines and war workers, it is the result of planning and expenditures by private business. American broadcasting can be proud of the fact that it can cooperate in this great campaign carried on at its own expense and on its own initiative by American business."

Other War Aids

Mr. Woods' tribute to the war contributions of American advertisers points up the fact that while more than 100 American companies have been awarded the Army-Navy E for manufacturing contributions to the nation's war effort, little recognition has been given to the equally important psychological and educational contributions to the Government war program which American business and industry has made through its advertising.

Subject was discussed at a recent meeting of network executives with Chester J. LaRoche, chairman of the Advertising Council, and Frederic R. Gamble, managing director, American Assn. of Advertising Agencies. NBC was represented by its vice-president and general manager, Frank E. Mullen; CBS by Paul Hollister, vice-president in charge of advertising and promotion; MBS by President Miller McClintock, and the BLUE by Earl Mullin, publicity director.

Group agreed on the importance of the commercially sponsored programs, with their established audiences, in presenting Government war messages to the public and that the success of the OWI radio allocation plan is really based on the donations of time and talent by the sponsors of these programs. They also agreed on the necessity for telling both business and the public that radio's advertisers, as well as the stations and networks, have gone to war. A number of methods for putting across this message were discussed and the meeting decided that each network would do the job in its own way.

District 3 Meeting

TO ELECT a director for the term starting with the next NAB convention scheduled this spring, Isaac D. Levy, director of District 3 (Delaware, Pennsylvania and Maryland), has called a meeting in Philadelphia March 22 at the Benjamin Frankin Hotel. Mr. Levy is part owner of WCAU, Philadelphia.

RCA Expected to Pick New Advertising Agency

RCA's announcement of a new advertising agency, awaited since last December when it became known that Lord & Thomas would not continue to handle the account, may be forthcoming shortly. Last week Horton Heath, RCA director of publicity and advertising; Henry C. Bonfig, commercial vice-president of RCA Mfg. Co., and T. F. Joyce, RCA Mfg. Co., vice-president in charge of advertising and sales promotion, completed their inspection of facilities of agencies that have made presentations to RCA.

Foote, Cone & Belding, which took over Lord & Thomas accounts Jan. 1, will continue to handle the advertising of NBC and the BLUE, network companies wholly owned by RCA. Other RCA subsidiaries, however, including the RCA-Victor division of RCA Mfg. Co., are expected to go to a new agency.

Dimout Warnings

COOPERATING with Mayor LaGuardia of New York to halt dimout casualties, New York Radio Committee members have agreed to broadcast daily announcements urging pedestrians to wear white articles of clothing and motorists to drive slowly. Morris Novik, director of the city's municipal station, WNYC, secures each day the number killed and injured in traffic accidents the previous night and transmits this information to NYRC and other cooperating stations via press service teletypes.

Fibber's OWI Series

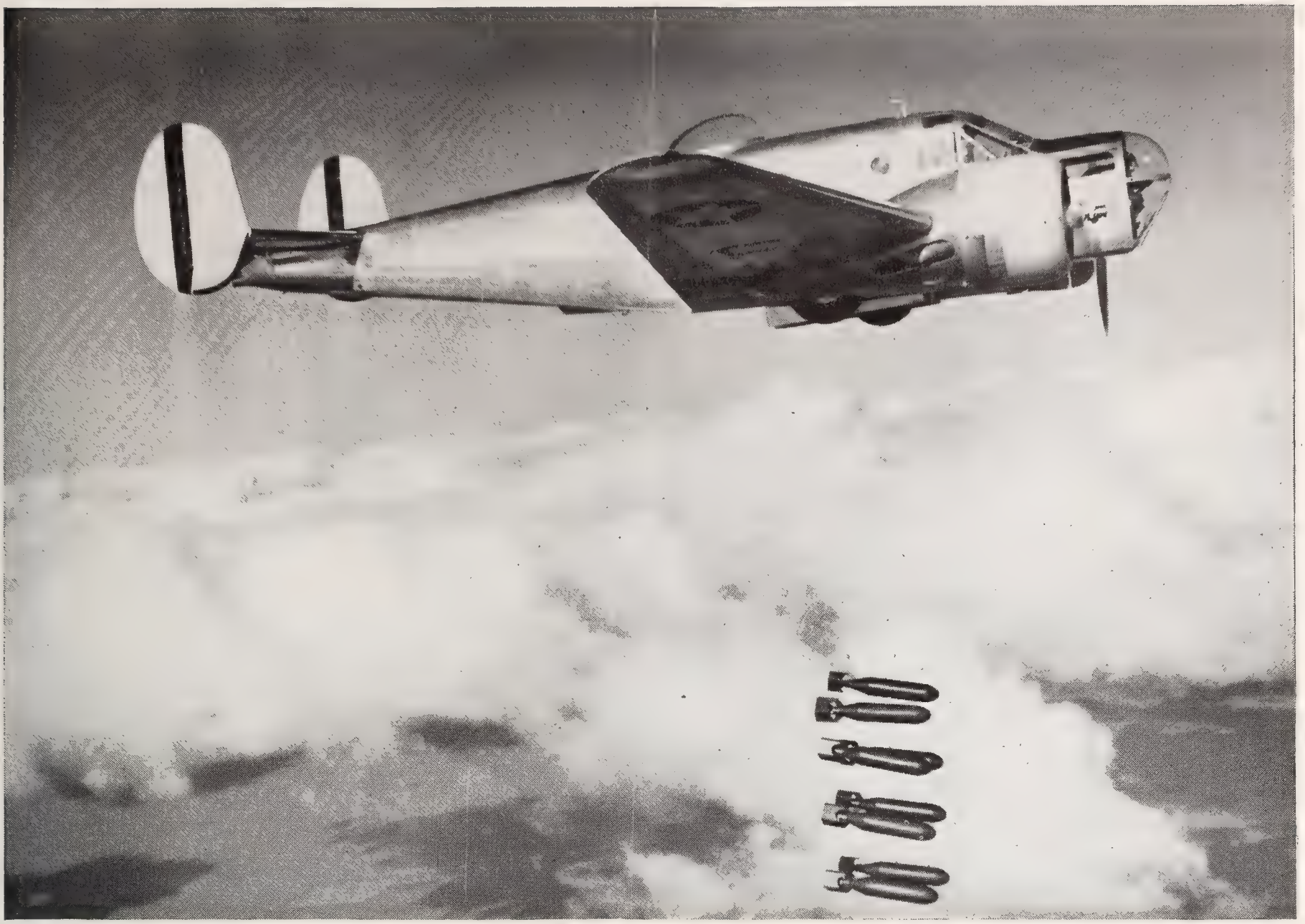
TO RELAY home town news to service men abroad, Jim and Marian Jordan, who portrays *Fibber McGee & Molly*, have started a new transcribed quarter-hour series titled *Headlines From Home*, under auspices of the OWI. Transcriptions, including actual items collected from home town newspapers, are shipped weekly to the AEF. Don Quinn is writer, with Harlow Wilcox, announcer. *Fibber McGee & Molly* is sponsored on NBC by S. C. Johnson & Sons.

New Evening Highs

RADIO's evening "Available Audience" made new highs in every month but one in 1942, compared to 1941, and continues to break records in 1943, according to C. E. Hooper Inc. in conjunction with the Feb. 28 Evening Ratings Report. In each of four years covered by the Hooper Available Audience Index, the "per cent at home and awake" reached its high for the year in January.

Film Series Expands

TO PROMOTE its first technicolor film, "The Desperados," Columbia Pictures Corp., New York, using transcribed announcements, last week started a spot campaign which will extend to several key cities. At the same time the company is drawing up a schedule of news programs in 40 or 50 markets for another movie, "The More The Merrier," to be released sometime in April or May. Agency is Weiss & Geller, New York.



Smart Advertisers have found a

BOMB SIGHT TO HIT BALTIMORE!

Near misses don't count in radio. National and local advertisers are learning that. In Maryland they've discovered that WFBR covers the vital Baltimore market as effectively as some of the recently introduced Allied "Block Busting" Bombs. You hit the target you aim at!

And when you hit the 6th largest city in the country, with WFBR's concentrated force, something happens to sales.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Virginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have radio stations right in their own backyards with their own loyal listeners.

In Baltimore . . . it all adds up to this: In Baltimore . . . WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage . . . and not just power that's costlier and too often wasteful.

RADIO STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

EXPLANATION OF WHITE-WHEELER RADIO BILL

DETAILED explanation, section by section, of the purposes and provisions of the White-Wheeler Bill (S-814) to rewrite the Communications Act and reorganize the FCC, was given the Senate last Tuesday by Senator White (R-Maine) in introducing the measure.

The bill, a composite of measures for revision of the Communications Act introduced at previous sessions by Mr. White and Senator Wheeler (D-Mont.), who is chairman of the Interstate Commerce Committee, was referred to that committee with prospects of early hearings.

Following is the full text of Senator White's statement explaining the measure, section by section:

The radio bill today introduced by Senator Wheeler and Senator White has its source in S-1268, a bill introduced by Senator Wheeler in a previous Congress; in S-1806 and S-1520, introduced in previous sessions by Senator White; in recommendations made to the Federal Communications Bar Assn. by a committee thereof; in court decisions; and in recommendations found in the Report of the Attorney General's Committee on Administrative Procedure.

This measure should not be regarded as a general revision of our Communications Act of 1934, but the changes in the organization of the Federal Communications Commission, in its procedure, in the sections of present law with respect to appeals to the courts, in the efforts made to assure equality of right and opportunity among those who utilize radio for public discussion, in the attempt to further provide against censorship and in the authorization of declaratory judgments, make this bill of supreme importance and justify its study and approval in substantially its present form by the present Congress.



SENATOR WHITE



SENATOR WHEELER

Co-authors of New Radio Legislation

Various Sections of Bill Are Explained

There follows an explanation of the sections of the bill.

SECTION 1

This section defines the terms "license", "station license", or "radio station license" appearing throughout the act as that instrument of authorization required by the act or the Commission's rules and regulations for the use or operation of radio apparatus. This definition is made necessary because of a recent tendency upon the part of the Commission to treat what are in fact licenses as instruments of a different character and lesser import, thereby making possible avoidance of compliance with procedural and appellate provisions of the act intended as safeguards against arbitrary administrative action, provisions necessary to be respected if orderly procedure is to be had. This broad definition of the term "license" tends to insure that result.

SECTIONS 2 AND 3

Sections 2 and 3 basically change the administrative set-up and functions of the Commission. They can be summarized as the separation of the Commission of seven members into two statutory divisions of three members each and a clarification of the status and functions of the Chairman of the Commission.

Jurisdiction to Hear and Decide Cases

Under this plan the whole Commission would have power and authority to adopt and promulgate any rule or regulation of general application required or authorized by the act, including procedural rules and regulations for the Commission and each division. The whole Commission would have plenary authority over amateur services, emergency services, the qualification and licensing of operators, the selection and control of personnel, the assignment of bands of frequencies to the various radio services and many other subjects and services as at present. But the present judicial and quasi-judicial functions of the Commission would be vested in the proposed division insofar as those functions relate to the most important and controversial subjects within the present jurisdiction of the Commission.

Jurisdiction to hear and determine all cases arising under the act or regulations, relating to broadcast, television, facsimile, and kindred communications intended for public reception is vested in the Division of Public Communications. Similar jurisdiction with respect to common carriers and communications intended for a designated addressee is vested in the Division of Private Communications. This plan not only recognizes the basic and fundamental differences between the two types of communications involved and the nature of the questions presented by each, but it also provides a method for obtaining proper consideration of those cases by persons who will be able to devote their time and attention to the questions committed to them without undue interruption or interference occasioned by the demands of basically different problems.

Under the plan proposed, the status of the chairman would be that of an executive officer and coordinator participating fully in all matters within the jurisdiction of the Commission except the determination and decision of contested matters which are made the exclusive business of the divisions. Experience has amply demonstrated that the chairman cannot be expected to devote the time and attention necessary to the proper handling and disposition of these matters and also efficiently to discharge the many other duties which are unavoidably his under the act. As to these other duties, an attempt has also been made to clarify the status of the chairman and to make him, and him only, the official spokesman and representative of the Commission in certain important respects.

Mandatory Separation Under Original Bill

When the present act was before the Congress in 1934, the bill passed by the Senate provided for a mandatory separation of the Commission into divisions as is now proposed but this plan was later abandoned and the present Commission has been operating under a law which permitted but did not require it to organize itself into divisions.

In recent years, the division plan has been entirely abandoned by the Commission and it seems certain that such abandonment has operated to the detriment of orderly procedure and to wise administration and regulation. We believe students of our legislation are thoroughly convinced of the wisdom of the mandatory division plan for at least two important reasons.

They recognize that there are fundamental differences in the two classes of communications above referred to; that rate making and public utility concepts are the very essence of private communications but have little, if any, application to communications with the public directly; that there has been a tendency upon the part of the Commission to confuse the two and to apply the same concepts and philosophies in the regulation of the two.

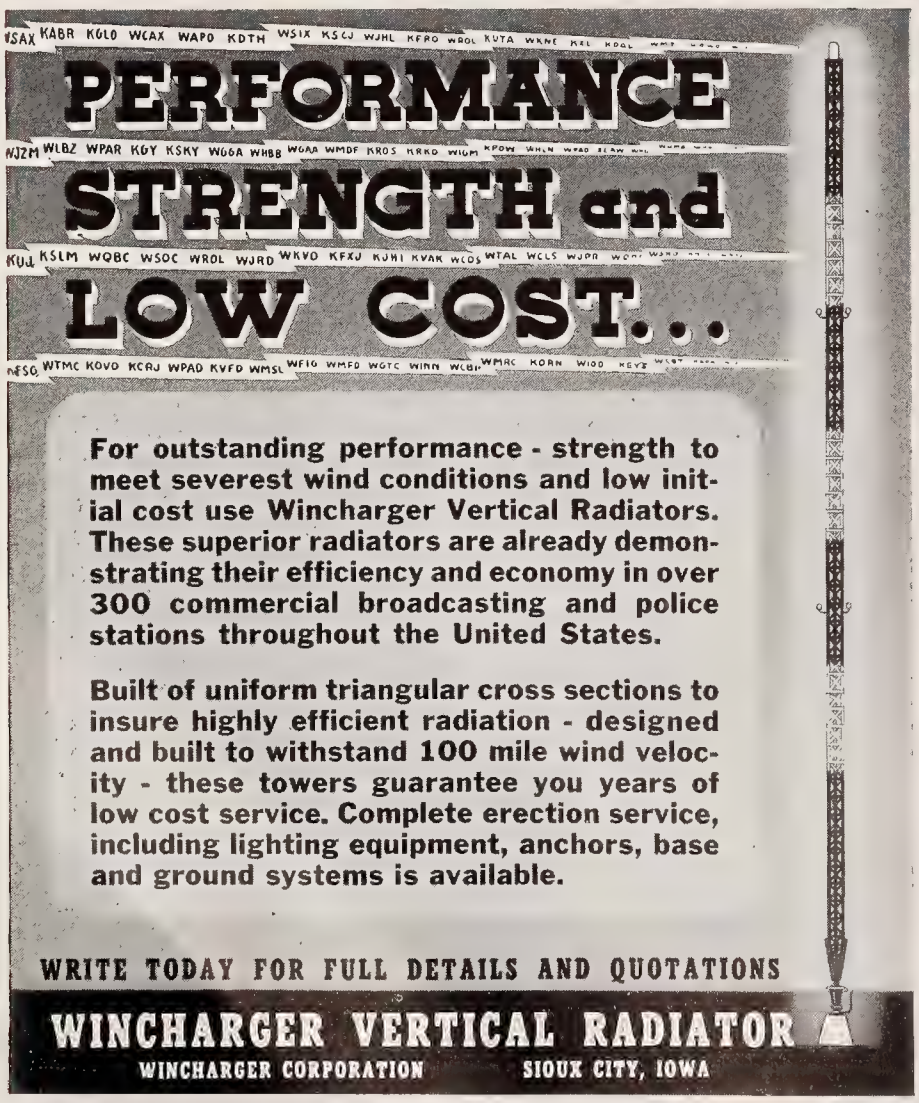
This must be avoided. In the second place, it is apparent that the subject of public or mass communications and the problem incident to the regulation thereof are so interesting and attractive that they draw public attention; that on the other hand, there is very little of news value or opportunity for publicity in the regulation of common carriers and this has had the result of centering the attention of the Commission and its personnel almost exclusively on broadcasting and related problems and of preventing the giving of sufficient attention to equally important problems relating to private communications.

Commissioners Would Have Better Knowledge

The changes proposed in these two sections would bring about a much needed and desired separation of the judicial and legislative functions of the Commission; would contribute to a sounder knowledge on the part of the commissioners of the communication problems committed to them; would make for orderly procedure and harmony of decision; and would speed up the disposition of cases before the Commission and the divisions thereof.

The last paragraph of section 3 gives definite authority to the Commission or to either division to assign

(*Continued on page 20*)



BUY WGBI

TRY THIS FOR SIZE!



It's the Scranton Audience... built by WGBI...measured by Hooper!

You don't often find a HOOPER INDEX of 64.3 anywhere, but that's the WGBI morning rating in Scranton . . . the hub of AMERICA'S 19th MARKET! *And that's the low!* In the evening that rating climbs to 65.1 . . . IN THE AFTERNOON IT'S A WHOPPING 73.7!

And remember, as big as it is, Scranton is only part of the 625,581 spenders WGBI influences in SCRANTON—WILKES-BARRE . . . a big, prosperous metropolitan area. As an advertiser, you don't dare depend on other stations . . . all of them together are hardly a whisper in this major market that deserves a shout. That's why most advertisers RELY on WGBI. Ask your John Blair man!

(Figures from Hooper Station Listening Index—Nov.-Dec., 1942)

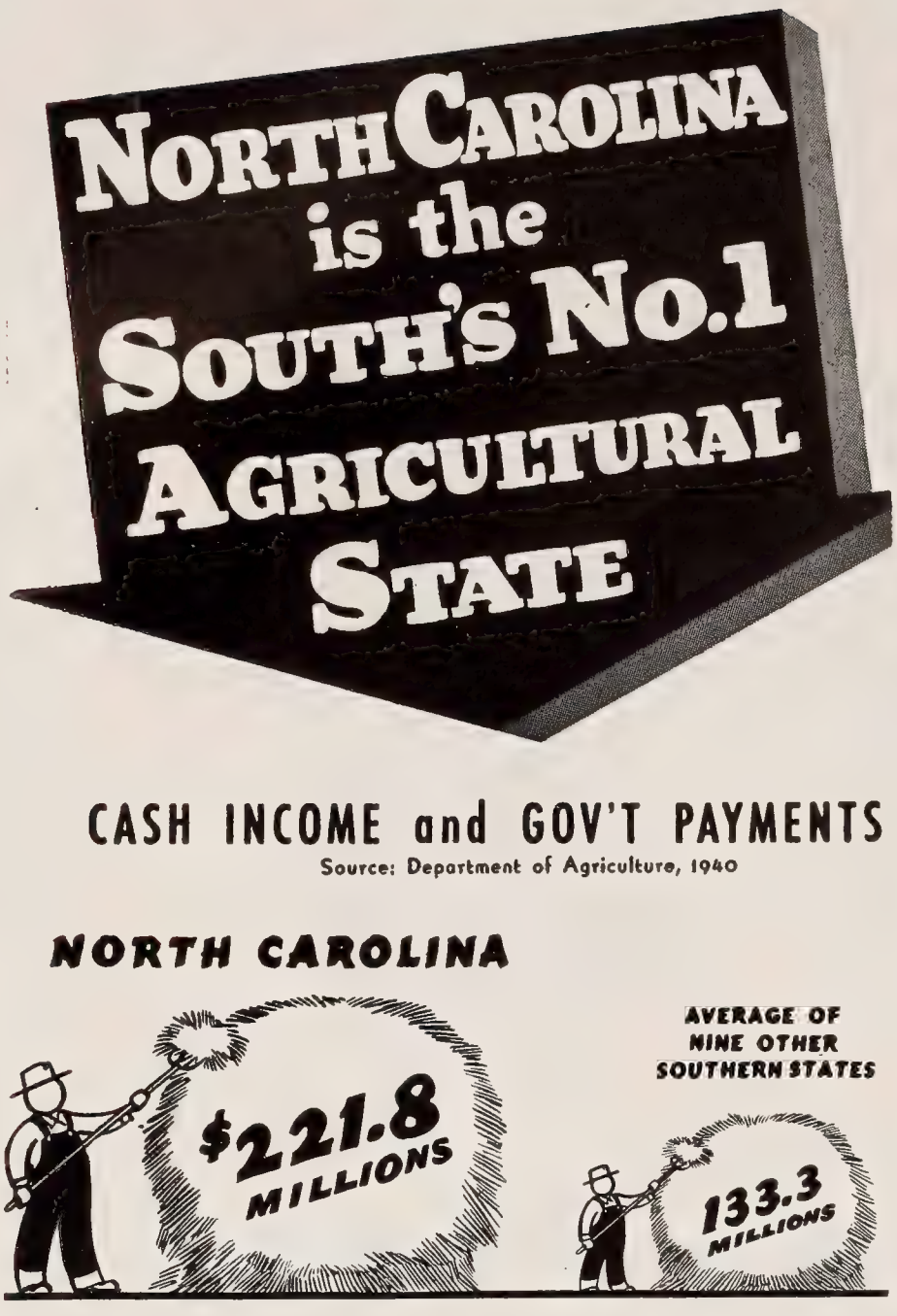
SCRANTON WGBI PENNSYLVANIA

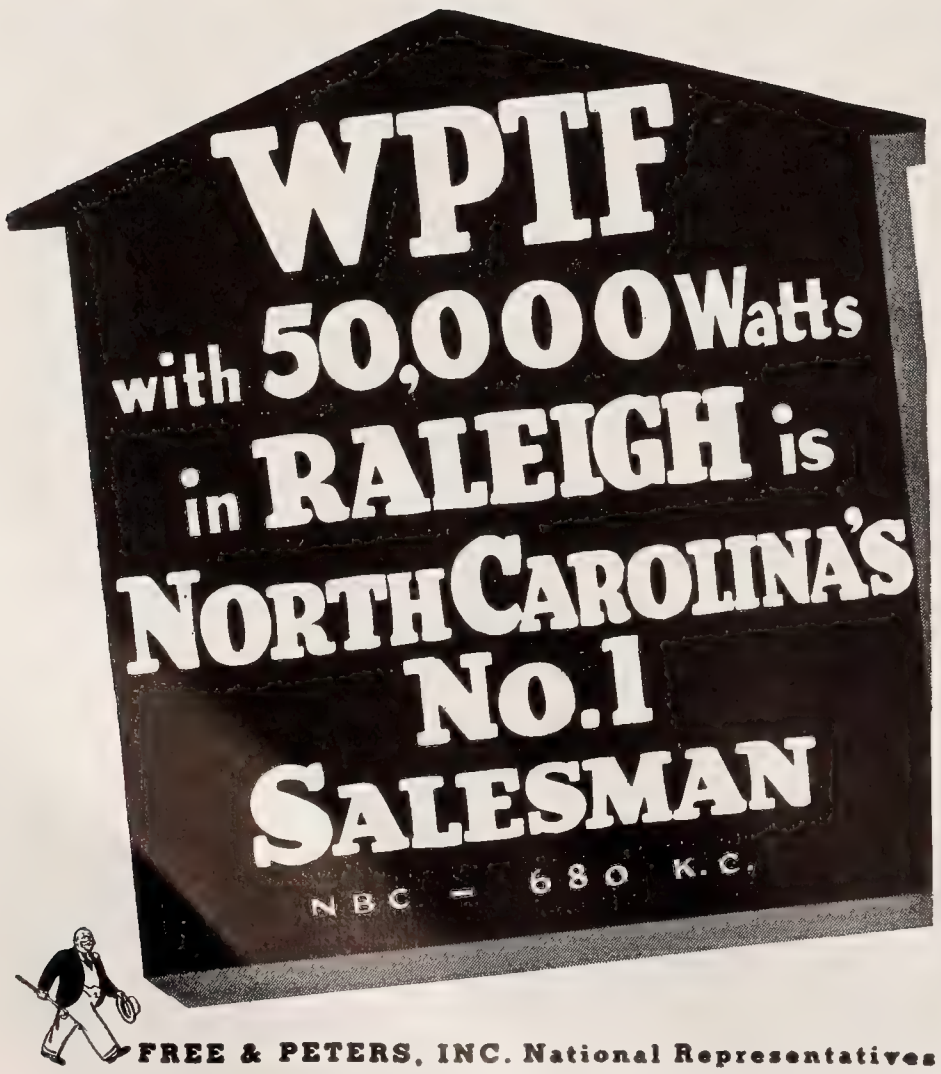
CBS AFFILIATE

910 KC
1000 WATTS DAY
500 WATTS NIGHT

FRANK MEGARGEE, *President*

JOHN BLAIR & COMPANY
National Representatives





FREE & PETERS, INC. National Representatives

or refer to an individual commissioner or to a board composed of an employee or employees, any portion of its work, business, or functions but with an assured right of review by the Commission or the appropriate division. This obviates the necessity for full Commission or division action in cases where this is not believed necessary. It should result in speedier consideration and decision.

SECTIONS 4 AND 5

These sections propose certain amendments to the procedural sections of the present act (secs. 308 and 309). These amendments are made necessary by the restrictive character of the language now employed and by the disposition of the Commission to give that language an extremely literal rather than a broad interpretation. The result has been to deprive applicants for certain types of licenses of the right to be heard before their applications are denied and also to deprive persons who are adversely affected by the action of the Commission in granting the application of others, of an opportunity to be heard before the Commission.

Written Applications Would Be Required

The first amendment to section 308 will make it clear that all instruments of authorization granted by the Commission entitling the holders to construct or operate radio apparatus should in general be the subject of a written application. The next amendment adding new language to paragraph (a) of section 308 authorizes in emergencies or in time of war the issuance of construction permits of stations or the operation of radio apparatus during the emergency or war without the filing of a formal application.

The amendments to section 309 make it clear that any person filing an application described in section 309 is entitled as a matter of right to have his application handled in a definite procedural way. This is not assured under present practice of the Commission.

The procedure to be followed in the handling of applications is that which was successfully followed by the Commission for a considerable period of time pursuant to rules and regulations enacted by it, but which method was recently abandoned apparently upon the theory that the Commission was according to applicants and others in interest greater rights than those which the act guaranteed to them. Since the right to notice and hearing is the very essence of orderly procedure, amendments to the act which leave no doubt that such right is secured are absolutely imperative. The amendments proposed would assure this result.

SECTION 6

This section proposes a redraft of the transfer section of the present act (section 310 (b)). As now drafted, this section in terms relates only to station licenses and does not apply to construction permits or other instruments of authorization which the Commission may issue under its rules and regulations. The redraft would remedy this deficiency. The present transfer section is also silent concerning the procedure to be employed by the Commission in passing upon such applications and the proposed amendment would remedy this defect by providing that transfer applications be handled in the same manner and in accordance with the same procedure employed in the handling of applications for original instruments of authorization.

Aside from these questions of procedure, the decisions of the Commission relating to transfer applications have given rise to the theory that the proposed transferee of a station license may be subjected to conditions not required of an applicant for an original license. This is believed to be unsound and has been due, at least in part, to the fact that the statutory standard employed in the present transfer section differs slightly in phraseology from that used elsewhere in the act.

By providing for the use of the same statutory standard in the proposed amendment and by the use of other clarifying language, it is believed that this cause for controversy will be eliminated. Language is included to make the paragraph apply not only to the instrument which may be the subject of assignment, but to any rights the holder of the license may have by virtue of his license.

SECTION 7

This section proposes amendments to section 315 of the present act relating to the use of broadcast facilities by candidates for public office. The amendments proposed are the deletion of the proviso clause now appearing in that section which provides that the licensee shall have no power of censorship over the material broadcast under the provisions of this section and the substitution therefor of clearer language to the same purpose found in a proposed new section 330. This present proviso has been the source of much uncertainty and controversy. We believe the change urged clarifies and enforces the congressional intent.

SECTION 8

Section 8 of the bill proposes a new sentence as an amendment to section 326 of the present act, which codifies an interpretation placed upon the act by the Supreme Court of the United States in the case of the *Federal Communications Commission* v. *Sanders Brothers Radio Station,* decided March 25, 1940. In this case the Supreme Court said:

Supreme Court Ruling In the Sanders Case

"But the act does not essay to regulate the business of the licensee. The Commission is given no supervisory control of the programs of business management or of policy. In short, the broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assigned channel."

Notwithstanding this pronouncement of the Supreme Court, notwithstanding the fact that no language can be found in the act which confers any right upon the Commission to concern itself with the business phases of the operation of radio broadcast stations and notwithstanding the further fact that section 3 (h) of the act provides that a person engaged in radio broadcasting should not be regarded as a common carrier, the Commission has nevertheless concerned itself more and more with such matters. The charge



is made that the Commission is attempting to control both the character and source of program material and the contractual or other arrangements made by the licensee for the acquisition of such material.

The amendment proposed spells out in black and white what it is believed was not only the original intention of Congress but is its present intention, with respect to this subject, in the hope that confusion and controversy can be eliminated. The amendment preserves the prohibition now contained in the act against interference with the right of free speech and that against the utterance of obscene, indecent, or profane language by means of radio communication.

SECTION 9

This section of the bill proposes the addition of an entirely new section to the act (sec. 330), which will require the identification of the speaker in the case of broadcasts dealing with public or political questions either local, State, or national in their scope and application.

Ever since the enactment of the Radio Act of 1927, the law has carried a provision requiring that in the case of the commercial use of a station the person or organization sponsoring such broadcast be identified in connection with the broadcast. Such a provision is found in section 317 of the present act.

Avoiding Propaganda In Sustaining Programs

The proposed new section would merely carry the principle of identification further and make it obligatory in the discussion of political or public questions to make clear not only who the speaker is but whose views he expresses. It is unfortunately a fact that most propaganda by radio is found in sustaining programs or programs which have no commercial sponsor. The adoption of this new section would carry the salutary principle of identification into a field where it is much needed.

SECTION 10

Section 10 of the bill proposes the inclusion of a new section (sec. 331) the effect of which would be to require the licensee of any station to afford a right of reply where public officers, other than the President of the United States, use his station for the discussion of public or political questions. This right of reply is to be exercised by the accredited representatives of the opposition political party or parties, and is to be afforded upon the same terms and conditions as the initial discussion. This substantially enlarges the scope of section 315 of the 1934 act. The subject matter of this proposed section merits immediate consideration.

SECTION 11

Section 11 of the bill proposes the addition of another new section (sec. 332), the effect of which would be to clarify the duties and responsibilities of a licensee where his station was used by a candidate for public office or by public officers or others for the discussion of public or political questions. The no-censorship clause of section 315 of the present act does not adequately define the duties of a licensee under such circumstances.

Political Trend of Script Not to Be Altered

The proposed new section (sec. 332) affords the licensee an opportunity to examine the material to be broadcast before its intended use and to delete therefrom any material which is slanderous or libelous or which the licensee may have reason to believe would subject him or his station to any action for damages or to a penalty or forfeiture under any local, State, or Federal law or regulation.

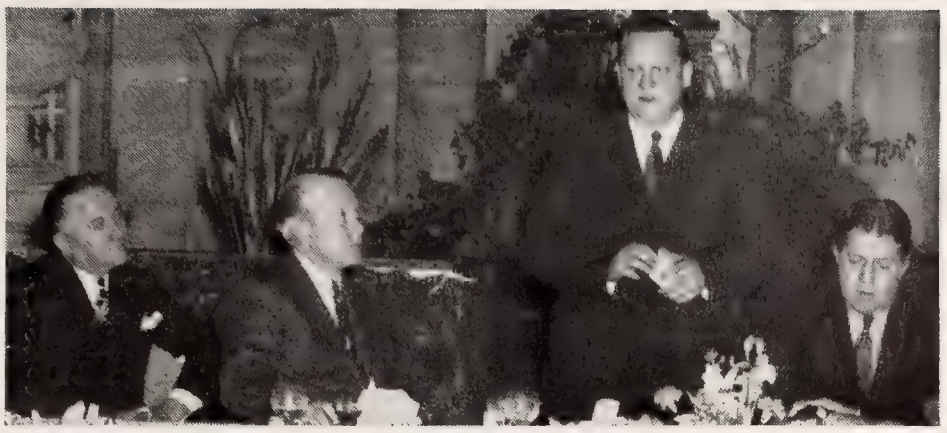
This section specifically provides that no licensee of any broadcast station shall have the power to censor, alter, or in any way affect or control the political or partisan trend of any material submitted by a candidate for public office or by public officers or others discussing public and political questions. With the exception of material which might subject the licensee to damages or penalties or material which is submitted for broadcast by or upon behalf of any person or organization which advocates the overthrow of government by force or violence, the licensee has no control over the subject matter of any broadcast.

SECTION 12

Section 12 is designed to clarify provisions of existing law relative to proceedings to enforce or set aside orders of the Commission and in appeals from decisions of the Commission. The present law upon this subject is now found in section 402 of the act.

Paragraph (a) of section 402 of the pending bill deals with actions to enforce or set aside orders of the Commission except those appealable under paragraph (b) of that section. More specifically, paragraph (a) of this section as it now stands relates to those orders of the Commission entered in matters involving common carriers and certain other orders relating to radio broadcast stations not now appealable to the United States Court of Appeals for the District of Columbia under paragraph (b) of section 402. Under the proposed amendment, all orders entered by the Commission in the performance of its licensing functions would be appealable under paragraph (b) and would not be brought before a statutory three-judge district court. Moreover, suits brought before a statutory three-judge court to enjoin the enforcement of an order of the Commission could be brought in the District Court of the District of Columbia as well as in other judicial districts.

The principal changes proposed in paragraph (b) of section 402 can be summarized as follows: (1) Persons desiring to appeal from orders of the Commission entered in all cases where the Commission exercises its licensing



WELCOMING William J. Dunn, CBS chief of Far Eastern staff who has returned to New York for a vacation after a year in Sydney, Australia, CBS was host at luncheon attended by executives of the network and newspapermen. Among those at the speakers table were (l to r) Leo Fitzpatrick, executive vice-president and general manager of WJR, Detroit CBS affiliate; Dr. Frank Stanton, CBS vice-president; Mr. Dunn; Paul White, CBS director of public events and special features.

We'll get your message across!



Under war's impact, advertising procedures are shifting fast. New methods, new media must be found.

WSIX offers its full facilities to advertisers seeking adequate representation in the rich Nashville area. We shall be glad to furnish proof that this station has what it takes to do the job.

Member Station
The Blue Network and
Mutual Broadcasting System
SPOT SALES, Inc.
National Representatives

5000 WATTS

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

980 KILOCYCLES

functions, must appeal to the United States Court of Appeals for the District of Columbia; (2) language is adopted which will remove doubt as to which cases are appealable and which will extend the right of appeal to persons which should have such right but which have been excluded due to imperfections in the present act; (3) the time in which an appeal must be taken is made 30 rather than 20 days, as at present, and the contents of the notice of appeal are specified with particularity along the lines now provided by the rules of the United States Court of Appeals for the District of Columbia; (4) jurisdiction is expressly conferred upon the court to which an appeal is taken to grant temporary relief either affirmative or negative in character; (5) the court is given authority to specify by rule what the record upon appeal shall contain; (6) the questions which can be raised upon appeal and which the court must consider in determining an appeal are specifically enumerated; and (7) the Commission will be required to comply with the mandate or decision of the court upon the basis of the record upon which an appeal is taken unless the court upon petition shall otherwise determine. Other provisions of the present act relating to the right of persons to intervene in an appeal are retained.

Deemed Vital to Adequate Judicial Review

All of these changes are, in our opinion, not only desirable but necessary if adequate judicial review of the Commission's exercise of its licensing function is to be made effective. Present language of section 402, and particularly paragraph (b) thereof, is so vague as to result in great doubt concerning the proper court in which to seek judicial review in many cases. Moreover, recent decisions of the United States Court of Appeals for the District of Columbia and of the Supreme Court of the United States are such as to cast further doubt upon the meaning and application of these provisions.



CROSSING HANDS with L. C. Johnson, manager of WHBF, Rock Island, Ill., are two former staff members now on duty with the Navy. Visitors are Millicent Polley, former women's director, now seaman, 2nd class, in the WAVES, and Lt. (s.g.) Charles Volger, WHBF announcer on leave from a light cruiser on which he has served for more than two years.

Generally speaking, the same considerations which controlled the Attorney General's committee on administrative procedure in the making of its recommendations concerning judicial review of the decisions and orders of other administrative tribunals have prompted the amendments to section 402 here proposed. But we have gone further in certain respects than the Attorney General's committee and have attempted to adapt the theory of that report to the peculiar problems incident to the licensing of radio stations and the review of decisions and orders of the Commission in licensing such stations.

An important instance of an adaptation peculiar to the subject matter has to do with judicial review of actions instituted by the Commission against the holder of a license.

No Certiorari Granted Individual Litigant

It is unfortunately the fact that since the organization of the Federal Radio Commission in 1927 certiorari has not been granted by the Supreme Court in any case upon the application of an individual litigant, while on the other hand only one such request for review has been denied when made by the Commission. From 1927 to 1942 the Supreme Court granted a review in seven cases upon petition by this governmental agency and denied only one; it granted no review in behalf of a private litigant, although many were requested. Obviously the road to the Supreme Court for persons unsuccessful before the Court of Appeals is a one-way street.

We have attempted to deal with this situation and subject in such a way as to insure review by the Supreme Court in a limited but most important class of cases, namely those cases in which the Commission on its own motion proceeds against the holder of an existing license. This is by a provision which would make Supreme Court review in this class of cases obligatory upon the Court rather than optional with it. Such a provision is not unique or without precedent. In other important classes of cases it has been in effect and it should be adopted here if judicial review of Commission action is to be a meaningful rather than an empty term.

SECTION 13

Section 13 of the bill provides for such changes in section 405 of the present law relating to the subject of rehearings as are necessary to conform to the changes in the administrative organization of the Commission proposed in sections 2 and 3 of the bill. Further provision is made for delaying the effective date of any decision, order or requirement made in any case which is the subject of petition for rehearing until after final decision upon such petition.

Eliminating Doubt on Rehearing Petitions

An attempt has also been made to eliminate doubt now prevalent concerning when his petition for rehearing must be filed before judicial review of the Commission's order can be had. Under the provisions of the amendment proposed, the petition for rehearing will not be a condition precedent to judicial review except where the party seeking such review was not a party to the proceedings before the

Small World

RIDING on the bus to Huntington, Ind., the other day to marry Barbara Barnhart, known to listeners of WOWO, Fort Wayne, as Jane Weston, Sgt. Richard Ramsell had a portable radio and was listening to WOWO. When the announcer said that Jane Weston was being married that day, a woman passenger remarked, "I wonder who the man is." "Me," said Sgt. Ramsell, but he still feels the lady thought he was ribbing her.



Commission resulting in such order or where the party seeking such review relies upon questions of law or fact upon which the Commission has been afforded no opportunity to pass.

SECTION 14

Section 14 of the bill proposes an amendment to paragraph (a) of Section 409 of the present act which deals with the cases heard by less than a quorum of the Commission or either division thereof. The procedure employed by the Commission in cases of this character has led to a great deal of controversy and there has been a decided lack of uniformity both in the handling of such matters and the character of reports submitted by the hearing officer.

The proposed amendment requires not only the submission of a uniform type of report setting out in detail and with particularity all basic or evidentiary facts developed as a result of the evidence taken but also conclusions of fact and law upon each issue submitted for hearing. It further makes mandatory the hearing of oral argument by the Commission or the division having jurisdiction of any case upon request of any party before the entry of a final order. The Commission or division is also required to accompany any final order with a full statement in writing of all the relevant facts as well as conclusions of law upon those facts.

Provision Covering Declaratory Rulings

Here again an attempt has been made to conform to the recommendations of the report of the Attorney General's committee on administrative procedure, and these provisions, if enacted, would be wholly consistent with those recommendations or any legislation which may result therefrom.

SECTION 15

Section 15 authorizes the issuance of declaratory rulings respecting the rights and the legal relations of any person who is the holder of or applicant for a license or a construction permit.

It is proposed that whenever necessary to end a controversy or to remove substantial doubt and uncertainty as to the application of this act or of any regulation of the Commission to any such person, the Commission upon petition therefor, may hear and determine the matters and things in issue and may enter a judgment ruling, which shall have, in the absence of reversal after judicial proceeding, the same force and effect as a final order of the Commission and in the case of proceedings by the Commission having as their purpose the revocation, modification, or failure to renew or extend an existing permit or license, the Commission shall be required to entertain such petition for declaratory relief.

Provision is made for notice and hearing upon any such petition and for appeal to the Court of Appeals of the District.

This proposal provides a means by which applicants and licensees may have a judicial determination as to questions of vital importance to their business without putting in jeopardy their very business existence.

SECTION 16

Section 16 of the bill proposes the addition of an entirely new section. This section is designed to curb an alleged tendency upon the part of the Commission to discriminate in a manner not authorized by the statute between applicants for broadcast and other radio facilities and to require as a condition to grants made, the doing of acts which the Commission has no authority under the statute to require.

When the Congress enacts a law creating an administrative tribunal and defines its powers, duties, and functions, we consider it as fundamental that the authority conferred must be limited by the enabling act. Such a tribunal has and must exercise those powers which are specifically enumerated. In addition, it must exercise those powers which are necessarily incident to the exercise by it of those powers expressly enumerated. It is not, however, authorized or permitted to set itself up as a general legislative body making its own rules of conduct and decision wholly apart from and beyond the language of the statute. The tendency to do this, prevalent among virtually all administrative tribunals, has recently become very aggravated at the Commission. This, in our opinion, must be arrested by the enactment of specific legislation along the lines here suggested.

Million for Fiddle

JACK BENNY'S fiddle brought a $1,000,000 War Bond Pledge at a rally held recently at Gimbel Brothers department store in New York. The bond and fiddle buyer was Julius Klorfein, president of Garcia Grande Cigars, one-time spot advertiser and sponsor of the late Graham McNamee on the air. "I can't use it myself," he explained, "but the children will play it."

Pack-Irwin Satire

RICHARD PACK, publicity director of WOR, New York, and Theodore Irwin, associate editor of *Look* magazine, are co-authors of a satiric comedy about radio commentators and military experts. Entitled "Good Evening America", the play is being handled by the William Morris Agency, New York.



5 Reasons Why
You Should Buy WWVA

1 • POWER!
50,000 WATTS

2 • COVERAGE!
Over 5,000,000 people in primary area of Northern West Virginia, Eastern Ohio and Western Pennsylvania. Millions more in wide secondary area.

3 • RESULTS!
A big advertiser advises: "You are first in a list of 23 stations that carried our campaign." We are invariably among the top three stations.

4 • ECONOMY!
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5 • ATTENTION!
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HOOPER* proves you profit on—

CBS WRBL COLUMBUS, GA.

Represented By SPOT SALES

*81.2 to 96.8% of Radio Listeners in Fall 1942 Survey.

U. S. Food and Victory Garden Drives Draw Heavy Contributions by Industry

BROADCAST stations, cooperating with OWI's Network Allocation Plan for six major food drives, have drawn praise from several Government officials.

"Radio stations generally have been quick to respond to the need for giving the public accurate information on our food supply," said Wallace Kadderly, chief of the Agriculture Dept. Radio Service. "They have taken rapid measures to help farmers meet their food production goals, to aid homemakers in wise purchase of available foods."

"The whole problem of food is very much in the mind of radio station officials," said Ernest Moore, chairman of the Agriculture Dept.'s Victory Garden Campaign. "They are anxious to help consumers understand the food situation and are alert to the need of the moment."

Three Drives Started

First three drives—farm production, point rationing and the overall food problem—have already started. A heavy campaign on all networks and many independent stations was to begin March 8 for Victory Gardens, with sponsors cooperating.

On March 22, a national program to recruit and train volunteer farm workers, especially part-time employes, will get under way and local drives to increase farm manpower will continue throughout the spring. The Government's drive for nutrition and food conservation begins March 29.

The radio campaign on point rationing, which has helped to prevent panic by an intelligent treatment of the food crisis, began Feb. 22 and runs through March 22. During this period practically all stations are carrying live or transcribed programs and announcements to explain the point system of rationing, how to shop wisely and how to budget points.

The Network Allocation Plan scheduled approximately 40 leading network evening and daytime programs weekly. Last week more than 860 stations carried a quarter-hour strip for five days. Fact sheets of shopping tips were furnished to local women's programs and commentators. Several top daytime serials were requested to work point rationing into their scripts as part of the plot.

During the second week of rationing, the four groups of stations will carry three one-minute announcements per day, to tell the public what to buy. Programs designed to appeal to homemakers will continue to interpret point rationing. The topic has been allocated to the networks' commercials also.

The fourth phase of the overall Food Campaign, scheduled to run March 8-28, is on behalf of Victory Gardens. During this week 40 network commercial and sustaining programs will plug Victory Gardens. Virtually every station, network and independent, will carry 12 to 16 one-minute announcements per day on war subjects. Approximately half of these stations are scheduled to carry 21 spot announcements on Victory Gardens. Some of the most popular programs will cover the subject.

All non-affiliate stations are expected to carry the announcements March 15-21. Two quarter-hour recorded dramatic programs interpreting the need for home, community and school gardens will be presented on more than 850 stations. The third week of the campaign about 38 network commercial and sustaining programs will come under the Network Allocation Plan. All stations will carry 21 spot announcements, three daily.

Praise for Stations

The *Farm & Home Hour* has been devoting a Monday quarter-hour to Victory Gardens, 12:45-1 p.m., since Feb. 8, under the direction of Mr. Moore. Approximately 100 stations air the program. Mr. Moore praised stations for their cooperation in the overall program. "In many instances radio stations have taken the initiative in the Victory Garden project, even before the Govt. has asked them to help," he said.

Typical of the enthusiastic response of local stations have been requests for bulletins and source material for special programs on WWSW, Pittsburgh (Marjorie McCann's *Women in Defense*), WSNY, Schenectady (Marie de Lorenzo's program for women) and programs on WCFL, Chicago.

KDKA, Pittsburgh, has been presenting a thrice-weekly series on gardens and WBBM, Chicago, airs a Sunday program. Advice to garden planters on WGN, Chicago, is given by Ben Markland, *Chicago Tribune* garden editor, and his guest gardening authorities Sunday mornings in the quarter-hour series, *Know Your Onions.*

Telling Solons

CUSTOM fell when the Texas Legislature invited Fulton Lewis jr., MBS commentator, to address a joint session, March 5. Leaders of both Houses agreed to waive the usual long weekend recess to hear Mr. Lewis, who visited the capital on a speaking tour.

A 10-minute program of music and gardening news, *The Victory Gardener* is aired by WSBA, York, Pa., in the *Don't Listen Men* hour, sponsored by the York Paint and Hardware Store. The farm program department of WLW, Cincinnati, calls its weekly garden program the *Three V's*—Vegetables, Vitamins and Victory—and runs a seasonal schedule of talks on topics such as production and purchase of seedling plants, early treatment of soils and selection of vegetables to plant, pest control and other subjects. Ed Mason, farm program director of the station, has invited gardening authorities to participate in discussion of farming problems. A weekly planting guide, pest control, and question-and-answer digest, are regular features.

An unusual feature of the Victory Garden project of WHIO, Dayton, in line with the city's slogan, "Make the vacant lots produce", is a plan to cultivate five acres of ground at the station's transmitter. Each member of the staff will have his own garden there. The employes hope to beat the meat shortage by raising lambs at the transmitter.

Radio is doing an intelligent job of presenting the overall food in war program, according to William M. Spire, Radio Campaign Manager of OWI's Domestic Radio Bureau. "Stations not already carrying local food programs could do much for the Government and for themselves by having a saleable program, " he said. "The Government does not wish to tell stations how to run radio. More and more we shall have to depend upon local stations to take the initiative in solving local problems which the Government cannot handle."

● Now is the time to reach Southern California, most rapidly expanding market in the West. For complete coverage at lowest cost, use KMPC, most powerful independent in the West.

KMPC

LOS ANGELES ★ 710 KC

for Southern California ★ 10,000 WATTS

AFFILIATED IN MANAGEMENT WITH WJR, DETROIT AND WGAR, CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

ACTIVITIES of Navy, Army and RCAF are depicted in story and song in *Comrades in Arms*, a Friday three-quarter hour show on the CBC network and a dozen additional stations. Recently Aircraftsman Fletcher Markle, RCAF announcer, formerly of CBR, Vancouver, B. C., now with the radio division of RCAF Public Relations, interviewed Squadron Leader Ken Boomer of Ottawa, the first Canadian to shoot down a Jap Zero, and the only one decorated by both Canada and U. S.

* * *

Sharing Treasures

MUSIC composed by contemporary North and South Americans is featured in *Musical Treasures of the Americas*, recorded program with live commentaries by Burle Marx, now being shortwaved to Brazil each week via NBC's international stations, WRCA and WCBX. A conductor, pianist and composer, Mr. Marx is in the United States as a cultural representative of the Department of Press & Information of the Brazilian Government.

* * *

Sweet Consolation

CONSOLATION prize of a new spring hat via gift certificate is given by the sponsor of *Sloganaire*, on WKNE, Keene, N. H., to the one telephoned who does not know the slogan of the day which has been simultaneously aired on the thrice-weekly quarter-hour show. The slogan incorporates the sponsor's name, the Royal Furriers of Keene, and Bellows Falls, Vt. The lucky wheel technique is used to select telephone numbers. First prize is $10.

* * *

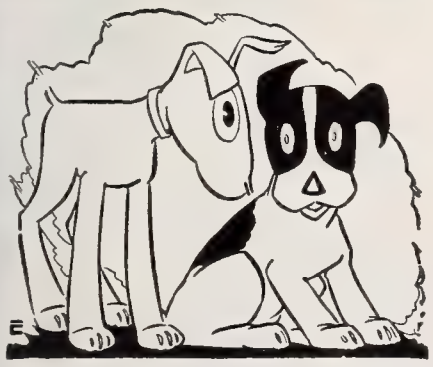
Popular

SO LARGE was the response to the quiz show titled *Guess Who* on CKBI, Prince Albert, Sask., that the Monday night program inviting listeners to phone in the answers to teaser questions had to be taken off the air. But the sponsor wanted the show and it's back again. Now only listeners on certain pages of the telephone directory are permitted to call the station. Prizes are offered to listeners suggesting *Guess Who* material.

* * *

Heroic Women

UNSUNG heroes of the home front are saluted weekly by Jane Lee in her *Women's Magazine of the Air* on KPO, San Francisco. Local Chambers of Commerce in California provide factual stories to Miss Lee for her broadcasts.



"By not advertising over WFDF Flint Mich., he's headed straight for us."

Purely PROGRAMS

Postwar World

POSTWAR reconstruction in Canada and throughout the world is the theme of a series of Sunday afternoon discussions on the Canadian Broadcasting Corp. network, titled *Of Things To Come—Inquiry on the Postwar World*, directed by Morley Callaghan, Canadian author. Representative Canadians will appear on the programs, which are also arranged for French-language stations.

* * *

Learns the Ropes

BREAKFAST table discussion of rationing problems in *Jack and Betty* has started on WHIO, Dayton. The daily show, sponsored by Liberal Market, reveals Jack's ignorance, while Betty knows it all and proceeds to explain.

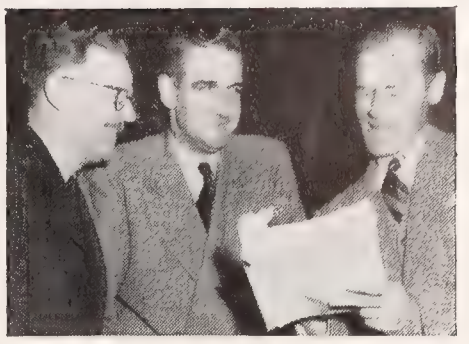
Artistic Pleasure

COMBATTING wartime jitters is the purpose of *Fantasia*, a Sunday half-hour program on WTAG, Worcester, Mass., when a mood of restful pleasure is created with a blend of musical, literary and artistic works. The Worcester Art Museum facilities are used for source material. A representative of each cultural field appears as guest on the program.

* * *

Farmer Viewpoint

FARMERS' VIEWS of national problems and issues of the war effort are presented on a transcribed quarter-hour, *The Farmer Speaks Up*, broadcast Saturday noon on WGN, Chicago, conducted by Gail Compton, farm editor of the *Chicago Tribune*.



NEW FORMAT of the weekly CBS *Ceiling Unlimited* was under scrutiny of this sponsor-agency trio during a recent production huddle. Dramatized quarter-hour series, sponsored by Lockheed & Vega Aircraft Corps., utilizes weekly change of guest stars. Script analyzers (l to r) are John Messler, account executive of Foote, Cone & Belding, Los Angeles agency; Howard W. Cheney, advertising and sales promotion director of Lockheed & Vega Aircraft Corps., and Thomas Freebairn-Smith, agency producer of the program.

ARGENTINA'S
RED ARGENTINA DE
EMISORAS SPLENDID
NETWORK OF 10 STATIONS

HJCS
BOGOTA
50,000 WATTS

MEXICO'S
RADIO PROGRAMAS
DE MEXICO
NETWORK

CUBA'S
R. H. C. and
CIRCUITO CMQ
NETWORKS

TGW
GUATEMALA CITY
GUATEMALA

HP5G-HOA
PANAMA CITY
5,000 WATTS

TIPG
SAN JOSE
COSTA RICA

HCIBF-HCIBD
QUITO
ECUADOR

PERU'S
CIA. PERUANA
DE RADIODIFUSION
NETWORK OF 9 STATIONS

HHW-HH3W
PORT-AU-PRINCE
HAITI

ZFY
GEORGETOWN
BRITISH GUIANA

CHILE'S
LA COOPERATIVA
VITALICIA
NETWORK OF 8 STATIONS

RADIO CARCAS
VENEZUELA
10,000 WATTS

HIN-HIIN
CIUDAD TRUJILLO
D. R.

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RADIO STATIONS

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- COVERED 1937 OHIO-MISSISSIPPI VAL
- SINGLE-HANDED BROADCASTS 1940 R
- SCOOPED RADIO WITH WENDELL W

UNITED PRESS

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CBS WORLD NEWS

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THE S.B. Wils

CINCIN

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ETWORK ACE...

NCKY's NEWS EDITOR!

d Thomas NEWS-WRITER WHO WROTE AND STYLED

OF PAUL SULLIVAN - PETER GRANT - JAY SIMMS - ARTHUR REILLY • • •

ER
OLE WEST
FLOOD BY PLANE FOR NETWORK BROADCASTS
ICAN AND DEMOCRATIC NATIONAL CONVENTIONS
INTERVIEW

STATION
T I

PRAISE FROM THE PRESS



SECOND THOUGHTS

by NIXSON DENTON
SPORTS EDITOR OF THE TIMES-STAR

THE announcement of the departure of Fred Thomas from WLW to take over the news room at WCKY may have been passed over as something entirely without consequences by most radio addicts, but, while they may be entirely unfamiliar with the proud old Thomas name, they are not unfamiliar with Mr. Thomas's work.

Although completely unhonored and unsung, Fred's finely spun phrases and carefully selected adjectives have been mouthed into the microphone by such celebrities as Paul Sullivan, Peter Grant et al.

Persons, supposedly thrilling to the learned comment of such gentlemen, made breathless by their erudition and grasp of world affairs, in reality paid tribute to Mr. Thomas. For, by tailoring the mile after mile of script that he wrote to his great mouthpieces he made of them four-star commentators.

The announcers with whom he works at WCKY can anticipate the same fate. They'll be molders of public opinion and authorities on this and that in no time.

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Worth Pondering

POST-WAR planning, perhaps a bit prematurely, has become as popular on the Washington front as New Deal directives. Every conceivable field of endeavor is being covered in these long-range projections.

Industry, too, has an eye to the future, and perhaps an ear to the ground on Washington's thinking and planning. Winning the war is first order—as all in Washington appreciate. But the peace plans always get attention, along with ideas for the new economy in that new era.

It behooves those, not alone in radio, but in those related fields of information, enlightenment and entertainment, also to appraise the future. The printed media—newspapers and magazines—and the motion picture industry, should take heed. They may very readily find themselves in radio's boat—licensed by the Government and regulated by an FCC or some such super agency.

Miracles are being performed in the radio and electronics laboratories. Had not the war intervened, television and a new high-fidelity type of sound broadcasting, wide-band or FM transmission, would be in a more advanced state. Facsimile, "still" picture transmission—newspaper publication and delivery by radio, if you please—would have progressed.

So the post-war radio receiving instrument, in all likelihood, will be at least a three-way device—as ingenious as the aural broadcast service that sprang from World War I. High-fidelity sound reception for those who want to listen, motion pictures probably on a network, and a printed "newspaper of the air" all will emanate from the same transmitting plant and will be "received" on the same home device. All this won't happen overnight, but it's as certain as a United Nations victory.

Freedom of the press, along with the other freedoms, is traditional in our Democracy. Yet radio is in interstate commerce and radio assignments must be allocated in orderly fashion. The ether must be policed to avoid electrical interference. Thus, there must be a licensing authority.

In this post-war order in which press and motion pictures become associated with the radio art, will the press and the motion picture industry be licensed? Where does the traditional freedom of the press go then?

The American Newspaper Publishers Assn. meets in New York next month. The NAB holds a War Conference in latter April or early May. Committees of Congress, both standing and regular, are considering aspects of radio regulation. All would do well to consider the vast and far-reaching potentialities of these impending developments and plan accordingly.

There will be legislation at this session, it now appears, with the introduction of the White-Wheeler Bill to rewrite the Communications Act, with the pending Holmes Bill in the House toward the same objective, and with the Cox Select Committee Inquiry into the FCC and its stewardship. The time to get things done is *now*. Adequate safeguards against interference with the traditional freedoms of the media of expression should be provided by Congress in redrafting the Communications Act.

Coping With Crises

TRANSITION to an all-out war economy is bringing to light a surprising amount of initiative on the part of those who get the business that keeps the American System of Broadcasting at the top of world radio.

As a continuously growing industry, broadcasting has been alert to open new fields of revenue. And as a vital war weapon the industry has shown initiative in turning its kilocycles into war-winning channels while maintaining revenue at a point that permits high standards of operation.

A breakdown of new revenue sources developed by networks, printed on another page in this issue, reveals some of the new sources of business discovered in the critical weeks since Pearl Harbor.

Many of these new clients have been signed for onetime shots—"E" awards, holiday observances and special war events. Of a half-hundred such sponsors at least two have relished their radio debut and have become steady customers. Here the thought arises that the percentage of steady customers might well be increased by proper follow-through selling.

While the onetime shots are encouraging, they are somewhat in the itinerant or fringe class of station business. The backbone of commercial operation naturally is the long-term sponsor who is sold on the sales power of the medium. Danger of the fringe business is diversion of too much sales effort to a minor part of the station's total revenue.

Dozens of new and steady customers have been developed by stations through such programs as the *Uncle Sam* broadcasts put out by the Office of War Information. Many of these sponsors are in the heavy industries group, and a good share of them may find the experience pleasant and profitable. Others participating in *Uncle Sam* broadcasts are in categories more frequently patronizing radio facilities.

Food rationing has been a help to the industry, with stations and sponsors alike performing a notable public service by teaching the public how to live under an economy of scarcity. Always one of radio's best customers, the food industry will find new opportunities to serve the nation and promote goodwill by offering nutrition advice, encouraging gardening, helping in the recruiting of harvest help and guiding farmers in raising specific crops as required by the war.

These instances of wartime sales initiative serve to remind broadcasters and businessmen that alert management and sales effort can solve a lot of the tough problems that greet every executive as he opens his morning mail.

Guestitorial

Editor's Note: BROADCASTING *departs from its usual policy by reprinting a letter from an anonymous reader of the "Chicago Tribune", published in that newspaper Feb. 14.*

JIMMY'S MISSING A CHANCE

THE MUSICIANS' Petrillo could do a great deal of good and collect far more millions than he has ever dreamed of if he would only extend his benevolent protectorate to include other trades and professions which have been more or less supplanted by those two national disgraces of ours, progress and invention.

For instance, the poor candlestick makers must be in a terrible plight since kerosene lamps made their debut. Also the kerosene lamp workers certainly must be all on relief now since gas came into such general use for illumination.

Then there are the gas mantle workers who haven't had a full week's work since the electric lamp was so universally adopted. Their plight is far worse than that of the $90 a week musician who must train and practice from childhood to master the art of turning a phonograph record over.

Now, is there any earthly reason why a person buying a Mazda light globe shouldn't be required to purchase also one dozen 12-inch candles, one kerosene lamp, and a half-dozen gas mantles, and sign an agreement to break the Mazda globe immediately after using it the first time?

Also, there should be stringent laws with severe penalties for any one caught turning on an electric lamp unless one of the above mentioned workers has been hired to stand by while the dirty, low down owner pushes the button. A good experienced stand-by turner-over expert would be obtainable from Mr. Petrillo's office for the modest weekly charge of—say $90.

By the way, does Mr. Petrillo have his car destroyed every time he uses it? You should think of the poor automobile workers, Mr. Petrillo.

C. F. H., Piqua, O.

We Pay Our Respects To —



CHARLES EDWARD ARNEY, Jr.

FROM COAST to coast—that's the story of Charles Elwood (Bee) Arney Jr., second man at NAB headquarters in Washington. Two years ago he left Seattle, where he was public relations director of KOMO-KJR, to become assistant to NAB President Neville Miller. He held that position until a few days ago when the NAB board of directors promoted him to secretary-treasurer, with Willard Egolf, formerly commercial manager of KVOO, Tulsa, taking over as assistant to the president.

Trade association work is Bee Arney's field, though he has been identified with various aspects of broadcasting since the 20's. He forsook a legal career to enter the news and trade association field, but his booming basso profundo carried him to the microphone as early as 1926.

Thus, Bee Arney describes himself as "an organization man" rather than a broadcaster.

When he left his post as public relations chief of KOMO-KJR, to take over Ed Spence's duties under Neville Miller, he was so deeply steeped in organizational work that he was fully aware his first job was to learn the temperament of the industry. He feels that after two years he thoroughly understands its objectives.

He has devoted himself to association work almost continuously since March, 1920, when he resigned his World War I job as assistant counsel of the U. S. Shipping Board Emergency Fleet Corp. The son of an Idaho educator and prison warden, Mr. Arney started in 1915 with a law degree from the U. of Washington, and spent three years in a scholarship job as clerk in the U. S. Attorney General's office.

Five years of practicing law were all Bee Arney wanted. On Sept. 20, 1920, he went into association work as assistant manager of the Seattle Chamber of Commerce, a post he held two years. Then followed nine years as president of the Seattle Taxpayers Assn., a period in which he became well-known in the state capital, where he fathered many budget and tax reforms.

Bee Arney's deep, booming voice was heard on KPQ, Wenatchee (then Seattle), in 1926, when he did play-by-play football broadcasts from telegraph reports in his spare time. He turned seriously to radio in 1932, with a sustaining news program on KOL, Seattle.

Shifting to KOMO-KJR, Seattle, in 1935, he organized the Washington Radio Forum, a taxpayer legislative group, with Eric Johnson, now president of the U. S. Chamber of Commerce, as chairman. The Forum sponsored daily broadcasts by Mr. Arney from the state capital through three legislative sessions. At the same time, Bee was working as public relations chief of KOMO-KJR, a post he held until Neville Miller invited him to Washington, D. C.

As KOMO-KJR public relations chief, he sat-in on station policy making meetings, and attended 17th District NAB sessions, thus learning something about the business of broadcasting.

Years in organization work gave Bee Arney a broad background in law and budgeting, experience that has been of value to him in working with NAB committees, and which he expects to use in his wider duties as secretary-treasurer and chairman of its forthcoming War Conference. He likes people, and gets along readily. Much of his time since joining NAB has been spent at regional meetings, getting to know the broadcasters, and letting them know him.

Bee says that in a trade association, an official's job is to make known the will of the membership. Credit is of little importance for the individual executive. When the association brings results, the group and the officials all benefit, he believes.

One of the little mysteries about Bee Arney, is the origin of the Bee, which has no conceivable connection with his name. He confides that it is just something that has stuck since babyhood, when his slightly older brother, J. Ward Arney, referred to him as the "Bee"—for "Baby".

A good sport, and popular at conventions he attends, Bee likes to use his deep voice by singing with a quartet. In his college days, he, his brother, and two friends earned their expenses singing at the early motion picture houses.

Bee has been married twice, and is the father of twin daughters, now 25 years old. His hobbies in addition to singing are baseball and football—in his youth he made his high school varsity. His only complaint about proverbial crowded Washington is that he has no quartet . . . "and little prospect of getting one", he says, "with all the tenors in the Army."

Personal NOTES

CHARLES HIGGINS, previously of Outdoor Advertising Inc., New York, and manager of the Wichita branch of the Halsell-Humphrey Adv. Agency, has joined the sales staff of MBS.

GLACUS G. MERRILL, commercial manager of KVNU, Logan U., before becoming a Petty Officer in the Navy, is now assigned to recruiting service in the Salt Lake area, where he is airing both government and personally prepared scripts on behalf of the WAVES and SPARS.

MAJ. EDWARD A. DAVIES, vice-president of WIP, Philadelphia, has been named chairman of the radio division of the local Red Cross campaign.

THOMAS B. COLEMAN is resigning from the executive staff of John Blair & Co., station representative, to become New York State representative of the Advertising Department of *Good Housekeeping* magazine.

LINCOLN SIMONDS leaves the New York office of Weed & Co., station representative, March 8, for Los Angeles, where he has been assigned to manage the Weed office, succeeding Haan J. Taylor, who continues as manager of the San Francisco branch. Simonds has been a member of the New York sales staff.

WILLIAM S. PALEY, president of CBS, has returned to his New York headquarters after 10 days of conferences with Donald W. Thornburgh, Pacific Coast vice-president, and other network executives on accelerated production plans.

LAWRENCE W. McDOWELL, commercial manager of KFOX, Long Beach, Cal., retaining that post, has been commissioned a lieutenant in the Coast Guard Temporary Reserve and assigned operations officer for the Long Beach office of the 11th Naval District.

BILL BOWERS, former manager of WJZM, Clarkesville, Tenn., is now news editor of KTTS, Springfield, Mo.

Crollard Honored

JERRY F. CROLLARD, account executive of KIRO, Seattle, was named "Man of the Year" at the Junior Chamber of Commerce Founder's Day banquet in Seattle recently. Mr. Crollard has been chairman of the "Salvage for Victory" and "Share the Ride" Committees, and active on Americanism, Traffic Safety and Civic Affairs Committees.



Mr. Crollard

Among advertising men he is known for his work as Chairman of the Junior Executive Committee of the Pacific Advertising Assn., and as president of the Seattle Junior Advertising & Sales Club.

RAY LINTON, manager of KFBI, Wichita, Kan., has resigned, effective April 1. He will return to Chicago, where he was in the station representative business before joining KFBI.

ROBERT J. STRAND, formerly of the sales promotion staff of *Parade* and INS, has joined the MBS sales staff.

GEN. DAVID P. BARROWS, former president of the U. of California and now professor of political science there, recently began a series of news commentaries, five nights weekly, over KFRC, San Francisco. The broadcasts originate at his study in Berkeley, Cal.

IRWIN STEINGUT, chairman of the board of WLIB, Brooklyn, and minority leader of the New York State Assembly, is heading a movement for the withdrawal of Brooklyn as a part of New York City.

ROBERT W. HORTON has been appointed special assistant to Secretary of Interior Harold L. Ickes, to serve as Department liaison officer in Hawaii. Previously he was public relations chief for OPA, being replaced by Lou R. Maxon, Detroit advertising executive.

BEN S. LOCKRIDGE, former western advertising manager of *Young America* magazine, and at one time in the advertising department of the *Chicago Tribune*, has joined the sales staff of KMOX.

LLOYD SMITH, who was assistant to the sales manager of KWK, St. Louis, has been commissioned lieutenant (j.g.) in the Naval Reserve and left last week for training.

EVERETT JARRETT has joined the WHK, Cleveland, sales staff, replacing Bill Brusman, who has joined the Fisher Body Bomber Plant as director of public relations.

NORM DAVIS, account executive of KOIN-KALE, Portland, Ore., has been appointed assistant regional director of the War Manpower Commission training-within-industry division. Mrs. Davis, known professionally as Margaret Allyn, will service his accounts.

LEON RACOOSIN, salesman of WCFL, Chicago, on April 11 is to marry Clara Lesoff, of Chicago.

Kaltenborn Cavorts

H. V. KALTENBORN, NBC commentator currently on a survey tour of Latin America and the Caribbean area, made an unexpected flight to Africa on a sky freighter, completing the round trip from Brazil in three days.

BEHIND the MIKE

WILLIAM COSTELLO, recently with the *Chicago Sun* Air Edition, has joined WJSV, Washington, as newswriter and reporter. He has traveled widely in the Far East. He was with KGMB, Honolulu, and later was farm service director of WBBM, Chicago.

DAVE ELTON, NBC producer of the weekly *Fibber McGee & Molly*, received final U. S. citizenship papers March 1. Elton was born in Canada. Mr. Elton is the father of a girl born Feb. 28.

BOB BICE, producer of the weekly *Matinee Playhouse* on KMTR, Hollywood, is the father of a girl.

Exempts Newsmen

NEWSMEN would be exempt from revealing sources of confidential information to courts, grand juries and Congress, under a bill introduced by Sen. Capper (R-Kan.). The measure has been referred to the Judiciary Committee.

AL LAUGHREY, news writer of KHJ, Hollywood, has been inducted into the Army.

JAY STEWART, recently honorably discharged from the Army, and formerly announcer of WLW, Cincinnati, has joined CBS Hollywood.

TED BENTLEY, former announcer of KIEV, Glendale, Cal., has joined KFVD, Los Angeles.

CHARLES ROGERS, chief announcer of KIEV, Glendale, Cal., is the father of a boy.

DAVE BROWN, continuity editor of KCMO, Kansas City, Mo., has been appointed head of the new publicity and sales promotion department, where he will work with Jack Stewart, general manager. Peggy Vanderveer, from the editorial department of Hall Bros., Kansas City greeting card manufacturers, and Norma Kisovitz have joined the program department. New announcers are Dal Stollard, from KGNO, Dodge City, Kan., and KDLR, Devil's Lake, N. D., where he was program director, and Bill Lang, from KUOA, Siloam Springs, Ark. James Bunn is now a cadet in the Army Air Forces and Milton Grossman is to be inducted into the Army.

ROGERS BRACKETT, formerly associated with the BLUE, and Chester Gierlach, NBC producer, have joined the CBS production department as assistant directors. Mr. Gierlach is assigned to daytime serials.

JIM HIGGINS, former announcer of WWNY, Watertown, N. Y., and Bill Saunders have joined WTRY Troy, N. Y.

CHET GOWAN, announcer, is back at KSAL, Salina, Kan., after five months absence due to an operation.

BOB FULLER, announcer of WLW-WSAI, suffered a dislocated shoulder as the result of a fall.

JERRY KEITH, announcer of WSLI, Jackson, Miss., has reported for duty with the Army Air Forces. Nancy Chambers, secretary, and Paul Dorman, formerly of WFOR, Hattiesburg, Miss., have joined the staff. Announcer Roy Weinedel has recently received an operator's license.

HELEN BRATTRUD, until recently in the magazine division of the CBS publicity department, has been named CBS fashion editor, replacing Rosellen Callahan, who resigned to become woman's page editor of Newspaper Enterprises Assn.

MARY COYNE, secretary to Robert Saudek, assistant eastern sales manager of the BLUE, has joined the sales promotion staff where she will work on audience promotion activities.

VICTOR YOUNG has been assigned musical director of the weekly NBC *Westinghouse Program* during Hollywood origination starting March 7.

DRESSER DAHLSTEAD, former announcer of BLUE Hollywood and now in the Army, has been assigned as instructor at Aerial Tech Institute, Burbank, Cal.

FRED FOX, formerly of KYA and KSFO, San Francisco, has joined the Overseas Branch of the OWI at San Francisco.

JAMES BLOODWORTH, Hollywood writer on the weekly NBC *Campana Serenade*, is in Santa Monica Hospital with a broken leg.



WEDGING the rationing pinch, John Watkins, announcer of WCKY, Cincinnati, tried wooden shoes. At $2.25 a pair, they were painful to walk in, uncomfortable to stand in, so Mr. Watkins sat for his picture in them.

WILLIAM KIR-STIMON has left the publicity staff of WBBM, Chicago, to join the U. S. Public Health Service, Bethesda, Md. as information specialist.

DON VICTOR, freelance writer, is at KLX, Oakland, Cal., and Ruth Franklin, who has been with Bay area stations, is women's editor.

ELLIOTT M. SANGER Jr., son of Elliott M. Sanger, general manager of WQXR, New York, has been elected editor-in-chief of *The Spectator*, undergraduate newspaper, published twice-a-week at Columbia U.

ELSIE HOLMES, at one time with the radio department of Texas and Alabama U's., has joined WJDX, Jackson, Miss.

OTTO BRANDT of the BLUE station relations staff reported last week for duty as an aviation cadet in the Army Air Forces.

NORMAN NESBITT, announcer-newscaster of KHJ, Hollywood, has been assigned narrator for the trailer of the 20th Century-Fox film, "Crash Dive".

FRANK MERRILL, announcer of KROW, Oakland, has been inducted into the Army Air Forces, reporting to Nebraska for training.

JIMMIE HAGERMAN, staff announcer of WCHV, Charlottesville, Va., reported to the Army Air Forces for induction in pilot training. Helen Burruss, new to radio, replaces him.

ELAINE VONLUEHRTE, secretary to Bill Robinson, service director of WLW, Cincinnati, has joined the SPARS. George C. Biggars, program director, has been reelected president of the Savings and Loan Assn., comprising 1,600 employes of the Crosley Broadcasting and Mfg. Divs.

ROBERT HANES has joined WGY, Schenectady, N. Y., as announcer, leaving WCOP, Boston, where he was musical director.

RAYMOND KNIGHT, writer-director-actor, in radio since 1928 on a freelance basis and at one time with NBC continuity and production departments, has been appointed eastern production manager of the BLUE, succeeding Harry Frazee, resigned. Stuart Buchanan has been named head of the BLUE script division, replacing Ron Ferguson, resigned.

JOHN MEDBURY and Selma Diamond have been added to the writers' staff of the weekly CBS *Pabst Blue Ribbon Town*, starting March 27. Other writers include Mel Ronson, Lou Pollack, Harry Edelman, Phil Cole and Jack Robinson.

WARREN MacALLEN has left the CBS press department to join the NBC press department.

NORETTA BROWN, previously of WOR and WINS, New York, has joined WLIB, Brooklyn, as continuity writer. Kenneth Josephs, announcer, has resigned.

GETTING ANY QUALITY (Ky.) BUSINESS THESE DAYS?

Quality (Ky.) may have some desirable attributes, but they ain't got anything to do with buying power! To get top flight sales results in Kentucky these days, you need the big, rich Louisville Trading Area—where 1,336,000 people do 53.9% of the State's total retail buying! . . . All of these people live within easy listening range of WAVE—and can be reached with WAVE for far less than the cost of any other medium! Want to hear about some more of our sterling qualities?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,





Blind, Wins Fame

FROM OBSCURITY to fame as a nationally-known composer of popular songs, is the Cinderella story of Elsie Mirkovich, a 17-year-old blind girl student at the Minnesota Braille and Sight Saving School in Faribault who appeared recently with Russ Morgan's orchestra at the St. Paul, Minn., "United For Victory" Celebration broadcast on KTSP, St. Paul. The girl stopped the show with her song, "Carry On". A crowd of 12,000 recalled her repeatedly to play additional numbers.

NEILL HARVEY, who left WFIL, Philadelphia, to join the Army, is to be married on March 14.

BOB BLOOMFIELD, continuity director of WPEN, Philadelphia, is the father of a girl.

GARY LINN is now in charge of traffic and general service at KYW, Philadelphia, replacing H. L. Stephens, who has been transferred to the Baltimore plant of the Westinghouse Radio Division.

PETER STURSBERG, newscaster of CBR, Vancouver, has arrived in England to join the Overseas Unit of the Canadian Broadcasting Corp.

JOHN DRAINIE, sound effects man of CBR, Vancouver, and Mrs. Drainie (Claire Murray on the air), script writer and actress, have been transferred to Toronto Canadian Broadcasting Corp. studios.

J. N. CRANDALL, who was news editor of CBR, Vancouver before joining the Royal Canadian Air Force, is now taking a special RCAF course at the U. of British Columbia, Vancouver.

LEO F. CROWLEY, recently returned to the States from Honolulu, where he was president of the Hawaiian Sentinel Publishing Co., publishers of the *Hawaiian Sentinel*, a weekly newspaper, has been appointed to the newsroom staff of WMAL, Washington. He succeeds Daniel Reagan, who left March 7 for a brief visit at his home, West Hartford, Conn., before entering the Army. Mr. Crowley was for eight years INS and UP correspondent in the Far East.

LT. ROBERT FLEMING of the Army Paratroop Force, Fort Benning, Ga. and at one time with WELI, New Haven, Conn., spoke on March 1 to the New Haven Adv. Club on Paratroop training. Talk was aired on WELI.

BILL GORDON, writer-producer of Don Lee Broadcasting System, Hollywood, has been inducted into the Army and reported to Ft. Douglas, Utah.

SCHUYLER PATTERSON, newspaperman and magazine writer, has joined the BLUE news division as editorial assistant, and will cooperate with the network's newscasters and commentators in New York in the preparation of script material.

JOAN CANNON, Hollywood producer of McCann-Erickson on the weekly CBS *Dr. Christian*, has resigned that assignment for the duration to join her husband Lt. (j.g.) Perry King, of the Navy, stationed in Washington, D. C.

MARGARET LEPPERT PETERSON, only woman member of the Montana Legislature and at one time women's program director of KGVO, Missoula, Mont., was m.c. at a recent special session of the legislature for an induction of WAACs.

DICK TUCKER, announcer-producer of WEIM, Fitchburg, Mass., has been called into active service by the Army. Bob Asher, of Fitchburg, new to radio, replaces him.

NBC Script Alignment

IN A REORGANIZATION of the script routing division of BLUE's continuity acceptance department, Marcella Garvin has been placed in charge of the division, handling all network material, which has been separated from local and spot business and electrical transcriptions. Scripts for the latter groups will be handled by Louis Lentz, who, as Miss Garvin's assistant, succeeds Helen Mazurek, now in the sales department. Jean Logan replaces Jean Wilkinson, who has been transferred to sales service. Change was effected by Dorothy Kemble, continuity acceptance editor.

GAYLORD AVERY, until recently an announcer of KMOX, St. Louis, is father of a girl. Avery is with his family in Aberdeen, S. D., awaiting call as an Aviation cadet.

CARL HOHENGARTEN, former musical director of WBBM, Chicago, has been made musical director of KWK, St. Louis.

ART BROWN returns to the air March 7 over WOL, Washington, after having been in the hospital two weeks. His regular morning *Musical Clock* has been handled by Russ Hodges.

LEWIS G. GREEN, former producer of NBC and the BLUE in New York and Hollywood, has joined the production staff of BLUE Chicago.

PAUL KING, once with WHDH and WCOP, Boston, and WESX, Salem, Mass., has joined the announcing staff of Yankee Network.

SAM H. KAUFMAN, director of sales promotion and publicity of WCCO, Minneapolis, Minn., has been named chairman of the public relations committee of the nutrition council of the Hennepin County Red Cross.

ROBERT L. FIDLAR, recently chief announcer and assistant program director of WHIO, Dayton, O., has joined WIOD, Miami, Fla., as program director and war program manager.

CONRAD BINYON, who portrays Hank in the weekly NBC *One Man's Family*, has been signed for a featured spot in the Columbia film "The Right Guy".

Buy LISTENERS

Buy

WFMJ

covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER Inc.

Blue Network

Headley-Reed, Rep.

Capitol Dome



North Dakota's beautiful capitol at Bismarck, is one of the most practical statehouses in the nation. Northwesterners are like that . . . they have their own ideas about things -- radio programs, for instance. Eighteen years of catering to their exacting tastes, has made KFYR their DOMINANT station. KFYR carries NBC's top shows, too . . . but local shows are tailored to Northwest liking, which is just one more reason why KFYR is a daily habit in the great Northwest. Why not hitch your budget to this time-tested medium? Ask any John Blair man for details.

KFYR Bismarck

550 Kilocycles · N. Dak. · 5000 Watts



KAE NORDIN, CBS Hollywood, has joined James L. Saphier Agency, talent service, as aide to Tom McAvity, producer of the CBS *Ransom Sherman Show*.

JOE WALTERS has the announcing assignment on the weekly 60-minute program, *Opportunity PDQ*, sponsored by Petrol Corp., on KNX, Hollywood.

RICHARD GLYER, actor, has joined KLX, Oakland, as announcer.

LEROY STULTS and Ray Streeter, formerly of WHB, Kansas City and WHA, Madison, Wis., have joined the announcing staff of WGN, replacing Jerry Kaufherr and Frank Sweeney, who have joined the Army and Navy, respectively. Edward Gardner Jr., short story writer, has joined the continuity staff succeeding Carlyle Stevens, now in the Army.

HELEN BANTA, secretary of spot and local sales of NBC central division, has been sworn into the WAVES and goes to Smith College for indoctrination.

BILL DANCH, script assistant on the weekly NBC *Fibber McGee & Molly*, has been inducted into the Army.

DEAN OWEN, Hollywood radio and magazine writer, has joined the Army Air Forces, assigned to Motion Picture Unit, Culver City, Cal.

DICK JOHNSON, former announcer of KOB, Albuquerque, has returned after two years with Pan-American Airways in Central America.

WILLIAM THOMAS LAZAR, formerly of WIBA, Madison, Wis., and Harry Arthur Wood, freelancer from Chicago, have joined the announcing staff of WWJ, Detroit. John Alvin Hoffstadt, known in Detroit as John Alvin, is leaving for the Coast under contract to Warner Bros.

STEPHAN RICHARDS, former announcer of WAKR, Akron, O., has joined WJW, Akron, and will direct dramatic series. Announcer Garde Chambers has returned to Cleveland.

MILTON C. HILL, publicity director of WHK-WCLE, Cleveland, has resigned to join the advertising department of the Weatherhead Co., Cleveland manufacturer.

BOB REINHOLDT, former program manager of KWIL, Albany, Ore., has been promoted to production manager. Betty Lou Wilbanks has been assigned to programming and promotion.

PHIL LESLIE has been named assistant to Don Quinn, writer on the weekly NBC *Fibber McGee & Molly*, sponsored by S. C. Johnson & Sons.

BOB EMERICK, producer and announcer of KYA, San Francisco, recently resigned to become an Air Forces cadet.



HEADQUARTERS for the Army's 8th Service Command is now the Santa Fe Bldg., Dallas, so staff members of WFAA-KGKO must pass MP's to reach studios in the penthouse. For a time they had to go to work on freight elevators. MP Pvt. Converse and MP Sgt. Price are inspecting credentials of (l to r): Elmer Baughman, announcer; Ralph Maddox, assistant program director; Orval Anderson, announcer; Evalena Caton, continuity writer; Bob Holton, announcer; Bertrand Mitchell, continuity writer; Diana Dale, newscaster; Ben McCleskey, continuity chief.

RADIO TRIBUTE

APPEARING on the back cover of a booklet being prepared by the Charleston (S. C.) Exchange Club is a poem of tribute to radio, composed by Thomas L. Means, WCSC, Charleston, publicity director. The poem follows:

When your gas coupons are running low
And there's nothing to do but hike,
Don't fret for entertainment, folks—
Rely on your old pal, "Mike".
For he's a friend of yours, this guy,
His name is "Mike Roe Phone";
He brings you news and music and fun
And the time "at the sound of the tone."

Your radio's there to serve you, friends,
To keep you abreast of life;
To help you weather the war and its woes
To bring cheer to each man and his wife;
To fight the war with a powerful voice,
With *Truth* on mercurial wings;
To further community welfare and health
And be glad for the joy that it brings.

AMP Contracts

ASSOCIATED Music Publishers has signed new contracts for their transcribed library service with KLRA, Little Rock, and WSPA, Spartanburg, S. C., and renewals with WRDO, Augusta, Me.; WELL, Battle Creek, Mich.; WTOL, Toledo, and WABC, New York. AMP, as a music licensing organization, has renewed licenses for the use of its music with the following stations: KARM, Fresno; KFYR, Bismarck; KQW, San Jose; KWIL, Wallace, Ida.; WBIR, Knoxville; WDEF, Chattanooga, and WELL.

DICK JOY, Hollywood announcer, has been signed for the CBS *Pabst Blue Ribbon Town* effective March 27.

Wider Radio Use Seen In Educational Activity

WIDER use of radio as a medium of teaching and learning was predicted by leading educators who addressed 400 teachers and students Feb. 28 at the dedicatory ceremonies in NBC's Radio City studios for the first courses based on radio programs to be accepted by New York City's Board of Superintendents for teacher in-service training. Programs are *Lands of the Free* and *Music of the New World*, series offered as part of NBC's Inter-American University of the Air.

Speakers at the ceremonies included Dr. Belmont Farley, coordinator of radio activities for the National Education Assn.; Dr. John E. Wade and Dr. Jacob Greenberg, superintendent and associate superintendent, respectively, of New York City schools.

Gambling's 18th Year

JOHN GAMBLING, on Monday, March 8, celebrates the 18th year of his *Musical Clock* program on WOR, New York. A radio operator during World War I, Gambling joined the station in 1925 as an engineer. Called upon one morning to pinch-hit for an announcer who had overslept, Gambling took over a daybreak program of setting-up exercises, which he has carried on ever since, adding jokes, music and news items. Exercise routines have been reduced to a minimum by both Gambling and his listeners. Program is cooperatively sponsored.

Disc Show Released

KERMIT-RAYMOND Corp., New York, is releasing *Famous Fathers*, transcribed series, to 83 stations in a cooperative arrangement with *Liberty* magazine and "Life With Father", Broadway hit on which the program is based. Stations are offered the program gratis and are permitted to sell it to a local advertiser, retaining all revenue from sale of the show. *Liberty*, which has been running "famous father" stories, receives a short spot before or after the program and promotes the show through ads and publicity.

SURVEYS PROVE CONCLUSIVELY that: only WJHL can give you coverage in the Johnson City, Tennessee, market—89% of the daytime listeners—49% of the nighttime listeners—ask us or the Howard H. Wilson Company for further proof that WJHL is the most listened-to station in the market it serves.

1000 WATT • 910 KC • BLUE NET **WJHL**

HOWARD H. WILSON Co.
Representatives

Johnson City, Tenn.
W. Hanes Lancaster
President



FIVE OF 35 staff members of WHOM, Jersey City, who gave a pint of blood to the Red Cross Blood Plasma Bank during the station's 16 broadcasts in one day, encouraging foreign language listeners to contribute to the Blood Bank. Programs were broadcast in Jewish, Lithuanian, Russian, Polish, German, English and Italian. Enjoying the "party" are (l to r): Joseph Lang, general manager of WHOM, Mrs. Joseph Perell, Mrs. Al Karp, Mrs. Leo Litcholt and on the cot, Mrs. Joseph Savalli, all of the office staff, whose husbands are in the armed forces.

WLDS Rejects Offer To Use 'Post' Ad Free

AFFIRMING that small radio stations believe advertising a proper wartime function, Edgar Parsons, general manager of WLDS, Jacksonville, Ill., declined in a letter to MacFarland, Aveyard & Co., Chicago, the agency's suggestion that the station use "free of charge" advertising copy from a double-page Stewart-Warner ad in *The Saturday Evening Post*.

Worthy as it is, Mr. Parsons wrote the agency, the campaign is another example why small radio stations are operating under reduced revenues "while the large networks and the national magazines are becoming wealthy from the war effort".

"We believe national advertisers should advertise in wartime as well as in peacetime . . . but we also believe that some of the advertising should be placed with the media which are contributing as much or more to the national war effort as national magazines," his letter continued. "I refer of course to the small radio station" which broadcasts 12 to 16 OWI announcements daily, contributes time and talent for War Bond sales, and cooperates with local Civilian Defense and other war agencies.

KVOO, Tulsa, and WPTF, Raleigh, N. C. have been elected to membership in the Advertising Federation of America.

Radio Training Course Is Taken by 265 Women

PRACTICAL training in the radio laboratory of the American Women's Voluntary Services in New York City has prepared more than 265 women for communications work with the armed forces, earning $2,000 and up, according to Mrs. Frances Peabody Mayer, director of the radio classes.

Professional status is obtained by enrollees after learning the International Morse code and radio theory, with supplementary experience in the AWVS radio laboratory at the Hotel Ansonia, Broadway and 73rd Street, New York. The women learn to handle meters, build receivers and transceivers for the War Emergency Radio Service, do repair work and upon graduation qualify for an FCC B radio amateur license.

Nearly two dozen AWVS graduates are now serving with the WAACs, WAVES and Army Air Corps. Others are radio repairmen in the Signal Corps General Development Laboratory, Fort Monmouth, N. J.; the Civil Aeronautics Administration and the Navy Dept.'s Bureau of Ships, Washington, and Maryland branch.

RADIO IMPORTANT IN NAVY WARFARE

WARTIME secrecy prevented the Navy Dept. from disclosure of details but there was ample indication that radio is playing an important role in the Navy's wartime activities, it was revealed in its annual report made public last week.

Through radio the Navy Dept. in Washington received 65,000,000 words during the fiscal period, says the report. Then, too, the case of the naval radio station at Corregidor is cited since it provided constant communications with the Pacific Fleet until the fall of the Philippines.

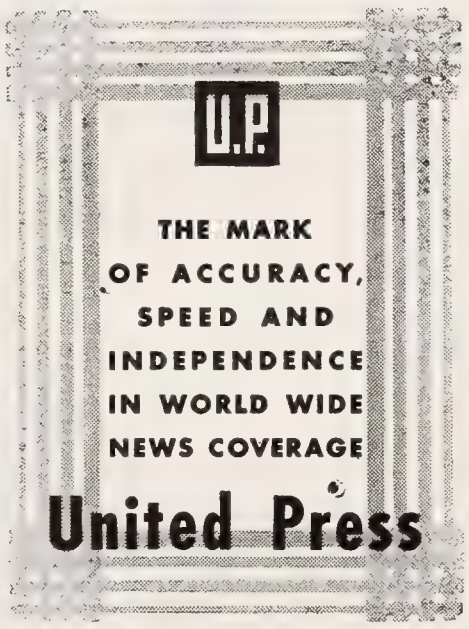
Extension and strengthening of the naval communications system is reported through the acquisition of new radio frequency channels and the reassignment of existing channels. Complete radio installations to provide peak fleet communications also are reported despite the limitation of material available.

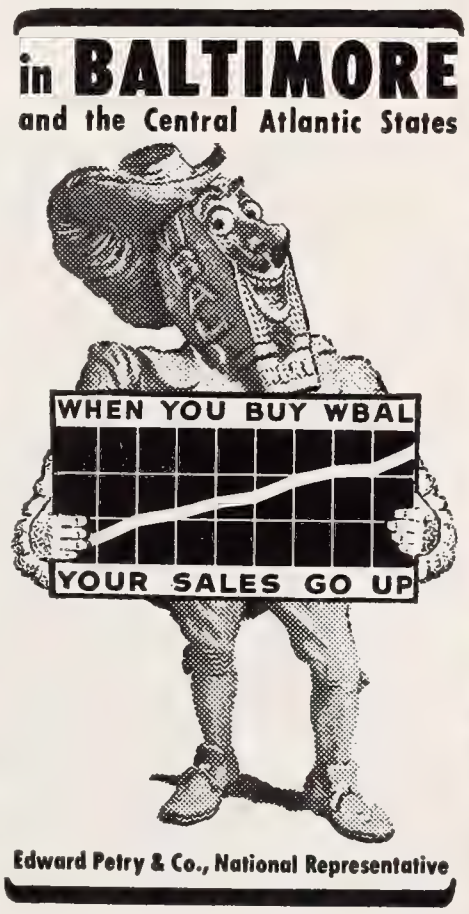
Activities of the Office of Public Relations are outlined and work of the Review Section, which studies all scripts prior to broadcast to insure against publication of information which might be useful to the enemy, also are reviewed. Technical assistance available in the production of some programs is recited.

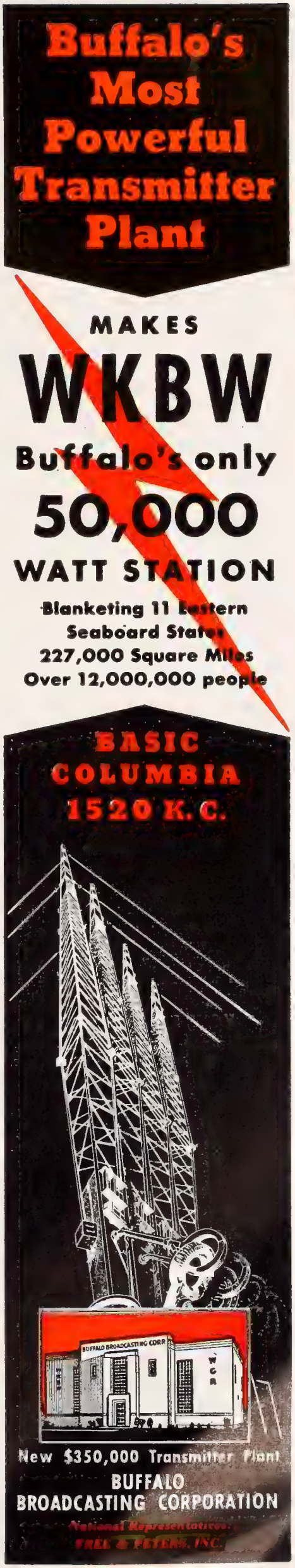
Foreign Tongue Survey

IN THE NEW YORK daytime audience of foreign language broadcasts the proportion of men listeners is larger by 7.1% than in English programs, according to a personal coincidental survey by the Pulse of New York Inc. Programs included Italian, Yiddish, Polish and German on New York stations WOV, WEVD, WHOM, WBNX and WBYN. A breakdown reveals men listeners accounting for 22.9%, and women 77.1% of the foreign language audience, while men listeners to English language programs account for only 15.8% of the audience, the women 84.2%.











THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFIL, Philadelphia

Walker's Austex Chili Co., Austin, 2 *sa* weekly, 26 weeks, thru Crook Adv., Dallas, Texas.
Admiracion Shampoo, Harrison, N. J., 5 *sa* weekly, 13 weeks, thru Charles Dallas Reach, Newark, N. J.
Pepsi-Cola Co., Long Island City, N. Y., 25 *sa* weekly, 49 weeks, thru Newell-Emmett, N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 19 *sa* weekly, 7 weeks, thru Ruthrauff & Ryan, N. Y.
Zerbst Pharmacal Co., St. Joseph's, Mo. (Zerbst capsules), 6 *sa* weekly, 8 weeks, thru Potts-Turnbull, Kansas City, Mo.
Willard Tablet Co., Chicago (Willard Tablets), 6 *sa* weekly, thru First United Broadcasters, Chicago.

WIND, Chicago

Mandel Bros., Chicago (dept. store), 168 *sp* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
Stineway Drug Co., Chicago (stores), 7 *sp* weekly, 52 weeks, thru Martin Adv., Chicago.
Mathews Nursery Landscape Service, Gary, Ind., 5 *sp* weekly, 7 weeks, direct.
Chicago Daily News, Chicago, 24 *sa* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
Esquire Inc., Chicago (*Coronet*), 36 *ta*, thru Schwimmer & Scott, Chicago.

WMAQ, Chicago

Chicago Sun, Chicago, Ill., 15 *sa* weekly, 13 weeks, thru Leo Burnett Co., Chicago.
Morton Salt Co., Chicago, 10 *sa* weekly, 4 weeks, thru J. Walter Thompson Co., Chicago.
E. J. Brach & Sons, Chicago (Swing candy bar) 3 *sa* weekly, 13 weeks, thru Sherman K. Ellis & Co., Chicago.
Esquire, Inc., Chicago (*Coronet* magazine), 19 *ta*, 1 week, thru Schwimmer & Scott, Chicago.

KQW, San Francisco

Cooperative League of USA, New York, weekly *sp*, thru Atherton & Currier, N. Y.
Poultry Tribune, Chicago, 3 *sp* weekly, thru First United Broadcasters, Chicago.
Sunlite Bakery, Chicago, 3 *sp* weekly, thru W. E. Long Co., Chicago.
Alameda Nursery, Alameda, Cal., 3 *sp* weekly, thru Emil Reinhardt Adv. Agency, Oakland, Calif.

KECA, Los Angeles

Kevo Products Co., Azusa, Cal. (Kevo), 2 *sp* weekly, 52 weeks, thru Barton A. Stebbins Adv., Los Angeles.
The Frito Co., Dallas (Fritos), 3 *ne* weekly, 17 weeks, Ray K. Glenn Adv., Dallas.
West Coast Soap Co., Oakland, Cal. (Powow cleaner), weekly *sp*, thru Brisacher, Davis & Van Norden, San Francisco.

KFI, Los Angeles

National Lead Co., New York (Dutch Boy paints), 8 *ta* weekly, 30 weeks, thru Erwin, Wasey & Co., San Francisco.
Langendorf United Bakeries, San Francisco, 18 *sa* weekly, 4 weeks, thru Ruthrauff & Ryan, San Francisco.
Reader's Digest Assn., Pleasantville, N. Y., (magazine), 3 weekly *sa*, thru BBDO, N. Y.

CKBI, Prince Albert, Sask

Thomas J. Lipton Ltd., Toronto (tea), 150 *t*, thru Vickers & Benson, Toronto.
McFayden Seed Co., Winnipeg, Man., 100 *sa*, thru Norris-Patterson, Winnipeg.

KGO, San Francisco

Moore's Inc., San Francisco (clothing chain), 2 *sa* weekly, thru Brisacher Davis & Van Norden, San Francisco.
Doubleday, Doran & Co., New York (Book League of America), 18 *sp* weekly, thru Raymond Spector Co., N. Y.
William Wise & Co., New York (books), 3 *sa* weekly, thru Huber Hoge & Sons, N. Y.
Walker Remedy Co., Waterloo, Ia. (Walko poultry remedy), 5 *sa* weekly, thru Weston-Barnett, Waterloo.
Fontana Food Products, San Francisco (spaghetti), 5 *sa* weekly, thru Long Adv. Service, San Francisco.
Seasonettes Distributors Inc., Los Angeles (salt), 2 *sa*, thru Eugene F. Rouse & Co., Los Angeles.
Standard Beverages, San Francisco (Par-T-Pak), weekly *sp*, thru Brisacher, Davis & Van Norden, San Francisco.
Sealy Mattress Co., Los Angeles, 5 *sp* weekly, thru Jewell Adv. Agency, Oakland, Cal.
Shasta Water Co., San Francisco (carbonated water), weekly *sp*, thru Brisacher, Davis & Van Norden, San Francisco.
Bookhouse for Children, Chicago (books), 2 *sa* weekly, thru Presba, Fellers & Presba, Chicago.

WLS, Chicago

Hubinger Co., Keokuk, Ia. (starch), 12 *sa* weekly, 13 weeks, thru Ralph Moore Inc., St. Louis.
Peter Paul Inc., Naugatuck, Conn. (candy), 18 *sa* weekly, 52 weeks, thru Platt-Forbes Inc., N. Y.
Associated Serum Producers, Des Moines (cattle remedies), 3 *sa* weekly, 2 weeks, thru Fairall & Co., Des Moines.
Penn Salt Mfg. Co., Philadelphia, Pa., 3 *sa* weekly, 13 weeks, thru Sherman K. Ellis & Co., Chicago.
Grove Labs., St. Louis (cold tablets), 3 *sp* weekly, 3 weeks, thru Russel M. Seeds Co., Chicago.

CKWS, Kingston, Ont.

A. Ramsay & Son & Co., Montreal (paint), 39 *ta*, thru A. McKim Ltd., Montreal.
Canadian National Carbon Co., Toronto (Eveready batteries) 52 *t*, thru Locke, Johnson & Co., Toronto.
Best Yeast Co., Toronto (Hi-Do yeast), 27 *ta*, thru Tandy Adv. Agency, Toronto.

KFWB, Hollywood

Garrett & Co., Brooklyn (Virginia Dare wine), 15 *ta* weekly, 6 weeks, thru Ruthrauff & Ryan, N. Y.

WFAA-WBAP, Dallas-Fort Worth

Walker Remedy Co., Waterloo, Ia. (poultry remedy), 12 *sa*, thru Weston-Barnett, Waterloo.
National Biscuit Co., New York (Premium crackers), 78 *ne*, thru McCann-Erickson, N. Y.
Rit Products Corp., Chicago (dyes), 345 *ta*, thru Earle Ludgin, Chicago.
Ralston Purina Co., St. Louis (feeds), 97 *sp*, thru Gardner Adv. Co., St. Louis.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 144 *t*, 64 *ta*, thru Young & Rubicam, N. Y.
South Texas Cotton Oil Co., Houston (Crustene shortening), 156 *sp*, thru Segall & Weedin, Houston.
Breedlove Nursery, Tyler, Tex. (stock), *t*, thru Pondrom & Collins, Dallas.
Studebaker Corp., South Bend (cars, service), 26 *ne*, thru Roche, Wiliams & Cunnyngham, Chicago.
Bulova Watch Co., New York, 2100 *sa*, thru Biow Co., N. Y.
Bristol-Myers Co., New York (Minit Rub, Sal Hepatica), 156 *ne*, thru Young & Rubicam, N. Y.
Byer-Rolnick Co., Garland, Tex. (Resistol hats), 26 *sa*, thru Mid-Continent Adv. Agency, Dallas.
McKesson & Robbins, Bridgeport, Conn. (Calox), 57 *sa*, thru J. D. Tarcher & Co., N. Y.

WBBM, Chicago

Colgate-Palmolive-Peet Co., Jersey City (Super Suds, Palmolive Soap), 5 *ta* weekly, 47 weeks, thru Wm. Esty & Co., N. Y.
Procter & Gamble, Cincinnati (Duz), 1 *sa* weekly, 52 weeks, thru Compton Adv., N. Y.
Chicago Sun, Chicago, 16 *sa* weekly, 52 weeks, thru Leo Burnett Co., Chicago.
E. J. Brach & Sons, Chicago (Swing candy bar), 3 *sp* weekly, 13 weeks, thru Sherman K. Ellis & Co., Chicago.

KROW, Oakland

Curtis Publishing Co., Philadelphia (*Saturdayevepost*), 6 *sa* weekly, 52 weeks, thru MacFarland, Aveyard & Co., Chicago.
Seaboard Finance Co., Los Angeles (finance), 5 *ta* weekly, 4 weeks, thru Smith & Bull Adv., Los Angeles.

KGO, San Francisco

San Francisco Remedial Loan Assn., San Francisco, 3 *sa* weekly, thru H. H. Mansfield Adv. Agency, San Francisco.
Golden State Co., San Francisco (dairy products), 3 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.

AGENCY PLACEMENT IN CANADA SHOWN

CANADA'S 49 advertising agencies in 1940 placed $29,200,000 of business, the Dominion Bureau of Statistics has announced at Ottawa, as part of the data collected in the 1940 decennial census. The amount of business was 33% over that of 1930. Gross revenues received by the agencies (including fees or commissions on billings and mechanical charges, on radio time and talent costs, etc.) amounted to $4,800,000, or 16.5 % of the total billings.

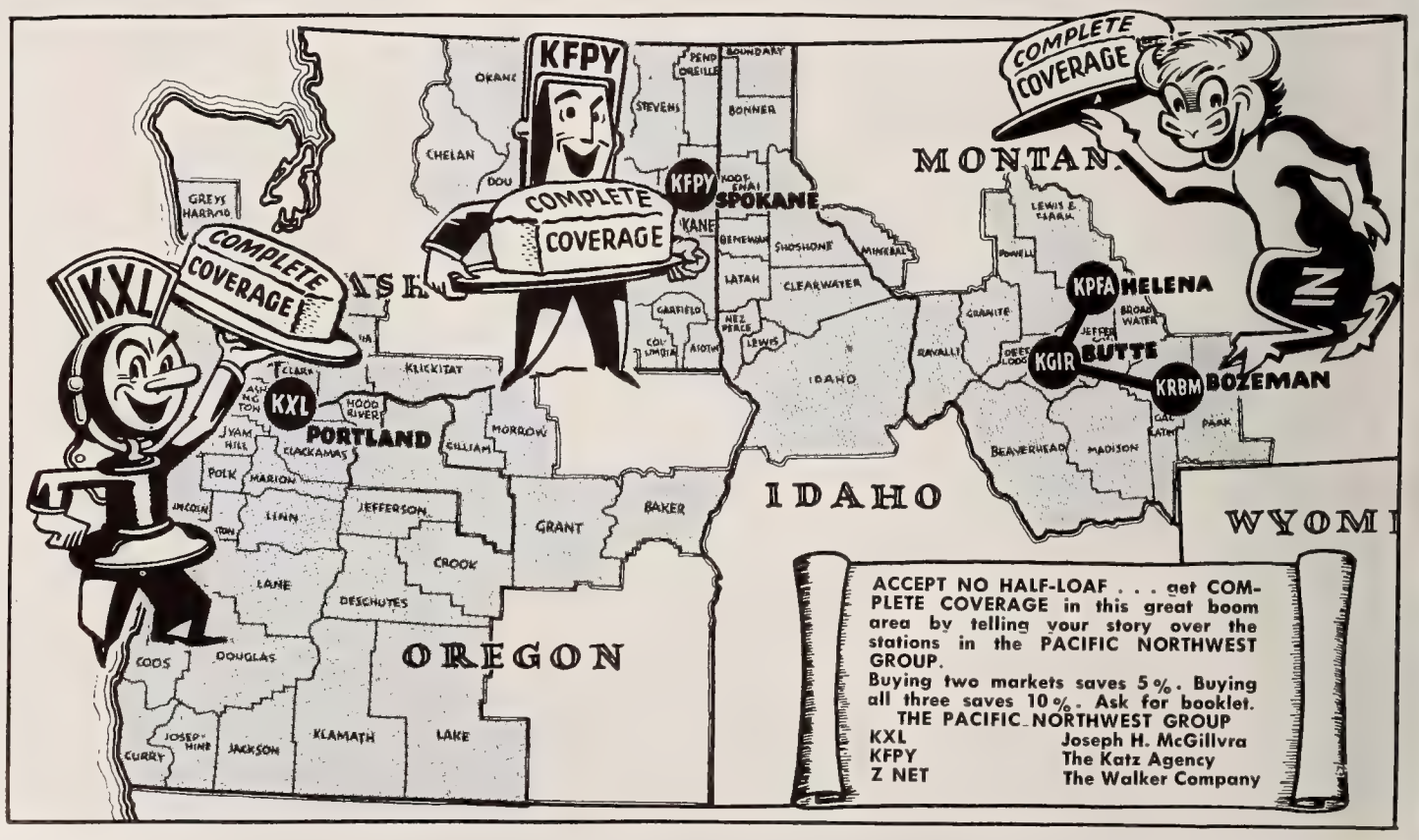
Only firms which contract for space or other advertising media and which place advertising for a client on a commission or fee basis were included in the figures shown. The 49 companies reporting, operated a total of 87 establishments. Of the gross revenue 60% was secured through offices located in Ontario, 34% through offices in Quebec, and the remaining 6% through offices in other provinces of the Dominion.

Analysis of business according to amount of billings placed by individual firms shows:

Billings	*No. firms*	*Amount*	*%*
Below $100,000	14	$ 585,000	2
$100,000-$500,000	19	$ 5,371,400	18.4
$500,000-$1,000,000	7	$ 4,906,500	16.8
$1,000,000 or over	9	$18,361,500	62.8
	49	$29,224,400	100

Sewing Contest Spots

NATIONAL Sewing Contest, New York, which holds an annual competition for women of all ages, will use radio for the first time to introduce and conduct the contest in the New York metropolitan area, from March 1 through April 15. Martha Deane's five-weekly woman's program on WOR has been selected by the NSC to give helpful hints, rules and discussions of the contest to feminine listeners as part of its daily half-hour period. Prizes in the "Martha Deane Sewing Contest" amount to $500 in War Bonds, winners in the finals to compete in the national finals for additional War Bond prizes.



Radio Advertisers

ROSE MFG. Co., Beacon, N. Y., will start a test campaign on WABC, New York, March 9, for Tri-Ogen rose spray and other insecticide and plant-nutrition products, making its first use of radio. In addition to thrice-weekly participations on Adelaide Hawley's *Woman's Page of the Air*, firm will use participations on WLW, Cincinnati. Success of the test will determine whether Rose will extend the campaign through the summer and add other stations. Picard Adv., New York, handles the account.

GEORGE L. MENTLEY, former national sales manager of Frosted Food Sales Corp., New York, has been named president of Q-F Wholesalers Inc., newly organized subsidiary of General Food Corp., New York. The new company handles direct distribution of Bird's Eye frosted foods to the retail trade in New York, Boston and Philadelphia areas. C. D. Suydam has been named vice-president of the new wholesale unit.

ERLANGER BREWING Co., Philadelphia, has started sponsoring a morning program of news, features and editorials, on WIBG, Philadelphia. J. M. Korn Agency, Philadelphia, handles the account.

KEVO PRODUCTS Co., Azusa, Cal. (food beverages), new to radio, on March 8 started for an indefinite period using thrice-weekly participation in *Homemaker's Club*, on KHJ, Hollywood. Agency is Barton A. Stebbins Adv., Los Angeles.

Woods Wins

MARK WOODS, president of the BLUE, was winner of the $100 first prize on the March 1 *True or False* program, when it originated in Millburn, N. J., for a Red Cross benefit performance. A resident of Short Hilles, N. J., Mr. Woods, as one of a group of prominent Jerseyites pitted against six Red Cross workers, donated his prize to the Red Cross. The program is sponsored on the BLUE by J. B. Williams Co.

NATIONAL SCHOOLS, Los Angeles (machinists), in a 13-week campaign which started Feb. 22 is sponsoring a daily quarter-hour newscast on KFAC, that city. Adolph Wenland Adv., Los Angeles, has the account.

BAYWOOD PARK ESTATES, Morro Bay, Cal. (real estate), on Feb. 19 started sponsoring a series of quarter-hour programs of recorded music and news on KRKD and KHJ, Los Angeles. Other stations will be added. Advertising Arts Agency, Los Angeles, has the account.

VEGETRATE Co., Los Angeles (Vege-broth, dehydrated soup), in a 13-week campaign started March 1 is sponsoring five-weekly participation in the morning program, *Family Nutrition in Wartime*, on KFWB, Hollywood. Other national participating sponsors serviced by Los Angeles agencies include National Biscuit Co. (Shreddies), through Botsford, Constantine & Gardner; Wilson Packing Co. (meats), thru Brisacher, Davis & Van Norden; Seasonettes Distributors (seasoning salt) and Van Camp's Inc. (Tenderoni), through Eugene F. Rouse & Co.

BENJAMIN MOORE Co., New York (paint, Chicago branch) on March 6 began sponsoring a Saturday morning quarter-hour program, *Betty Moore Day*, on WLS, Chicago. Betty Moore discusses interior decorating problems. Contract for 13 weeks was placed direct.

WOODALL ORTHOPAEDIC Appliance Co., Los Angeles, new to radio, has started *Facing Facts With Hal Styles*, thrice weekly quarter-hour on KFWB, Hollywood. Contract is for 52 weeks. Agency is Lockwood-Shackelford Adv., Los Angeles.

FOREMAN & CLARK, Los Angeles (chain clothiers), on March 1 started sponsoring a daily early morning program, *Today in the News*, on KFI, that city. Contract is for 39 weeks. Ted Meyers is commentator. Agency is Botsford, Constantine & Gardner, Los Angeles.

CONSOLIDATED MERCHANTS, Los Angeles, cooperative organization maintained by merchants and defense industry plants, on March 1 started sponsoring a five-weekly quarter-hour program, *Help Wanted*, on KFWB, Hollywood. Joe Yocam and Lynn Howard handle the program, discussing positions open and necessary qualifications. Contract is for 52 weeks, with placement through Charles H. Stahl Adv., Hollywood.

ROBERTS BIOLOGICAL Laboratory, Toronto (Vitavax cold capsules), has started announcements on a number of Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

MANCHESTER BISCUIT Co., Fargo, N. D., has renewed for 26 weeks its five-weekly quarter-hour schedule on seven NCBS stations and added two more NCBS outlets for a total of eight. Account is handled by George H. Hartman Co., Chicago.



You keep customers *when you* KEEP SPOTS BEFORE THEIR EARS!

• ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES



Cheers FOR 18 WINNERS

– the radio champions who led the field in the 1942 Fame-Motion Picture Daily Poll–all heard over

WMAQ

BILL STERN — Best Sports Announcer.

BING CROSBY—Best Master of Ceremonies, Best Male Vocalist (popular).

KEN CARPENTER — Best Announcer.

FANNY BRICE — Best Comedienne.

FIBBER McGEE & MOLLY—Best Comedy Team.

RICHARD CROOKS — Best Male Vocalist (classical).

TOSCANINI—Best Symphonic Conductor.

BOB HOPE—Champion of Champions, Best Comedian, Best Comedy Show.

DINAH SHORE—Best Female Vocalist (popular), Year's outstanding New Star.

VIC AND SADE—Best Daytime Serial.

ONE MAN'S FAMILY — Best Dramatic Serial.

KRAFT MUSIC HALL—Best Variety Program.

INFORMATION PLEASE—Best Quiz Show.

ARMY HOUR—Best Government War Program.

These stars-of-stars have built and are holding a vast radio audience for your campaign. In the great Chicago Market, it's

WMAQ

THE STATION MOST PEOPLE LISTEN TO MOST

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND DENVER SAN FRANCISCO HOLLYWOOD

WBNX

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs

1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs

1,250,000 or 9.6% of the population of Greater New York listen to POLISH language programs

670,000 or 5.1% of the population of Greater New York listen to GERMAN language programs

250,000 or 2% of the population of Greater New York listen to SPANISH language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

FISHER FLOURING MILLS Co., Seattle, Wash. (Zoom), has started sponsoring David Gilmore, early morning philosopher, once a week on KPO, San Francisco. Agency is Pacific National Adv. Agency, Seattle.

SCHWARTZ & GRODIN, Oakland, Cal. (men's clothing), has started four five-minute newscasts weekly on KLX, Oakland. Agency is Theodore Segall & Assoc., San Francisco.

NATIONAL BIRTH RECORDS Service, Los Angeles, recently started *Songs of the Range*, quarter-hour, three times weekly on KLX, Oakland, Cal. Agency is United Adv. Cos., Chicago.

CAMPBELL'S FOODS, Des Moines, Ia. (vitamin products), recently started two participations weekly on the *KLX Kitchen* program on KLX, Oakland, Cal. Account handled by Meneough Adv. Agency, Des Moines, Ia.

STANDARD BRANDS, Montreal (Fleischmann's yeast), has renewed its thrice-daily announcement campaign on 42 Canadian stations. Account was placed by J. Walter Thompson Co., Montreal.

AUGUST C. RAGNOW, once with the advertising department of Swift & Co., Chicago, and of the production staff of Aubrey Moore & Wallace, Chicago, has been appointed advertising manager of Florsheim Shoe Co., Chicago.

MOVIE COSMETICS Inc., Los Angeles (hair curlers), has started 6 five-minute programs weekly on KLX, Oakland, Cal. Agency is Sterling and Assoc., Los Angeles.

LINDEN RADIO SERVICE, Baltimore (repairing), recently started six announcements weekly over WFBR, Baltimore. I. A. Goldman & Co. has the account.

MAHONY-TROAST Co., Woodridge, N. J., used a three-quarter-hour period on WOR, New York, recently to broadcast ceremonies accompanying award of Army-Navy E for outstanding production.

ELECTRIC RAZOR Repair Service, New York, entered radio for the first time March 1 with a test campaign on WABC, New York, using thrice-weekly participations in Arthur Godfrey's early morning program, 6:30-6:55 a.m. Agency is Ray-Hirsch Co., N. Y.

Nurses Enrolled

IN RESPONSE to the NBC-Red Cross recruiting drive through the program *That They Might Live*, heard on NBC Sundays, and the transcribed series *March of Mercy*, heard on local stations, a total enrolment has been tabulated of 1,061 nurses, 2,057 nurses' aides and 7,440 home nursing students.



SOLD AND SIGNED on a 52-week basis, the new five-weekly commentary, featuring Gen. David Prescott Barrows, West Coast educator, occupied attention of this executive quartet. Begun Feb. 22, the quarter-hour series is sponsored by Union Oil Co. of California on 9 Don Lee Pacific Coast stations. Program launchers are (l to r) Reese Taylor, president of Union Oil Co. of California; Gen. Barrows; Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, and Don Belding, Los Angeles manager and chairman of the board of Foote, Cone & Belding, successor to Lord & Thomas, nationwide agency.

Jurisdiction Issue Pressed by Miles

Declaratory Judgment Sought To Restrain FTC Action

FEDERAL courts can issue declaratory judgments defining the jurisdiction of the Federal Trade Commission, Miles Labs., Elkhart, Ind., maintained in a brief filed last week, supporting its action in the U. S. District Court for the District of Columbia to prevent FTC from issuing a complaint against it.

The Miles reply answers the FTC motion for dismissal, filed with supporting brief last month [BROADCASTING, Feb. 15]. The case now is ready for argument before the court.

Issue Is Jurisdiction

Originally, Miles sought relief when FTC notified the firm that complaints would follow if advertising or labels for three products were not adjusted. Miles said that FTC usurped the jurisdiction of the Food and Drug Administration, and asked for declaratory judgment to prevent the Commission from acting [BROADCASTING, Dec. 21].

In brief, Miles alleged that declaratory judgments are based on "the right of individuals or corporations to be exempt from unreasonable demands and regulations which, by themselves, are unwarranted and illegal." The firm said that in issuing declaratory judgments the court does not interfere with the administrative activities of FTC, since the only issue is whether the Commission has jurisdiction. By ruling on that issue now, the Court saves time and expense, the argument continued.

Miles also said that FTC, in basing its case on its jurisdiction over unfair methods of commerce, was evading the issue. From the wording of the original FTC letters, Miles said, it is clear that the Commission is actually trying to regulate labeling, a function which the medicinal remedy firm claimed belongs with the Food & Drug Administration.

In its brief last month, FTC denied that the District Court had the right to issue declaratory judgments. The Commission said a complaint did not constitute a controversy, and that Miles could not resort to the courts until a cease and desist order had actually been issued.

Seven Kentucky Stations Form Regional Network

SEVEN Kentucky stations, including the three owned by the Paducah Broadcasting Co., of which Pierce E. Lackey is president, have formed a regional network offering coverage of the seven markets at a group rate. Live or transcribed programs and announcements may be originated at any of the seven stations, which include WSON, Hendersonville; WHOP, Hopkinsville, and WPAD, Paducah, the Lackey stations; WLBJ, Bowling Green; WHLN, Harlan; WGRC, Louisville, and WOMI, Owensboro.

At a recent meeting with John A. Toothill, general manager of Burn-Smith Co., Chicago, exclusive national representatives, member-station representatives discussed programming and rate structure. Present were: Pierce E., F. Ernest and Hecht S. Lackey of the three Paducah Broadcasting Co. stations; Ken Given and Jake Causey, WLBJ; Richard B. Helms and J. Francke Fox, WHLN; J. Porter Smith and Charles Lee Harris, WGRC, and Hugh O. Potter, WOMI.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX

5000 Watts

New York City

We all are in it

BUY WAR BONDS!

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts—620 Kilocycles

NBC RED NETWORK

Represented Nationally by

EDWARD PETRY & CO., Inc.

WIS

COLUMBIA, S. C.

5000 Watts Day and Night

560 KC • NBC

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Agencies

JAMES H. WRIGHT, formerly of Maxon Inc., Detroit, and Lord & Thomas, New York, has joined H. W. Kastor & Sons, Chicago, as account executive for a division of Proctor & Gamble. Alice Wisecarver, formerly of Compton Adv., New York, has joined the copy staff.

JANE PECK, for the last eight months in the NBC press department, has joined the publicity department of Benton & Bowles, New York.

CARROLL O'MEARA, business manager of Young & Rubicam, Hollywood, on April 1 joins the OWI in San Francisco. Assigned to the Overseas Division, he is to be in charge of all English language broadcasts to the Pacific war theatre.

WILLIAM R. BAKER Jr., executive vice-president of Benton & Bowles, New York, is in Hollywood for semi-annual conferences with Al Kaye, local manager.

DUNCAN JENNINGS, former continuity editor of KTAR, Phoenix, has joined Little & Co., Los Angeles, in charge of radio and copy.

EUGENE I. HARRINGTON, executive vice-president of Foote, Cone & Belding, and manager of the San Francisco office, on March 1 was transferred to New York. Herbert K. Reynolds, also a vice-president, has taken over management of the San Francisco office.

MYRTLE WRIGHT has left H. W. Kastor & Sons, Chicago, to join Leo Burnett Co., Chicago, as radio traffic manager. Marian Nelson, formerly of Wm. E. Jones Radio Production, Chicago, and Wade Adv. Agency, Chicago, has joined Leo Burnett Co. as an assistant to Frank Ferrin, radio director.

GLENN KYKER has been named radio director of Simons-Michelson, Detroit.

THAYER RIDGWAY, account executive on Calvert Distillers for Lennen & Mitchell, New York, has been appointed vice-president.

MEIGS BARTMESS, for five years in the research department of Benton & Bowles, New York, has left for the Naval Training School, Quonsett, R. I. He is an ensign.

SIDNEY SENZER, copy head and account executive of Newell-Emmett Co., New York, has been named copy chief of William H. Weintraub & Co., New York.

A. V. ECHTERNACK, former news writer of KHJ, Hollywood, has joined Raymond R. Morgan Co., that city, as account executive.

VIOLA BURNS of the audition department of Young & Rubicam, New York, has been named director of that division, succeeding Robert Novak, who has been assigned other radio production duties.

ED RICE is on leave from the production staff of J. Walter Thompson Co., New York, to direct programs, as a freelancer for the OWI, New York.

PORTER BIBB, former head of radio publicity of BBDO, New York, and until recently project director of the Advertising Council, has joined the service department of Arthur Kudner Inc., New York. Donald E. Gibbs, previously associated with Buchanan & Co., New York, and recently on special assignment for the Treasury Department, has joined the copy department.

EDMUND WOODING, previously of Foote, Cone & Belding, New York, has joined the copy staff of Wendell P. Colton Co., New York. J. Everett Hoffman, former production manager of Wildrick & Miller Inc., New York, has joined Colton.

HERB POLESIE, former radio director of Sherman & Marquette, both in New York and Chicago, on March 1 joined CBS as a producer.

RICHARD R. BLACKWELL and Walter Palmer have been elected vice-presidents of BBDO, New York. Both began their agency work with George Batten Co., which subsequently merged to form the present agency. Mr. Blackwell was a newspaper writer and a copywriter of McGraw-Hill before joining Batten in 1923. Mr. Palmer, who joined in 1919, has been specializing in copy on packaged goods.

CHARLES L. HUNTER, retired chairman of the Trunk Line Assn., passenger department, has joined Caples Co., New York.

OTIS BEEMAN, once an account executive of Aubrey, Moore & Wallace and McCann-Erickson, Chicago, has joined the newly formed Wallace-Ferry-Hanly agency in Chicago, as assistant to Mr. Wallace. Birdie Zumpf and Marian Fahey from Aubrey & Moore have also joined Wallace-Ferry-Hanly.

H. L. HOWERTH, assistant radio director of Baker Adv. Agency, Toronto, has joined the RCAF. He is replaced by Mrs. Hazel Blair.

CAMPBELL-EWALD Co., eastern division, has moved its offices from 1230 Sixth Ave. to 10 Rockefeller Plaza, New York.

Potter Leaves Compton For Commission in Navy

WITH announcement last week by Compton Adv., New York, that Daniel P. Potter, manager of network radio, was leaving the agency to take a commission in the Navy, several shifts were made in the radio timebuying department. Murray Carpenter, who has been space buyer for newspapers, and William Maillefert, radio timebuyer, will jointly supervise all timebuying activites for Compton.

Frank Kemp, timebuyer, is now in charge of network buying, and John McSweeney of the media department is buying all spot campaigns for the Procter & Gamble Co. account. Harriet DeLille, formerly of Newell-Emmett Co., New York, has joined Compton to serve as buyer of spot time on all Compton accounts other than P&G. Walter Mayer of the radio department has been shifted to the newspaper section of the media department.

"...scripts equalling in quality and often surpassing network shows." KFNF

● A new series of ASCAP Radio Program Service shows is available without cost to any ASCAP-licensed station. These programs are written in complete understanding of the problems of both Program and Commercial Manager. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

SARATOGA

A PROSPEROUS PORTION* of the 1½-Billion-Dollar-Market put together BY THE POWER THE PROGRAMS THE POPULARITY

HATHORN, COESA, OR GEYSER? Those are three types of mineral water to choose from at Saratoga Spa.



MADE A GLAMOR-SPOT by its springs and baths, its racetracks, its resort atmosphere, Saratoga sees its population rise from less than 14,000 in winter to 55,000 during "the Season."



NATIVE SARATOGIANS, though, point with pride to the city's work-a-day side—industrial plants which turn out about $5,000,000 worth of products annually.

In the Hudson Circle, where the cities are scattered and the conductivity only fair, it takes power to put together a 1½-billion-dollar retail market. WGY—with the region's highest power (50,000 watts) and the lowest frequency (810 kilocycles)—is the only station that can do it.

Within a radius of 100 miles from Schenectady, there is only one outlet for NBC, the most popular network, and that is WGY. NBC's great shows, plus such topflight local programs as "Speaking of Books," the "Market Basket," and the "Farm Paper of the Air," give 'GY 3½ times as many listeners as the next nearest station.

WGY's first listeners heard it over crystal sets 21 years ago. Later they were the first listeners in the world to be served by a 50,000-watt station. Today WGY is a regular listening habit in the 748,800 radio homes of the Hudson Circle.

**A market which includes such cities as Schenectady, Troy, Albany, Pittsfield, Utica, Binghamton, Burlington, Elmira, Kingston, Poughkeepsie, Rome and Amsterdam.*

WGY-101

GENERAL ELECTRIC'S *of* **WGY**
SCHENECTADY, NEW YORK



Foote, Cone & Belding Shift Moves Cashman Up

IN A GENERAL shift of executive positions in the radio department of Foote, Cone & Belding, New York, last week, Edward Cashman, who has been radio director of the agency, was named assistant to Emerson Foote, executive in charge of the New York office. Mr. Cashman will be executive director of the Lucky Strike account, while his assistant, John Loveton, will be radio director of the same account.



Mr. Cashman

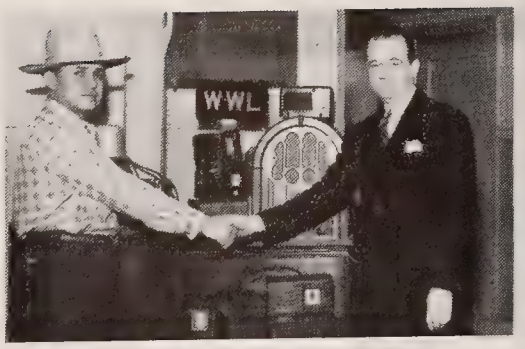
Paul Philips, who also has been working with Mr. Cashman, is now assisting Mr. Loveton, and Jack Meakin, who recently joined the agency from Wm. Esty & Co., has been named director of the Lucky Strike *Hit Parade* and *All-Time Hit Parade* on CBS and NBC, respectively. Carl Stanton, former account executive for American Tobacco Co., has been appointed radio director of the agency's other accounts.

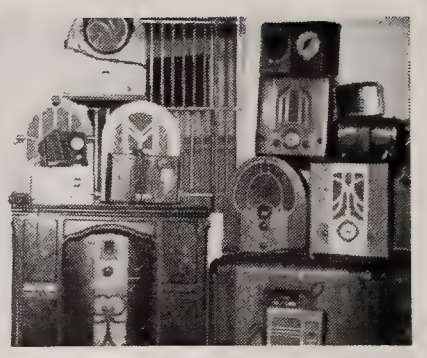
Americana

WHEN President Roosevelt told the momentous story of Casablanca on a four network hookup, it is said that 56,000,000 Americans tuned in. But Mr. Roosevelt used a few minutes over his scheduled half-hour. And in the control room of KDB, Santa Barbara, the telephone rang merrily an even 11 times as adults and kiddies alike asked, "When are we going to hear the Lone Ranger?"

B & B Names Craig

WALTER CRAIG, of the radio department of Benton & Bowles, New York, since last fall, has been named head of the department, replacing Kirby Hawkes, who is entering the armed forces in the near future. Mr. Hawkes continues in an advisory capacity at the agency until he is sworn in. Assisting Mr. Craig will be Don Cope, who has supervised production for numerous B & B programs during the last seven years, and Roy Bailey, who will supervise scripts.





PLENTY OF RADIOS were donated to supply soldiers in camps and hospitals of the New Orleans area, after a few brief plugs on *Dawn Buster*, early morning program of WWL, New Orleans. Louie Bono (l), the "Dixie Buckaroo" of the program, and Irvine Vidacovich, musical director and m.c., congratulate each other on the first day's haul.

RADIO TO ASSIST BLACK MART DRIVE

A SPECIAL radio and press advertising campaign to fight the black market in meat is being mapped by OPA, Price Administrator Prentiss M. Brown told his news conference last Wednesday.

Although plans are still incomplete, Lou R. Maxon, Detroit advertising executive now handling OPA public relations, said that it probably would involve use of food industry paid time, in addition to the time already given by food people cooperating in the six-point OWI overall Food Campaign [BROADCASTING, Feb. 8].

The advertising drive would be part of a four-point offensive against the black market, including "community ceilings" on meat, licensing of slaughterers, and prosecution of offenders. Copy would stress the dangers of eating black market meat.

Extent of the radio advertising has not been determined, nor has OPA yet learned whether it will result in the purchase of additional time by the meat industry. Since black markets are considered an emergency rationing problem, it is probable that complete plans will be approved within a few days.

TRANSCRIPTIONS of the weekly *BLUE Free World Theatre*, half-hour program endorsed by the OWI, are being made in the Spanish and Portuguese languages under supervision of the Office of Coordinator of Inter-American Affairs for release to Latin American republics.

American Tobacco Signs Self-Renewal on WNEW

SECOND self-perpetuating contract which renews itself automatically every 13 weeks was signed Feb. 24 with WNEW, New York, by American Tobacco Co., New York. Contract covers promotion of Lucky Strike cigarettes on a varying schedule on Martin Block's *Make Believe Ballroom*, and involves about $85,000 annually.

Such an arrangement, it was explained, saves both the station and the advertiser the periodic trouble of drawing up new contracts. Agency is Foote, Cone & Belding, New York.

Coast Chain Quiz

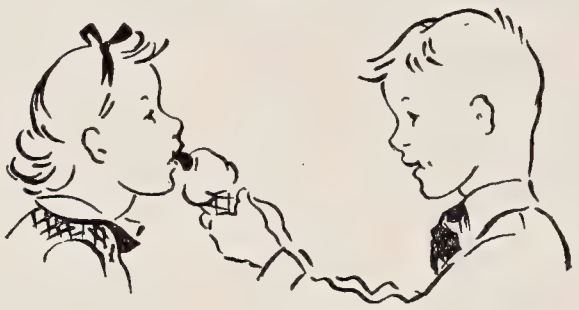
GRAYSON'S SHOPS, Los Angeles (women's apparel), occasional user of spot radio, on March 14 starts a weekly half-hour quiz program featuring Ken Murray, comedian, as m.c. on 7 CBS Pacific stations (KNX KARM KROY KQW KOIN KIRO KFPY), Sunday, 8:30-9 p.m. (PWT). Contract is for 52 weeks. Titled *Stop and Go*, weekly program will be built around ability of contestants to answer questions of global geography as illustrated by a huge map to be hung in the studio. Six questions are to be asked each contestant for a total of $80. Failure to answer results in money lost going to any charity contestant requests. Agency is Milton Weinberg Adv. Co., Los Angeles.

B & B Adopts Unit

BENTON & BOWLES, New York, has "adopted" Company A, 399th Infantry Regiment, Fort Jackson, S. C., to equip the unit's recreation room. Members of the agency have contributed to a cash fund and have sent books, magazines and records to the men. The company also received "adoption papers," illustrated by the art department.

THE RIGHT INTRODUCTION

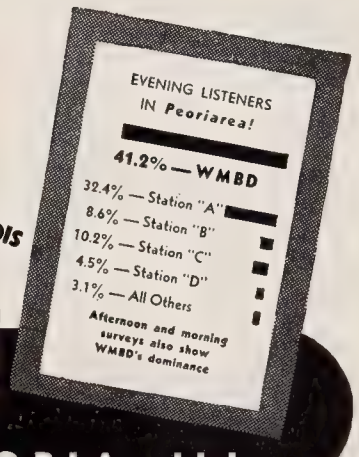
Builds Solid Friendships



No outsider has built the enduring friendships that WMBD enjoys in PEORIAREA! Folks here depend on Peoria's only radio station for entertainment, news, and public service features. It's the *one* medium that gives complete coverage of PEORIAREA—17 of Central Illinois' richest agricultural-industrial counties.

NEW CONLAN SURVEY SHOWS WMBD DOMINANT

36,955 completed calls survey by Robert S. Conlan & Associates proves WMBD far out in front morning, afternoon, and evening. It's an eye-opener!



HEART OF ILLINOIS

WMBD

PEORIA, ILL.

FREE & PETERS, INC.
Exclusive National Representatives

CALL *Free & Peters or write WMBD*

* * *

WMBD IS A MEMBER OF CBS

BRITISH COLUMBIA
LAND OF OPPORTUNITY

First With National Business, Too

CJOR

VANCOUVER CANADA

NOW MORE THAN EVER 1

EXTRA SALES
IN ST. LOUIS, MO.
WHEN YOU USE
KXOK

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

Drive to Revamp FCC Begun

(*Continued from page 8*)

tion and leeway. Licenses, by whatever they might be called, would be regarded as instruments from which appeals could be based. Statutory standards would be invoked in transfers of stations to clear up controversy.

To prevent the Commission from regulating the business of broadcast stations the new bill sets up guide-posts for the Commission which would prevent it from exercising supervisory control of programs, program material, business management or other policies of stations. It also effectively would eliminate any vestige of doubt about censorship or interference with the right of free speech.

"The charge is made that the Commission is attempting to control both the character and source of program material and the contractual or other arrangements made by the licensee for the acquisition of such material," Senator White said. He added the amendment proposed "spells out in black and white" what is believed to be not only the original intention of Congress but its present intention, in the hope that confusion and controversy can be eliminated.

Political Protection Sought

An entirely new section would require the identification of the speaker in the case of broadcasts dealing with public questions, either local, state or national. This section merely would carry the principle of identification beyond commercial sponsorship and make it obligatory for the station to show not only who the speaker is but whose views he expresses. Senator White said it was unfortunately a fact that most propaganda by radio is found in sustaining programs or those having no commercial sponsor. The name of the speaker, the office held by him, whether it is elective or appointive, would have to be stated.

Another new provision, and one heartily endorsed by Senator Wheeler, would require the station to afford a right of reply, where public officials, other than the President, use the station for discussion of political questions. This right is to be exercised by the accredited representative of the opposition political party or parties, and is to be afforded upon the same terms and conditions as the initial discussion. This provision substantially enlarges the scope of the so-called political section of the existing act, which simply affords equal rights to qualified candidates for public office, if in the first instance, the station has allowed its facilities to be used.

Another new section, likewise advocated by Senator Wheeler, would enlarge the political section so that equal opportunity would be given both sides of any controversial question under public discussion, whether or not the individuals involved are duly qualified candidates for public office. Broadcasters, however, are given the right to delete any material that might be regarded as libelous, through advance submission of scripts.

No Political Deletions

The section specifically provides that in all cases the right of reply shall be afforded "upon the same terms and conditions as the initial discussion," and authorizes the Commission to make such rules and regulations as are necessary to carry out the provision. This would mean, it is presumed, that if a speaker on one side of a public or political question has a network of 50 stations, the opposing speaker is entitled to an equal number of outlets, to make for the same audience opportunities.

Apropos the censorship aspect, the bill provides that a station licensee shall not have the power to censor or alter script or in any way affect or control the "political or partisan trend of any material" submitted by the speaker. Censorship would only extend to elimination of material which advocates overthrow of the Government by force or violence, or which might subject the licensee to damages or penalties.

A number of sections in the bill are given over to appellate and procedural provisions, largely advocated by a committee of the Federal Communications Bar Assn., and by the Attorney General's Committee on Administrative Procedure. A direct appeal to the Supreme Court to insure review of cases involving important issues affecting the continued operation of stations would be provided. This was premised on the fact that since the organization of the FCC in 1927, the highest tribunal has granted certiorari in only one case upon the application of an individual litigant, whereas practically all of the Government's requests for review have been granted.

The declaratory ruling provision, proposed by Neville Miller, would provide a means by which applicants and licensees may have a judicial determination as to questions of vital importance to their business "without putting in jeopardy their very business existence", said Senator White.

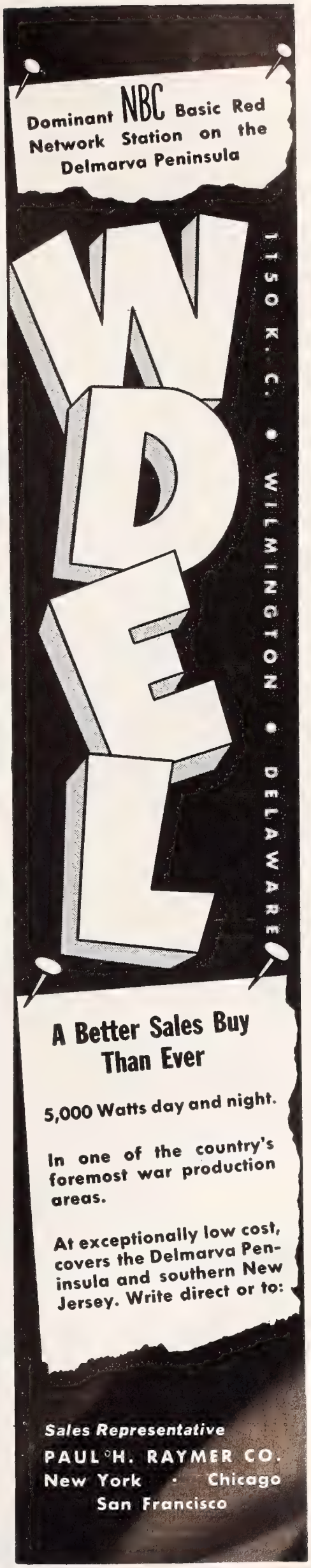
'Sanctions' Would Be Out

The final section, which would prevent the FCC from effecting any "sanctions" upon licensees, was explained by Senator White as one designed to curb "an alleged tendency upon the part of the Commission to discriminate in a manner not authorized by the statute between applicants for broadcast and other related facilities and to require as a condition to grants made, the doing of acts which the Commission has no authority under the statute to require."

Discussing administrative tribunals generally, Mr. White said they are not authorized to set themselves up as general legislative bodies, making their own rules of conduct and decisions wholly apart from and beyond the language of the statute. The tendency to do this, prevalent among virtually all administrative agenices, "has recently become very aggravated at the Commission. This, in our opinion, must be arrested by the enactment of specific legislation along the lines here suggested," he added.

Paramount Chainbreak

CHAINBREAK announcements, plugging the *Lux Radio Theatre* and the Paramount picture "Reap the Wild Wind," were to be placed before or after the Lux program March 8 on 19 CBS affiliates which carry the series. Lux program tonight is to present special dramatization of the film. Stations for special campaign are WNBF WMMN KGDM WNOX KRLD WPAR WRDW WDAE WTAD WLAW KARM WKZO WFBL WCKY KOIN WCSC WMBR WKBN WJNO. Agency for Paramount is Buchanan & Co., New York, and for Lever Brothers Co., Cambridge (Lux) J. Walter Thompson Co., New York.





★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Lowest Cost per Listener
In the Tri-City Area

TROY - ALBANY-
SCHENECTADY

WTRY

TROY, NEW YORK

1000 Watts
at 980 Kc.

The ONLY Basic BLUE Station
In Eastern New York

Represented by RAYMER

Role of Radio in Raid Alerts Fixed at Army-Code Meeting

Technique for Blackout Signals to Be Worked Out; Censorship Office to Issue Rider to Code

DIFFERENCES between the Army's new blackout signal system for the East and the Code of Wartime Practices for American Broadcasters [BROADCASTING, March 1] have been ironed out and radio will be given a prominent role, should an actual enemy attack occur.

As a result of a meeting in Washington last Tuesday between ranking officers of the Eastern Defense Command and the Office of Censorship, a rider to the revised Code of Feb. 1, 1943, will be issued by Censorship, advising the industry to cooperate with the Army in blackout or air raid warnings.

Conflict Over Code

Bone of the contention was a conflict between the Eastern Defense Command's new air raid signal system and Paragraph (e), section II of the Code which admonishes broadcasters not to encourage listeners to depend on the medium in event of an actual attack. The Defense Command's new signals, published widely throughout the East, urged the public to listen to the radio for the all-clear.

When the Office of Censorship called the Code provisions to the attention of the Army, the Eastern Defense Command contended the broadcast of all-clear signals fell under the classification of the same paragraph which reads: "This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted."

Most broadcasters and some of the radio news wire services, asked by the Army to announce the all-clear in New York a fortnight ago, placed a different interpretation on the Code.

Although the Army has not announced its complete plans for the East, it was learned that under the proposed setup, certain frequencies are to be designated in each city for the possible broadcast of brief official messages or instructions, even during an actual raid. Consequently in widely published charts announcing the new air raid signal system, indications were that the public should depend on radio for the all-clear.

To avoid a conflict with Paragraph (e) Section II of the Code, which was inserted at the insistence of the Army, the Office of Censorship shortly will issue a rider to the revised Code. Previously the Army had requested Censorship to caution radio against asking listeners to depend on the medium for advice.

For more than a year the Western Defense Command has been operating smoothly with its own system of air raid warning signals. Until late February blackouts in the East had been under supervision of the Office of Civilian Defense, with the Eastern Defense Command taking little part. Under the new setup the Army will be in charge, assisted by the OCD.

Danger of Attack

Director James M. Landis of the OCD last week urged all areas, except the Western Defense Command, to adopt the new eastern system of air raid alerts, which were put into effect by Gen. Hugh A. Drum, commanding general, Eastern Defense Command.

In the new system sirens, which have been banned from police, fire and other emergency vehicles, will be used only in blackout tests or actual raids. A long blast of the siren, known as the blue, heralds the approach of enemy craft; a series of short, staccato blasts called the red, means the enemy has arrived. Another long blast, or blue, is sounded when the enemy aircraft has passed over and a few minutes later, at the direction of the local commanding officer, radio broadcasts the all-clear.

AUDITION BY PHONE WITH Sells Hour Program By Remote Hookup

WHEN the advertising manager of Phillips Roofers, Baltimore, was unable to get to the studio of WITH, that city, to audition a prospective hour program, Dick Rudolph, salesman, piped the show to the control room loudspeaker, and called his client on the phone.

Client listened, and bought for 52 weeks, sight unseen. Program is *Memory Lane*, with Woody Frisino, pianist, and Ray Baker's poetical background.

Heinz Honey Plans

H. J. HEINZ Co., Pittsburgh, this Spring will be the country's largest marketer of honey through an arrangement with W. F. Straub & Co., Chicago, which operates the world's largest apiaries. The Heinz Co. has installed honey packing facilities in its factory in Muscatine, Ia. Advertising plans have not been announced. Maxon Inc., Detroit, is agency.

Lt. Utley Killed

FIRST LT. LOUIS H. UTLEY, formerly with NBC in the mailroom, was killed in a raid on St. Nazaire, France, Feb. 16, according to word received by his parents, Mr. and Mrs. Louis S. Utley of Forest Hills, Long Island. Utley was in the Army Air Forces, serving as a navigator on a Flying Fortress.

AGENCY Appointments

AETNA LIFE INSURANCE Co., Los Angeles, to Eugene F. Rouse & Co., that city, for Southern California. Spring spot campaign being planned.

TROPICAL PRODUCTS Corp., Los Angeles (pharmaceutical), to Eugene F. Rouse & Co., that city. Regional radio planned for near future. David R. Fenwick is agency account executive.

E. J. BRACH & Sons, Chicago (candy), to Sherman K. Ellis & Co., Chicago.

CHESAPEAKE & OHIO Railway Co., Cleveland, to Kenyon & Eckhardt, N. Y.

GUM LABS., Clifton Heights, Pa., to McCann-Erickson, New York, for Ivoryne Peroxide Medicated Gum. No radio contemplated this year.

INTERSTATE RESERVE LIFE Insurance Co., Chicago, to J. L. Stewart Agency, Chicago. Newspapers, magazines and radio planned.

PITTSBURGHER HOTEL, Pittsburgh, Pa., to W. Earl Bothwell Adv. Agency, Pittsburgh. Radio, newspapers, magazines, trade papers and outdoor signs will be used.

ARNOLD ENGINEERING Co., Marengo, Ill. (magnets for aircraft, marine, radio and electrical instruments), to Burton Browne Adv., Chicago. Business papers will be used.

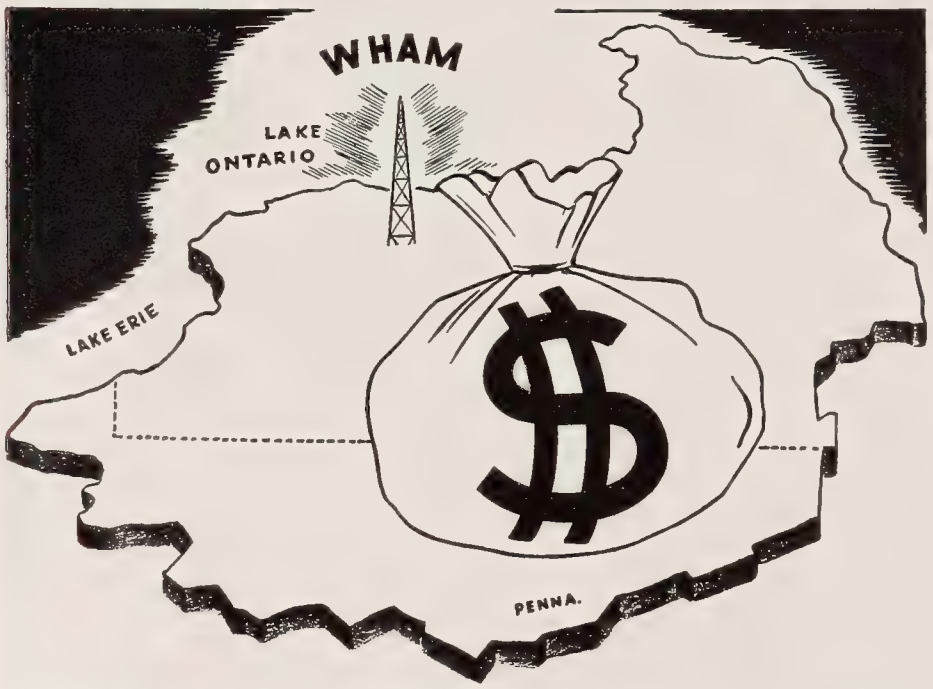
COOPERATIVE OLIVE Products Assn., Fresno, Cal. (Cal-Crest bottled olive oil), to Brisacher, Davis & Van Norden, San Francisco.

MILROSE PRODUCTS Co., New York (Rad cleanser). Radio is planned. Advertising placed direct.

MACFADDEN PUB., New York, to Swertfager & Hixon, N. Y.

MORRIS ROSENBERG Co., Los Angeles (Rose peanut butter), to Gerth-Pacific Adv., that city.

ALFRED DUNHILL Inc., of London, New York, to St. George & Keyes Inc., New York, for all products (pipes, women's bags, etc.). No radio contemplated for present.



WHAMLAND--A BILLION DOLLAR RETAIL MARKET

There are a lot of retail dollars in WHAMland . . . 1103 million of them according to latest available figures. Today, war-busy WHAMland is piling those dollars higher and higher . . . and putting a patriotic percentage of them into U. S. War Bonds and Stamps.

To earmark that buying wealth for the essential products you can sell today . . . or for those you will want to sell when Victory comes . . . WHAM is your best buy. Its clear-channel, 50,000 watt signal gives you primary coverage of an entire 43 county area. Its program leadership makes 1180 on the dial the focal point of intensive listenership in the area's 900,000 radio homes.

WHAM
ROCHESTER, N. Y.

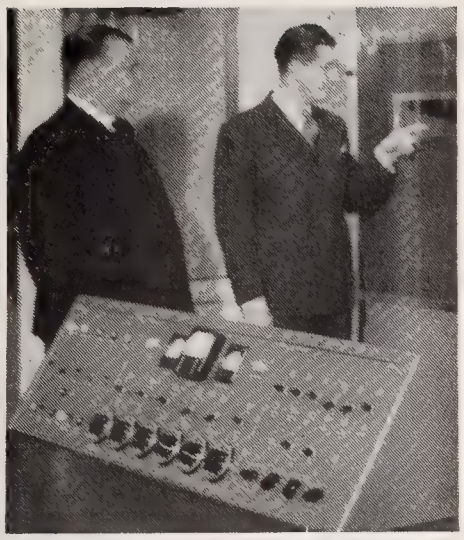
National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with the National Broadcasting Co., and The Blue Network, Inc.

"The Stromberg-Carlson Station"

IDAHO'S BEST FREQUENCY
930 Kc.
Smart Advertisers Use
KSEI
POCATELLO, IDAHO
National Representatives
The Walker Co.
Homer Griffith Co.

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE
Rock Island Arsenal Up 387% since Sept. '39. Uncle Sam's workers make good customers.
WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME



INSPECTION TOUR of KGER, Long Beach, Cal., new transmitter building was made by (l to r): C. Merwin Dobyns, owner-manager, and Jay Tapp, technical director, under whose supervision equipment was installed. Modern in design and RCA equipped throughout, with Model 5-E transmitter, the plant already is operating under its new power.

FDR Crossley Declines On Broadcast of Feb. 22

PRESIDENT ROOSEVELT'S four-network broadcast on Washington's birthday, Feb. 22, 10:30-10:46 p.m., was heard by 48% of radio set ownres, according to a survey by the Cooperative Analysis of Broadcasting. CAB rating for the Presidential address on Lincoln's birthday, Feb. 12, was 67. C. E. Hooper Inc., New York, reported a rating of 57.1 for the Feb. 12 talk, and 45.7 for the address on Washington's birthday [BROADCASTING, March 1].

Two network programs broke audience listening records during February, according to reports released by the Cooperative Analysis of broadcasting. Fibber McGee & Molly set a new all-time high for half-hour programs with a CAB February rating of 44.5. The *Kate Smith Speaks* program broke all CAB day-time records with a rating of 13.5.

Fidler Suit Avoided

AVERTING possible court action by Herman Shumlin, producer of "The Corn is Green" and Ethel Barrymore, star of the show, now on tour, against Jimmie Fidler for a remark about Miss Barrymore's health on his Feb. 28 broadcast on the BLUE, the network two days later broadcast a retraction of the Fidler remark. Fidler's "exclusive" item about Miss Barrymore stated that the actress was "suffering recurrent attacks of a nervous ailment," a report denied by both Miss Barrymore and Mr. Shumlin, who added that some cancellations of tickets resulted.

Gillette Fights

GILLETTE SAFETY RAZOR Corp., Boston, sponsor of Madison Square boxing bouts on Mutual, has scheduled the Tami Mauriello-Jimmy Bivins fight March 12 and the Sammy Angott-Willie Pep bout March 19 on the full network starting at 10 p.m. Gillette sponsored the fight between Fritzi Zivic and Beau Jack March 5. Maxon Inc., New York, is agency.

Fly Says FCC Not Inclined to Reopen Newspaper Divorcement Controversy

THAT THE FCC is not disposed to reopen the newspaper divorcement controversy, which has been dormant for a year, was made clear last week by Chairman James Lawrence Fly, who inferred that nothing would be done until after the war.

Questioned at his news conference last Monday about the status of the newspaper-ownership hearing, which was recessed Feb. 12 last year, subject to call, Chairman Fly observed that the report had not been completed and that "as a matter of fact it's not a very pressing question at this time in view of the fact that there can't be any construction anyway." He referred to the "freeze order" on construction.

Congressional Pressure

Asked whether applications involving newspaper-owned or affiliated stations were not "held up", Mr. Fly said most of them are controlled by rules forbidding new construction, and have been dismissed "without prejudice along with the hundreds of other applications for new facilities." In other words, he added, "the question tends to be a bit academic right now".

The view of observers is that the FCC, in the light of the legislative tidal wave in Congress against New Deal agencies in general and the FCC in particular, is not disposed to resurrect any controversial issues at this time. The newspaper ownership issue was bitterly contested, and probably will be an important phase of the several inquiries destined to get underway in Congress this session.

The hearings were recessed last February, subject to call, but members of the legal staff immediately began working on a report. It was indicated then that at least one additional open hearing would be scheduled so the Commission could place final technical exhibits in the record. Moreover, *The Chicago Tribune* had requested opportunity to present brief additional testimony.

Roughly, it was estimated that the inquiry, which began July 23, 1941, cost approximately $250,000. The record includes almost 3,500 pages of testimony gathered during 24 hearing days from a total of 52 witnesses. The Commission called 42 witnesses and experts. The Newspaper Radio Committee, representing newspaper-owned stations, presented 10 witnesses. Included in the record are 407 exhibits.

The Newspaper Radio Committee will hold its third annual meeting in New York April 20 at the Waldorf-Astoria during the sessions of the American Newspaper Publishers Assn. Approximately 150 newspaper-owned or affiliated stations are members of the committee, headed by Harold V. Hough, executive of the *Fort Worth Star-Telegram*, which owns WBAP, and is co-owner of KGKO.

Beer on Television

PETER HAND Brewing Co., Chicago (Meisterbrau beer), is experimenting in television with the *Human Side of Sports* on W9XBK, Chicago, featuring Guy Savage who does the same quarter-hour Sportscast nightly on WGN, Chicago. Visual as well as audio commercials are used. Agency is Mitchell-Faust, Chicago.

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES



Heavyweight Champ!

WOAI, in San Antonio, has a higher combined percentage of day and night listeners than any other station in any American city having three affiliates of major networks, as shown by NBC's 1942 Nationwide Survey of Radio Listening Habits!

And that's only half the story. WTAI's predominance extends across the length and breadth of Central and South Texas, thanks to superb programming and a 50,000-watt, clear channel signal that brooks no interference.

No wonder more advertisers spend more money for time on WOAI and sell more merchandise to more people than on any other station in this prosperous area!

50,000 WATTS - - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

BALTIMORE'S BLUE NETWORK OUTLET

WBAL

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York - Chicago - San Francisco

AFRA Seeks 10% Boost of Recorders

Union to Submit New Net Commercial Contract

FOLLOWING what was probably the shortest period of negotiations over any labor contract in the history of the broadcasting industry, Henry Jaffe, counsel for the American Federation of Radio Artists, is now preparing new commercial contracts for network programs which will be submitted to networks, advertising agencies and independent producers early this week. In a single meeting of about a half-hour's duration, AFRA and network representatives, with a delegation of agency men as observers, discussed AFRA's proposal and the broadcaster's counter proposition and came to an agreement.

Discussions Resumed

A more lengthy discussion session is anticipated for this morning (March 8) when representatives of transcription companies, also accompanied by agency observers, are to meet with AFRA executives to discuss union demands for a 10% boost in the minimum scale for talent employed on transcriptions. The attorney for one company stated that technically AFRA has no right to reopen the transcription code at this time as the rise in the cost-of-living index was only 9.9 points in the year following the signing of the current contracts.

Since it is desirable that the transcription contracts be extended another year to the same expiration date as the network sustaining and commercial codes, it is expected that this point will be raised, not to bring a halt to the negotiations, but as an argument for reducing the proposed 10% increase to perhaps half that amount. Transcription companies are expected to argue that since AFRA compromised its demanded increases of 16.7% (sustaining code) and 19% (commercial code) and settled for a 10% increase in each case, a 5% increase in the transcription minimums would be proportionately fairer than one of 10%.

Because the commercial increases are paid by the agencies, as employers of the AFRA members appearing on programs sponsored by the agencies' clients, a group of agency radio executives attended last week's meeting on the commercial code and the same group will probably be on hand today. Agencies have declined to become signatories to the AFRA contracts, because of legal technicalities arising from the client-agency relationship, but they have in the past agreed to abide by the provisions of the AFRA codes and to give 10 days written notice if they wish to revoke that agreement.

There are only three changes to be made in the commercial code, the same changes that were made in AFRA's sustaining code, recently accepted by the broadcasters and now awaiting approval of the War Labor Board. Revised commercial code calls for a 10% increase in minimum scale for actors, singers and announcers; extends the present contract for another year, or until Nov. 1, 1944; and includes a cost-of-living clause permitting the union to reopen the contract at any time after Nov. 1, 1943, if the Dept. of Labor cost-of-living index has risen 10 points above the Dec. 15, 1942 level.

AFRA had originally requested an increase of 19%, based on a cost-of-living rise of more than 19 points from Dec. 15, 1940 to Dec. 15, 1942. Representatives of networks and key stations, however, countered with the suggestion that the sustaining code formula be followed and the union agreed to submit the 10% figure to their national board and to the boards of the AFRA locals in the four network origination cities: New York, Chicago, Los Angeles and San Francisco. Before the end of the week all of these AFRA boards had approved the proposed revisions.

Minimum Scales

In a preliminary discussion between the network and advertising agency men, the suggestion was made that any increase in commercial minimum scale should be opposed on the ground that the recent boost in sustaining minimums, if upheld by the WLB, will serve to cut down the differential between payment for work on sustaining and commercial programs. This suggestion, although in line with previous expressions from the union that the minimum scales ought to be the same, was quickly vetoed and was not even brought up at the meeting with AFRA.

Network and station representatives at last Monday's session included: Phillips Carlin, vice-president in charge of programs, Robert Swezey, counsel, BLUE; John MacDonald, vice-president in charge of finance, Robert P. Myers, attorney, NBC; I. S. Becker, assistant director of operation, CBS; Emanuel Dannett, attorney, WGN; Phil Loucks, attorney, WLS; Julius F. Seebach Jr., vice-president in charge of programs, WOR.

AFRA was represented by Mrs. Emily Holt, national executive secretary; George Heller, assistant national executive secretary; Henry Jaffe, counsel. Agency delegation included: A. K. Spencer, J. Walter Thompson Co.; James Sauter, Blackett - Sample - Hummert; Leonard T. Bush, Compton Adv.; John Hymes, Foote, Cone & Belding; C. I. Ayers, Ruthrauff & Ryan; Diana Bourbon, Ward Wheelock Co.; Carlos Franco, John Kucera, Young & Rubicam.

Stag Beer Schedule

GRIESEDIECK WESTERN Brewery Co., Belleville, Ill., (Stag beer), has appointed Maxon Inc., Chicago, as agency. Schedule of announcements is planned on stations in Southern Illinois and Missouri. L. J. Sholty is account executive. Time will be purchased out of the Detroit office by P. C. Beatty, timebuyer.



CKLW
in the
DETROIT AREA
at 800 kc.

This live-wire station blankets this rich, war-busy market 22 hours out of every day! Our primary area covers the homes of over eight million people . . . and 5,000 watts day and night at 800 kc. assures a strong clear signal to the farthest reaches of this dynamic buying radius. Rates give you more sales-impacts for less!

5,000 Watts Day and Night
MUTUAL BROADCASTING SYSTEM

AP

WRC, Washington, D. C.

. . . complete and accurate. Whenever there is conflict it is good to know we can use AP and be sure.

Steve Douglas, Sports.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

WCCO Announcers To Vote on IBEW

NLRB Orders Poll; WTTM Signs Closed Shop Contract

AN ELECTION of the announcer's unit of WCCO, Minneapolis-St. Paul, was ordered by the National Labor Relations Board last week to determine whether the International Brotherhood of Electrical Workers (AFL) should represent them in collective bargaining negotiations.

Also last week, IBEW said it had concluded a closed shop contract with WTTM, Trenton, settling issues which led to a strike last December [BROADCASTING, Dec. 28].

Announcers File Application

The contract covers about 20 announcers, bookkeepers and salesmen, according to IBEW, and provides wage adjustments, vacations with pay, and sick leave. WTTM technicians are still subject of dispute, with the NLRB Philadelphia office now considering whether they have a binding agreement with American Communications Assn. (CIO).

In ordering the WCCO election, NLRB said that the union had submitted applications from eight staff members. It included in the announcer's unit the m.c. of an early morning program, who announces and produces, giving station identifications and reading commercials.

Significant, however, was exclusion from the unit of Douglas McNamee, assistant production manager, and Max Karl Schiffman, assistant director, attached to the production department. NLRB said announcing was incidental and not integral to their work, and makes up a small portion of their workweek. The Board also pointed out that they received no overtime pay, and that their workweek was considerably longer than other announcers.

P & G Spots on WJZ

PROCTER & GAMBLE CO., Cincinnati, as part of its spot campaign for Ivory Flakes started in early February, has signed for two spot announcements weekly on WJZ, New York, for a 16-week period. Other New York station used is WOR. Compton Adv., New York, handles the account.

The Northwest's Best Broadcasting Buy

WTCN

BLUE NETWORK

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. — Natl. Rep.



WHERE'S THE RADIO angle! There really is one, and that's no bull. At WLAC, Nashville, they're running a 13-week Name-the-Bull contest with 30 retail outlets of National Stores sponsoring. Listeners get entry blanks at stores. Contest is part of the WLAC *Farm Front* program at 6:30 a. m.

Wash. Radio Bills

BILL REQUIRING news commentators and analysts to state names of sponsors has been filed in Washington State Senate following several local broadcasts reportedly annoying to legislators. News reporters, commentators and persons speaking on political subjects or those of general interest are covered by the provisions, with only national broadcasts originating outside of the state excepted. Second proposed statute filed in the lower house would require that statements of sponsorship and financial responsibility, including income, liabilities and assets, be filed with station operators 24 hours before any broadcast. These would be available to the public for six months thus freeing station owner or operator from liability in damage cases resulting from the program.

21 Sponsors Now Use Full CBS Net For 30 Programs, Survey Discloses

ANNOUNCEMENT last week that Quaker Oats Co. and Campbell Soup Co. have taken the full CBS network for *That Brewster Boy* and the *Milton Berle Show*, respectively, led to disclosure by CBS that 21 sponsors now use the network's full facilities of 116 stations for 30 individual programs scheduled in 39 periods.

Originally scheduled for 63 CBS stations, the *Milton Berle Show* made its debut March 3 on the full network, instead. Quaker Oats added 34 stations to the 82 carrying its program, effective with its renewal March 5. These additions bring to 39 the number of individual commercial program periods weekly heard on the full network.

413 Hours Added

The revised survey of CBS advertisers availing themselves of the 15% discount plan also reveals that 413 hours and 40 minutes weekly have been added to the CBS commercial schedule. Individual affiliates benefiting by the plan with one or more programs total 86. Five stations have added 11 hours and 55 minutes or more weekly; 28 stations have received 7 hours or more weekly; 37 have added 5 hours or more weekly, and 68 outlets have received 5 or more new program periods per week.

A total of 23 CBS programs have had their station list increased to the full network, while seven CBS programs were placed on the 116 stations when they first started on the network. Those seven shows are Lever Bros.' *Mayor of Our Town* and *Burns and Allen;* R. J. Reynolds' *Thanks to the Yanks;* General Foods' *Those We Love;* General Motors' *John B. Kennedy;* Philco's *Our Secret Weapon,* and Campbell's *Milton Berle Show.*

Following is the complete list of CBS shows heard on the full network:

Lever Bros. Co., *Burns and Allen, Mayor of Our Town,* and *Lux Radio Theatre;* R. J. Reynolds Tobacco Co., *Comedy Caravan, Blondie* and *Thanks to the Yanks;* Philip Morris & Co., *Crime Doctor* and *Philip Morris Playhouse;* Liggett & Myers Tobacco Co., *Harry James and His Music Makers;* Wm. Wrigley Jr. Co., *Sergeant Gene Autry, The First Line* and *Keep the Home Fires Burning;* General Foods Corp., *Kate Smith Hour, Those We Love* and *Adventures of the Thin Man;* Armstrong Cork Co., *Armstrong's Theatre of Today;* American Tobacco Co., *Your Hit Parade;* Coca Cola Co., *The Pause That Refreshes on the Air;* Eversharp Inc., *Take It Or Leave It;* Curtiss Candy Co., *News With Warren Sweeney;* Texas Co., *Texaco Star Theatre;* P. Lorillard Co., *Sammy Kaye;* Celanese Corp., *Great Moments in Music;* Parker Pen Co., *Eric Sevareid and the News;* Philco Corp., *Our Secret Weapon;* Lady Esther Co., *Screen Guild Players;* Chesebrough Mfg. Co., *Dr. Christian;* General Motors Corp., *John B. Kennedy;* Quaker Oats Co., *That Brewster Boy,* and Campbell Soup Co., *Milton Berle Show.*

Insurance Campaign

ALLSTATE INSURANCE Co., Chicago, on March 1 started a varying schedule of one-minute transcribed announcements on six Chicago stations WMAQ WBBM WLS WJJD WIND WCFL. Contracts are for 26 weeks. Agency is Ruthrauff & Ryan, Chicago.

Money Talks

It's one thing to TALK productive markets. It's quite another to MAKE GOOD. A trial campaign on WAIR will prove to you that Winston-Salem has the dough and WAIR knows how to get it for you.

WAIR

Winston-Salem, North Carolina

1ST on the Dial in Georgia!

590 KC.

WAGA

Atlanta

A FORT INDUSTRY STATION

5,000 WATTS DAY & NIGHT

NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY

WDRC
CONNECTICUT'S PIONEER BROADCASTER
BONUS IN HARTFORD
WDRC's Primary Area fans out from Hartford to include dozens of Connecticut cities and towns. You get this bonus circulation at no additional cost. WDRC has one low rate for local, regional and national advertisers. Basic CBS for Connecticut.
CBS

WCHS
CHARLESTON, W.VA.
The Nation's First SYNTHETIC RUBBER PLANT will soon start production in Charleston.

Where Sales Multiply
Air Castle of the South
W & WSM
50,000 WATTS CLEAR CHANNEL
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

$34,607,000.00
Last year's sales of eggs only in our ½-millivolt area. WIBW dominates this diversified, steady-income market. Let us prove it to YOU!
WIBW The Voice of Kansas in TOPEKA

Slowie Liaison

(*Continued from page 8*)

March 2 by John Dunn was headlined "Cox Probe of FCC Linked to Farley's Bid for Presidency". It labelled Rep. Cox as a "New Deal-hating Democrat" and cited there was evidence that the Cox investigation was being used not only to discredit the FCC "but to seize control of the radio for their brand of politics before 1944 rolls around".

Charges Network Favoritism

Mr. Garey was described as a close friend of Mr. Farley and former Gov. Alfred E. Smith, who were termed "New York's two foremost Roosevelt haters." A recent address by Rep. Cox, in which he was quoted as having said that "Jim Farley is my man for President in 1944," also was cited.

"If Cox, Garey et al. succeed in discrediting the FCC and ousting James L. Fly, a staunch New Dealer, as its chairman and replacing him with a reactionary Democrat, it could mean control of the ether waves in the all-important 1944 campaign," the Dunn article said. It charged that the "big chains" already are giving the "reactionaries more time than they do pro-labor or pro-New Deal speakers".

The Dunn story pointed out that Mr. and Mrs. Garey accompanied Gov. Smith on his visit to Ireland and the Vatican in 1938. The Garey law firm was originally Garey & Garey, the Federated Press story said. The name was changed on Nov. 16, 1941, when R. E. Desvernine, prominent New York attorney who was described as the "labor-hating president of the Crucible Steel Co. of America," joined the firm. "Desvernine is an old friend of Herbert Hoover and was a leader of the Liberty League."

Following the conferences last week, Mr. Garey made no statements beyond asserting that he was engaged in the preliminary task of getting data for the inquiry. He plans to remain in Washington until the investigation is completed.

In his only formal statement following his appointment last month by the committee, he said the effort would be to find out what "Fly and his men have been doing to socialize the radio broadcasting industry". He cited reports that the staff had some "left-wingers" who are at least "touched with the Communistic tinge" and that "Fly wants the Government to take over all broadcasting—in other words, Government ownership".

Franklin D. Roosevelt Jr., now a Naval lieutenant, served his legal apprenticeship in the Garey law firm. Mr. Garey, a lifelong Democrat, supported Wendell L. Willkie in 1940.

CHNS
HALIFAX
NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes
JOS. WEED & CO.
350 Madison Avenue, New York

Sample Cities Study 48 Hour Edict As WMC Weighs Essentiality Shakeup

ALTHOUGH no clarity appeared in the national manpower muddle, radio's position took a more positive shape as the result of NAB inspired meetings with station officials in Washington, Baltimore and Springfield, Mass., to obtain precise information on the actual effect of operation under the 48 hour week controls.

In the light of increased draft demands, it also developed that the War Manpower Commission is studying the possibility of curtailing the number of essential occupations in all industries and treating essential industries more stringently. The WMC's Essential Activity Committee met last Thursday and sought to develop criteria which might be applied in the reduction of essential occupations. No decision was reached and the problem is due to come up again at the body's meeting on Tuesday.

Joseph L. Miller, NAB labor relations director, met with station officials of Springfield, Mass., led by Quincy Brackett, owner of WSPR, to explain the type of material being sought by the NAB for presentation to the WMC in Washington which may lead to a possible directive governing operation of the nation's station under the 48 hour week regulation [BROADCASTING, March 16].

Area Control

Similar meetings have occurred in Baltimore and Washington to discuss the problem of the 48 hour week, explore the possibilities of operation under it, and to distribute data sheets which will contain hourly breakdowns by job.

Completion of these sample surveys are expected over the week-end, and Mr. Miller said he hoped to present the material to WMC officials by the end of this week. Irrespective of the material obtained in the survey of sample cities, Mr. Miller said that the administration of the 48 hour week control was clearly a matter for area and regional WMC offices to determine. In any question which may arise under the new control, he felt that the final work, subject to appeal, lay in the province of the field operations.

This thinking was reiterated by WMC officials in several statements last week. Executive Director Lawrence A. Appley and Deputy Chairman Fowler Harper both emphasized this point in a press conference last week. WMC Chief Paul V. McNutt also pointed this up in his weekly press conference.

Furthermore it was pointed out that the regulations governing operation of the 48-hour week in critical areas were necessarily broad to allow for the very purpose of regional and area control.

Questions as to the effect of the 48 hour week on prevailing union contracts were only answered in part. WMC insists that its regulation overrides such provisions which prevent time over 40 hours per week. However there has been no official statement with regard to its effect upon contracts which specifically call for five day weeks nor upon terms governing rate of overtime pay. For the present, industry officials in Washington indicate that they interpret the regulation to mean that they must pay agreed overtime rates for all time over 40 unless contracts specifically stipulate otherwise.

Location and coverage of the regions, with regional officers, are:

Region 1—10 Post Office Square, Boston (Me., N. H., Vt., Conn., R. I., Mass.), Joseph A Smith.
Region II—11 West 42nd St., New York (N. Y.), Mrs. Anna Rosenberg.
Region III—1634 Widener Bldg., Philadelphia (Penn., Del., N. J.), L. B. F. Raycroft.
Region IV—1025 Vermont Ave., N. W., Washington, D. C. (Md., Va., W. Va., D. C., N. C.). Dillard Lasseter.
Region V—521 Union Commerce Bldg., Cleveland (Ky., Ohio, Mich.), Robert C. Goodwin.
Region VI—222 West Adams St., Chicago (Ind., Ill., Wis.), William H. Spencer.
Region VII—157 Peachtree St., N. W.. Atlanta (Ala., Fla., Ga., Miss., S. C., Tenn.), Bowman F. Ashe.
Region VIII—500 Midland Bank Bldg., Minneapolis (Minn., Ia., N. D., S. D., Neb.), Frank M. Rarig Jr.
Region IX—1600 Fidelity Bldg., Kansas City (Mo., Ark., Kans., Okla.), Ed McDonald.
Region X—New Mercantile National Bank Bldg., Dallas (Tex., La., N. M.), James H. Bond.
Region XI—221 Equitable Bldg., Denver (Mont., Wyo., Idaho, Utah, Colo.), John R. McCusker.
Region XII—245 Furniture Mart Bldg., San Francisco (Cal., Ariz., Ore., Wash., Nev.), William K. Hopkins.

HOMER GRIFFITH Co., Hollywood, station representative, has been appointed exclusive Pacific Coast representative of KVEC, San Luis Obispo, and KBKR, Baker, Cal.

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

Fate of Clear Channels Rests With Supreme Court In KOA-WHDH Case

THE FATE of the clear channel as a means of supplying rural and remote coverage will be argued in the Supreme Court next Thursday or Friday in the FCC's appeal from the decision of the U. S. Court of Appeals for the District of Columbia, reversing its breakdown of the 850 kc. clear channel upon which KOA, Denver, has been the dominant station. WHDH, Boston, first was assigned fulltime on the wave and subsequently the Commission authorized WJW, Akron, to operate on the frequency with 5,000 watts fulltime, approving its removal to Cleveland.

Solicitor General Charles E. Fahy, who last week filed the Government's brief in the case, is expected to argue for the FCC. The Government contended that NBC, as licensee of KOA, had adequate, opportunity to present its rights, whereas the lower court, in a 4-2 opinion, held that the Commission had erred in not giving NBC the opportunity to intervene and present testimony.

Related to WJW Case

Directly related to the Supreme Court argument was the action of Commissioner Case last Wednesday, granting in part a petition filed by NBC for indefinite continuance of NBC's petition for a rehearing in the WJW case. The hearing, ordered Jan. 13 on motion of NBC at the latter's request, was postponed until a date subsequent to the final decision by the Supreme Court in the KOA case.

A second plea of NBC—that the hearing, when held, be for the purpose of determining whether or not the public interest would be served by granting the original WJW application to use the frequency—was denied on the ground that it was premature. WJW, now a local, is installing the 5,000-watt plant outside Cleveland and is scheduled to become a BLUE outlet. WHDH already is on the BLUE, previously having been an independent part-time station.

The KOA-WHDH case marked the first proceeding since the 1941 reallocation involving breakdowns of a clear channel through duplicated operation. Five separate opinions were issued by the lower court in the KOA case, reversing the Commission and remanding the issue for hearing. Four of the six judges, however, concurred in the fundamental view that stations are entitled to hearing practically as a matter of right when they can show substantive injury.

NBC petitioned the FCC to postpone the hearing because of the "similarity and close relationship of many of the basic issues presented by both of these matters." It held the ends of justice would best be served by conducting the hearing on the WJW application after the final decision in the KOA case. In view of these facts, NBC said it would not oppose temporary operation of WJW on 850 kc., provided it is contingent upon the Commission's final decision after hearing on the WJW application and subject to termination without notice or hearing in the event the Commission denies that application. The petition, it added, was not to be considered as a waiver of NBC's right to oppose the issuance of a regular license to operate WJW on 850 kc.

Novel Proceeding

The proceeding was regarded as novel, since NBC in the first instance was successful on its motion for a rehearing. In its Jan. 13 decision, however, the Commission denied NBC's request for a stay of the issuance of the modified permit authorizing construction of WJW as a Cleveland station.

The Supreme Court brief in the KOA case held that NBC had no right to intervene in the WHDH proceedings, in view of the terms of the Communications Act. Apart from the statute, it was contended there is no "right to be free of increased competition and no right to be made a party before such competition is authorized." At best, it was contended, NBC's position is essentially no different from that of a newspaper or advertising agency whose revenues may be affected by the grant or extension of a license to an applicant.

On purely technical grounds, the Government argued that WHDH's fulltime operation will not interfere with KOA's satisfactory service and that NBC "did not attack the accuracy of these findings".

Musicians Face Draft

MUSICIANS will soon be listed among the non-essential occupations closed to draft-age men, War Manpower Chief Paul McNutt told AFM President James C. Petrillo in a telegram last week. Effect of the order would be to put musicians under 38 in a "work or fight" category. Mr. Petrillo, it is understood, is preparing a brief to show that musicians provide morale essential to the war effort.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

NAB Enlists Hams

RECRUITING of amateur radio operators willing to assist the war by taking jobs in broadcasting stations is now being carried out by NAB, in cooperation with the American Radio Relay League. NAB says it has already received a limited number of applications. Stations in need of technicians are urged to seek replacements locally before writing to the NAB Engineering dept.

NAB Sales Managers Plan New York Session

TO STUDY industry problems, the NAB Sales Managers Executive Committee is scheduled to meet March 9 in the new NAB headquarters office, 535 Fifth Ave., New York. On the agenda are the Retail Promotion Committee Plan, the small station problem, free time requests, combination of continuity for two or more products in a single announcement, coverage maps, audience measurement and the proposed Declaration of Independence for radio.

Expected to attend are: John M. Outler Jr., Chairman, WSB, Atlanta; Frank R. Bowes, WBZ, Boston, Mass.; William Malo, WDRC, Hartford, Conn.; Dietrich Dirks, KTRI, Sioux City, Ia.; Donald D. Davis, WHB, Kansas Citv, Mo.; Arthur Hull Hayes, WABC, New York, N. Y.; George H. Frey, NBC, New York.

RADIO UNAFFECTED BY OWI SHAKEUP

REORGANIZATION of the Domestic Branch of OWI, which will affect all of its operations except radio, is expected this week by order of Gardner Cowles Jr., Director of Domestic Operations of OWI.

The reorganization was reported of a sweeping character, affecting graphic arts and other sections of the Domestic Branch. The Radio Bureau, however, will remain intact, Mr. Cowles told BROADCASTING last Friday.

OWI's Radio Bureau soon will be headed by Donald D. Stauffer, vice-president in charge of radio for Ruthrauff & Ryan, who has been granted leave of absence effective March 15. He succeeds William B. Lewis, now assistant director of the Domestic Branch under Mr. Cowles.

OWI-NAB Recruiting

JOINT effort is under way between the NAB and the OWI Overseas Branch to solve the technician scarcity facing the latter organization in its New York office. OWI officials have agreed to seek needed personnel entirely through NAB.

A total of 70 technicians is needed, mostly studio control technicians. OWI will get a training program under way within three or four weeks to train operators. Candidates will be selected with the aid of the NAB from among women who have not previously been trained for radio operation.

There Can Only Be ONE REASON!



WLIB's unique program policy of "the popular classics with a blend of the modern, and news" has created a large, *responsive* daytime-listening market that *none* of our contemporaries consistently serve! That's ONE BIG REASON why so many national and local advertisers have quickly discovered WLIB's remarkable power to make cash registers ring more often.

Here are just a few of WLIB's advertisers:

Arabian Nights Cosmetics	Chateau Martin Wines	Kay Cosmetics
Barney's Clothes	Community Opticians	Masons
Block Drug Company	Corsetorium	John Mullins & Sons
Brass Rail Restaurants	Empire Diamond Service	Michaels Brothers
Brooklyn Academy of Music	I. J. Fox	Michaels & Company
Buckley Newhall	Griffin Shoe Polish	Paramount Theatre
Bulova Watch Company	Harman Watch Co.	Pepsi-Cola
		Roxy Theatre
		Wright Clothes

And We're Not Even A Year Old!

RKO Building, New York
Chicago Representative—THE WALKER CO.

NEW YORK'S WLIB

"THE VOICE OF LIBERTY"

Clear Channel - 1190 on your dial

Instalment Buying Plan Still Alive

Price Chief Brown Sympathetic If It Cuts Surplus Spending

OPA'S plan for instalment buying for post war delivery has not been abandoned, it was learned last week, although no further public statements have been made on it since Prentiss M. Brown succeeded Leon Henderson as Price Administrator.

Rolf Nugent, Russell Sage Foundation economist, serving as special advisor to OPA, is actively promoting the plan with government and industry officials, and Price Administrator Brown told BROADCASTING after his news conference Wednesday, that he is sympathetic toward the idea.

Worth Considering

"If instalment buying for post war delivery will siphon off some of the surplus purchasing power that creates the inflation gap, it's worth considering," Mr. Brown said. He admitted, however, that in the six weeks he has been with OPA he has not had time to study details of the project.

He indicated, however, that he would like to see Mr. Nugent procede with the idea.

According to Mr. Nugent, author of the plan, the post-war delivery project would be a boon for local and national radio advertising. He points out that it offers dealers a real incentive to try to reach the public.

"I believe that the dealers will feel that the one who actually sells a certificate to a customer will have a far better chance of inducing that customer to exchange the certificate for his brand of car, or refrigerator, or washing machine after the war," Mr. Nugent said.

Instalment buying for post-war delivery involves the sale by local dealers of certificates granting priority for the purchase commodities when manufacturers reconvert [BROADCASTING, Jan. 11]. The public would obtain certificates by means of regular instalment payments over 12 to 25 months. Certificates would be good only for a particular commodity.

At present, Mr. Nugent is consulting with officials of the Federal Reserve and the Budget Bureau. The plan has already been studied by Army officers and the Treasury.

Post-war delivery had been hit by Secretary of the Treasury Morganthau, who said it placed soldiers in an unfavorable position in the post-war world, because war workers would buy the priority certificates. Mr. Nugent says that this objection has been overcome by allowing servicemen to stretch their payments over 24-50 months, but permitting them to get delivery of their commodities after the war even though their certificates may not be paid up.

Industry groups representing automobiles, refrigerators and other commodities are considering the plan, Mr. Nugent says.



FIRST ANNIVERSARY of WIAC, San Juan, Puerto Rico, was celebrated last month with a dinner-birthday party given by Enrique Abarca, station owner, and attended by members of the Chavez Special Senate Committee to investigate critical conditions in the island. Seated are (l to r): Sen. Bone (D-Wash.); Mrs. Brown, a guest; Sen. Chavez (D-N. M.); Mrs. Enrique Abarca. Standing: Dr. Pico, the owner's son-in-law; Mr. Abarca; Mrs. Felix Muniz; Mr. Brown; Felix Muniz, station manager; Ralph T. Bosch, legal counsel for the Chavez Committee; Samuel Badillo, WIAC news editor; Enrique Abarca, Jr., assistant to the manager; Lt. Angel Abarca.

Agriculture Department Policy Eased To Use Sponsored Shows in Food Drive

BREAKING a long-established precedent which precludes participation in commercial broadcasts, the Dept. of Agriculture this week is expected to announce a new policy in which the help of advertisers will be sought in carrying wartime food messages to the public, Morse Salisbury, Director of Information, disclosed in a formal statement last week.

Department regulations have prohibited endorsement of commercial products as well as appearance of Department employes on sponsored programs, but the recent food crisis which has necessitated point rationing and a food production campaign has brought about a reversal of procedure.

No Endorsements

Although no formal statement concerning a change of policy has been published, Secretary Wickard appeared recently on a Betty Crocker broadcast sponsored by General Mills, Minneapolis, and on Ernest Lindley's Sunday afternoon program sponsored by Council on Candy as Food in the War Effort, Chicago. Other high agriculture officials also have appeared on commercial broadcasts.

The Department's policy is being revised to make it possible for the reduced information staff to conduct the extensive program scheduled for the spring and summer months, Mr. Salisbury said. He added that there would be no endorsement of manufacturers or products by officials participating in commercial broadcasts.

Mr. Salisbury's statement follows:

The traditional Dept. of Agriculture policy of non-participation in advertising space or in advertising broadcasts is now being reformulated under the stress of wartime enlargement of the Department's job and cutting down of the Department's information staff so that a larger information program must be carried with smaller resources. The Department will seek the aid of advertisers in carrying the necessary wartime messages on the food program to citizens whose understanding and cooperation is needed in making the programs work.

The exact stipulations the Department will ask, in order to make certain that there is no appearance of endorsement of concerns or product by Department participation in advertising, are still being formulated. They are expected to be announced within the coming week. In the meantime, to get urgent messages to citizens concerning the immediate phase of the wartime Food Program, use of Department statements and appearance of Department personnel in some broadcast programs has been authorized under special arrangements which safeguard such participation from being thought by listeners to constitute endorsement of concerns or products by the Department.

It is expected that the Department's wartime policy in connection with participation in advertising will make it plain that the Department continues to request radio networks and station licensees for sustaining time in which to present the necessary public information that is not desired for presentation by advertising sponsors; and that the Department relies upon the previous expressions of the radio industry that time always will be available for public service use by Governmental and civic agencies.

Wallace Quits Seeds

THOMAS J. WALLACE resigned March 1 as vice-president in charge of Radio of Russel M. Seeds Co., Chicago. He will shortly establish a radio production firm in Chicago. John Kettlewell, Seeds' vice-president in charge of the Groves Lab. account, has been commissioned a lieutenant in the Navy and will be attached to the Ninth Naval District procurement office, Chicago.

Elgin Margarine Test

B. S. PEARSALL Butter Co., Elgin, Ill. (Elgin brand margarine), through it's newly-appointed agency, Schwimmer & Scott, Chicago, is using tests in two Tennessee markets: 30 one-minute announcements a week on WMC, Memphis, and 25 a week on WSIX, Nashville. C. F. Kraatz is account executive.

CONNOR EXPLAINS OWI TO STATIONS

MEETINGS with station management to perfect the operation of the Office of War Information's Radio Bureau plans will occupy the attention of Richard F. Connor, chief of the station relations section, for two weeks beginning March 9 in Atlanta.

From there he will procede to meetings in Michigan, the Northwest, the Pacific Coast and Texas which will last until March 24. Industry proposals for improvement will be heard and the stations will be given an opportunity to discuss their needs in the light of existing plans.

Similar meetings have been held in Kansas City, Wichita, Tulsa, Little Rock, New Orleans and Boston. At the latter session presided over by Harold E. Fellows, general manager of WEEI, a resolution was adopted by all New England stations "to refer all local requests to broadcast any material in connection with the war effort, on behalf of any Government agency, to the State Branch of OWI for clearance."

Lewis H. Titterton, manager of the NBC script division, New York, and newly appointed consultant to the OWI on literary rights, is currently compiling a survey covering New York of the uses to which Government material is being placed. He is due to appear in Washington this week to present this material and consult with radio bureau officials on other problems.

Robbins to Treasury

W. M. ROBBINS, vice-president of General Foods Corp., was named by Secretary Morganthau last week to coordinate over-all direction of the Treasury's Bond selling activities. Mr. Robbins will integrate the work of the War Savings Staff and the Victory Fund Committee, particularly during the forthcoming April financing program to raise at least $13,000,000,000. Mr. Morganthau indicated the Treasury would use a large amount of donated advertising in the drive, but plans have not yet been worked out.

Jack Benny Ill

SUFFERING from a bad cold, Jack Benny was unable to appear on his Sunday NBC broadcast March 7 from St. Joseph, Mo., where he was to conclude a 5,000 mile tour of army camps and then take his usual mid-season vacation. Burns & Allen took over the program from New York last Sunday, and Orson Welles, radio star and film producer, may conduct the March 14 and March 21 broadcasts. Benny show is sponsored by General Foods Corp., New York, through Young & Rubicam, New York.

STUDEBAKER Corp., South Bend, Ind., in renewing its sponsorship of *Eric Sevareid and the News* on WABC, New York, Monday and Wednesday, 6-6:15 p.m., has added a 10-minute broadcast by the newscaster Sunday night. Copy is institutional. Roche, Williams & Cunnyngham, New York, handles the account.

TROUBLE BEGAN AT 9:12

Freak Storm Crosses Wires and WJSV Broadcasts Phone Call on Philip Morris 'Life Begins at 8:30'

A RARE weather phenomenon played havoc with WJSV, Washington, and the Shepherd Exchange of the Chesapeake & Potomac Telephone Co., Feb. 26, resulting in an unscheduled private telephone conversation during the CBS *Philip Morris Playhouse*, 9-9:30 p.m., carried by WJSV.

Accompanied by a heavy snowfall and high wind, a thunderstorm swept over the nation's capital, striking shortly before 9 p.m. At 9:12 p.m., while listeners to WJSV were intent on the dramatization, "Life Begins at 8:30", lightning struck Tower A of the WJSV transmitter at Wheaton, Md., and a Shepherd exchange cable.

Then came the unannounced portion of the broadcast. The drama faded to background and a woman's voice was heard leaving a message for a doctor. Most listeners thought it was a new technique in dramatic shows. Among them was Charter Heslep of the broadcast news desk, Office of Censorship. Mr. Heslep strained an ear.

Not in the Script

Again the program came up full and the telephone conversation faded to background. Even Mr. Heslep was sure it had something to do with the drama. For the next few minutes voices of the radio actors and the telephone conversation alternated up full and background. Then came words that startled the censor. It appeared to be a call to the telephone company and this time it was up full.

"This is the last time I'm going to call you," said the distinct feminine voice. "I don't want to go on the radio every time I pick up my telephone. Lightning struck out here and everything is all balled up."

Mr. Heslep called WJSV. So did 203 others. Al Leitch, member of the WJSV newsroom staff and CBS Washington newscaster, informed Mr. Heslep that the telephone conversation definitely was not a part of the program, that WJSV was aware of censorship provisions which prohibit mention of weather and so on.

A checkup by WJSV and the telephone company disclosed that:

One bolt of lightning struck the station's tower and a telephone cable, which carried the transmitter lines and Shepherd exchange line, fusing the two.

An antenna coupling coil of Tower A doghouse was completely destroyed; the WJSV telephone line between studios and transmitter was knocked out; the OCD teletype line, used for blackouts, also was silenced, and both loops to the transmitter were grounded.

Lines Cleared

For 10 minutes the telephone conversation interrupted the program at intervals. It was 11:15 p.m. before the lines were cleared, but WJSV continued its operation through a relay transmitter and a domestic telephone line, to which the telephone company switched the station's studio-transmitter line temporarily.

Since the phenomenon was considered an "act of God", WJSV sales department didn't plan to rebate to the Philip Morris Co., the station reported. Otherwise the freak storm accounted for these wartime violations:

Censorship, which prohibits the broadcast of weather conditions (although the Office of Censorship was inclined to chalk it up as an unavoidable circumstance not controlled by man); AT&T regulations forbidding the use of domestic telephone circuits for originating broadcasts; FCC regulations (1) prohibiting broadcast of personal messages; (2) divulging any telephone conversation without consent of the sender; Federal law prohibiting listening-in on telephone conversations.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Candy Not Cancelled

IT WAS incorrectly reported in the March 1 issue of BROADCASTING that Fanny Farmer Candy Shops, Rochester, had cancelled its campaign on women's participation programs because of restrictions on sugar allotments. On the contrary, the campaign to promote Fanny Farmer candies, which started last fall, will continue unabated, according to J. Walter Thompson Co., New York. Schedule covers participations on a varying basis on the Marjorie Mills program on the New England Regional Network, and various programs on KYW WTMJ WTAM WHAM KDKA KSTP WRC WEAF WBEN KSO WJR WEEI.

BELL SYNDICATE is distributing "For the Love of Mike", daily and Sunday radio column by Ben Kaplan. Mr. Kaplan is the father of Lyn Murray, CBS musical director now in the Army.



PRESENTING A CHECK to Sally Bechill, secretary-treasurer of the Oregon division of the Assn. for Education by Radio, Luke Roberts, director of education for KOIN, Portland, enrolls his station as the first institutional member of the newly-formed organization. Elected charter president was Mary E. Gilmore, program director of KBPS, Portland; vice-president chosen was Allen Miller, program manager of KOAC, Corvallis, Ore.

New Radio Manual

AMERICAN RADIO LEAGUE Inc., has just published the latest of a series of radio training manuals, *A Course in Radio Fundamentals*, by George Grammer, which includes assignments, examination questions and answers, laboratory manual and 40-lesson course outline. With material arranged under eight major subject headings, the manual is valuable both for home study and as a classroom guide for teachers. Price is 50c.

SCHENLEY MOVING 'CARNIVAL' TO CBS

SCHENLEY IMPORT Corp., New York, which last October became the first company to promote its wines on a network show with the *Cresta Blanca Carnival* on Mutual, has decided to shift the program from MBS at the end of the 26-week contract to CBS, effective April 14.

At the same time Schenley will cut the show from a 45-minute stanza, 9:15-10 p.m., to a half-hour, 10:30-11 p.m. Approximately 65 or 70 CBS stations will be used and the format of the series will remain the same with Morton Gould's orchestra and guest stars. Agency in charge is William H. Weintraub & Co., New York.

On March 4, Roma Wine Co., Fresno, a subsidiary of Schenley Distillers Corp., started its first network program on CBS with the musical variety show *Fiesta Rancho* on 95 stations, and Schenley is also promoting its Dubonnet wines on the BLUE with *Alec Templeton Time*. Roma agency is McCann-Erickson, San Francisco, and Dubonnet wines are handled by William H. Weintraub.

With the start of the *Cresta Blanca Carnival* on CBS in April, this network will have a total of four advertisers in the wine and beer category who have contracted for time since the first of the year. Besides the two Schenley shows they are: P. Ballantine & Sons, Newark, for beer and ale, *Three Ring Time*, and Pabst Sales Co., Chicago (Pabst beer), *Blue Ribbon Town*.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day — day-in and day-out. Pick . . .

WFBL
Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. *Exclusive National Representatives*

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 27 TO MARCH 5 INCLUSIVE

Decisions . . .

MARCH 1

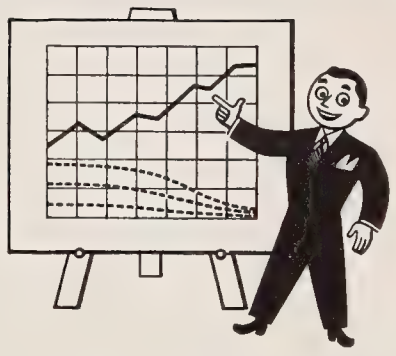
WLAN, Endicott, N. Y.—Hearing continued March 2 to April 1, 1943, for mod. CP.

MARCH 2

WEMP, Milwaukee, Wis.—Voluntary assignment license Milwaukee Broadcasting Corp. to Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. La Follette Jr., Evalyn H. Dolph, Hope D. Pettey, Leo T. Crowley and James T. Markham, co-partners, d/b Milwaukee Broadcasting Co.

KFQD, Anchorage, Alaska—Voluntary assignment license Anchorage Radio Club Inc. to William J. Wagner, d/b Alaska Broadcasting Co.

WKEU, Griffin, Ga.—Mod. license use 100 w. unlimited, 1440 kc., subject installation radiating system; action application increase power 250 w. N, 100 w. D, increase to unlimited, held in abeyance.



Look at the trend in daytime audiences of San Francisco network stations

(From Hooper Station Listening Index. By comparing periods Oct. to Dec. 1941 with Oct. to Dec. 1942.)

MORNING AUDIENCE	
BLUE'S KGO	**122.0% gain**
B Network's Station	. . . 14.4% loss
C Network's Station	. . . 20.1% loss
D Network's Station	. . . 5.4% gain

AFTERNOON AUDIENCE	
BLUE'S KGO	**34.0% gain**
B Network's Station	. . . 13.8% gain
C Network's Station	. . . 33.3% loss
D Network's Station	. . . .7% gain

THIS great progress reflects KGO's improved program structure and aggressive promotion work. See your Blue Spot Rep. or write direct for details.

KGO
SAN FRANCISCO · OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.

WCBI, Columbus, Miss.—Change 1400 to 1340 kc.

W49PH, Philadelphia, Pa.—Extend completion date to July 22, 1943; license cover CP in part; 44,900 kc., 9,300 sq. mi.

W73PH, Philadelphia, Pa.—License cover CP in part; 47,300 kc., 9,300 sq. mi.

W57PH, Philadelphia, Pa., W75P, Pittsburgh, Pa.—License cover CP in part.

W67B, Boston, Mass.—Change transmitter, extend commencement, completion dates; license cover CP in part.

MARCH 3

National Broadcasting Co.—Granted in part petition indefinite continuance hearing on petition rehearing re application WJW, Akron, O., for mod. CP; continued to date subsequent Supreme Court decision KOA case; balance dismissed.

WLW, Cincinnati—Postponement hearing to April 9, 1943, re application 700 kc., 50 kw. N. 500 w. D, unlimited, using W8XO transmitter.

Chattahoochee Broadcasting Co., Columbus, Ga.—Withdraw motion continuance hearing re new station; dismiss application; cancel hearing.

South Florida Broadcasting Inc., Miami, Fla.—Dismiss application CP new station.

MARCH 4

WAYS, Charlotte, N. C.—License cover CP as mod. new broadcast station, etc.

KLRA, Little Rock, Ark.—Mod. CP as mod. for new transmitter, change frequency, increase power, etc., extend completion date March 13 to June 13, 1943.

WNAC, Boston—License use composite main transmitter WAAB as auxiliary transmitter, 1 kw.

Applications . . .

MARCH 1

WIBG, Philadelphia, Pa.—Mod. CP as mod. extend completion date March 8 to June 9, 1943.

WPTZ, Philadelphia, Pa.—License cover CP as mod. in part.

KWSC, Pullman, Wash.—CP change 1250 to 1030 kc.; change 5 to 1 kw. N, 5 kw. D; change share KTW to unlimited; change antenna and ground system; request facilities KOB, Albuquerque, N. M. Amended request mod. license, omit change antenna, ground system.

KGDM, Stockton, Cal.—Mod. CP as mod. extend completion date March 20 to May 20, 1943.

MARCH 3

KPQ, Wenatchee, Wash.—Mod. CP new transmitter, increase power, etc., extend completion date.

EDUCATION CHIEFS TO MEET VIA NETS

AT THE BEHEST of the Office of Defense Transportation the American Assn. of School Administrators has cancelled its annual convention this year and instead will meet via the major networks, beginning March 17.

Time has been allotted by CBS and the BLUE, while NBC last week was attempting to clear time. The organization had not heard from Mutual, according to Belmont Farley, Director of Information for the National Education Assn.

Stretched over a period of 11 days, the radio convention begins March 17 with participation in the CBS *School of the Air of the Americas*, in which Capt. Eddie Rickenbacker, Col. Hans Christian Adamson and Roy Chapman Andrews, explorer, will speak.

IN A SPIRIT of typographical generosity, BROADCASTING last week credited New York's foreign language stations with a contribution of $17,000,000 to the National Foundation for Infantile Paralysis. Figure should have been $17,000.

Top Ten Tunes

TOP TEN TUNES from the standpoint of network coverage during the week ending March 3, according to the network audience coverage survey conducted by the Radio division of the Office of Research, New York, are as follows: Brazil, You'd Be So Nice To Come Home To, I've Heard That Song Before, That Old Black Magic, There are Such Things, Moonlight Mood, I Had the Craziest Dream, Weep No More My Lady, Moonlight Becomes You, and Taking a Chance on Love.

New Titles Given Radio Frequencies

FCC Amends Rule to Conform To United Nations Terms

SEGREGATION of the radio spectrum into seven bands ranging from Very Low to Super High was voted by the FCC Tuesday in an amendment to the Rules and Regulations adopting standard frequency designations used by the United Nations Combined Chiefs of Staff.

There is no technical significance to the allocation, FCC officials point out, and they will not affect FCC licensing policies. The result is to give the same language and nomenclature to various wave bands throughout the United Nations.

Suggested by British

The new titles were first advanced by the British at the International Radio Consultation Committee conference (CCIR) in Bucharest in 1937, and have proved useful in European radio activities. Since the war they have been used by the Allied Combined Chiefs of Staff, and by the U. S. Joint Chiefs of Staff.

Recently the titles were recommended by the Interdepartmental Radio Advisory Committee (IRAC) and finally by the FCC. The allocation changes the medium band as customarily defined in the United States, starting it at 300kc instead of 200kc, thus putting part of the aeronautical band in "Low". The seven classes also extend the useful radio spectrum to 30,000,000 kc.

Text of the order follows:

Sec. 2.5 *Useful radio spectrum*—"Useful radio spectrum" means the total number of frequencies or wavelengths which may be used for the transmission of energy, communications or signals by radio.*

* At the present development of the art the useful radio spectrum is considered to extend from 10 kc. to 30,000,000 kc. or 30,000 meters to 0.01 meters .These frequencies are classified into bands with designations and abbreviations as follows: (figures are inclusive):

Frequency in Kc.			*Designations*	*Abbr.*
10	to	30	Very low	VLF
Above 30	to	300	Low	LF
" 300	to	3,000	Medium	MF
" 3,000	to	30,000	High	HF
" 30,000	to	300,000	Very High	VHF
" 300,000	to	3,000,000	Ultra High	UHF
" 3,000,000	to	30,000,000	Super High	SHF

Network Accounts

All time Eastern Wartime unless indicated

New Business

SINCLAIR REFINING Co., New York, on March 16 starts Arthur Hale's *Confidentially Yours* on 101 Mutual stations in the Central area Tues., Thurs., Sat., 7:45-8 p.m. Agency: Hixson-O'Donnell Adv., N. Y.

DICTOGRAPH SALES Co., New York (Acousticon hearing aid), on March 20 starts dramatic series on 105 BLUE stations, Sat., 9:55-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

READER'S DIGEST, Pleasantville, N. Y. (magazine), on March 7 only sponsored Victory Book campaign for amed Services on 116 CBS stations, Sun., 1:30-1:45 p.m. Agency: BBDO, N. Y.

JENKINS Bros., Bridgeport, Conn. (war industry), on March 2, 12 noon-12:30 p.m., sponsored one-time broadcast of "M" award ceremonies on 148 BLUE stations. Agency: Horton-Noyes Co., Providence.

Renewal Accounts

CARTER PRODUCTS, New York (Arrid), on Feb. 28 renewed for 52 weeks *Jimmie Fidler From Hollywood* on 70 BLUE stations, Sun., 9:30-9:45 p.m., with West Coast transcribed repeat, Sun., 8:15-8:30 p.m. (PWT). Agency: Small & Seiffer, N. Y.

CREAM OF WHEAT Co., Minneapolis (cereal) on April 2 extends for six weeks its participation on *Breakfast Club* on 75 BLUE stations, Fri. & Sat., 9:45-10:00 a.m. Agency is BBDO, Minneapolis.

S. C. JOHNSON & SON, Racine. (Johnson's Wax and Glo-Coat) on April 6 renews *Fibber McGee and Molly* on 127 NBC stations, Tues., 9:30-10 p.m. Agency is Needham, Louis and Brorby, Chicago.

VICK CHEMICAL Co., New York (Vitamins Plus) on April 5 renews *Dr. I. Q.* on 129 NBC stations. Mon., 9:30-10 p.m. Agency is Grant Adv., Chicago.

J. R. WILLIAMS Co., Glastonbury, Conn. (Williams shaving cream), on April 5 renews for 52 weeks *True or False*, at the same time adding 47 BLUE stations, making a total of 83. Mon., 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens lotion), on March 28 renews for 52 weeks *Walter Winchell* on 112 BLUE stations, Sun., 9-9:15 p.m., and *The Parker Family* on 115 BLUE stations, Sun., 9:15-9:30 p.m. Agency: Lennen & Mitchell, N. Y.

CALIFORNIA PRUNE & Apricot Growers Assn., San Jose, Cal. (Sunsweet prunes), on March 6 renewed for 39 weeks *Dick Jon—News* on 6 CBS Pacific stations, Sat., 8:55-9 p.m. (PWT). Agency: Long Adv. Service, San Jose.

TUCKETT'S Ltd., Hamilton, Ont. (Buckingham cigarettes), on March 16 renews *Alan Young's Variety Show* on 42 Canadian Broadcasting Corp. stations, Tues., 8:30-9 p.m. Agency: MacLaren Adv. Co., Toronto.

WHITE LABS., Newark (Feen-A-Mint), on March 26 for 13 weeks renews *Double or Nothing* on 207 MBS stations. Fri., 9:30-10 p.m. Agency: William Esty & Co., N. Y.

Network Changes

SCHENLEY IMPORT Corp., New York (Cresta Blanca wines), on April 14 shifts *Cresta Blanca arnival* from 74 MBS stations, Wed., 9:15-10 p.m. to 65-70 CBS stations, Wed., 10:30-11 p.m. Agency: William H. Weintraub & Co., N. Y.

METRO-GOLDWYN-MAYER Co., New York, on March 8 replaces Col. Lemuel G. Stoopnagle with Victor Borge on *The Lion's Roar* over 51 BLUE stations, Mon. thru Fri., 7-7:05 p.m. Agency: Donahue & Coe, N. Y.

WESTINGHOUSE ELECTRIC & Mfg. Co., East Pittsburgh, Pa., on March 7 shifted *Westinghouse Program* on 126 NBC stations, Sun., 2:30-3 p.m., from New York to Hollywood for 13 weeks. Agency: Young & Rubicam, N. Y.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, tiple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

PROGRAM DIRECTOR—Opening immediate. Must know production, continuity writing, supervise announcers, be able to announce occasionally. Good opportunity for right man. Supply full details. Replies confidential. Midwest network affiliate. Box 386, BROADCASTING.

Wanted—First or Second Class Operator with transmitter experience for new directional 5 KW station. Rapid advance likely. WOC, Davenport, Iowa.

Announcer—Steady job, excellent future; write stating draft status, salary and when available to KFNF, Shenandoah, Iowa.

We are Looking for a Draft Exempt Executive—He must have experience and understanding of complete operation including management and sales. He must be fully equipped to actively operate a successful Mutual-Yankee affiliate. Compensation $4000.00 plus bonus per annum. Write complete background, include photograph. Box 375, BROADCASTING.

$40.00 for 48 Hours Good Announcing—Small station—3rd ticket or better. Box 384, BROADCASTING.

In California—Chief engineer, 1st class ticket. Ideal and inexpensive living conditions. Climate unsurpassed. Starting salary $200. Wire collect. KHUB, Watsonville, California

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 368, BROADCASTING.

Wanted—Experienced announcer-newsman-continuity writer. Give reference, draft status, present salary. WIBC, Indianapolis, Indiana.

Better Than Average Wages—Will be paid to better than average announcer. Permanent position, opportunity for advancement, 5000 watt midwestern network affiliate. Must be thoroughly experienced and draft deferred. Pleasant working conditions. Detail your past experience, state salary expected and attach snapshot. All replies confidential. Box 371, BROADCASTING.

Engineer—Or combination operator-announcer wanted. Permanent. State experience, salary and draft status. KTRI, Sioux City, Iowa.

SALESMAN—An experienced time salesman is wanted by one of the most popular 250 watt locals in the midwest. Choice of straight salary, salary a- commission or straight commission with draw. Give complete details of experience etc. in first letter. Box 382, BROADCASTING.

Unusual Opportunity for Salesman—Salary-commission arrangement. State qualifications, draft status. Send picture first letter. WJTN, Jamestown, N. Y.

Situations Wanted

Sales and Station Manager—Now employed. 15 years newspaper, agency, radio experience. Available at once. Box 372, BROADCASTING.

ANNOUNCER—4F. Now with regional network affiliate seeks change offering advancement; responsibility. Some programming. Within 150 miles of N. Y. C. preferred. Box 379, BROADCASTING.

Producer-Director—Network and local experience. Excellent background news, drama, music, education. Thorough. Tenacious. 3A, two children. Box 377, BROADCASTING.

Situations Wanted (Cont'd.)

Station or Commercial Manager Available—4-F, college graduate, 35, married. 12 years' radio background includes all phases selling, merchandising, programming, promotion. 4 years assistant sales manager 5 kw metropolitan station; 8 years network sales. Reasonable salary. Box 385, BROADCASTING.

Chief Engineer—Eastern station seeks lining up in more important war position away from Seaboard. Prefer Ohio region. Married, unclassified, test equipment, matriculated for BSC degree, 12 years in radio. Minimum $3000, with permanency. Box 383, BROADCASING.

NEWS EDITOR—10 kw station. Desires directive news position with progressive organization. 5 years radio news writing, editing, presentation. Newspaper and Wire Service experience. Present position offers no further advancement. 26, married, family, 3-A. Best references. Complete, interesting details on request. Here's an opportunity to add power to your news department. Box 376, BROADCASTING.

Announcer — College. Three years network station. Married, 24, draft deferred. Creative. Dependable. Available March 8th. Box 370, BROADCASTING.

Lady Pianist — With own solo-vox and Piano-accordion. Man-String Bass. Experienced musical and comedy programs, also announcing. Draft exempt. Box 367, BROADCASTING.

10 YEARS' EXPERIENCE—From 250 Independent to 50 KW key network as program director, continuity director, network writer, newscaster, commercial announcer, 30 years old, draft deferred. Currently employed as program director. Desires position with Northeastern station. Make me an offer. Box 380, BROADCASTING.

STATION MANAGER—3-A Draft status—38 years old—married—one child. Twelve years experience including 50-KW and network affiliate, excellent record for producing results, now employed in executive capacity, desires change. Thorough knowledge every phase of industry, accounting, copy, sales, traffic and programming. Available in two weeks. Top references. Write Box 374, BROADCASTING.

WRITER — Woman with radio voice. Commercial copy and drama. FM and AM experience. Box 381, BROADCASTING.

Wanted to Buy

Two Towers—Approximately 375 feet high, complete with base insulators. Box 378, BROADCASTING.

Reliable party interested—In 250 or 500 watt station in eastern or northern U. S. Full particulars will be confidential, include in first letter to Box 373, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

For Sale

For Sale Local Network Station—Part or whole interest to responsible parties. Box 369, BROADCASTING.

A New Federal Field Intensity Meter—For Rent, $10 per day. Major Herbert L. Wilson, c/o BROADCASTING Magazine.

175 Ft. Truscon Self Supporting Tower—With all lighting equipment, insulators, leveling plates, etc. Excellent shape. Immediate shipment. WHKY, Hickory, North Carolina.

WLW to Conduct Retail Merchandising Classes

DECISION to tailor retail merchandising activities to needs growing out of the war effort was reached at a recent special meeting of WLW, Cincinnati, sales executives and field representatives. The field organization will devote most of its time assisting retailers and wholesalers with problems involved in operating under rationing, price control and other wartime conditions.

Dr. Harold Maynard, Ohio State U., discussing trends in retail trade, and E. J. Wuest, of the Cincinnati OPA district office, were principal speakers. Present at the meeting at Crosley Square, downtown home of WLW, were R. E. Dunville, vice-president in charge of sales; B. Strawway, director of merchandising; E. E. Hale, assistant director of merchandising in charge of field operations, and WLW field representatives.

A merchandising study course, to be supervised by Dr. Maynard and Dr. Herman Nolen, of Ohio State U., is planned for WLW merchandising representatives to familiarize them with problems of store operation and management.

TO ASSIST station managers and sales managers in the solicitation of additional national spot business, National Radio Records, New York, has released its "spot time guide" chart for the fourth quarter of 1942, showing the regional spot coverage of 270 advertisers, of which 95% are national accounts.

FIRST FREEZE OF WAR WORKERS!

Gulf Coast area so strategic, it was first in country to have war workers frozen in their jobs. 57,000 big-earning workers now stay put! Direct the spending of this huge, stabilized payroll, over strategic KFDM, located in the heart of this boom section.

FULL TIME
KFDM
560KC
1000 WATTS
BLUE NETWORK
BEAUMONT
Represented by
HOWARD H. WILSON COMPANY

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Old Gold Advertising Claims Challenged in FTC Complaint

'Nothing New Added' Says Charge; Sensations, Beech-Nuts, Friends Tobacco Also Cited

THREE MORE cigarettes, Old Golds, Sensations and Beech-Nuts, and Friends smoking tobacco, all manufactured by P. Lorillard Co., Jersey City, were added to the list of tobacco products cited last Thursday in pending trade commission actions charging misleading advertising.

The complaint has followed earlier citations against the makers of Lucky Strikes, Pall Malls, Philip Morris, Camels, Kools and Dunhills, and Prince Albert and Revelation smoking tobacco. [BROADCASTING, Nov. 2].

As in earlier cases, the Commission hits at almost all of the firm's advertising. Material cited was distributed on local and network radio and in other media. P. Lorillard bought a gross of $131,952 from BLUE in 1942, and $406,599 from CBS. The firm sponsors a CBS network show with Sammy Kaye, and local spots, news and sports, including baseball, on WHN, WGN, New York.

'Something New' Challenged

Specifically cited in the attack on Old Gold advertising was its promotion campaigns based on a survey in the July, 1942 issue of a "monthly magazine of nationwide and international circulation" (Reader's Digest) as well as its famous slogan "Something New Has Been Added".

FTC alleges that in publicising the survey findings that Old Gold had the lowest nicotine content of "seven leading brands" tested, Lorillard concealed that the differences were "insignificant" and failed to state that the laboratory report said: "The differences between brands are, practically speaking, small and no single brand is so superior to its competitors as to justify its selection on the ground that it is less harmful."

Testimonials Hit

The Commission contends that because of variable factors in growing, blending and processing tobacco, and in packing and handling cigarettes, it is impossible to produce a large volume of cigarettes with a standard nicotine content.

The complaint sets out, contrary to advertising claims, Old Golds "become stale for various reasons, contain tobacco other than prize crop, and nothing new has been added which has not been known and used in the manufacture and marketing of cigarettes prior to the time Old Golds were put on the market."

FTC also hits at testimonials used in Old Gold advertising. These, the complaint charges, "do not reflect the actual personal experiences, knowledge or beliefs of the signers, some of whom smoke other brands as well as Old Golds, while others are non-smokers. Many of these testimonials," it is charged, "are pre-written by representatives of the respondents and are signed by the testimonialists without their knowing or being advised of the contents. All of such testimonials so obtained by the respondent are given and secured in sole consideration of the payment which the respondent makes therefor", the complaint charges.

'Easy on Throat'

The Commission's attack on advertising for Sensation and Beech-Nut cigarettes and Friends smoking tobacco follows a line similar to most of the cigarette cases. The complaint alleges Lorillard falsely advertised that Beech-Nut cigarettes are easy on the throat, provide definite defense against throat irritation, that their extra length filters heat and bite and cools the smoke; that Sensations contain extra choice imported and domestic tobaccos, and are made "from the finest tobacco money can buy"; and that rum-curing enriches Friends smoking tobacco and "puts out bite and burn".

Lorillard will have 20 days in which to answer the FTC complaint. The other tobacco firms, with the exception of Brown & Williamson, maker of Kools, which signed a stipulation, have denied the FTC charges and are awaiting hearing.

GROUP PURCHASES WEMP, MILWAUKEE

VOLUNTARY assignment of licenses from Milwaukee Broadcasting Co. corporate owner of WEMP, Milwaukee, to a group of eight copartners was approved March 2 by the FCC.

The eight are Glenn D. Roberts, Madison, Wis., attorney, and his wife Melva F. Roberts; Dr. Wellwood Nesbitt, Madison physician; Senator Robert M. LaFollette Jr. (P-Wis.); Evalyn H. Dolph, wife of William B. Dolph, executive vice-president of WOL, Washington; Hope D. Pettey, wife of Herbert L. Petty, director of WHN, New York, and sister of Mr. Dolph; Leo T. Crowley, Alien Property Custodian; James T. Markham, assistant to Mr. Crowley.

Six of this group in January, 1942, acquired 45% interest in WEMP from Gene Dyer, operator of WAIT and WGES, Chicago, and 5% from Mr. Roberts, who retained the remaining 50%, for approximately $50,000.

KFQD Sale Approved

CONSENT to voluntary assignment of license of KFQD, Anchorage, Alaska, from Anchorage Radio Club Inc. to William J. Wagner, doing business as Alaska Broadcasting Co., was granted March 2 by the FCC. Mr. Wagner, owner and manager of KFQD, on Feb. 3, 1942, acquired from R. E. McDonald and his wife Barbara the remaining two thirds of the stock for $10,000, giving him all 500 shares and control. Mr. Wagner was manager at the time of the transaction.

KWON Joins MBS

KWON, Bartlesville, Okla.. operating with 250 watts on 1400 kc., becomes affiliated with Mutual March 1, bringing the total of MBS stations in continental United States to 207.

The Labor Problem



Drawn for BROADCASTING by Sid Hix

"And Now WOOF Proudly Presents Its Military Analyst, Chaunchey Montbaden DeQuincey, Well-Known Authority on World Travel!"

ODT Bus Decision May Hit Air Units

Only 'Essential' Bus Service Now Allowed Private Firms

BLOW to radio entertainment units is seen in a new wartime transportation restriction issued by Joseph B. Eastman, Director of the Office of Defense Transportation, which prohibits the use of privately-owned buses for "transportation for entertainment groups."

Scheduled to become effective March 15, the new order, ODT 10-A, supplants ODT 10, issued last June and covering public carriers. The original restriction banned the use of public bus service to athletic events, amusements, picnics and anything not directly connected with the war effort.

Special Permits

The new ban places restrictions on virtually all special or exclusive bus service "not essential to the war job". It covers transportation to race tracks, golf clubs, beach clubs, riding academies, night clubs and roadhouses; exclusive service provided tenants and guests by apartment buildings and hotels; special transportation for athletic teams, not only in school buses, but in vehicles owned by organizations, such as baseball clubs; special service to picnics, fairs or other amusement centers, and special transportation for entertainment groups, such as orchestras on tour.

Although the order provides for the issuance of special permits for a limited operation of some privately-owned buses to meet specific needs or exceptional circumstances, it was not deemed likely that radio stations, which maintain private buses to transport road units, would be issued special permits.

ODT officials said the general types of operations which probably would be considered for special permits would include service in institution-owned vehicles to homes for the aged, santariums and hospitals where public transportation systems are inadequate or nonexistent, and service for the exclusive use of the crippled and blind.

Questioned by BROADCASTING regarding the future of such hillbilly units as the WSM, Nashville, *Grand Ol Op'ry;* the WLS, Chicago, *National Barn Dance;* the WLW, Cincinnati, *Boone County Jamboree,* and the KSTP, St. Paul, *Sunset Valley Barn Dance,* ODT Washington officials said "each application for special permits will be considered on their merits by our regional representatives."

In view of the regulation limiting special permits to institutions, however, it appeared the future of radio road units and orchestras was in the balance. With public carriers already taxed to capacity, the threat loomed that various radio productions might be forced to confine their activities to studio broadcasts, eliminating stage appearances for the duration.

HAVING HEART *TROUBLE?



For any advertiser who may have had trouble with sales in this important Heart of America Area, a short diagnosis of the situation may prove useful.

1—The Heart of America is in two parts. It is 51% urban and 49% rural. Each part has its own program needs and likes.

2—Obviously, unless *both* rural and urban halves are reached, any promotion job is a half-Hearted one. Both halves are vital.

3—Reaching the *whole* Heart of America naturally requires efficient signal coverage of the whole area. But just as important is custom programming that will cause those who *can hear, to listen.*

4—KMBC is the only station delivering this combination of signal coverage (for a maximum potential audience) and program coverage (for a maximum listening audience) *throughout both halves* of the Heart of America.

*Referring, in this instance, to the Heart of America—the 78-county area lying within KMBC's half-millivolt contour. The nation's center, geographically, agriculturally and industrially, this area has a population of 2,000,000, far above average in income. By any standard, the heart of America is vital in a national or regional Midwestern campaign.

℞ Heart (of America) trouble of a sales nature should be treated by KMBC.

K M B C

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS

WHY SING ABOUT A SCOOP?

After all, what does a news scoop amount to? Why get excited over a 10-second news beat?

Here's why: Scoops and news beats are concrete evidence that a news staff knows its job and is on its toes. Scoops and news beats have important significance. To get all the news and get it first is a burning zeal in the makeup of every genuine newsman.

KLZ has the outstanding veteran news editor staff in Denver. Their inimitable record of scoops and beats is the result of their newsgathering backgrounds and their enthusiasm for their jobs. And though listeners accept these beats and scoops in their stride, they have not gone unnoticed. Listeners in the Rocky Mountain region have acquired a consciousness and the definite knowledge that for local, national, and world news, KLZ is first, comprehensive and complete.

And *that,* KLZ believes, is worth singing about.

KLZ

Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO.
AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

PRINTED IN U.S.A.

MARCH 15, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



YOU CAN BANK ON IT!

Agency time buyers and production men who have used a Fort Industry Station know that the words of that headline are no dreamed up myth. They've found that a Fort Industry Station is long on results and short on headaches.

Long on results because Fort Industry Stations are strategically located in the nation's richest industrial and agricultural areas. Each one does a bang-up selling job. Each station operation is based on a long and continuous study of the maximum audience preference in the area covered. This results in powerful response.

Short on headaches because commercials are announced exactly according to instructions.

These merits stem from the fact that these stations are operated by men of long radio experience.

The next time you have a schedule to make up, check into the performance and reliability advantages of this all-radio organization. You'll find—as others have—that "If it's a Fort Industry Station, You Can Bank On It"... every inch of the way!

THE FORT INDUSTRY *Stations*

WSPD
Toledo, Ohio
5000 WATTS—1370 KC.
NBC—BASIC

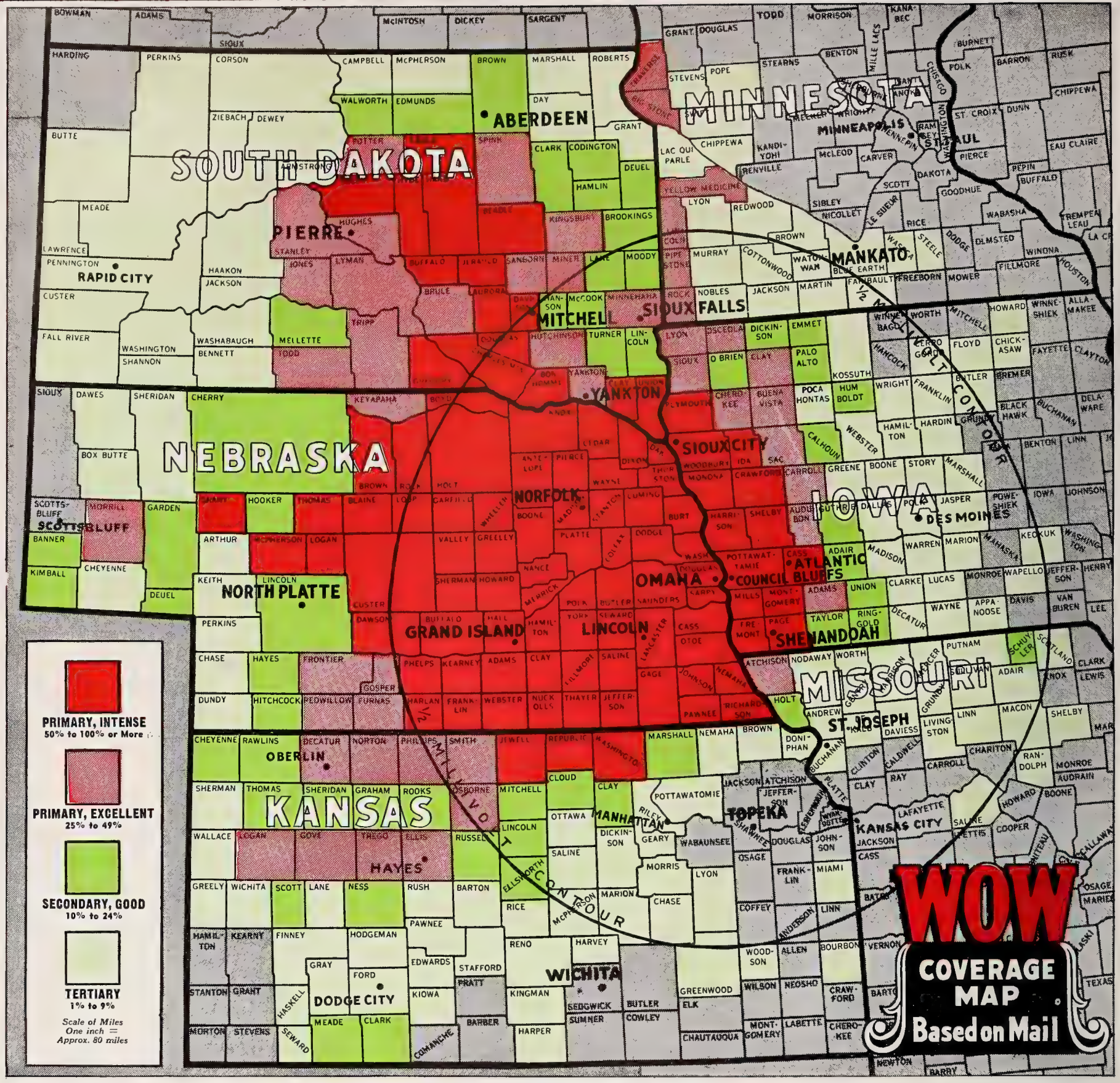
WWVA
Wheeling, W. Va.
50,000 WATTS—1170 KC.
BLUE—BASIC

WAGA
Atlanta, Georgia
5000 WATTS—590 KC.
BLUE NETWORK

WMMN
Fairmont, W. Va.
5000 DAY—1000 NIGHT—920 KC.
CBS—NETWORK

WLOK
Lima, Ohio
250 WATTS—1240 KC.
NBC—NETWORK

WHIZ
Zanesville, Ohio
250 WATTS—1240 KC.
BLUE NETWORK



MR. TIME BUYER HERE'S THE MAP YOU ASKED FOR

The *First* "Standard" Coverage Map Ever Issued!

This is the FIRST station coverage map, we believe, to conform completely to standards recommended by the following groups:

- The Time-Buyers Committee of the American Association of Advertising Agencies;
- The Radio Executives Club;
- The Dept. of Broadcast Advertising and the Research Division of the National Association of Broadcasters.

This map is based on an analysis of 120,000 pieces of audience mail (10,000 a month for a year) in conformity with the new recommended standards. Copies mailed you will contain a detailed explanation of the methods used in determining coverage and field intensity. Complete WOW-land statistics, with breakdowns by Primary and Secondary areas, will be included . . . ALL the facts you should have before buying time in the Omaha-Great Plains area.

WRITE FOR YOUR COPY TODAY!

WHAT A MARKET!

WOW-land contains 333 counties with a population of nearly 5,000,000 and 1,144,299 Radio Families.

590 K.C. ★ 5000 WATTS

WOW

The only NBC Station in Nebraska

John J. Gillin, Jr., Pres. and Gen'l. Mgr.

John Blair & Co., Representatives

AT LEAST TWO MEN HAVE CROSSED THE ATLANTIC IN ROW-BOATS—



BUT NOBODY HAS EVER COMPLETELY "COVERED" THE GRAND RAPIDS-KALAMAZOO AREA—FROM CHICAGO OR DETROIT!

The center of the Western Michigan market is 170 miles from Chicago—150 miles from Detroit. That in itself is an effective "bairrier" to outside stations. But in addition, the rapid fading conditions in this area, from both Detroit and Chicago, are among the worst in the entire United States . . .

WKZO is the dominant station in the Kalamazoo-Grand Rapids Market. No other station, *regardless of power*, can furnish more than a mere fraction of the WKZO coverage. . . . If you want Western Michigan, write for all the facts—or just ask Free & Peters!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better than average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Let us prove it!





WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, *President and General Manager*

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



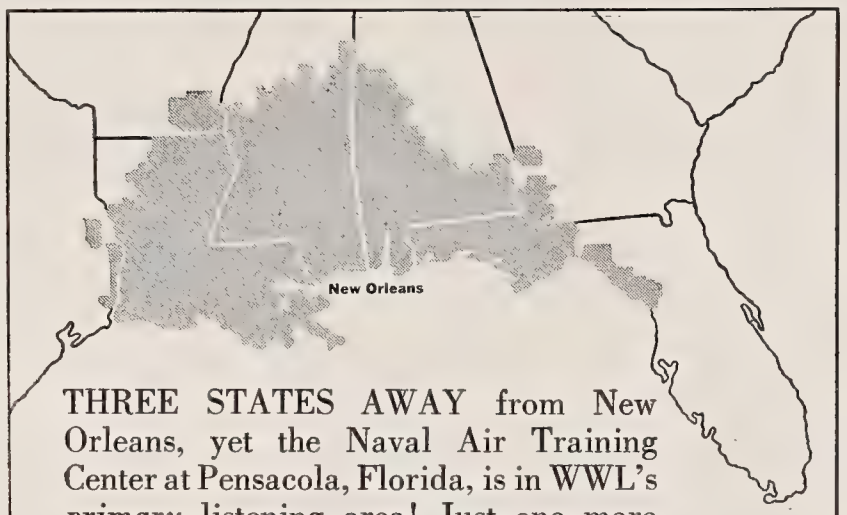
(Official U. S. Navy Photograph)

"Annapolis of the Air"

AT PENSACOLA, FLORIDA

IS IN WWL-LAND

and so are 10,000,000 customers from five different states



THREE STATES AWAY from New Orleans, yet the Naval Air Training Center at Pensacola, Florida, is in WWL's *primary* listening area! Just one more example of how WWL blankets the Deep South.

NO OTHER STATION for hundreds of miles can compete with WWL's 50,000 watt, clear channel signal. For complete coverage of the prosperous Deep South, you need—

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • No. 11 MARCH 15, 1943

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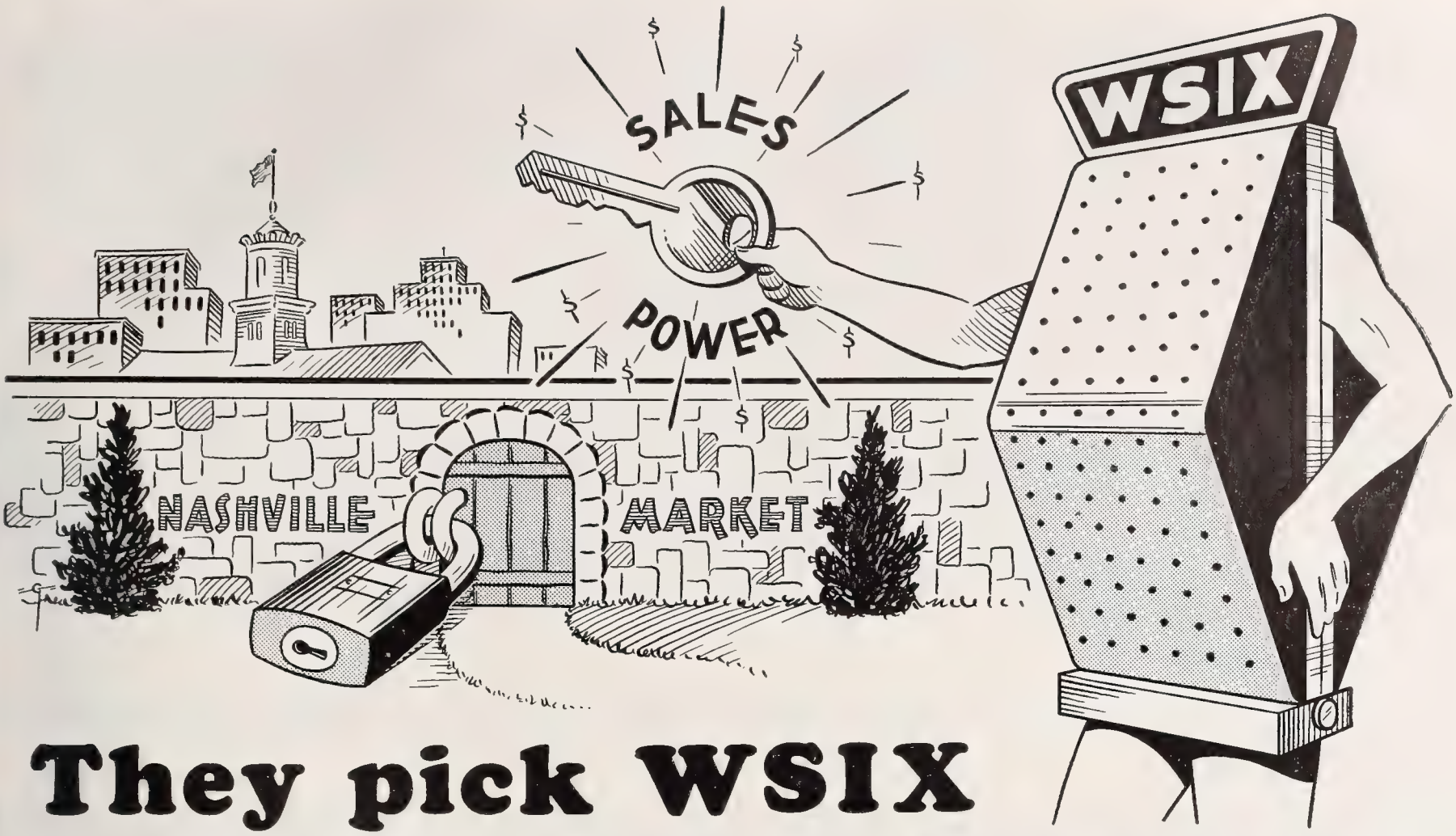
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Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February





They pick WSIX to do the Job in Nashville!

93 ADDITIONAL commercial network programs PER WEEK have been added to the WSIX schedule in the past five months. These advertisers, sensing a golden opportunity to cover the flourishing Nashville market, are picking WSIX.

ADVERTISERS looking for available media to carry their message to the masses of the people, have a ready-made solution in radio.

WSIX IS typical of those stations doing a mass-coverage job when most needed.

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM
SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS

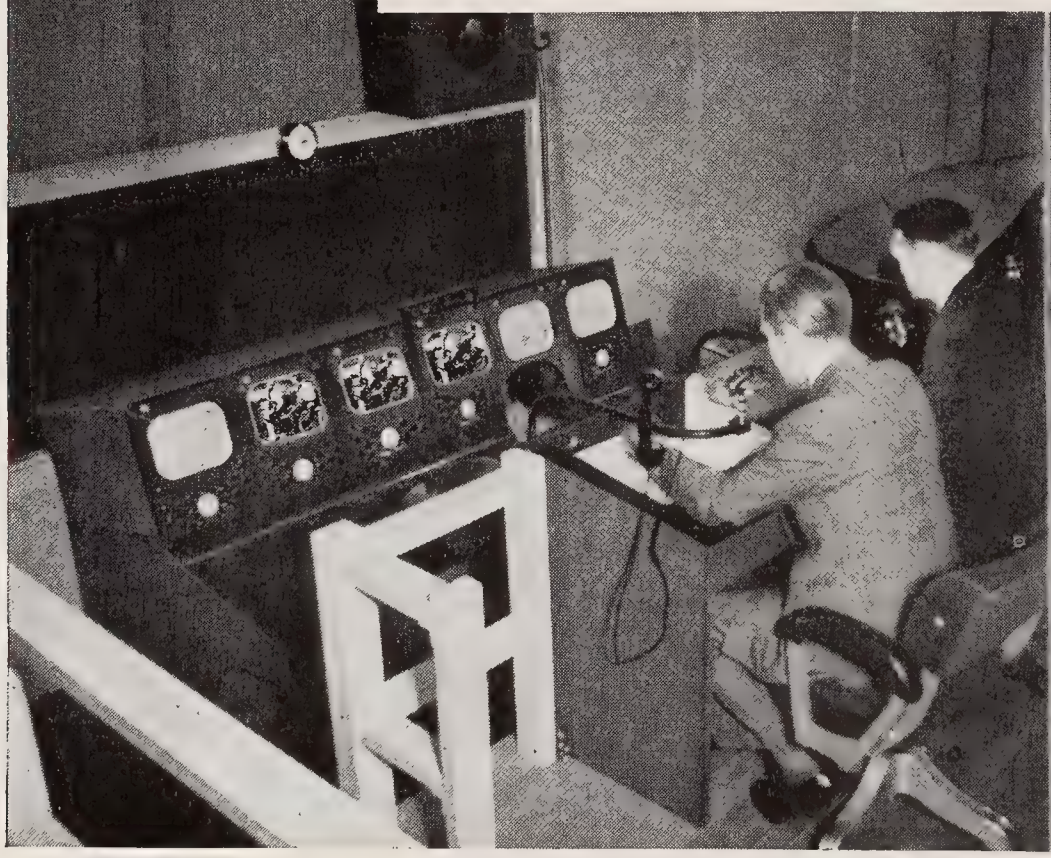
WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

980 KILOCYCLES





G-E TELEVISION APPARATUS + G-E PROGRAMMING EXPERIENCE =







WITHIN the limits of all-out war production, General Electric television broadcast equipment is undergoing rigid testing at G.E.'s own proving-ground Station WRGB, Schenectady. Flexibility of equipment is constantly being analyzed. Many improvements and changes are taking shape.

New television programming arts and skill are being studied and developed. Three times weekly live talent shows — such as boxing matches, menu planning, style shows, and operettas with full orchestral accompaniment — are being televised.

YOUR FUTURE TELEVISION SYSTEM

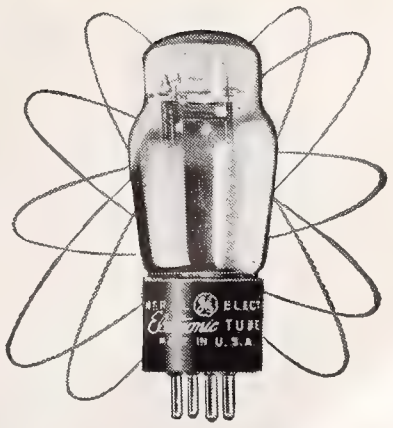


Techniques in staging, lighting, and make-up are being tried. The carefully checked results are providing a vast fund of practical experience for you to draw upon when television is again available to the broadcasting industry. This development of television at WRGB is greatly helped by a co-operative home television audience organized to criticize the programs broadcast.

And the G-E post-war television receiver for the home will come out of the same vast fund of television experience. It will be a receiver that will get the most out of the latest developments in television broadcasting.

G-E television broadcast equipment, program experience and receivers are working together for your future television success. We are doing the experimenting so that you won't have to.

General Electric cordially invites you when in Schenectady to visit Station WRGB for a preview of your future television system. Radio, Television, and Electronics Department, General Electric, Schenectady, N. Y.



LEADER IN RADIO, TELEVISION, AND ELECTRONICS

GENERAL ELECTRIC

160-B2-6918

TELEVISION

Beyond Sight and Transcending Hearing

● Two of the simplest words in the English language make up the phrase, "I see." Yet in that phrase is wrapped up most of the progress man has made. It spells understanding – which, whether gained through eye or ear, is the key to all things good. It is the beginning of knowledge, the source of progress, the interpreter of beauty, the keystone of civilization. That is why the everyday things we build – radio and electronic tubes, incandescent lamps, fluorescent lamps and equipment – are to our mind more than they physically seem. They might be called the Means to the Future, since they enter areas beyond sight and transcending hearing. So regarded, they become not merely a present means to Victory, but precious implements in the forward march of mankind. It is only natural that in their production we set for ourselves the highest standards known.



SYLVANIA

ELECTRIC PRODUCTS INC.

formerly Hygrade Sylvania Corporation

Emporium, Pa.

Established 1901 . . . Makers of Incandescent Lamps, Fluorescent Lamps, Fixtures and Accessories, Radio Tubes and Electronic Devices

GOOD WARES DESERVE GOOD CARE. Sylvania Radio Tubes, Sylvania Incandescent Lamps and Sylvania Fluorescent Lamps and Equipment are all made to serve you well. But the first need of wartime is to save and conserve, both to free men and material for necessary wartime purposes and because of inescapable shortages. So take good care of your Sylvania products, not because they need coddling, but because they are good tubes and lamps, and deserve good handling. And also because you may find it less easy to lay hands on these top-quality products when replacement finally does become necessary.



STANDARD IN MAINE

PRIORITY ON PORTLAND

CENTER OF MAINE'S

WAR-BOOMED SPENDING POWER



NBC BASIC
PORTLAND

75% of Portland's Radio Families listen most at night-time to NBC-WCSH. The remaining 25% to all other networks and outlets.

56% of Portland's Radio Families listen most in day-time to NBC-WCSH. To the next ranking network 23%.

That's how NBC's "Tale of 412 Cities" tells the story

Here's more market data for your Maine files:

1. 67% of Maine's population resides within the WCSH service area.
2. *The population of the Greater Portland area has increased between 40% and 50% since the 1940 census.
3. **Portland retail sales increased 65% to 70% in 1942 over 1941 and are estimated due for an additional 15% increase this Spring.

(* Estimate of publishers of Portland City Directory)
(**Report of the Babson Institute)

5000 WATTS **WCSH** **970 KILOCYCLES**

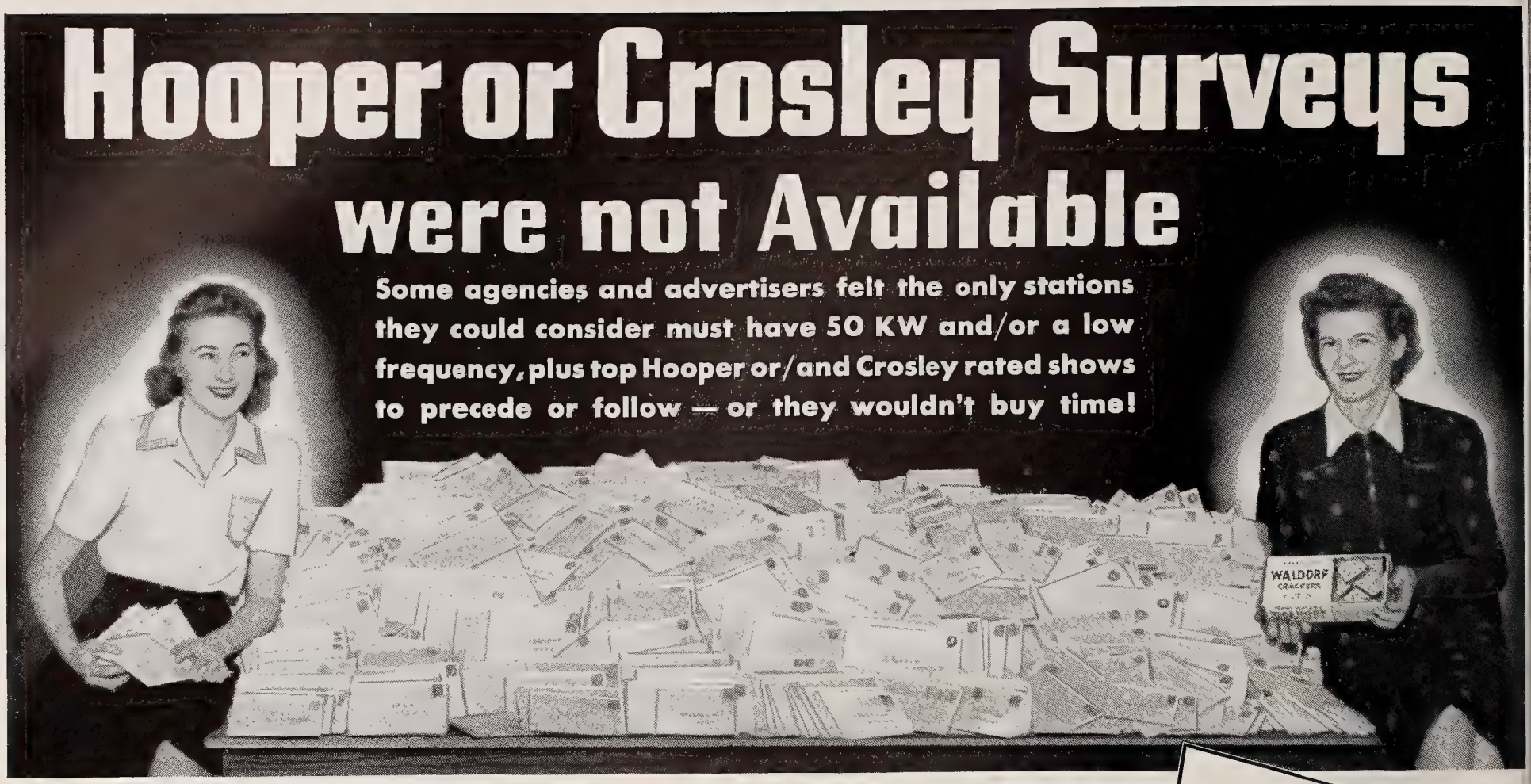
PORTLAND, MAINE

Represented by
Weed and Company
Bertha Bannan (Boston)

Affiliated with
National Broadcasting Company (Basic)
New England Regional Network
Yankee Network

Hooper or Crosley Surveys were not Available

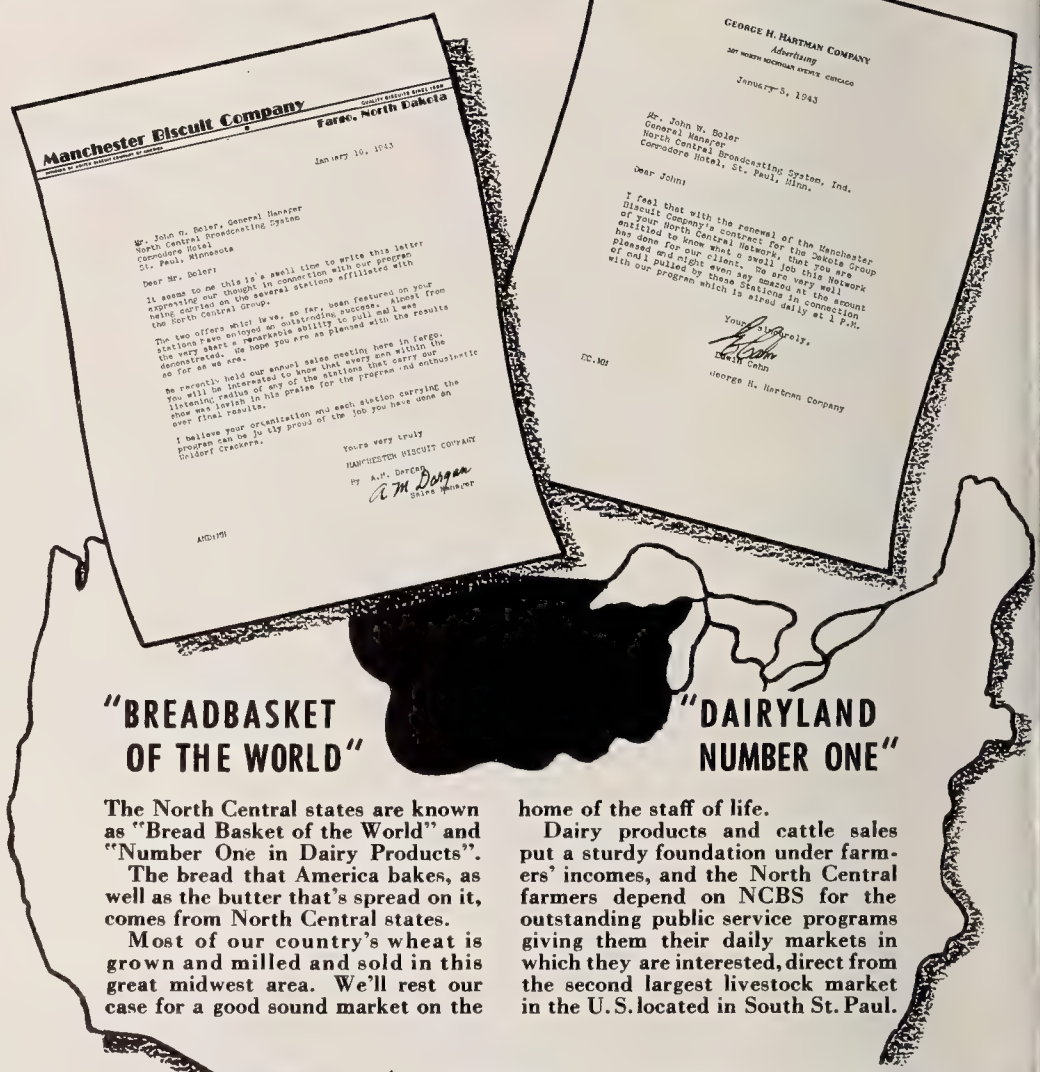
Some agencies and advertisers felt the only stations they could consider must have 50 KW and/or a low frequency, plus top Hooper or/and Crosley rated shows to precede or follow — or they wouldn't buy time!



Some agencies and advertisers, however, did buy and are enjoying the results of most successful campaigns and are well satisfied. Instead of surveys indicating potential audience, NCBS shows actual results in mail response, with box tops included, in enormous amounts. Instead of potential listeners, we offer buyers for your products, and that's what counts.

Seven NCBS stations pulled 39,976 pieces of mail for the Manchester Biscuit Company Cost 9/10 of one cent per letter. *IN EVERY LETTER THERE WAS A BOX TOP FROM A PACKAGE OF WALDORF CRACKERS.* We publish herein copies of letters from client and agency to confirm our boast. It proves beyond doubt that NCBS stations give the best results at the lowest cost per thousand radio homes.

Retail purchases in the North Central states last year	$2,186,631,000
Total population served by North Central stations	7,284,815
Total radio homes	1,571,203



"BREADBASKET OF THE WORLD"

The North Central states are known as "Bread Basket of the World" and "Number One in Dairy Products".

The bread that America bakes, as well as the butter that's spread on it, comes from North Central states.

Most of our country's wheat is grown and milled and sold in this great midwest area. We'll rest our case for a good sound market on the home of the staff of life.

"DAIRYLAND NUMBER ONE"

Dairy products and cattle sales put a sturdy foundation under farmers' incomes, and the North Central farmers depend on NCBS for the outstanding public service programs giving them their daily markets in which they are interested, direct from the second largest livestock market in the U.S. located in South St. Paul.

NCBS AFFILIATED STATIONS

WLOL–Minneapolis, St. Paul Minnesota	KSJB–Jamestown . . . . . N.D.
WDSM–Duluth, Superior Minn., Wis.	KABR–Aberdeen . . . . . S.D.
KVOX–Fargo, Moorhead N.D., Minn.	WEAU–Eau Claire . . . . . Wis.
KATE–Albert Lea, Austin. Minn.	WJMJ–Marquette . . . . . Mich.
KWNO–Winona . . . . . Minn.	WDBC–Escanaba . . . . . Mich.
KGDE–Fergus Falls . . . . . Minn.	KVFD–Fort Dodge . . . . . Iowa
KWLM–Willmar . . . . . Minn.	WATW–Ashland . . . . . Wis.
KGCU–Bismarck, Mandan. N.D.	WJMS–Ironwood . . . . . Mich.
KLPM–Minot . . . . . N.D.	WHDF–Calumet-Houghton Mich.
KDLR–Devils Lake . . . . . N.D.	WMFG–Hibbing . . . . . Minn.
	WHLB–Virginia . . . . . Minn.
	KILO–Grand Forks . . . . . N.D.
	WIBA–Madison . . . . . Wis.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

Commodore Hotel, St. Paul, Minnesota • La Salle-Wacker Building, Chicago, Illinois

To sell people things today ...to keep them sold for

TOMORROW

WEAF

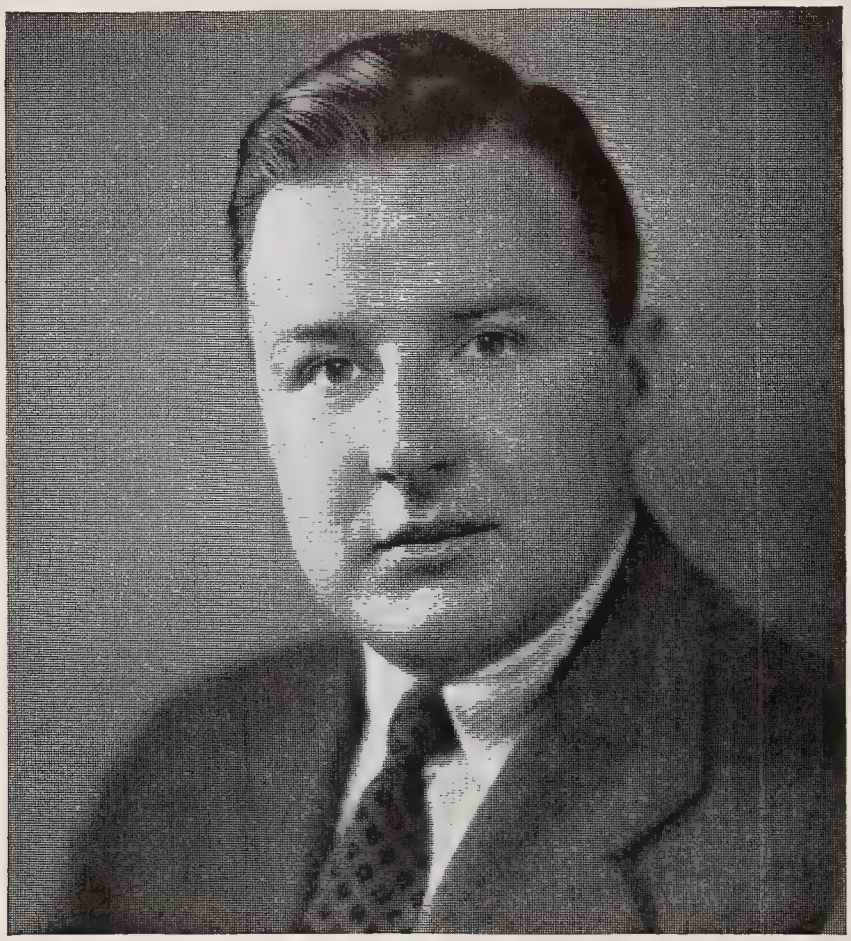
TALKS TO 12%

OF THE NATION

50,000 WATTS
660 KILOCYCLES
NBC NETWORK
NEW YORK CITY

HUGH K. BOICE, JR.

COMMERCIAL MANAGER, WMBD, PEORIA



1933 Princeton University
1934 American Can Co.
1935 Benton & Bowles, Inc.
1936 National Sales Manager, Radio Station WNEW, New York
1938 Free & Peters, Inc., New York
1941 National Sales Manager, WMBD, Peoria
1943 Commercial Manager, WMBD

MAYBE this *does* sound like a double-jointed plug—but regardless of that, there's no better way to tell you how much we like and admire Hugh Boice than to tell you that from 1938 to 1941, Hugh was one of our own "F&P Colonels". Then WMBD got greedy and lured him away from us, which proved in this case at least that the customer is always right!—because Hugh would be a real acquisition in anybody's business!

At this point it seems advisable to say that we do not by any means court any more of such commercial cannibalism and that we wish to lose absolutely no more of our men, to *any* station whatsoever! But to us it does seem significant that Free & Peters men are probably the most sought-after sales-executives in the radio business—and that the very stations we represent are constantly after them too!!

Or is that nothing more than you'd *expect* to hear about the men who comprise this "pioneer group of radio-station representatives"?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 11 WASHINGTON, D. C., MARCH 15, 1943 $5.00 A YEAR—15c A COPY

NAB War Conference Slated April 27-29

Chicago Selected; Name Speakers Promised

RADIO'S ANNUAL foregathering—a war conference instead of the customary convention—will be held April 27, 28 and 29 (Tuesday through Thursday) at the Palmer House in Chicago, under plans announced last Thursday by NAB President Neville Miller.

Devoid of customary embellishments and competitions, the meeting will have only one theme—radio's war interest. Headline speakers representing Government agencies identified with the war effort will feature the business sessions and luncheons, with roundtables, seminars and symposiums on vital war topics to occupy virtually the entire agenda.

Attendance Limit Expected

Unlike past meetings, the convention will open on Tuesday rather than Monday because of the Easter holiday. It will run for 2½ days instead of 3 or 4—winding up after luncheon on Thursday. The final day's session will have no regularly scheduled business meeting, but will be given over to cleanup breakfast conferences and to a luncheon, with some prominent personage as the "curtain" speaker.

Because of transportation difficulties convention attendance is not expected to reach previous peaks. During the last two years, gross attendance has totaled around 1200. No limit is being placed on attendance of station men, though it was felt that in many cases management would not be disposed to send as large contingents as in past years. In addition to station owners and key executives, it was thought that commercial managers and probably war program directors might attend in substantial numbers.

There are prospects of a meeting with OWI radio officials, to appraise war information broadcasts under the new allocation plan. The last meeting of OWI with its regional consultants was held in Washington in December.

"Radio's role in the war has been of such importance since the beginning that constant contact has been necessary between Government officials and station operators," said President Miller. "Even greater efforts are ahead, which demand perfect correlation and understanding. This can best be accomplished at a central meeting place, where Government officials can talk face to face with station operators, outlining and explaining all objectives."

Registration on Monday

Monday will be given over to preliminary registration. Pre-conference meetings also may be held that day of local, regional and clear channel groups, though no definite plans yet have been made. Because virtually all of the group organizations have been dormant for the last year or so, subsidiary meetings are not indicated now.

C. E. Arney Jr., NAB secretary-treasurer in charge of convention arrangements, said the agenda for the sessions would not be complete for about a fortnight. Under the tentative plans, the first business session will be held Tuesday morning, probably with roundtable discussions on various war topics that evening. Wednesday, breakfast sessions will be given over to roundtables, a practice begun several years ago and which has worked effectively. It permits broadcasters to attend discussions in which they are primarily interested, on a question-answer basis with Government officials identified with specific operations.

By-Laws Changes Up

At the afternoon session Wednesday, election of directors at large, two each for large, medium and small stations, will take place. Also to be designated are network directors. Only NBC and CBS now hold NAB membership, though there are indications that both BLUE and Mutual may join the Association prior to the meeting. Each member network is entitled to designate one director.

Several minor changes in bylaws also will be considered and voted. One has to do with the method of electing directors at large, a second involves redistricting, under which Maryland would be shifted from the fourth to the third district, and the third deals with academic amendment of bylaws eliminating the term "executive committee", which is no longer existent.

Thursday morning will be given over to roundtable discussions, with no general business meeting. Following the luncheon, the conference will adjourn. The customary banquet is dispensed with, as is the golf tournament.

The luncheon speakers will highlight the convention. It is presumed that FCC Chairman James Lawrence Fly will be invited to address one of the sessions. An outstanding personage, not necessarily identified with Government or radio, will be invited for an inspirational talk at one of the luncheons.

District Meetings Set

Following the sine die adjournment, the new board of directors will meet Thursday afternoon. Thus far, only two changes on the board have occurred at district meeting elections. There may be changes in directors at large, however. At two district meetings to be held later this month, new district directors are to be designated. The 5th District (Alabama, Florida, Georgia, Puerto Rico) meets March 20 at the George Washington Hotel, Jacksonville, at the call of Director Frank King, WMBR, Jacksonville. The 3rd district (Delaware, Pennsylvania) meets at the Benjamin Franklin Hotel, Philadelphia, March 22, at the call of Isaac D. Levy, WCAU, Philadelphia, district director.

New District directors elected at past meetings, who take office April 29, are Nathan Lord, WAVE, Louisville, who succeeds J. Harold Ryan, Assistant Director of Censorship (Fort Industry Co.), as

Post-War Plan Fails to Give Direct Consideration to Radio

ALTHOUGH President Roosevelt's National Resources Planning Board last week submitted to Congress its detailed blueprint for adjustment of America's economic system to post-war problems, the planners had nothing to say about commercial broadcasting, the press, or the functions of advertising.

Radio Mention Important

By inference however, the report pictured a new era of close Government supervision of public services as part of such a plan. This was softened to a degree by expression of the hope that tax systems would be readjusted and "measures taken to eliminate avoidable uncertainties" and needless burdens affecting enterprise and their administration.

The only direct reference to broadcasting, one which connoted an increasing Government interest in what goes on the air, appeared in a section devoted to the education system of the future. That system, the report said, requires that "correspondence study, forums and educational broadcasting, both a part of the extension services of schools and colleges and under other auspices, should be expanded."

Despite the fact that the report contained this single reference to radio, it appeared destined to be of great importance to the industry, since nationwide discussion is likely to suggest heavy discussion via radio.

The Planning Board in general, would rely on the nation's free enterprise system after the war, but strict enforcement of anti-trust laws, and Government participation in utilities, defense industries, and those involving scarce materials would be sanctioned. In addition, a "cradle-to-grave" social security system, financed by employer-workers contributions, was suggested.

Would Stabilize Income

Proposing "a new Bill of Rights" incorporating the Four Freedoms, the report asserted the Board believes it should be the declared policy of the Government to guarantee "the right to live in a system of free enterprise, free from compulsory labor, irresponsible private

(*Continued on page 44*)

District 7 director; and Leslie C. Johnson, WHBF, Rock Island, who succeeds Edgar L. Bill, WMBD, Peoria, as District 9 director.

In addition to station membership, 19 associate members, representing allied industries, are expected to attend the convention. Provisions will be made for any stations or other accredited organizations to exhibit war effort presentations or related material. There will be no sales promotion exhibits, as in the past.

Displays To Be Curtailed

NAB's membership aggregates 514, including 490 standard stations, three FM stations, two nationwide networks, and 19 associates.

In the light of the times, it is not expected there will be elaborate exhibits by companies doing business with broadcasting. Difficulties of transportation also effect this. But there may be displays relating primarily to postwar broadcasting developments which can be revealed.

NAB Chicago stations will be hosts. At a luncheon in Chicago last week to set up preliminary conference details, the following were present: W. E. Hutchinson, WAAF; R. S. Peterson, WENR; Charles M. Freeman, WLS; Harry Templeton, WLS; J. L. Van Volkenburg, WBBM-CBS; Leslie C. Johnson, WHBF, Rock Island; A W. Kaney, WMAQ-NBC; Robert E. Bausman, WISH, Indianapolis; Milton M. Blink, Standard Radio Inc.; Howard Lane, CBS; William Knodle, Free & Peters, and Gale Blocki, John Blair & Co.

PEABODY TO HEAD WAR LOAN DRIVE

STUART PEABODY, advertising director of The Borden Co., New York, and former chairman of the board of the Assn. of National Advertisers, has joined the Treasury Dept. as advertising specialist in charge of promotion for the Second War Loan Drive, Secretary Morgenthau announced last Thursday.

Mr. Peabody will assist William M. Robbins, General Foods vice-president, who has accepted overall direction of Treasury Bond selling activities [BROADCASTING, March 8]. According to the announcement, he will remain with the Treasury for the duration of the drive, probably about two months.

At the Treasury, it is expected Mr. Peabody will coordinate advertising activities of the War Savings Staff and the Victory Fund Committee. Last week-end, both he and Mr. Robbins discussed plans with the Advertising Counsel in New York.

A firm believer in radio, which he says "has probably greater penetration than any other single medium," Mr. Peabody has used every form of it—network, transcriptions, spot and local—for Borden. He is also a former chairman of the ANA Radio Committee.

WPB Studies Plan to Check Farm Radio Battery Shortage

New Production Now Declared Necessary Due to Growing Needs of the Huge Rural Audience

A PROGRAM to head off a shortage of farm radio batteries is now being completed by the WPB Office of Civilian Supply, it was learned last week, and officials expressed hope that it will be possible to maintain rural radio on a "reasonably efficient" basis.

Some inconvenience for farm set users had been predicted by the WPB several months ago, when the Office of Civilian Supply issued a report that a battery shortage existed and that farmers would have to conserve their equipment.

Production Needed

This shortage situation, it has since developed, has gone beyond a stage where conservation of batteries offers a solution, and actual new production is now necessary. At a meeting of the Battery Advisory Committee in Washington last Wednesday, officials of the Government departments interested in the material stockpiles involved agreed that action was desirable.

Reports of a shortage of batteries had been current since late January when NAB asked news about local battery situations. In mid-February, Rep. Stefan (R-Neb.), former commentator of WJAG, Norfolk, Neb., warned Congress that hundreds of sets in his district were already crippled [BROADCASTING, Feb. 15].

First detailed reports on the battery shortage were submitted to the Dept. of Agriculture by Sam Schneider, farm editor of KVOO, Tulsa. His letter to Wallace Kadderly, chief of radio service for Agriculture, resulted in surveys by state war boards in nine scattered rural states.

Other surveys were conducted by radio stations, including WHAS, Louisville; WHO, Des Moines, and WMT, Cedar Rapids. WHAS sent a representative to Washington to confer with the Agriculture Dept.

Material gathered by NAB and the Dept. of Agriculture was later presented to the WPB, with warning that continuation of radio service to farmers was vital to the Government information machinery. Rep. Stefan said that "Government departments and the entire war effort would be the loser." He pointed to radio's work in informing farmers of Agriculture Dept. plans, and of bringing war news and OWI material to isolated areas.

Production Problem

WPB officials admitted that battery production had been held at 53% of the 1941 rate as a result of military demands on zinc. Even this 53% did not present a true picture, they said, since demand has increased. They estimate they are now able to meet only 30 to 35% of battery orders.

To authorize increased production of batteries, WPB must first draw up a program in its office of Civilian Supply. This program must have the general concurrence of the Consumer Durable Goods Division, which would have charge of production. Civilian Supply and Consumer's Durable Goods then meet with the Requirements Committee, which has authority to recommend actual production of the batteries.

Since all offices concerned are in agreement on the need for more batteries, officials express hope that the actual program may be expedited and that measures for relieving the situation will be taken shortly.

Goodrich 6:55 News

TITLE of the B. F. Goodrich Co., CBS series starting March 15 on 116 stations is *Meaning of the News*, as reported by Joseph C. Harsch, foreign correspondent. Heard five times weekly 6:55-7 p.m., the institutional series will have repeat broadcasts at 11:55 p.m. Monday, Wednesday and Friday, at 12:25 a.m. Wednesday morning, at 12:55 a.m. Fridays. Agency is BBDO, New York.

Grove Labs. Is Placing For Big Summer Drive

GROVE LABS., St. Louis, in a concentrated summer major-market promotional drive on Daily Vitamins, is extending commitments on a 52-week basis for news programs on approximately 40 stations, and starting about March 29, is realigning its schedule on over 100 stations that have been carrving announcements for cold tablets and vitamins through the fall and winter. The revised contracts were placed through June Rollinson, timebuyer of Russel M. Seeds Co., Chicago.

The Grove contracts on NBC owned and operated stations are in excess of $250,000, according to NBC, and are the largest single order received by Central Division NBC Spot Sales. Meanwhile, Beaumont Labs., St. Louis, a Grove subsidiary, is testing undisclosed markets for Grove 4-Way Vitamins through H. W. Kastor & Sons, Chicago.

Additional Operas

TEXAS Co., New York, sponsor of the Saturday afternoon *Metropolitan Opera* broadcasts on the BLUE, has made arrangements to cover the five extra performances which the Metropolitan Opera Co. will present this season in answer to public demand, extending the winter season for the first time in its history. First of the extra operas will be heard March 20. Texas agency is Buchanan & Co., New York.



PLACE OF WEST COAST in the post-war development dominated discussion when key radio and advertising executives honored Bruce Barton (right), president of BBDO, at a Los Angeles luncheon staged during early March. With him is Sidney N. Strotz, NBC Western division vice-president. Mr. Barton was in Southern California for conferences with Jack Smalley and W. B. (Doc) Geissinger, managers of the Hollywood and Los Angeles offices respectively, of BBDO.

FTC Net Discount Probe Nearing End

Voluminous Data Is Studied; Decision Expected Shortly

A YEAR-OLD study of discount and rebate policies of the four major networks is now before the Federal Trade Commission for final consideration, it was learned last week from a reliable source, and a decision on the investigation will be issued shortly.

The Commission, handed a complex volume of information about the networks' rebate structures on March 6, devoted several sessions to the data last week, it was learned. Because the network investigation has received considerable attention in the press and in Congress, the Commissioners are reported eager to dispose of it.

Urged a Year Ago

The FTC probe was disclosed officially several weeks ago, when Rep. Wigglesworth (R-Mass.), inquired about it at House Appropriation subcommittee hearings on FTC funds in the Independent Offices Bill. At that time, it was stated that the inquiry had been urged by Rep. Wigglesworth a year ago. [BROADCASTING, Feb. 15].

Progress of the inquiry was handicapped, Commissioner Ewin L. Davis told the House Committee, when the broadcasters at first challenged jurisdiction of the FTC. This was later settled, he said, and since then Samuel Williams, the Commission's chief investigator, has had free access to network books.

Curtiss Candy Series

CURTISS CANDY Co., Chicago, on March 14 started a Sunday morning quarter-hour program, *Greetings From Your Boy*, on WGN, Chicago. Program, conducted by Mark Love, features messages from servicemen to their families. Agency is C. L. Miller Co., Chicago.

Atlantic Signs War Baseball Schedule

Seaboard Stations Will Carry Play-by-Play Broadcasts

ATLANTIC REFINING Co., heavy sponsor of sports events on the Eastern Seaboard, again will carry a schedule of professional baseball games. With the major and minor leagues ready to carry on under a wartime setup, Atlantic has arranged play-by-play broadcasts over a hookup in Pennsylvania and on stations up and down the Seaboard.

Already completed are arrangements for games of the Philadelphia Athletics and Phillies, the Pittsburgh Pirates and the Baltimore Orioles, according to N. W. Ayer & Son, Philadelphia, the Atlantic agency. Atlantic is conducting negotiations with other clubs and expects to announce final arrangements within a fortnight.

Eastern League Pending

Last year Atlantic sponsored some 2,000 games on 50 stations, with over 8,500 stations devoted to game reports. This year, as in the past, Atlantic will devote broadcast news reports during game breaks without interfering with game descriptions. Most of the commercial effort will be devoted to Government messages.

Pending a meeting of Eastern League officials March 14, Atlantic withheld negotiations for coverage of games played by Scranton and Wilkes-Barre. Final contract between Atlantic and the Pirates for broadcast of all home and away games was signed March 9 at a meeting in Pittsburgh. The Pirates' games will be heard on a hookup of stations in Western Pennsylvania, with FM transmission to stations in the chain.

Arranging final negotiations in Pittsburgh were William Benswanger, president of the Pirates; Joseph R. Rollins, Atlantic advertising manager, B. M. Boor and Bruce McConnell, of Atlantic; W. Wallace Orr, Les Quailey and Thomas McDermott, representing N. W. Ayer & Son; Rosey Rowswell, WWSW, Pittsburgh, and station managers.

Originating station for the Pittsburgh program will be WWSW. FM will be used to pick up play-by-play description from W47P, owned and operated by WWSW, and thus carry it to WISR, Butler, and WJPA, Washington, Pa. Other stations on this network are WFBG, Altoona; WCEC, DuBois; WERC, Erie; WJAC, Johnstown; WKST, New Castle; WMBS, Uniontown.

No Sunday games will be broadcast but there will be a 15-minute resume over these same stations at 6:15 p.m. each Sunday. Broadcast of Baltimore Oriole games will be heard on WITH.

Commenting on plans for the 1943 series Mr. Rollins said:

"This is the eighth consecutive year Atlantic has sponsored a program of sports broadcasting. From the standpoint of upholding public morale and furnishing important information, we feel that such a program ties in with the war effort.

"As we did last year, we plan to devote the greater portion of our commercial time to Government messages, news reports and information on conditions in the petroleum industry in general which will enable listeners to use their automobiles and heating equipment intelligently. In view of the fact that these announcements will not interfere with the description of the games, they will add to the value of these broadcasts to local stations on these networks and will enable us to perform a useful public service."

Philadelphia Plans

Atlantic games in Philadelphia will originate from station WIBG, and will be relayed to WSAN, Allentown; WFPG, Atlantic City; WEST, Easton; WKBO, Harrisburg; WAZL, Hazleton; WGAL, Lancaster; WEEU, Reading; WBOC, Salisbury, Md.; WKOK, Sunbury; WRAK, Williamsport; WILM, Wilmington, Del.; WORK, York,

Schedule for the Athletics and the Phillies includes all home games played by the clubs, with 28 night contests. Details are to be completed March 16 at a luncheon meeting in the Racquet Club, Philadelphia, at which the station managers, Atlantic officials, Connie Mack and William D. Cox, owners of the clubs, will be present.

N. W. Ayer, handling the Atlantic baseball program, announced that, unlike last season, the company will be sole sponsor of the Pittsburgh and Baltimore series, and of time on the originating Philadelphia station, each of which were divided last season with another sponsor.

Commentators known to stay-at-home fans again will broadcast play-by-play description. As last year, the announcer in Philadelphia will be Byrum Saam, assisted by Roy Neal. In Pittsburgh, Rosey Rowswell will again announce the games, with the assistance of Jack Craddock. The announcer in Baltimore will be Bill Dyer.



'PLAY BALL' IN Pittsburgh this year will mean resumption of Atlantic Refining baseball broadcasts in Western Pennsylvania as a result of this conference of baseball, agency, advertising and radio executives. At the contract signing are (seated, l to r): James Boor, Atlantic Refining Western Pa. division manager; William R. Benswanger, president of the Pirates; Joseph R. Rollins, Atlantic advertising manager; and standing: Wallace Orr, N. W. Ayer & Son, Philadelphia, agency in charge; Frank R. Smith Jr., president of WWSW, Pittsburgh; W. B. McConnell, Atlantic Western Pa. division promotion manager. Under the contract, WWSW is the key of the Atlantic Baseball Network including stations in Uniontown, Butler, DuBois, Johnstown, Washington and Altoona.

L. A. Radio Fee Killed

REJECTING proposal to levy a license fee on local radio stations, Los Angeles City Council, following adverse recommendations of its Ways & Means Committee, adopted a motion that the City Attorney's opinion be asked on the right to impose such a tax. License proposal, made by Councilman Roy Hampton some three weeks ago, would have required a $100 fee quarterly on $15,000 or less gross revenue, plus $1 for each additional $1,000. Pointing out that such a license fee might "develop into a racket", investigating committee stated it couldn't consistently tax a radio station without levying a similar tax on newspapers. City Council long ago had adopted a non-tax policy in regard to the medium.

Radio Timebuyers Forecast Upswing In Spot Business

Advertising Expansion Trend Would Benefit Secondaries

AN UPTURN in national spot business, benefiting primarily the secondary stations in major markets and the stations in secondary markets, is predicted by timebuyers of advertising agencies who believe that the increased expenditures by national advertisers may go far toward alleviating the loss of local business which formerly accounted for a large part of these stations' income.

Curtailment of publication space resulting from paper rationing has already evoked an appreciable amount of interest in radio from advertisers who were previously completely publication minded, the timebuyers say, while few veteran users of broadcasting are relinquishing their places on the air. Companies whose advertising in pre-war days was confined to trade and industrial publications are now using general media as well, chiefly for service advertising devoted largely to explaining some phase of the Government's war effort.

Full Net Plan Helps

Some of this new radio business would naturally go spot; other advertisers turn to spot after finding no network time available that suits their purposes. Increased network business and enlarged networks also leave less time available on the major stations in major markets, affording new opportunities for smaller stations. Sometimes the lower rates of these outlets encourage a greater program or announcement frequency; other advertisers are buying time on several small stations in place of one highpowered outlet.

The full network plans, offering extra inducements to advertisers utilizing all the affiliates of a network, have resulted in the placement of many major network shows on stations which formerly were not included in advertisers' schedules. These programs build the stations' audiences and the time adjoining becomes more desirable for use in national announcement campaigns.

Some timebuyers report that while this trend may materialize they have seen no indications of it as yet. Others state with equal emphasis that they are already buying time for their clients on stations which a year ago would not have been included, and that they expect further expansion before the year is over.

American Crayon Tests

AMERICAN CRAYON Co., Sandusky, O. (children's story book), is testing a thrice-weekly quarter-hour children's program on WMAQ, Chicago, featuring Malcolm Claire as Uncle Mal. Contract for 13 weeks was placed by Triangle Agency, Chicago.

Domestic Branch Revamped at OWI

Kane's Bureau Is Abolished; Eugene Katz Transferred

REORGANIZATION of the Office of War Information Domestic Branch, announced last week by OWI Director Elmer Davis, resulted in abolition of the Bureau of Intelligence headed by R. Keith Kane. Although no mention was made of Mr. Kane's status in the official release, it was reported that he no longer is with the OWI.

Eugene Katz, head of the Katz Agency, New York, who has been on loan to the OWI Bureau of Intelligence, has been transferred to the Overseas Division. Dr. Lyman Bryson, moderator of the CBS *People's Platform* and former chief of the Bureau of Special Services, has been replaced as Bureau head by Katherine C. Blackburn, although Dr. Bryson continues as special advisor to the director. Miss Blackburn had been associate director of the Bureau.

Field Personnel Out

Gardner Cowles Jr., Des Moines publisher and broadcaster, chief of the Domestic Branch, said: "The reorganization represents an effort to gear ourselves up better to what is primarily our job of helping radio, the press and other media to get out the news of the war and the information the people at home need to win it."

The Bureau of Special Services takes over some of the functions of the intelligence section, although it was understood that field intelligence personnel no longer would be required. The official announcement said activities in the intelligence field would be cut in half.

The new setup finds James Allen and William B. Lewis, former chief of the Radio Bureau, right-hand men to Mr. Cowles. Mr. Lewis, who was promoted last January [BROADCASTING, Jan. 25], will supervise the Bureaus of Program Coordination, headed by H. Andrew Dudley; Radio, which Donald D. Stauffer, vice-president in charge of radio of Ruthrauff & Ryan, New York, was to take over March 15 [BROADCASTING, March 1]; Motion Pictures, of which Lowell Mellett is chief, and Graphics and Printing, headed by Lt. Com. Price Gilbert, on loan from the Navy.

Functions of the Bureau of Publications and Graphics have been split, with Com. Gilbert in charge of the one and the Bureau of Publications still without a chief. Under direction of Mr. Allen are the Bureaus of News, Publications and Special Services. Elmo C. Wilson continues in charge of the surveys division of Miss Blackburn's bureau.

Two other promotions were announced. John R. Fleming, former chief of the Bureau of Publications & Graphics, has been appointed Special Deputy Director and A. H. Feller, deputy, has been made General Counsel for OWI.

Congress Prepares for All-Out Probes Of FCC, Other Agencies of Government

A SORT of calm-before-the-storm atmosphere prevailed in Washington last week as a half-dozen Congressional committees evolved plans for inquiries and hearings aimed at "bureaucracy" in Government and with the FCC on the list of agencies to be closely scrutinized. In the wake of introduction of the White-Wheeler Bill (S-814) March 2 [BROADCASTING, March 8], word emanated from Capitol Hill that hearings both on this measure and on the pending Holmes Bill (HR-1490) to reorganize the FCC are in the offing.

Garey Goes to Work

A subcommittee of the House Interstate & Foreign Commerce Committee will be named shortly, probably of 9 or 11 men, and likely to be headed by Rep. Bulwinkle (D-N. C.), high-ranking member of the full Committee. Chairman Lea (D-Cal.) has indicated that further hearings may be held, supplementing the testimony taken last year on the original Sanders Bill geared toward the same end.

Meanwhile, the House Select Committee headed by Rep Cox (D-Ga.) to inquire into the FCC as an independent project was readying plans for start of the hearing. Eugene L. Garey, New York attorney who heads the legal and investigating staff, and his chief assistant, Fred R. Walker, were in Washington last week gathering data for the start of this study, for which an initial $60,000 fund has been appropriated.

No announcements have been forthcoming from the Committee or counsel regarding the starting date, but it was expected that it might get underway by mid-April. This inquiry will cover FCC activities from its start in 1934 and will delve into policy considerations, personnel and, in fact, overall Commission operations.

Other probes destined to touch FCC operations include the House

(*Continued on page 45*)

Psychological Warfare Work Ordered Placed Under OWI

Activity in Occupied Countries and Combat Areas Taken Over Except in Central and South America

PSYCHOLOGICAL Warfare in foreign fields, heretofore the subject of controversy between Col. William J. (Wild Bill) Donovan and Elmer Davis, was transferred last week by President Roosevelt from Col. Donovan's Office of Strategic Services to the Office of War Information headed by Mr. Davis.

Under the Executive Order, issued Tuesday, the OWI will "plan, develop and execute all phases of the Federal program of radio, press, publication and related foreign propaganda activities involving the dissemination of information." The OWI will take over propaganda work in various occupied countries and combat areas, but will function under supervision of the Army and Navy in theatres of military operations.

OWI Trains Personnel

Authority, functions and duties of the OWI, however, will not include the "Western Hemisphere, exclusive of the United States and Canada". This means that the Office of the Coordinator of Inter-American Affairs, under Nelson A. Rockefeller, will continue to handle propaganda to all South and Latin American countries. President Roosevelt directed that his Executive Order of June 13, 1942, setting up the OSS be modified "to the extent necessary to make this order effective."

Meanwhile the OWI Overseas Branch, in charge of Robert Sherwood, this week is expected to begin classes simulating actual field conditions for members assigned to posts abroad to carry on psychological warfare under the President's order.

Using a portion of the Marshall Field estate, Huntington, L. I., New York, which was leased to the Government for $1, the OWI plans a series of 30-day intensive courses to teach foreign outpost personnel the technical aspects of radio, press and other information activities in the field.

The school's curriculum will concentrate on technical aspects of distributing information under adverse conditions comparable to those of military operations theatres. The course will include practice and instruction in listening to and transcribing shortwave newscasts of the OWI, preparation of radio programs and special leaflets in various foreign languages, coding and decoding, radio-photo work, cutting and editing newsreels and operating portable printing and mimeographing equipment.

All persons assigned to overseas posts have been given intensive training at the OWI headquarters in Washington as to handling psychological warfare. The month's course at the Field estate is designed to toughen them and make them ready to face any conditions. Men returned from actual combat zones will teach the courses.

Text of the Executive Order transferring psychological warfare to the OWI follows:

Under and by virtue of the authority vested in me by Title I of the First War Powers Act, 1941, approved Dec. 18, 1941 (Public Law 354—77th Congress), and as Commander-in-Chief of the Army and Navy and as President of the United States, it is hereby ordered as follows:

1. The Office of War Information will plan, develop, and execute all phases of the federal program of radio, press, publication, and related foreign propaganda activities involving the dissemination of information. The program for foreign propaganda in areas of actual or projected military operations will be coordinated with military plans through the planning agencies of the War and Navy Departments, and shall be subject to the approval of the Joint Chiefs of Staff.

Parts of the foreign propaganda program which are to be executed in a theatre of military operations will be subject to the control of the theatre commander. The authority, functions and duties of the Office of War Information shall not extend to the Western Hemisphere, exclusive of the United States and Canada.

2. The military order of June 13, 1942, establishing the Office of Strategic Services, is hereby modified to the extent necessary to make this order effective.

Restraint Orders Granted Networks

Supreme Court Rule Permits Delays in Monopoly Order

IRRESPECTIVE of the Supreme Court's decision in the highly controverted network monopoly litigation, there will be a hiatus allowing for necessary readjustments, it developed last Friday when the highest tribunal granted the NBC and CBS motions for temporary restraining orders.

In an unusual action, the court announced:

"The motion for a temporary restraining order in each case (NBC and CBS appeals) is granted and the stay entered by the District Court is continued until 10 days after the filing in the District Court of this court's mandate upon decision of the appeals."

Argument Heard

The cases entered their final phase Feb. 12 when four hours of argument were heard by the Supreme Court. The appeals were from the decision of the statutory three-judge court in New York last fall, holding that the FCC has jurisdiction to regulate contractual arrangements between networks and affiliates. The primary issue is the authority of the FCC to ban time options and exclusive network affiliations.

If the Supreme Court does not decide the case today (March 15), it will go over for three weeks. The court will not have another decision day until April 5 .

Reynolds to WTTM

CONTINUING his position as general manager of WKWK, Wheeling, W. Va., John B. Reynolds, former assistant secretary of the FCC, has joined WTTM, Trenton, N. J., as assistant general manager. Announcement of the appointement was made by Rep. Elmer H. Wene (D-N. J.), part-owner of WTTM. Mr. Reynolds will assist A. Harry Zoog, vice-president and manager of WTTM, on matters relating to personnel, program production and sales. He is half owner of WKWK.



Equipment for Combat

TO see in the dark and to see at a greater distance ...to push back the clouds and fogs of ignorance has been since the beginning of time one of man's greatest aspirations.

Spurred by war, the scientific laboratories of the nation are making tremendous strides toward meeting this aspiration.

In every branch of the services our fighting men are now armed with electrical devices which enable them to pierce the black of night, the depths of the ocean and the clouded skies. Already much of our success over our enemies on land, sea and in the air has been achieved through the use of these "electrical cats."

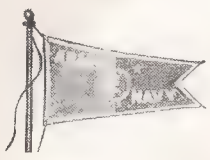
The peacetime possibilities of these devices which pierce the darkness are limitless.

In the very forefront in the design and manufacture of these developments stand Western Electric and its engineering organization, the Bell Telephone Laboratories.



Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT.



NAB Sales Managers Group Plans Aid to Small Stations

Exchange of Selling Ideas, Potential Markets Set Up; Retail Promotion Plan Approved

A PLAN of immediate action to assist the smaller station operators in combating the adverse effects of the war by keeping them continuously informed of methods and sources of new business was formulated by the NAB Sales Managers Executive Committee, which met last Tuesday and Wednesday at the New York office of the NAB with John M. Outler Jr., WSB, Atlanta, presiding as chairman.

As one of the industry's most pressing problems, the matter of giving practical assistance to the small stations was given first place on the group's agenda. Following an all-morning discussion the committee decided on two immediate steps:

Ideas Exchange Adopted

First, to appoint all members of the NAB sales managers general committee as partners in a working exchange of sales ideas and information, with the definite responsibility of forwarding to Lew Avery, director of the NAB Department of Broadcast Advertising, details of any plan which has succeeded in producing new business for themselves or any other broadcasters in their committee.

Second, to have Mr. Avery issue a case history book of material on where and how to look for new business and to augment this book with frequent releases of new information. These supplementary releases will be issued as rapidly as the information is received by NAB, it was stated.

After hearing Paul W. Morency, WTIC, Hartford, outline progress made to date by the Retail Promotion Committee, of which he is chairman, the sales managers group adopted a resolution urging that production of the retail plan be started as soon as possible. Group also approved continued publication of NAB reports exposing free time chiseling deals.

No Action on Way Plan

Sales managers' committee also approved the revised station coverage recommendations and sent them to the NAB research committee for final action and submission to the industry. Revised recommendations read: "Defined as the physical limits of the area served; as demonstrated by actual listening; substantiated by evidence of the deliverance of signal; and interpreted in terms of market data, consisting of population, number of families, radio families and selected retail sales data. The two measurements involved in the method are signal strength measurement and audience mail analysis."

Committee discussed plans for participation in the forthcoming NAB war conference, which will be based on the thesis that sales are needed now as never before to sustain the American system of broadcasting. The Declaration of Independence for Broadcasters, proposed by William B. Way, general manager, KVOO, Tulsa, also was discussed, but no action was taken. Meeting was attended by the full Sales Managers Executive Committee, including in addition to Messrs. Outler and Avery, Frank R. Bowes, WBZ, Boston; Donald D. Davis, WHB, Kansas City; Dietrich Dirks, KTRI, Sioux City; George H. Frey, NBC New York; Arthur Hull Hayes, CBS New York; William Malo, WDRC, Hartford.

AFRA Checks OWI

EXECUTIVES of the New York local of the American Federation of Radio Artists are conferring with members currently employed in broadcasting Government messages abroad for the Office of War Information over the establishment of a union committee to deal with OWI officials on working conditions. AFRA says that no issues have arisen but that its members, comprising most of the OWI radio talent, want machinery set up to handle any grievances that may arise, similar to the grievance committee in other broadcasting organizations.



GOOD SPORTS are these three who clinched the deal whereby Ty Tyson's *Sports Review* on WWJ, Detroit, is sponsored Tuesdays and Thursdays, 6:30-6:40 p.m., by Dossin's Food Products, Pepsi-Cola bottlers with plants in Detroit, Grand Rapids and Toledo. Walter J. Dossin, firm president, got the okay from Lawrence J. Michelson (left), partner of Simons-Michelson Co., Detroit, agency handling the account, and the sports maestro himself as he signed the contract which started the Pepsi-Cola series March 9.

Betty Moore's 200,000

RETURNING to the BLUE for her seasonal program on interior decoration sponsored by Benjamin Moore & Co., New York paint firm, Betty Moore celebrated her 393d broadcast with the start of this year's series. There are 200,000 members of the "Betty Moore Triangle Club", composed of listeners who have written for advice on decorating problems. Account is handled direct.

Educators to Use All Nets for Meet

Programs March 17-28 Set In Place of Convention

THE FOUR major networks have each allotted special time from March 17 to the 28 to the annual meeting of the American Assn. of School Administrators, which is cancelling its convention because of transportation difficulties and is meeting via radio [BROADCASTING, March 8].

First two programs will be on CBS March 17 when Capt. Eddie Rickenbacker, Col. H. C. Adamson, and Roy Chapman Andrews speak on the *School of the Air of the Americas*, and a special program is heard 4:45-5 p.m. on "Teachers and the War." March 18, Leopold Stokowski, conductor of the NBC Symphony Orchestra, will address the school administrators on "Radio as a Music Educator" during the NBC *Inter-American U. of the Air*, and the BLUE will present AASA leaders during the Thursday evening *America's Town Meeting of the Air* broadcast.

Orson Welles Series

NBC will present two more programs for the conventioneers March 21 with Orson Welles narrating "A Woman's World" on *Lands of the Free*, and Vierling Kersey, superintendent of schools of Los Angeles, as speaker on *Unlimited Horizons*. Another NBC program will present leading educators March 23, and the *Army Hour* on March 28 will feature Brig. Gen. Joseph M. Dalton, assistant Chief of Staff of the Army.

Mutual will carry a quarter-hour March 22 for the AASA group, and CBS has scheduled three further talks on March 25, 27 and 28. The *National Farm and Home Hour* on the BLUE March 24 will be devoted to the subject of how students can help the farm labor shortage problem, and on March 26, a quarter-hour on the BLUE will feature talks on "What Schools Are Contributing to the Winning of the War" by Dr. John W. Studebaker, U. S. Commissioner of Education, and William G. Garr, secretary of the Educational Policies Commission.

Morency Calls Meeting for March 29 To Put Retail Promotion Plan in Motion

IMMEDIATE production of the NAB Retail Promotion Plan to encourage more retailers to take advantage of radio as an advertising medium will be taken up March 29 in New York, when the full NAB Retail Promotion Committee meets with subcommittees of promotion men and others.

Called by Paul W. Morency, general manager of WTIC, Hartford, Committee chairman, the March 29 session is to determine methods of putting the Retail Plan into immediate production, although the sum pledged by broadcasters to carry out the program has fallen short. At a two-day meeting last week the NAB Sales Managers Executive Committee adopted a resolution urging immediate production of the Retail Promotion Plan.

Meeting Called by Wire

Following the sales managers action Chairman Morency last Wednesday sent this telegram to all members:

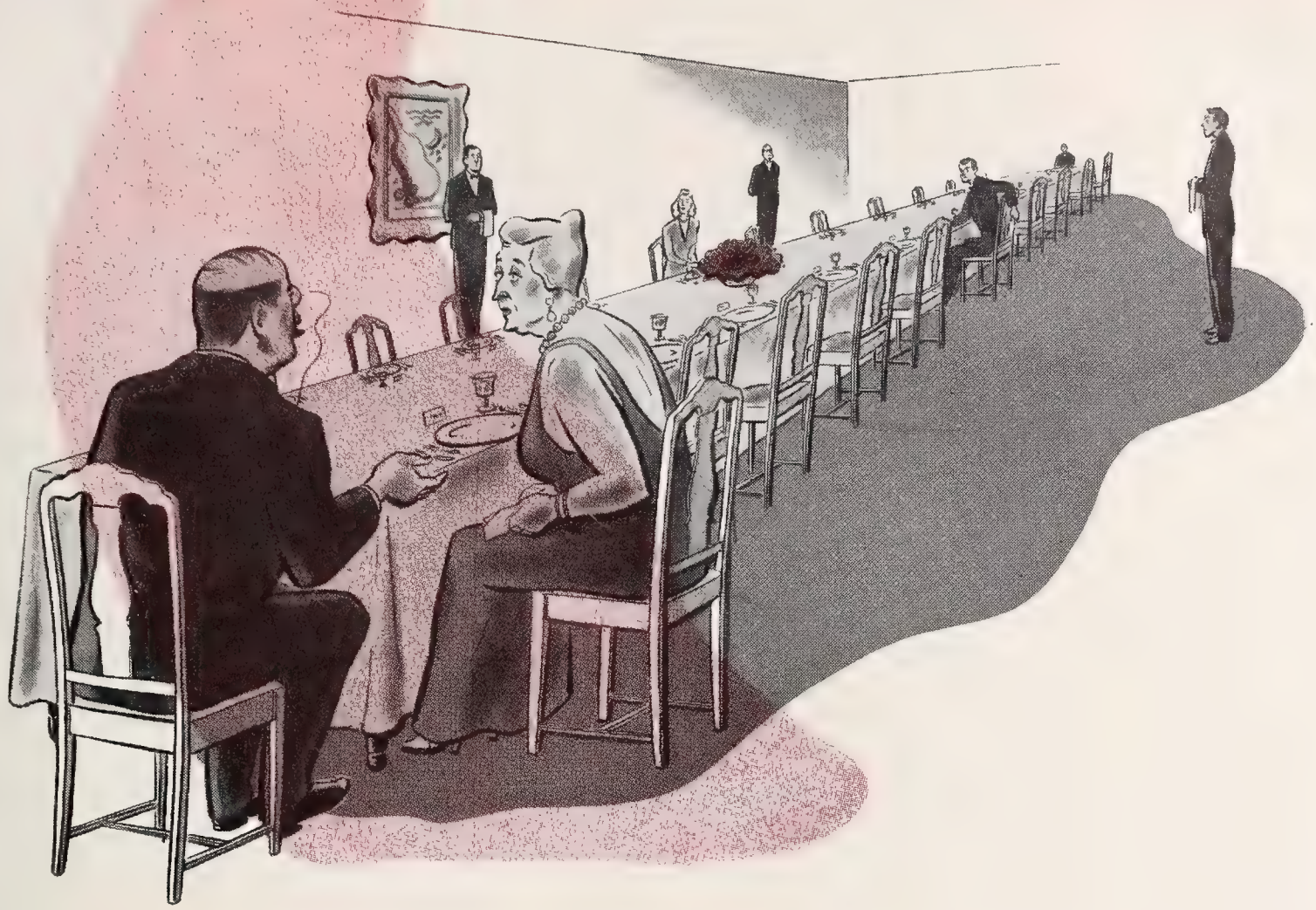
"With a third of our necessary funds still unpledged, I met yesterday with the Sales Managers Executive Committee in the opinion that we ought now to start production on the Retail Promotion Committee Plan. I am calling a full Committee meeting on March 29 in New York to discuss and arrive at that decision. In attendance also will be subcommittees of promotion men and others. Urge your attendance but if impractical will you wire giving me your proxy. Please wire reply."

Committee, in addition to Chairman Morency, includes: Dietrich Dirks, KTRI, Sioux City; Sherman D. Gregory, WEAF, New York; Arthur Hull Hayes, WABC, New York; Walter Johnson, WTIC, Hartford; John M. Outler Jr., WSB, Atlanta; Robert E. Bausman, WISH, Indianapolis; Gene L. Cagle, Texas State Network; Kenneth K. Hackathorn, WHK-WCLE, Cleveland; C. L. McCarthy, KQW, San Francisco; Oliver Runchey, KOL, Seattle, and John Esau, KTUL, Tulsa. Mr. Esau was made a member of the committee to fill the vacancy caused by the death of William C. Gillespie, whom Mr. Esau also succeeded as general manager of KTUL.

Hope to Tour Camps

BOB HOPE and the entire cast of the Pepsodent Co.'s weekly program on NBC are planning another cross-country tour of Army, Navy and Marine bases, starting early in April, with tentative arrangements also under way to go to England, if transportation can be provided. Exact date of the program's tour depends on the completion of Hope's current motion picture "Let's Face It," it was stated. If the trip to England can be arranged, the group would probably leave in June, and during the summer shortwave their Tuesday evening show from London to America. No further details have been announced. Agency is Foote, Cone & Belding, Chicago.

"THE INVITATIONS WENT OUT, DIDN'T THEY?"



DISAPPOINTING, isn't it, to expect umpteen thousand persons to listen to your radio program only to have a paltry handful show up? Expensive, too! That's what can happen if you mistake a station's "coverage" for its audience.

Four stations, for instance, may be said to "cover" Oklahoma City, yet one station, WKY, is known to have most of the audience most of the time. This is incontrovertible evidence supplied by C. E. Hooper, Inc. WKY's coverage, too, extends far out into Oklahoma over more of the state than any other Oklahoma City station can possibly reach. And, to be sure, wherever WKY's coverage goes, its top popularity priority goes with it.

So, if you want the biggest possible turnout for your program in Oklahoma, WKY is the station over which to send your invitation.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. ★ THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN ★ KVOR, COLORADO SPRINGS ★ KLZ, DENVER (Affiliated Management) ★ REPRESENTED BY THE KATZ AGENCY, INC.

A Personal Opinion of BMI's Music

Broadcaster Suggests Stations Take More Interest in Its Tunes

By VERL BRATTON
General Manager WREN, Lawrence, Kan.

I THINK it is about time someone took an interest in BMI. Some would blame the situation which now exists on station managers, or more pointedly on station and network musical directors. In most cases station managers can be excused because of lack of personal knowledge of the music field. The only fault with network and station musical directors is probably that instead of complaining about BMI music they have simply turned elsewhere for their material.

It is my opinion that the place where lack of interest is most at fault is among those directly in charge of BMI. Perhaps I'm wrong. If so, I am quite certain that these gentlemen are fully capable of defending themselves.

Can't All Be Hits

The fact remains that as a source of new music BMI is in my opinion a complete washout. The music being sent from BMI to stations all over the country is with very few exceptions the worst tripe I have ever seen printed with the expectation that some one might want to listen to it.

I am quite well aware of the fact that a great many songs must be written and published which will never appear on anybody's hit parade. Real hit tunes are few and far between. BMI has some hit tunes. But never until the days of BMI did musical directors have need of such large wastebaskets.

In the early days of BMI quantity was necessary, and quality had to be sacrificed to some extent, but during the past year no such emergency has existed and yet those responsible for the operations of BMI have shipped out music of an ever lowering standard.

Many successful radio salesmen work on the theory that if enough calls are made a prospective client will be found. But do they go door to door in the residential areas? Or do they canvass the business areas? Just as quantity calls are of no value unless confined somewhat to an area wherein clients are likely to be found, a hit tune will not emerge from any large quantity of published music unless some effort has been made to publish music which has at least some of the qualifications of a hit tune. Practically all of the music shipped to WREN by BMI during the past year has ended up in the waste basket. I don't claim that I or anyone else can recognize a hit tune on sight, but I do say that anyone who knows a little about music can recognize on sight a tune which should not even have had paper and ink wasted on it.

Far too much BMI music of the past year has been precisely in that category. If BMI is to continue shipping us such waste paper I suggest the paper and ink be sent separately so we could at least find a use for the blank paper.

I suggest you station managers ask your musical directors about the music they have received from BMI in the past year. If the majority of them don't back up my statements then I certainly stand corrected. You might remind them that BMI headquarters has been asking you to urge your program department to use more BMI music. If they haven't been increasing their use of BMI music, ask them why.

Incidentally, I want to quote you the words of a song included in the last BMI shipment. Your musical director probably hasn't a copy of it because he most likely threw the whole shipment away. The song is titled "Sweat Shop Blues" and here are the lyrics:

Sweat Shop Blues is in command, So the boss will understand,
That our rights so we demand.
Oh, if everyone will harmonize to win we can.
Now when we get home we don't need a diet,
For when we get there babe we're really tired.
The work is getting harder each day,
That's why we all want a raise in our pay,
Sweat shop, sweat shop, sweat shop blues,
To join the crowd you've nothing to lose.
Come on down and join a crowd that is true,
Singing and swaying to the sweat shop blues.

[Editor's note: BMI says this number was not published by BMI, but by an affiliated publisher who furnished copies, distributed free of charge to stations without recommendation and without expenditure of capital or effort to BMI.]

Maybe I'm wrong—maybe this will be a hit tune. Maybe by following BMI advice and plugging it at every opportunity we of the radio industry will be awarded congressional medals for helping the war effort by (a) calling attention to the fact that our plants are sweat shops, (b) the work is getting harder each day, (c) the boss must understand that the workers demand their rights and (d) the workers want a raise in pay. Or does the radio industry want songs of this type? Some might be offended by this dainty little ditty and call it propaganda not in the best interest of the war effort.



MR. BRATTON

I wonder if anyone in the personnel of BMI ever looked this song over before putting the BMI stamp of approval on it. I prefer to think it was an oversight. Perhaps there have been a great many BMI "oversights" during the past year.

I'm not suggesting that BMI resume the publication of a lot of music, I'm merely suggesting that unless there is better music available than that which they send WREN it would make less work for all concerned if they didn't send any. If there is better music available then let's find someone interested in seeing BMI publishers publish a little of it.

Sees Bleak Future

If BMI continues in its present way it will not only be a joke among the musicians upon whom it must depend, it will die not on its feet but flat on its back. And after your ASCAP fees have grown back to their "before-BMI" stature you'll wonder why somebody didn't do something about it.

Your program department will use more BMI music—more of the music that belongs to you—just as soon as BMI sends your program department music that's good enough to deserve broadcasting.

Growing Use of BMI's Music Claimed as Royalties Expand

CHECKS for performance royalties for the quarter ending Dec. 31, 1942, began to go out from BMI to affiliated publishers and composers last week. Despite the recent 30% reduction in the rate paid by broadcasters, checks were at the highest rate of compensation to publishers and composers in BMI's history. Included, for the first time, was the additional BMI bonus for network performances.

Pointed out by BMI officials as indicating the continued enormous use of BMI music by broadcasters was the fact that the combined total of network and station performances for the last quarter was 40% of the number of performances during the quarter ending Sept. 30, 1941, the top quarter in BMI's experience, while ASCAP was off the air and while BMI was generally recognized as possessing a virtual monopoly of radio performing rights. Due to BMI's great backlog of music, it was pointed out, BMI is the most economical source of music rights. The percentage which BMI collects of the total paid by broadcasters for musical rights is far less than the percentage of use which is made of BMI's catalogues. The new BMI Index, which is now being printed, will list 100,000 numbers.

Among the BMI licensed tunes conspicuous on trade publication hit lists during the last month were *Brazil*, now No. 1 on the "Hit Parade", *I Don't Believe in Rumors, At the Crossroads, When the Lights Go On Again, I Wish I Wish, There's an F.D.R. in Freedom, It Started All Over Again, I Heard You Cried Last Night, That Soldier of Mine, Canteen Bounce, Don't Cry, and Do I Know What I'm Doing.* These are in addition to the compositions available under both BMI and ASCAP licenses, such as the hit songs from 'This Is the Army'.

WHAT ABOUT BMI? Formed by the broadcasting industry to provide music when ASCAP ran out of bounds under the old regime, it performed a near miracle. Since the peace with ASCAP there have been gripes. Some broadcasters, as does the writer, say it has tobogganed. Others claim stations have paid loyally, as stockholders, but are not doing their part and have forgotten the past. The writer, himself a musician, sharply condemns BMI's present performance. It's a matter of vital interest to every broadcaster, because copyright contracts aren't perpetual. BMI will answer in the next issue. Mr. Bratton is a doctor of music and is president of the AFM local union.

A MAN..

. . . who had never used radio, used WOR in 1943 to sell a product WOR had never previously tried to sell.*

Out of that doubtful date sprang a voluntary letter from the sponsor. The following is a telling excerpt from the letter that man wrote:

". . . your particular form of advertising has proven to be one of the best investments we have made in any field. The results have been remarkable. It has not only sold us on WOR, but the medium of radio advertising."

**The product was dresses, at nice prices.*

WOR—THAT POWER-FULL STATION

AT 1440 BROADWAY

IN NEW YORK

Better Use of Radio in War Urged

Forum Speakers Would Utilize Sponsored Programs

NEED for a system whereby the vast audiences of radio's top commercial programs can be tapped for war purposes, increasing the effectiveness of radio's contribution to the war effort but taking less time than the present Government-prepared sustaining programs, was stressed by Chester J. La Roche, chairman of Young & Rubicam and chairman of the Advertising Council, during a forum discussion of "New York's wartime Advertising" broadcast March 5 on WMCA, New York, as part of a weekly series on that station under the auspices of the Commerce and Industry Assn. of New York.

William H. Howard, executive vice-president of R. H. Macy & Co., one of the nation's largest department stores, and Vernon Brooks, advertising director of the *New York World-Telegram*, participated with Mr. La Roche in the discussion, which was moderated by Neal Dow Becker, president of the Intertype Corp. and of the Commerce and Industry Assn.

Less Talk Would Help

In response to a question concerning radio's part in the war, Mr. LaRoche stated: "Radio is certainly contributing much in time and money to help the Government get its points across. In some quarters in Washington it would appear that people believe radio can do the whole job of convincing the American public, but I do not necessarily agree with this. I believe its contribution can be tremendous,—much greater than it is today, in total effect, and I think it can make this improvement by using less time rather than more time.

"The Government has prepared and is running many sustaining radio programs and puts many officials on the air to make speeches," Mr. LaRoche continued. "But there is a problem, in that relatively few listen to a radio talk unless the President makes it. And the unfortunate part about sustaining programs is that they run in competition to Charlie McCarthy, Fred Allen and Eddie Cantor, and such commercial shows which have the bulk of the audiences. What we need to do is work out some system by means of which the vast radio followings of the leading commercial shows can be tapped for war purposes.

"Much progress has been made in this direction. Radio writers and radio performers are preparing their scripts in such a way that they do a wartime job on rationing and conservation or bond selling. Or performers will take a few minutes off during the show and step out of character long enough to appeal to their listeners to cooperate in one way or another with the war effort. All this is good, but still more progress can be made in the direction of utilizing the already established radio audience."



VALUE OF WARTIME advertising, March 5 subject of the *Business Forum* program on WMCA, New York, conducted by the Commerce & Industry Assn. of New York, was discussed by (l to r): William H. Howard, executive vice-president of R. H. Macy & Co.; Vernon Brooks, advertising director, *New York World Telegram;* Neal Dow Becker, Assn. head and president of the Intertype Corp., moderator; Chester J. La Roche, chairman of Young & Rubicam and chairman of the Advertising Council. They concluded that radio's war job could be more effective.

Mr. Brooks explained that advertising should continue in an all-out war effort:

"Because Americans want to know what manufacturers are doing with the plants that formerly made civilian products, or are now making them for the Army and Navy.

"Because manufacturers need to keep alive a public desire for their products so that their employes and their capital will not be out of jobs after the war.

"Because America wants to know what new processes and products industry is developing for the war, which, if given a chance after the war, will again lead the way to better standards of living, not only for America, but for the world.

Advertisers Can Help

"Because manufacturers want to tell America what they are contributing to the war, for this permits the public to determine for itself who deserves patronage and friendship after the war.

"Because the public wants to know what profits are being made from war contracts, and businessmen have the need to tell what those profits are, in the simple and understandable language of the average man and woman.

"Because of rationing, personnel shortages, and war necessities, our great retail stores will be forced to institute many innovation services —and the buying public will want to know of them quickly."

Explaining that New York's wartime advertising has helped to interpret to the public regulations of the war agencies as they affect merchandise, Mr. Howard said: "Very early in this war, when it became apparent that certain articles of merchandise were going to disappear from the retailers' shelves, stores voluntarily and wisely began urging their customers to take care of the things they bought. In New York last year more than 30 of the larger department stores banded together in a voluntary drive designed to teach the public how to conserve merchandise. The slogan used was *Buy Only What You Need—Take Care of What You Buy.*—Similarly, advertising has helped to explain the uses and the limitations of substitute materials so that the public could buy with more assurance and at the same time know how to take proper care of these new materials."

Urging local advertisers not to wait for Government requests or commands to step in and help, but to take initiative as the national advertisers have, Mr. LaRoche reviewed the way in which, even before Pearl Harbor, "the advertising industry took the iniative in helping the Government get its vital defense and war messages across to the public. National advertisers, newspapers, producers of billboards, and the radio industry all cooperated to set up the Advertising Council, which is now a semi-official group.

Contributions Heavy

"Through the efforts of the Council, many wartime campaigns have been planned and placed in newspapers, magazines, billboards, and on the air. Some of our largest industries have contributed substantial amounts of money to finance these Government campaigns, and magazines, newspapers and radio have contributed much space and time.

"I think I can safely say that as the war wears on, more and more national advertisers will turn their advertising appropriations—or at least substantial parts of those appropriations—into advertising to help organize the home front," he stated.

"But that is not enough. The local advertiser, and the local newspaper, and the local radio station are close to local people and local problems. They can translate the war in terms that carry a real and special meaning to the people who are accustomed to reading or listening to these local organs of communication.

"There is one thing certain," Mr. LaRoche concluded: "If we don't win the war we will have no department stores, newspapers, magazines, or radio worth having; and if we don't win it in a reasonable length of time our entire economic system will be so badly out of whack that it may take years and years for us to get back our normal standard of living."

FOR WAR WORKERS
14 Plants Cooperate in News, Drama Show

MORALE BUILDER among war workers is *Soldiers of Industry*, half-hour weekly program on WROK, Rockford, Ill., made up of news of personnel activities in 14 local war plants.

First half of the program reviews employe sports as well as personal news and letters from employes in service. Factory personnel managers supply each plant's news. Second half of the show is a 15-minute sketch tracing a particular plant's product from the time it leaves the assembly line until it reaches the battleline.

MacKenty RCA V-P

JOHN GILMAN MacKENTY, for many years assistant to the vice-president of RCA in charge of RCA Labs., has been elected vice-president, general manager and director of Radiomarine Corp. of America, as announced by Charles J. Pannill, president of Radiomarine. Mr. MacKenty, with RCA for 21 years, has been in charge of foreign license contracts for RCA since 1930, and was previously with the RCA sales department which he joined in 1922.



Mr. MacKenty

O'Brien in Service

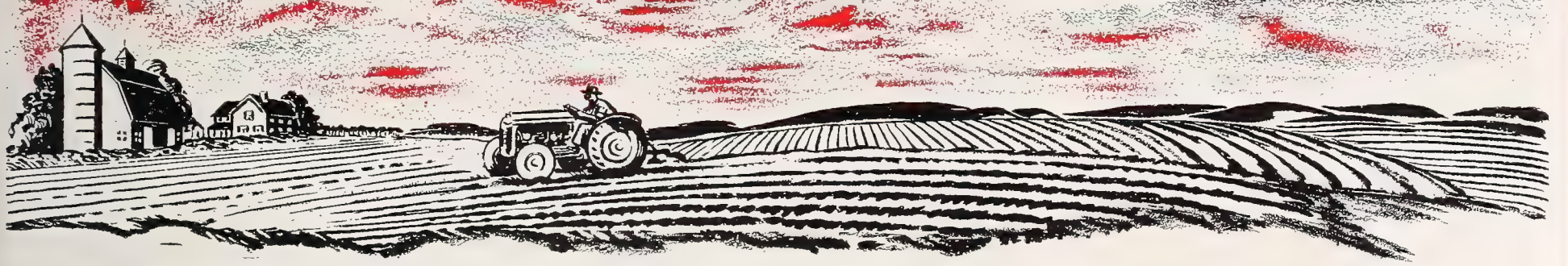
D. H. O'BRIEN, former vice-president of Graybar Electric Co., New York, is in charge of the new Field Service Division of the Army Signal Corps, Maj. Gen. Roger B. Colton announced last week. Retaining civilian status, Mr. O'Brien will coordinate distribution of signaling equipment and parts domestically and in combat zones. He had been with Graybar 26 years when he retired Jan. 1 as vice-president in charge of sales activities in the Merchandising and Western Electric Sales Depts.

Coffee Bureau Renews

PAN AMERICAN COFFEE Bureau, New York, which has been conducting a campaign of women's participations on a varying basis on 29 selected stations since last September, renewed the entire series March 8 for another 26 weeks, making a total of 52 weeks. Agency is J. M. Mathes Inc., New York.

The $6400.00 Question

WHAT RADIO STATION HAS A FARM AUDIENCE WITH AVERAGE INCOMES OF $6400.00?



GETTING there first with the most dollars is sound selling strategy. Alert GHQ's on the national advertising front are training their sights on the rich, prosperous 1¼-billion dollar Iowa farm market. They have the answer to that $6400 question . . . and it's red-hot news! Iowa farmers had an average income of $6400 in 1942 (according to figures just released by Iowa State College agricultural economists). That's a smashing 37% gain over 1941. During this same period costs lagged behind, showing an increase of only 15%. The result: A 22% increase in farm purchasing power!

★ ★ ★

The Iowa farm market outranks all others as your 1943 sales objective because here the basic food essentials . . . the beef, pork, corn, and dairy products we must have to win the War and the Peace . . . are produced in the greatest quantity. And as the production of these essentials continues to soar, Iowa's average farm income surges steadily higher at a faster clip than that of most other states.

Iowa farmers need your products now to help in the Food-For-Freedom battle, and they have ready cash to spend. The Iowa farm plant will remain in high gear long after Hitler and Hirohito bite the dust because the job of feeding the world will rest squarely on their shoulders for years. Thus, the income in the WMT area will remain stable . . . population shift will be of minor importance . . . a situation much different from that which may develop in highly industrialized war production centers. You can step into Iowa now and throw your Sunday punch without the nightmare of shifting markets and post-war economic question-marks.

The Iowa farmers you sell on WMT today will have the money to buy your product tomorrow. And they will still be listening to their favorite Iowa Station on Iowa's Best Frequency, WMT, on 600 Kilocycles!

BASIC COLUMBIA NETWORK

CEDAR RAPIDS

5000 Watts Day and Night • 600 K.C.

WMT

A COWLES STATION

WATERLOO

Represented by the Katz Agency

Advertising Industry Is Urged To Lead Post-War Era Study

Charles B. Brown, NBC Executive, Tells Washington Ad Club 'Greatest Opportunities Are Ahead'

LEADERS in advertising and sales management should join movements designed to pave the way toward solution of post-war problems, according to Charles B. Brown, NBC director of promotion and advertising, in an address March 10 before the Advertising Club of Washington.

Taking as his subject "Tomorrow Is Here", Mr. Brown reviewed the conflicting economic and social elements growing out of the world crisis and peered into the issues likely to arise from long years spent in waging the war.

Advertising and sales management face their greatest opportunity as well as the greatest threat to themselves in the period immediately ahead, he told the club. As experts in contacting and influencing the public, he continued, they must be the social and economic interpreters of every group in American life.

Radio Ready

Radio and television, Mr. Brown said, are ready to reveal new horizons publicly when their war service is over. Among radio developments he listed the electronic microscope developed by RCA, an instrument which he said will develop new opportunities of service to mankind.

Great peace opportunities will be found in other industries, he went on. Among those mentioned were aluminum, magnesium, wood that won't burn, glass that won't sink, wood radio towers, hydroponics or the raising of vegetables in chemical solutions, and heat induced by thermal radio.

Among difficulties lying in the way of post-war progress, said Mr. Brown, are the failure of current social and technical progress to run either in parallel lines or on a common level. Danger of economic confusion can result, he continued.

If the post-war problem is to be successfully handled, Mr. Brown said, there must be agreement on a common psychological attitude of mind which will result in accord on a social pattern of equality. Furthermore, Americans must fight as hard to maintain peace as they now fight to maintain the war effort. Then they must properly utilize the unlimited informative machinery available.

Among incidents showing that Americans are sound in heart, Mr. Brown cited the famed Mrs. Mullane incident on a recent Procter & Gamble program on NBC. He recalled how the "consequence" specified by Ralph Edwards, m.c. of the Truth or Consequences program, brought Mrs. Mullane as a program contestant some 204,000 letters containing 300,157 pennies.

Mr. Brown in urging club members to take active part in post-war movements told of NBC's contribution to the war effort and its planning for the years to come.



INTENT EYES of Salesman Mitchell Morris, are focused on the finishing stroke by the pen of Thomas H. Lynch, advertising manager of Robertson's, South Bend department store, which makes a new contract adding Saturday to the store's five-day-a-week sponsorship of *Mort Linder Reporting*, 15-minute evening newscast over WSBT, South Bend. Robertson's also sponsors a 15-minute five-weekly morning program, a thrice-weekly 5-minute program and a five-a-day spot schedule every day but Sunday.

Metzger Heads WMRF

JOSEPH M. NASSAU, general manager and technical director of WMRF, Lewistown, Pa., for the last two years, was to leave on March 15 to join the Plant Engineering and Project Control Agency of the Army Signal Corps, Philadelphia and Washington. Mr. Nassau will be replaced by Thomas W. Metzger, who has been commercial manager of WRAK, Williamsport, Pa., for the last nine years.

WFAS Is Granted Fulltime Operation

Rare FCC War Grant Permits Unlimited Time on 1230 kc.

IN ONE of its rare grants since the war-dictated "freeze order" of April 27, the FCC last Tuesday authorized WFAS, White Plains, N. Y., to operate fulltime on 1230 kc. with 250 watts power in lieu of its present parttime assignment on 1240 kc. By so doing, the FCC also opened the way for fulltime operation of WGBB, Freeport, N. Y., which has shared time with WFAS.

Commissioners Craven and Case voted against the grant, presumably on the ground that it did not adhere to the letter and spirit of the freeze order. The majority concluded that no critical materials or manpower would be involved in the grant, since the station already had procured the crystal cut for 1230 kc.

Godley Drops Petition

Paul Godley, consulting engineer of Montclair, N. J., had been an applicant for a station on 1230 kc. in Newark, which was competitive with the WFAS application. Under the freeze order, however, Mr. Godley withdrew his application and afterward notified the FCC that he had no present intention of reapplying for the facility. Thus, it was presumed, the way was cleared for the WFAS authorization.

On the other hand, the view was expressed that Mr. Godley was penalized because he adhered to the war policy, whereas WFAS had everything to gain but nothing to lose in prosecuting its application, which had gone to hearing.

WFAS is owned by Westchester Broadcasting Corp., headed by Lt. Col. J. Noel Macy, Westchester publisher with Frank A. Seitz as manager. Col. Macy is now on duty with the News Division, War Dept., Bureau of Public Relations, Washington. WGBB is owned by Harry H. Carman.

Union Oil Convention

TO OUTLINE 1943 advertising plans and dealers' part in the war effort, Union Oil Co. of California, Los Angeles, on March 4 broadcast an evening half-hour sales meeting on 33 Don Lee Pacific stations to 75,000 dealers. Gen. David Prescott Barrows, commentator on Union's quarter-hour series, and Reese Taylor, president of Union, were speakers. Cast of the weekly NBC *Point Sublime*, also sponsored by the oil concern, presented a dramatic sketch. Robert L. Redd was producer with Ben Alexander as m.c. Foote, Cone & Belding, Los Angeles, has the account.

RCA Dakar Circuit

RCA Communications, acting in cooperation with the Administration of Posts, Telegraph & Telephone of French West Africa, last week opened a radiotelegraph circuit between New York and Dakar, affording direct communication with the West African port. Messages from the United States were formerly routed by way of London. RCA announced that a direct circuit with Quito, Ecuador, is being tested preliminary to the start of regular commercial operations within the next few days. The Government of Ecuador is cooperating in establishing this circuit.

AAAA Magazine Space Rationing Plan Considered as Possible Guide for Radio

A PLAN for space rationing of advertising in magazines hit by wartime paper restrictions has been worked out by a special committee of the American Assn. of Advertising Agencies after discussions with advertising men and publishers. The plan was approved by the AAAA joint media committee as a suggestion for publications seeking a satisfactory method of handling advertising to conserve paper.

Although it would not apply to radio, since no shortages in time available for bookings have yet appeared, some industry leaders consider that it might be a guide if a shift in advertising to radio or a cut in operating hours necessitated time rationing.

Circulation Cut Urged

According to the AAAA committee, the six-point program for magazines has approval of publishers, advertisers and agencies. ANA cooperated in drawing it up.

In addition to suggesting mechanical savings, such as narrower margins, smaller type and reduced weight of stock, the AAAA committee advocated a reduction in circulation which "would fall on all advertisers alike." Purchasers of the magazine would be urged to share their copies with friends and neighbors.

Actual allotment of advertising space, the report said, should be based on use of the publication over a number of years of normal operation, rather than the abnormal advertising budget of 1942. Some space should be allocated to new advertisers, however, and house advertising should be dropped.

1942 Abnormal Year

In addition, the AAAA committee urged that publishers should recognize their obligation to agencies which "in many instances have spent several years developing new advertisers as a part of their responsibility to publishers in accordance with the terms of their agency recognition agreements, which provide that commission allowed is for developing new business as well as for the servicing of current advertising."

Explaining the selection of a period spanning several years as a basis for rationing advertising space, the committee pointed out that 1942 was abnormal for many established advertisers who converted their facilities for war work, temporarily reducing advertising expenditures as a result.

Copy should be accepted from new advertisers also, the report said, since "it is believed the interests of advertisers, publishers and agencies will best be served" if "new and deserving advertisers are given access to the facilities of magazine advertising."

RALPH EDWARDS m.c. of Procter & Gamble Co.'s *Truth or Consequences* program on NBC, has been awarded a plaque by *Tune In*, radio fan magazine, "for outstanding showmanship in the presentation of Governmental war messages."

Did you ever see such Aggrandizement?



in the de-e-ep South

Aggrandizement according to Noah, of the Webster family, is "to make great in power or wealth." And that's specifically what has happened to the Savannah Seaboard market in the last ten years. In 1935 to be exact, Savannah started an uninterrupted growth that has multiplied industrial payrolls over and over again since that date.

No, this is no "war boom" market. We're enjoying an industrial growth that started before the war and will continue long, long after it. Add to this staple market of steady growth, three new shipyards, 25,000 new workers, six military centers and you've got a war-time, peace-time, boom-time, normal-time market that's worth the serious consideration of any advertiser.

WSAV "THE VOICE OF SAVANNAH"

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

HARBEN DANIEL
General Manager

NBC AFFILIATED STATION

GEO. P. HOLLINGBERY CO.
National Representatives

Selling the New Savannah Seaboard Market

FCC Follows Merger

TO KEEP itself informed on the progress of negotiations by the merger of Western Union and Postal Telegraph, authorized by legislation signed last Monday by President Roosevelt, the FCC last Tuesday designated a three-man committee of its membership to follow aspects of the merger. The committee comprises Commissioners Payne, chairman, Wakefield and Durr. The FCC also named a staff committee, headed by William J. Norfleet, chief accountant, and including Manfred K. Toeppen, acting assistant chief engineer, for the engineering department; Benedict P. Cottone, assistant general counsel, for the law department; and Dallas Smythe, chief economist. The committee will assist the commissioners.

PARTICIPATION in a worldwide permanent peace movement after the war is favored by more than 85% of the people, according to a survey conducted by Baukhage, BLUE Washington commentator.

Other Fellow's Viewpoint . . .

EDITOR, BROADCASTING:

The telegram from Mr. Davis of OWI, which probably cost the Government $1,000 to send and which was uncalled for and which cost also the effort needed to sell forty $25 War Bonds to pay for it, made my blood temperature rise. The newspaper advertisement suggestion of Mr. Callahan also caused some increase in blood pressure BUT your article in your last issue in which you state that the 48-hour week would NOT be applied—seriously—to the broadcast industry really made me "blow my top".



Mr. Wick

I have personally been under the impression that there was a shortage of broadcast operators—a misapprehension it seems—until I read your article. My, my, is it possible that broadcast technicians work FORTY HOURS per week? In war areas, too? To think that they will probably be required to work 48 hours per week seems an almost unbearable sacrifice—in war times too. My, my, what is the world coming to when a man has to work 48 hours per week to earn a living? * * *

Here is my problem out here. I am working EVERY day including Sundays from 7 a.m. to 9:30 p.m. at top speed. I have ONE fulltime operator. He works 80 hours per week. I have ONE parttime operator, a school girl, who fills in two hours per day. I have one parttime program man and announcer (a preacher, and a good one too), who helps me out three hours per morning.

My wife keeps the books and we are running a 15-hour-per-day schedule carrying MBS and NCBS network programs, and we are plumb full commercially. We can't handle any more business, no time is available, we need help and the broadcast industry does not think they will have to comply with the 48-hour week. My, my . . . and my again.

My case is not an isolated one. I can name you four more stations within 150 miles of us that are in the same boat.

The OWI loads us with announcements; the FCC loads us with financial reports; the OCD calls for programs, and "please-report-when-you-ran-these" forms drive us nuts. The FCC says we are essential and MUST keep operating, the Internal Revenue Bureau says we must have our reports in by March 15, the NAB asks for "War Announcements Reports" and the transcription companies write us letters to "please return used transcriptions" promptly.

Strangely enough, these things all get done—but how or when is the problem, usually after 9:30 at night.

My, my, and some broadcast station employes have to work 48 hours per week—maybe. What is this anyway? Is there or is there not a shortage of broadcast technicians and announcers? It does not sound that way. Put some of those people on 60 hours a week and let us have a few for use out here—where they will really work.

BERT WICK,
Director, KDLR
Devils Lake, N. D.
March 5, 1943.

RKO's WEAF Pact

FOLLOWING a successful spot campaign for the film "Hitler's Children" on several stations, including WEAF, New York, RKO Pictures has signed a 52-week contract on the latter station for Saturday news broadcasts at 11 p.m. by George Putnam, starting March 6. Putnam's news period was used in the advance promotion for the picture. This is the first regular RKO series in some time. Firm has used spot from time to time, the *Hitler's Children* promotion being particularly extensive and effective [BROADCASTING, Jan. 25, Feb. 1]. Agency is Foote, Cone and Belding, New York.

WOR 'Wax Museum'

A VISUAL HISTORY of recording will go on display in New York this week, starting March 16, when WOR, New York, opens an exhibit of discs and recording equipment in the Museum of Science and Industry at Rockefeller Center. The exhibit bears the title "Wax Museum" named for WOR's nightly programs of old-time discs. RCA-Victor, Columbia Recording Corp., Decca Records and the U. S. Army have loaned historical and modern records and equipment. Brief lectures will be given for the two-month display.

"Consistently Excellent..."

The first annual Alfred I. duPont Award, radio's Pulitzer Prize, has been won by Fulton Lewis, Jr. for his "consistently excellent" service to the public through news analysis over the Mutual Network.

Mutual is proud of this newest honor for an outstanding commentator. Proud, too, of the way the words of this citation describe the coverage and interpretation which have made Mutual the First Network for News.

THE MUTUAL BROADCASTING SYSTEM

JUNE BAKER . . . *first in Chicago*



SINCE RATIONING and the increased scarcity of food and consumer goods, June Baker's Home Management Program has taken on new significance. Her large and loyal audience has been increased by many housewives who find in June Baker's material helpful information on how to run the kitchen and home on the basis of war economy.

For 10 years June Baker on WGN has supplied the answers to those hundred and one things every woman wants to know—from fashion news and household hints to what's new in the feminine world.

For instance, on the day point rationing of food was announced, June Baker had Michael F. Mulcahy, Director of OPA in the Chicago Metropolitan Area, explain the whole system over her program. Maybe that's one reason why June Baker's Hooper Rating has been higher than any other home economics program in Chicago—higher in every Hooper Report since their beginning.

You can't beat this for a remarkable and consistent record



A Clear Channel Station

50,000 Watts *720 Kilocycles*

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. ★ ***PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.***

Merchandising & Promotion

Report to Nation—Swing Shift Club—Superman Hats, Coiffures Match—Red River Valley

SUPPLEMENT to NBC's two promotion pieces, "A Tale of 412 Cities", has been released to extend the analysis of listening habits to all communities in the United States outside of the original 412 cities. Titled "A Report to the Nation", the four-page supplement covers the dialing choices of the entire country according to networks and independent stations.

Outside the 412 cities, the folder states that NBC has a 51.7% preference by night and a 40.2% preference by day. Combining these figures with those derived from the 412-city survey, in which NBC night programs were preferred by 51.8% and day programs by 30.2%, the nationwide nighttime percentage of NBC preference remains at 51.8%, while the daytime preference increases to 35.5%.

* * *

Superman Expansion

MUTUAL has prepared a special edition of its regular weekly clipsheet, for distribution to 350,000 grocers in connection with the expansion of *Superman*, sponsored by Kellogg Co., for Pep cereal, to a larger network about April 1. The news feature will contain stories about the program and comic strip character, and will offer merchandising ideas. Mutual has been using its regular news sheet in a similar fashion for local dealers of other sponsors. Dealers have indicated that they prefer receiving promotion material for programs from the network rather than the manufacturer.

* * *

Swing Shift Club

DAY CLUB for swing shifters has been started by WCAU, Philadelphia, on Wednesdays for the studio audience of *Open House*, daily variety matinee. After the broadcast, listeners participate in *Soundies*, a sound-effects stunt in which individuals in the audience take vicarious rides on roller coasters, learn marksmanship, drive automobiles, chiefly in comic pantomime, to the accompaniment of weird sound effects. Idea originated with Horace Feyhl, station manager.

* * *

A Profitable "Tune"

"THE PIED PIPER of Milwaukee, WEMP, leads listeners and dollars your way" is the tune piped by that station's latest brochure for sponsors. In a 8 x 11" folder are reproductions of letters received by WEMP for its patriotic and public service features.

* * *

Summaries for Schools

SUPPLEMENTING an up-to-the-minute world map, weekly news summaries of CBS commentators are being distributed to all schools in Los Angeles County by that network, for educational discussion. Map was prepared by Chet Huntley, director of wartime information, CBS Hollywood.

* * *

Hats, Coiffures to Suit

LEADING millinery designers will suggest specific hats for different types of faces in a booklet sent on request to listeners by Pegeen Fitzgerald, who conducts *Strictly Personal* on Mutual. Suitable coiffures also will be described.

Miami Service

A RECORD of public service of WQAM, Miami, in virtually every phase of the country's war program during 1942 has been compiled and published by the station in an 8 x 11-inch booklet containing an itemized account of recruiting, defense financing, morale and home front programs, as well as photographs of community activities reported by WQAM. A total of 959 CBS war programs was used voluntarily by WQAM as its contribution to the war effort. In all, 2,259 programs and nearly 6,000 announcements in 1942 dealt with the war, the brochure reports. Letters of appreciation received from Government and community agencies are included in the publication.

* * *

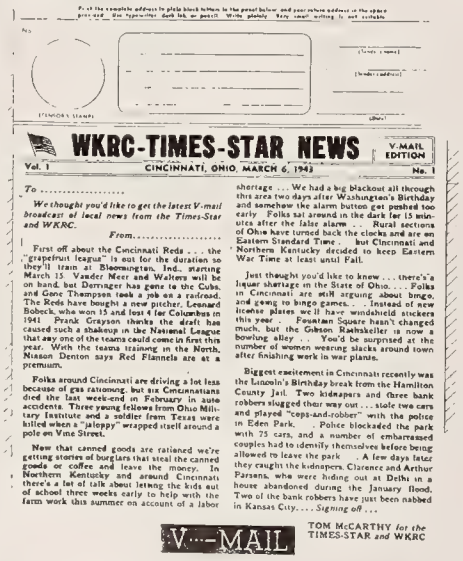
NBC House Organ

A NEW HOUSE-ORGAN for NBC's New York employes has made its appearance, under the title *Chimes*. The publication will be issued on the 15th of each month. Special attention will be given maintenance of morale of employes now in service, all of whom will receive copies. News sheet is prepared by a group of department representatives, headed by Corinne Pearson.

* * *

Red River Valley

PLASTIC-BOUND 20-page brochure has been published by WDAY, Fargo, North Dakota, to dramatize the Red River Valley market. Booklet details WDAY coverage, and explains available competing stations.



WKRC-TIMES-STAR NEWS

V-MAIL EDITION

CINCINNATI, OHIO, MARCH 6, 1943 — Vol. 1 — No. 1

To .....

We thought you'd like to get the latest V-mail broadcast of local news from the Times-Star and WKRC.

From.....

First off about the Cincinnati Reds . . . the "grapefruit league" is out for the duration so they'll train at Bloomington, Ind., starting March 15. Vander Meer and Walters will be on hand, but Derringer has gone to the Cubs, and Gene Thompson took a job on a railroad. The Reds have bought a new pitcher, Leonard Bobeck, who won 15 and lost 4 for Columbus in 1941. Frank Grayson thinks the draft has caused such a shakeup in the National League that any one of the teams could come in first this year. With the teams training in the North, Nixson Denton says Red Flannels are at a premium.

Folks around Cincinnati are driving a lot less because of gas rationing, but six Cincinnatians died the last week-end in February in auto accidents. Three young fellows from Ohio Military Institute and a soldier from Texas were killed when a "jalopy" wrapped itself around a pole on Vine Street.

Now that canned goods are rationed we're getting stories of burglars that steal the canned goods or coffee and leave the money. In Northern Kentucky and around Cincinnati there's a lot of talk about letting the kids out of school three weeks early to help with the farm work this summer on account of a labor shortage . . . We had a big blackout all through this area two days after Washington's Birthday and somehow the alarm button got pushed too early. Folks sat around in the dark for 15 minutes after the false alarm . . . Rural sections of Ohio have turned back the clocks and are on Eastern Standard Time . . . but Cincinnati and Northern Kentucky decided to keep Eastern War Time at least until Fall.

Just thought you'd like to know . . . there's a liquor shortage in the State of Ohio. . . . Folks in Cincinnati are still arguing about bingo, and going to bingo games. . . . Instead of new license plates we'll have windshield stickers this year . . . Fountain Square hasn't changed much, but the Gibson Refrigerator is now a bowling alley . . . You'd be surprised at the number of women wearing slacks around town after finishing work in war plants.

Biggest excitement in Cincinnati recently was the Lincoln's Birthday break from the Hamilton County Jail. Two kidnapers and three bank robbers slugged their way out . . . stole two cars and played "cops-and-robber" with the police in Eden Park. . . . Police blockaded the park with 75 cars, and a number of embarrassed couples had to identify themselves before being allowed to leave the park . . . A few days later they caught the kidnapers, Clarence and Arthur Parsons, who were hiding out at Delhi in a house abandoned during the January flood. Two of the bank robbers have just been nabbed in Kansas City. . . . *Signing off* . . .

V-MAIL

TOM McCARTHY *for the* TIMES-STAR *and* WKRC

BRINGING hometown news to the boys at the front is this novel printed V-Mail newsletter, written by Tom McCarthy, news editor of WKRC, Cincinnati, in cooperation with the *Cincinnati Times-Star*. Published weekly, and sold by *Times Star* carriers for one cent, the V-Mail news is sent by purchasers to their soldier friends. It it written in a friendly, informal manner, covering the latest developments of the Cincinnati Reds, human interest stories about familiar local institutions, and news about changes in life at home.

EXTENSIVE campaign in all Washington, D. C., daily newspapers by NBC for its network managed and operated outlet WRC got under way on March 9 with 1,500-line insertions in the three standard size papers and a 900-line insertion in the tabloid. Insertions are in three series devoted to specific types of programs, and staff members are personalized by thumbnail sketches and photographs. Keynote is expressed in the slogan, "these (program) services are among the benefits of the American System of free radio."

* * *

Scheduled on CBS

THREE CBS programs starting during the first week in March are featured in promotional material recently issued to CBS affiliates. An oversize folder presents Milton Berle's comedy program sponsored by Campbell Soup Co., Camden, N. J. Two other presentations feature *The Man Behind the Gun* for Elgin Nat'l Watch Co., Elgin, Ill., and Guy Lombardo, sponsored by P. Ballantine & Sons, Newark.

* * *

New House Organ

FOR its 20 men in the armed forces and for the staff at home, WFIL, Philadelphia, has a house periodical *Star Spangled Newsletter*, in which personal items and activities of interest are published to give the folks at home a deeper appreciation of the achievements of the men in service and to let the boys abroad know how those at home are backing them up.

* * *

Business News

A DIGEST of authentic information, quoted from official government releases without comment on opinion, is sent by WLW, Cincinnati, each month to 10,000 wholesale and retail druggists in Indiana, Ohio, Kentucky and West Virginia. Called "Business Front," it has four pages, with only one line noting that it is published by the station.

Midwest to Hear British On Regular WLW Shows

DESIGNED to bring a closer understanding and knowledge of England to midwest listeners, a series of broadcasts from London, arranged with the British Broadcasting Corp., will be heard on regularly scheduled programs on WLW, Cincinnati.

Arrangements, completed with BBC officials in New York by James Cassidy, WLW special events director, call for average Britishers to speak to the Midwest via shortwave on such WLW programs as *Everybody's Farm Hour, Background, Far East, Consumers Foundation, Truly American, From the Ground Up, Church by the Side of the Road, World Front* and *Wayside Windows*. Stephen Fry of the BBC New York staff is liaison between WLW and BBC London.

WRC SALES STAFF UNDERGOES CHANGE

REORGANIZATION of the sales staff of WRC, Washington, necessitated when two men left for Navy duty, was announced last week by Carleton D. Smith, station manager. John Dodge, sales manager, was granted a leave of absence to be commissioned a lieutenant in the Navy. Mr. Smith has taken over the duties of sales manager in addition to his managerial post. James Sweet, salesman, also left for Navy duty. He has been commissioned lieutenant (j.g.).



Mr. Smith

Richard A. Ruppert and Mahlon A. Glascock have been appointed to the sales staff. Mr. Glascock formerly was radio director of Lewis Edwin Ryan Inc., Washington agency. Mr. Ruppert, with the OPA the last year, formerly was sales manager of WING, Dayton. Previously he was director of advertising and sales promotion for WKRC, Cincinnati, and later sales promotion director of WSAI, Cincinnati.



Mr. Dodge



Mr. Ruppert

FLAMM APPOINTED AS WPAT MANAGER

SIDNEY FLAMM, vice-president in charge of sales of WPAT, Paterson, has been named general manager, in a major reorganization of the station's personnel last week. Mr. Flamm, who continues in charge of sales, succeeds George L. Jaspert, who resigned to become commercial manager of WPRO, Providence, R. I., starting Monday, March 8. Prior to joining WPAT last October, Mr. Flamm was assistant to the president of WMCA, New York, and had been associated with the station for 15 years.

Replacing Henry Miller, who resigned as program and studio manager to join the OWI, is Ted Webbe, until recently announcer of special events and sports of WINS, New York. He was previously studio manager and chief announcer of WNEW, New York. Mr. Webbe was program manager of WAAM some 12 years ago.

A. Lewis King, formerly of the sales department of WHN, New York, has become commercial director of WPAT. Mr. King, who has been in radio about 17 years, specialized in drug and food merchandising at WHN.

The announcing staff has been augmented by Ken Joseph, from WLIB, Brooklyn; and Ed Langdon, of WKBN, Youngstown, O.

PICTURE OF A MARKET



The Manpower problem in Connecticut's Major Market is being solved by Womanpower. Every available woman is being called upon to produce the materials of war. The result is the high Effective Buying Income per family throughout this area, which even before the war was one of the wealthiest in the country.

Now, conceive of this market as an approximate 30-mile radius with Hartford at the hub, and these two facts become important in the scheduling of your advertising:

1) **Hartford alone has a small percentage of the total population which lives, works and buys in Connecticut's Major Market.**

2) **By using radio on WDRC, you can reach both Hartford and the densely populated surrounding area, at one time and at one low cost.**

WDRC is the basic Columbia Network Station for Connecticut. WDRC's Primary Area fans out from Hartford to include dozens of cities and towns. All these people depend on WDRC to keep in touch with the war's day-by-day and hour-by-hour developments.

In the same way, WDRC can keep you in touch with some of your best customers . . . the million-and-a-half listeners in WDRC's Primary Area.

Write Wm. Malo, Commercial Manager, for complete information, including coverage map, rate card and present availabilities.

COVERAGE PROGRAMS GET ALL 3 ON WDRC RATE

WDRC

CONNECTICUT'S PIONEER BROADCASTER

BASIC CBS HARTFORD

it's easy for the new operator to "carry on" with this Westinghouse Transmitter

When war calls your operating personnel and a new man has to take over, you are fortunate if your transmitter is a Westinghouse 50-HG. Operating simplicity which makes it easier for a new man to handle with full effectiveness is one of the vital improvements which it embodies.

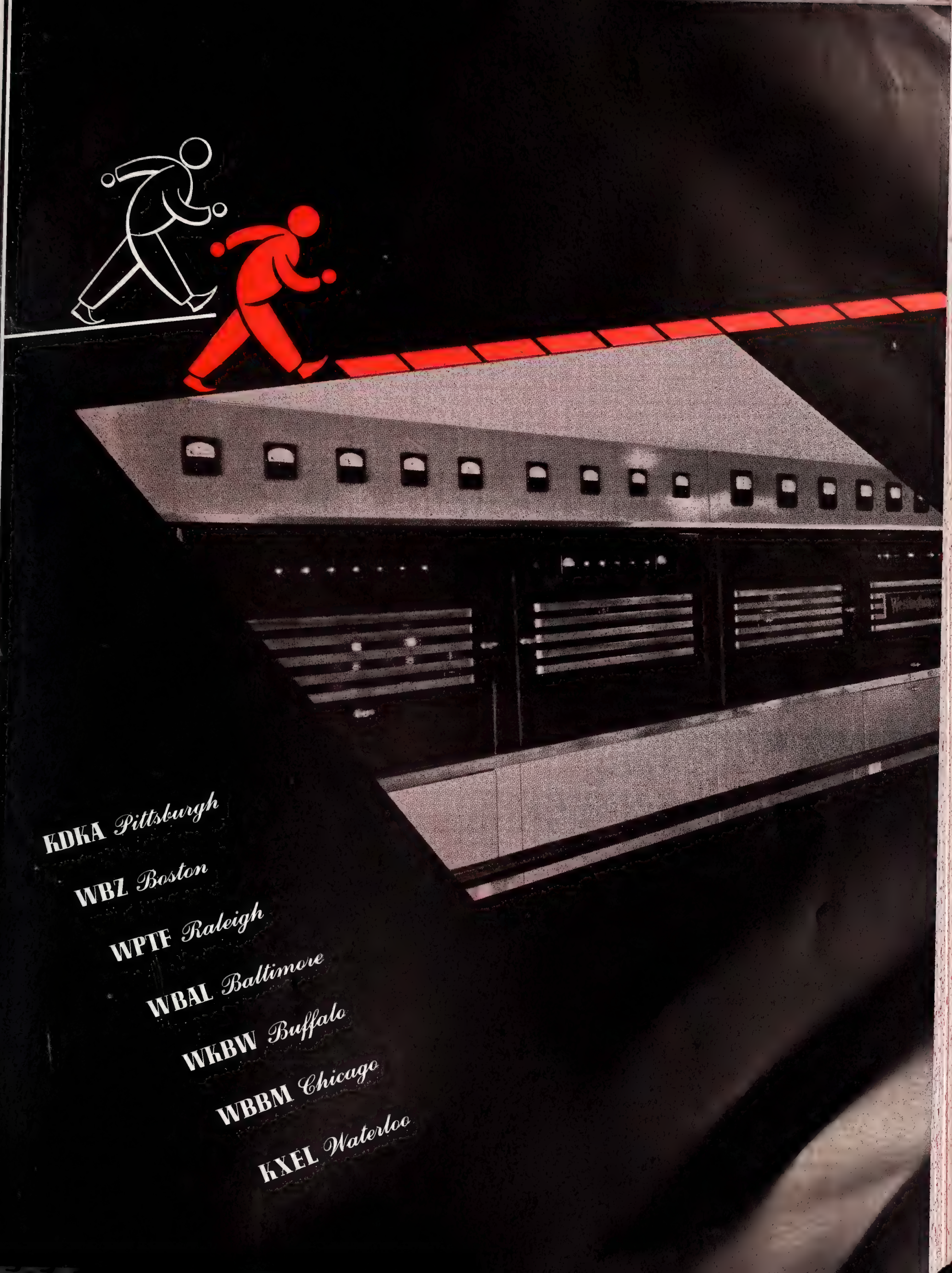
The new viewpoint which Westinghouse brought to bear in designing this equipment gave high rank to operating convenience along with low power consumption and modern appearance. As a result it has established a new era in radio transmitter design and performance.

There are no complicated circuit adjustments—no inaccessible parts—no time-consuming replacements in the middle of your program period.

This is one big reason why the 50-HG has been selected by such stations as WPTF, Raleigh; WBAL, Baltimore; WKBW, Buffalo; WBBM, Chicago; KXEL, Waterloo; KDKA, Pittsburgh; and WBZ, Boston. That's why we say "Keep an eye on these stations" as radio shoulders its share of war's responsibilities.

J-08043

Westinghouse


KDKA Pittsburgh
WBZ Boston
WPTF Raleigh
WBAL Baltimore
WKBW Buffalo
WBBM Chicago
KXEL Waterloo

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SOL TAISHOFF, Editor

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
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WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building
HENRY S. LIEBSCHUTZ, Art Director

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War Business

SPACE rationing, perhaps for the first time in publishing history, strikes the printed pages because of war-dictated paper cuts. The American Assn. of Advertising Agencies, in collaboration with the Assn. of National Advertisers, has evolved suggestions on space rationing looking toward equitable treatment of old accounts and handling of new business during the emergency.

These suggestions, reported in this issue, are of interest to broadcasting because they affect the welfare of contemporary media. Radio isn't hit directly in the same way and isn't immediately confronted with comparable problems of rationing. But it has had its share of operating headaches otherwise and is still far from being out of the wilderness.

Rationing has been added to the advertising lexicon only since the war's start. Yet, radio has been rationed by nature from its very birth. There are only so many waking hours in the day. The clock sets the limit. Printed media, on the other hand, have always added pages—until WPB stepped in.

AAAA suggestions to magazine publishers warrant scrutiny, not because radio may be similarly affected but because there are lessons to be learned in gearing for the future. The suggestion is made, for example, that magazines cut circulation reasonably and urge subscribers to share copies with friends and neighbors. Radio's "circulation" is measured in terms of receiving sets available. Fortunately, ample repair and replacement parts and tubes are being fabricated along "victory model" lines while the battery set problem for rural non-electrified listeners likewise appears headed toward solution.

AAAA suggests that if it becomes necessary for publishers to ration advertising, they allot space on the basis of use averaged over a period of years and characterized by normal operations; that space also be allocated to new advertisers equitably; that reservations be tightened up to avoid cancellations through firm order closing dates.

Time and space are different commodities. But the same overall rules seem to apply.

For publications the AAAA suggestions appear to be logical and sound. For broadcast stations, particularly in the placement of spot business, corresponding terms can be applied. By and large, the same agencies place the business.

Radio has tapped new fields and is getting additional business from accounts that heretofore haven't used the medium. This affords an opportunity to diversify, so the industry isn't dependent upon the business of only a handful of national accounts and agencies who buy practically wholesale. It means, too, that radio more and more should be in the position of picking and choosing accounts.

There has been the complaint that broadcasters have permitted advertisers to "run their business" by dictating programs, terms and talent. If there is any substantial basis for this, the time certainly is propitious for readjustment. Bill Way, general manager of KVOO, Tulsa, thinks the solution reposes in his proposed Declaration of Independence. We think he has something worth considering.

News and Newsmen

NEWS is radio's No. 1 commodity. As the war progresses it becomes increasingly important. Timebuyers are leaning toward news programs because they know they can deliver maximum audiences to sponsors.

It wasn't so long ago that news was "time-filler". Before the advent of competitive press association service for radio, many stations did little more than read the front pages, on a sustaining basis. Today news is a well-organized and integral part of broadcasting. The growth has been rapid—so rapid in fact that all of the rough spots haven't been sandpapered. For the sake of showmanship, there perhaps is an occasional tendency to lean toward the sensational in presenting news and in selecting newscasters.

For instance, many newscasters on the air today are not newsmen, but readers. Of necessity, smaller stations have announcers read wire copy as prepared by the wire services. By and large that service is excellent and requires little processing. In other stations, where newsrooms have been installed, experienced newswriters prepare copy for announcers.

It is this latter development that can backfire unless handled judiciously. Some of these announcers, endowed with authoritative voices, have skyrocketed as "news commentators." Actually they have only acquired the knack of good announcing. They seldom see their copy until airtime. The preparation, however, is by newsmen who know a legitimate story and who follow developments in the news.

There is the tendency now and then to play up a good news announcer as a "news analyst" or a "military expert," though his background obviously doesn't justify the title. This is not intended as a reflection on any individual.

By far the majority of well-known newsmen on the air are competent commentators or newscasters who have served their apprenticeship as legmen and desk men. They know how to evaluate, write and present news. They need no publicity buildups. Their work speaks for itself. On the other hand there are a smattering of so-called "experts" who are merely voices—mouthpieces as it were—for the creative work of the men behind the scenes, the real experts at writing news.

Radio has done more to keep the public apprised, factually and dispassionately, than any other medium by virtue of its natural speed and its acceptance. It doesn't have to sell "blue-sky" in the person of some oily-voiced stripling. It would do far better by giving air credit to the newsman who writes the copy which makes the voice on the air tops in acceptance.

A microphone and a trip abroad don't make a "foreign radio correspondent" any more than a law book and a trip to court make a lawyer.

Guestitorial

SPOT RADIO LOOKS AT 1943

By WALLACE A. WALKER
General Manager
WJHP, Jacksonville, Fla.

TWO VITAL problems face the radio advertiser in 1943. Both of these problems can be eased by the use of spot broadcasting.

First there is the problem of talent costs. Farsighted advertisers are keeping their names before the public either by the continuation of present schedules or by more recent institutional programs.

Meanwhile, big name talent gets scarcer as more and more join the armed forces of the country. Even in non-wartime big name talent costs run into large expenditures which can only be justified through a substantial return of the advertiser's dollar.

It becomes increasingly questionable as to how many companies can maintain institutional programs studded with the stars of the past few years. Recently we have seen several of the hour programs cut to half-hour, such as the *Texaco Theatre* and the *Kraft Music Hall*. Other casualties can be expected in 1943.

Secondly, there is the problem of distribution. Transportation, already heavily taxed by the war effort, becomes a more serious problem as time goes on. For instance, will California oranges be shipped to the East? Will Florida fruits be shipped out of the East? Can advertisers afford to continue network shows in the third and fourth class markets to create a demand for products where distribution is all but impossible?

For example the likely prospect is that California oranges for civilian consumption will be confined to the Pacific and Rocky Mountain areas and Florida fruit will only reach the Eastern seaboard and some midwestern areas. The trend will be toward smaller units of supply within short-haul areas.

Spot can supply the answer to problem 1. A commentator on a North-Central station has

(*Continued on page 42*)

We Pay Our Respects To —



FRANK HOLMES McINTOSH

IT WAS just another job to Frank Holmes McIntosh when he was apprised last week that he had been made assistant to the director of the War Production Board's Radio Division in charge of foreign and domestic broadcasting. But it was a job which he tackled quietly in his astute, methodical way.

After nine months in Washington, the Fort Industry Co.'s silver-thatched technical supervisor still is even-tempered, careful and persistent, determined to insure the minimum needs of the industry but insistent that the needs of war be recognized in the use of critical materials.

An apostle of conservation and careful planning from the day he arrived last April, Mac last August proposed a wartime basis of operation for the industry, which the FCC adopted in November. Under this program, stations are able to obtain maximum use of component parts without impairing service to the listener in the slightest.

Frank H. McIntosh refuses to be stampeded. In possession of the facts, he is the first man with an answer. Through limitation orders, enforced by his unit, no station has been wanting in its minimum needs for continued operation but neither has any station been able to dislodge his operating dictum that all must be served with minimum needs.

He knows the technical side of radio as an engineer and as a salesman. Before joining WPB he had been technical supervisor of the Fort Industry stations since December 1940, associated with George B. Storer, president, and J. Harold Ryan, vice-president and general manager, now Assistant Director of Censorship in charge of radio.

Prior to that he was for four years Pacific Coast District Sales Engineer of Graybar Electric Co., covering 12 Western states, Alaska, the Philippines and Hawaii. For eight years before that he was a member of the technical staff, radio development department, Bell Labs., New York, where he did considerable research on all sorts of communications equipment such as radio oscillators and transmitters, in addition to work on station layouts, antenna design and sales assistance.

Mac's interest in radio was precocious. Aged 9 and out for a walk with a chum, he came upon a strange structure which he later learned was a radio antenna. Then he proudly asserted he would be the first of the two to own a radio set. He made good that boast while attending high school in Omaha, where he was born July 12, 1906. In his junior year Mac built a ham set and an antenna.

A neighbor, Orson Stiles, then assistant to the president of WOAW (now WOW), took an interest in the boy and hired him parttime as assistant engineer. Mac later became chief engineer of the station.

He attended Omaha U. and MIT, where he studied electrical engineering, specializing in communications. In the 15 years of practical experience following his graduation, Mr. McIntosh had no little part in the installations of 200 domestic stations, including KSL, KQW, KOAC, KHQ and KVI, in addition to more than 150 police radio systems. One was for the State of Illinois. That career took him well over a million miles of travel through every State in the Union, all the provinces of Canada and in Cuba and Mexico.

Of all his travels one trip stands out in his mind. He rushed two-thirds across the continent in response to an urgent plea for immediate aid from a station. When he arrived he found a piece of solder between the plates of a condenser, removed it and turned back.

Primarily Mac's an outdoor man and he doesn't mind telling about his ranch in Indian Valley, Cal., South of Mt. Lassen, the only active volcano in the U. S. He's proud that it's a ranch owned by a dude who raises livestock. Confidentially, he'll tell you about the fishing out there, too.

In his spare time Mr. McIntosh likes to delve into Asiatic history, especially China. He has a modest collection of books on the Far East and his knowledge of China has surprised many of his acquaintances.

Few of Mac's friends know his secret ambition. In the basement of his Chevy Chase (Md.) home, where he lives with his wife and two sons, he keeps an easel, oils and pastel crayons. Before the war is over he hopes to sketch some of Washington's historic buildings as a permanent reminder of his part in the war. But his friends will tell you that even should his ambition fail, he will at least have the memory of a job well-done.

Personal NOTES

NORMAN S. McGEE, former director of agency relations of WQXR, New York, has been named assistant to Hugh Kendall Boice, vice-president in charge of sales. Bennet H. Korn, of the sales force, has entered the Army, and Russell D. Walker, salesman, expects to be called into service shortly.

JOHN W. BROOKE, of Edward Petry & Co., Detroit, has been appointed to the BLUE national spot sales staff by Murray B. Grabhorn, national spot sales manager. He succeeds Robert Eastman, who has joined the sales staff of the New York office of John Blair & Co.

EDWARD J. NOBLE, chairman of the Life Savers Corp. and owner of WMCA, New York, has purchased St. Catherine Island, 23,400-acre tract near Savannah, Ga. He will use it for cattle raising and timber production and expects to spend most of each winter there.

MORGAN SEXTON, general manager of KROS, Clinton, Ia., has been elected a director of the Clinton Chamber of Commerce.

MARK SCHREIBER, sales manager of KMYR, Denver, is the father of a baby boy.

HAZEL MANSON has joined the commercial dept. of WHEB, Portsmouth, N. H.

WILLIAM F. MALO, commercial manager of WDRC, Hartford, Conn., this month observes his 13th anniversary with the station.

KATHARINE FOX, war and public service program director of WLW-WSAI, Cincinnati, has been named by the Ohio War Savings Staff as associate administrator of the organization. She will serve on a dollar-a-year basis in coordinating the efforts of women's groups in Ohio in support of the savings program, according to Harold Bredlow, executive secretary.

TOMMY NOLAN, formerly of WORD, Spartanburg, S. C., has joined the commercial staff of WFBC, Greenville, S. C. He will also handle a sports broadcast.

Don Shaw to CIAA

DONALD S. SHAW, former vice-president and general manager of WMCA, New York, who has been granted leave of absence to do Government work [BROADCASTING, Jan. 11], has been appointed supervisor of short-wave for the Office of the Coordinator of Inter-American Affairs. Mr. Shaw started his new duties of an administrative nature in the New York office last week. He will handle distribution of CIAA programs and will serve as administrative contact with NBC and CBS.



Mr. Shaw

CARL H. BUTMAN, Washington radio consultant and former secretary of the Federal Radio Commission, on March 8 was retained by WPB as senior information specialist in the Pulp & Paper Division. He retains his office in the National Press Bldg.

GERALDINE H. KASHINS has left Transamerican Broadcasting Co. to join the commercial advertising division of King Features Syndicate, New York, to handle sales to advertisers and radio.

LOIS FROST, assistant to Bernice Judis, manager of WNEW, New York, has resigned to join the WAACS. Miss Frost was at one time in the traffic department of Benton & Bowles, New York, and prior to that with WMCA, New York.

JOHN E. THAYER, commercial manager of WWNC, Asheville, N. C., has resigned, according to Don S. Elias, executive director.

GORDON W. CONKLIN, auditor of KFAC, Los Angeles, has been inducted into the Army.

JOHN G. PAINE, general manager of ASCAP, has returned to his New York headquarters following West Coast semi-annual meeting of that organization.

RUSS JOHNSTON, Pacific Coast program sales director of CBS Hollywood, observing 20 years in radio, was honored guest at a luncheon given by executives of that network, advertising agencies and trade press on March 10.

ED FIELDS, a brother of Shep Fields, orchestra leader, and new to radio, has joined the sales staff of WINS, New York.

DICK CLARINGBULL, Canadian Broadcasting Corp. regional representative for Ontario and manager of CBL and CBY, Toronto, is the father of a boy.

LEONARD KAPNER, president and general manager of WCAE, Pittsburgh, Pa., is recuperating from an appendectomy.

GLADSTONE MURRAY was honor guest at a farewell dinner in Toronto when he resigned his post as director-general of broadcasting of the Canadian Broadcasting Corp. to enter public relations work in business and industry.

JAMES ALDEN BARBER, assistant manager of KGVO, Missoula, Mont., has been reappointed to the Retail Merchants Committee of the Missoula Chamber of Commerce for 1943.

JOHN FISTERE, sales promotion manager of WNEW, New York, and Isabel Strong Hurd, account executive of Pedlar & Ryan, New York, were married recently in Greenwich, Conn.

JOHN McCORMICH, formerly of the BLUE central division sales staff, has joined the sales staff of NBC central division replacing Lt. George Diefenderfer, now on active duty with the Navy.

BEHIND the MIKE

FRANK WELTMER, chief announcer of KTMS, Santa Barbara, Cal., has been promoted to program director, succeeding Ken Peters, who resigned to join the OWI, San Franciso. Jack McClaren of the music clearance department, has been made traffic manager.

JOHN GAUNT, former Hollywood radio producer, is now lieutenant in the Navy.

JOE BESSER, New York radio comedian, has been signed by Columbia Pictures Corp. to appear in a series of musical films. First film will also feature Hi, Low, Jack and a Dame, vocal quartet heard on the weekly CBS *Texaco Star Theatre.*

ARTHUR STANDER has been added to the writing staff of the weekly half-hour CBS *Grapevine Rancho.* Other writers include Hank Garson and Chet Castleaw. Ransom Sherman heads the variety show.

TOM HANLON, Hollywood announcer, has been given that assignment on the thrice-weekly quarter-hour CBS *Harry James & His Music Makers.*

BILLY FOY, of the talent staff of WJJD, Chicago, is the father of a girl, born March 1.

ROD SWIFT has joined the announcing staff of WGY, Schenectady, coming from WDRC, Hartford, Conn.

MARVIN LEVY, U. of Michigan graduate, has joined WSAV, Savannah.

DON'T WASTE YOUR PUNCH ON JUDY (Ky.)!

If you've been making passes at the buying power of little towns like Judy (Ky.), start pulling your punches. Save your selling socks (and shoes and tires!) for the Louisville Trading Area, which *alone* does 17.1% *more* retail buying than the rest of Kentucky *combined!* . . . With WAVE in your corner, you can tie into every radio home in the Louisville Area for far less than the cost of any other medium. Shall we get out the gloves now?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

GIRL GABBERS





CALL THEM what you will, but hard-boiled titles hardly do justice to the Misses Wynn Cahoon (r), announcer and commentator of WNOX, Knoxville, and Virginia Keith, announcer of KOB, Albuquerque. Listener, unfortunately, can't see what's behind the voices from the airwaves, but Miss Cahoon has appeared as a featured player in Columbia pictures and Miss Keith has acted in Don Lee Television productions.

BILL DILLNER has joined the announcing staff of WCLO, Janesville, Wis.

FRANK MERRILL, announcer of KROW, Oakland, is training in Nebraska with the Army Air Forces.

HUGH BRENNEMAN, announcer of WFDF, Flint, has been commissioned an ensign in the Navy.

GENE AMOLE, announcer of KYMR, Denver, has joined the Army. Miriam Bernard, Chicago scriptwriter, is now director of woman's activities, and Dolores Plested is continuity supervisor.

WILLIAM DUKESHIRE, continuity editor and salesman of WELI, New Haven, is the father of a girl born March 8.

JIM HARVEY, former production chief of KYW, Philadelphia, has returned to the KYW announcing staff.

JOE NEVILLE, associate editor of Buy-Ways, merchandising newspaper of WLW, Cincinnati, is now in the Army.

FRANCIS P. MALONE, news editor and commentator of WIOD, Miami, Fla., suffered a broken shoulder when his automobile skidded and crashed into a tree March 6. Marvin Burick will substitute during Mr. Malone's absence.

WALTER WINDSOR, formerly of WSGN, Birmingham; KLO, Salt Lake City, WMCA, New York, and writer on the *Chase & Sanborn Hour* for J. Walter Thompson Co., has completed basic training at Fort George Meade, and is now with the 23d Special Service Unit, Camp San Luis Obispo, Cal., where he is an applicant for Officer Candidate School. Windsor is known to Uncle Sam as Pvt. Walter W. Winkopp.

HAL ARNOFF, formerly of WDEL, Wilmington, Del., has joined the announcing staff of W53PH, FM adjunct of WFIL, Philadelphia.

BOB DUMM, program director of KSFO, San Francisco, and son of W. I. Dumm, the owner, has joined the Navy as a commissioned officer.

FREDERICK J. EICHHORN, program director of KXL, Portland, Ore., has been made production manager. Barbara Forest, formerly handling traffic, has been made program director. George Heimrich has been named coordinator of Government programs and director of public relations. Arthur Stoulil has joined the announcing staff and Dorothy Arthaud has assumed new duties in script writing.

DAVID HALL, NBC script writer, is the father of a boy born March 8.

JACK SHERMAN, former program director of WHBF, Rock Island, Ill., has joined KMPC, Beverly Hills, Cal., as announcer.

TOR TORLAND, after 11 months battle action in the Egyptian and Tripolitan areas, is home on leave and recently visited KOA, Denver, Col., where he was a newscaster.

MRS. H. M. (Kate) AITKEN, Toronto commentator, has been appointed director of the conservation program of the Consumer Branch, Wartime Prices & Trade Board.

LaSELLE GILMAN, war correspondent and columnist of the Honolulu *Advertiser,* and for the last 14 years a newspaperman in New Zealand, China and Hawaii, on March 7 started a weekly quarter-hour news commentary on NBC, Sunday, 10:45-11 a.m. (PWT).

GORDON F. KEEBLE and Marjorie F. Ellis, announcers at Canadian Broadcasting Corp. Toronto studios, are to be married April 10.

DICK LOUGHRIN has left Yankee Network, to join KYSM, Mankato, Minn., as program director.

JACK O'MARA, promotion manager of WOWO-WGL, Fort Wayne, Ind., has been named to the public relations committee of the Fort Wayne Chamber of Commerce.

CARL VANDAGRIFT, production manager of WOWO-WGL, Ft. Wayne, Ind., is the father of a girl.

HOWARD M. PAUL, continuity writer of WTMJ, Milwaukee, and its FM adjunct W55M, before going into the Navy, in January, 1942, has been promoted from ensign to lieutenant (j.g.).

LANDIS WILKINSON, announcer of KXOK, St. Louis, is scheduled to begin active duty with the Army Air Forces soon. Bill Woolsey, news processor, is also on the reserve list and awaiting call to active duty.

SID McSLOY, a graduate of the KGVO, Missoula, Mont., children's program dept., and a high school sophomore, is enrolled in the station's announcer training school.

JULIUS GLASS, once with WGAR, Cleveland, has joined the staff of WGKV, Charleston, W. Va., as continuity and promotion director. John MacLean has joined the announcing staff, coming from WHDH, Boston.

LUTHER LEE ROWLAND has resigned from W85A, General Electric Co. FM station at Schenectady, N. Y., where he directed the FM Playhouse, to join the traffic division of the OWI in New York.

SLATER BARKENTIN has left WOR, New York, to become a navigating officer of Northeast Airlines. Succeeding him as continuity editor is Mrs. Lucille Martin, of the continuity division.

CAREY LONGMIRE, NBC commentator, is the father of a baby girl born March 3.

VICTOR SEYDEL, who has headed his own play production firm in New York, and has been associated with Jerome Cargill Productions, has succeeded Al Rinker, resigned, as a member of the BLUE production staff.

EDWARD TOMLINSON, BLUE commentator, will start next week on a six-week lecture tour of 15 major cities.

BOB ALLISON, head sports announcer of WNYC, New York, has joined WNEW, that city.

CORP. MICHAEL FOSTER, formerly of the CBS press department, now at Stewart Field, West Point, is putting on an Army program on WGNY, Newburgh, N. Y.

BOB GREENE, announcer, at one time with KROW, Oakland, and KOIN, Portland, has joined KGO, San Francisco. He replaces Frank Cady, who entered the Army March 8.

Hicks Travels by Convoy Vessel to Great Britain

GEORGE HICKS, special features reporter for the BLUE who left the U. S. early this year as a visiting war correspondent accredited by the War and Navy Depts., has arrived in Great Britain on a convoy escort vessel, G. W. Johnstone, director of the BLUE's news and special features division, was notified by radiogram last week. Beginning today (March 15) Mr. Hicks was to resume two broadcasts of his five-weekly BLUE series of interviews with servicemen titled *Men of the Land, Sea and Air.*

While in England he will act as temporary BLUE special features representative, cooperating with U. S. Military and service organizations stationed there. He also will make a study of BBC's special features programs, looking toward further exchange of ideas and cooperation between the two broadcasting companies. Joan Harding, Bill Baldwin and Maury Rider, who have been conducting Mr. Hicks' programs in his absence, will return to their previous schedules, with each handling a weekly broadcast of the series.

KEN NILES, Hollywood announcer on the weekly NBC *Abbott & Costello Show,* has a role in the Republic film "Parade of 1943".

JOHN LALLY, formerly of NBC, Hollywood, and Mel Bailey have joined KGW, Portland, Ore., as announcers.

GEORGE FISHER, film news commentator, and Ray Ovington, former announcer of KMPC, Beverly Hills, Cal., have joined KDYL, Salt Lake City.

JIMMY VANDIVEER, special events director of KFI-KECA, Los Angeles, has been commissioned a lieutenant (j.g.) in the Navy and reported for duty March 15. Bill Davidson, announcer, has taken over his duties. Added to the staff is Russell Stewart, formerly of KSL, Salt Lake City.

GLAN T. HEISCH, chief of the production section of the Pacific Bureau of the OWI Overseas Branch, San Francisco, has been appointed Deputy Chief of the Radio Division in charge of program operations in Hollywood.

S. ROGER BOWMAN, former announcer of WHN, and WNYC, New York, has joined WQXR, New York. He continues his association with the overseas broadcast division of the OWI.

JACK WILLIAMS, program director of KOY, Phoenix, is the father of a boy.

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT

For complete details write
HOWARD H. WILSON CO.
Chicago - New York - Kansas City
San Francisco - Hollywood

1290 K.C. BLUE NETWORK

FIRST IN NEW YORK

. . . more LISTENERS than any other
independent station—
in all surveys.

. . . more NATIONAL ADVERTISERS
than any other *independent* station.

. . . more money spent on WNEW than on
any other *independent* station.

BUT LAST IN NEW YORK

. . . in COST per thousand families reached.

WNEW

---

501 MADISON AVENUE, NEW YORK, N. Y.
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

Represented Nationally by John Blair & Company

JOHN SHURMAN CHAPMAN, announcer of WHBQ, Memphis, is the father of a girl.

GORDON GRAHAM, former radio editor of the *Dayton Journal-Herald*, has been made assistant to James Cassidy, director of special events at WLW-WSAI, Cincinnati. He will also assist in publicity. He once announced at KFAR, Fairbanks, Alaska.

MARTHA PERCILLA, once with CBS, Sterling Adv. Agency, New York, and *Collier's Magazine*, has taken over scriptwriting for Press Association's two special women's "Telescripts"—*Listen Ladies* and *Women Today*, avialable to subscribers of the AP radio news wire. She succeeds Diana Ashley, resigned.

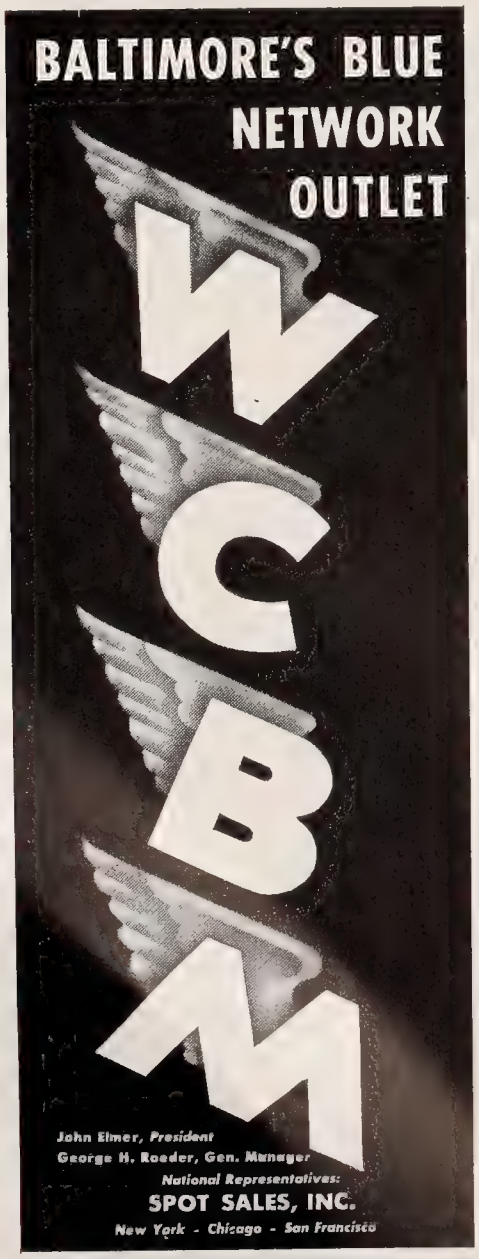
CLIFF HOPKINS of Ottawa, new to radio, has joined the announcing staff of CKLW, Windsor-Detroit.

PAUL MOORE, vice-president of the Southern Artists' Bureau, Dallas, has joined the announcing staff of WHBQ, Memphis. C. H. Price, WHBQ announcer, has been inducted into the Army.

ALLYN EDWARDS has resigned from the announcing staff of WOR, New York. He is replaced by Robert Hope, new to radio. Saul Reiss has resigned from the artist bureau.

BEN TALBOT, newspaperman, joined the CBS press department in New York last week, and has been assigned to the desk. A one-time financial editor of the *New York World-Telegram* and the *New York Journal-American*, Mr. Talbot has also worked with INS and AP.

ELLIOTT MILLER, announcer who left WDRC, Hartford, Conn., to join the Navy, is now an ensign. Two other announcers who left last fall as volunteer officer candidates were recently commissioned second lieutenants in the Army Air Forces in Florida.



Don Hollenbeck Rejoins NBC in London Office

DON HOLLENBECK, formerly on the staff of the OWI in London and two years ago a member of NBC's news department in New York, is rejoining the network this month in the NBC London office, according to William F. Brooks, NBC director of news and special events. Mr. Hollenbeck, who will be heard on NBC's *World News Roundup* weekdays at 8 a.m., was previously with the Associated Press in New York and San Francisco, and served nine years on the *Omaha Bee-News*.

La Selle Gilman, author and columnist in Honolulu, will soon be heard on NBC's Pacific Coast network, reporting from Hawaii, where he is covering Army and Navy news for the *Honolulu Advertiser*. In the New York news office of NBC, Len Morgan, formerly of the *Chicago Sun*, has joined the writing staff.

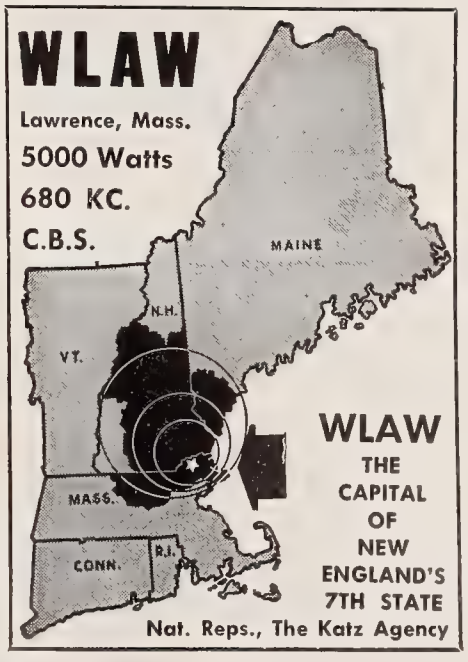
ROBERT E. SMITH has been promoted from the radio sales department of National Concert & Artists Corp., New York, to manager of the special attractions department.

ART HARRIS has left the announcing staff of WHDH, Boston, to join WCOP, Boston.

SPENCER ALLEN, at one time program director of KTAT, Fort Worth, Tex., and now assistant to the chief, of the public relations branch, Fort Monmouth, N. J., has been promoted to rank of Captain.

'Basin' for Jergens

ANDREW JERGENS Co., Cincinnati, which has been planning for some months to sponsor another program in the BLUE Sunday evening 9:15-9:30 spot, currently occupied by *The Parker Family*, will definitely replace that series April 4 with the BLUE sustaining musical show *Chamber Music Society of Lower Basin Street*. A weeknight feature on the BLUE since 1940, the half-hour program will be reduced to a quarter-hour, but will continue to feature Paul Lavalle's orchestra, Prof. "Giacomo" McCarthy, and Milton Cross as m.c. New additions will be Jimmy Blair, baritone, and Ernest Chappell, handling the commercial announcements for Woodbury soap. Agency is Lennen & Mitchell, New York.





Official U. S. Navy Photo

NO EXPLANATION of which BROADCASTING feature caused Ensign Helen F. Chambers, WAVE officer stationed at the communications office, 11th Naval District Headquarters, San Diego, to smile so broadly. Perhaps it was just some reminder of the past, when Ensign Chambers was editorial assistant in the midwestern office of BROADCASTING at Chicago. She joined the first WAVE midshipman class at Smith College last fall.

Ladies Day at Club

ANNUAL LADIES DAY at the Radio Executives Club of New York was celebrated at the March 10 meeting, with Linnea Nelson, timebuyer of J. Walter Thompson Co., New York, and executive vice-president of the club, presiding. Guest speaker was Claudia DeLys, anthropologist and student of folklore. Out-of-town guests included Edward P. Shurick Jr., KLO, Ogden, Utah; Larry Flynn, WMEX, Boston; Harold H. Meyer, WSRR, Stamford, and Harry G. Bright, WGBR, Goldsboro, N. C. It was announced that the speaker at the March 17 meeting would be James Peckham, executive vice-president of A. C. Nielsen Co., who will probably discuss the Audiometer.

Gene Godt is 18th WHO Staff Member in Service

GENE GODT, newscaster of WHO, Des Moines, became the 18th staff member of that station to enter the armed services last week when he was sworn in as an ensign in the Naval Reserve. He had been with WHO two years, coming from KGKY, Scottsbluff, Neb. Mark Kinsey, formerly of the WHO news bureau, heads preliminary training for aspirants to the Army Air Corps and coaches for re-examination, an activity of the National VFW, Kansas City. John Byrnes left the WHO technical staff to teach at MIT. Other WHO personnel now in the service are:

Maj. Ernie C. Sanders, Springfield, Mo.; Don C. Anderson, Sacramento, Cal.; Lt. Richard H. Anderson, Fort Ord, Cal.; Sgt. David Parker, Fort Huachuca, Arizona; Pvt. Harold Rissler, APO 942, Seattle, Wash.; Pvt. Glen Burklund, Indio, Cal.; Corp. James McCulla, Red Bank, N. J.; RT2c Carroll C. Carter and Y2c Kenneth A. Gfeller, Great Lakes, Ill.; Pvt. Boris Radoff, Waco, Tex.; Pvt. Robert Keith Booth, APO 3343, New York; Lt. M. E. McMurray, Arlington, Va.; Lt. Robert H. Harter, Miami Beach, Fla.; Aux. Pauline Griffith, Fort Des Moines, Ia.; Pvt. Leonard J. Howe, Fort McClellan, Ala.; Pvt. Harry K. Black, Shepard Field, Tex.; and Franklin W. Pierce, U. S. Navy, Hanover, N. H.

Army Forbids Soldiers From Broadcasting on Enemy Radio Stations

AMERICAN soldiers, captured by the enemy, henceforth are prohibited from broadcasting on enemy stations, the War Dept. announced last week.

Pointing out that broadcasts purporting to come from American soldiers held as prisoners of war, have been used by the enemy "for propaganda purposes and have been found to be unreliable, inaccurate and cannot be relied upon by the relatives of a prisoner," the War Dept. said that officers and enlisted men have been instructed to refuse all requests or attempts by the enemy to induce them to broadcast, in event they are taken prisoner.

Japan has beamed many recorded messages, allegedly from American soldiers who had been captured, to this country, even announcing in advance that certain officers and men would speak on the air to their homes. It was pointed out that in some instances the recorded voices had a great similarity and that there was some doubt as to the authenticity of he broadcasts.

Although the War Dept. conceded that men already held prisoner likely would not get the new order and that some of those affected by the rule may be taken prisoner and may be forced to broadcast, it was pointed out that any broadcasts by American military personnel held prisoner probably would be made under duress.

Thurman Arnold Takes Appeals Bench in D. C.

THURMAN ARNOLD, former Assistant Attorney General in charge of anti-trust prosecutions, last week became the sixth member of the U. S. Court of Appeals for the District of Columbia, which handles practically all radio litigation, with his unanimous confirmation Tuesday by the Senate. He succeeds Wiley B. Rutledge, who recently was named by President Roosevelt to the Supreme Court.

His ascension to the bench removes from the Government arena one of its most colorful attorneys. An ardent prosecutor, Justice Arnold was instrumental in bringing many anti-trust cases against industry and labor union alike. There now is pending in the Chicago courts a suit he prepared against James C. Petrillo and the AFM, charging it with violation of the anti-trust laws.

KOL Staff Changes

APPOINTMENTS of Oliver A. Runchey as assistant manager and Archie Taft, Jr. as commercial manager were announced last week by Archie Taft Sr., general manager of KOL, Seattle. Jerry Morris has replaced Tom Schafer in the sales department and Dixie Lou Thompson has succeeded Jeanne Peckenpaugh in continuity and publicity. A. G. Dehly and Tommy Greenhow have joined the announcing staff, succeeding Merril Mael and Frances Armstrong.



Improved in War!

. . . for Better Peace-Time Reception

The rigors of modern warfare are the world's finest proving grounds for communications equipment . . . constant usage and unusual operating conditions in every climate are a severe test of the communications receiver. Hallicrafters equipment is proving its high quality performance capabilities with our armed forces.

Hallicrafters communications receiver Model SX-28 (illustrated) 15 tubes, 6 bands, delivers outstanding reception . . . your peace-time model will be worth waiting for.

hallicrafters

CHICAGO, U. S. A.

The World's Largest Exclusive Manufacturer of Short Wave Radio Communications Equipment

The Time to Buy in
Central Pennsylvania

WSBA
900

THE "MID-POINT" ON YOUR DIAL

YORK, PENNSYLVANIA
National Representative: The Walker Co.

I Want more sales in Central New York?

TRY
THE Pre-sold
AUDIENCE OF
WFBL
SYRACUSE, NEW YORK
FREE & PETERS, NATIONAL REPRESENTATIVES

WCHS
CHARLESTON, W.VA.

The Nation's First SYNTHETIC RUBBER PLANT will soon start production in Charleston.

We sell your product as you'd sell it yourself . . . person-to-person . . . sincerely recommending it as one neighbor to another. And it gets results!

WIBW The Voice of Kansas in TOPEKA

All-Purpose Radios Predicted by Fly

Sees Television, Facsimile In Broadcast Receivers

PREDICTION that post-war radio will find a single instrument carrying high-fidelity broadcasting, television and facsimile, was hazarded last Monday by FCC Chairman James Lawrence Fly at his news conference. A similar forecast was made in an editorial in the March 8 BROADCASTING, dealing with post-war planning and urging the newspaper and motion picture industries to take cognizance of the licensing problem that inevitably will arise with such developments.

Alluding to impending developments, Mr. Fly said he believed that in the course of a "very few years" there will be only one service. Separate television, standard, FM and facsimile services and separate receivers will all be washed out, he predicted, and there will be one thorough-going and efficient system.

A Chain Operation

"I would conjecture that it would be based upon the best of the developments we have had to date and those that we get out of war in the FM field and television, including color television. It will be a chain operation carried by radio relay. Radio relay problems are pretty well licked now. It would naturally be chain operation, because we have the programming costs—the difficulty of programming television itself in the various smaller stations.

"I should not be surprised in the course of years if you will have only one receiver. You will have as a basis your highly efficient FM operation and then at appropriate hours the television programs. Every hour or so you will come down and tear off your news reports. We have been in the horse and buggy days up to now."

In its March 8 issue, BROADCASTING stated editorially: "So the post-war radio receiving instrument, in all likelihood, will be at least a three-way device—as ingenious as the aural broadcast service that sprang from World War I. High-fidelity sound reception for those who want to listen, motion pictures probably on a network, and a printed 'newspaper of the air' all will emanate from the same transmitting plant and will be 'received' on the same home device. All this won't happen overnight, but it's as certain as a United Nations victory."

Alluding to the FCC's recent action in relaxing rules on FM and television applications, to permit a flying start in these fields after the war, Mr. Fly said the Commission did this to "encourage FM and television as much as we can and cause the least trouble possible." He declared the Commission wanted to get a demonstration of the good faith and intention of applicants to go ahead.

There were not enough applicants in these fields to cause concern, he said, and in most localities there are plenty of frequencies so there would not be the same embarrassment and difficulties encountered in the standard broadcasting field, because of the scarcity of frequencies.

Agencies

CHARLES H. FERGUSON, executive of BBDO, San Francisco, on the Standard Oil Co. of California account, was recently elected a vice-president. Howard P. Almon, formerly of Botsford, Constantine & Gardner, San Francisco, has joined the Los Angeles staff of BBDO as assistant account executive and copywriter.

RICHARD DUNN, formerly of the media department of Kenyon & Eckhardt, New York, has replaced Hilda Lucey as radio timebuyer of the agency. Jayne Shannon, former secretary of the radio department, has been named an assistant timebuyer. Doris Davenport Smith, formerly of Compton Adv., New York, has joined K & E as a radio commercial writer.

HUBBELL ROBINSON Jr., associate director of radio for Young & Rubicam, New York, is in Hollywood to supervise production of the weekly NBC *Westinghouse Program.*

GORDON F. BAIRD, production manager of Wendell P. Colton Co., New York, has left to join J. M. Mathes Inc., New York, as account executive.

WILLIAM A. JENSEN, formerly with Lennen & Mitchell and Brown & Thomas, both of New York, has joined Swertfager & Hixon, New York, as a member of the plan board and head of sales promotion.

HARRY HARTWICK, copywriter with Young & Rubicam, New York, for *Jack Benny, Aldrich Family* and other General Food shows before joining the Air Forces, was honor graduate on Feb. 20 from the Army Air Forces Technical Training School, Buckley Field, Colo., in a class of 600, with a special diploma signed by Maj. Gen. Weaver, commander of all Army Air Forces Technical Training Schools.

WILLSON M. TUTTLE has left A. & S. Lyons Inc., New York production firm, to rejoin the radio staff of Ruthrauff & Ryan, New York. Mr. Tuttle was previously with R&R from January, 1939, to March, 1942, as director of *Big Sister* and *The Shadow* radio programs.

GEO. H. MacDONALD and Frank Dennis have joined Walsh Adv. Co., Toronto, with closing of the Richardson-MacDonald Adv. Service, Toronto. Mr. Dennis will handle radio.

THOMAS H. BATMAN has left J. Walter Thompson Co., New York, to join the copy staff of J. M. Mathes Inc., New York.

JOHN DONALDSON, former NBC writer and director, has joined the New York staff of McCann-Erickson, as a timebuyer.

WILLIAM BERNBACH, director of research of William H. Weintraub Co., New York, has been promoted to director of public relations.

SUMER W. SINGER, of the RCA Victor division of RCA Mfg. Co., Camden, N. J., has joined Buchanan & Co., New York, as account executive.

FRED LUTTMANN of the research department of Benton & Bowles, New York, has been named an assistant account executive on Ivory Snow.



REPORTING FOR DUTY with the U. S. Navy is John Kettlewell (right) formerly executive of the Groves Labs. account and vice-president of the Russel M. Seeds Co., Chicago, as he is sworn in as a lieutenant by Lt. Com. M. L. Horner of the Ninth Naval District Procurement Office.

RAY BROHOLM, former continuity editor of WLS, Chicago, and advertising manager of the American Gas Machine Co., Albert Lea, Minn., has been appointed radio director and timebuyer of Gunther Bradford & Co., Chicago. He succeeds the late Harry Margulies.

JOHN RIDER, Hollywood office manager of the Biow Co., is the father of a girl born March 1. Mrs. Rider was formerly Grace Alworth, radio commentator.

GEORGE BELSEY Jr., has left Hixson-O'Donnell Adv. Inc., Los Angeles, to join Foote, Cone & Belding, that city, as a copywriter.

W. AUSTIN CAMPBELL, former Los Angeles agency head, inducted into the Army several months ago, has returned to civilian status and is associated with the aircraft industry.

Grant Names McGivern New Director of Media

GEORGE McGIVERN, spacebuyer of Blackett-Sample-Hummert, Chicago, for 14 years, and more recently on the advertising sales staff of the *Chicago Sun,* has been appointed director of media of Grant Adv., Chicago. Mr. McGivern will purchase both time and space for the agency accounts.

Perry Dickey, assistant radio director of the Chicago office, has been named radio director of the Grant New York office. Also transferred to New York are Evelen Elam, Mr. Dickey's assistant, and Frank Newton, copywriter. Simultaneously with the shift, *Dr. I. Q.,* sponsored through Grant on NBC, Mondays at 9:30-10 p.m. by Vick Chemical Co., New York (Vitamins Plus), will be written and handled out of New York.

Sees Listening Gain

RADIO'S task of adjusting itself, without previous wartime experience, to the changing public demand was discussed by Eugene S. Thomas, sales manager of WOR, New York, before the Advertising & Selling Alumni Assn. March 9 at the Advertising Club of New York. Mr. Thomas reported a marked increase in the listening audience, together with a new listener group of war workers in the early morning hours from 2-5:30 a.m. He said 700 factories in the New York metropolitan area are picking up for their workers the WOR *Music You Work By* program 4-4:30 a.m.



Do YOU KNOW what a P. B. X. telephone switchboard is?

It's the switchboard you see in business places—offices, stores and factories, where a number of telephone calls are handled. "P. B. X." means *Private Branch Exchange.* It is run by one or more operators, depending on its size.

These switchboard attendants are not Bell System employees. They are employed by the different businesses, and they are doing a fine job.

In factories and shipyards, offices and mills, the P. B. X. girls are manning battle stations of their own. Many of the calls going through their boards are tied right in with the war.

One P. B. X. operator called the business office of a Bell System company not long ago and made a suggestion that seems worth passing on.

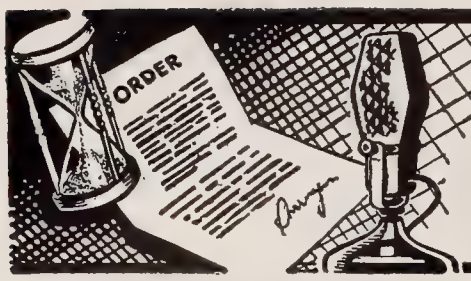
"We have our hands full," she said. "Lots of times people calling in don't wait long enough for an answer. It would help a great deal if they'd just hang on a few seconds longer, and save calling back again."

This thought is a good one to remember. The next time you call a place of business and your call doesn't get answered as promptly as you think it should, won't you just wait a bit longer before you hang up? If you'll do this, you may not have to make the call all over again.

The calm, effective, courteous use of your telephone is especially important in wartime.

This is a quotation from THE TELEPHONE HOUR, *a regular program heard each Monday night over N.B.C.*

BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

WHO, Des Moines

Butler Mfg. Co., Kansas City (oil & farm equipment), 1 *sp*, thru R. J. Potts-Calkins & Holden. Kansas City.
Olson Rug Co., Chicago, 39 *sp*, thru Presba, Fellers & Presba, Chicago.
Continental Baking Co., New York, 300 *ta*, thru Ted Bates, N. Y.
American Chicle Co., Long Island City (gum), 235 *ta*, thru Badger & Browning, Boston.
Johnson & Johnson, New Brunswick, N. J., 312 *ta* for Band Aid, thru Young & Rubicam N. Y., 261 *ta* for Tek, thru Ferry-Hanly Co., N. Y.
Studebaker Corp., South Bend, 43 *ne*, thru Roche, Williams & Cunnyngham, Chicago.
Peabody Co., Mendenhall, Miss. (hosiery), 3 *sp* weekly, direct.
Foster-Milburn Co., Buffalo (Doan's pills), 104 *ta*, thru Spot Broadcasting, N. Y.
Carey Salt Co., Hutchinson, Kan., 52 *sp*, thru McJunkin Adv. Co., Chicago.
The Weatherman, Chicago (Weatherhouse), 2 *sa* weekly, thru Robert Kahn & Assoc., Chicago.

WABC, New York

Electric Razor Repair Service, New York, 3 *sa* weekly, thru Ray-Hirsch Co., N. Y.
Patent Cereals Co., Geneva, N. Y. (Dic-A-doo paint cleaner, Brush Bath), 2 *sa* weekly, thru Moser & Cotins, Utica.
Nature Friend Inc., New York (Magic bird food and accessories), weekly *sa*, direct.
Rose Mfg. Co., Beacon, N. Y. (Tri-ogen rose spray) 3 *sa* weekly, thru Picard Adv., N. Y.
Studebaker Corp., South Bend, Ind. (institutional), 3 *ne* weekly, thru Roche, Williams & Cunnyngham, N. Y.
Spratt's Patent Ltd., Newark (dog food), 5 *sa* weekly, thru Paris & Peart, N. Y.
Dryden & Palmer, Long Island City (Gravy Master seasoning), weekly *sa*, thru Samuel C. Croot Co., N. Y.

WJZ, New York

Manufacturers Trust Co., New York, weekly *ta*, 26 weeks, thru McCann-Erickson, N. Y.
Savarins Inc., New York (restaurants), weekly *sa*, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Smiling Irishman Inc., Los Angeles (used cars), 7 *ta* weekly, 13 weeks, thru Carl Calman Inc., N. Y.
E. Fougera & Co., New York (Magitex dog shampoo), 5 *sa* weekly, 4 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Procter & Gamble, Cincinnati (Ivory flakes), 2 *sa* weekly, 16 weeks, thru Compton Adv., N. Y.
N. Y. Post, New York (new edition), 8 *sa*, 2 days, thru Sherman K. Ellis & Co., N. Y.

WOWO-WGL, Fort Wayne

Centlivre Brewing Corp., Fort Wayne, 312 *ne*, thru Westheimer & Co., St. Louis.
Rit Products Corp., Chicago (dyes), 32 *t*, thru Earle Ludgin & Co., Chicago.
Omar Inc., Omaha (Ranch House pancake flour), 45 *t*, thru MacFarland, Aveyard & Co., Chicago.
Dr. Salsbury Labs., Charles City, Ia. (poultry remedy, disinfectant, conditioner), 39 *sa*, thru N. A. Winter Adv. Agency. Des Moines.
Radbill Oil Co., Philadelphia (Renuzit cleaner), 39 *sa*, thru Harry Feigenbaum Adv. Agency, Philadelphia.

WOR, New York

Axton-Fisher Tobacco Co., Louisville (Fleetwood cigarettes), weekly *ne*, 13 weeks, thru McCann-Erickson, N. Y.

KHJ, Hollywood

Durkee Famous Foods, Chicago (margarine), 2 *sa* weekly, 15 weeks, thru Emil Reinhardt Adv. Agency, Oakland.
Curtis Publishing Co., Philadelphia (*Saturevepost*), 13 *ta* weekly, 52 weeks, thru MacFarland, Aveyard & Co., Chicago.
Bell Brook Dairies, San Francisco (dairy products), 4 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.
B. Cribari & Sons Co., San Francisco (wines), weekly *sa*, thru J. H. Diamond Adv. Agency, San Francisco.
Coronet Magazine, New York, 22 *sa* weekly, thru Schwimmer & Scott, Chicago.
Macfadden Publications, New York (*True Story* Magazine), 3 *sp* weekly, thru Raymond Spector Co., New York.
Langendorf United Bakeries, San Francisco, weekly *sa*, thru Ruthrauff & Ryan, San Francisco.
Acme Breweries, San Francisco, 2 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.
Pierce's Medicine Co., Buffalo, N. Y. (Dr. Pierce's Golden Medical Discovery), 6 *sa* weekly, thru Duane Jones Co., N. Y.
Peterson Tractor & Equipment Co., Hayward, Cal., 5 *sp* weekly, direct.

WLIB, Brooklyn

Griffin Mfg. Co., Brooklyn (shoe white), 5 *sa* weekly, 13 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Roxy Theater, New York, 30 *sa* and 2 *sp*, 1 week, thru Kayton-Spiero Inc., N. Y.
Corsetorium, New York (chain stores), 70 *sa*, 1 month, thru A. W. Lewin Co., N. Y.
Harmon Watch Co., New York, weekly *sp*, 13 weeks, thru Moss Associates, N. Y.
Smiling Irishman, Los Angeles (used cars), 42 *sa*, thru Carl Calman, N. Y.
Brooklyn Academy of Music, Brooklyn, N. Y. (operas), *sa*, thru Gunn-Mears Co., New York.

WGY, Schenectady

Grove Labs., St. Louis (Bromo Quinine, vitamins), 3 *ne* weekly, thru Russel M. Seeds, Chicago.
McKesson & Robbins, Bridgeport, Conn. (Calox), 156 *sa*, 39 *ne*, thru J. D. Tarcher & Co., N. Y.
Penick & Ford, New York (My-T-Fine dessert), 20 *ta*, thru BBDO, N. Y.
Fillmore Farms, Bennington, Vt. (milk), 2 *sa*, thru Hevenor Adv. Agency, Albany N. Y.
Vick Chemical Co., New York (Vapo, Vatronol), 3 *sp* weekly, 13 weeks, thru Morse International, N. Y.

WEAF, New York

Planters Nut and Chocolate Co., Wilkes-Barre, 3 *ne* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Charles B. Knox Gelatine Co., Johnstown, N. Y., 6 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Gruen Watch Co., Cincinnati, *sa*, 52 weeks, thru McCann-Erickson, N. Y.
Paramount Pictures, New York ("Hitler's Children") *sa*, thru Buchanan & Co., N. Y.
P. W. Minor & Son, Batavia, N. Y. (Treadeasy shoes), *sa*, thru Stewart, Hanford & Casler, Rochester.
Allen V. Smith Inc., Marcellus Falls. N. Y. (Puritan brand split peas), 5 *sa* weekly, 52 weeks, thru S. R. Leon Inc., N. Y.
Spool Cotton Co., New York (*spool thread booklet*), 5 *sa* weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.
Grove Labs., St. Louis (Bromo-Quinine), 3 *ne* weekly, thru H. W. Kastor & Sons Adv., Chicago.

WHN, New York

Wm. H. Wise & Co., New York (knitting book), *sa*, *sp*, *ne*, 13 weeks, thru Huber Hoge & Sons, N. Y.
Paramount Pictures, New York ("Hitler's Children"), *sa*, 5 days, thru Buchanan & Co., N. Y.
Sunway Vitamin Co., Chicago, 7 *ne*, 12 *sa*, 11 *sp* weekly, thru Sorensen & Co., Chicago.
The Smiling Irishman, Los Angeles (used cars), *sa*, 13 weeks, thru Carl Calman Inc., N. Y.

WBBM, Chicago

Standard Brands, New York (Stams vitamins) 10 *sa* weekly, 13 weeks, thru Ted Bates Inc., N. Y.
Andy Lotshaw & Co., Chicago (Gorjus and Andy Lotshaw Body Rub) 3 *ne* weekly, 13 weeks, thru Arthur Meyerhoff & Co., Chicago.
Prima-Bismarck Brewing Co., Chicago (Prima beer) 3 *sp* weekly, 52 weeks, thru Newby, Peron & Flitcraft, Chicago.

WDRC, Hartford

Grove Labs., St. Louis (Bromo Quinine), 3 *sa* weekly, 6 weeks, thru Russel M. Seeds Co., Chicago.
Hubinger Co., Keokuk, Ia. (Quick Elastic starch), 5 *sa* weekly, 3 months, thru Ralph Moore, Chicago.
General Baking Co., New York (Bond bread), 15 *t* weekly, 3 months, thru BBDO, N. Y.

Big Spot Campaign Brings 80% Jump In Used Car Buys

New York Firm Gets 2500 Autos In Six-Week Test

AN 80% increase in response to the New York campaign of The Smiling Irishman, Los Angeles, used car dealer, is reported following introduction some weeks ago of an extensive spot radio campaign, according to Tony Holzer, dealer representative of the firm.

The firm set up New York offices last July with the dual purpose of buying used cars for resale to war workers on the West Coast and of obtaining drivers and passengers to take the cars out there [BROADCASTING, Jan. 25].

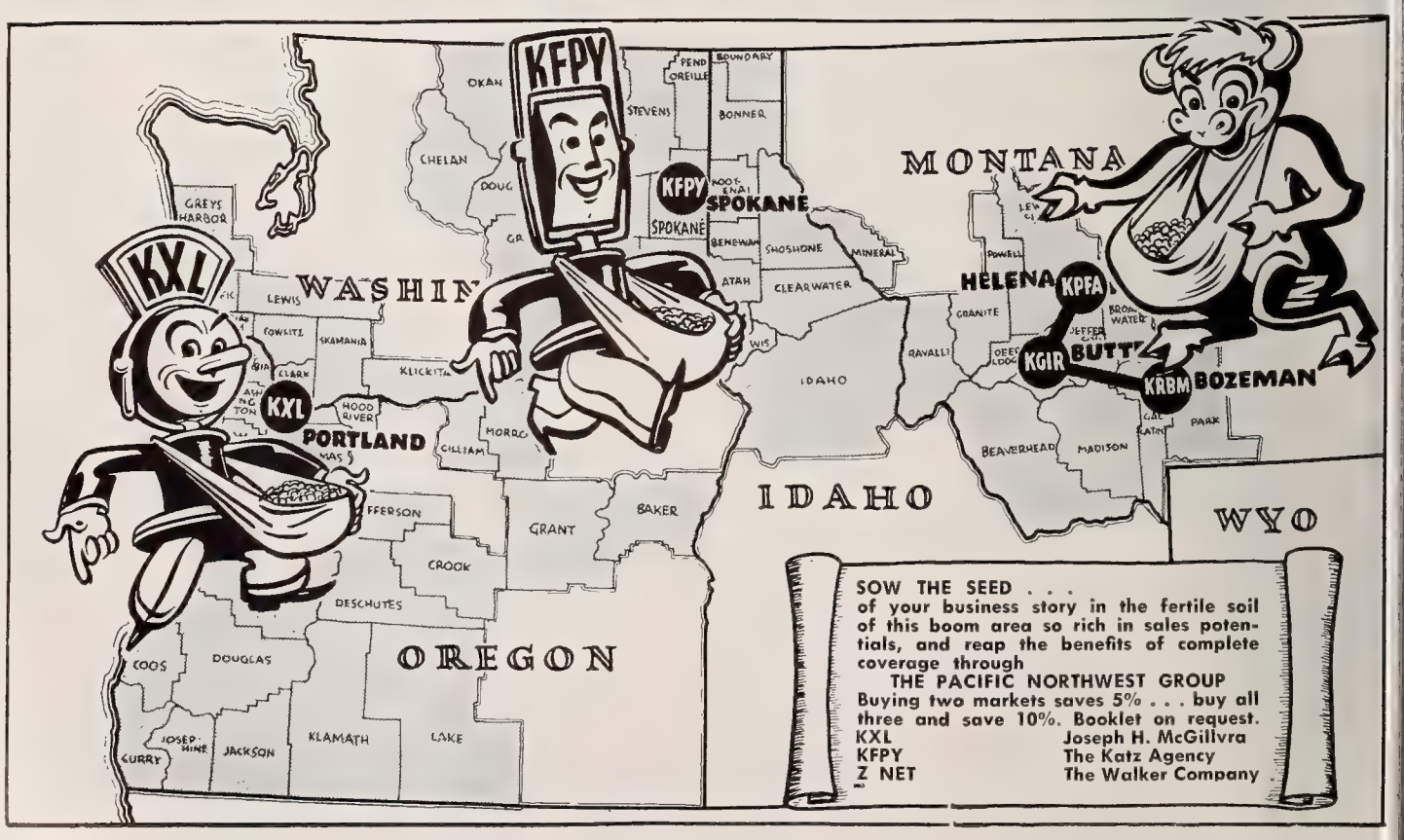
Uses 14 Stations

Newspaper ads were used exclusively up until Jan. 16, when The Smiling Irishman embarked on campaign involving the use of 14 New York stations, with announcements varying from seven to 150 times weekly, for a three-months period. Results to date indicate that radio is the best medium, according to Mr. Holzer.

The overall campaign has resulted in the firm's purchase of 2,500 cars, and a total of 10,000 persons have driven across the country in them. Army and Navy personnel account for 40% of the passengers, while potential war workers have made up the remaining 60%. Agency now handling the New York advertising is Carl Calman Inc., New York.

M Award Program

RADIOMARINE Corp. of America, New York, purchased a half-hour on WJZ, New York, March 8, to broadcast ceremonies accompanying the award of the Maritime M pennant for outstanding production achievement. Speakers included I. F. Byrnes, chief engineer, and H. A. Saul, production superintendent, of Radiomarine. Account was handled direct.



Radio Advertisers

NATIONAL BISCUIT Co., New York, purchased a half-hour on WJZ, New York, Friday, March 12, 4:30 p.m. for a broadcast of ceremonies accompanying the Army-Navy E award to the company for production of war materials. McCann-Erickson, New York, is the agency.

WILCO Co., Los Angeles (Bif, Clearex, Stopspot and other household aids), new to radio, in a 13-week campaign started March 15 is using two to seven transcribed announcements weekly on 26 Pacific Coast stations. Agency is Elwood J. Robinson Adv., Los Angeles. Melvin A. Jensen is account executive.

ROXY THEATER, New York, used a heavy schedule of live announcements and participations last week for "The Young Mr. Pitt" and a stage show headlining Grace Moore. A total of 150 spots were aired for one week on WABC WOR WEVD WOV WQXR WMCA WLIB WNEW. Kayton-Spiero Co., New York, handles the account.

E. W. ELMORE, formerly of Pepperdine Foundation, Los Angeles, has been named advertising manager of Burns Cuboid Inc., Santa Ana, Cal. (food balancers).

CRAWFORD CLOTHES, New York, for its men's clothing store in Philadelphia, has launched a 26-week spot and news campaign on WDAS, Philadelphia, to supplement its schedule started earlier on WPEN, Philadelphia. Account is handled by Al Paul Lefton Agency, Philadelphia.

RUBSAM & HORRMANN Brewing Co., Staten Island, N. Y., has renewed for another year twice-weekly sponsorship of Diane Courtney and the Jesters on WJZ, New York, 7:45-8 p.m. Agency is Samuel C. Croot Co., N. Y.

JACOB ROSENTHAL, of the Dept. of Agriculture, has been named executive director of the joint coffee committee of the Pan-American Coffee Bureau and the National Coffee Assn. The groups are engaged in a joint spot radio campaign.

HELLRUNG & GRIMM Furniture Co., St. Louis, recently signed a new long-term contract with KXOK, St. Louis.

SAFEWAY STORES (food chain), recently signed for a series of new programs titled *The Safeway Ration Reporter* to be aired three times weekly on KLZ, Denver, Col.

MERCHANT'S & MECHANICS Bank, Columbus, has been sponsoring a five-minute program of income tax information on WRBL, Columbus, Ga.

Slicker

HIGH NBC officials were mystified by the feats of magic performed by George Provol, program director of KDYL, Salt Lake City, when the NBC War Clinic was held there. George was quite pleased with the results of his show until he discovered that one of his favorite illusions had disappeared. Now he wonders who of the NBC group knows more magic than he.

THE MAY Co., Los Angeles (department store), on March 15 started sponsoring a thrice-weekly quarter-hour program, *Capt. Jack & His American Junior G-Men Club*, on KECA, that city. Contract is for 26 weeks, with an elaborate merchandising plan directed to youngsters. Firm also sponsors a five-weekly 45-minute program of chatter and recorded music on KFWB, Hollywood. Titled *Maytime*, the morning broadcast is directed by Lou Marcelle. May Co. will continue to use announcement campaigns on local stations for special sales and events. Agency is Milton Weinberg Adv. Co., Los Angeles.

PERFECT CIRCLE Co., Toronto (piston rings), on March 8 started transcribed announcements for the balance of 1943 three to five times weekly, on 17 Canadian stations from coast to coast. Account was placed by McConnell-Eastman Co., Toronto.

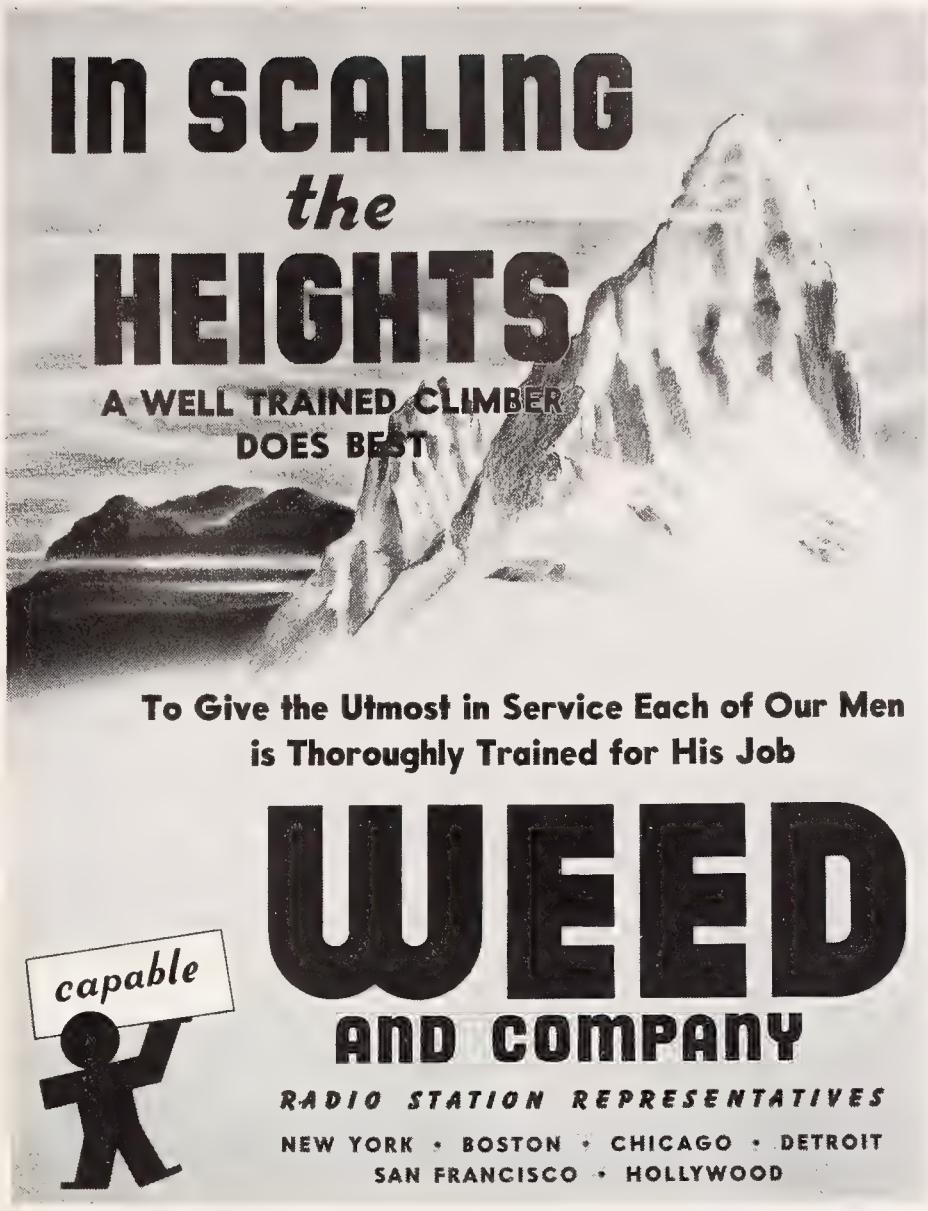
LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned food), has renewed for the fifth year *Pierre et Pierrette* four times weekly, on CKAC, Montreal, and recorded for use on CHRC, Quebec. Account was placed by McConnell, Eastman & Co., Toronto.

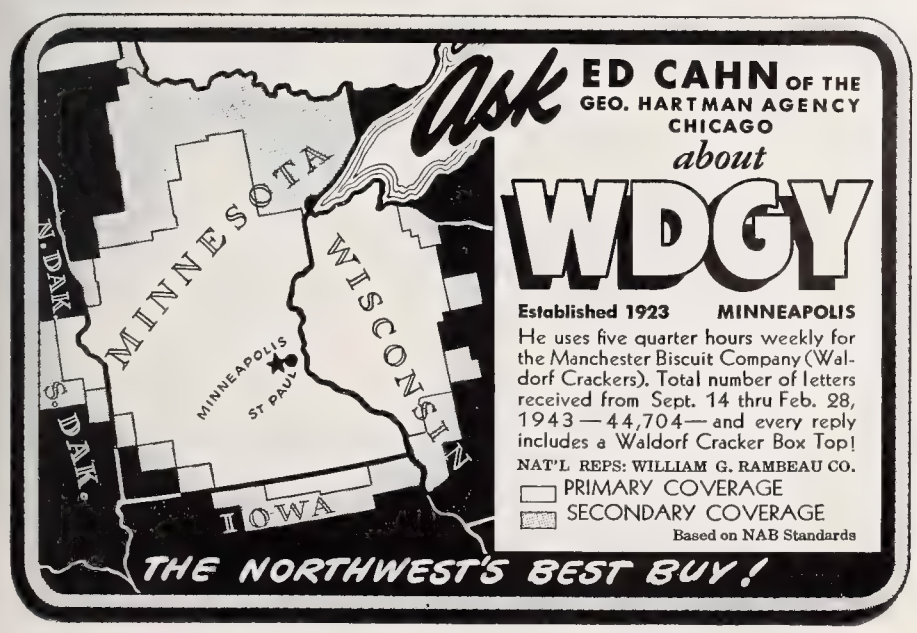
LADY ESTHER Ltd., Toronto (cosmetics), has started a campaign on CKAC, Montreal. Account was placed by Pedlar & Ryan, New York.

PIERCE'S PROPRIETARIES, Buffalo (medicinal), has added CHML, Hamilton, Ont.; CJRC, Winnipeg; CJCA, Edmonton; CKLW, Windsor-Detroit, to the seven Ontario stations carrying five minute transcribed programs four times weekly. Account was placed by F. H. Hayhurst Co., Toronto.

BENJAMIN MOORE & Co., Toronto (paint), has started *Betty Moore* on home decoration on CFRB, Toronto, weekly. Account was placed by E. W. Reynolds & Co., Toronto.

ST. AUGUSTINE National Bank, St. Augustine, Fla., on March 1 started a seven times weekly quarter-hour show on WFOY, St. Augustine, contract to run 52 weeks.





COVER THE REAR

No general worth the brass on his shoulders will advance against an enemy without covering his rear. No matter how important the goal ahead, nor how confident he is of success, he keeps communications open behind him.

In the same way, wise leaders of business, even though they are now engaged in all-out war production, keep open their communication lines with peacetime markets . . . to avoid being "cut off" when war business ends. Keep your contacts by giving people something they value—radio entertainment—to remember you by.



Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB

The Sponsor's Wife
never reads it . . . . but for better results, you should!

Radio people know that sometimes the sponsor's wife can clutter up the sale of time contracts and program features like all get out. The little lady just makes up her mind and . . . well, you know the rest.

It has been rumored, of course, that sponsors are important too. People in the know, say that vice-presidents and sales managers, as well as advertising managers and agency men, to mention just a few, also make suggestions about these things. Fortunately, they read Printers' Ink.

Printers' Ink delivers — in addition to spot advertising and marketing news — an interpretive form of editorial content that sparks ideas, hold attention and serves as a handy, authoritative reference for almost everyone on or near your client's planning board.

If you want to reach the sponsor's wife — try radio . . . to influence America's top-flight advertising and marketing people at their jobs, use Printers' Ink.

Printers' Ink

THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES
205 East 42nd Street, New York, N. Y.

RADIO NETWORKS, STATIONS AND REPRESENTATIVES USING *PRINTERS' INK* DURING THE PAST YEAR

BLUE NETWORK CO., INC.
BUFFALO BROADCASTING CO.
COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK
COWLES STATIONS
DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.
N. B. C. SPOT AND LOCAL SALES
NEW ENGLAND REGIONAL NETWORK
WESTINGHOUSE RADIO STATIONS
YANKEE NETWORK
FREE & PETERS, INC.
JOHN BLAIR & CO.
KDAL, DULUTH*
KDKA, PITTSBURGH
KECA, LOS ANGELES
KFEL, DENVER
KJR, SEATTLE
KMBC, KANSAS CITY
KMOX, ST. LOUIS
KNX, LOS ANGELES
KOMO, SEATTLE
KRNT, DES MOINES
KSO, DES MOINES
KWKH, SHREVEPORT
KXOK, ST. LOUIS
KYW, PHILADELPHIA
WABC, NEW YORK
WBBM, CHICAGO
WBT, CHARLOTTE
WBZ-WBZA, BOSTON
WCAE, PITTSBURGH
WCAU, PHILADELPHIA
WCCO, MINNEAPOLIS
WCKY, CINCINNATI*
WCOP, BOSTON
WDAY, FARGO*
WDRC, HARTFORD
WDZ, TUSCOLA
WEAF, NEW YORK
WEEI, BOSTON
WEVD, NEW YORK
WFIL, PHILADELPHIA
WGAR, CLEVELAND
WGBI, SCRANTON
WGL, FORT WAYNE
WGN, CHICAGO
WGR, BUFFALO
WGY, SCHENECTADY
WHBF, ROCK ISLAND
WHEC, ROCHESTER
WHK, CLEVELAND
WHO, DES MOINES
WISH, INDIANAPOLIS*
WJR, DETROIT
WJSV, WASHINGTON
WJWC, CHICAGO-HAMMOND*
WJZ, NEW YORK
WKBW, BUFFALO
WKZO, KALAMAZOO—GRAND RAPIDS*
WLIB, NEW YORK
WLS, CHICAGO
WMAQ, CHICAGO
WMBD, PEORIA
WMC, MEMPHIS
WMT, CEDAR RAPIDS-WATERLOO
WNAX, SIOUX CITY-YANKTON
WNEW, NEW YORK
WOR, NEW YORK
WORL, BOSTON
WOW, OMAHA
WOWO, FORT WAYNE
WQXR, NEW YORK
WRNL, RICHMOND
WSGN, BIRMINGHAM
WSM, NASHVILLE
WSYR, SYRACUSE
WTAG, WORCESTER
WTAM, CLEVELAND
WTAR, NORFOLK
WTRY, TROY
WWL, NEW ORLEANS

*Space by FREE & PETERS, INC.

PRINTERS' INK
reaches advertisers and agencies,
the people who buy radio time.

Radio Priceless

MONEY means nothing to the men on Guadalcanal but radio tubes are priceless. So wrote Marine Buford G. Willard to J. G. Thompson of the Hallicrafter Co., Chicago. The Marine sent $3 for a new tube. Mr. Thompson promptly dispatched a tube and three new dollar-bills, keeping Willard's money as a souvenir. Came another letter from Marine Willard: "As for keeping the money as souvenirs and sending the $3 in exchange, there was no need. Money here isn't worth anything. The best souvenir we have on the Island is our radio." Marine Willard sent Mr. Thompson some blood-soaked Japanese currency, taken from the body of a dead Jap soldier.

Guestitorial

(*Continued from page 32*)

the highest daytime rating ever attained for a five-time a week show. Before going network *Can You Top This* was on one New York station and commanded a rating that stood up with many of the best high talent network programs. There are many others to afford ample proof that the all-important audience can be maintained without necessarily using large network hookups with big name talent.

Selected Cities

Spot can supply the answer to problem 2. In using network hookups an advertiser is often forced to include cities of the *basic* network where he does not have distribution but which he must pay for. He *must* buy some stations in this area and some in that. He *must* spend a minimum amount of money. At best his coverage does not enjoy a great deal of flexibility.

When he has selected his lineup of cities he has a group of stations, some of which are first in their market while others rate second or third or fourth. Six o'clock in the East may be an excellent time but what about five o'clock in the Central Time Zone?

Spot permits you to buy just the markets you need during this period of restricted distribution and rationing of products. It permits you to select a good time-period in all your markets and it permits you to buy the biggest audience for the least money. Spot has the flexibility which an advertiser is going to need under present conditions.

In the past, insurance agents sold a man a policy. The client decided or was persuaded that he needed more protection so he bought another policy. Two men under identical circumstances as far as needs were concerned bought entirely different types of protection—one liked the idea of an endowment policy, the other wanted term insurance.

Needs of Client

Today the well-trained agent discusses the needs of the client and lays out a plan so that each policy serves a definite function. When the client is ready to buy again he knows just what the new policy will do and how it fits into the plans he has made.

Spot radio used to be a question of buying *time* in a market, on a good station at a price. Today time salesmen must, like the insurance agent, fit the plan to the client. He is no longer in the business of selling *time*. He is selling *audience*.

The client isn't satisfied to buy a spot at 4 p.m. He wants the best spot he can find that is suitable to his message and one which affords him the opportunity of reaching the largest number of people. With an increasing number of cities where this information is available the spot salesman has opportunities such as he never had before, provided he is familiar with his clients' needs and the audience measurements available to him.

In short, 1943 should be the spot salesmen's year.

120 Labor Programs

LABOR UNION leaders participated in 120 broadcasts over the four major networks in 1942, in addition to local and regional broadcasts, NAB said last week, pointing out that the time was furnished free by stations affiliated with the networks. The total included 37 broadcasts of *Labor for Victory*, weekly NBC sustaining feature programmed on alternate weeks by AFL and CIO.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

"ROUNDING UP" A LOT OF SALES IN ST. LOUIS
KXOK
630 KC. • 5000 WATTS
BLUE NETWORK • DAY & NIGHT

Studio Notes

LATEST SUBSCRIBERS to the AP radio news wire from Press Association, radio subsidiary of Associated Press, are KHUB, Watsonville, Cal.; KWTO-KGBX, Springfield, Mo.; KGFF, Shawnee, Okla., and KTBC, Austin, Tex.

PARENTS of Maryland troops stationed in England may hear the voices of their sons through semi-weekly transcribed interviews broadcast on WBAL, Baltimore, through arrangements made with BBC by Stanley P. Richardson, manager of the London office of NBC. A representative of the *Baltimore News-Post* requested Richardson's help in carrying out the plan.

EYEWITNESS stories of the flying service are recounted on *Your Air Force* series on WLW, Cincinnati, arranged by James Cassidy, special events director. First program featured an interview with a young pilot back from North Africa, who described strafing operations against Rommel's tanks.

A UNIT of the WAVES, formed at a recent broadcast of Martha Deane's on WOR, New York, has been "adopted" by program listeners, who are expected to send the girls cookies, lipsticks and other luxuries.

FAMILIES of service men at Army camps in the WBT, Charlotte, N. C., area who have been cited, given awards, or promoted, are notified when to listen to broadcasts of the events over WBT. *Grady Cole's Time* is the program selected by the public relations offices of the various camps on which to air the ceremonies.

NEW NAME of WLW, Cincinnati's former *Views on the News*, roundtable discussion presented each Sunday by Arthur Reilly, Gregor Ziemer and Carroll D. Alcott, is *World Front*.

FURNISHING transcriptions at cost, KTAR, Phoenix, for several months has been recording weddings of air cadets graduating from nearby air training fields. Transcriptions are cut under supervision of Harold Haghawot, chief engineer of KTAR. Outgrowth of an air cadet's request, the service necessitated a special priority for discs used.

WWL, New Orleans, observed the fourth anniversary of the *Esso Reporter* by broadcasting a dramatization of highlights from news and Standard Oil Co.'s part in the war effort, titled *Salute to Service*.

DISABLED entertainers were heard March 6, 10:30-11:00 p.m., over WHOM, New York, in the finals of an amateur talent contest open only to performers incapacitated in some way.

Free Furniture

SERVICEMEN, location unknown, recently were able to equip their recreational rooms through an appeal for furniture broadcast by WIOD, Miami, when the station learned that Government red tape was holding up the works. Listeners provided a long library table, dining table, three chairs, day bed, studio couch, radios and table, straight chairs and living room chair.

TWO transcribed programs produced by Frederic W. Ziv Inc., Cincinnati, have been placed on 17 additional stations. *War Correspondents* has been scheduled on WMBD, Peoria; WSPD, Toledo; WJAR, Providence, R. I.; WING, Dayton; WIBX, Utica, N. Y.; WSBT, South Bend, Ind.; KLRA, Little Rock; WREC, Memphis. *Eye Witness News*, for PA, is sponsored on 120 stations. *The Korn Kobblers*, another Ziv transcribed series, has been placed on: WCBS, Springfield, Ill.; WSOY, Decatur, Ill.; WJPF, Herrin, Ill.; KFVS, Cape Girardeau, Mo.; KDRO, Sedalia, Mo.; KBTM, Jonesboro, Ark.; KXOK, St. Louis; KFSD, San Diego; WIND, Gary, Ind.; KTAR, Phoenix.

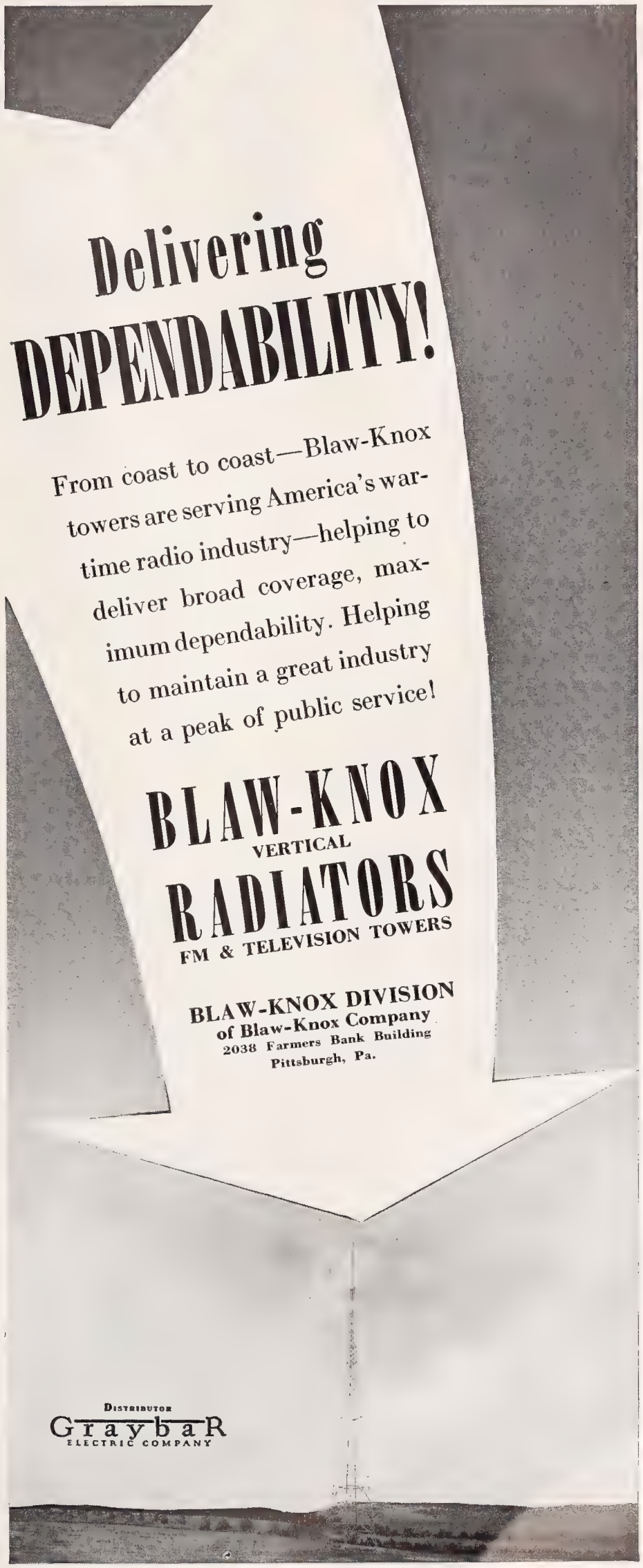
KSTP, Minneapolis-St. Paul, has a fully-equipped sound theater in its studios, providing a 200-seat theater for film screenings and for use by KSTP clients for sales meetings.

SOUNDSCRIPT REPORTERS Inc., an organization offering accurate coverage via transcriptions of conventions, conferences and meetings of all types, has been organized at 17 E. 42d St., New York, with Calvin Truesdale as president.

A NEWS service for workers at the Philadelphia Navy Yard is being provided by WCAU, Philadelphia. A series of daily five-minute news broadcasts goes to the employes during the lunch period direct from the WCAU newsroom by wire to a P.A. system.

OFFICERS and men of nearby Stewart Field, West Point, N. Y., supply the music of the Stewart Field orchestra, which includes many ex-members of name bands, on the half hour weekly *Wings of West Point*, WGNY, Newburgh, N. Y. The program is broadcast remote from the U. S. Military Academy theater.

AGENTS from various insurance companies participated in a February War Bond sales drive sponsored by the companies on WRBL, Columbus, Ga. Schedule included the paid half hour *Any Bonds Today?* and additional morning and afternoon five-minute periods.



WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
The Katz Agency, Inc. — Representatives

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.

Business in Jackson and Mississippi Still Swings UPWARD!

Another month of increasing business activity in MISSISSIPPI was recorded in January!
JACKSON and MISSISSIPPI tied for honors—both showed an increase in business of 20 per cent in January, 1943 as compared to January, 1942.*
The effect of bumper crops and high farm prices plus all-time highs in industrial and general employment and wages are the reasons WHY for the UP Market in Mississippi today.

And, WJDX dominates this market! WJDX can make your product DOMINANT in Mississippi, too!

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI



TRANSRADIO PRESS SERVICE Inc., has moved its Los Angeles offices to 1680 N. Vine St., Hollywood. Telephone is Granite 7710.

INTERPRETING the part of the Rocky Mountain Region in the war effort, a new half-hour variety show is being aired over KOA, Denver, Thursdays at 9:30 p.m. (MWT). Program, scripted and directed by Jack Weir Lewis, is joint presentation of Rocky Mountain Radio Council, Colorado Council for Defense, Denver Regional office of the OWI and KOA.

MENU PLANNING and other suggestions for women under war restrictions comprise a new half-hour program, *Calling All Women*, recently introduced on WCCO, Minneapolis, Minn. Jeanette Campbell, home economics expert, and Darragh Aldrich, Minnesota authors, provide information and interviews. Vicks Chemical Co. continues to sponsor the 3:45-4 p.m. portion of the program with Darragh Aldrich Monday, Wednesday and Friday.

SALVAGED PARTS and scraps from the transmitter workroom were used by the engineering staff of WCBI, Columbus, Miss., in a recently completed program of repairing and adding to the transmitter building.

KGNC recently started a program known as *Locally Speaking* aired each Tuesday and Thursday at 5:00 p.m. Program is written and given by Lewis Nordyke, member of the editorial staff of the *Amarillo Globe-News*. Mr. Nordyke deals with strictly local items not usually included on general newscasts.

MAURICE DREICER, producer and program originator, has formed a Voice Analysis Service, with offices at 998 Fifth Ave., New York.

CHIMES from an old mission bell in the tower of KMTR, Hollywood, are used to sign the station on and off the air.

Post-War Plan

(*Continued from page 13*)

power, arbitrary public authority and unregulated monopolies".

The Board aims at stabilizing the national income at 100 to 125 billions a year, but comments that "the Government need not and should not alone undertake the attainment of such high national production."

"The main reliance for an effective consumer demand must come from private activities taking the lead in opening of new enterprises and in using our new productive capacity," the report said. No specific mention was made of the role advertising could play in creating and channeling demands in this $125 billion economy, but industry leaders saw the statement as an invitation to plan ahead.

According to the report, rationing of consumer and durable goods would undoubtedly continue for sometime after the war. Until plants could be reconverted, and raw materials allocated, the wartime price and distribution controls were considered essential.

Management Stimulation Urged

Government regulation of business would be vastly expanded, under post-war plans which the Board said are based on wartime experience. Mixed corporations with joint Government and private participation are suggested in critical war industries, such as base metals, synthetic rubber, chemicals, shipbuilding and aircraft.

Other fields in which these semi-Government organizations would function are housing, transport terminal reorganization, air transport, electric power and communications, with no mention of particular branches of communications.

Of more direct concern to the broadcaster, it appeared, was the announced purpose of the Board to "stimulate initiative and resourcefulness of management, and to open to channels of investment opportunities" as well as steps "to prevent the abuse of economic power".

Investments Confined

Initiative would be stimulated by adjusting Federal fiscal policies retaining a graduated tax structure with emphasis on individual income and less reliance on corporate income taxes; reduction of consumption taxes, but maintenance of a public works program. Such a tax program, the report advised, "should be conceived and administered to complement and supplement these activities of private enterprise in the maintenance of adequate effective demand".

Of interest to broadcasters, too, is the avowed intent of the Board, under such an economic system, to prevent concentration of industrial production by preventing large industrial firms from branching into unrelated fields in search of outlets for accumulated capital. This, the report pointed out, would prevent a concern operating an old industry from acquiring control over an unrelated industry, often in a new field.

The report was prepared under the direction of Frederick A. Delano, uncle of the President. Only last month, the House refused to appropriate funds for the future operation of the Board.

Digging In

A LOT of American ingenuity is being exercised at KDB, Santa Barbara, where manager Fin Hollinger, three 4F engineers and a secretary are doing the work that formerly required a staff of 14. The three engineers—one with one eye, one with one leg, and one with one side partially paralyzed—are all crack announcers, and double on programming. Mr. Hollinger handles management, sales and continuity, and his secretary handles the traffic dept. Yes, they're looking for help.

THREE MEMBERS of WHOM, Jersey City, have written a war song, "Don't Blame Uncle Sam, Blame the Axis," to be published by Colonial Music, New York. Collaborators were Harry Sperber, formerly of the German department, now in the Army; Bernie Fiedler, station pianist; and Charlie Baltin, assistant director of war activities.

RED CROSS rally with 2,000 workers from New Haven and 15 adjoining districts featured a broadcast over WELI, New Haven, Conn. Prof. William Lyon Phelps was m.c., Mayor John W. Murphy welcomed the group and Father William O'Conner, in France at the time of its fall, spoke on the humanitarian work of the Red Cross at that time. Motion picture stars Ruth Hussey and Lon Chaney Jr., also talked.

COURSE IN RADIO WRITING conducted on Thursday evenings by Chicago network continuity editors and freelance writers started last week at the Abraham Lincoln school. Course will last 12 weeks and cover all phases of radio writing and production. Instructors are: George Roosen, CBS; Orin Tovrov, author of NBC *Ma Perkins;* Louis Scofield, Ruth Walliser, freelance; Leslie Edgley, Hobart Donovan, BLUE.

WANTED:
More Laundries—
on the Air!!!



ASK ANY OF THESE STATIONS WHAT THEY THINK ABOUT THESE KING'S JESTERS SPOTS FOR
LAUNDRIES

KVSF Santa Fe, New Mexico
KGLU Safford, Arizona
WKIP Poughkeepsie New York
WCBS Springfield, Illinois
KLUF Galveston, Texas
WWSW Pittsburgh, Pennsylvania
KFEQ St. Joseph, Missouri
KFBB Great Falls, Montana
WMFD Wilmington, South Carolina
WOOD WASH Grand Rapids, Michigan
WNOX Knoxville, Tennessee
WGNY Newburgh, New York

They All Bought It

THE W. E. LONG CO.
SPOT TRANSCRIPTIONS
KING'S JESTERS
Can Be Used For
Any Laundry
Anywhere



Write for your audition transcription to
THE W. E. LONG CO.
155 North Clark Street Chicago, Illinois

Consistently
Better
Service
—To our clients
$$$ WTOC $$$
Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY



IT'S A MAN'S JOB, running locomotives, but here the male of the species interviews a woman locomotive engineer in a wartime about-face as Myron Fox, special events director of KDYL, Salt Lake City adds another page to *Women at War*. The weekly quarter-hour is sponsored by Salt Lake Knitting Store. Program ties in with WAAC, WAVE and Red Cross displays in the store and is reported to be boosting sales handsomely.

Capital Editors, Industry Agree on Publicity Plan

RADIO EDITORS of Washington's newspapers and publicity representatives of local stations met last Tuesday to iron out some of the duplication of features and pictures which had frequently occurred. As a consequence of the friendly get-together each editor was able to indicate his preferred type of material and slants on the news, resulting in a more suitable distribution of copy and art to each newspaper on the exclusive basis which the editors held necessary.

Attending were Ernest Schier, *Washington Post;* John Stepp, *Sunday Star;* and Dwight Martin, *Times-Herald.* For radio, Neal Hathaway and Leif Eid, WRC; Bill Neel, WMAL; Lee Chadwick and Mary Frances Zarbock, WJSV; Charles Zorhurst, WOL, who also represented G. Bennett Larsen, WWDC, as a courtesy, and Martha Kearney, WINX.

Congress Probes

(*Continued from page 16*)

Civil Service inquiry into purported overstaffing of Government agencies; House scrutiny of draft deferments in Federal agencies (the FCC has been singled out for criticism because of some 400 deferment requests); the Senate Appropriations Committee in connection with the 1944 fiscal year Independent Offices Appropriation, covering the FCC; the Smith Select Committee of the House, inquiring generally into "bureaucracy" on the basis of complaints filed against agencies, and perhaps three or four other current Congressional studies which cover broad overall Government operations.

Hearings on the White-Wheeler Bill may be called within a fortnight, it was indicated in Chairman Wheeler's behalf. The Montanan has been indisposed and was said to be withholding formal announcement of plans until his complete recovery. It is expected that Chairman Wheeler himself will head the Senate Committee, whether it be the full Interstate Commerce Committee or a subcommittee thereof, for the hearings on the reorganization measure.

Senator White (R-Me.), who drafted the bill, is certain to be a member of the subcommittee if one is named.

When the House committee will get underway is problematical. Encouraged by its victory in preventing decimation of the Committee through creation of the new Aviation Committee, the House group is planning active consideration of several lines of legislation, including communications. The communications subcommittee is expected to be very active. Whether it will hold new hearings promptly on the Holmes Bill, or some modification of it, depends to some degree on what the Cox Select Committee may develop in its FCC inquiry. If an 11-man subcommittee is appointed, it will be the largest named by the House for communications legislation.

Unprecedented attention is being given radio in Congress this session. Practically every day addresses are made on either House or Senate floor relating to the medium, usually in criticism of purported regulatory excesses. Last Tuesday Senator Brooks (R-Ill.), is an address on freedom of the press, cited the "hostile attitude of the FCC" toward newspapers, presumably referring to the purported ownership divorcement efforts. In a succeeding address, Senator Wiley (R-Wis.) took up freedom of the press and of radio and cited the "censorship policies of the Government, the FCC licensing policies, Government use of the press, Government use of radio, and the invasion of Government into the publishing business."

Referring to the censorship codes, he pointed out that broadcast stations were "under more stringent censorship than the press, because radio is not domestic in any sense of the word."

Giving the Senate a chronology of "Nazi press and radio control in Germany", as well as studies of similar controls exercised by other Axis countries, Senator Wiley drew a parallel to developments in this country. Alluding directly to radio, he said that "today the FCC has a life-and-death power which it can wield over every radio station in the land, and we know that the Chief Executive has the authority to seize any and all radio apparatus and equipment."



"EVER HEAR ABOUT THE GLACIER THAT MADE THE RED RIVER VALLEY ONE OF THE HOTTEST MARKETS IN AMERICA? GET THE FACTS FROM WDAY—WRITE FER A COPY OF THEIR NEW DATA BOOK!"



WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Lingo

—a name to remember when the war is forgotten

★

VERTICAL TUBULAR STEEL RADIATORS

★

PATENTED FM TURNSTILE RADIATORS

★

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

★

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

TOO MANY OWI PUFFS

Reduction of Announcements, Better Programs Urged by KOB Manager

REDUCTION of the present Office of War Information's Government announcement schedules for network-affiliated stations is suggested as a means of better serving the public by Frank Quinn, manager of KOB, Albuquerque, N. M., newspaper-affiliated station.

In a letter to Robert B. Hudson, consultant of the OWI Radio Bureau for the Rocky Mountain area, Mr. Quinn takes the Government to task for scheduling too many announcements on radio.

Duplication of Effort

"As far as we are concerned it is not much trouble to schedule these announcements," wrote Mr. Quinn. "We are thinking of the effect on the radio audience. After all, the people don't have to listen to these announcements and if we jam too many of them down their throats the net result will be a loss of audience and this will be to the detriment of everyone concerned."

Commenting on present OWI setup, Mr. Quinn asserted: "If we discontinue all of the transcribed OWI announcements we should still have, in our opinion, too many Government announcements."

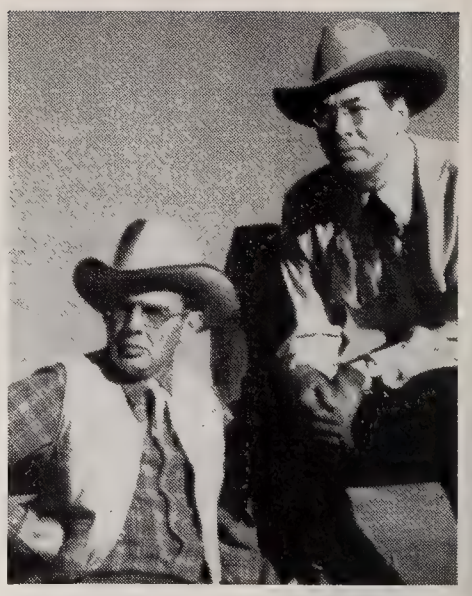
Pointing out that virtually every network program, commercial and sustaining, carries some Government announcement pertaining to the war effort, Mr. Quinn contended that stations carrying network broadcasts are duplicating war announcements when they also schedule them on locally-originated shows.

KOB carries the *Uncle Sam* transcribed series, produced by the OWI for sponsorship, but the station has been unable to sell it, according to Mr. Quinn.

"It was our understanding that this series was to consist of good entertainment which would make the program attractive to both the listener and the advertiser," wrote Mr. Quinn. "We find, however, that these programs for the most part are virtually devoid of entertainment value. We have offered them without success to several accounts on the basis that it would be a patriotic gesture to sponsor them."

Mr. Quinn suggested that the 15-minute OWI programs be produced "according to proven formula of good entertainment by outstanding artists, interspersed with announcements pertaining to the war effort. As presently constituted they are entirely superfluous in view of the fact that practically all subjects are covered by the announcements."

Several different types of programs under different titles should be offered for sponsorship by the OWI, Mr. Quinn contended, giving cities of more than one station a variety of Government broadcasts.



RELAXING ON A RANCH in Arizona from the rigors of the radio manufacturing business are these two Chicago cowhands, left, Thomas A. White, sales manager of the Jensen Mfg. Co., Chicago, and Burton Browne, president of the Chicago agency bearing his name.

Renuzit Spots

RADBILL OIL Co., Philadelphia, will start its largest radio campaign April 5 for Renuzit dry cleaner, using 13 stations in a 26-week campaign. Emphasis will be on conservation of clothes, especially for war workers. Thrice-weekly participation on women's programs has been scheduled on WOR WJR WLW WOWO WRC WFBR WBZ WBZA WTIC WJAR WCSH WLBZ. In addition five quarter-hour news periods weekly have been scheduled on WIP, Philadelphia. The campaign was drawn up by Ralph Hart, radio director of Harry Feigenbaum Adv. Agency, Philadelphia. Harry Feigenbaum is account executive.

Sportscasters Donate Blood

SPORTS BROADCASTERS Assn., a group of some 30 in the New York area, appeared en masse March 10 to donate blood to the Red Cross. An account of proceedings was broadcast on Mutual by Dave Driscoll, WOR War Services Director, while donating blood. Among those attending were: Bill Stern, Ted Husing, Red Barber, Stan Lomax, Connie Desmond, Mel Allen, Marty Glickman, Bert Lee, Jack Stevens, Early Harper, Tom Slater, Bob Harlow, Ralph Palmer, Glen Perkins.

1,200 YEARS OF RADIO That's Total Record of NBC Time on Stations

NBC STATISTICIANS report that during 1942 NBC devoted an average of more than five hours of its own time daily to public service and war effort programs. They also reveal that 11 new stations joined NBC last year; 10 stations increased their night power and three increased day power, producing a total network power increase of 8%.

Statistics also show that 54% of all NBC evening network time is occupied by programs using the full network. If the total number of hours all NBC stations have been on the air since 1926, when NBC was formed, were laid end to end, they would be the equivalent of 1,200 years of broadcasting.

WJSV's *Labor News Review With Albert N. Dennis*, said to be the oldest program of its kind, March 13 completed its 452d consecutive week without missing a broadcast. Founded in 1934 by Albert N. Dennis, who is still director and commentator, program, on the air Saturdays at 6:30 p.m., is devoted to factual summary of events affecting labor and industry and sometimes includes prominent guests. Mr. Dennis is news editor and senior member of the CBS Washington general news staff.



ONLY WGY has the POWER (50,000 watts), the PROGRAMS (NBC plus the region's foremost local shows), and the POPULARITY (based on 21 years of service) to put together a 1½-Billion-Dollar Market in the Hudson Circle.

Represented Nationally by NBC Spot Sales

WGY
GENERAL ELECTRIC
WGY-102

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

The Red Cross has Problems like your own

—*of Planning*

Your Red Cross operates a vast planning program to enable it to be ready for any disaster or emergency anywhere—whether it comes in the Americas, Europe, Australia, Asia, or Africa.

—*of Organization*

Your Red Cross is responsible for the smooth operation of 3,750 chapters and 6,000 branches, all engaged in the same enterprise of helping all who need help.

—*of Personnel*

Your Red Cross has tripled its staff since Pearl Harbor and has had to enlist the aid of and train over 6,000,000 volunteers in the principles of First Aid, Water Safety, Accident Prevention, Home Nursing, Nutrition, Nurse's Aideing, Mass Feeding, Motor Mechanics, and other subjects allied to our country's war effort.

—*of Production*

Your Red Cross is not only one of the world's foremost purchasers of supplies, but it has the immense distribution job of collecting millions of items from 10,000 different communities in the United States, assembling and storing them, and then shipping them to practically every country in the world. Last year your Red Cross shipped some $60,000,000 worth of food, clothing, and medical supplies to over 20,000,000 homeless people in foreign countries.

—*of Finance*

Your Red Cross, whose war-time and post-war expenses will run well into hundreds of millions, must account to the public for every penny it collects and puts to work. Its accounts are audited annually by the U.S. War Department.

The Red Cross faces the same problems as are in your business. With your support it can successfully meet them.

The Second War Fund is greater than the First, but no greater than the increased needs.

Business men can help with time and with money, as organizations and as individuals.

March is the Red Cross month . . . Cooperate with your Red Cross Chapter.

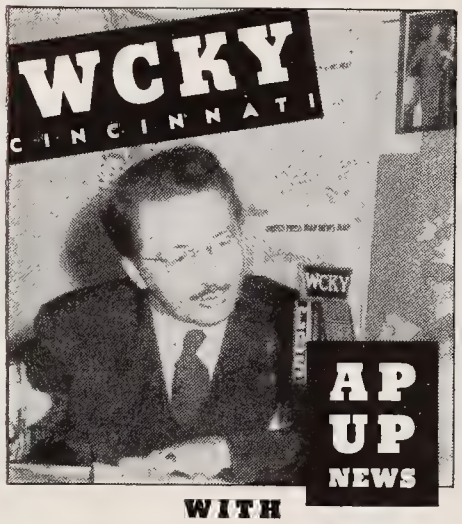
Your Dollars help make possible the

AMERICAN RED CROSS

This space contributed by BROADCASTING *Magazine*

Bergen From Mexico

CLIMAXING a week of guest appearances for the Mexican Red Cross and various war relief functions, at that government's invitation, Edgar Bergen and Charlie McCarthy, featured on the weekly NBC *Chase & Sanborn Show* sponsored by Standard Brands, will cut in their portion of the March 21 broadcast from Mexico City with balance of the cast being heard from Hollywood. It is believed to be one of the first times a portion of a major network variety commercial series has originated from Mexico. Accompanying the pair will be Joe Bigelow, writer; Earl Ebi, NBC, Hollywood producer, and Harold J. Bock, western division press relations manager of the network.



WITH
REX DAVIS
4 TIMES DAILY

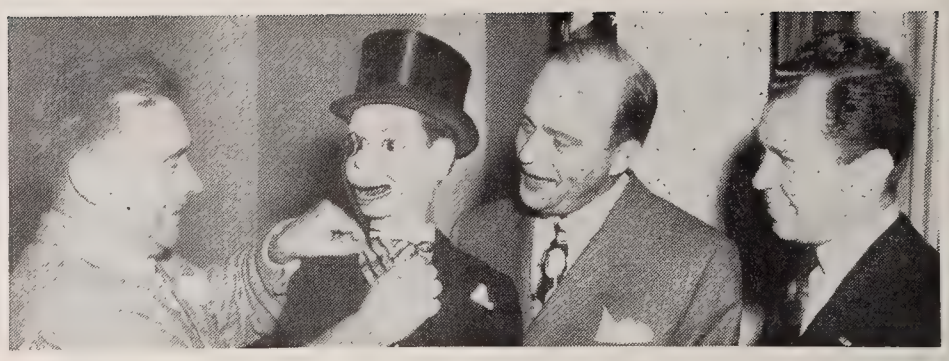
PACKER BUYS TIME TO ACQUIRE CUKES

CALIFORNIA CONSERVING Co., San Francisco (CHB products), has solved the problem of how to obtain cucumbers to be processed into pickles. Since cucumbers are not on the list of essential foods, many truck gardeners will not grow them because the Dept. of Agriculture will not help with priorities on labor, fertilizer and machinery.

The packing company, realizing it soon would be short of pickels, decided to ask the public to grow cucumbers. Then it will buy the "cukes", process them into pickles and sell them back to the public. A weekly victory garden program has been started on KGO, San Francisco, conducted by Rolly Langley, under the title *V for Vegetables*. Commercials offer free cucumber seed and explain that the sponsor will buy all Victory gardeners will sell. If the plan proves successful, the company plans to expand to the BLUE Network.

FCC Deferments Studied

A REPORT on staff members of the FCC deferred as essential to the war effort has been requested by the House Military Affairs subcommittee studying draft policies of Federal agencies, a representative of Rep. Costello's group said last week. He said he understands the FCC is now preparing its answer. In all probability a spokesman for the Commission will be called to testify at public hearings on the report, he added.



SARTORIAL MATTERS as well as business occupied attention of these Standard Brands executives and talent on the weekly NBC *Chase & Sanborn Show*, during a pre-broadcast conference. Preoccupied quartet (l to r) are Charles Bowman, manager of pharmaceutical department of the food firm; Charlie McCarthy and Edgar Bergen, stars of the show, and William Finger, assistant to the president of Standard Brands.

Hale for Sinclair

SINCLAIR REFINING Co,. New York, is following Richfield Oil Corp. in sponsorship of *Confidentially Yours* on a Mutual network beginning March 16. Program of feature news prepared by Transradio Press and broadcast by Arthur Hale has for some time been sponsored on 27 eastern MBS stations by Richfield Oil on Tuesdays, Thursdays and Saturdays 7:30-7:45 p.m. (EWT). Sinclair will sponsor the same program on 103 Mutual stations in the Midwest and Rocky Mountain areas on the same days in the 7:45-8 p.m. spot, giving Hale an uninterrupted half-hour of broadcasting. Both sponsors are subsidiaries of Consolidated Oil Corp., New York. Agency is Hixson-O'Donnell Adv., New York.

Gordon Bread Spots

GORDON BAKING Co., Detroit, on March 10 started one-minute transcribed announcements on a varying basis on seven stations in Chicago, New York and Detroit, for Silver Cup Bread. Schedule includes three news programs weekly on WABC, New York. Gordon, which has been comparatively inactive in radio recently, has been handled since the first of the year by C. L. Miller Co., New York.

KFFA Joins Mutual

KFFA, Helena, Ark., on April 1 will become a Mutual affiliate, making a total of 208 MBS outlets within the United States. Owned by Helena Broadcasting Co., KFFA operates on 1490 kc., 250 watts fulltime.

RADIO STAR NAMED IN CELANESE SUIT

DIRECTORS of the Celanese Corp. of America are charged with spending $1,000,000 to "further, foster and subsidize the career, fortunes and popularity" of Jean Tennyson, star of the company's radio program on CBS and wife of Dr. Camille Dreyfus, president of the company, in a stockholder's suit filed last week in the New York Supreme Court by Seymour Bayer.

Suit to recover $1,350,000 charges that the increased demand for and curtailed supply of the company's products for civilian consumption have compelled the corporation to "put into effect a rationing program of its products to its customers". Despite this, the complaint states, the directors of the company authorized an advertising program which cost $1,000,000 last year for the sponsorship of *Great Moments in Music*, an operatic program featuring Miss Tennyson. Program started Jan. 7, 1942, Wednesdays, 10:15-10:45 p.m., on 51 CBS stations. Time was subsequently changed to 10-10:30 p.m. and coverage was expanded to the full CBS network of 116 stations, on which program is currently broadcast. Celanese advertising is handled by Young & Rubicam, New York.

Officials of the Celanese Corp. declined to comment on the suit, pending the filing of a formal reply by the company's counsel.

KWKW, Pasadena, Cal., Seeks Control Transfer

TRANSFER of control of KWKW, Pasadena, Cal., from Marshall S. Neal, and Marshall S. Neal as trustee of all other stockholders of record, to L. W. Peters is sought in an application filed March 11 with the FCC. Mr. Neal, a Pasadena merchant at the time KWKW was authorized in August, 1941, has been its general manager and principal owner. Mr. Peters is general manager of KIEV, Glendale, Cal., and owner of the National Motel System, a California corporation, with headquarters in Glendale.

The transfer involves all common stock, 5,355.67 shares, for which Mr. Peters would pay $1 per share. A petition is now before the California Commission of Corporations to increase to 10,000 shares the amount of common stock, for which Mr. Peters would pay the same price.


another reason

A convenient spot on the dial never hurt any station. That's ANOTHER REASON why KECA has a big audience. Los Angeles retailers have discovered KECA is the Bargain Buy for all Southern California.

KECA
OF LOS ANGELES

Earle C. Anthony, Inc.

BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives



AFRA Increase Negotiations With Recorders Are Deferred

Disc Makers Balk at Union's 10% Boost Plea; Artists' National Board Sounds Out Locals

DISCUSSIONS between transcription companies and the American Federation of Radio Artists over revision of their contracts are temporarily suspended while the union collects the views of its national board members and also of the boards of directors of the four locals principally concerned, New York, Chicago, Los Angeles and San Francisco.

At an open meeting at the New York offices of World Broadcasting System last Monday, AFRA proposed that the minimum wages called for in the present transcription code be raised 10% in line with increases of that amount recently agreed upon by the union and the networks in the AFRA sustaining and commercial codes covering programs on the national networks and on major stations in key cities. These increases are based on higher cost of living.

Increase Deemed Unfair

Transcription executives expressed the feeling that a 10% increase is not justified in their case. They pointed out that the other contracts dated back two years and that during the interval between their signing and reopening the actual cost-of-living increases had been 16.7% for the sustaining code and 19% for the commercial code, but that AFRA had accepted 10% increases in each case.

The transcription code, however, was signed much later than the others and at a time when the cost of living was at a considerably higher level. Since then it has risen only 9.9%, they stated, arguing that it is unfair to the transcription companies and their clients to demand the same increase from them as was given in the other contracts.

AFRA responded that the terms of the transcription code, as originally agreed to, were based on the terms of the network sustaining and commercial codes and that the union does not now wish to disturb this relationship. After a lengthy discussion the transcription executives suggested that they would be willing to allow a smaller increase, probably about 5%, in minimum scale, in exchange for any extension of their contract until Nov. 1, 1944, giving them a common expiration date with the other codes.

To Meet Again

No conclusion was reached and the meeting adjourned with AFRA's agreement to contact its board members, after which another meeting with the transcription companies will be called. As in the case of the network's conversations with AFRA over the revisions in the commercial code, a group of advertising agency radio men were present as observers.

Transcription industry was represented at the meeting by: Chas. Gaines, World Broadcasting System; C. O. Langlois, Lang-Worth Feature Programs; C. Lloyd Egner and R. P. Myers, NBC; Ray Lyon, WOR; C. M. Finney and John R. Andrus, Associated Music Publishers; Emily Holt, National Executive Secretary, and George Heller, assistant executive secretary, acted for AFRA. The agency observers included: A. K. Spencer, J. Walter Thompson Co.; Leonard Bush, Compton Adv.; James Sauter, Blackett - Sample - Hummert; C. M. Rohrabaugh, Arthur Kudner Inc.

Commercial contracts are now being revised by AFRA attorneys in line with the agreement and are expected to be submitted to the networks and independent producers early this week. Letters of acceptance of the conditions of the revised code have been sent to the networks for transmission to the advertising agencies placing business with them. AFRA hopes that by the end of the week the commercial code will have been submitted to the War Labor Board, which has already received the AFRA sustaining code. All contracts calling for wage increases must now be approved by the WLB, before becoming effective.

Perrin to Ad Council

EDWARD O. PERRIN has resigned as vice-president of McCann-Erickson Inc., New York, to become campaign manager of the Advertising Council, New York. His resignation goes into effect April 1. Prior to joining McCann-Erickson in 1929, Mr. Perrin was a partner in the Olmstead, Perrin & Leffingwell Agency, formed in 1925. He was formerly with J. Walter Thompson Co.

162 Advertising Agency Account Executives
Space Buyers & Officers
(Ross Federal Research & Sales Management)
PICK
WIBX
Utica, N. Y.'s *ONLY* Radio Station!
3RD. In Middle Atlantic Test Market
Columbia's Middle Link in Central New York

NAB ENDS SURVEY OF 48-HOUR WEEK

NO NEW manpower developments under the 48-hour work week regulations were revealed last week, but NAB officials, studying reports on meetings with Washington, Baltimore and Springfield, Mass., station officials, concluded that readjustment of each department in a radio station offers individual problems that will have to be submitted to regional manpower commissioners.

The report, prepared by Joseph L. Miller, NAB labor relations director, will be presented to WMC members this week. Mr. Miller sees no chance that broadcasters as such can be exempted from the 48-hour week rule, but believes that NAB has developed a strong case proving that regional WMC directors should give special attention to broadcaster's problems.

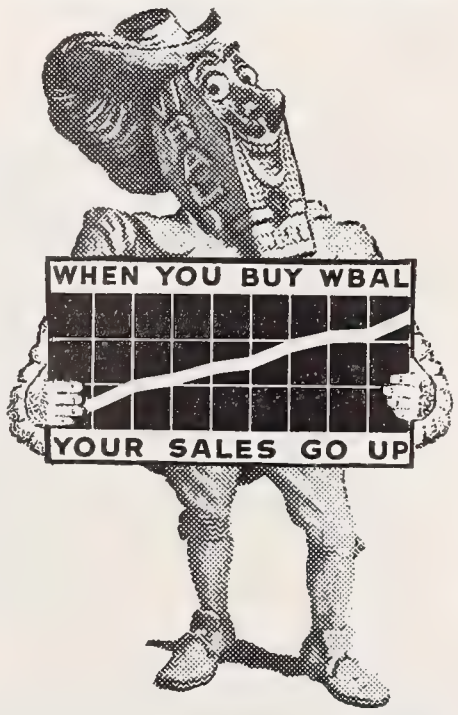
A breakdown of the report shows, he say, that some departments in individual stations, both large and small, can operate on 48 hours, while similar departments in other stations cannot. He said the adjustment depends generally on the station's broadcast schedule, so each station must be considered separately. To insure this, he reported, NAB hopes that WMC will direct regional chiefs to give particular attention to radio cases.

ENGINEERS TO GET GASOLINE C CARDS

AMENDING of gasoline restrictions to provide C rations for radio broadcast engineers and technicians who carry heavy equipment to temporary remote locations was announced by OPA last Thursday after NAB and network representatives had protested an earlier order denying C cards to virtually all broadcast employes.

The new regulations permit the extra gasoline when equipment is "non-portable" and when "alternate means of transportation are inadequate".

in BALTIMORE
and the Central Atlantic States



Edward Petry & Co., National Representative



How Many

Prosperous Areas do You Hold in the Palm of Your Hand

Like This?

We'll venture a good cigar you have *very few* "bets" on your list as good as this . . . .

WTAD didn't "hedge" one iota. We looked a typical seven-day week of 412 quarter-hour periods *squarely in the face* (via survey, results just released). 51.44% is WTAD's average of the total listening audience for the week. 75% to 82% are tuned to WTAD during *many* periods. *All other stations combined* (8 to 10) divide the other 48.56% weekly average of the listening audience between them. The "next best" station (a key 50 Kw station of another network) captures a larger share of the listeners than WTAD during only 15% of the periods—and those are scattered, not consistent.

How's that for holding the prosperous Quincy, Illinois, market in the palm of your hand? Let us send you the *complete,* really surprising facts (surprising even to us). When you look them over, remember — our "good cigar" offer still holds!

A CBS STATION

1000 Watts, Day and Night

930 Kilocycles

WTAD

QUINCY, ILLINOIS

Represented Nationally by the Katz Agency

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER Inc.
Blue Network
Headley-Reed, Rep.



WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE
Rock Island Arsenal! Up 387% since Sept. '39. Uncle Sam's workers make good customers.
WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

LIFE OF A USED CAR DEALER

'Twould Be a Sorry Existence for Firm Were Air Medium Not Available

By DICK SMITH
Smith & Bull Adv., Los Angeles

WITH the war in its second year, gas rationing and rubber shortage a reality, it seems the life of a used car dealer's business would be uncertain these days. But Washington Motors Inc., users of local radio, has not found it so. In fact 1942 brought a 40% business increase over 1941. This is regarded as a phenomenon in Los Angeles, where no less than 15 automobile accounts have gone off the air or out of business.

We attribute the success of Washington Motors to two factors: square-dealing, and the company's decision to use radio as its chief means of advertising.

Concentrated on Radio

When Washington Motors incorporated two years ago with headquarters at 600 West Washington Blvd. in downtown Los Angeles, our agency, Smith & Bull Adv., was called upon to outline the advertising program. We recommended that the budget be concentrated on radio.

Our belief is that every class of radio listener is a prospective automobile buyer. We felt that we could reach almost every type through the medium of music. Thus, we recommended two kinds of programs: (1) standard, light opera and semi-classical recorded music for evenings and (2) jive music for Sunday.

Also, we recommended that the time be concentrated on one station. After careful consideration, KMPC, Beverly Hills, Cal., was selected. Upon presentation of the outline, our client immediately accepted. And so, Washington Motors sponsors the *Music Box* of recorded standard and semi-classical music Monday through Saturday from 9 to 10 p.m. (PWT) over KMPC, and the *Platter Parade* of popular jive tunes from 10:30 a.m. to 1 p.m. (PWT) Sundays, on that same station. We have not changed time or station in two years.

Our policy has called for simple, straight-forward, factual commercials. By changing copy daily and by "producing the goods", the firm has built up listener confidence and a strong following of loyal fans. Letters received indicate that many listeners have not only proved "satisfied customers" but have also recommended Washington Motors to their friends.

Approach has been new and different. At the outset, the announcing job was assigned to Peter Potter, well-known "platter spinner", who had built up a large local following through an easy-going, soft-spoken informal manner. When Potter went into military service recently, he was replaced by George Irwin, versatile and thoroughly experienced radio man.

Picking Specials

Irwin makes a trip to the Washington Motors mart each day, checks over the stock, picks out specials and tells about them in his own words. He has learned to spot "good buys" as well as the experts, and his sales approach is direct and sincere. In short, he knows what he's talking about and can describe in essential detail the quality of the merchandise he's selling.

After each commercial, Irwin asks his listeners to "tell them that George Irwin sent you" when they stop in to purchase a car. This brings direct results and reveals the fact that the programs constantly are attracting new listeners (and car buyers).

Not a week passes that Irwin doesn't receive between 500 and 600 letters and an equal number of phone calls. During a recent bond-selling campaign, he stayed right up with the station's top programs in the matter of bond sales. All of which proves that without question, each of the two types of programs has its own faithful following.

Washington Motors, for its part, has bent over backwards to accommodate customers mentioning that they have called as a result of radio. They give them every consideration and send them away happy car-owners. Cooperation of the sales force has meant a great deal in assuring success of the radio advertising campaign.

The firm has not gone in for merchandise schemes, contests, etc. Commercials do all the selling of Washington Motors as the "best place in town" to get a car. Once the prospective customer enters the store, he's in the hands of the sales force. In most cases, he finds what he wants, and departs in his newly-purchased car.

Southern California presents an excellent market, due to its far-flung and insufficient public transportation system. Residents rely on the automobile for transportation. Thousands of war workers who have flooded into Southern California have increased the demand. As automobiles wear out, they have to be replaced. With the new car market frozen shortly after the first of 1942, automobile needers have turned to the used car market.

In the past year, however, a great many used-car buyers have been disappointed in their purchases. Innumerable fly-by-night outfits have worked "quickie" deals on unsuspecting customers, selling them jallopies fit only for the junk heap. All this has done much to detract from the confidence of automobile buyers in the area, and as a result, some thoroughly reliable firms have suffered.

Washington Motors, by consistently delivering its message by radio, and by delivering the goods when customers call, has surged ahead in spite of these obstacles. Thus the firm has become the phenomenon of the Los Angeles automobile industry.

The experience of Washington Motors Inc. has been that music not only soothes the savage beast, it corrals a good percentage of radio listeners. And straight-from-the-shoulder commercials do the rest.



BEAR AIRS VIEWS on WINX, Washington, on Jerry Strong's *Wake Up With WINX*. The baby bruin stated the case for meatless Tuesdays in an uncensored talk to Jerry Strong's breakfast audience.



Campaign Planned On Social Disease

Federal Agency Sees Need of Educating Public by Radio

RADIO may be called upon by the Office of Defense Health & Welfare to do an educational job on venereal disease, it was learned last week. A touchy subject, the infection nevertheless is looked upon in official circles as an enemy even more dangerous than Nazi Germany, militaristic Japan and Fascist Italy, according to Eliot Ness, director of Social Protection, Office of Defense Health & Welfare.

Public Understanding

Mr. Ness, former safety director of Cleveland, and recognized police authority, told BROADCASTING the agency has received splendid cooperation from local authorities. "Police and public officials are far in advance of the people in their communities, however," he said. "No law enforcement program can prevail without public understanding. That's where we hope radio can do a job.

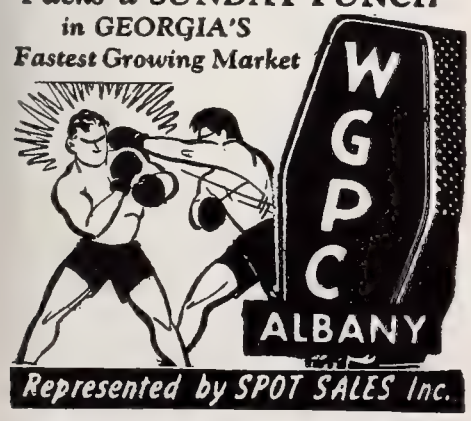
"When local law enforcement officers order a red-light district closed citizens often protest," he added. "They claim that with supervised areas there is little danger of spreading infection, but those contentions are based on lack of knowledge. That's why we must educate the public on the dangers of venereal disease."

Definite plans for the proposed radio campaign are not complete but the Office of Defense Health & Welfare, in cooperation with the Office of War Information, is considering use of the daytime serials or late night programs.

Food Chain Ads

FEATURING "Lenten specials" and supplementing its educational program on point rationing, H. C. Bohack Co., Brooklyn, general food stores, has signed for three participations weekly on Adelaide Hawley's *Woman's Page of the Air* on WABC, New York. Schedule is in addition to participations on Mary Margaret McBride's program on WEAF, New York, promoting green goods and fresh foods, and instructing listeners on rationing. Freystadt Associates, New York, is the agency.

WKNE, Keene, N. H., has appointed Headley-Reed Co. its national sales representative, effective April 1.





LATEST ALL-GIRL news staff is Ken Miller's answer to the manpower problem at KVOO, Tulsa. With Ken are (l to r), Polly Trindle, assistant news editor; Marie Chauncey and Margaret Johnston, members of rewrite staff; Maxine Henry and Emma Grace McHugh, teletype operators.

AGENCY Appointments

GOLD MEDAL Hair Products, Brooklyn, N. Y., to Jasper, Lynch & Fishel, New York, for Medalo shampoo and face powder. No radio contemplated for present.

ALFRED D. McKELVY CO., New York, to Frank B. Johnston Adv., New York, for Seaforth toiletries for men. Has used spot radio. None contemplated at present.

McKESSON & ROBBINS, New York, to Ivey & Ellington, New York, for two new drug products, names of which have not yet been released. No media plans announced.

CALIFORNIA GROWN SUGAR Group, San Francisco, to J. Walter Thompson Co., San Francisco.

CAMPANA SALES Co., Batavia, Ill., to Wallace-Ferry-Hanly Co., Chicago.

CHICAGO DAILY NEWS, Chicago, to Schwimmer & Scott, Chicago.

GRIESEDIECK - WESTERN BREWERY Co., Belleville, Ill., to Maxon Inc., Chicago.

IDEAL PUB. Corp., New York, to H. M. Kiesewetter Adv. Agency, N. Y.

SAFEWAY STORES, Oakland, Cal., to McCann-Erickson, San Francisco.

FICKS REED Co., Cincinnati (Kane Kraft, Century Cypress furniture), to Keelor & Stites Co., Cincinnati. Magazines, trade papers, direct mail will be used.

GUM LABS., Clifton Hts., Pa. (Ivoryne Peroxide medicated gum), to McCann-Erickson, N. Y. Radio, magazines, trade papers and business publications will be used.

A BILLION-DOLLAR MARKET SURVEYED

—vital facts disclosed

Iowa farmers this year will reap their biggest harvest in years. Do you know how *best* to reach them via radio? The new "Summers-Whan" Iowa radio audience survey gives the *whole* story—station, time and program preferences, listening trends—all the facts you need to sell this rich market. The fifth of a continuing survey, the best of them all!

Write for your copy—it's free!

WHO

Address Dept. SW

Des Moines
50,000 watts

Extract Firm Expands

CERTIFIED EXTRACTS, New York, is expanding its radio advertising for Dolan's Cakex, with participations on women's programs on CKLW, Detroit-Windsor, and KPRC, Houston, the latter starting March 15. Firm entered radio for the first time earlier this year on the *Marjorie Mills Hour*, on the New England Regional Network. Agency is Duane Jones Co., New York.

Metropolitan Life Takes Full Blue for Celebration

IN LIEU of its annual convention, which was to have been an elaborate affair, Metropolitan Life Insurance Co., New York, on March 24 will mark its 75th anniversary with a one-time broadcast on the full BLUE, featuring music by opera stars, chorus and orchestra with Edwin C. Hill, commentator, as m.c.

Frederick H. Ecker, chairman of the board, and Leroy A. Lincoln, president, will deliver birthday messages. Metropolitan Life agents will distribute personally to a large portion of the company's 30,000,000 policyholders announcements of the program. The network anniversary program, a wartime substitute for the birthday celebration and convention, will be the first extensive hookup to be used by Metropolitan, which has confined its activities in the past to spot radio and a network of eight NBC stations. Young & Rubicam, New York, handles the account.

MacMillan's First

MacMILLAN Co., New York, will participate in Mary Margaret McBride's five-weekly program on WEAF, New York, for one week, starting March 29, on behalf of a cook book, *Thrifty Cooking in War Time*. This is the publishing firm's first venture into radio. Business was placed direct.



THE NO. 1 FARM STATION
IN THE NO. 1 FARM MARKET!
KMA
BLUE NETWORK
151 COUNTIES AROUND
SHENANDOAH, IOWA
FREE & PETERS, INC.
Exclusive National Representatives

Want A
Top-Notch
Salesman?
Use
KTFI
TWIN FALLS, IDAHO
— NBC —
National Representatives
The Walker Co.
Homer Griffith Co.

IN KANSAS CITY
5000 WATTS
KCMO
1480 ON YOUR DIAL
Basic Blue Network
MORE PULL
MORE COVERAGE
FOR YOUR MONEY
National Representative
JOSEPH HERSHEY McGILLVRA

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Post-War Advance In Communication

Revolutionary Developments Hinted by Gen. Somervell

SINCE the war's advent, the Army Signal Corps, working in secrecy, "has revolutionized communications and detection devices that will affect not only the winning of the war but the daily lives of all people in the peaceful years to come," Lt. Gen. Brehon B. Somervell, commanding general of the Services of Supply, said last week in a statement covering Army procurement.

Only that one sentence in Gen. Somervell's review of SOS achievements during its first year of operation was devoted to communications. Because of wartime restrictions, no detail regarding military procurement, particularly with relation to highly secret devices developed for modern warfare, is made available.

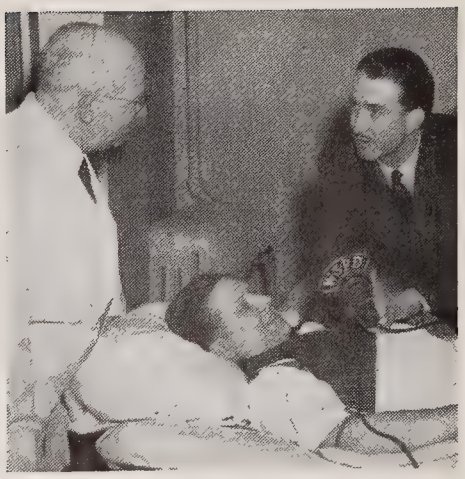
Expansive 1943 Program

It is known, however, that the Signal Corps in 1943 has a procurement program embracing 4 billion dollars worth of communications equipment. It also entails training and mobilization of several hundred thousand troops and specialists, as well as the operation of world wide Army communication systems. The far-flung communications operation of the Army Air Forces are handled separately, save for procurement, which is embodied in the Signal Corps project.

The overall SOS procurement plan involves 17 billion dollars for supplies and equipment for the Army, and has been accomplished, Gen. Somervell stated. He pointed out that this overall project originally would have entailed two years, but was attained in a single 12-month span with a minimum of confusion and with complete cooperation of all branches of the Army.

HIRAM MOTHERWELL, author, foreign correspondent and former editor of *Stage* magazine, has joined the post-war department of CBS, Lyman Bryson, director of the department, announced last week. Author of a recent book, *The Peace We Fight For*, Mr. Motherwell at one time headed the *Chicago Daily News* bureau in Rome, and most recently has been a member of the publicity department for the Welfare Council of New York.

GREATER New York Conference of Seventh Day Adventists, sponsor of *Bible Auditorium of the Air* on WHN, New York, on March 15 expands the program from a quarter-hour once a week to a half-hour five time a week. The year-old program is built around presentations of Bible prophecies and a free correspondence course in the Bible. Agency is George C. Hoskins Assoc., Chicago.



RECORDING EACH STEP in the process of donating to the Red Cross blood bank from application to actual giving of blood, Bob Evans, special events director of WSPD, Toledo, catches the cheerful observations of Tod Williams, program director, who gave his blood. Doctor supervises process which took 45 minutes. Transcriptions were condensed to 15 minutes.

Show Is 'Dick Tracy'

SWEETS Co. of America, Hoboken, N. J., will sponsor a BLUE program based on the cartoon strip "Dick Tracy" instead of "Captain Marvel" as reported in the Feb. 15 issue of BROADCASTING. Heard on behalf of Tootsie rolls and other Tootsie candies, the program was to start March 15 and will be heard Mondays, Wednesdays and Fridays 5:15-5:30 p.m. The BLUE broadcasts of the same program on Tuesdays and Thursdays will continue on a sustaining basis. The company has used spot radio for some time, but no network radio previously. Agency is Duane Jones Co., New York.

Video, FM Applications

SINCE the adoption on Feb. 23 of new policies by the FCC under which applications for FM and commercial television licenses will be protected for the duration [BROADCASTING, March 1], one television and 12 FM applications for reinstatement have been received. Under this policy FM and television applicants who have surrendered or dismissed applications because of the freeze order of last April 27 may apply for reinstatement.

Jolson Replacement

REPLACING Al Jolson, when he takes a 13-week vacation this summer from his CBS show, sponsored by Colgate-Palmolive-Peet Co., Jersey City, will be *Streamlined Minstrel Show*, featuring Billie Burke, movie star, and Monty Woolley, current co-star of the program. Exact date of the format change is not settled, but it probably will be shortly after June 1. Agency is Sherman & Marquette, New York.

Kay Kyser Draft Ruling May Establish Precedent

PRECEDENT covering the future draft status of entertainers active in war morale and fund-raising campaigns is expected to be established when President Roosevelt decides the appeal of Kay Kyser, conductor of the NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. for Lucky Strike cigarettes. The North Carolina State Selective Board has sustained Kyser's 1-A classification, made by his local draft board at Rocky Mount, N. C., and appeal was taken to the President.

There were strong indications as BROADCASTING went to press that the local board's classification would be reversed in view of the attitude of the Office of War Information and other Government agencies. Elmer Davis, OWI director, said last week that he supported the appeal for deferment because of Kyser's "very useful services" in helping the war effort from a morale and fund-raising viewpoint.

Kyser is chairman of the entertainment industry's Committee of 25 set up last year as liaison between the Government and talent. Several other members of the Committee as well as other top-notch entertainers have been classified 1-A by local draft boards and the Kyser decision is expected to serve as a guidepost in future cases.

Fred Fear Seasonal

FRED FEAR & Co., Brooklyn, from April 13-25 will conduct its annual pre-Easter spot campaign for Chick Chick and Presto Easter egg colors, using live one-minute announcements on a varying basis on the following stations: WAPI WALA KARK KNX KLX KFSD WJAX WSB WGN WIRE WSBT WHAS WWL WJR WFBR KSTP KGBX WMC KDKA WCAU KOME WBNS WTAM KMOX KCMO WOKO WBEN WOR WHAM WBT WADC WCKY KRLD KSL WCHS and KOMO. Agency is Menken Adv., New York.

JAMES FLEMING, freelance announcer who handles several daytime serials including *Our Gal Sunday* on CBS, has been appointed CBS correspondent in Ankara, Turkey, and will leave as soon as passage can be arranged.

AP
WKIP, Poughkeepsie, N. Y.
. . . by all odds the finest any radio station can buy.
Bruff W. Olin, Jr.,
Station Manager.

THE ARIZONA NETWORK
KOY CBS PHOENIX AFFILIATED
KTUC TUCSON
KSUN Bisbee-Lowell
REPRESENTED BY JOHN BLAIR & COMPANY
WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO

available through
PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N. Y.

Argument on KOA-WHDH Court Ruling In Supreme Court Now Slated in April

ARGUMENT before the Supreme Court on the KOA-WHDH case involving the fundamental issue of clear-channel breakdowns was deferred until the week of April 5 when the highest tribunal failed to reach the case prior to recess last Thursday.

Final briefs have been filed both by NBC, as licensee of KOA, and by the Solicitor General, on the FCC's behalf, and the case was docketed for argument last Wednesday or Thursday. Because of the intervening court recess, during which it will write opinions on cases already argued, the clear-channel argument was deferred until the court reconvenes April 5.

Important Case

The Solicitor General, Charles E. Fahy, or his assistant, Paul Freund, will argue for the Government, with Philip J. Hennessey Jr., of the law firm of Segal, Smith & Hennessey, to argue for NBC. Among the cases pending before the court for decision is the network monopoly case, appealed by NBC and CBS from the statutory three-judge court in New York. The opinion, which will have an important bearing on future network operations either way it goes, is expected within a month.

The KOA-WHDH case involves appeal by the FCC from the 4-2 opinion of the U. S. Court of Appeals for the District of Columbia, holding that the Commission should have afforded NBC adequate opportunity to participate in the hearings, which resulted in fulltime for the Boston station on the 850 kc. clear channel. Subsequently, WJW, Akron, was authorized to operate on the frequency, though this issue is not in litigation.

In the KOA brief, filed by Mr. Hennessey and bearing also the names of Karl Smith and Lester Cohen, of the Hogan & Hartson firm, and of A. L. Ashby, NBC vice-president and general manager, and Henry Ladner, of his staff, the highest tribunal was asked to affirm the lower court's opinion reversing the Commission.

Citations of error all down the line were made against the Commission's action, in preventing KOA from becoming an original party in the proceedings. NBC was only permitted to file a brief and make oral argument, amicus curiae, in the FCC proceedings which resulted in the clear-channel breakdown.

Protesting the Government's contention, NBC held that by assigning WHDH to the 850 kc. clear channel, an important segment of the population was deprived of secondary service from the clear-channel station. Moreover, it was held that the clear channel was degraded under terms of the Havana Treaty; that service formerly available from KOA to listeners east of the Mississippi had not been replaced by an equally useful service from WHDH, since Boston is already "surfeited" with primary reception from at least eight stations, and that the FCC's own regulations were contravened.

Aside from errors committed in procedure, NBC held that the Commission unlawfully ignored its own rules throughout the proceedings. Similarly, it was held that it ignored the terms of the Communications Act and of the Havana Treaty.

WICKETT PROGRAM DIRECTOR OF WJSV

MARTIN D. WICKETT, assistant to E. J. Fitzgerald, radio director of Erwin, Wasey & Co., New York, has been appointed program director of WJSV, Washington, Carl J. Burkland, manager of the CBS station, announced last Thursday. He succeeds John Heiney, who resigned last month.



Mr. Wickett

Well known in the industry, Mr. Wickett began his career in 1929 with WLOE (now WMEX) Boston. He later was affiliated with KMOX, St. Louis, and WLW, Cincinnati, leaving the latter station in 1936 to join the Phil Harris orchestra as arranger. Later he became musical director of the NAB Bureau of Copyrights, Washington.

In 1938 he went to New York, writing scripts for *Hobby Lobby* and *Mr. District Attorney* and conducting library sessions for Muzak and Associated Library. He joined Erwin, Wasey & Co., in 1940.

Educators Meet by Air

REPLACING a central annual meeting of the California Assn. of Adult Education, principal addresses were released on Pacific stations of the four major networks to members gathered early in March in their respective communities. Following consecutive quarter-hour periods on BLUE, NBC, Mutual-Don Lee and CBS, regular broadcast of the latter network's program, *People's Platform*, was devoted to discussion of adult education.

FULTON LEWIS, JR.

WINS

1942 Alfred I. Du Pont RADIO AWARD



We told you he was good "... in recognition of his distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news and representation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

With these words the 1942 Du Pont radio station award was presented to . . .

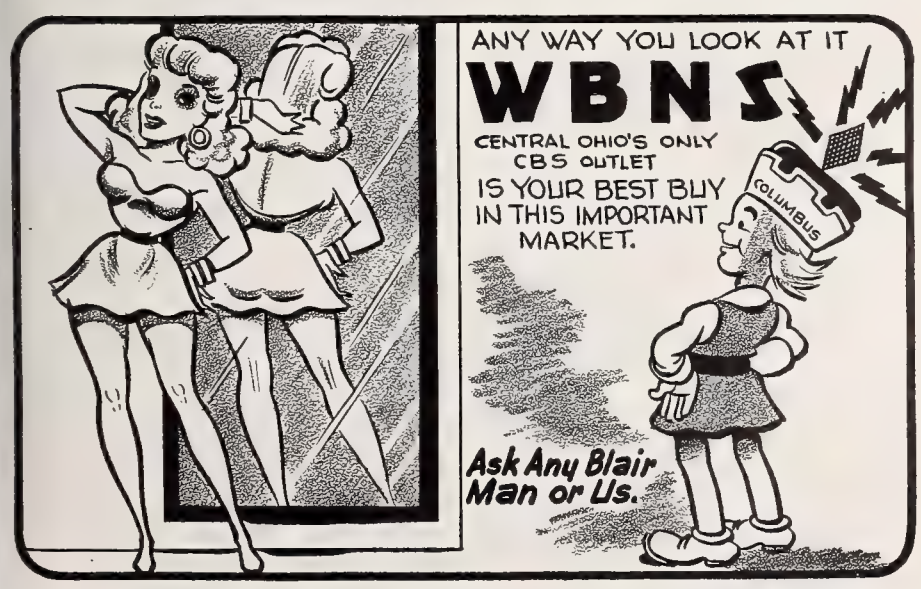
FULTON LEWIS, JR.

Mutual's Commentator on Political Affairs

NOW AVAILABLE FOR SPONSORSHIP IN YOUR CITY . . . *a feature that means immediate results for any sponsor (Fulton Lewis, Jr., is sponsored on 121 Mutual Stations by 63 advertisers.) You can sell him at your one-time quarter-hour rate per week. Wire, phone, or write WILLIAM B. DOLPH, WOL, Washington, D. C.*

ORIGINATING FROM **WOL** WASHINGTON, D. C.

Affiliated with the **MUTUAL BROADCASTING SYSTEM**



Lewis Cigars Renews

I. LEWIS CIGAR MFG. Co., Newark, on March 10 renewed for 52 weeks its twice-weekly sponsorship of *News by John B. Kennedy* on WNEW, New York, 7:35-7:50 p.m. Program which has been promoting Seidenberg cigars will be presented on a more institutional basis in the future. Agency is A. A. Lewis, Newark.

Another E for W-E

FOR the second time, the three major works plants of Western Electric Co. have received the Army-Navy E production award "for meritorious services on the production front". Western Electric also was among the first group of manufacturers to win the E citation last year.

Where But

WSYR

SYRACUSE

Can You Get a Basic NBC Red Station Covering Central New York?

Suspension of Locals During War Is Denied in FCC Policy

Hopes of Independents Hit by Economic Losses Blasted in Decision of KAST, WPID Cases

HOPES of independent stations, unable to stand the economic gaff because of the war, that the FCC would authorize suspension for the duration went aglimmering last Tuesday with the pronouncement of policy by the Commission denying such suspensions.

Coincident with the denial of requests of WPID, Petersburg, Va., and KAST, Astoria, Ore., for authority to suspend, the Commission made known its formal policy. These were the only two cases pending. It stated that no authorizations for suspension would be granted, but that on an individual basis, requests for permission to temporarily suspend for short periods would be considered. This adheres to past policy.

Six Have Suspended

Implicit in the Commission's action was the conclusion that stations which suspend will be given every consideration after the war, particularly if their records are good. All factors responsible for the "war casualty" will be taken into account.

Altogether, a half-dozen applications for authority to suspend have been received. No authorization has been made for suspension without prejudice to return following the war. Stations which, according to the FCC records, have suspended operations are: KID, Idaho Falls, Ida.; WBRB, Red Bank, N. J.; KAST, Astoria, Ore.; KXKX, Kansas City, Mo.; KIDW, Lamar, Colo., and WJWC, Hammond-Chicago.

The formal policy approved by the Commission is as follows:

Insofar as relief may be needed by standard broadcast station licensees from difficulties of operation incident to the war, no general policy will be adopted, but the Commission will continue to consider on an individual basis requests for permission to temporarily suspend operations for short periods while efforts are being made to work out a means of resuming operations on a permanent basis.

The Commission said that while it made no change in its existing policy permitting temporary suspensions, to enable stations to meet and overcome current emergencies, it felt the door should not be opened for any general suspension of broadcast operations during the war period.

Aid for Small Stations

FCC Chairman James Lawrence Fly commented that adoption of a policy permitting suspension generally would probably result in the elimination of broadcast service in many areas where the need for public service is greatest. He pointed out that indefinite suspension of broadcast operations might jeopardize this country's position with respect to broadcast allocations provided for in the North American Regional Broadcasting Agreement, which makes occupancy of frequencies the basic consideration.

To alleviate the difficulties of smaller stations, hit both by economic conditions and the manpower shortage, Mr. Fly pointed out that steps already had been taken, including reduction of the minimum broadcast day to six hours and relaxation of operators' requirements. The FCC announcement continued:

"It was also pointed out that the Commission will continue its policy of permitting temporary suspensions for short periods in order to alleviate emergency conditions. In other words, the operator may ask for a temporary suspension when he can show the necessity of closing down for a brief spell. He would be required to present a feasible plan for the alleviation of the difficulties and the return of the station to the air at an early date."

In denying the applications of KAST and WPID, the Commission asked the Oregon station to specify whether it proposed to continue operation. An application for renewal, as well as the authority for suspension, had been filed. WPID, newspaper-affiliated, had sought only the authority to suspend.



HOOPERATING of this little piggie is taken by C. E. Hooper, of the New York radio-research firm of C. E. Hooper Inc., during a recent visit to Montreal where he addressed the Advertising & Sales Executives Club. His interrogatory propensities were aroused when the mascot of Au Lutin, Montreal inn, came around after dinner pleading for a snack.

Heads Radio Vichy

PIERRE HERICAURT, former correspondent of the royalist newspaper, *Action Francaise*, has been named political director of French National Broadcasting by Pierre Laval, according to a German broadcast under a Vichy dateline which was recorded in New York by the United Press. Hericaurt had been broadcasting to the Arabs, Berlin said.

New WQXR Card

FIRST RATE increase to be made by WQXR, New York, since July 1940, will go into effect April 1, 1943, it was announced by Hugh Kendall Boice, vice-president in charge of sales, in conjunction with the release of Rate Card No. 9. Since the last upward adjustment, the station has increased its power from 1,000 to 5,000 watts, and in November, 1941, to its present power of 10,000 watts.

BLUE NETWORK STATION

WTCN

MINNEAPOLIS AND ST. PAUL

THE TWIN CITIES' BEST

for LISTENERS

for ADVERTISERS

(2 Markets for the Price of One)

FREE & PETERS, Inc.

National Representatives

New York Chicago
Detroit Atlanta
Los Angeles San Francisco

"This program has met with favorable response from our listeners, and the announcers are enthusiastic." WJPF

● More than five hundred radio stations are using programs prepared by ASCAP Radio Program Service. They are written by writers experienced in the problems of both the Program and Commercial Departments. They are available, without cost, to any ASCAP-licensed station. Write or wire at once.

ASCAP

Radio Program Service

30 Rockefeller Plaza • New York

in the CONTROL ROOM

JAMES H. BROWN, NBC Hollywood engineer and president of National Assn. of Broadcast Engineers & Technicians, has been appointed representative for that organization on Committee IV, Domestic Broadcasting, of the Board of War Communications. Allen T. Powley, NBC Washington engineer, and assistant to the NABET president, has been appointed alternate.

RALPH L. PRIEST, former engineer of KHJ, Hollywood, has joined the BLUE, that city.

JAMES PINCOCK, former technician of KMTR, Hollywood, has joined CBS, that city.

HOWARD D. LEIGHTY and Vincent Groater, former technicians of KFOX, Long Beach, Cal., have joined KHJ, Hollywood.

JOHN C. McMULLEN, former engineer of KIRO, Seattle, has joined KSFO-KWID, San Francisco. Other recent additions to the latter stations are Roy Bailey, technician from KPAS, Pasadena; Otto Gramlich Jr., from KYOS, Merced, Cal., and Edward Mahoney, from Pan American Airways.

BILL OVERSTREET, for the last eight years transmitter engineer of KYA, San Francisco, is now on active duty as lieutenant in the Signal Corps.

ROBERT GARNER, technician from KHUB, Watsonville, Cal., has joined KLX, Oakland, Cal.

EARL BUCHANAN has left the technical staff of KGFJ, Los Angeles, to join KMTR, Hollywood. Leonard Reeves replaces him.

JOE ERNST, engineer has left KVOS, Bellingham, Wash., to join KTBI, Tacoma, as chief engineer.

ALLAN P. KOENIG, at one time with WGNY, Newburgh, N. Y., has joined the engineering staff of WQXR, New York.

JAMES C. MATHENY, engineer of WGN, Chicago, for 15 years, has been commissioned a first lieutenant in the Army Air Forces and is to leave shortly.

GEORGE SCRIVEN, engineer of WNEW, New York, is the father of a baby girl.

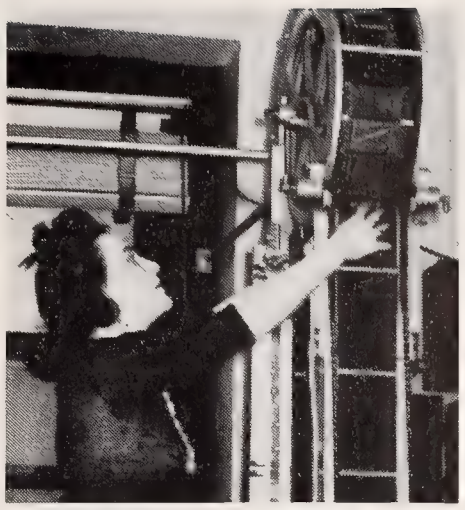
OGDEN PRESTHOLDT, technical advisor of WLOL, Minneapolis-St. Paul, is the father of a boy.

TOM TYNAN, control operator of KSTP, Minneapolis-St. Paul, is teaching a high school class the international code.

DONALD HALE, studio engineer of WOR, New York, has joined the Navy as an ensign. Arthur Connell, once production aide with the *WOR Playhouse*, has joined the engineering staff.

IRVIN N. ENEY, engineer of KYW, Philadelphia, has been made technical studio supervisor in place of George Hagerty, who is on leave as a first lieutenant in the Army.

JEAN FRENCH, new to radio, has joined KOY, Phoenix, as apprentice technician.



REACHING FOR LOADING magazine is Sylvia Jones, first girl newsreel operator of WCKY, Cincinnati, who is the wife of a member of the Coast Guard.

BARBARA MEYER, student in the KNX Hollywood Workshop for girl staff members, has graduated as sound effects engineer and is assigned to the weekly half-hour CBS *Lights Out*, sponsored by Ironized Yeast Co.

HENRY MAGEE, operator of WSLI, Jackson, Miss., has left for duty with the Army Air Forces. Austine Perkins, wife of the chief engineer, has received an operator's license.

ERNIE ADAMS, chief engineer of WHIO, Dayton, O., is teaching radio fundamentals at the U. of Dayton, training personnel for work with the armed services.

SCOTTY MONROE, engineer of WBT, Charlotte, N. C., is recuperating at home from chest injuries and broken collarbone sustained recently in an automobile accident.

ROBERT J. CONLAN, apprentice sound engineer of NBC Hollywood, has been inducted into the Army.

RON OAKLEY has been appointed chief engineer of KGER, Long Beach, Cal., succeeding Jay Tapp, now on leave for Government service. Added as technicians are Leslie T. Vaught, formerly of KIRO, Seattle; Luther H. Crumbaugh, formerly of KCMO, Kansas City, and Edward D. Seeley.

K. C. DeWALT, who has been with the General Electric Co. in the Testing department, Research Laboratory and Vacuum Tube engineering department since he joined the firm in 1927, has been named designing engineer in the Tube Division of the Electronics department. A. C. Gable, who has also been in the Testing and Vacuum Tube engineering departments since he joined the company in 1930, has been named administrative assistant in the Tube Division.

ROBERT ANDERSON, technician of WCCO, Minneapolis, Minn., is father of a boy.

GEORGE JACOBS, former engineer of WKNX, Kingston, N. Y., has joined WPAT, Patterson, N. J. as transmitter engineer, replacing Bernie Clapper, who has joined the Office of War Information.

DARWIN HUNSAKER, technician at KLO, Ogden, Utah, is the father of a girl born March 4.

Authentic Eggs

IT REALLY was a pigeon that laid those eggs in the audition room of WOR, New York, last week. When a portable air conditioning machine in the room began acting up, an investigation brought to light two pigeon eggs. The bird had flown in through an opening in the building wall.

CBS Personnel Shifts As Three Enter Service

PERSONNEL changes in the CBS engineering department, made necessary when three members joined the armed forces, have been announced by E. K. Cohan, CBS director of engineering. Harold D. Hastings, with the network since June 1937, has been named transmission technician for WABC, New York outlet, replacing Lester Hatfield, now a lieutenant (j.g.) in the Naval Reserve.

Nelson Smith, assistant supervisor of CBS studio technicians, has become supervisor, succeeding J. Dunham Gilbert, now with the Bureau of Ships as a lieutenant (j.g.). Robert Bendick, WABC studio technician, also left last week.

Three new members are Robert E. Lee, former assistant in the Federal Telephone & Radio Corp.; Bertram Littlefield, formerly with the YMCA, New York, both of whom join the CBS maintenance technicians staff, and Norman E. Johnson, previously with RCA Communications, assigned to the CBS shortwave transmitter staff at Brentwood, Long Island.

RICHARD LUBIN, Chief audio-engineer of WFBC, Greenville, S. C., has been called into active service in the U. S. Air Forces Reserve. Byron Jenkins, of the WFBC engineering staff, succeeds him. The station's control staff has taken on John Watkins, from WCRS, Greenwood, S. C.

MBS Billings Drop

MBS billings for February, 1943, totaled $826,085, a decrease of 11.9% from the corresponding month in 1942 when the total was $938,185. Total billings for the new year to date, amounted to $1,818,189, a decrease of 7.4% from the corresponding period in 1942, when the total was $1,962,697.

IT'S A BIG JOB



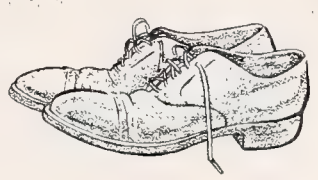
The MAGIC CIRCLE

And this job takes priority over All —with WBIG!

A Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.



"Take off your shoes and set awhile"

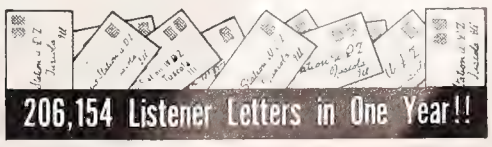
Create that mood—and your sales story GETS OVER with the great 70% *who work with their hands.* Here at WDZ we've been successfully creating that mood for 21 years.

Strict "DIRECTIONAL PROGRAMMING"—that's what it is! Many largest advertisers and agencies have bought our time, put us to work—and extended NATIONALLY the methods discovered.

Let us show you some examples of what "Creating the Right Mood" has done.

WDZ TUSCOLA, ILLINOIS 1,000 WATTS

HOWARD H. WILSON CO., Representatives
New York, Chicago, Hollywood, Seattle



206,154 Listener Letters in One Year!!

The TIME BUYERS' STATION

WDOD
Chattanooga, Tenn.

5,000 WATTS
CBS

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES



"REACTION WONDERFUL"
in Duluth when WDSM took 26 weeks of
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
MARCH 6 TO MARCH 12 INCLUSIVE

Decisions . . .

MARCH 9

WFAS, White Plains, N. Y.—Mod. license 1240 to 1230 kc., share WGBB, Freeport, N. Y., to unlimited.

KAST, Astoria, Ore.—Denied authority suspend operation for duration and specified period beyond with provision license remain property licensee for time of suspension; deferred renewal license until statement obtained whether applicant will continue operation.

WPID, Petersburg, Va.—Denied authority suspend operation for duration.

KSL, Salt Lake City, U.—Special service authorization use two F-124-A tubes, to April 1, 1944.

WLAP, Lexington, Ky.—Denied CP change 1440 to 630 kc.; set new issues for hearing.

W47A, Schenectady, N. Y.—CP in part for new FM station.

W2XEO, Schenectady, N. Y.—CP new ST station.

MARCH 10

KOBH, Rapid City, S. D. — Motion granted amendment specify use DA-N only.

WNAX, Yankton, S. D.—Petition granted intervene hearing application WMAN, Marinette, Wis., mod. license.

WMAN, Marinette, Wis.—Motion granted continuance March 17-April 21 hearing.

WQBC, Vicksburg, Miss.—Motion granted withdraw application mod. license.

MARCH 11

NEW, William G. H. Finch, New York; Hughes Productions, Los Angeles, Cal.; Head of the Lakes Broadcasting Co., Duluth, Minn.; Sea Board Radio Broadcasting Corp., Philadelphia, Pa.—Commission motion continue applications indefinitely, accordance policy February 23, 1943, FM, television applications.

WKAQ, San Juan, Puerto Rico—Mod. CP move auxiliary transmitter, extend completion date March 1 to July 26, 1943.

Applications . . .

MARCH 6

WKZO, Kalamazoo, Mich.—Change DA-N to DA 5 p.m.-9 a.m. (CST).

WCAR, Pontiac, Mich.—Extend special service authorization operate 7 a.m. to local sunrise period when sunrise occurs later than 7 a.m., to April 1, 1944.

Houston Printing Corp., Houston, Tex.—Reinstatement CP FM station 46,500 kc., 10,500 sq. mi.

WOKO, Albany, N. Y.—Reinstatement CP FM station 45,100 kc., 922,163 sq. mi.

KLRA, Little Rock, Ark.—Extend special service authorization operate 1010 kc. 5 kw. N, 10 kw. D, DA-N, to Jan. 1, 1944, dismissed without prejudice.

MARCH 9

WEGO, Concord, N. C.—CP new broadcast station.

Ashland Broadcasting Co.—Reinstatement FM application, 46,100 kc., covering 4,160 sq. mi. etc.

W65H, Hartford, Conn.—Reinstatement FM application, 46,500 kc. to 43,500 kc., covering 13,944 sq. mi. etc.

Bamberger Broadcasting Service, New York—Reinstatement commercial television application, CP new broadcast station, channel 6, 96,000-102,000 kc., etc.

MARCH 11

WBNX, New York—Reinstatement FM application, CP new broadcast station 48,400 kc., 8,730 sq. mi.

Greater New York Broadcasting Corp., N. Y.—Reinstatement FM application, CP new broadcast station, 48,700 kc., 8,500 sq. mi.

WJR, Detroit, Mich.—Reinstatement FM application, extend completon date.

Courier-Journal and Louisville Times Co., Louisville, Ky.—Reinstatement FM application, CP new broadcast station, 45,700 kc., 13,200 sq. mi.

News Syndicate Co., New York—Reinstatement FM application, CP new broadcast station, 47,900 kc., 8,500 sq. mi.

W71NY, New York—Reinstatement FM application, decrease in service area, etc.

KTHS, Hot Springs, Ark.—CP increase 5 kw. N, 10 kw. D to 50 kw. D-N; change hours to unlimited; new transmitter, DA-N, move transmitter to near Wrightsville, Ark., move studio to Little Rock, Ark.

Tentative Calendar . . .

Delta Broadcasting Co., Vicksburg, Miss.—Mod. license for 1470 kc., 500 w. N, 1 kw. D, unlimited (March 15).

WALB, Albany, Ga. (further consolidated hearing)—Renewal license, vol. Assgt. license, CP (March 16).

WMAM, Marinette, Wis.—Mod. license for 570 kc., 100 w. N, 250 w. D, unlimited (March 17).

Network Accounts
All time Eastern Wartime unless indicated

New Business

METROPOLITAN LIFE Insurance Co., New York, on Wednesday, March 24 only, will sponsor 75th anniversary program on 147 BLUE stations, 9:30-10 p. m. Agency: Young & Rubicam, N. Y.

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), on March 27 starts *Blue Ribbon Town* on 104 CBS stations, Sat., 10:15-10:45 p.m. Agency: Warwick & Legler, N. Y.

PROCTER & GAMBLE, Cincinnati (Ivory soap and Oxydol), on March 22 starts *I Love a Mystery* on 65 CBS stations, Mon. thru Fri., 7-7:15 p.m. (rebroadcast, 11 p.m.). Agency: Compton Adv., N. Y.

GILLETTE SAFETY RAZOR Corp., Boston, on Fri., March 26 only, sponsors Johnny Greco-Cleo Shans boxing bout on 207 MBS stations, 10 p.m. Agency: Maxon Inc., N. Y.

HOUDE GROTHE Ltd., Montreal (tobacco), on Feb. 27 started *Tommy Duchesne & His Chevaliers* on CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CJBR, Rimouski, Que.; CHNC, New Carlisle, Que.; CKCH, Hull, Que.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.; CHAD, Amos, Que.; Sat. 7:30-8 p.m. Agency: Canadian Adv. Agency, Montreal.

RCA VICTOR Co., Montreal, on March 4 started *Les Romans Lireque Victor* on CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CJBR, Rimouski, Que.; CHNC, New Carlisle, Que.; CKCH, Hull, Que.; Thurs. 8-8:30 p.m. Agency: Spitzer & Mills, Toronto.

SWEETS Co., of America, Hoboken, N. J. (Tootsie Rolls), on March 15 starts *Dick Tracy* on 31 BLUE stations, Mon., Wed., Fri., 5:15-5:30 p.m. Agency: Duane Jones Co., N. Y.

SINCLAIR REFINING Co., New York (H-C gasoline), on March 16 starts *Confidentially Yours* on 103 MBS stations, Tues., Thurs., Sat.. 7:45-8 p.m. Agency: Hixon-O'Donnell Adv., N. Y.

Renewal Accounts

ANACIN Co., Jersey City (headache powders), on March 24 renews for 52 weeks John B. Hughes, commentator, on 70 MBS stations, Wed. and Sat., 10-10:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

VICK CHEMICAL Co., New York (Vitamins Plus, Vapo Rub and Va-tranol), on April 5 renews for 26 weeks *Dr. I. Q.*, on 129 NBC stations, Mon., 9:30-10 p.m. Agency: Grant Adv., Chicago.

S. C. JOHNSON & SON, Racine, Wis. (floor wax), on April 6 renews for 52 weeks *Fibber McGee & Molly* on 172 NBC stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

GENERAL FOODS Corp., New York (Post's 40% Bran Flakes), on April 6 renews for 52 weeks *Portia Faces Life* on 86 NBC stations, Mon. thru Fri., 5:15-5:30 p.m. Agency: Benton & Bowles, N. Y.

ASSOCIATED DENTAL SUPPLY Co., San Francisco (toothpaste), has renewed Boake Carter on 8 Mutual-Don Lee stations (KFRC KHJ KALE KGB KFRE KOL KMO KFIO) Tues., Thurs. 9-9:15 a.m. (PWT). Agency: McCann-Erickson, San Francisco.

GENERAL FOODS Corp., New York (Diamond Crystal salt, Walter Baker's Chocolate, Post Toasties), on April 5 renews for 52 weeks *When a Girl Marries* on 74 NBC stations. Agency: Benton & Bowles, N. Y.

Network Changes

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate tooth powder), on April 6 shifts *Al Jolson & Monty Woolley* on 77 CBS stations, Tues., 8:30-8:55 p.m., with West Coast repeat, 9-9:25 p.m. (PWT), from New York to Hollywood. Agency: Sherman & Marquette Inc., N. Y.

COLONIAL DAMES Inc., Los Angeles (cosmetics), on March 21 shifts *Quiz Quotient* on 7 CBS Pacific stations from Fri., 9:55-10 p.m. (PWT), to Sun., 8:25-8:30 p.m. (PWT). Agency: Glasser-Gailey & Co., Los Angeles.

CARTER PRODUCTS Inc., New York (liver pills), on April 5 adds KFRC to *Judy & Jane* on 3 Don Lee Calif. stations (KHJ KDB KGB), Mon. thru Fri., 4:45-5 p.m. (PWT), making a total of 4 California stations. Agency: Ted Bates Adv. Agency, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on April 4 replaces *The Parker Family* with *Chamber Music Society of Lower Basin Street* on 115 BLUE stations, Sun., 9:15-9:30 p.m. (repeat, 10:45-11 p.m.) Agency: Lennen & Mitchell, N. Y.

Ten Top Tunes

THE top ten tunes from the standpoint of network audience coverage during the week ending March 10, according to the copyrighted Audience Coverage index survey of the Office of Research—Radio Division, New York, are as follows:

I've Heard That Song Before.
That Old Black Magic
You'd Be So Nice to Come Home To.
Taking a Chance on Love.
As Time Goes By.
There Are Such Things.
Why Don't You Fall in Love With Me?
For Me and My Gal
It Can't Be Wrong.
Brazil.

WOW Lease Deal Upheld by Court

Gillin, Associates Exonerated; Formal Decree Due Today

THE LEASE deal under which John J. Gillin Jr. and others acquired operation of WOW, Omaha, for 15 years from the Woodmen of the World Life Insurance Society was approved by District Judge A. Rine in an opinion from the bench last Tuesday.

Dr. Homer Johnson, of Lincoln, Woodmen of the World policyholder, had sought to have the lease cancelled, charging fraud and that the lease called for an inadequate consideration for the Woodmen Society. After eight days' testimony, Judge Rine said he found no evidence of fraud. He found no evidence substantiating another charge that WOW might be used to sponsor the purchase of the Nebraska Power Co. of Omaha by the Consumer Public Power District of Nebraska.

Judge Rine indicated he would sign a formal decree today (March 15) completely exonerating Mr. Gillin, all officers and directors of the Woodmen Society and stockholders of WOW Inc. Besides Mr. Gillin, Tom Wallace, formerly with Russel M. Seeds Agency Inc., Chicago; Guy Myers, of New York City, and five Omaha men are the new operators of WOW.

Actual operation of the station under the new lease took effect Jan. 14. Lease provides WOW Inc. will pay approximately $8,000 a month for three years, and $6,000 a month for the remaining 12 years.

Program Suit

SUIT seeking $300,000 damages and an injunction against NBC, WOR, New York, and the three "joke experts" of *Can You Top This?* was filed last week in New York Supreme Court by C. Frank Anderson, who claims that the idea for the radio program was originated by him in 1939. Plaintiff alleges he submitted the idea to NBC and WOR and entered into a financial understanding with the defendants to become effective if a program were made of it. Subsequently, the program started on WOR under sponsorship of Kirkman & Sons, Brooklyn, and on NBC for Colgate-Palmolive-Peet Co., Jersey City, the current sponsors. Other defendants are "Senator" Ford, owner of the series, Joe Laurie, Jr., and Harry Hershfield.

JEANNE SULLIVAN, of the music library staff of NBC central division, made her operatic debut in a recent performance of *Pagliacci*, given by the American Opera Co. in Chicago.

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives



"I forgot to list WFDF Flint Michigan and missed the bus."



WPTF NBC 50,000 WATTS

Raleigh, in the Center of North Carolina

Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

ales Manager—For independent station in large eastern city. Liveable salary with no ceiling on earnings to a producer. Must be a real salesman and a worker with a knowledge of and an enthusiasm for radio. Integrity, sobriety, loyalty required. We do not need a man to "make the station" but one capable of building on a solid foundation. Box 408, BROADCASTING.

taff Announcer—For one of Northeast's great 50-KW Stations. Must be experienced, versatile, draft-deferred. Write giving full particulars. Box 400, BROADCASTING.

ROGRAM DIRECTOR — PROGRESSIVE 5KW. MIDWESTERN BASIC NETWORK AFFILIATE HAS IMMEDIATE OPENING FOR LIVE WIRE. MUST BE EXPERIENCED IN CONTINUITY, PRODUCTION, AND WILLING TO DO SOME ANNOUNCING. AN UNUSUAL OPPORTUNITY FOR A PERMANENT, WORTHWHILE CONNECTION. IN REPLY, STATE DRAFT STATUS, PREVIOUS EXPERIENCE, SALARY EXPECTED, PHONE NUMBER, AND WHEN AVAILABLE. BOX 401, BROADCASTING.

nnouncer—With at least third class ticket or ability to run RCA console end tables. Draft deferred. Wire complete qualifications and salary expected. WSAM, Saginaw, Michigan

ROADCASTING STATION BOOKKEEPER—Wanted experienced man or woman bookkeeper who can take full charge of local midwest station, network affiliate, books and accounts. Give experience in first letter. Paying $35 to $45 for 44 hours for good work. Write Box 393, BROADCASTING.

Wanted—Within the next thirty days, announcers for 10 kw. Eastern independent station in third largest market area. Splendid opportunity for ambitious, all-around man. Give draft status. Box 398, BROADCASTING.

adio Operator Wanted—With first-class ticket. Permanent position, local Southern Station, good salary, congenial personnel. Give all details. Box 399, BROADCASTING.

irst-class Radio Telephone Operators — Good wages. Good working conditions. Write WICA, Ashtabula, Ohio.

ANNOUNCERS—Wanted two experienced announcers by local network Michigan station. Will pay $45 weekly for 48 hours, and $50 weekly if you have operators license. Will take good men draft exempt up to age 50. Will consider girls or women if experienced. Write fully and give references. No drifters, this is permanent position for right people. Box 392, BROADCASTING.

Engineer—For 5 KW CBS affiliate. Experience desirable. Prefer draft exempt if possible. Write Chief Engineer, WKZO, Kalamazoo.

KICD, SPENCER, IOWA, needs operators and announcers. Give full information first letter.

Manager — With sales experience. Small local station in east. State experience. Box 403, BROADCASTING.

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 405, BROADCASTING.

Wanted—First or Second Class Operator with transmitter experience for new directional 5 KW station. Rapid advance likely. WOC, Davenport, Iowa.

Announcer—Give experience, abilities. Permanent. Box 406, BROADCASTING.

Help Wanted (Cont'd)

Operator—Any class license. No war industries, living conditions good. KLPM, Minot, North Dakota.

Situations Wanted

NEWSCASTER-EDITOR—Not the world's best, but capable of doing the kind of air job of which you and sponsors would, indeed, be proud. Audience getter—and holder—even against competition of networks second guessers. That's fact, not egotism. Eight years in radio, five in present position. Desire for change entirely self-impelled. Thirty-five, married, 3A in draft. Sober habits. No political strings or ambitions. Minimum income, $500.00 monthly. Now in midwest. Available June 1. Transcription on request. Box 397, BROADCASTING.

Managerial Ability—1st class license, good announcer, news sports, programming. 3B. Employed, references, three month contract, transportation necessary. $60.00 weekly. Box 387, BROADCASTING.

RELIABLE NOT SENSATIONAL—For 9 years I've been learning "what to do and how to do it". Programming, writing, producing, announcing, handling personnel, etc. Proven record. 30 years old. 3-B. Now on 50 kw station. Available April 15 for PERMANENT position. Box 388, BROADCASTING.

Two Announcers—Experienced. Now employed 5 kilowatt Metropolitan basic network midwest station. Available immediately. Both draft-deferred. Good references. Prefer West. Wire Box 389, BROADCASTING.

STATION MANAGER—Thorough knowledge regional and local operation. 3A. Midwest. Details on request. Box 390, BROADCASTING.

Newscaster—News Editor, draft exempt, ten years' experience, now employed, seeks permanent position with medium or large station, location unimportant. Box 394, BROADCASTING.

EXPERIENCED CHIEF ENGINEER — Of progressive local station desires larger permanent field. 10 years experience, local and regional, with all phases of Broadcast equipment. Excellent references 3A. Box 395, BROADCASTING.

CHIEF ENGINEER—Fifteen years experience, five years present employment, desire change, permanent, forty years old, 4F draft. Box 396, BROADCASTING.

Technician—With 8 years' broad experience available March 20th at $3500 per year. Box 402, BROADCASTING.

Announcer Available Immediately — Three and one-half years' experience, age 22. Now employed 5 kw NBC station in south. Sports a specialty. 4F draft. Box 391, BROADCASTING.

Director-Writer-Announcer — Also advertising and merchandising experience. College, married, 4F. Box 407, BROADCASTING.

Wanted to Buy

RADIO STATION — Local midwest preferred. Replies confidential. Box 404, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

SCHOOLS LIKE RADIO

San Francisco FM Tests Show Value of Medium

SIX-MONTH trial of FM broadcasting as a medium of instruction has proved successful in the San Francisco schools, according to school board officials. The board operates an FM transmitter, with 80 General Electric receivers throughout the city.

Most popular program was the school newscast by Dwight Newton three times a week. According to Pauline Ryder, principal of Emerson School, coordination of history, science, economics and geography courses with living events makes them more interesting. "The use of radio also teaches not only audience manners, but encourages worth while entertainment as well," she said.

Library Subscribers

NEW AND RENEWAL subscribers to the Standard Radio Library Service include: WOWO-WGL WFOR WGH WBRK KTKC WISE WBRE WATN WIAC KLUF WHBL KGKB WAAB WGNY KRON KPLT WIL KZRO WGIL WHEC WIBU WJBK WMRN KCMC KFIZ KARK KFBB W41MM KVOL, the OWI, San Francisco, and U. S. Navy, Dutch Harbor, Alaska. Two new subscribers to the Standard Sons of the Pioneers special library are WBRK, Pittsfield, Mass., and WHBF, Rock Island, Ill.

CESAR SAERCHINGER, NBC commentator, has celebrated his fifth year on his weekly program, *Story Behind the Headlines*, which is presented under auspices of the American Historical Assn.

"THE WORLD'S BEST COVERAGE U.P. OF THE WORLD'S BIGGEST NEWS"

TO SPEED TELEGRAMS AT LOW COST—PHONE
Postal Telegraph
CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
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PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Jack Howard Gets Naval Commission

Hanrahan Given Radio Post; Sorrells Leaves Censorship

JACK R. HOWARD, president of Scripps-Howard Radio Inc. and assistant executive editor of Scripps-Howard Newspapers, has been commissioned a lieutenant (j.g.) in the United States Naval Reserve and is now attending operational school. He is 32, married and the father of two children.



Lt. Howard

James C. Hanrahan, executive vice-president of Scripps-Howard Radio and general manager of WMPS, Scripps-Howard station in Memphis, will assume Mr. Howard's radio duties for the duration but is expected to maintain his headquarters in Memphis rather than move to the present headquarters offices in New York.

Sorrells Returns

In addition to WMPS, the Scripps-Howard stations include WCPO, Cincinnati; WNOX, Knoxville, and WMC, Memphis. WCPO and WNOX are licensed directly to Scripps-Howard Radio; WMC is licensed to Memphis Publishing Co., and WMPS to Memphis Broadcasting Co., wholly owned subsidiary of Memphis Publishing Co.

John H. Sorrells, who was on leave from Scripps-Howard Newspapers to serve as Deputy Director of Censorship in Washington, has resumed his post of executive editor of the papers. He will continue to function in an advisory capacity to the Office of Censorship.

Bennett to WAAT

VICTOR BENNETT, former account executive of WOR, New York, has been named vice-president and national sales director of WAAT, Newark, N. J., a new post, according to an announcement last week by Irving Robert Rosenhaus, executive vice - president and general manager. Mr. Bennett entered the advertising and promotional field some 15 years ago as assistant to the American general agent of the Great Western Railroad of England and in 1933 became manager of the general agency of all American activities for the promotion of travel to the British Isles. He handled transportation advertising for the *N. Y. Sun* for several years, and later served as manager in charge of advertising features and market research of African Associated Newspapers. Before joining WOR early in 1942, Mr. Bennett published *New York Flite Plan* magazine dealing with air transportation schedules.



Mr. Bennett

CBS Extends Full-Net Discount Plan To Sponsors Denied Certain Outlets

ALTERATIONS in the CBS full network discount plan to allow a part of the rebate to advertisers ordering but unable to secure the full network were announced last week by William C. Gittinger, vice-president in charge of sales.

Revised plan provides for a graduated scale of discounts, starting with 15% for full network programs and decreasing in proportion with the percentage of full network billing represented by stations not clearing time.

Supersedes 3-Station Plan

If, CBS explained, the stations which do not clear represent less than 1% of the full-network billing, a 14% discount will be granted. If the stations not clearing represent less than 2% the discount is 13%, continuing until the stations which do not clear represent 15% or more of full-network billing, in which case no full-network discount is allowed. Discounts are to be computed not only on the stations which are cleared, but on the net billing for the full network, and are calculated to the nearest one-tenth. of 1%.

Obviously prompted by the network's recent acquisition of several wine and beer accounts which ordered the full network but which were unacceptable to a number of CBS affiliates, the altered discount plan supersedes immediately the "three-station tolerance" announced on Rate Card 29, dated July 15, 1942, when the full-network discount plan became effective for all new business. The former plan allowed the full-network discount on programs on which all but three stations (or fewer) were cleared and provided that a pro-rata share of the full-network discount might be allowed under conditions governed by the specific time period involved and the probable availability of the full network during the term of the contract.

Present CBS full-network advertisers may continue for 12 months under the old plan or may adopt the new formula at any time during that period, electing whichever is the more favorable. The basic condition, that advertisers must place a firm order for all CBS stations and continue this order in effect to earn the full-network discount, is not changed, CBS states.

Igleheart on 'Chef'

SECOND NATIONAL advertiser to sign for the *Mystery Chef*, offered to BLUE affiliates by the network on a local cooperative basis, is Igleheart Bros., Evansville, Ind., the Swansdown Flour division of General Foods Corp., New York. Igleheart will sponsor the quarter-hour series, starting March 15 five times weekly on WORD, Spartanburg, S. C., and WHMA, Anniston, Ala., and twice-weekly on WJHP, Jacksonville. First national advertiser to take the series was National Biscuit Co., New York [BROADCASTING, Feb. 22]. A total of 34 stations now carry the series on a sponsored basis. The Swansdown account is handled direct and McCann-Erickson, New York, is National Biscuit agency.

Band to Plane Plant

ALVINO REY and his 21 man orchestra, featured on various West Coast originating network programs, swapped a weekly income averaging $10,000 for beginners wages totaling approximately $800 when they started in early March working at Vega Aircraft Corp., Burbank, Cal., on the graveyard shift. Rey, who has held a commercial radio license for 24 years is an inspector in final assembly. Band will continue on the Wednesday night *Salute to the States* on Mutual-Don Lee stations.



Drawn for BROADCASTING by Sid Hix

"They're Short of Operators, Now! Instead of Announcing, I'm to Ride the Gain!"

ARMY COMMISSIONS SCHECHTER CAPTAIN

ABEL A. SCHECHTER, former NBC director of news and special events, last week was commissioned a captain in the Army Air Forces and has been ordered to report to Miami Beach for preliminary training. He has resigned as special assistant to Gardner Cowles Jr., Director of Domestic Operations of OWI, a post he has held since Aug. 15.



Capt. Schechter

It is understood that Capt. Schechter, after his six weeks preliminary training, will be assigned to Washington as Special Projects Officer under Col. William P. Nuckols, assistant for Army Air Forces to Maj. Gen. Alexander D. Surles, Director of the War Dept. Bureau of Public Relations. Another of Col. Nuckols' assistants is Maj. Hal B. Rorke, former assistant publicity director of CBS New York and chief of CBS West Coast publicity [BROADCASTING, Feb. 15].

One of the best-known figures in the industry and a pioneer in the development of radio as a news medium, Capt. Schechter joined NBC in 1932 as a writer. He became news editor in 1935 and added the duties of director of special events in 1938. Since the war, he has handled special consulting assignments for the War Dept. Bureau of Public Relations, and last August accepted Mr. Cowles' invitation to join OWI.

Servel to Return

SERVEL Inc., New York, which has not used network radio since the summer of 1938 when it sponsored the *March of Time* on NBC-BLUE, is reported returning to NBC early in April with an institutional series based on rationing news from Washington. Company, which manufactures Electrolux refrigerators in peacetime, is expected to sponsor Billie Burke, movie actress, in *Fashions in Rations*, in the 11:30 a.m. to 12 noon period Saturdays on an undetermined number of NBC stations. Agency in charge is BBDO, New York.

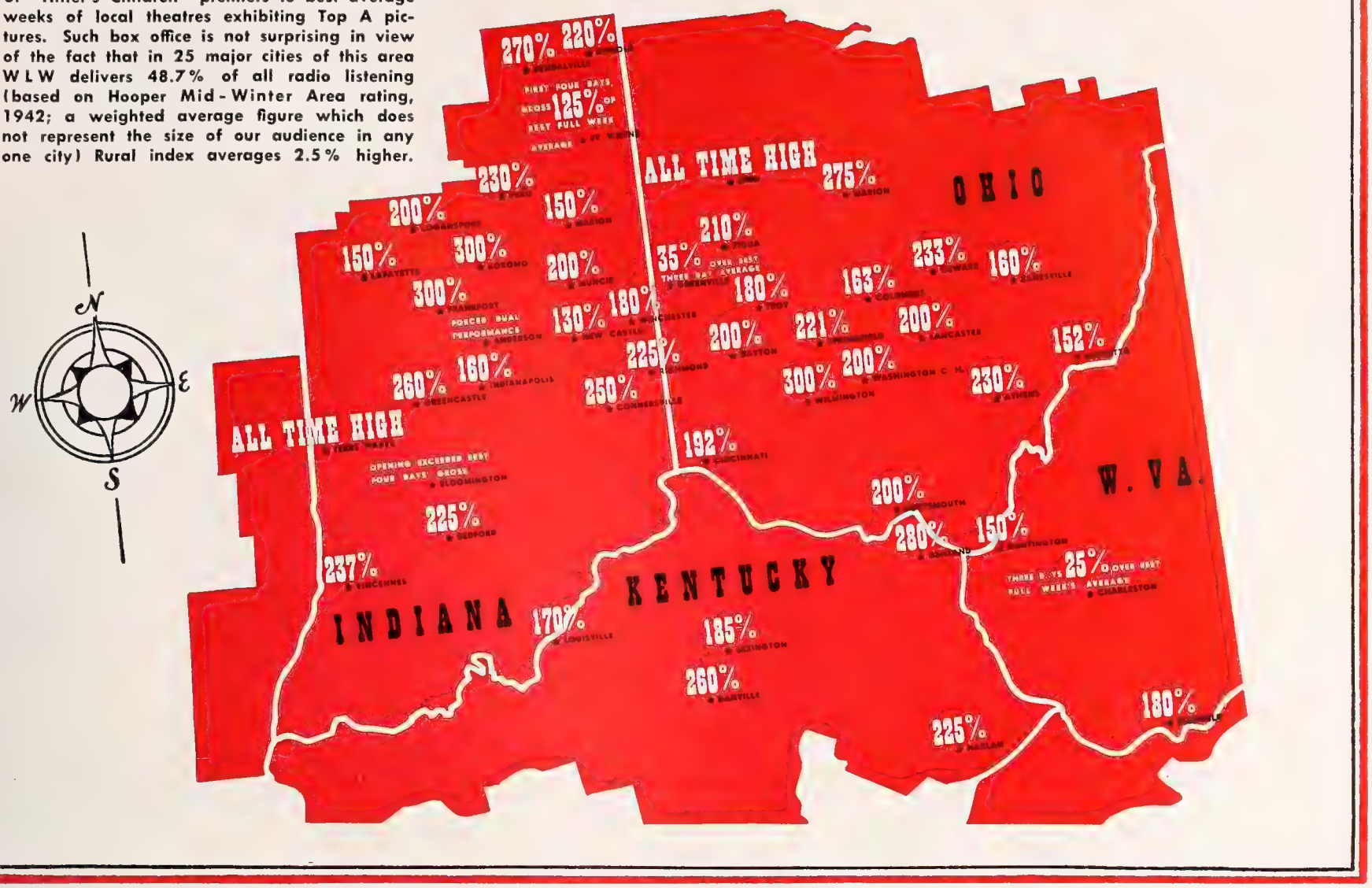
UNITED FRONT

WSYR Plugs WFBL Project To Sell War Bonds

WHEN Cecil Brown, CBS commentator and foreign reporter, visited Syracuse on a War Bond selling lecture tour under sponsorship of WFBL, CBS outlet, WSYR, NBC local station, broadcast plugs urging listeners to buy bonds and attend the lecture.

Harry C. Wilder, WSYR general manager, explained when it comes to supporting the war effort, "I hope that in every city stations will forget their commercial competition and establish a united radio front for the duration. I think you have to actively support another station's special project to convince the public that radio is unselfish in supporting this war to the limit."

Percentage figures on this map show relation of "Hitler's Children" premiers to best average weeks of local theatres exhibiting Top A pictures. Such box office is not surprising in view of the fact that in 25 major cities of this area WLW delivers 48.7% of all radio listening (based on Hooper Mid-Winter Area rating, 1942; a weighted average figure which does not represent the size of our audience in any one city) Rural index averages 2.5% higher.



Every box office record broken in 46 cities

By WLW World Premiers of "Hitler's Children"

On January 14, WLW staged Fifty City World Premiers of "Hitler's Children", based on the best-seller "Education For Death" by our European Commentator, Gregor Ziemer. Promotion on Mr. Ziemer's own programs jam-packed theatres throughout WLW-land, started the film on its way toward becoming one of the best grossing pictures of all time. So sensational were these premiers that Ned E. Depinet, President of RKO Radio Pictures, Inc., wired WLW:

"Box office and attendance figures in WLW World Premiers of 'Hitler's Children' have clearly demonstrated the intensive coverage and selling power of The Nation's Station. Despite the years of association of our company with the radio industry, it has remained for WLW to demonstrate to us and the motion picture industry the tremendous results possible with radio as the spearhead of a well planned and executed campaign. I feel that our joint operation with you has pioneered a new phase of American merchandising and advertising, with a demonstration of mass selling unprecedented in the history of motion pictures and radio."

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. SPECIALTY SALES enables you to maintain dealer contacts or introduce new products at a fraction of the cost for man-power.

● **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

RCA 849

R-F and A-F POWER AMPLIFIER, OSCILLATOR, MODULATOR

$120



LONGER LIFE

instead of increased ratings

Ordinarily, when a Transmitting Tube has been improved, its ratings are raised—*but not in these extraordinary times!*

Today, it is long life that counts—not spectacular "peak" performance.

That is why, when the RCA-849 was materially improved over a year ago by use of the famous RCA zirconium-coated anode, you heard nothing about it—even after months of actual use had shown that the improvement was such as to warrant a substantial rating increase in normal times.

Instead of reflecting such an improvement in terms of higher tube ratings we utilized it to make conservative RCA tube ratings still more conservative. This program, we felt, was far more in keeping with the war effort because it assures longer life for tubes that are difficult to replace. This has been done, not only with the RCA-849, but with other RCA tubes as well.

The war has not stopped RCA engineering progress. It has only intensified it—a fact to which the thousands of hours of additional potential life now built in to many RCA Transmitting Tubes offer the most convincing proof.

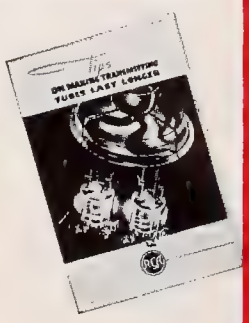
RATINGS*

FILAMENT VOLTAGE, 11 VOLTS
FILAMENT CURRENT, 5 AMPERES

PLATE VOLTAGE, 2500 VOLTS, MAX.
PLATE DISSIPATION, 400 WATTS, MAX.
*For class C telegraph service.

HOW TO MAKE TUBES LAST LONGER ON THE JOB . . .

RCA advertising, for months past, has been devoted to operating tips on making tubes last longer. This valuable material has now been collated into a booklet, copy of which will be sent upon request to Radio Corporation of America, Commercial Engineering Section, Harrison, N. J.



RCA TRANSMITTING TUBES

PROVED IN COMMUNICATION'S MOST EXACTING APPLICATIONS

RADIO CORPORATION OF AMERICA, RCA Victor Division, *Camden, N. J.*

PRINTED IN U.S.A.

MARCH 22, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

attention--

time buyers, account executives!

clip and keep this important list...

Here are the 16 great war-active cities of more than 100,000 people each covered every hour of every day by WOR.

That WOR has sold—does sell—; that WOR can add dealers; simplify and safeguard distribution, in these cities and beyond them is more than adequately proved in the majority of 99 WOR success stories. Call, write, or wire

BRIDGEPORT, CONN.
NEW HAVEN, CONN.
TRENTON, N. J.
NEWARK, N. J.
ALLENTOWN, PA.
PHILADELPHIA, PA.
NEW YORK, N. Y.
JERSEY CITY, N. J.
PATERSON, N. J.
YONKERS, N. Y.
CAMDEN, N. J.
ELIZABETH, N. J.
READING, PA.
WILMINGTON, DEL.
WATERBURY, CONN.
HARTFORD, CONN.

CLIP AND SAVE THIS LIST NOW!

that power-full station **wor** *at 1440 Broadway, in New York*









The Arizona

STATION THAT DOES THINGS!

Serving Local Interests Gets Local Interest . . and *Listeners!*

Whenever anything of interest in Phoenix is going on, KOY microphones are there, broadcasting on-the-scene accounts of the event. In the months of January and February KOY originated special, local-interest broadcasts more than once in every two days — such as the Governor's inaugural; tour of a captured Japanese submarine; RAF rugby game; welcome to Mexican lend-lease workers. Any worthwhile endeavor — Red Cross, OCD, Cattle Growers Association or whatever — always finds KOY ready and willing to cooperate. These are the things that affect every individual in Phoenix . . . and Arizona.

These are the things that affect radio listening in Arizona, too! KOY, because it serves local interests by coverage of local events, has the listeners, a loyal and enthusiastic audience. And such listener loyalty predicates advertising results.

THE PICTURES:

1. KOY broadcasts tour of captured Japanese miniature submarine.
2. State President of Arizona Gideons presents Bible to KOY Program Director Jack Williams.
3. Arizona Governor Sydney P. Osborn is interviewed by Jack Williams.
4. KOY broadcasts arrival of 270 volunteer "Soldiers of the Soil" from Mexico.
5. KOY interviews Arizona Highway Patrol women radio operators who took their soldier husbands' places.
6. Senor Morales Gonzales, Mexican consul for Phoenix, addressed KOY audience on arrival of Mexican farm workers.
7. KOY broadcasts from Arizona Cattle Growers Convention; National Live Stock Association president at microphone.







TO SELL ARIZONA——

The Arizona Network

KOY, Phoenix ★ KTUC, Tucson ★ KSUN, Bisbee-Lowell

KOY

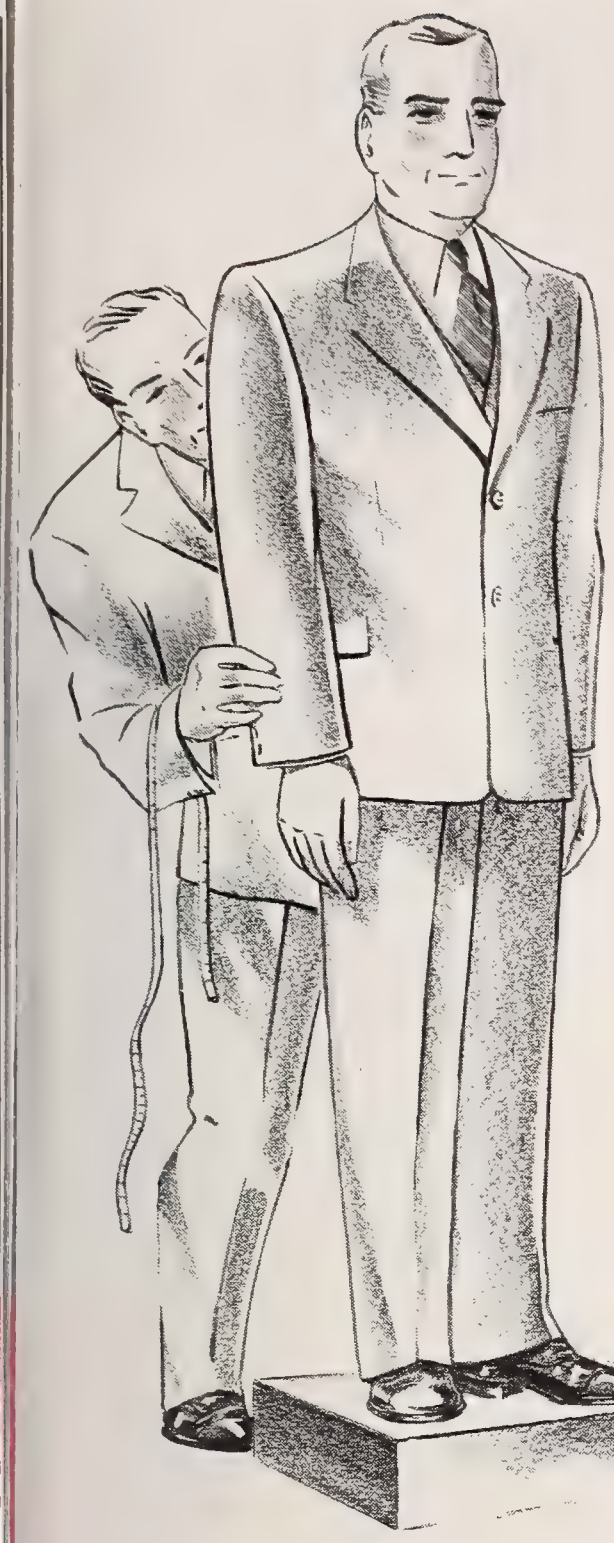
CBS

PHOENIX ARIZONA

1000 Watts on

550 KC

MANAGEMENT AFFILIATED WITH **WLS**, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY



TAILORED

for the New England market

Twenty-one cities and their suburban trading areas comprise the cream of New England buying power.

Twenty-one stations — each with the friendly influence of a corner grocer or druggist — provide a perfect sales pattern for the complete coverage of these markets.

Here is local, neighborly acceptance plus the carry-over interest and audience holding strength of network programs.

Buy New England as one piece with The Yankee Network's 21 home-town stations.

ACCEPTANCE IS THE YANKEE NETWORK'S FOUNDATION

THE YANKEE NETWORK, INC.

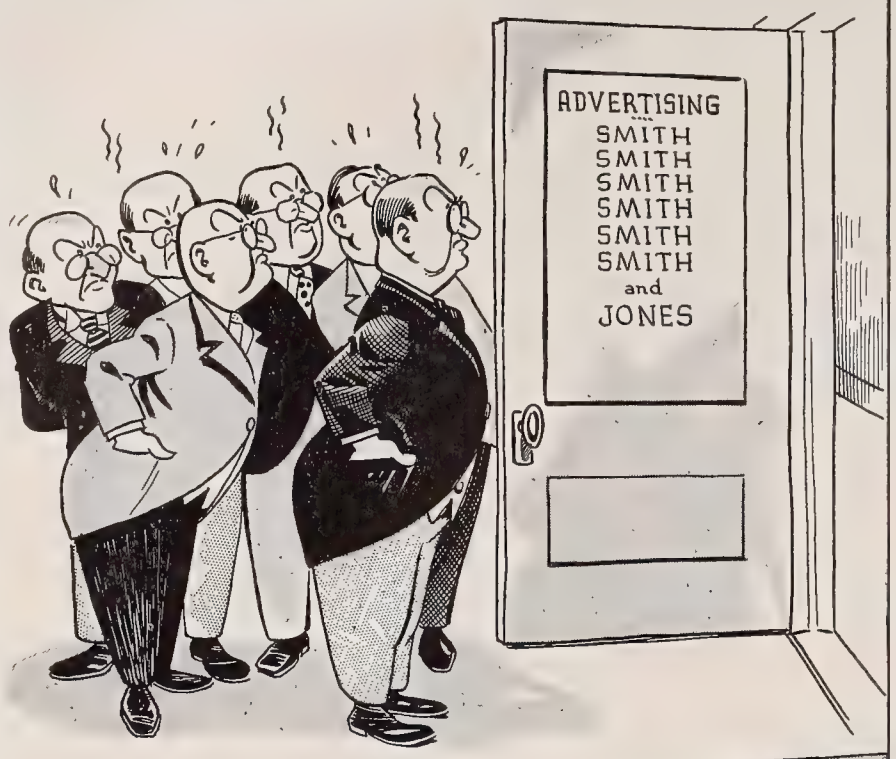
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

No Sir, By Gad . . . Jones is no longer with us! . . .



The rascal has opened his own agency . . .

But then, you too, can learn the secret of success. Simply put your accounts on KFAB.

You see, KFAB serves the farm and small town markets of Nebraska and her neighboring states. These areas are now spending the largest farm income in their history. And the effectiveness of this income is doubled by the *cycle* in which it is spent—from farmer to merchant to druggist to doctor to grocer to wholesaler to farmer and around again.

The people who do all this spending listen to KFAB...act on KFAB's suggestions...buy what KFAB recommends! You, therefore, *need* this station to do a *complete* selling job for your accounts.

ED PETRY CO NAT'L REPR

KFAB LINCOLN, NEBR

DON SEARLE GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE KOIL

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • No. 12 MARCH 22, 1943

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Hix Cartoon 50

Subscription $5.00 a Year • Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February

"You mean without the TOURISTS?"

"We do! And you can contact Tampa's plus dollars PROFITABLY with spots on WFLA!"

AP release in the Tampa Morning Tribune

TAMPA JANUARY DOLLAR VOLUME SALES LEAD '42

47 Pct. Gain Reported

WFLA TAMPA NBC

JOHN BLAIR & CO. . . NATIONAL REPRESENTATIVE



"...and keep your radio on!"

This is a dress rehearsal ... for death.

The sirens wail in the night ... the shaded lights go out one by one ... activity ceases. This is an air raid drill.

Millions of hands reach for the radio and flick on the switch. For the official Army instructions are:

"Keep your radio on."

What a tribute it is to the broadcasters of America, that in our country's crisis—*radio* is depended upon to serve so vitally. What a confirmation this is of radio's splendid cooperation, its patriotism, and its trusted and respected position in the minds of all Americans.

RCA is proud to have played a part in the growth of the free American way of broadcasting. We have always placed our entire facilities, skill, and resources, at the command of radio, to aid in its swift progress and development.

Today, RCA is engaged in serving the greatest cause of all—the cause of Victory. Today, our goal is to provide more and more radio equipment for our armed forces.

That is why our service to you may not be as thorough as it has always been. But whatever we can do to aid the broadcasters in their important work—we intend to do to the best of our ability.

If we can be of service to you on technical problems which you are encountering, don't hesitate to call on us. The tasks that free American broadcasting is carrying on today—*must* continue. And we are anxious to help you—to see that they do!



RCA BROADCAST EQUIPMENT

RCA Victor Division

RADIO CORPORATION OF AMERICA, Camden, N. J.

THE FARMERS' CHOICE!



"ALL RIGHT, BOSSY — I KNOW IT'S TIME TO TUNE IN WLAC!"

SOUTHERN farmers like WLAC, because this Nashville radio station provides them with diversified entertainment of the type they like to hear.

In addition to the programs listed here, WLAC's schedule is geared to the listening tastes of the people of the vast TVA-rea.

WLAC'S BIG SIX FOR RURAL LISTENING

6:00 A. M. NEWS
6:45 A. M. "TEXAS DAISY"
6:30 A. M. FARM FRONT
6:45 A. M. FAIRFIELD FOUR
7:00 A. M. CHUCK WAGON GANG
7:15 A. M. RENFRO VALLEY

THESE PROGRAMS BROUGHT 18,000 LETTERS IN 3 MONTHS

Farmers wrote from all but 63 of the 921 counties in 12 Southeastern states! More than 1,000 letters came from each of 7 states . . Tennessee, Kentucky, Arkansas, Louisiana, Mississippi, Alabama, and Georgia. This is proof that they're listenin' . . to WLAC.

WLAC
50,000 WATTS
ONLY CBS OUTLET
WITHIN 125 MILES OF NASHVILLE

For Availabilities, Call
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

THE STATION OF THE RICH TENNESSEE VALLEY



There's some Careful Buying going on these days...

and in radio it is the spot time buyers who give each market and radio station its closest scrutiny.

In Chicago these buyers of spot time have their choice of many stations—five of them with 50,000 watts.

It is significant that WGN holds a substantial lead over all other major Chicago stations in volume of local and national spot advertising.

Even more significant is the fact that the retail stores which keep an over-the-counter check on direct results place more business on WGN than any other major Chicago station.



A Clear Channel Station

50,000 Watts *720 Kilocycles*

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. ★ **PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.**

ROBERT G. SOULE

VICE PRESIDENT, WFBL, SYRACUSE



1911	The Hill School
1911-13	Cornell University
1913-28	Vice President and Sales Manager, Merrell-Soule Co.
1928-31	Division Sales Manager, Borden Co.
1932	Vice President, Onondaga Radio Broadcasting Corp. (Station WFBL)
1942	Chairman, Syracuse Radio War Council

HERE, gentlemen, is one of the most unusual situations in radio. Twelve years ago Bob Soule was a big time consumer-goods sales manager. Then he became fascinated with *merchandising by radio*—and bought a large interest in a good radio station, to really ride the hobby! . . . So-o-o—today Bob—one of the principal owners and officers of WFBL—spends his full time merchandising and promoting for its lucky advertisers. As a result, WFBL is generally considered the best test station in the East!

Yes, here at F&P, we're "merchandising minded" too. Believe it or not, we are actually aware of the fact that the usual purpose of your advertising effort is to *sell stuff*. So, knowing that, we also realize that we won't be able to sell you very much of our stuff unless our stuff is so carefully and thoughtfully selected that it will really help you to sell *your* stuff!

Elementary? Yes—just as elementary as *most* of the rules that account for *most* of the successes in any line of business—including our own, thanks to all the agencies and advertisers we are privileged to serve, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 12 WASHINGTON, D. C., MARCH 22, 1943 $5.00 A YEAR—15c A COPY

Recorders Invite Petrillo to Conference

Impasse May Lead To Appeal to WLB

REOPENING of negotiations for settlement of the seven-month-old recording strike was sought last Friday by the transcription and recording industry in an invitation to AFM President James C. Petrillo to meet with its representatives in New York Wednesday (March 24). The action came after the AFM International Board had flatly rejected previous proposals for immediate lifting of the ban.

In a telegram to the AFM head, the group denied the charge that the recorders had not acted "in good faith" in proposing lifting of the ban pending consideration of the propriety of the AFM "fixed fee" proposal by responsible Governmental agencies. The telegram, unanimously approved by the industry group read:

Always Ready to Bargain

"In your reply of March 17 to our letter of Feb. 23, you complained that we have failed to measure up to the test of good faith collective bargaining. That complaint is unjustified since it was you who terminated all prior arrangements without previous complaints or demands. Individually and collectively, we have always been and continue to be ready to confer and bargain with you on the question of wages, hours and working conditions which, under both the National Labor Relations Act and universal practice, are the appropriate subjects for collective bargaining, and to enter into a written agreement for a definite term which will provide for the immediate resumption of recording. As tangible evidence of our good faith, we now invite you to meet with us for such purpose at the Hotel Ambassador, in New York City, on Wednesday, March 24, at 2:30 p.m. Please reply by telegram to Mr. Lawrence Morris, care of RCA Victor, Camden, N. J."

Those signing the telegram were: Associated Music Publishers Inc.; Columbia Recording Corp.; Decca Records Inc.; Empire Broadcasting Corp.; Lang-Worth Feature Programs Inc.; Muzak Corp.; RCA Victor Division, RCA; Radio Recording Division, NBC; Standard Radio; Soundies Distributing Corp. of America Inc., World Broadcasting System.

Those attending the conference were: C. M. Finney, president, AMP and Muzak Corp.; John R. Andrus, vice-president, AMP; Gerald Kelleher, president, Empire Broadcasting Corp.; C. O. Langlois, president, Lang-Worth Feature Program Inc.; A. Walter Socolow, Lang-Worth attorney; C. Lloyd Egner, vice-president, NBC Radio Recording Division; R. P. Myers Jr., NBC Legal Department; A. J. Kendrick, vice-president, World Broadcasting System; Ralph Colin, counsel for Columbia Recording Corp.; Judge Lawrence A. Morris, attorney for RCA Victor; Milton Diamond, counsel for Decca Records Inc.

Milton Blink, partner of Standard Radio, approved the message by phone, with approval also secured from Soundies Distributing Corp. C. P. MacGregor, remaining signatory to the recording industry letter of Feb. 23, could not be reached.

As BROADCASTING went to press Friday, no word had been received regarding Mr. Petrillo's acceptance of the invitation. It was expected, however, in the light of his previous comments, that negotiations promptly would be reopened.

Immediately following the International Board's rebuff, there was talk in recording circles of a prompt appeal to the War Labor Board as a possible means of breaking the impasse. The AFM action, after a three-day meeting, left the situation right where it was on Aug. 1.

Because both the Federal District Court in Chicago and the Supreme Court have now held that the AFM ban constitutes a "labor dispute", industry attorneys have urged an appeal to WLB. The fact that the ban, which forced cessation of all recordings last Aug. 1, has seriously interfered with the war effort, based on statements by important figures in public life, makes WLB intercession practically a mandatory course, it was held. In fact it is felt industry and labor are "obligated" to follow this course.

Chairman D. Worth Clark (D-Ida.), of the Senate Interstate Commerce subcommittee authorized to investigate the recording ban, said last Friday prior to his departure for a previously planned trip to Florida, that he would await developments during the week before deciding upon reopening the hearings.

Hearings were interrupted last January after the AFM president had agreed to draft a proposal, which resulted in the "fixed fee" plan of Feb. 15, whereby manufacturers and distributors of transcribed and recorded music would pay royalties into a union fund designed to reduce unemployment. This proposal was turned down by the transcribers and record companies Feb. 23, on the ground that it embraced "a startling new kind of social philosophy" which would require Congressional and other Governmental action.

Conditions More Critical

Senator Clark said he would call his six-man subcommittee together on his return, to appraise the situation and decide whether a direct appeal to President Roosevelt should be made to use his wartime powers to break the impasse. Following the testimony of Petrillo before his Committee, the Senator said that as a last resort he would be disposed to carry the issue directly to the White House.

Conditions for both transcription companies and record manufacturers are becoming increasingly critical. In the radio field, a substantial amount of business is reported to have shifted from national spot to the networks, because of the unavailablity of musicians for recording work. Network and station staffs are not affected, but AFM members are barred from accepting engagements for transcriptions or phonograph records.

Mr. Petrillo, following the three-day session of his board in Chicago, told BROADCASTING last Thursday that AFM was "willing to listen to counter-proposals." He added "we don't feel that the negotiations should bog down, but the flat re-

(Continued on page 40)

TEXT OF PETRILLO LETTER

FOLLOWING is the full text of the letter of James C. Petrillo, AFM president, sent to the transcription and phonograph record signatories March 17 after a three-day meeting in Chicago of the AFM international board:

"The Executive Board of the American Federation of Musicians met to consider your answer to its proposals submitted to you. The members of the Board cannot escape the conclusion that you have failed to consider these proposals in good faith. No other conclusion can be deduced from the many specious arguments presented by you. In short you have failed to measure up to the test of good faith collective bargaining which requires submission of counter proposals.

"Particular Kind of Industry"

"Your letter contains many incorrect assumptions and many misstatements of fact. You incorrectly assume that our proposal is founded on a claim that there is an obligation in any industry to persons not employed by that industry solely on the ground that such persons belong to a given union.

"To begin with, we are dealing with a particular kind of industry, namely, one that has been built up exclusively by a mechanical invention that displaces human labor. In the second place, we are dealing with workers who are not employed in their craft precisely because of the creation, development and expansion of such an industry. We say simply that all those who benefit from the displacement of human labor should share the burden of the cost to the displaced workers. These workers are entitled to relief not because they happened to be members of a union but solely because they happened to be victimized by the same thing which benefits others. Their membership in the union does not give them the right, it merely provides for them the means whereby they seek to enforce that elemental right. This principle is recognized by many outstanding economists, among

(Continued on page 39)

Whiteman Named Blue Music Chief

Orchestra Leader to Finish Contract for Lever Bros.

PAUL WHITEMAN, internationally-known conductor, has been named director of music of the BLUE, Mark Woods, network president, announced last week. Immediately following his appointment, Mr. Whiteman left New York for the BLUE studios in Hollywood, where he will headquarter until June. On the West Coast he will conduct concerts with the Los Angeles Symphony Orchestra and will complete his current engagement on the CBS *Burns & Allen* program, sponsored by Lever Bros. for Swan soap.

Returning to New York in June, Mr. Whiteman will be placed in charge of all musical programs on the BLUE, acting in a supervisory capacity, planning musical programs, cooperating in the production of new programs and serving as consultant on musical portions of current commercial broadcasts. To the BLUE Whiteman will bring his music library, considered one of the most comprehensive of its kind.

Helped Others to Fame

In announcing Mr. Whiteman's appointment, Mr. Woods said, "For a quarter of a century he has represented modern American music at its best; he has introduced the finest of contemporary compositions; he has introduced to the American public such outstanding conductors and composers as George Gershwin, Ferdie Grofe and Johnny Mercer."

In addition to his current participation in the *Burns & Allen* program for Lever Bros., Mr. Whiteman has appeared on network programs for General Motors, P. Lorillard Co., Sherwin-Williams Paint Co., Kraft Cheese Co., and others.



KING OF JAZZ, Paul Whiteman, becomes King of BLUE arpeggios and cadenzas, too. Mark Woods, BLUE president, is seen here signing contract with Mr. Whiteman, making him Director of Music, as Phillips Carlin, net's vice-president in charge of programs, approves. The new music director's headquarters will be in Hollywood for three months. After that in New York's Radio City.

Lt. Com. Butcher of Gen. Eisenhower's Staff Pays His Family Surprise Visit

AFTER a nine-month sojourn in England and North Africa as Naval aide to Lt. Gen. Dwight D. Eisenhower, Lt. Com. Harry C. Butcher, former CBS Washington vice-president, returned to Washington last Wednesday on official business. He had no comment to make about the purpose of his visit to this country.

The former network official, one of the best-known and best-liked figures in the industry, surprised his wife and young daughter, Beverly, with an unheralded early morning arrival. His family lives at a Washington hotel with Gen. Eisenhower's wife.

In excellent health, except for a slight throat irritation acquired since his return, Com. Butcher was confined to his home Wednesday and Thursday, but reported to both Army and Navy headquarters on official missions the remainder of the week. He had been in North Africa since the campaign got underway, and prior to that was in London with Gen. Eisenhower. His position as Naval aide to the Army's Commanding General, a friend of long standing, is unique in military annals.

Com. Butcher renewed acquaintances with his many friends in public life and in radio around Washington. Prior to his return to his post, he plans to visit friends and former associates in New York.



LT. COM. BUTCHER

Yourd Aids Gammons

KENNETH L. YOURD, since June 1941, member of the WJSV staff as legal counsel has been appointed assistant director of the CBS Washington office. Announcement was made Thursday by Earl H. Gammons, director of the office.

TENTATIVE NAB PROGRAM
Palmer House, Chicago, April 27-29

TENTATIVE agenda for the NAB Radio War Conference at the Palmer House in Chicago April 27-29 was released last week by NAB Washington headquarters. Names of speakers were not given, pending confirmation, but will be released shortly.

The conference, being held in lieu of the NAB's 21st annual convention because of wartime operations and restrictions on travel, will be compressed into 2½ days, beginning on Tuesday and winding up at luncheon Thursday, April 29.

Monday, April 26, will be given over to advance registration and to meetings of various NAB committees, with the conference itself getting underway Tuesday morning.

Following is the tentative agenda:

MONDAY, APRIL 26

9 a.m. Registration
10:30 a.m. Program Directors' Committee
10:30 a.m. Sales Managers' Committee
2 p.m. NAB Bureau of Copyrights
2 p.m. Public Relations Committee
2 p.m. Research Committee
2 p.m. Engineering and Insurance Committees
2:30 p.m. Code Committee
3 p.m. Retail Promotion Committee
4 p.m. BMI Board
7 p.m. Accounting Committee
7 p.m. Labor and Wage and Hour Committees
7 p.m. NAB Board of Directors Dinner

TUESDAY, APRIL 27

War Manpower and War Materials

8:30 a.m. Registration
10:30 a.m. Manpower
1. Needs of the Army
2. Needs of Industry
3. Selective Service
4. How to meet the need

12:45 p.m. Luncheon
2:30 p.m. War and Materials
1. Operation of stations
2. Listeners
3. Operations under Fighter Command

8 p.m. (1) The Clear Channel, Regional and Local Groups are offered the opportunity to have meetings at this time (2) NAB Women Directors

WEDNESDAY, APRIL 28

8:30 a.m. Breakfast Round Tables
1. Selective Service and Manpower
2. Foreign Language
3. Tubes and equipment, gas and tires, listener problems, batteries, receiving sets
4. Music
5. Radio Management Club of Chicago

10:30 a.m. Radio Problems and the War
1. Censorship
2. The Government and Programs

12:45 p.m. Luncheon
2:30 p.m. Sales Problems during Wartime
1. Retail Promotion Committee plan
2. Petrillo recording ban
3. NAB Annual Meeting
a. Election of Directors-at-large
b. Vote on by-laws changes

8 p.m. "Sales—A Wartime Necessity"

THURSDAY, APRIL 29

8:30 a.m. Breakfast Round Tables
1. Censorship
2. Training courses—48-hour Week — Women
3. OWI
4. Sales Managers
5. The Recording Ban
6. Legislation and Taxation

10:30 a.m. The Role of Advertising in the War
1. Recommended standards for coverage maps
2. The role of advertising in wartime —a panel discussion

Resolutions and Adjournment of Conference

2:30 p.m. Meeting of New NAB Board of Directors

Group on Materiel Appointed by BWC

Equipment for Overseas Radio Studied; Corderman Boosted

CREATION of the International Broadcasting Coordinating Committee by the Board of War Communications and promotion of Roy C. Corderman, chief of the facilities division of the Office of War Information, to the post of assistant chief of the OWI Bureau of Communications Facilities, were announced last week.



Mr. Corderman

The IBCC, composed entirely of Government representatives, is headed by FCC Commissioner T. A. M. Craven. It will advise the BWC on international broadcasting problems.

To Make Material Available

Serving with Commissioner Craven are Brig. Gen. Frank E. Stoner, chief of the Army Signal Corps Operating Services; Lt. Com. A. B. Chamberlain, former CBS chief engineer, of the Navy's Bureau of Ships Radio Division; Mr. Corderman, who also will represent the Coordinator of Inter-American Affairs as well as the OWI; Frank H. McIntosh, assistant to the director of the War Production Board Radio Division. Philip F. Siling, FCC International Division chief, will serve as committee secretary and FCC alternate for Commissioner Craven.

The new committee will study methods of making available necessary materiel to provide adequate international broadcast service for psychological warfare overseas. Manufacture of new shortwave equipment as compared with diverting required equipment from other sources and services will be studied by the group, which will hold military requirements as a primary consideration.

Mr. Corderman, widely-known engineer, is on leave from the AT&T for the duration. He first was loaned to the CIAA Dec. 1, 1941, and six months later he went to the OWI as chief of the facilities division.

Before Dec. 7, 1941, when amateur stations were ordered off the air, Mr. Corderman operated W3ZD at Chevy Chase, Md., a Washington suburb. He entered radio with KDKA, Pittsburgh, as an engineer. For several years he was coordinator of the Emergency Network of the American Radio Policy League in the Middle Atlantic and Southeastern areas.

On the floor of the House last Wednesday Rep. Celler (D-New York) paid tribute to the work of the OWI, particularly the Overseas Branch, in combatting Axis propaganda. He took issue with Rep. Taber (R-N. Y.), who criticized some of the functions of OWI.

Selective Service Cool Towards Radio

Handicap to Operations Is Held No Factor In Deferment

LOCAL DRAFT boards are not required to defer key men merely because their drafting would handicap a particular broadcast station, National Selective Service officials asserted last week in a new interpretation of policy. This statement was based on Selective Service's policy that essential services must be maintained, but no particular unit of an essential service need necessarily be considered vital.

The interpretation was first revealed in a letter to a station in the New York metropolitan area that had protested the reclassification of a key man. Under signature of Maj. G. Tinsley Garnett, Selective Service wrote that local boards classify men on the basis of conditions as they are known to exist in the area.

Not All Deferrable

"Local Boards fully realize that radio communications has been certified to be essential to the war effort," he wrote. "This does not mean that every radio station is essential to the war effort," the letter continued.

"Consequently not all employes of all radio stations would necessarily be placed in a deferred classification because they occupied a position appearing in Occupational Bulletin No. 27," he explained.

Officials at Selective Service headquarters confirmed this stand, pointing out that no unit of an essential industry is assured protection from local boards. They said National headquarters certifies an industry as essential but that local boards must decide each case on its merits.

Although this would seem to indicate that draft boards conceivably could decide which station in a community of duplicating broadcast facilities would continue, E. K. Jett, FCC chief engineer and chairman of the BWC Coordinating Committee, said that BWC is the only agency authorized to decide whether a facility is essential.

Within the fortnight FCC had ruled that all broadcast stations should continue operations, and had imposed obstacles in the path of those which would suspend. [BROADCASTING, March 15]. At WPB, every effort has been made to supply critical replacement parts to all stations, and not a single prolonged technical failure has occurred.

Selective Service's coolness toward the essential industry occupational lists has been increasingly met by station managers seeking deferment in the local areas, reports indicate. War Manpower officials in Washington are now frankly admitting that the essential industry lists failed in the face of the intensified induction tempo.

For the past several weeks, WMC's Essential Activities Committee has been seeking a formula to revise lists to make them effective, but in light of cold mathematics applied to the draft-age manpower pool, members of the committee are not optimistic.

Few Young Men Left

One committee member told BROADCASTING that WMC estimates there will be less than 500,000 able-bodied men in the 18-38 group to spread among all essential jobs. He pointed to Maj. Gen. Lewis B. Hershey's prediction that 14 of every 16 men in the 18-38 able-bodied class would be in the armed forces, and that most of the remaining, numbering about 2,000,000, would be tied to the farm by act of Congress.

Selective Service, in adopting this stricter interpretation of the rights of a particular unit of an essential industry, is reacting to the general shortage of draft men, officials explained. They said as time goes on, draft boards will undoubtedly become less generous in granting deferments, and that they will no longer support all units of an essential industry. Lt. Com. P. H. Winston of Selective Service's manpower division, said this explanation of policy does not mean that local boards have been instructed to eliminate duplication of broadcast service, or any other essential service. He said it merely restates a fundamental Selective Service assumption that local boards must determine each case on its merits.

Essentiality Test

Even units which may not be considered essential by a local board need not necessarily suspend operations, he said, but they will not be permitted to protect draft-age men at the expense of more essential services.

Broadcasters will get a first hand explanation of the manpower problem next month when Lt. Com. Winston is expected to address the NAB War Conference in Chicago.

Officials at Selective Service headquarters could not guess the tests a local board might use in deciding which stations in a community were essential, pointing only to regulations that said: A civilian activity necessary to war production or essential to the war effort must meet one of the following tests: It must be engaged in filling a Government contract; it must perform a "governmental service directly concerned with promoting or facilitating war production"; perform a service, governmental or private, directly concerned with providing food, clothing, shelter, health, safety, or other requisites of civilian daily life in support of the war effort.

Admitting, however, that the choice would be a difficult one, they emphasized that as time went on, it was not unlikely that local boards might come to feel that areas with several stations might be maintaining broadcast facilities not essential to the war.



CENSORSHIP AS APPLIED to *Vox Pop* was discussed by this quartet in the studios of WJSV, Washington, during a special *Vox Pop* preceding the CBS broadcast, sponsored by Bromo Seltzer, originating March 15 from Walter Reed Hospital, Washington. Eyeing J. Harold Ryan (r), assistant Director of Censorship in charge of radio are (l to r): Parks Johnson, originator of the program; F. Bourne Ruthrauff, vice-president of Ruthrauff & Ryan, and Warren Hull, Mr. Johnson's partner.

NLRB SPEEDS CASES OF SMALL EMPLOYER

A SHORTENED procedure to be applied by National Labor Relations Board regional offices in passing on requests for wage and salary changes is expected to facilitate the handling of hundreds of cases a week. Complicated statistical wage analyses will be elimniated to effect a saving.

New procedure is expected to lighten the burden on small employers and to speed upward wage adjustments necessary to eliminate cases of substandard living.

The shortened procedure will be used to correct interplant inequalities, substandard wages and inequalities for individuals and small groups. Considerable new authority has been given the local boards. For example, they may now use the shortened procedure in passing on adjustments effecting employers of 200 persons or less if the adjustments affect no more than 10 employes or 10% of them and do not exceed 5 cents an hour.

24 Now Use NBC All-Station Hookup

Average Up 49 to 70 Stations Daytime, 76 to 99 at Night

SINCE the inauguration of NBC's full network plan in August 1942, 24 advertisers sponsoring 38 programs have taken advantage of the plan and are using the total list of 125 NBC stations. Computed on the basis of additional network time created by the plan, statistics show that operation of the plan has added 922 station hours a week since its initiation.

In a comparison of figures compiled as of March 1, 1942, and March 1, 1943, the average NBC network increased during the year's period from 49 to 70 stations in the daytime hours, and from 76 to 99 stations for programs broadcast between 6 and 11 p.m.

According to NBC, many top-ranking network features previously unavailable to station audiences in numerous localities are now being enjoyed in the nation's less populated areas as a result of the plan, while sponsors, at a slight added cost, have materially increased their coverage through effective facilities supplied by the added outlets.

Sponsors benefitting from NBC's full network plan and their programs are:

American Tobacco Co., *All-Time Hit Parade* and *Kay Kyser;* Bell Telephone System, *Telephone Hour;* Bristol-Myers Co., *Eddie Cantor* and *Mr. District Attorney;* Brown & Williamson Tobacco Co., *Red Skelton Show* and *Tommy Dorsey;* Colgate-Palmolive-Peet Co., *Can You Top This* Firestone Tire & Rubber Co., *Voice of Firestone;* F. W. Fitch Co., *Bandwagon;* General Electric, *Hour of Charm;* General Foods, *Aldrich Family, Jack Benny* and *Maxwell House Time;* H. J. Heinz Co., *Information Please;* Andrew Jergens Co., *Mr. and Mrs. North;* S. C. Johnson & Sons, *Fibber McGee & Molly;* Lever Bros. Co., *Tommy Riggs;* Lewis-Howe Medicine Co., *Treasure Chest;* Liggett & Myers Tobacco Co., *Fred Waring;* Miles Labs., *News of the World;* Philip Morris & Co., *Ginny Simms;* Pepsodent Co., *Bob Hope;* Procter & Gamble Co., *Abies Irish Rose, Ma Perkins, Pepper Young's Family, Right To Happiness, Road of Life, Truth Or Consequences, Vic & Sade;* R. J. Reynolds Tobacco Co., *Abbott & Costello;* Sheaffer Pen Co., *Upton Close;* Standard Brands, *Edgar Bergen, One Man's Family, The O'Neills;* Vick Chemical Co., *Dr. I.Q.;* Westinghouse Electric & Mfg. Co., *John Charles Thomas.*

Porter Twice for Ford

WITH SPRING and the planting season hard by, Earl Godwin, BLUE commentator and gentleman farmer, originally heard seven times weekly on *Watch the World Go By,* has reduced his broadcasts to five days a week, Monday through Friday. Roy Porter, BLUE commentator, who took over one of the broadcasts shortly after the series started, is now heard Saturdays. Ford Motor Co. sponsors the entire series. Agency is Maxon Inc., Detroit.

Senator Wheeler in Hospital, Action on FCC Bill Delayed

House Communications Subcommittee May Consider New Legislation Similar to Holmes Bill

DELAY in Senate action on the White-Wheeler Bill (S-814) was seen with the hospitalization last week of Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, which contemplates hearings on the measure to reorganize the FCC.

Senator Wheeler was admitted to the Naval Hospital in Washington for observation and treatment of an ear infection which resulted from a heavy head cold. His office said he probably would take no action on the communications measure until his return. How long he will be hospitalized is uncertain.

Two Autonomous Divisions

Meanwhile, appointment of a communications subcommittee of the House Interstate & Foreign Commerce Committee is expected shortly, to consider new communications legislation along the lines of the pending Holmes Bill (HR-1490), which in many respects parallels the White-Wheeler Bill by reorganizing the FCC into two autonomous divisions, one to handle broadcasting and related services and the other the common carrier field. Rigid limitations on the scope of the FCC's authority, notably in broadcasting, would be imposed under these measures.

It was expected that Rep. Bulwinkle (D-N.C.) would be named chairman of the House subcommittee. Whether the Committee will hold further hearings, supplementing those on the Sanders Bill (on which the Holmes measure is based) will depend upon the outcome of the Cox Select Committee inquiry into the FCC, slated to get under way next month.

Eugene L. Garey, New York attorney, general counsel of the Committee, and his chief assistant, Fred R. Walker, were in Washington again last week preparing the case and selecting personnel. No formal announcements have been made, however, as to the start of the inquiry, which will cover the operations of the FCC from its creation in 1934 and will delve deeply into activities of Commission members and personnel.

Little official reaction has been forthcoming to the White-Wheeler bill, which in addition to the provisions covering reorganization of the FCC and tightening up of appellate and procedural phases would introduce a new broad policy governing equal time for discussion of controversial issues. Senator Wheeler particularly has advocated such provisions.

FCC Chairman James Lawrence Fly, at his news conference last Monday, said he had not seriously studied the White-Wheeler measure, but that if it followed the pattern of the Sanders or Holmes bills his comment roughly would be the same. He opposed the Sanders measure at the hearings last year.

Fly Favors Code

Apropos the controversial issue phase, Chairman Fly said he was inclined to follow the policy of the broadcasting industry code promulgated several years ago through the NAB. The FCC, he asserted, encourages the idea of giving both sides of controversial issues equal time. In one or two decisions in the past, he recalled, the Commission had criticized editorial policies of stations on the theory that a station should be a free speech mechanism giving both sides in public debates.

FOREIGN LANGUAGE RULE IS REVISED

CENSORSHIP regulations providing that managements of foreign language stations make English translations of programs in other tongues are dropped, effective today (March 22), on order of J. H. Ryan, Assistant Director of Censorship in charge of broadcasting.

"We have been studying foreign language broadcasting in the U. S. intensively for six months," said Mr. Ryan. "Our study has shown that the original factors which prompted us to suggest that English translations be required no longer exist."

All foreign language broadcasters have been mailed copies of the revision, affecting Section III of the Code of Wartime Practices for American Broadcasters, edition of Feb. 1, 1943 [BROADCASTING, Feb. 15]. Edward H. Bronson, chief of the Radio Division foreign language section, will leave Tuesday for Texas, Arizona, New Mexico and Southern California to confer with foreign language broadcasters.

Weekly Radio Salary Up Again In 1942, Average Now Is $52.32

MAINTAINING its level as one of the highest paid—if not the highest—industries, the average weekly compensation for the broadcasting industry in 1942 was $52.32, an increase of approximately 7% over 1941.

Functional employe data released last Friday by the FCC, covering the typical work week which began Oct. 11, showed an aggregate of 22,954 employes for the 1942 week, as against 23,666 for the corresponding week (Oct. 12) of 1941. The 1942 figures, however, covered only 791 stations and nine networks (national and regional), whereas those of the preceding year were for 817 stations, three major network and five regional networks.

The average weekly payroll for 1942 was $1,200,864, as against $1,138,249. The per capita increase, therefore, was found to be 6.86%.

Of the total number of station and network employes last year, 2,635 were listed as executives of all departments. The average weekly compensation was $100.09. The average for general managerial posts was $140.32, while commercial managers drew an average of $104.77.

Station Average

For individual stations, the average general manager's pay was $133.11, and that of commercial managers $100.94. Chief engineers averaged $65.55, program managers $62.50, and publicity directors $70.71. The average pay of a network executive was $337.73, but only 30 such general managers were tabulated.

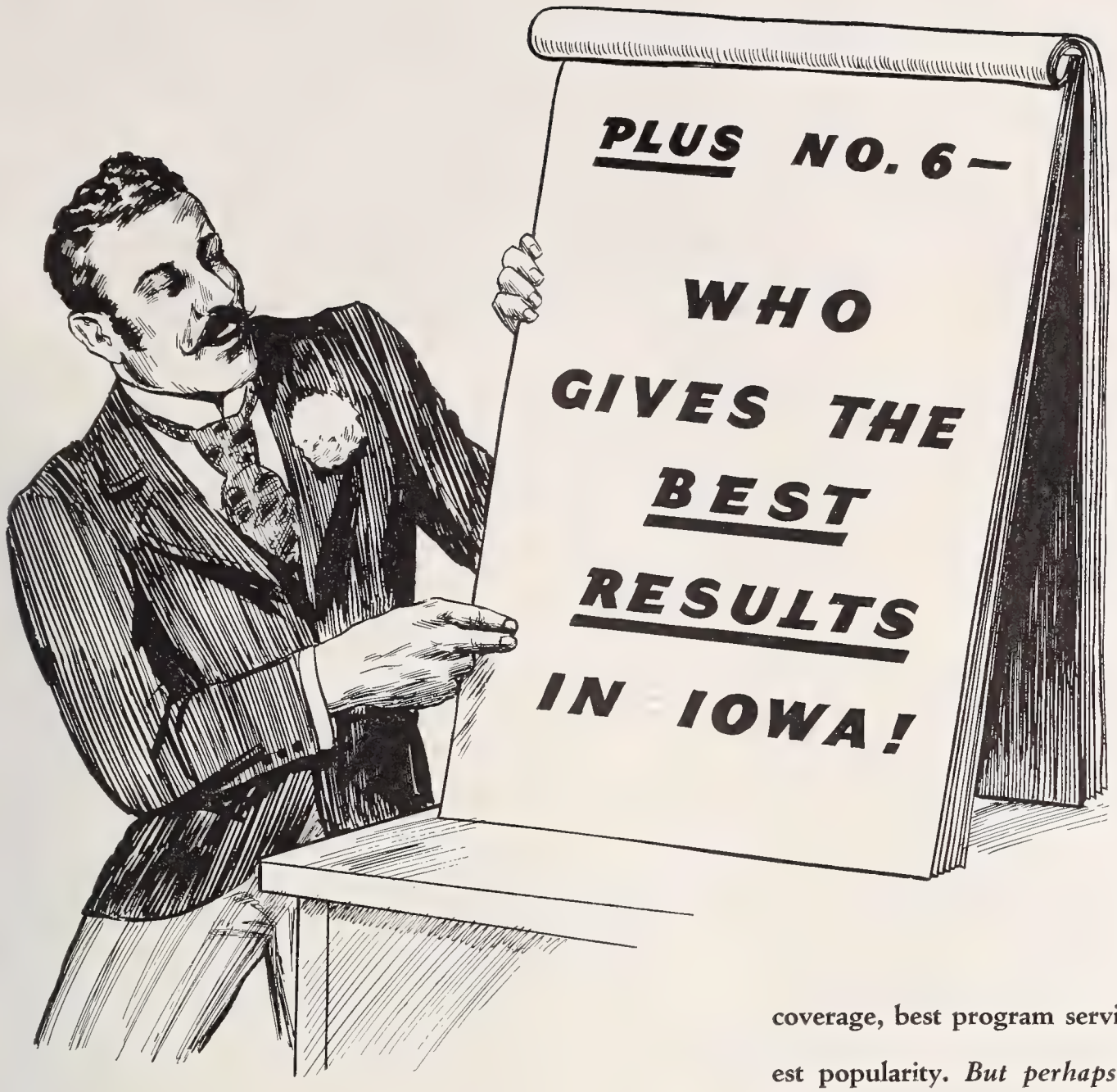
Of the total of 22,954 executives and employes for networks and stations, 18,890 were employed by the 791 standard broadcast stations. The average pay was $50.16. A year ago station employes drew an average of $45.15.

District Data

By districts, the FCC breakdown revealed that in the northern district of the country 12,383 employes drew an average wage of $53.28 weekly. Of the total, 1,452 executives averaged $108.56. In the southern district 3,855 employes averaged $40.11 weekly. Of this total, 697 executives averaged $74.14. In the western district there were 2,652 employes averaging $50.17 weekly. The 391 executives averaged $86.16 weekly.

Summary of data for fulltime employes of 9 networks and 791 standard broadcast stations as reported to the FCC for the week beginning Oct. 11, 1942 follows:

Particulars	Total 9 Networks and 791 Stations			Total 9 Networks			Total		
	Number	Compensation	Average	Number	Compensation	Average	Number	Compensation	Average
Number of Stations	.....	.....	.....	.....	.....	.....	.....	791	.....
Executives:									
General managerial	935	$131,201	$140.32	30	$10,732	$357.73	905	$120,469	$133.11
Technical	522	34,762	66.59	7	1,005	143.57	515	33,757	65.55
Program	497	33,085	66.57	18	3,149	174.94	479	29,936	62.50
Commercial	417	43,689	104.77	17	3,313	194.88	400	40,376	100.94
Publicity	109	8,219	75.40	13	1,431	110.08	96	6,788	70.71
Other	155	12,769	82.38	10	1,108	110.80	145	11,661	80.42
Total, executives	2,635	263,725	100.09	95	20,738	218.29	2,540	242,987	95.66
Employes (Other than executive):									
Technical:									
Research and development	105	7,201	68.58	44	3,735	84.89	61	3,466	56.82
Operating	4,184	205,969	49.23	546	35,206	64.48	3,638	170,763	46.94
Other	295	9,121	30.92	15	501	33.40	280	8,620	30.79
Program:									
Production	953	47,854	50.21	272	17,543	64.50	681	30,311	44.51
Writers	728	28,173	38.70	61	3,355	55.00	667	24,818	37.21
Announcers	2,842	121,015	42.58	67	4,749	70.88	2,775	116,266	41.90
Staff musicians	2,058	139,744	67.90	333	40,407	121.34	1,725	99,337	57.59
Other Artist	1,345	77,393	57,54	625	40,296	64.47	720	37,097	51.52
Other	1,033	42,300	40.95	402	18,170	45.20	631	24,130	38.24
Commercial:									
Outside salesmen	1,417	97,163	68.57	104	12,198	117.29	1,313	84,965	64.71
Promotion and merchandising	522	26,098	50.00	291	15,932	54.75	231	10,166	44.01
Other	413	15,071	36.49	236	9,762	41.36	177	5,309	29.99
General and administrative:									
Accounting	818	29,182	35.67	174	7,319	42.06	644	21,863	33.95
Clerical	949	22,593	23.81	108	2,880	26.67	841	19,713	23.44
Stenographic	1,106	28,089	25.40	121	3,218	26.60	985	24,871	25.25
Other	1,146	29,941	26.13	531	15,491	29.17	615	14,450	23.50
Miscellaneous	405	10,232	25.26	39	1,862	47.74	366	8,370	22.87
Total, employes	20,319	937,139	46.12	3,969	232,624	58.61	16,350	704,515	43.09
Total, executive and employes	22,954	$1,200,864	$52.32	4,064	$253,362	$62.34	18,890	$947,502	$50.16



● This is the last advertisement of a series describing the Plusses that Station WHO offers advertisers. Naturally it deals with the final purpose for which every advertiser spends his money—*results*.

WHO produces better results for advertisers than any other station in Iowa. There are many reasons for this. They begin with the fact that WHO is 50,000 watts—also include the facts that WHO has greatest primary coverage, greatest secondary coverage, best program service, largest staff, greatest popularity. *But perhaps all reasons are most easily summed up in this one statement:*

WHO takes in more money for time and talent than all other stations in Iowa combined!

That's plus No. 6 for WHO. You want most *results* per radio dollar in Iowa. You get them with WHO, and only WHO! . . . Write for complete details, proof. Or ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Watch Firm Sets Contest by Radio

Nationwide Schedule Planned In War Essay Competition

KEY STATIONS throughout the country will be a major means of promotion for the unique "Time For Victory" contest which Helbros Watch Co., New York, plans to conduct from about April 1 through Oct. 30, 1943, as an intensive campaign to sell War Savings Stamps totaling $5,000,000 through retail jewelers.

The contest, based on the question "When Will This War End?", will be open to anyone purchasing a War Stamp and submitting the official entry blank obtainable through retail jewelers. At the end of the contest, Helbros will present $2,500 in War Bonds to the person answering that question best in 25 words or less, together with the closest estimate of the day, hour and minute of victory.

Helbros watches, retailing at $57.50, also will be awarded to the 101 persons with the next most successful answers. If the war has not ended by Oct. 30 of this year, the company plans to close the contest anyway, awarding the prizes on the basis of the best reasoning shown in the 25-word statements.

According to Ray-Hirsch Adv. Agency, New York, handling the acount, the station list will not be announced until the end of March. Campaign will consist of spot announcements and two-minute transcriptions available to local jewelers as attention-getters for the contest, as well as some five-minute recordings explaining the patriotic objectives behind the campaign's theme slogan "Give Your Time to Victory."

Huge Television Volume After War Is Foreseen

PREDICTING that television will be one of the greatest of all postwar industries, reaching a volume of a billion dollars a year, Harry Boyd Brown, of Philco Corp., told a Pennsylvania State College audience last week that addition of sight to sound in radio will be more significant than the effect sound had on sight in the moving picture industry.

"Television adds sight to sound —it adds the motion picture to the radio voice and certainly that is a far more vital contribution to radio than the addition of sound was to the motion picture," Mr. Brown said. He added that soon after the war's end an Atlantic Seaboard television chain will be set up with relays 40 to 50 miles apart.

Kellogg on 'Breakfast'

KELLOGG Co., Battle Creek, Mich. (Pep), on a 52-week contract starting April 5 will sponsor a daily quarter-hour participation in *Breakfast at Sardi's* on 133 BLUE stations, Monday through Friday, 11-11:15 a.m. (EWT). Placement is through Kenyon & Eckhardt, New York.

OKLA. STORE CHAIN USING 21 STATIONS

AS THE RESULT of a plan worked out by the Oklahoma Network for "a network of radio stations for network retail department store advertising," the C. R. Anthony Co., department store chain with headquarters in Oklahoma City, has signed for a daily newscast on the seven stations of the Oklahoma Network, plus five independent outlets in the state and nine stations in Texas and Kansas.

The Oklahoma Network stations provide the basic coverage pattern, supplemented by the five independent outlets to complete the primary coverage of all Anthony store trade territories in the state. Stations in market areas outside the State are KGNC KRGV KSAL KWEW KFRO KIUL KPDN KWBW KBWB. Supplementary Oklahoma stations include KWON KSWO WBBZ KHBG KASA.

Contract for the package deal on a total of 21 stations is for 52 weeks.

WKNY Changes

STAFF CHANGES at WKNY, Kingston, N. Y., include appointment of George S. McGinley as general manager and Martin Weldon, program director. Mr. McGinley had been commercial manager of WTTM, Trenton, and during the last nine years had been with WBAB and WPG, Atlantic City. Mr. Weldon had been with WINS, New York, as continuity director and member of the announcing staff.

Lt. J. L. Carroll Jr.

LT. JAMES L. CARROLL Jr., 24, former sports and special events announcer of WCSC, Charleston, S. C., was killed March 12 when the Army plane he was piloting crashed at Orlando, Fla.



Lt. Carroll

Jim Carroll entered radio as parttime announcer at WCSC during his college days at the College of Charleston. Following his graduation he joined the station's staff as fulltime announcer, specializing in sports. In January 1942 he enlisted in the Army Air Corps.

Although announcing was his business, music was Lt. Carroll's hobby and at one time he composed a Mass. He was active in Charleston dramatics, having taken leading roles in two Dock Street Theatre productions.

Born in Auburn, N. Y., Oct. 10, 1918, Lt. Carroll moved with his family to Charleston in 1939. He studied for two years at Notre Dame, completing his university work at the College of Charleston. He was a member of the Newman Club and was active in Catholic circles.

Lt. Carroll is survived by his mother and sister. Requiem High Mass was sung in Charleston at his parish church last week.



AFTER THE PREMIERE of Milton Berle's new show for Campbell Soup Co., Camden, N. J. on CBS March 3, Harvey P. Jones, Campbell advertising manager (l) paid his compliments to the comedian. Series is heard Wednesday 9:30-10 p.m. Agency is Ward Wheelock, New York.

Vano Coast Discs

CHEMICALS Inc., Oakland (Vano), on a 52-week contract starting April 19 will sponsor a weekly quarter-hour transcribed program titled *First Reader*, on KNX, Hollywood. Other West Coast stations will also be included. Firm in addition currently sponsors a weekly quarter-hour commentary featuring Dean Dickason on four CBS California stations (KNX KQW KARM KROY), Sunday, 9:15-9:30 p.m. (PWT). Sidney Garfinkle Adv. Agency, San Francisco, has the account.

Fred D. Fleming

FRED D. FLEMING, 47, news editor of KLZ, Denver, died suddenly March 10 following a heart attack. Death came at the home of John H. Hopkins Jr., member of the KLZ news staff, with whom Mr. and Mrs. Fleming were having dinner.



Mr. Fleming

A veteran of the First World War in which he served in the Navy, Mr. Fleming was for several years a well-known newspaperman in the West. He once served as city editor of a Denver newspaper and as bureau chief of the Associated Press, Denver.

In 1935 he joined KLZ, organizing what has become one of the country's outstanding radio newsrooms. Mr. Fleming enjoyed one of the widest acquaintances of any newsman in the Rocky Mountain area, not only in radio and newspaper circles but with public officials and the general public. He was prominently identified with sports and figured in many of the fish and game policies adopted by the State of Colorado.

A native of Imperial, Neb., Mr. Fleming had spent the major part of his life in the Rocky Mountain region. He is survived by his wife and a son, Fred Jr., student at the U. of Colorado.

POT 'O GOLD WORKS
WPRA Broadcast Aids Labor Wage Adjustments

FACED with the job of locating thousands of transient Puerto Rican laborers who were entitled to wage adjustments totaling about $800,000, the U. S. Dept. of Labor Wage & Hour Administration in the Caribbean area found a solution by adopting the "Pot O' Gold" formula.

Literally hundreds of workers responded to broadcasts on WPRA, Mayaguez, listing names of workers entitled to back wage restitutions ranging from $1.50 to $1,000, according to Russell Sturgis, Wage & Hour Administration territorial representative.

GAG WRITER RULE PROBED BY ARMY

REPORTS from the West Coast last week that the Army had issued a directive permitting servicemen to write for commercial radio, pictures or the theatre on their own time drew a denial from the War Dept., Washington, that any such move had been taken. It was learned that officials of the Army's Bureau of Public Relations were conducting an investigation into a single incident in which one former radio writer was given permission by his commanding officer to do a commercial script during his "off duty" hours.

Although the War Dept. declined comment pending a complete inquiry, it was pointed out that policy has forbidden soldiers to participate in outside business, once they put on the uniform. A directive prohibiting such extra activities was issued by the Adjutant General's Office last year after announcement had been made that Sgt. Ezra Stone, former star of the *Henry Aldrich* program, had signed a contract to continue his radio work after he entered the Army.

With many of radio's top gag and dramatic scriptwriters in the service, agencies, networks and independent stations have been faced with the problem of finding new writer-talent. Despite that shortage in industry, however, it was learned that high-ranking Army officials look with disfavor on permitting soldiers to carry on outside work. They explained that when a man goes into uniform he is, in fact, on duty 24 hours a day and therefore has no "off duty" time in which to write.

Spanish Discs

TRANSCRIPTIONS of the thrice weekly quarter-hour Spanish lessons which the radio programs department of Time Inc. has been conducting on WQXR, New York, since January, are available to stations on a sustaining or local sponsorship basis. Five stations have already signed—KARM, Fresno; KTSA and KMAC, San Antonio; WNBZ, Saranac Lake, N. Y.; KMOX, St. Louis. Series, titled *Let's Learn Spanish*, runs for a 39-week period, and is transcribed by General Sound Studios, New York.

Coyotes . . . and Concertos



We are 21 miles from the nearest Movie theatre and 50 miles from nearest town (San Bernardino) where we may hear real classical programs and see artists in person; or attend lectures, etc. Thus radio is doubly precious to us, and we are most thankful to the National Broadcasting Company and all the artists and fine announcers and commentators

Question: How does one assay the many, many such letters received by the National Broadcasting Company in appreciation of its programs of public service?

Answer: *As the pure gold of friendship.* Of value to this country at war. Of value in creating cultural unity for a brighter future. Of value, also, in establishing network audiences for the 60 advertisers now using NBC as their advertising medium.

These services are among the benefits of the American system of free radio . . .

Listen for the NBC chimes

This is the NATIONAL BROADCASTING COMPANY

Big War Bond Drive Planned in April

Treasury to Mobilize All Stations for Campaign

AROUND-THE-CLOCK War Bond programs on all four major networks, with similar programs scheduled on hundreds of independent stations, will open the Treasury's $13,000,000,000 Second War Loan Drive April 12, Secretary Morgenthau announced last week.

The Treasury mobilized radio behind its greatest financing effort through combined planning of the OWI, the NAB, the networks. All promotional activities in connection with the drive are under Stuart Peabody, advertising director of the Borden Co., on leave for the campaign [BROADCASTING, March 15].

Morgenthau's Wire

First indication of the Treasury's plan to make an all-out radio appeal occurred when Secretary Morgenthau telegraphed all station managers that the networks had already promised an entire day of Bond selling April 12 on all sustaining and commercial programs. He pointed out that individual stations in the past have cooperated, and asked the aid of both network affiliates and independents.

600 Already

Other messages were sent the stations by OWI Chief Elmer Davis, FCC Chairman James L. Fly, and NAB President Neville Miller. As BROADCASTING went to press, the Treasury reported almost 600 stations had telegraphed their intention to cooperate with Radio Day.

Altogether the radio drive for the Second War Loan will run approximately three weeks, the Treasury said, but plans for programming following the opening day are not complete. On the day preceding the drive, Sunday, April 11, however, the Treasury plans a special live show. During the remainder of the drive, special events, including film stars, special *Treasury Star Parade* transcriptions and announcements will be offered. Mr. Morgenthau asked stations to submit plans and suggestions.

The radio drive will be directly under Vincent F. Callahan, Treasury Dept. Director of Radio, Press and Advertising, with details in the hands of Marjorie L. Spriggs, Treasury radio chief.

Miss Spriggs said the networks and cooperating stations will blanket their day with Bond programs, and that one or two stars will spearhead the drive on each network.

In addition, all stations will receive live copy to be substituted in the OWI Announcement Plan package in place of other OWI messages. Treasury is also distributing a special half-hour *Treasury Star Parade* transcription.

Other programming ideas will be supplied by NAB, which will issue a special bulletin, an OWI fact sheet, and a special edition of the War Finance Committee News with suggestions for local promotion.

Secretary Morgenthau emphasized that quotas and amounts raised by stations would not be published, as "this is a cooperative not a competitive effort". Regional OWI and Treasury Field Officers will work directly with stations.

The committee planning the campaign includes: Mr. Peabody. Mr. Callahan, Miss Spriggs, C. E. Arney, NAB secretary-treasurer; Art Stringer, NAB director of promotion; Douglas Meservey, OWI Deputy Chief of Radio Bureau; Merrill (Pete) Barnum, deputy chief, OWI New York Radio Bureau; Eugene W. Sloan, executive director, War Savings Staff; Don Stauffer, chief of Radio Bureau, OWI; Nat Wolff, deputy chief, OWI Hollywood Radio Bureau; James Rogers, OWI liaison with the Treasury.

TOP OF THE DIAL—SO WTOP, TOO

WJSV Hard to Remember, So Washington Letters Changed by CBS to "Spell a Word"

A SHIFT in call letters—from WJSV to WTOP—last week was authorized by the FCC for the CBS key station in Washington, effective April 4.

Carl J. Burkland, general manager, announced the change had been sought for listener convenience since surveys have disclosed that call letters which spell a word are more easily remembered by listeners. The call WTOP also will associate the station with its position on 1500 kc., at the top of the standard broadcast band.

CBS, it is understood, contemplates a rather intensive local advertising campaign to promote the changeover. Efforts to obtain the new call have been under way for some time by Earl H. Gammons, CBS Washington director, and Mr. Burkland. It was first necessary to procure abandonment of the call by the police radio station in Tiffin, O., which has used it for some time.

Mr. Burkland said that surveys made over several years have indicated that the call WJSV has been "a source of confusion to many listeners, particularly since they no longer had any significanec with any slogan or person associated with the station." WJSV was taken over in 1932 from the late James S. Vance, whose initials were used in the call.



MONEY, MONEY, MONEY! The Oklahoma Publishing Co., owner of WKY, Oklahoma City, offered prizes to employes who turned in winning ideas on saving vital materials, bettering working conditions and economy of operation without loss of quality throughout the organization. First week of the contest found WKY's George M. Hamaker and Daryl McAllister among the winners. Gazers at money are (l to r): Engineer Jack Lovell, WKY's representative on the suggestion committee; Hamaker; Gayle V. Grubb, WKY manager, and McAllister.

BATTERIES AWAIT WPB ZINC STUDY

WPB ACTION to eliminate the shortage of farm radio batteries is expected shortly, with at least two agencies ready to advise the powerful Requirements Committee that immediate production is necessary and possible.

The Office of Civilian Supply last week completed a program designed to put rural radio on a basis of reasonable operating efficiency. At the same time, Consumer's Durable Goods Division, which must authorize minerals and materials necessary for production, is surveying commodities competing for the nation's limited zinc supply.

It is understood that zinc allocations in the past, with vastly curtailed civilians use of the metal, have met military schedules and there is an indication that sufficient zinc may soon be available to allow replenishment of dry cell battery stocks.

House Group Asks Grade Label Study

Committee Reports Favorably On Halleck Resolution

AN INVESTIGATION of grade labeling and other standardization programs of war agencies was approved by the House Rules Committee Thursday, which voted to report favorably a resolution introduced by Rep. Halleck (R-Ind.).

The resolution, as approved by the committee, also provides for an investigation of any Government plans to curtail production of newsprint. As introduced, the resolution is intended to determine whether standardization programs "which upset our normal competitive economy" are necessary to win the war [BROADCASTING, Feb. 8, March 1]. Thus far this year a 10% reduction in newsprint and magazine consumption had been effected.

Within War Effort?

Much of the momentum behind the measure resulted from attacks on OPA's order for grade labeling of the 1943 fruit and vegetable pack. The Halleck Resolution would have the House Interstate Commerce Committee determine whether standardization comes within the war effort. OPA Chief Prentiss Brown said last month that the grade labeling order would be enforced.

Addition of the newsprint investigation to the Halleck measure is expected to solidify support for its adoption. Rep. Cox (D-Ga.) commented that newsprint reduction and standardization of brands, leaving "nothing for anybody to advertise, would be a terrible blow to the newspapers."

In the face of Congressional attacks, OPA has stated that the labeling requirement was adopted as a rationing mechanism, and that it will not have any effect on advertising, since brand names are retained, with labels merely stating which of three Dept. of Agriculture grades of food are within. Rep. Halleck said, however, that he understands there are proposals to grade some commodities, "to take off the brand names and put on some grade or victory name."

Hurd on WNAC

Mr. Hurd

VOLNEY HURD, radio editor of *The Christian Science Monitor*, and well known commentator on international broadcasts, has started a thrice-weekly 15-minute news period on WNAC, Boston. Mr. Hurd, since the war has shortwaved allied messages to the European underground. He has served the *Monitor* in various capacities, including that of city editor, and has been the directive force behind the paper's radio pattern.





This little budget went

to WORL, Boston

Harvard U. To Conduct Survey Of Radio as Retailer Medium

Prof. C. H. Sandage, Who Directed Broadcasting Census of Dept of Commerce, to Head Study

A DETAILED study of radio as an advertising medium for retailers, service establishments and manufacturers with local distribution has been authorized by Harvard U.'s Graduate School of Business Administration, with Prof. C. H. Sandage, of Miami U., Oxford, Ohio, retained as visiting professor of business research.



Prof. Sandage

Prof. Sandage, while with the Department of Commerce in 1935-37, conducted the original special census of broadcasting for the Bureau of Foreign & Domestic Commerce. This became the forerunner of the FCC's annual analysis of broadcast station and network operations. His leave from Miami to undertake the Harvard study is for a year.

In a letter accompanying questionnaires sent to retail establishments and to broadcast stations, Prof. Sandage said the purpose was in line with the school's effort toward increasing efficiency of various business tools and practices. The retail advertising study is to analyze use of the medium in the hope that the results will be helpful "as a guide to present and future users of radio."

Will Publish Result

The firm questionnaire was sent to retail establishments which have used radio. Results of the study will be made available to the entire retail field and to the broadcasting industry. The questionnaires are confidential.

Cooperating firms are asked to supply data covering the length of their use of radio advertising, overall expenditures for advertising of all types, percentage spent for radio, and percentage of current advertising budgets earmarked for radio.

With respect to 1942, stores are asked the specific purpose of the radio campaign—whether it was for goodwill, to promote a particular department, or to sell specific merchandise or service.

Types of radio time used (spot announcements, programs of ten minutes or more, or other) are sought in a breakdown, along with the percentage of the budget so spent. Also sought is the type of program material used and the appeals used in the commercials, such as style, service, price, etc.

Organization Studied

Stores are asked to specify the economic group they reach (low, medium or high). Opinions are sought on whether the results were successful and the degree of success. The manner in which programs were organized and prepared (advertising departments, station personnel, agency, or combination) is asked. Final questions cover sales volume in 1942, stations used, type of business, statistical evidence of results.

The station questionnaire elicits information on total number of accounts, number of local accounts, volume of local business, percentage of local revenue from various types of accounts, rate differentials between national and local, percentage of local business through advertising agencies, and related data.

New Eno Series

J. C. ENO (U. S.) Ltd., Bloomfield, N. J., on April 15 will start a campaign for its "effervescent sparkling saline" on WJZ, New York, using a half-hour recorded program titled *Hollywood Radio Theatre*. Aired Thursday, 10:30-11 p.m., the series will present well-known stars in dramatizations of stories by Mary Roberts Rinehart, Damon Runyon and other writers. Music will be provided by a 27-piece orchestra conducted by Mahlon Merrick. Radio advertising will be confined to WJZ for the present. Atherton & Currier, New York, is the agency.



REPORTERS OF GROAN and grunt have taken the count themselves —in the interests of blood donation to the Red Cross. It happened in connection with a mass contribution by these members of the Sports Broadcasters Assn. (l to r): Ted Husing, Nurse H. Schutt, Red Barber (holding a Mutual mike as the event was broadcast), Tom Slater, and on the table, Dave Driscoll. Broadcast encouraged radio listeners to give a pint of blood to save the life of a soldier, who is wounded in action.

In Room 102

FOR A WEEK WGL, Fort Wayne, had been announcing Room 102, Court House, as the place to send entries in the Allen County Salvage Slogan Contest—but all of a sudden it was changed. It was learned that Room 102 was the ladies' rest room. The correct number is Room 105!

Dif Cleaners

STARTING OFF just as housewives are beginning to plan their spring cleaning, Dif Corp., Garwood, N. J., begins a schedule of participations on women's programs around the first of April for Household Cleaner and Hand Cleaner. Dif will use *Market Basket* on WGY, Schenectady, Ruth Well's program on KYW, Philadelphia, and Mary Margaret McBride's five-weekly series on WEAF, New York. Contracts are for 52 weeks. Grey Adv., New York, handles the account.

Agency-WOR Billings

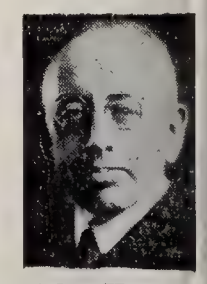
FOR THE second successive year, Ruthrauff & Ryan and Young & Rubicam hold first and second place, respectively, in the list of 10 advertising agencies placing the most business on WOR, New York, during 1942. According to the WOR list, the remaining eight agencies in order are: Erwin, Wasey & Co.; Neff-Rogow; J. Walter Thompson Co.; BBDO; Newell - Emmett Co.; Compton Adv.; Franklin Bruck Adv. Agency, and Arthur Rosenberg Co.

Post-War Planning Is Urged by Hooper

'Father' of Navy Radio Retires After Brilliant Career

POST-WAR planning in electronics must be given serious consideration now or there "will be chaos in the industry when the armistice finally comes."

With that warning, Rear Adm. S. C. Hooper, USN, retired last Monday from active duty after completing a distinguished career in the Navy, which had included leading posts in radio and communications. His last post was General Consultant for Radio, Radar and Underwater Sound Equipment in the Office of Inspector of Naval Materiel, New York.



Adm. Hooper

In World War I Admiral Hooper directed and built radio communications for the Navy from an infant industry. Long known as the "father" of Navy radio, the admiral had served as Director of Naval Communications, chief of radio liaison for the Chief of Naval Operations and chief of the radio division of the Bureau of Engineering. His career began in 1907, upon his commission at graduation from the Naval Academy at Annapolis.

Radio Achievements

In his retiring statement Admiral Hooper declared: "The electronics industry as a whole and the individuals contributing in a thousand ways to the improvement and production of electronics for the armed services are earning the right to great pride for their war record. American ingenuity in new developments, as well as our superior mass production, is already having a telling effect on our enemies. We lead the world in this branch. Such ingenuity will give more and more the edge necessary for victory."

Although cautioning that it "would be dangerous to the present war effort to think too much about the post-war situation in the electronics field", he asserted "we must be planning nevertheless.

"As the industry has done so much for the Navy and for me personally," he added, "I plan to devote the immediate future to assisting it in every way possible, not only in the present war effort, but in preparing for post-war conditions."

Lit Bros. on WFIL

LIT BROS., Philadelphia department store, has started a 10-minute nightly series on WFIL, Philadelphia, called *Hot Spot on the Map*, explaining cities and countries involved in the war. Program is promoted in newspaper, poster and store monthly paper ads. It is written by Jane Richter of the store staff, and handled by Edward Fielding, free-lance announcer.

There's Not Another LIKE IT!

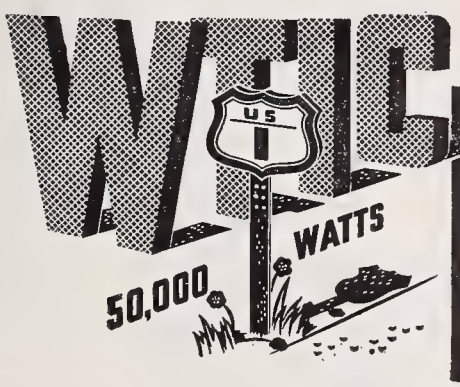


This simple monogram of the letters "YD" is a poignant symbol to the people of New England for it is the emblem of the Yankee Division—their own group of fighting men—which won fame and glory on the battlefields of France in 1918. The Yankee Division took part in many important engagements, foremost among which were the Chemin-des-Dames action; the Marne counter-offensive; the attack which succeeded in pushing in the west side of the St. Mihiel salient; and the routing of the Germans in the Argonne. For their bravery, daring and devotion to duty, 239 members of this famous unit were honored with the Distinguished Service Cross. And today, the young men of New England are capably upholding the glorious traditions which their fathers in the Yankee Division established twenty-five years ago.

★ ★ ★

For more than eighteen years, the letters WTIC have been a symbol of service and integrity. That is why the people of Southern New England turn to WTIC when they desire entertainment or information of a high standard. That is why national advertisers have found it profitable to use WTIC to cover this lucrative market. And that is why we can proudly say

There's Not Another LIKE IT!



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

BMI Cites Figures in Reply to Bratton

Up to Broadcasters to Cull Bad Music From Good, Says Tompkins

By MERRITT EDWARD TOMPKINS
Vice-President and Manager, Broadcast Music Inc.



MR. TOMPKINS

INASMUCH as Verl Bratton's communication in the March 15 issue of BROADCASTING concerns itself chiefly with the quality of BMI music, for which I am primarily responsible, I am undertaking an answer which I hope may justify your editorial consideration. We are indebted to Mr. Bratton for giving to BMI's problems objective, critical thought, and in common with him we urge that all station and program managers should give thought to our mutual problems.

The major part of Mr. Bratton's article concerns itself with the quality of much of the material which is being shipped to stations, as an example of which he sets forth the lyric of a composition entitled "Sweat Shop Blues". This is not published by BMI, but by an affiliate.

Mr. Bratton truthfully says, "Never until the days of BMI did musical directors have need of such large waste baskets". I personally share Mr. Bratton's adverse opinion of the song to which he refers. The song is, however, no more unsuitable than much of the music published by ASCAP publishers. One of the differences between ASCAP and BMI, as licensors, is that BMI distributes music gratis to its licensees while ASCAP does not. No music distributed by BMI, other than that bearing the BMI imprint, costs the broadcaster or BMI one cent.

Gratis Distribution

We have established the policy of sending out, on behalf of BMI affiliated publishers, any music which is published at their expense, and of which these affiliates are willing to furnish free copies provided only that the music is not, in our opinion, a copyright infringement or indecent in character. For us to go further would be to assume the role of a censor of taste. We feel that we should not presume to direct what an affiliated publisher shall offer for broadcast so long as it may be performed without risk of law suit.

Therefore, included in every bundle of music that broadcasters receive from BMI is some material which is excellent in quality, some of which is borderline, and some of which is bad. Occasionally a song which might to us seem quite useless for broadcast purposes, will fill the needs of some stations. In some cases, indeed, a song which many program directors would consider useless achieves hit proportions. It is quite possible that some program directors would not have recognized, from an initial review of the manuscript, that the "Hut Sut Song" was destined to be a hit.

In any event, any music which the program director decides to discard can be tossed into that "waste basket" without any more expense than the time consumed in glancing at it. I doubt if it would be wise for us to refuse to send out music in which some affiliated publisher has enough confidence to invest money in its publication and to send out free copies.

Best Sellers in England

What we must not lose sight of is that in the bundle which contains the useless composition are also contained a good quantity of hit tunes. The very bundle which contained "Sweat Shop Blues" also contained several compositions which have reached hit proportions. I am personally no believer in the lists of "most performed compositions" included in the so-called "sheets" because I am aware of the many factors, other than the inherent merit of the music, involved in winning a place on these "sheets". However, within the last few weeks the following compositions, exclusively licensed by BMI, have appeared conspicuously and regularly on the sheets—"Brazil", "I Don't Believe in Rumors", "When the Lights Go On Again", "I Wish, I Wish, I Wish", "There's an F.D.R. in Freedom", "Canteen Bounce", "It Started All Over Again", "I Heard You Cried Last Night", "That Soldier of Mine", "Do I Know What I'm Doing", and "Don't Cry". For a better proof of quality, may I call Mr. Bratton's attention to the fact that during the last few weeks five numbers licensed by BMI, including one published by BMI, have appeared at the top of the list of best sellers among sheet music in England.

With one statement that Mr. Bratton makes I must differ sharply. Mr. Bratton writes: "The fact remains that as a source of new music, BMI is, in my opinion, a complete washout."

Fortunately, we have factual information with respect to the extent to which BMI music is used. This is because of our very complete and accurate logging of the performances of our affiliated stations. Mr. Bratton's station, for instance, logged its programs for the month of December 1941 and December 1942. His own logs reveal an increased use of BMI music. In December 1941 30% of the musical performances on WREN were of BMI material. In December 1942, 35% of these performances were of BMI material. A more conclusive example may be drawn from the statistics of the entire industry.

BMI Shows Increase

BMI's highest quarter in number of performances was that which ended Sept. 30, 1941. During this quarter ASCAP was off the air and BMI had a virtual monopoly. This quarter, therefore, shows the maximum possible number of BMI performances, the fullest use made of BMI music during a time when broadcasters had no other major reservoir of music available to them. Our checks are now going out to affiliated publishers and to composers for the quarter ending Dec. 31, 1942, a period when ASCAP music had been back on the air for more than one year. The number of performances in this period for stations and networks combined is 40% as great as during our highest quarter when ASCAP music was unavailable.

This percentage, moreover, excludes the works which BMI has under the blanket type of license which does not require logging, such as the works contained in the catalogues of E. B. Marks, G. Ricordi, E. C. Schirmer, M. M. Cole and Jewish Society. While we are far from satisfied with this ratio, we feel that if someone had told a broadcaster before BMI was formed that stations would still be relying on BMI for more than 40% of their performances after ASCAP was back on the air, he would have been called over-optimistic.

It is true that this use results not only from the currently published numbers but from BMI's large backlog. I assume that all of our licensees are aware of the fact that BMI has sharply curtailed the output of music published by it (as distinguished from that merely licensed by it) since the return of ASCAP to the air. During 1941 BMI published an average of 75 popular titles per month in both sheet music and orchestration form. We have now reduced our own output to the normal basis maintained by other publishers. Our more than 400 affiliated publishers have always maintained a normal schedule of production. Our backlog of standard, salon and classical music has been steadily increased. Our first index, published in 1941, contained approximately 35,000, and the index now in the process of printing, which will be distributed in April, contains approximately 100,000 titles.

No Relaxation

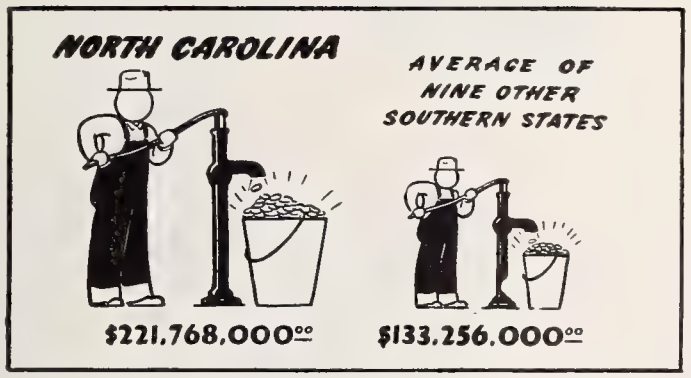
Having answered the points in Mr. Bratton's letter on which I feel that he is misinformed, I now want to come to the portions of his communication that seem to me to be thoroughly constructive. First, however, I should like to clear up one additional misconception. No one at BMI is self satisfied or has relaxed his efforts. We all feel that the industry has engaged us to be dissatisfied with BMI's accomplishments and continually to strive for the betterment of BMI's all-over service to its licensees. We are constantly studying, planning and working to that end. We all desire that BMI's music be improved in quality, and we have already obtained the approval of our Board to plans for expansion which will, we think, definitely improve the output of our material.

We have instituted program managers' meetings which have been mutually profitable to broadcasters and to us, and which will be continued. We have engaged Mr. Roy Harlow, a man thoroughly experienced in program building, to bring to the attention of our licensees the music of good quality distributed by BMI, and to maintain constant and direct contact with program

ANSWERING VERL BRATTON, general manager of WREN, Lawrence, Kan., whose article criticizing BMI appeared in the March 15 BROADCASTING, M. E. Tompkins, vice-president and manager of BMI, explains some of the functions of his organization. He takes issue with Mr. Bratton on several points and agrees with him on others. Like Mr. Bratton, Mr. Tompkins is a musician. He also has wide experience in the music publishing and advertising agency fields.

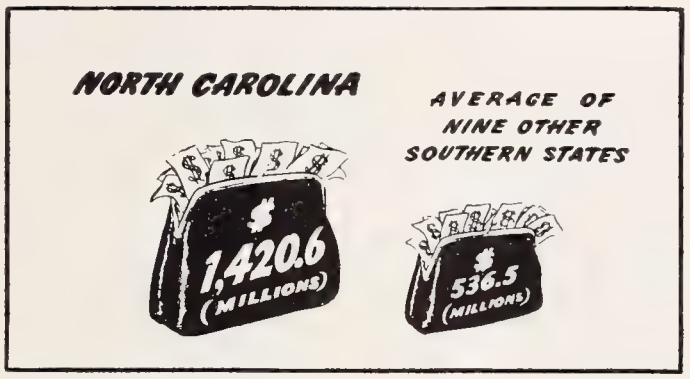
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



CASH INCOME AND GOV'T PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN



NBC 680 KC

FREE & PETERS, INC. National Representatives

managers. To date over fifty program managers have attended our meetings, and these program managers are convinced that BMI is sending out music which is thoroughly usable by broadcasting stations. The letters now going out over Mr. Harlow's signature, at the time when our sheet music distribution takes place, are simplifying the task of program managers in selecting the material which is most usable, and in culling out that which shows the least promise of usefulness. The plans which we have presently underway, therefore, address themselves to the very problems to which Mr. Bratton refers.

On one point in Mr. Bratton's letter, all of us at BMI wholeheartedly concur and this is a point on which I believe he would join with me in placing special emphasis. That constructive point is that BMI cannot operate successfully without the cooperation of the broadcasters. The public decides what will become hits but it selects from what it hears on the air. Therefore, it can safely be said that it is broadcasters who create the popular tunes. We at BMI will do our utmost to find new music of quality for broadcasters. At that point we must at least in part rely upon the efforts of broadcasters to make that music popular.

Economical Source

Mr. Bratton's letter does not relate to the cost of BMI and yet this is so important that I cannot refrain from at least a brief mention of it. Up to this very moment the broadcasting industry has paid to BMI almost 1½ million dollars less than the industry would have paid to ASCAP in 1941, had ASCAP been on the air. I point out, in addition, that at the present time, stations are paying to BMI only about 25% as much per dollar of revenue as they paid under their first contracts. BMI is today the most economical source per use which broadcasting stations have of music. This has been done, moreover, in the face of a steady increase in the rates paid to affiliated publishers and composers—payments today are being made at the highest rate in BMI's history.

Again may I say that this statement of BMI's accomplishments should not be taken as an indication that BMI executives are satisfied with it. We recognize that there is great room for improvement. We are genuinely grateful to Mr. Bratton for having indicated how strongly he desires that improvement to take place. Some of the matters to which he refers, such as more aid to program managers in the use of the music, have already had attention.

Basically the problem is, as Mr. Bratton so correctly points out, a mutual problem. The joint effort of BMI and of stations will make BMI better. But don't hold a wake over us now. We are, as the facts and figures show, very much alive today.

GREAT LIFE, THIS ARMY

It's Tough, But Fun, Writes Joseph R. Spadea; He's Slated for OCS

REMEMBER him? He's Pfc. Joseph R. Spadea, who as a station representative has pounded pavements in New York, Chicago, Detroit and points East and West for Edward Petry & Co. and Joseph H. McGillvra.

Because he became incensed over Axis tactics, Joe tossed over the 15% business some months ago to take a fling at Army life. He is stationed at Truax Field, Madison, Wis., and is engaged in technical training for the Army Air Forces, preparatory to O.C.S. training.



PFC. JOSEPH SPADEA

"Little Rough"

Want to know a little about Army life for a radio man? Here's what Joe has to say:

"Have been transferred up here to radio school for a little mechanical training. The work is a little rough but am enjoying it very much.

"For instance, we have to fall out of bed every a.m. at 5, do our barracks chores, eat and be ready for the first class at 7 a.m. We go to school until 2 p.m., with an hour break for 'chow' at 10 a.m.

"Right after school we hit the dusty roads and snowy pastures for 1½ to 2 hours of calisthenics. This job is a rough course for we older men — but again it's fun. Have lost my second front and 25 pounds to boot. Feel like 21 all over again.

Hopes to Pass

"We don't have much time to fool around. We study very much after calisthenics up until 9 p.m. —at 9:30 lights are out and we're in bed at that time. They insist on all students getting at least 7 hours' sleep. Next Tuesday we start on the swing shift from 11 p.m. to 6 a.m. and they (former students) say it's a tough racket.

"So far have shown up well in my work and expect to pass with good grades.

"We get one day a week off and spend that time at the A. F. Wisconsin library trying to keep ahead of our instructor. The old Army game of outfoxing the teacher.

"After my 12 weeks, I'll be shipped back to Patterson Field, Dayton, O., where I'll appear before the board for my O.C.S. training in the Air Forces.

"This Army life isn't as bad as some people think. It's really fun if one makes up his mind to like it and to get whatever good he can out of it. Had I known the Army was so much fun before, I would have been in it long before this.

"You know, there are a lot of friends I'd like to write in the broadcasting business, but time does not permit me to do so. Your publication is the only way I could possibly say hello to them and to let them know what I'm doing. If you have a few inches of space, would appreciate your looking over the enclosed item for a possible release."

Newest Champ

WOODY WOODS, war program manager of WHO, Des Moines, disputes claim of Jim Cooper, WBNS, Columbus, that he is world's champion bond seller of the broadcasting industy. Record of the Corn Belt station is $2,203,050. Bob Burlingame, managing editor of the *WHO Evening News*, and Herb Plambeck, WHO farm news editor, are chief bond sellers. Cooper claimed to have sold over $2,000,000 as of late February.

P & G Serial Plans

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on March 22 starts for 52 weeks sponsoring the five weekly quarter hour dramatic series, *I Love A Mystery*, on CBS Monday through Friday, 7-7:15 p.m. (EWT), with West Coast repeat 8:15-8:30 p.m. (PWT). Built around the fictional A 1 Detective Agency, series is written and produced by Carleton E. Morse. Ernie Martin has been assigned CBS production contact on the show. Regular cast includes Mike Raffetto, Barton Yarborough and Gloria Blondell. Series takes over time formerly utilized by Amos 'n' Andy when sponsored by Campbell Soup Co. Agency is Ward Wheelock Co., New York.

Tom Clark Named Arnold's Successor

Dallas Attorney Experienced In Anti-Trust Litigation

LITTLE change in the overall anti-trust policies of the Dept. of Justice is foreseen with the designation of Tom C. Clark, of Dallas, as Assistant Attorney General, succeeding Thurman Arnold, now on the Court of Appeals for the District of Columbia.

Mr. Clark was nominated last Tuesday by President Roosevelt for the Assistant Attorney Generalship, and the appointment awaits Senate confirmation, expected this week. He has been with the Department since 1937 and has served under Mr. Arnold.

Await Supreme Court

The new appointment is not expected to have any direct bearing on pending anti-trust suits involving broadcasting operations. These include anti-trust proceedings against the American Federation of Musicians and against NBC and CBS, alleging violation of the statutes because of exclusive contracts, time options and other business practices originally complained against by the FCC in its chain-monopoly regulations.

The latter cases, however, have been in suspension awaiting Supreme Court decision on appeals brought by the networks, now expected after April 5, in view of the highest tribunal's recess.

Coincident with Mr. Clark's nomination, President Roosevelt submitted the name of Hugh B. Cox, of Washington, for the new post of Assistant Attorney General in charge of a division handling maritime activities and dealing with enemy aliens and alien properties. Mr. Cox formerly was with the Anti-Trust Division under Mr. Arnold.

Was Regional Director

Mr. Clark is 43, and practiced law in Dallas for 15 years before joining the Department's Bureau of War Risk Litigation in 1937. He moved to the Anti-Trust Division in 1938, specializing in cases brought under the 1937 Agricultural Marketing Act and the Wages & Hours Act. He was sent to New Orleans in 1939 by Mr. Arnold as head of the Anti-Trust Division's field office, and a few months later became regional director of the Division's West Coast offices at Los Angeles.

Attorney General Biddle named Mr. Clark coordinator of the Alien Enemy Control in the Western Defense Command a month after the war began, and called him back to Washington last May to direct the War Fraud Unit.

The Litigation Section of the Anti-Trust Division is headed by Holmes Baldridge, who assisted Mr. Arnold in the preparation of the pending radio cases.



As simple as Push-Button Control . . .

SPOT BROADCASTING

GIVES YOU WHAT YOU NEED!

. . . exactly When and Where you need it!

Spot Broadcasting gives you all the power of radio on a sensible market-by-market basis. Instead of a pre-determined group, you pick each market by size, by condition or by location to fit your selling needs . . . and you get the best station everywhere because *you* select each one regardless of network affiliation. And you pick the broadcast time to reach ready-made audiences of your kind of customers with announcements or programs of any type. That way budgets are fitted to sales volume or potential in this flexible *market-wise* advertising!

Should you know more about Spot Radio . . . more about what it can do for the efficiency and effectiveness of your advertising now, whatever your budget? Then talk to your John Blair man about it. He has plenty of marketing and merchandising facts . . . plenty of facts on many of the nation's leading radio stations that you can most profitably use.

• An interesting, informative booklet, "Spot Broadcasting," will be sent on request to advertisers and their agencies together with a list of John Blair markets and radio stations.



JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Chicago
New York
St. Louis
Los Angeles
San Francisco

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

Dominant NBC Basic Station In This Area

SELLING TO A RICH, BUYING MARKET



WDEL

1150 KC
WILMINGTON
DELAWARE

WDEL reaches an area—Delaware, southern New Jersey, and parts of Maryland and Virginia—which is booming for it is located right in the heart of the nation's greatest production area.

Covering this buying market with 5,000 watts day and night, WDEL is doing an outstanding job for scores of advertisers.

Your advertising dollars spent on WDEL can pay you rich returns in profitable sales —write:

●

Sales Representative:
PAUL H. RAYMER CO.
New York · Chicago
San Francisco

Purely PROGRAMS

PHILADELPHIA'S air raid wardens and associated groups selling War Bonds at civilian defense posts are featured in a Sunday half-hour series, *The CD Block Busters*, on WFIL, Philadelphia. Guests of honor are prominent officials and air raid wardens who have had interesting experiences selling War Bonds. Written and produced by Don Martin, production manager of WFIL, and m.c.'d by Harold Gross, the programs are presented with the cooperation of Lit Bros. department store.

* * *

Food Dehydration

INTERVIEWS with Mrs. Elba Bohannon, noted food authority, and series of daily announcements on WCBI, Columbus, Miss., brought rural listeners to remote school houses to hear about food dehydration. Plans are now being made for regular broadcasts on WCBI to rural listeners about food processing, program to be sponsored by the Four County Electric Power Assn., which used radio for the first time as a test in informing rural people of times and places of demonstration of the new food dehydration process.

* * *

Salute to Heroes

MEMBERS of the armed forces who have been honored for bravery will appear personally, when available, on *Salute to Our Heroes*, over WSAI, Cincinnati, in a 15-minute program presented on alternate Sundays in the interest of the 1943 drive of the War Bond Committee of the Hamilton County Savings and Loan Assn. A member of the serviceman's family will represent him when he is unable to appear.

* * *

Service Stars

FIRST HOUSE displaying a service flag on a street picked at random is where Ty Tyson, of WWJ, Detroit, stops for a story. If he finds one, the engineer records the interview with some member of the serviceman's family. The 15-minute program, *Service Stars*, is broadcast on Wednesday and Friday evenings and usually includes three interviews. Sponsor is J. L. Hudson Co.

* * *

News Angles

COMBINING spot news, features and editorials, a morning quarter-hour program started on WIBG, Philadelphia, March 1, sponsored by Erlanger Brewing Co., Philadelphia. Roy Neal handles news and commercials; Esther Morris does special features, women's and rationing news, and editorials are read by Douglas Arthur. Program was placed through J. M. Korn Agency, Philadelphia.

* * *

Nostalgia

ENTERTAINMENT by recalling "the good old days" through tunes and questions which suggest memories is the aim of *Remember When*. A new series in WCKY, Cincinnati, written by Elmer Dressman and produced by Al Bland.

Air Magazine

A MAGAZINE of the air, *Highlights For Today*, is broadcast on Sunday evenings by the Canadian Broadcasting Corp. over its national commercial network for the National War Finance Committee. Program carries the by-line of well known names in Canadian writing and entertainment fields. Gordon Sinclair, feature writer, is handling interviews which tie in with current events. John Collingwood Reade, news commentator, conducts the program's book and screen review department. Lorne Greene, CBC newscaster, interviews noncelebrities on the state of the nation. Songs are featured by members of the *Canadian Army Show*.

* * *

Our Stake

ILLUSTRATING the American way of life and what the United Nations have at stake in the war, WHOM, New York, with City College of New York, is to present two series of 17 German language educational programs. First six subjects on successive Sunday evenings beginning March 7 are titled *The American Way of Life*. Second series from April 18 through June 13, same time, is titled *Our Stake in the War*. Members of City College faculty will present papers by distinguished educators of Columbia U. and Hunter College as well as of City College.

* * *

Points on Points

INTERPRETATION of point-rationing, how best to plan a meal of rationed and unrationed foods and other tips to housewives are featured by Peggy Cave in her new program *Points on Points*, 8:15 a.m. Monday through Friday on KSD, St. Louis, sponsored by the Carey Salt Co. Latest news on food rationing is interspersed with music. Program is being promoted by posters and window streamers for retail dealers and by an embroidery transfer offer.

* * *

Nuts Amuck

PROGRAM listings of other area stations are given on *Mania, Inc.*, a screwball-comedy type show on WSNY, Schenectady 6:30-7 p.m. daily. Prefaced by the announcement that the program "is presented against the better judgment of the station's management," show also lampoons staff artists and management of WSNY. Several sponsors participate.

* * *

For 10-Year Olds

A PROGRAM designed for 10-year-olds has been arranged by WLIB, Brooklyn, as a Sunday morning half-hour feature. Songs, animal and fairy stories, and various contests are interspersed with talks and dramatizations on health habits and character building. A listener's club is another feature.

* * *

For Farmers

WGN, Chicago, and the Farm Credit Administration are presenting a series of Saturday morning quarter-hour programs to explain to farmers the work of the Government farm bureaus.



WOV's NOMINEE for "Miss United Nations" is Laine Solg (r), who was introduced to the radio audience by Alan Courtney, m.c. of the New York station's *1280 Club*. Selected by the station from 1,400 applicants in a contest in conjunction with the motion picture industry, Miss Solg has been touring Canada and the U. S. for Russian War relief. In newspaper accounts of her personal appearances, WOV gets mention.

NEW TYPE OF MAP FOR MAIL COVERAGE

A MAIL MAP based on an analysis of 120,000 pieces of audience mail has been published by WOW, Omaha, as "the first standard mail map ever issued".

Called "A Collector's Item for Timebuyers", the map is based on standards recommended by the American Assn. of Advertising Agencies Timebuyers committee, the Radio Executives Club and the Research and Advertising Bureaus of NAB. It shows WOW listening statistics in primary, secondary and tertiary areas and the contour of 164 field strength tests.

Copies of the map, contained in an explanatory brochure, are being distributed to business executives by request, and 1,000 copies will be sent by NAB to all licensed broadcasting stations.

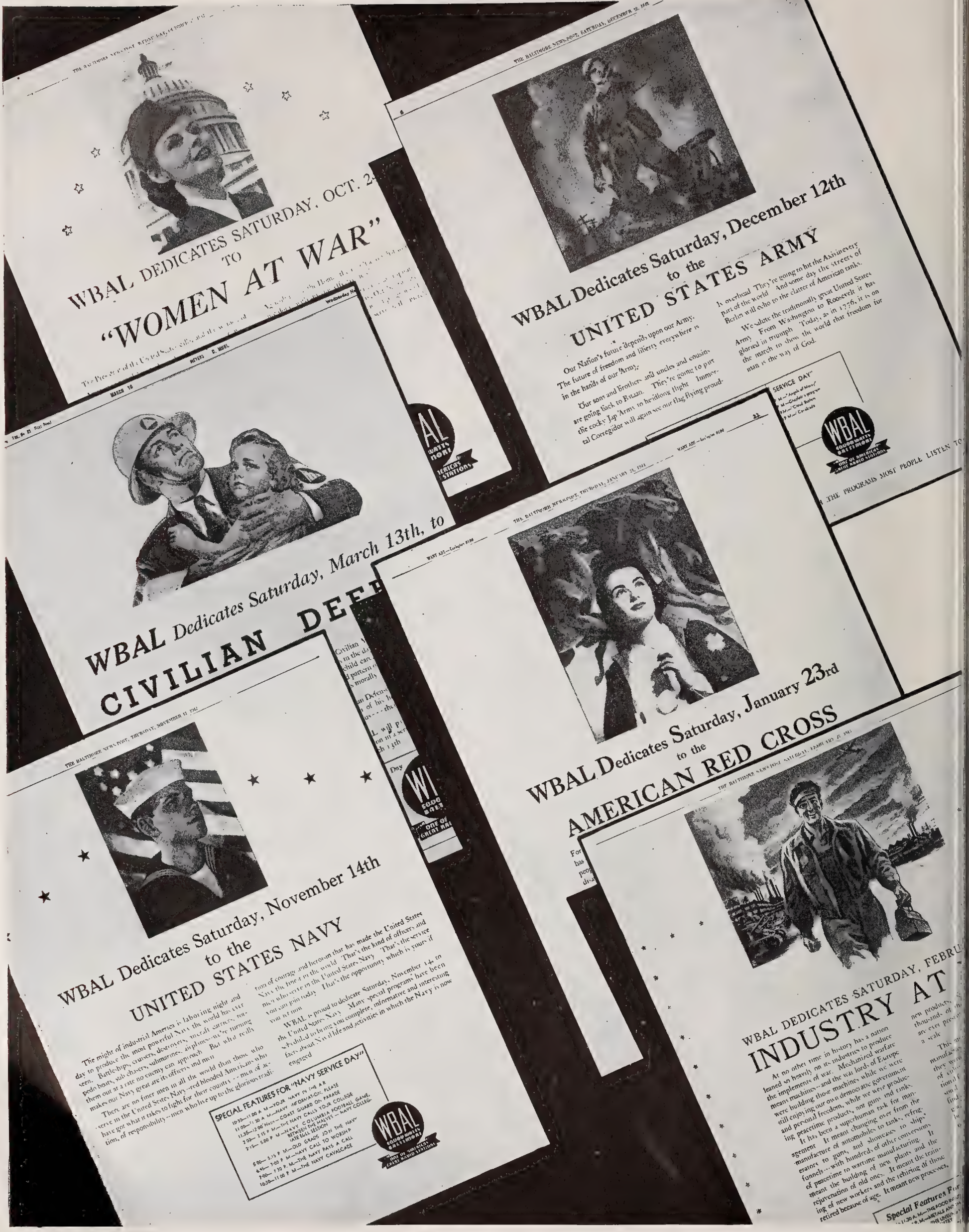
Mystery for Williams

J. B. WILLIAMS Co., Glastonbury, Conn., which currently sponsors *True or False* on the BLUE for its shaving cream, on April 7 will start a half-hour mystery drama on five stations of the New England regional network, the series to be fed from an NBC studio in New York, Wednesdays 7:30-8 p.m. The company has not announced the detective story it will sponsor, but it is understood that Nero Wolfe or Perry Mason stories are both under consideration. Agency is J. Walter Thompson Co., New York.

WASH Signal Deleted

THE FCC last week granted the request of the King-Trendle Broadcasting Corp. to cancel the outstanding license and delete the call letters of WASH, Grand Rapids, Mich. The move merely formalized the FCC's action on Feb. 16 granting WOOD, Grand Rapids, sister station using the same transmitter, fulltime instead of sharing time with WASH. This is in accord with the FCC's policy of favoring the use of only one set of call letters where only one operation is involved, as in the case of WOOD-WASH.


GET THE Full MEASURE
From Your Advertising Dollar!
There are new riches in the Northwestern Ohio and Southern Michigan area. Everyday, more and more workers are added to the payrolls of this industrial center. The rising buying power of these new workers assures you the full measure from your advertising dollar when you use WSPD —The FIRST STATION in this vital market.
Just Ask Katz
WSPD
TOLEDO, OHIO
5000 Watts
A FORT INDUSTRY STATION
Basic NBC
A FORT INDUSTRY STATION
YOU CAN BANK ON IT



WBAL DEDICATES SATURDAY, OCT. 2
TO
"WOMEN AT WAR"

WBAL Dedicates Saturday, December 12th
to the
UNITED STATES ARMY

Our Nation's future depends upon our Army.
The future of freedom and liberty everywhere is
in the hands of our Army.

Our sons and Brothers and uncles and cousins
are going back to Britain. They're going to put
the cocky Jap Army to headlong flight. Immor-
tal Corregidor will again see our flag flying proud-
ly overhead. They're going to hit the Axis every
part of the world. And some day the streets of
Berlin will echo to the clatter of American tanks.

We salute the traditionally great United States
Army. From Washington to Roosevelt it has
gloried in triumph. Today, as in 1776, it is on
the march to show the world that freedom for
man is the way of God.

SERVICE DAY"

WBAL
GOLDEN ANNIVERSARY
50 YEARS OF BROADCASTING
THE VOICE OF BALTIMORE
50,000 WATTS NOW
CLEAR CHANNEL STATION

THE PROGRAMS MOST PEOPLE LISTEN TO

WBAL Dedicates Saturday, March 13th, to
CIVILIAN DEFE

WBAL Dedicates Saturday, January 23rd
to the
AMERICAN RED CROSS

WBAL Dedicates Saturday, November 14th
to the
UNITED STATES NAVY

The might of industrial America is laboring night and day to produce the most powerful Navy the world has ever seen. Battleships, cruisers, destroyers, aircraft carriers, corvettes, sub chasers, submarines, airplanes—we're turning them out at a rate no enemy can approach. But what really makes our Navy great are its officers and men.

There are no finer men in all the world than those who serve in the United States Navy—red blooded Americans who have got what it takes to fight for their country—men of action, of responsibility—men who live up to the glorious tradition of courage and heroism that has made the United States Navy the finest in the world. That's the kind of officers and men who serve in the United States Navy. That's the service you can join today. That's the opportunity which is yours if you act now.

WBAL is proud to dedicate Saturday, November 14th to the United States Navy. Many special programs have been scheduled to bring you complete, informative and interesting facts about Navy life and activities in which the Navy is now engaged.

SPECIAL FEATURES FOR "NAVY SERVICE DAY"
10:35—11:00 A. M.—YOUR NAVY IN THE AIR
11:00—12:00 Noon—COAST GUARD ON PARADE
12:00—2:15 P. M.—THE NAVY CALLS YOUR COLLEGE
2:15—5:00 P. M.—NAVY vs. COLUMBIA FOOTBALL GAME, BETWEEN THE HALVES—NAVY COLLEGIATE GLEE SESSION
5:00—5:15 P. M.—OLD GLADS JOIN THE NAVY
6:45—7:00 P. M.—NAVY CALL TO WORSHIP
7:00—7:30 P. M.—THE NAVY PAYS A CALL
10:30—11:00 P. M.—THE NAVY CAVALCADE

WBAL
GOLDEN ANNIVERSARY
50,000 WATTS NOW
CLEAR CHANNEL STATION
ONE OF AMERICA'S GREAT RADIO STATIONS

WBAL DEDICATES SATURDAY, FEBRU
INDUSTRY AT

At no other time in history has a nation leaned so heavily on its industries to produce the implements of war. Mechanized warfare means machines—and the war lords of Europe were building those machines while we were still enjoying our own democratic government and personal freedom, while we were producing peacetime products, not guns and tanks.

It has been a superhuman task for management. It has been a superhuman task for manufacturers of automobiles to tanks, refrigerators to guns, and showcases to ships' funnels—with hundreds of other conversions of peacetime to wartime manufacturing. It meant the building of new plants and the rejuvenation of old ones. It meant the training of new workers and the rehiring of those retired because of age. It meant new processes,

Special Features Fo

SPOTLIGHTING EACH PHASE OF THE WAR EFFORT

"I am a woman. Two of my brothers are in the service. I want to help the war effort in every way possible. What fields of activity are open to me?"

"My boy is in the Navy. What kind of a life is he leading?"

"I expect to be in the service soon. What is army life like?"

"How about the Red Cross? Is there any work I can do to help the Red Cross in its wonderful war work?"

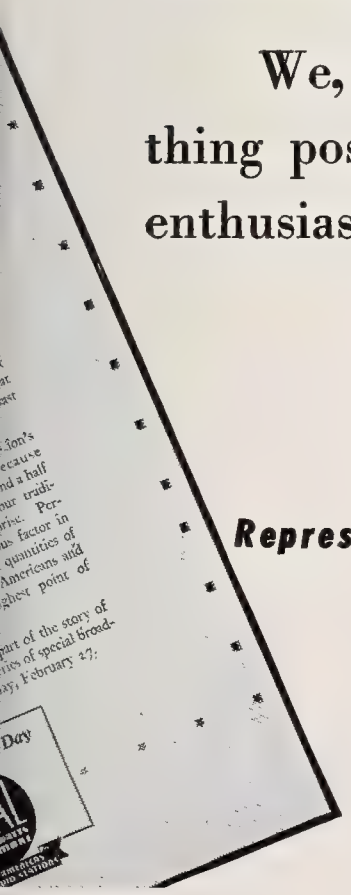
"Perhaps I should take a job in a war industry. But is there any place for my particular skills? And how do I go about getting a job?"

"Is there an opportunity for me to serve in Civilian Defense? What should I do?"

WBAL has set out to answer these questions and to give listeners the facts about every phase of the War Effort by frequently dedicating an ENTIRE DAY to some specific war activity.

These "days" are publicized in full page ads in the Baltimore News-Post.

We, of WBAL, know that the people in our area want to do everything possible to bring about victory, and we are using all our facilities enthusiastically to help them participate fully.



Represented Nationally by **EDWARD PETRY & CO., Inc.**

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

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and
Broadcast Advertising

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SOL TAISHOFF, Editor

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HENRY S. LIEBSCHUTZ, Art Director

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Barrel Bottom

NEXT MONTH—April 27-29—the industry gathers in Chicago for its first War Conference, under NAB auspices. Nearly a year ago, the NAB held its last annual convention, after the nation had been in this global war six months.

At that meeting uncertainty and confusion were rampant. Radio had undertaken a Herculean task as a war arm. It was breaking new ground daily, almost hourly. The job was being done, haphazardly perhaps in the eyes of broadcasters, but it won the acclaim of Government and public alike.

In the months that have elapsed, many elements of doubt have been resolved. But there are others still with us that will remain until the war is won. A year ago, business was uncertain. There were the early war problems of censorship, Government programming, the equipment shortage, manpower, Interceptor Command (now Fighter Command) differences over "radio silence", along with the perennial peacetime headaches of radio.

In retrospect, remarkable things have been accomplished. Censorship has been invoked under a voluntary code with hardly a ripple of controversy; OWI has done a respectable job of channelling Government programs, though there still are rough spots; the equipment shortage, which threatened closure of many stations, has been alleviated through the highly efficient work of WPB and its radio heads, Ray P. Ellis and Frank H. McIntosh. And the threatened business upheaval, thanks to judicious industry management, failed to materialize.

The problem that looms largest now is manpower. Despite classification of broadcasting as an essential industry, the drain on personnel has continued more or less unabated. Daily, key men are being pulled from important posts on stations and networks. Replacements are well-nigh impossible all down the line. The larger operations, by virtue of more attractive "big league" offers, find it possible to wean away members of smaller station staffs. And the little fellows, in no few instances, are operating with less than skeleton staffs and with makeshift organizations.

There can be no question of radio's status as an essential industry. But there is serious question about the ability of all elements in the industry continuing their efficient peak wartime operation without adequate personnel. It isn't a problem peculiar to radio—practically all of the 30-odd industries classified as essential are experiencing similar difficulties.

At the Chicago War Conference, the keynote will be radio's wartime functions. Government officials have been asked to attend and counsel with industry spokesmen on means of improving radio's war effort contribution and of coping with the myriad questions constantly arising in a war economy. Nonessential projects—those not identified with wartime operations—have no place at this important session, which is justified only because the broadcasting industry is geared so closely to the war, as a sort of deputy of Government maintaining swift, intimate and human contact with the people.

Everything possible is being done in Washington by industry spokesmen to cope with the manpower problem. Radio, with an overall personnel of only some 20,000, is but an infinitesimal factor in the quest for an armed force of 12,000,000. There is no disposition to claim that radio's present personnel roster constitutes an indispensable minimum. But at the pace men are being withdrawn, not only for armed services but for civilian Government work, the bottom of the barrel soon will be reached.

Manpower, we think, is the No. 1 problem at the War Conference.

Without Malice

JUST A MONTH ago the Cox Select Committee to investigate the FCC announced the appointment of Eugene L. Garey, New York attorney of excellent background and standing, as its chief counsel. The appointment came after the House overwhelmingly had voted for the inquiry and after harsh words had been uttered on the House floor against the FCC's stewardship and particularly its chairman, James Lawrence Fly.

The investigation then had all the earmarks of becoming a knock-down-drag-out fight, largely between two men—Chairman Eugene E. Cox (D-Ga.) of the Committee and Mr. Fly. Charges of "Gestapo" tactics and of Communism and draft-dodging were hurtled by the Georgian against the Commission and its personnel. There were counter-allegations of an impropriety by Judge Cox of representation of a Georgia station before the FCC, with Mr. Fly seeking Dept. of Justice intercession.

Since Mr. Garey's appointment, the deluge of charges and counter-charges has stopped. The Committee counsel hasn't indulged in name-calling. Data is being collected by the Committee without publicity or headline hunting. It is evident that he and his staff, thus far in any event, propose to conduct a thoroughly businesslike, lawyer-like and proper inquiry into the FCC, its personnel and its policies, as the House resolution provides.

There is reason for gratification over the manner in which Mr. Garey, and his chief aide Fred L. Walker, of Detroit, have pursued the preliminary study. The broadcasting industry of course, is vitally interested in the outcome because upon it will depend the type of regulation to which it will be subjected. An investigation which would result only in mud-slinging and name-calling could only bring chaos. One aimed toward ferreting out the facts with a view toward remedial legislation will clarify the position both of the FCC and the industries affected.

We hope the Cox Committee continues its indicated course toward a fact-finding study looking to equitable regulation of communications within the bounds of Congressional intent. There no longer can be any doubt that the present FCC majority has gone far afield.

Reformer Gremlins

A NEW pass at curtailment of advertising, as a war economy measure, is being undertaken on the Washington war front by so-called consumer reform groups. Since the war's advent, these anti-advertising groups have attempted to use a number of devices to force elimination of brand name advertising and now, with civilian supplies of goods diminishing gradually, they apparently are trying for another all-out effort.

In informed Washington circles it is reported that the new campaign, to urge cutting down on, or the complete abandonment of, advertising for the duration, already has been launched by groups following the Consumers Union pattern. The contention is that advertising should be trimmed to the point where companies will limit space and time purchases to just enough to move goods available for sale. It is argued that current advertising is being done largely as a means of tax avoidance.

These reform groups aren't likely to get very far with their new effort. Price Administrator Prentiss Brown, in weeding out OPA, appears to have eliminated a substantial portion of the radical fringe element. Before he took over the OPA helm, grade-labeling of certain commodities had been introduced, but even that now is being resurveyed, with the possibility that the plan may be revoked.

Advertising already has performed outstanding service in the war interest. The job being done, at practically no government expense for time or space (none whatever for radio time) on bond sales, salvage campaigns, blood plasma, point rationing education and service enlistments, has been such as to head off any summary action in responsible quarters. The cost is being absorbed by the advertisers and the media. The Advertising Council, representing all private groups, has cooperated ably down the line.

While it appears, at this writing, that the reformers are being kept at bay, these sporadic forays by the consumers attest to the need for a constant state of alert on the Washington regulatory front by the entire advertising fraternity.

We Pay Our Respects To —



JAMES MILLAR LeGATE

JOURNALISM lost a great editorial cartoonist but radio gained a greater promotionist when James Millar LeGate finally gave up an ambition to become an artist to enter the advertising promotion field.

As a result of his change of heart, brought about by disappointments as an editorial cartoonist and layout man, plus the fact that his job folded up beneath him, Jim LeGate today is general manager of WIOD, Miami, and doing a bang-up job for radio.

For 15 years, by his own admission, Jim had the usual trouble in grammar and high school in Elgin, Ill., where he was born Dec. 11, 1901. He felt studying wasn't necessary but somehow managed two years of high school before moving with his parents to South Bend, Ind. in 1916. An auto accident and sickness delayed his studies for five years but he finally was graduated from the South Bend high school.

Displaying some talent for art, Jim decided against college and entered the Chicago Academy of Fine Arts. Finances wouldn't permit a second year so he found a job at Sears, Roebuck & Co., Chicago, and studied art with Myer-Both at night. A year later he returned to South Bend and talked himself into a job as layout man and editorial cartoonist on the *News-Times*.

After three years in that job he was transferred to the advertising department as salesman, at his own request. Five years later the paper changed hands and that's when Jim's job folded up. He connected with the *Indianapolis News* as promotion manager. He recalls that the heavy schedule of trade journal advertising scared the "daylights" out of him but a cooperative boss with a kind understanding helped him to do a job and gain a world of experience.

Two years later Jim LeGate's boss joined the *Dayton* (O.) *Daily News* as advertising director and took Jim along as promotion manager. When ex-Gov. James M. Cox, owner and publisher of the *News*, the *Springfield* (O.) *News & Sun* and the *Miami Daily News*, bought a radio station and moved it to Dayton as WHIO in 1935, Jim LeGate was assigned to handle the station promotion.

For a while he divided his time between the Cox newspapers and radio. In 1938 Jim went to Miami to direct promotion for the *Daily News* and WIOD, which Mr. Cox had acquired. Late in 1940, when Mr. Cox purchased the *Atlanta Journal* and WSB, J. Leonard Reinsch was transferred as manager of WHIO to manage WSB. Jim LeGate was sent back to Dayton to take over WHIO.

Three years later, almost to the day, Mr. LeGate returned to Miami as manager of WIOD. He has promoted everything from Bible contests to water carnivals. His greatest compliment for promotion work, he considers, came from his boss after a dismal failure of one stunt. Said the boss, "Jim, even in a flop, you're colossal." Mr. LeGate still takes a keen interest in all station promotion and he manages to keep a finger in it from time to time.

He is married and has a 10-year-old son. He has been appointed to virtually every civic committee in town. When time permits he enjoys tennis and swimming and (off-the-record) he still likes to dabble in art. Once he took up boxing but quit because he "got tired of leading with my schnozzle all the time".

SCHUYLER ENSELL, formerly with BBDO, and the Spot Sales Division of CBS, has joined the sales staff of the New York office of John Blair & Co., station representative.

Personal NOTES

GEORGE L. MOSKOVICS, sales promotion manager of CBS western division, addressed the Seattle Adv. and Sales Club March 2 on post-war conditions in advertising. Ed Buckalew, station relations manager of the Columbia Pacific Network, and H. J. Quilliam, general manager of KIRO, Seattle, were also present.

CAPT. PAUL R. HEITMEYER, former manager of KLO, Ogden, Utah, is stationed at Fort Francis E. Warren, Cheyenne, Wyo., in the Quartermaster Replacement Training Center. He is serving in the Administration School teaching Quartermaster Organization.

RALPH G. TUCHMAN, of the BROADCASTING editorial staff, was inducted into the Army March 15 at Washington and ordered to report to Camp Lee, Va. He was named acting corporal.

KAY MacEWEN, salesman of WSRR, Stamford, Conn., has been seriously ill with influenza. George Backus, former salesman, expects to enter the Army shortly.

SOCS VRATIS, sales manager of KGVO, Missoula, Mont., is a member of the newly-formed Better Government Council of Missoula. James Alden Barber, assistant manager, has been appointed to the Community Music Council.

KARL SUTPHIN, former associate editor of *Golfdom* magazine, has joined the sales promotion staff of WLS, Chicago.

MARSHALL S. NEAL, general manager of KWKW, Pasadena, Cal., is taking a three-week orientation course for civilians at Fort Leavenworth, Kan.

D. MARSHALL WALKER, account executive of KPAS, Pasadena, Cal., has joined the Marines.

RALPH BLOCK has resigned as assistant regional director of the Office of Civilian Defense, San Francisco, to join the OWI as deputy chief of operations in a foreign field.

BEN McGLASHAN, owner of KGFJ, Los Angeles, now a captain in the Coastal Patrol, is stationed in San Benito, Tex.

LEE WYNNE, continuing as Los Angeles studios manager of KGER, Long Beach, has been appointed commercial manager.

WENDELL B. CAMPBELL, general sales manager, has been named assistant station manager and director of operations of KMOX, St. Louis.

CHARLES C. PALMER, at one time media director of Lavin Co., Boston, has joined the BLUE sales staff.

JESS JONES, sales manager of KTMS, Santa Barbara, Cal., has been inducted into the Army.

JOHN McDONALD, NBC vice-president in charge of finance, has returned to New York after Hollywood conferences with Sidney N. Strotz, western division vice-president.

JULES STEIN, president of Music Corp. of America, Beverly Hills, Cal., talent service, has recovered from injuries received in an auto accident.

DAN CARR has been appointed manager of CJKL, Kirkland Lake, Ont., being promoted from production manager.

LLOYD MOFFAT, general manager of CKBI, Prince Albert, Sask., is the father of a baby boy.

KMAC License Assigned To Howard W. Davis

VOLUNTARY assignment of license of KMAC, San Antonio, from W. W. McAllister and Howard W. Davis, doing business as The Walmac Co., to Howard W. Davis, trading as The Walmac Co., was authorized March 16 by the FCC. Total consideration is $35,000. Mr. Davis, who has been general manager of KMAC since 1933, purchased 50% of The Walmac Co. in December, 1942, from Mr. McAllister.

In 1938 Mr. Davis purchased 33 1/3% of KPAB, Laredo, Tex., and became its president. Mr. McAllister was also associated with KPAB as part owner and secretary-treasurer. Mr. Davis owns the Starkist Co., San Antonio, manufacturers of Starkist toothpaste.

Stephen Vincent Benet Dies of Heart Attack

STEPHEN VINCENT BENET, 44, noted American author and poet, who had been devoting much of his time lately to writing material for radio programs, died suddenly March 13 at his home in New York after a heart attack. Among broadcasts for which he provided scripts, whole or in part, were the "Your Army" portion of *This Is War*, *Dear Adolf*, and others.

Mr. Benet became ill prior to a scheduled appearance March 7 on NBC's *Lands of the Free* series, and died before he could finish an Easter program on which he was working. He is survived by his wife, three children, a brother and a sister.

Owens Heads WRDO

ARTHUR OWENS, chief announcer of WCSH, Portland, Me., has been named manager of WRDO, Augusta, replacing Jack Atwood who was commissioned a first lieutenant in the Marine Corps. Mr. Owen since 1940 had been with WCSH, operated by the same management as WRDO. Albert W. Smith, commercial manager of WCSH, has resumed his position, after being honorably discharged from the Army at Camp Edwards, Mass., where he served in public relations.

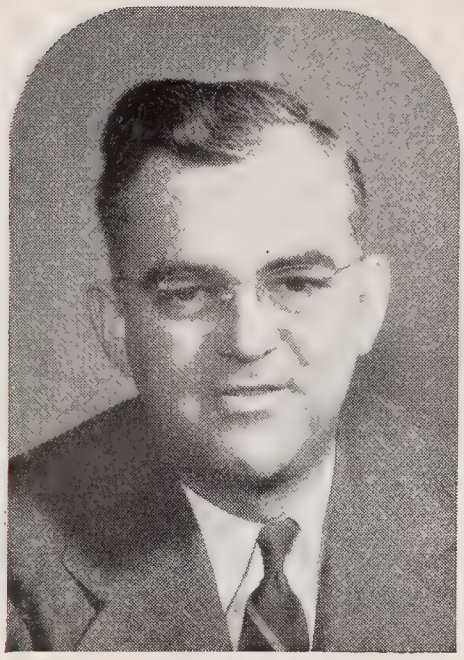
KHUB Changes

ROGER R. HUNT, formerly of KOIN, Portland, Ore., KROY, Sacramento, and the McClatchy Broadcasting Co., San Francisco, is manager of KHUB, Watsonville, Cal., after a staff reorganization. John Oliveira, formerly with RCAC in Bolinas, Cal., is chief engineer and Rex S. Bowen of KFBK, Sacramento, program director.

CHARLES DANT, musical director of NBC Hollywood, has been signed for the Producers Releasing Corp. film "Submarine Base".

LINCOLN SIMONDS of the New York sales staff of Weed & Co., station representatives, has been appointed West Coast Manager of that organization and is headquartered at 6253 Hollywood Blvd., Hollywood. He succeeds Haan J. Tyler who recently resigned to join KFI-KECA, Los Angeles as account executive.

EDGAR KOBAK, executive vice-president of the BLUE, is recuperating at his home from the grippe. He expects to be back at his desk this week.



"Miller Cereals Prove Selling Pull of KSO"

. . . says Kelsie D. Stone

Any food-broker handling a cereal account, knows what competition means. But the intensity of that competition makes sales-gains doubly pleasing.

So Kelsie D. Stone, head of the Des Moines office of Hagan-Stone, has reason to be pleased with the advertising of Miller Cereal Mills on Station KSO. Reports Mr. Stone:

"Miller gave radio a stiff test in the Des Moines area. Using radio advertising only, Miller started a campaign to increase sales of Corn Flakes in mid-winter.

"The success of this campaign, and similar success with Miller Wheat Flakes later on, certainly proves the selling pull of KSO."

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with Des Moines Register & Tribune

Represented by The Katz Agency

BEHIND the MIKE

KENNETH W. MacGREGOR, production chief at WGN for the last year, has been named program director. Lewis James, assistant station musical director, succeeds Mr. MacGregor as chief of production. Mr. MacGregor, a former producer of NBC and Benton & Bowles, New York, joined WGN in February, 1942, while Mr. James, who broke into radio as a staff vocalist with WJZ, New York, in 1921, came to WGN in 1940.

JOHN GREENHUT, talent agent, and Bill Livingston, song writer, have joined the BLUE production staff. Appointment of the two, both without radio background, is in line with a new policy of the BLUE's production head, Ray Knight. He is experimenting with a plan to train junior producers with musical or theatrical experience.

DON WITTY, former NBC scriptwriter, now an Air Forces corporal stationed overseas, was the author of a drama about two marines who lost their lives on Guadalcanal, broadcast last Saturday on NBC at 11 a.m.

WALTER TOSCANINI, son of Arturo Toscanini, NBC conductor, has joined NBC's music division. The maestro's son has been with RCA Victor's plant in Camden, N. J., engaged in programming for Black Seal and children's records. He joined RCA in 1938 after being ousted from his book publishing firm in Italy because of his anti-Fascist activities.

MARGARET (Marge) KENNEDY, former assistant to Lester Gottlieb, MBS director of publicity,on March 15 joined CBS as supervisor of press information for CBS' Latin-American Network, according to George Crandall, director of the CBS press information department. Miss Kennedy has been Mr. Gottlieb's assistant for two years. She replaces Wilbur Marcus at CBS, who is now doing war work with the Polaroid Corp., Boston.

ROBERT ROSSEN of Screen Writers Guild has been re-elected chairman of Hollywood Writers Mobilization. Paul Franklin, national president of Radio Writers Guild, is vice-chairman, with Pauline Lauber as executive secretary.

ELIZABETH BEMIS, first woman reporter to be appointed to the CBS news staff, is heard at 4 p.m., Monday through Friday on that network. Since last summer she had been on the CBS West Coast network. Beginning her career on KLZ, Denver, after a trip to Europe, Miss Bemis subsequently was with WLW, Cincinnati, for two years as commentator before joining CBS.

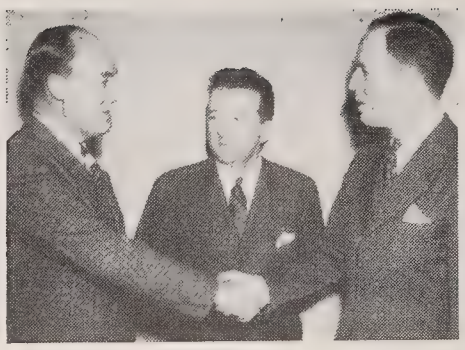
CAPT. GEORGE A. BROWNE, Royal Canadian Artillery, and former announcer of the Canadian Broadcasting Corp., has been promoted to rank of major and awarded the Distinguished Service Order. He was taken prisoner at Dieppe, escaped recently, and is now in England.

DON PRINGLE has been appointed senior announcer at CBO, Ottawa. He first joined the CBC at Ottawa in 1937, coming from CFNB, Fredricton, N. B.

RAY LAUBE, of Minneapolis, Minn., has joined the staff of WIGM, Medford, Wis., as announcer.

ERNIE NEFF, from Cleveland, O., has joined the announcing staff of WCAE, Cleveland, O.

HARRY STEWART, freelance, has joined Sonovox division of Free & Peters, Chicago, as producer succeeding Jack Ross, who with Jack Foster, technician, transferred to Hollywood.



NEW ADDITION to the sports staff of WSAI, Cincinnati, is Lou Smith (1), baseball writer for the *Cincinnati Enquirer* who will do a commentary. He's shaking hands with Roger Baker, WSAI baseball announcer, and WLW-WSAI director of public relations, while Dick Bray, WSAI sports commentator, smiles his welcome.

MILDRED BAILEY, food and fashion commentator of WTAG, Worcester, has been appoined national secretary of the recently organized Assn. of Women Directors of the NAB.

LARRY SMITH, former INS chief in the Far East, has started a weekly news commentary on KPO, San Francisco. George Caraker, recently with the OWI in Washington, has joined the staff as a news commentator.

A-MIKE VOGEL has resigned as publicity director of WHN, New York, effective April 1. His future plans will be announced at that time. No replacement has been named.

LT. CHARLES F. GRISHAM, assistant farm program director of WLW, Cincinnati, before joining the Army, has been appointed personal aide to Maj. Gen. Donald C. Cuppison, commandant of the Field Artillery Replacement Center, Ft. Bragg, N. C.

JAMES STEWART, CBS correspondent in Chungking, China, is the father of a baby boy born recently in Chungking.

FLORENCE C. BALLOU, program and publicity director of WICC, Bridgeport, Conn., was married to Leslie B. Robinson, that city, on March 6.

RUSSELL FRANCIS HORGAN recently returned to KYA, San Francisco, as auditor and personnel manager.

BOB BROWN, announcer of NBC central division for the past 11 years, has been commissioned a lieutenant (j.g.) in the Navy and reports shortly for active duty.

WAYNE GRIFFIN, announcer of the BLUE central division, Chicago, is the father of a girl born March 8.

MARTHA SUMMERS has been appointed traffic manager of KOB, Albuquerque, succeeding Josephine Mason, who returns to WIRE, Indianapolis.

DON STANLEY, *Today's Events* commentator of WTMJ, Milwaukee, Wis., is father of a baby girl.

TODD BRANSON, freelance writer of Lakewood, O., has joined WMRN, Marion, O., as announcer and continuity writer.

FRANK PROCTOR and Paul Wade have joined WBML, Macon, Ga., as announcers, coming from WMJM, Cordele, Ga., and the Central Georgia Railroad, respectively. Bill Howard and Turner Paschal, students of Mercer U., are doing parttime announcing.

HELEN FAULKNER, who resigned as traffic manager of Missoula, Mont., to become voice instructor at Montana State U., was featured last week in *Faculty Recital*, the U.'s regular Sunday afternoon broadcast over KGVO.

TERRY HOBRECHT has joined continuity staff of KROW, Oakland, replacing Marian Edwards, resigned.

STANLEY BURNS, freelance transcription announcer, has joined WLIB, Brooklyn.

HUGH CHAMBERS, news announcer of WIP, Philadelphia, has resigned to join a St. Louis station. Mr. Chambers has just completed a mystery novel to be published in October by Reynal-Hitchcock titled *The Graveyard Annex*.

LT. ROBERT L. FLEMING, announcer at WELI, New Haven, Conn., before joining the Army, suffered a triple fracture of a leg during a parachute jump at Ft. Benning, Ga.

PAUL MARTIN, announcer of WBAB, Atlantic City, before becoming Private Martin Goldenring in the Army, is co-author of a new book, *Going to Officers Candidate School*, published by Military Service Publishing Co.

NORMAN BENSON, announcer of WRAW, Reading, Pa., is the father of a baby girl.

MARY AGNES WHITAKER has joined the program staff of KYW, Philadelphia, replacing Janie Simmet, transferred to the traffic department.

DON TAYLOR is leaving the newsroom of WCAU, Philadelphia, for CBS newsroom in New York. Fred S. Rosenau takes his place. Powers Gouraud, commentator, is preparing a volume of reminiscences entitled, *Sixty Years—So What!* Wade Barnes and Don Heyworth, of the announcing staff, are completing their play, *More Than You Know*, which Gilbert Miller is considering for Broadway production.

HUGH CHAMBERS, announcer of WIP, Philadelphia, has resigned to go to St. Louis.

ART FORD, record m.c. on a number of New York stations, has joined WNEW, New York, to conduct *The Magic of Music*, six-weekly transcribed musical program.

DR. ALFRED J. BONOMO'S script The Spirit Of The Navy, written for his program *University Time* on WWL, New Orleans, has been selected by the Writers' War Board as one of its four Scripts of the Month for April, and will be distributed to all stations in the country.

CHARLES (Crutch) CRUTCHFIELD, program director of WBT, Charlotte, N. C., and air raid warden for his neighborhood, is hobbling on crutches from badly torn ligaments in the ankle, sustained when he stepped into an open street drain during a practice blackout.

ROBERT TALLMAN, a writer on the CBS *Radio Reader's Digest* series, has resigned from Transamerican, production firm for the series.

SYDEL FORBES, assistant to Bernard Estes, publicity director of WINS, New York, has resigned to join the BLUE sales department. She is replaced by Leonore Weiss, formerly of WPEN, Philadelphia.

NORMAN FORREST, has left WMEX, Boston, to join WLIB, Brooklyn.

HAROLD FLEMING, commentator on NBC's *The People's War*, has been elected vice-president of the American Relief Administration Assn.

BILL ARMS, announcer of WBAP-KGKO, Ft. Worth, has resigned to enter the Southwestern Bible Institute where he will study for the ministry.

ROBERT LEWIS, of the WJSV, Washington, news staff, is now Washington reporter on the Monday and Wednesday morning CBS *News of the World*.

VICTOR LUSINCHI, onetime MBS foreign correspondent, has been commissioned a second lieutenant in the Army Air Forces.

S. R. WHITE succeeds Dave Partridge, who is shortly to enter military service, as assistant to M. F. (Chick) Allison, promotion manager of WLW, Cincinnati. Mr. White recently was manager of local and national advertising of the *Indianapolis Star*.

What to do when your radio department SHRINKS

WHEN your radio department keeps losing more and more of its best people —writers, engineers, musicians, producers— you can do one of two things:

You can worry along with less manpower, work longer hours, put a part of the burden on other staff members not too familiar with radio problems, avoid seeking new business and do your best to keep present clients satisfied—

Or, you can draw on the experience of one of the most complete, most capable radio staffs in the country: NBC Radio-Recording Division.

Is it dramatic programs you need? Or is it a woman commentator, a musical show, a mystery thriller, a "personality" program? They're all available here—suited to your needs in length, frequency, subject, and cost. And you have no worries about the time, skill, or talent for their production. The shows are complete—ready for you to broadcast! Or, if you require a "tailor-made" job all the way, our complete facilities are at your disposal, from creating the program idea to recording it perfectly—Orthacoustic.

If your radio department is shrinking these days—you can still expand your service and business—with one of the services of NBC Radio-Recording Division!



NBC

Radio-Recording Division

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

WE'VE DONE IT FOR THEM...
WE CAN DO IT FOR YOU!

For a Winery—Originated spot announcement idea, including composing 32-bar melody with commercial lyrics. Produced complete, from script to finished pressings.

For A Baking Company—Series of 5-minute programs—monologues by nationally known artist with original musical theme. NBC supplied scripts for program and announcements; complete production.

For a Drug Advertiser—Announcement series in Spanish* for export use, with original musical background theme. Complete service. (*Facilities available for writing, translation and production of scripts in Spanish, Portuguese, and other languages.)

For a Brewing Company—Working on third year's series of announcements. First series featured unusual sound effects; second series, an original drinking song as lead-in to announcer. Complete service.

RCA BUILDING, RADIO CITY, NEW YORK • MERCHANDISE MART, CHICAGO • TRANS-LUX BUILDING, WASHINGTON, D. C. • SUNSET & VINE, HOLLYWOOD

Always Popular
Now More
POWERFUL
WCAO
The Voice of Baltimore
NOW
5,000 WATTS
DAY & NIGHT
600 KC
The Only Columbia Station in Maryland
★
Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

GERTRUDE LANZA, publicity director of Yankee Network, has been married to 1st Lt. W. Brevoort Potts Jr., of the Army Air Forces.

KAY FERRIS, in the program department of WNAC, Boston, for 10 years, has resigned to join the WAACs.

RICHARD CUTTING, former announcer of KFAC, Los Angeles, has joined KFI-KECA, Los Angeles.

OLIVE KACKLEY, women's commentator of WCKY, Cincinnati, has been named to the radio committee of Women at War, a Cincinnati organization for selling War Bonds. She will make public appearances as well as conduct air interviews for the campaign.

JAN BUNKER, recently on the staff of WJNO, West Palm Beach, is broadcasting a thrice-weekly women's program over WQAM, Miami, Fla., combining shopping news with women's war effort.

CLAUDE SWEETEN, musical director of KFI-KECA, Los Angeles, has been signed for the NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. (Parkay). He takes the assignment from Billy Mills who is devoting his time exclusively to composing and to the NBC *Fibber McGee & Molly* show, sponsored by S. C. Johnson & Sons.

MOIRA WALLACE, new to radio, has joined CKWX, Vancouver.

JACK SEXTON, recently of WMBD, Peoria, and WTAD, Quincy, Ill., has joined the announcing staff of KMOX, St. Louis.

FLIGHT SGT. BRIAN G. HODGKINSON, former announcer of CKY, Winnipeg, now a prisoner of war in Germany, has written that he has been moved to another prison camp and that his show *Let Revelry Reign* is in production in the theatre the war prisoners have built at the camp.

LARRY SMITH, former Far Eastern manager of International News Service and now *San Francisco Call-Bulletin* telegraph editor, has started a weekly quarter-hour commentary on NBC Pacific stations.

JAMES DOYLE, announcer of NBC Hollywood, is the father of a baby boy.

MARIE HELMERS, recently of WEAU, Eau Claire, Wis., has joined KPAS, Pasadena, Cal., as traffic manager, succeeding Kaye Dunlap, resigned.

EDWARD JORGENSON, former Los Angeles newspaperman, has joined BLUE Hollywood, as commentator on that net's *Newsroom Review*. Virgil Smith, former news editor of KEX-KGW, Portland, Ore., who has joined the BLUE, is assigned news writer of the series.

AP
WNEB, Portsmouth, N. H.
. . . the best there is.
Bert Georges,
Managing Director.
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

R. C. Gantter Appointed WFBL's Program Chief

GEORGE PERKINS, program manager of WFBL since 1935, has been succeeded by Raymond C. Gantter, according to announcement by Samuel Woodworth, general manager. Mr. Perkins has joined the radio department of Foote, Cone & Belding agency, successors to Lord & Thomas.

Mr. Gantter joined the WFBL staff early in 1941 as musical director. A native of Syracuse, he was graduated from Syracuse U., served for a time as a graduate assistant in the English department and is a member of Phi Beta Kappa.

Also a graduate of Syracuse U., Mr. Perkins joined WFBL as an announcer in 1933. He has been active in civic affairs for several years.

BILL HIGHTOWER, newscaster, has started a daily five-minute news period on WEAF, New York.

DAVID F. TITUS, producer of KGB, San Diego, Cal., has been shifted to KHJ, Hollywood.

JOHN (Bud) HIESTAND has been given the announcing assignment on the weekly NBC *Westinghouse Program*. He succeeds Bill Pennell who has entered war work.

LT. M. M. MAGINN, formerly known as Peter Grant, WLW, Cincinnati, announcer-newscaster, has been assigned by the Army to public speaking in behalf of the war effort. He spoke for blood donors in the Red Cross drive before 14,000 shipbuilders at Vancouver, Wash., several days ago. He was inducted a year ago.

BILL SALISBURY, formerly of KWFT, Twin Falls, Ida., and Frank McIntyre, former head of the WKY, Oklahoma City, news department, have joined the news staff of KUTA, Salt Lake City.

LINWOOD T. PITMAN has returned as promotion director of WCSH, Portland, Me., after serving on the editorial staff of the *Portland Press Herald* for two years.

PILOT OFF. CALVIN PEPPLER, formerly on the staff of CKY, Winnipeg, is on duty with the Royal Canadian Air Force in North Africa.

FLIGHT LT. D. R. P. COATS, former public relations director of CKY, Winnipeg, and CKX, Brandon, Man., before joining the RCAF, was recently promoted from rank of Flying Officer and is stationed at No. 2 Command Recruiting Center, Winnipeg.

PARKER SUTTON, announcer of KYCA, Prescott, Ariz., has left to join KTAR, Phoenix.

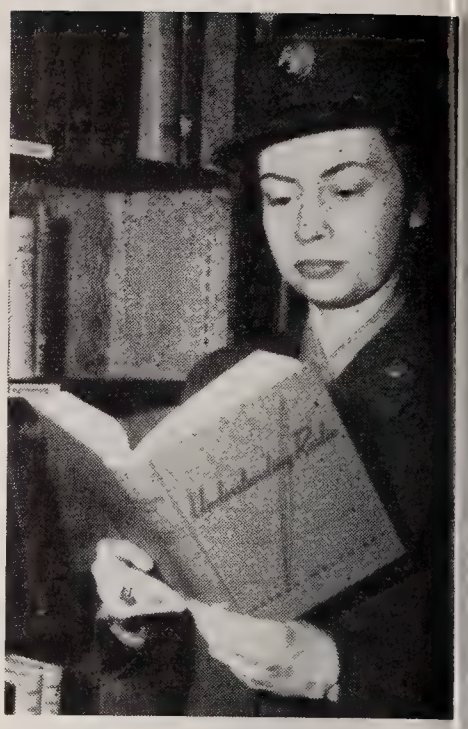
JACK WORMSER, soundman and producer of NBC Hollywood before joining the Army, is now a second lieutenant and stationed at Astoria, N. Y.

FRANK D. LITTLE, traffic manager of KTAR, Phoenix, has joined the Army Air Forces. Harold Lampel, night news editor of that station, has been inducted into the Army.

ROYAL FOSTER, Hollywood writer, has been signed for the weekly half-hour quiz program, *Stop and Go*, sponsored by Grayson's Shops, on 7 CBS Pacific Coast stations. Ken Murray is m.c.

PVT. TRENT CHRISTMAN, in guest relations department, NBC Hollywood, before joining the Army, married Garnet Harrington, of Los Angeles, in that city on March 12.

DICK FISCHELL, former sports editor of WHN, New York, has been propomted to captain in the Marines.



RADIO GAL makes good in the WAAC as Aux. Martha M. Smith, former control room operator and publicity director of WCSC, Charleston, S. C., wins admission to the Administrative Specialist School at Des Moines. Aux. Smith was the first woman control room operator at WCSC, and was working toward an operator's license when she enlisted in the WAAC Dec. 11.

NOAH TYLER, senior announcer of WIOD, Miami, Fla., has been inducted into the Army. Harvey J. Fritsch and John H. Ellsworth, announcers formerly at WJNO, West Palm Beach and Miami Beach, Fla., respectively, have joined WIOD.

WILLIAM LEWIS, writer-announcer in the English section of NBC's international division, has entered the armed forces.

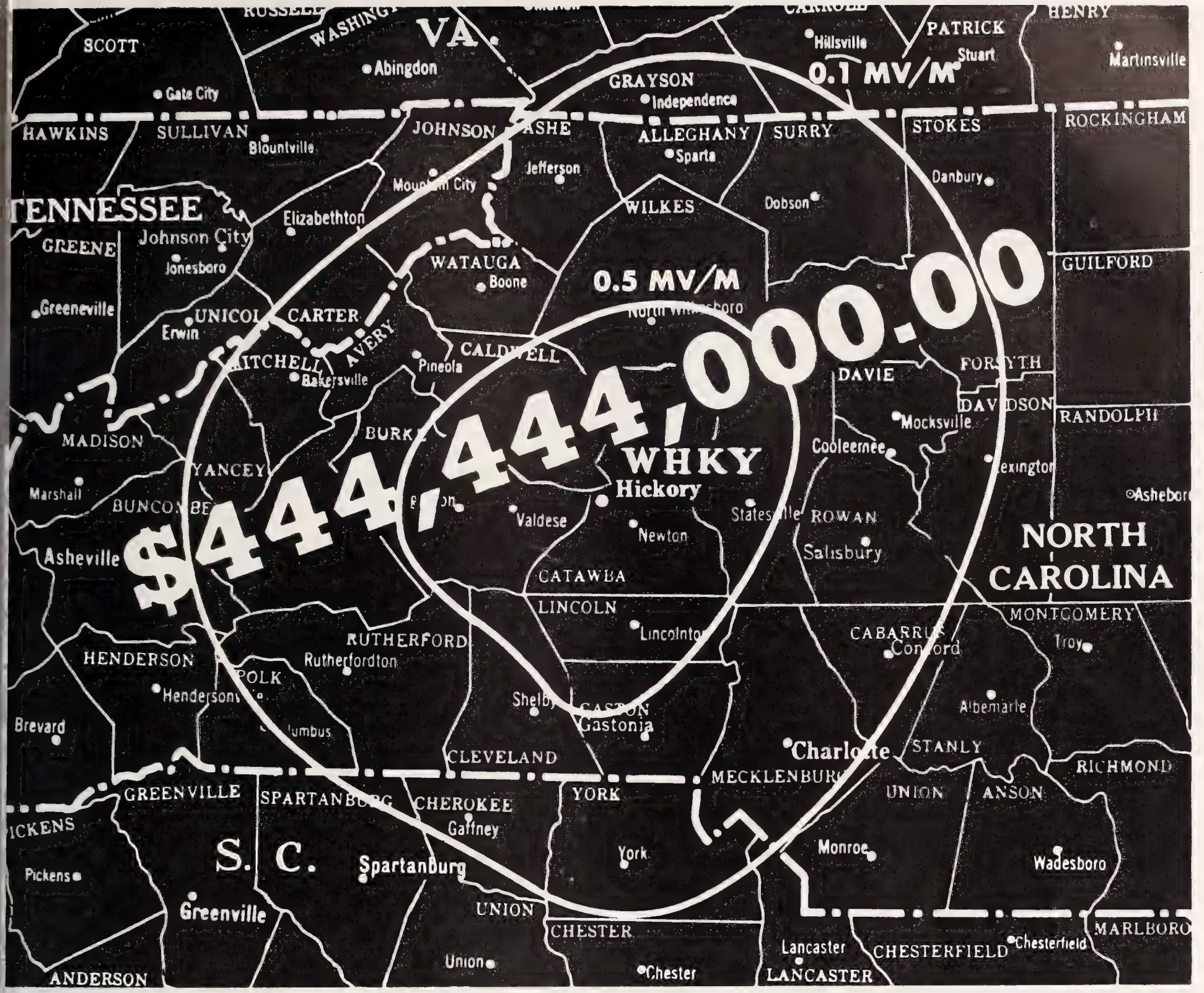
FRANK MILLS, chief announcer of WBAP-KGKO, Fort Worth, is the father of a 10-pound girl.

ELIMINATING Mr. Ben Kaplan's son, the person who actually should have been credited with serving in the Army, BROADCASTING March 8 incorrectly stated that Ben Kaplan, radio columnist is the father of Lyn Murray, "CBS musical director now in the Army." Actually the item should have read "Mr. Kaplan's son, who is now in the Army, was formerly assistant to Lyn Murray, CBS musical director."

TEAPEST TEMPOT
Correspondent's 'Fluff' Draws London Laugh

LARRY LeSUEUR, former CBS correspondent in Russia, doesn't think his colleagues will ever stop ribbing him about a "fluff" he made on a recent CBS news program while discussing Admiral Standley's statement about lend-lease materials sent to Russia.

LeSueur said the statement had "created a teapest tempot that went far beyond the importance of his utterances." Latest salute to Larry's slip came from Edward Murrow, chief of the CBS London office, in a cable to Paul White, CBS director of public affairs: "Please purchase suitably inscribed, old-fashioned, enameled, single-handed teapest tempot and present to LeSueur on behalf of his admirers in the CBS London office."



WHKY's increased power and lower frequency enables advertisers to reach *all* Western North Carolina, at one surprisingly low cost.

What's more, WHKY knows its audience. Programming is carefully keyed to local tastes and interests, to insure maximum listener response for your sales message—in both primary and secondary areas. Extensive newspaper advertising, in over 20 county papers, builds listener loyalty for WHKY and sales for our advertisers.

Write for complete information. When you get the facts, we believe you'll agree WHKY is the station you need to get low-cost, single-coverage of this rich Carolina market.

STATISTICS TAKEN FROM WHKY's NEW MARKET DATA BROCHURE

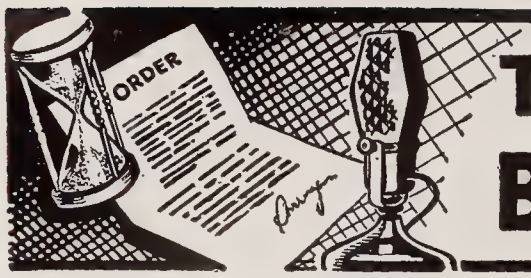
Population . . .	1,005,212
Radio listeners . .	651,722
Buying income per family . . .	$1,365
Spendable income	$444,444,000.00

5000 WATTS DAY
1000 WATTS NIGHT
1290 KILOCYCLES—BLUE NETWORK

WHKY

HICKORY, NORTH CAROLINA

National Representative
HOWARD H. WILSON CO.
Chicago, New York, Kansas City, San Francisco, Hollywood



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Spiegel Inc., Chicago (mail order house) 36 *sa*, 9 days, thru J. L. Stewart Agency, Chicago.
Chick Bed Co., Cedar Rapids, Ia., (chicken house flooring) 6 *sa* weekly, 4 weeks, thru W. D. Lyon Co., Cedar Rapids.
Vio Bin Corp., Monticello, Ill. (cattle remedies) 3 *sa* weekly, 3 weeks, thru Rogers & Smith, Chicago.
Pioneer Hibred Corn Co., Princeton, Ill. (seeds) 3 *sp* weekly, 13 weeks, thru R. J. Potts-Calkin & Holden, Kansas City.
Good & Reese, Springfield, O. (nursery) 3 *sp* weekly, 5 weeks, thru Leo Boulette Agency, Three Rivers, Mich.
Dr. Salsbury's Labs., Charles City, Ia. (poultry remedies) 3 *sa* weekly, 13 weeks, thru N. A. Winter Adv. Agency, Des Moines.

KLX, Oakland, Cal.

Campbell's Foods, Des Moines, (vitamin products) 2 *sa*, thru Meneough Adv. Agency, Des Moines.
Beneficial Insurance Co., San Francisco (insurance) 35 *t* weekly, thru Stodel Adv., Los Angeles.
William Wise & Co.. New York (Knitting Guide and Modern Home Physician) 12 *t* weekly, thru Huber Hoge & Sons, N. Y.
Movie Cosmetics Inc., Los Angeles (hair curlers) 6 *sp* weekly, thru Sterling & Assoc., Los Angeles.
Old Fashioned Revival Hour, Los Angeles (religious) weekly *t*, thru R. H. Alber Co., Los Angeles.
Tidewater-Associated Oil Co., San Francisco (gasoline, motor oils) 3 *sp* weekly, thru Foote, Cone & Belding, San Francisco.

KHJ, Hollywood

Western Stove Co., Culver City, Cal., 5 *ta* weekly, 26 weeks, thru Mays & Bennett, Los Angeles.
Noxema Chemical Co., Baltimore (Noxema), weekly *sp*, 4 weeks, thru Ruthrauff & Ryan, N. Y.
Swift & Co., Chicago (Allsweet), 5 *sp* weekly, 26 weeks, thru J. Walter Thompson Co., Chicago.
Scudder Food Products, Monterey Park, Cal. (food), 5 *sa* weekly, 4 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.

CHEX, Peterborough, Ont.

Canada Bread Co., Toronto (chain bakers), 26 *t*, thru James Fisher Co., Toronto.
Crown Diamond Paint Co., Montreal, 52 *sa*, thru McConnell Eastman Co., Montreal.
Murphy Paint Co., Montreal, 65 *sa*, thru Cockfield Brown & Co., Montreal.
Canadian Red Cross, Toronto (financial campaign), 63 *ta*, thru A. McKim Ltd., Toronto.

WBBM, Chicago

Plough Inc., Memphis (St. Joseph Aspirin & Penetro), 21 *sa* weekly, 52 weeks, thru Lake, Spiro & Shurman, Memphis.
Gordon Baking Co., Detroit (Silvercup bread), 13 *sa* weekly, 13 weeks, thru C. L. Miller Co., N. Y.
Atlas Brewing Co., Chicago (Prager Beer), *sp & sa* weekly, 13 weeks, thru Arthur Meyerhoff Co., Chicago.

WLIB, Brooklyn

Neoderm Health Institute, New York, 12 *sa* weekly, 4 weeks, thru Moss Assoc., N. Y.
DeLong Insulation Co., New York, 7 *ne* weekly, 4 weeks, thru Moss Assoc., N. Y.
Smiling Irishman, Los Angeles (used car dealer), 70 *sa* weekly, thru Carl Calman Inc., N. Y.

KFRC, San Francisco

New Century Beverage Co., San Francisco (Pepsi-Cola and Belfast Sparkling Water) 26 *sa* and *ta* weekly, thru Ruthrauff & Ryan, San Francisco.
Charm Kurl Co., Chicago (curlers) 3 *s* weekly, thru Guenther-Bradford & Co., Chicago.
Associated Dental Supply Co., San Francisco (toothpaste) 2 *sp* weekly, thru McCann-Erickson, San Francisco.
Sumner Rhubarb Growers Assn., Seattle, series of *sa*, thru Long Adv. Service, San Francisco.
National Lead Co., San Francisco (paints), 4 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.
Campbell Cereal Co., Northfield, Minn. (Malt-o-Meal), series of *sa*, thru H. W. Kastor & Sons Adv. Co., Chicago.
First Federal Savings and Loan Assn., San Francisco 3 *sa* weekly, thru Pacific Adv. Staff, Oakland.
Seaboard Finance Co., Los Angeles, series of *ta*, thru Smith & Bull, Los Angeles.
Loma Linda Food Co., Arlington, Cal. (cereal), 3 *sa* and *ta* weekly, thru Gerth Pacific Adv. Agency, San Francisco.

KFI, Los Angeles

Morton Salt Co., Chicago 40 *ta*, 4 weeks, thru J. Walter Thompson Co., Chicago.
Interstate Bakeries Corp., Los Angeles, 5 *sp* weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.
Wilco Co., Los Angeles (Clearex), 2 *sa* weekly, 9 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Partmar Corp., Los Angeles (theatre attendance), 2 *sp* weekly, 12 weeks, thru Scholts Adv. Service, Los Angeles.

KECA, Los Angeles

Western Stove Co., Culver City, Cal. 5 *sp* weekly, 26 weeks, thru Mays & Bennett Adv., Los Angeles.
Goodyear Service Stores, Los Angeles (accessories), 6 *t* weekly, 47 weeks, direct.
Wilco Co., Los Angeles (Clearex), 4 *ta* weekly, 9 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Omega Shoe Polish Co., Los Angeles, weekly *sa*, 13 weeks, thru John H. Riordan Co., Los Angeles.

CKWS, Kingston, Ont.

Canada Bread Co., Toronto (chain bakers), 26 *t*, thru James Fisher Co., Toronto.
Crown Diamond Paint Co., Montreal (paints), 52 *ta*, thru McConnell-Eastman Co., Montreal.

WFHR, Wisconsin Rapids

Mid-Continent Petroleum Corp., Tulsa, *ne* weekly, 1 year, thru R. J. Potts-Calkins & Holden, Kansas City.
Philadelphia Daily News, Philadephia (newspaper), 6 *sp* weekly, thru First United Broadcasters, Chicago.
Great Atlantic & Pacific Tea Co., New York, 18 *sa* weekly, direct.
Jacques Seed Co., Prescott, Wis. (Hybrid seed), 3 *sp* weekly, thru Triangle Adv. Agency, Chicago.
Lutheran Laymen's League, St. Louis (Lutheran hour), 26 *sp*, thru Kelly, Zahrndt & Kelly, St. Louis.
Authentic Publications, New York (tax book), 6 *sa* weekly, thru First United Broadcasters, Chicago.
Fr. Justyns Rosary Hour (religious) Buffalo, 26 *sp*, thru Daughdrill Adv. Agency, Fort Madison, Ia.
Campana Sales Co., Batavia, Ill. (Italian Balm), 52 *sp*, thru Aubrey, Moore & Wallace, Chicago.
Willard Tablet Co., Chicago (proprietary) 3 *sp* weekly, thru First United Broadcasters, Chicago.
F. Ad Richter Co., Brooklyn (pain expeller), 26 *ta*, thru Forjoe & Co., N. Y.
Poultry Tribune, Chicago (magazine), *sp* weekly, thru First United Broadcasters, Chicago.

WABC, New York

Gordon Baking Co., Detroit (Silver-Cup Bread), 3 *ne*, 5 *sa* weekly, thru C. L. Miller Co., N. Y.
H. C. Bohack Co., Brooklyn (food stores), 3 *sa* weekly, thru E. M. Freystadt Assn., N. Y.
Roxy Theatre, New York "The Young Mr. Pit"), 6 *sa*, 2 *sp* weekly, thru Kayton-Spiero Co., N. Y.

WOR, New York

California Prune & Apricot Growers Assn., San Jose, Cal. (Sunsweet Tenderized Fruits), weekly *sp*, 52 weeks, thru Long Adv., San Jose.
Radbill Oil Co., Phila. (Renuzit French Dry Cleaner), 5 *sa* weekly, 26 weeks, thru Harry Feigenbaum Adv. Agency, Philadelphia.

WHN, New York

Charm-Kurl Co., Chicago (Charm-Kurl Permanent Wave Set), 6 *sp* weekly, thru Gunther Bradford & Co., Chicago.
Howard Clothes Co., New York (men's clothes), weekly *t*, 52 weeks, thru Redfield-Johnston, N. Y.

WEAF, New York

Dif Corp., Garwood, N. J. (Household Cleaner, Hand Cleaner), 5 *sa* weekly, thru Grey Adv., N. Y.

GF to Perpetuate Names of Brands

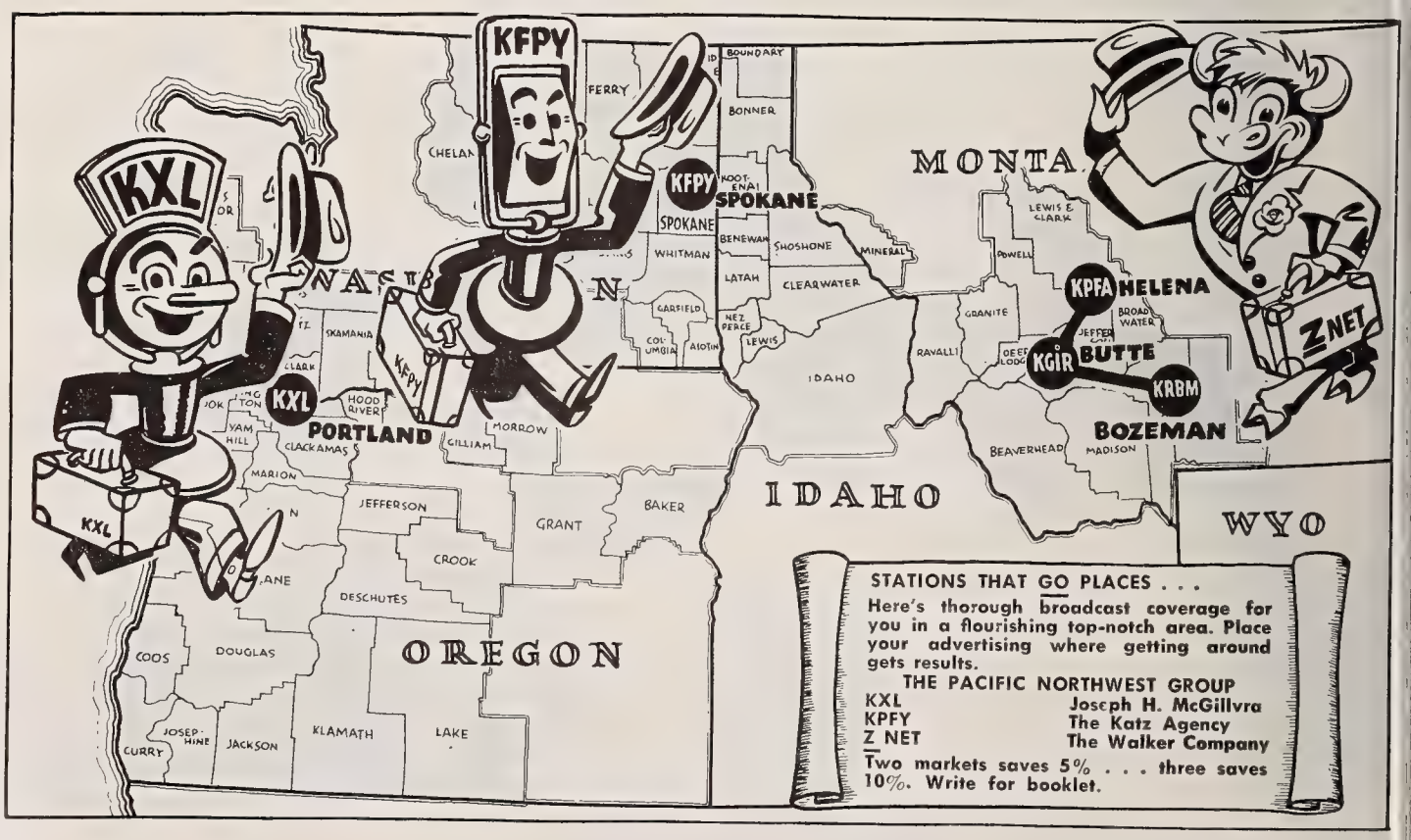
"BECAUSE ours is a consumer goods business, with a priceless asset in the public recognition of the General Foods brands, what to do about advertising in a war economy becomes a vital question," says the annual report of General Foods Corp. for 1942, a 32-page booklet that explains in simple language, charts and photographs the operations of the company.

Pointing out that some of its products are still relatively free from restrictions, some are partially restricted and others are off the market completely, the company's current advertising policy is described as follows: "Where we have no prohibitive restrictions, we will advertise aggressively, because the public wants to buy good brands of foods which are available. On the restricted products—while the restriction itself tends to create abnormal demand—we are advertising at a reduced level, but sufficiently to protect the brand acceptance for the future.

"Even on the one product which we have had to withdraw from the market—Baker's Southern Style Coconut—we intend to keep the name in the minds of consumers by inexpensive advertising in packages of other of our products which the consumer normally buys.

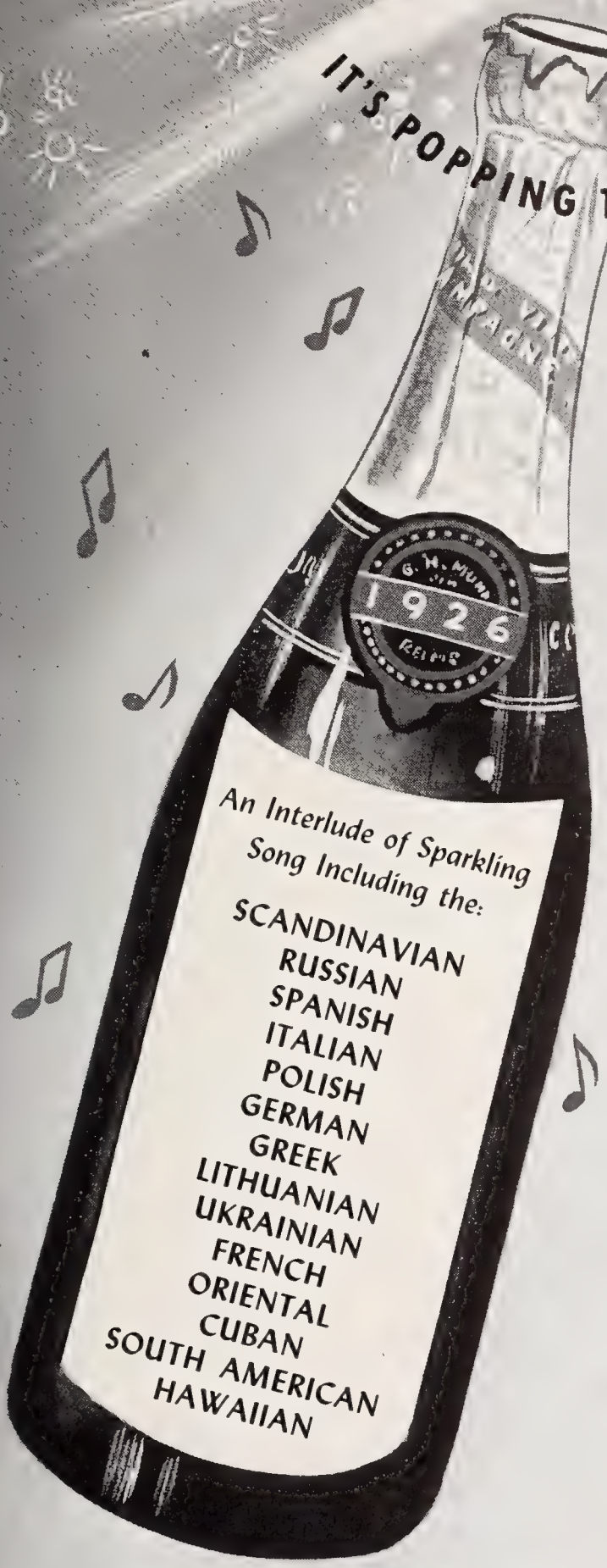
"This, we think, is a desirable protection of brand names which, after the war, again will represent wanted and available merchandise. From an operating point of view, a primary requirement in advertising in today's market is flexibility. Our commitments are such that we can make revisions on short notice.

"To establish General Foods brands, trade-marks and customer relationships has taken time, money and an enormous expenditure of human effort. To protect them during the present crisis is far easier than to rebuild after the war."



POP

IT'S POPPING TO THE TOP!



WHOM'S Champagne *Internationale* MUSIC

1480 ON YOUR DIAL....

MON. THRU FRI.-9:30 P M

A tingling tune-tour of many lands . . . a melange of mellifluous melody with an international flavour . . . garnished with zesty comment (in English) . . . presented, fittingly, by WHOM—the foremost station catering to the seven million internationally minded radio listeners in our metropolitan melting pot.

PRAISE-A-POPPIN!

"Champagne Music is tops . . . I listen regularly." Mr. G. J., Brooklyn.

"Enjoyed the Russian number tonight . . . would love to hear Hungarian music, too." Mrs. D., Bayonne, N. J.

"Find your Champagne Music most enjoyable. Like the Scandinavian numbers." Mr. H. S., New Dorp, S. I.

"Our visiting French sailors enjoyed your program immensely. It takes us back to our beloved Paris. Merci!" M. M.,N. Y.

"Champagne Music is sparkling . . . a refreshing change from the eternal noisy jitterbug stuff." A. M., Brooklyn.

(. . . and many many more!)

AGENCIES: Investigate this ideal program for reaching your vast international audience of New York — in English.

$119 weekly buys a ¼ hr. strip across the board — Mon. thru Fri. $42.50 buys 5 announcements across the board — Mon thru Fri.

WRITE OR PHONE: WHOM — N. Y. Studios & Office 29 W. 57 St. — PLaza 3-4204 — Joseph Lang, Gen. Manager



KAY MOSER, *Saleslady Extraordinary* at WTRY, has *background*—she's a graduate of Emma Willard, and she's been teacher, shopowner and buyer, interior decorator and assistant Advertising Manager of Cluett, Peabody. *And Kay Moser knows her stuff* because of such experience. That's why she can make such swell sales records as Women's Director of WTRY. She's gone to town for her products—fashioned a program of charm and wit that's one of the outstanding shown in the Capitol Area! Kay Moser is typical of the top-flight talent that makes WTRY such a lively sales station. Carefully balanced programming—offering fine local programs as well as the Blue Network shows—proves that WTRY's *variety* is the spice of sales in the Tri-City area!



980 Kc in the center of the dial...

WTRY

TROY, N. Y.

Covering TROY, ALBANY, SCHENECTADY

1000 WATTS

H. C. Wilder, Pres. Represented by Raymer

Only BLUE Network Station Covering Eastern New York

Radio Advertisers

W. W. LEE & Co., Watervliet, N. Y. (cold remedy), is sponsoring a news review by Jim Healey, Sunday, 4:30 p.m. on WTRY, Troy, N. Y., WSNY, Schenectady, N. Y., WTIC, Hartford, Conn. Agency is Leighton & Nelson, Schenectady, N. Y.

SARATOGA VICHY SPRING Co., Saratoga Springs, N. Y. (spring water), is sponsoring *The Week in Review*, with Jim Healey, 2:30-3:00, Sunday afternoon over a special network of New York stations in Buffalo, Rochester, Syracuse, Utica and Schenectady. Leighton & Nelson is agency.

ED ZERN, former writer and contact man with N. W. Ayer & Son, has joined the advertising staff of Warner Bros. Pictures, New York. Mr. Zern will work directly under Gilbert Golden in the preparation of radio and other copy.

WM. WRIGLEY Jr. Ltd., Toronto (chewing gum), on March 19 started *Treasure Trail*, studio quiz show half-hour weekly on CKWX, Vancouver. Account was placed by Tandy Adv. Agency, Toronto.

HOWARD CHENEY, advertising director of Lockheed Aircraft Corp., and Jack Messler, executive of Foote, Cone & Belding, Los Angeles, have returned to Hollywood after New York and Washington script conferences on CBS *Ceiling Unlimited*, sponsored by Lockheed & Vega Aircraft Corps.

ARIZONA FEDERATION of Labor, Phoenix, has started sponsoring a five-weekly quarter-hour morning newscast on two Arizona Network stations (KOY KTUC), Monday through Friday, 9-9:15 a.m. (MWT). Contract is for 52 weeks. Edwin M. Clough, network news editor and commentator, handles the broadcasts. Wendell Noble has the announcer assignment. Teamster's Union also sponsors a weekly quarter-hour dramatic morale program, *Take It From Joe*, on the stations.

JOHN C. WILLIAMS, vice-president and secretary of L. Bamberger & Co., Newark department store operated by the same company as WOR, New York, has been named acting president of the store during the absence of J. Richard Weil Jr., president, who has been commissioned a Captain in the Office of Strategic Services. Mr. Williams has been in charge of publicity, public relations, and sales promotion.

BALLARD ANIMAL FOODS, Toronto (dog food), starts on April 5 transcribed dramatized announcements five times weekly on a number of Ontario stations. Account was placed by R. C. Smith & Son, Toronto.

NABOB FOOD PRODUCTS, Vancouver (tea and coffee), has started *Party Time*, weekly quiz show, on a number of Canadian stations. Account was placed by Stewart-Lovick, Vancouver.

JANE RICHTER, former editor of *Arts in Philadelphia* magazine, has joined the new business department of Lit Brothers, Philadelphia department store, as radio director in charge of all the store's radio programs.

FOOT FORM Shoe Shops, New York, specializing in practical walking shoes and children's shoes, last week entered radio for the first time for Indian Walk shoes with a test campaign on WJZ, New York, using participations on Nancy Booth Craig's five-weekly woman's program. The shoes are sold in 18 Foot Form shops in the New York metropolitan area. Agency is Walter W. Wiley Adv., New York.

M. J. Roche Appointed Lever's Radio Manager

A NEW ROLE in Lever Brothers' executive structure has been announced by Grafton B. Perkins, vice-president and advertising manager, in appointment of M. J. Roche as manager of radio.



Mr. Roche

According to the Lever statement Mr. Roche's duties "will comprise the general coordination of all Lever radio activities, with special reference to time buying and the development of new shows."

Mr. Roche's new position is "an added recognition of one who was already a member of the advertising management group" of the organization. He will continue with headquarters at Cambridge, Mass.

CAMPANA SALES Co. (Campana balm), impelled by a shortage of glycerine, with broadcast of April 3 discontinues the weekly NBC *Campana Serenade*.

F. K. TUTTLE, salesman of Akron Typesetting Co., has joined the advertising department of Seiberling Co., Akron. Douglas Mueller has been placed in charge of public relations and advertising. G. F. Weisenbach is advertising manager.

FIRESTONE STORE of Columbus, Miss., is sponsoring local wrestling matches at 9 p.m., Saturdays, on WCBI, Columbus. Bob McRaney and Lawrence Watson share microphone duties.

HUROK SEASON of Russian ballet, opening in New York April 1, will use seven five-minute announcements on Lyle Van's news program on WEAF, 12-12:05 a.m., starting March 31, and one live announcement daily for a week on WQXR. Pioneer Adv. Corp., New York, handles the account.

GRAHAM CO., New York (Red Bow dried food products), are awarding scholarships for musical study to winners of amateur contests presented each week on WOV, New York. This weekly half-hour program is in addition to five quarter-hour programs of women's interest by the same sponsor. Blaine-Thompson, New York, handles the account.

Financial Statement on Air

INSURANCE GUILD of Philadelphia, CIO, Local 22, used a half-hour on WPEN, Philadelphia, March 13 to answer charges that labor unions withhold information about their financial condition. Members were invited to listen in and learn how their dues were spent. Part of the time was devoted to the Red Cross war fund drive.



"Boy! WFDF Flint Michigan comes in strong up here!"

Agencies

AL RINKER has left the program director staff of the BLUE, to join Wm. Esty & Co., New York, to direct Bob Hawk's *Thanks to the Yanks* show sponsored on CBS by R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

AL DURANTY, formerly of the press department of WOR, New York, has joined J. Walter Thompson Co., New York, as assistant to Wickcliffe Crider, manager of the publicity department.

KEN SMITH, former announcer in the Spanish division of NBC's international division, has left the network to become radio director of the Mexico City office of Grant Adv., agency specializing in Mexican advertising in addition to its American accounts.

ART TRASK, radio copy editor of Ruthrauff & Ryan, Chicago, has been commissioned a first lieutenant in the Marine Corps and is awaiting orders.

ROBERT FARNHAM Jr., of the copy staff of Al Paul Lefton Co., Philadelphia, has been commissioned an ensign in the Naval Reserve.

NORMAN H. HEWITT has rejoined McLean Organization, Philadelphia agency, as contact man.

JERRY GAGHEN, manager of the Thomas A. LaBrum Agency, Philadelphia, has been appointed drama and radio editor of the Philadelphia *Daily News* succeeding Sidney Gathrid, resigned.

HENRY RICH has left Blackett-Sample-Hummert, New York, to join Lawrence Fertig & Co., N. Y., in an executive capacity.

VAUGHN C. HANNINGTON, from Rose-Martin Inc., New York, has been named copy chief of A. W. Lewin & Co., Newark.

H. B. LEQUATTE, president of H. B. Lequatte Inc., New York, has received an E certificate from the Salvation Army for "excellency of performance" as chairman of the organization's 1943 fund-raising committee.

HELEN WHITMORE, former continuity chief of WLAC, Nashville, has joined the copy staff of Franklin Bruck Adv., New York.

OREN TOVROV, writer of the Daytime serial *Ma Perkins*, will go into the service early in April. Henry Selinger, who was supervisor of daytime radio at Blackett-Sample-Hummert, Chicago, and radio director of Sherman & Marquette, Chicago, before becoming a freelance producer and writer, will succeed Mr. Tovrov, beginning with the April 10 script.

TOM REVERE, radio director of Ted Bates Inc., has returned to New York headquarters after two weeks in Hollywood.

JOHN T. W. MARTIN, former NBC writer and director, has joined the talent division of Young & Rubicam, New York.

Ens. Needham Captured

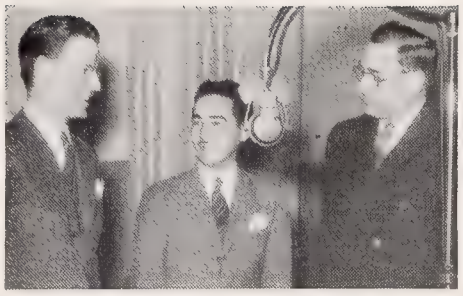
MAURICE H. NEEDHAM, president of Needham, Louis & Brorby, Chicago, has received word that his son, Ensign John Needham, 27, is being held a prisoner by the Japanese in the Philippines. The message was relayed recently to Mr. Needham by the Red Cross, via Geneva, through the Bureau of Navy Personnel. Ensign Needham, who received his commission in 1940, was assigned to the *U. S. S. Luzon* which arrived at Cavite Dec. 4, 1941, and was reported missing May 6, 1942.

Clevenger to Ayer

RUSSELL CLEVENGER, since last September director of information of the FCC, resigned last week to join the public relations department of N. W. Ayer & Son, New York. The FCC has designated Edgar M. Jones, assistant to Mr. Clevenger, as acting director. Before joining the FCC, Mr. Clevenger had served as director of public relations of Broadcast Music Inc. Prior to that he was with the Albert Frank-Guenther Law advertising agency.

Knight Stays at Biow

VICK KNIGHT, executive producer of the Biow Co., has turned down a bid from Columbia Pictures Corp., Hollywood, to join that organization in a similar capacity. Continuing to handle the weekly NBC *Ginny Simms Show* sponsored by Philip Morris & Co. (cigarettes, tobacco), he currently is also auditioning two more programs for accounts serviced by that agency.



GOOD NEIGHBOR GUEST on *Dinner in Habana* (6-6:15 p.m., Monday, Wednesday, Friday) on WHO, Des Moines, was Sr. Guillermo Naranjo (c), former announcer of HOQ, Panama. Of Jack Kerrigan (l), WHO production manager who conducts the program, Sr. Naranjo said: "He is contributing in no small manner to the neighborliness of this great country and our own countries in Latin America. As a visitor I might add that this is one significant aspect of the 'Good Neighbor' policy inaugurated by your eminent President Roosevelt." Harold Fair (r), WHO program director, heartily concurred with Sr. Naranjo's views.

AGENCY Appointments

AIR-FLIGHT SHOE CO., Brooklyn, to Pettingell & Fenton, New York, for Air-Flight Shoes and Scuffs. No radio for present.

W. F. McLAUGHLIN COFFEE CO., Chicago (Manor House Coffee), to Ivan Hill Adv. Agency, Chicago. No radio planned.

MAGNAVOX CO., Fort Wayne, Ind. (radio phonographs), to Maxon Inc., Chicago. Radio plans not yet set.

ALLIED MILLS, Chicago (I. Q. Dog Food), to Manson-Gold Adv. Agency, Minneapolis.

INDUSTRIAL TRAINING Institute, Chicago (school), to Roche. Williams & Cunnyngham, Chicago. No radio planned.

EXQUISITE BEAUTY Products, New York, to J. R. Kupsick Adv. Agency, N. Y. No radio contemplated for the present.

ST. LOUIS PUBLIC SERVICE Co. (transportation) to Gardner Adv. Co., St. Louis, Mo. Media plans not set.

SEEMAN Bros., New York, to William H. Weintraub & Co., New York, for Air-Wick, a new product that neutralizes unpleasant cooking odors. Media plans not set but radio will probably be used. Advertising and marketing starts April 1.

Available for Covering



IF you are among those who are having to make last-minute shifts in advertising plans and schedules, we are glad to announce that WSIX, offering a thorough coverage of the Nashville market, is still in a position to accept your advertising and provide you satisfactory service.

For complete information, contact either the station or Spot Sales, Inc., National Representatives.

Member Station The Blue Network and Mutual Broadcasting System

5000 WATTS

WSIX "The Voice of Nashville" NASHVILLE, TENN.

980 KILOCYCLES

Iowa Legislature, Broadcasters Petition Government to Lift Dry Cell Priorities

A CONCURRENT resolution urging Congress to lift WPB priority restrictions on the manufacture of dry cell batteries for farm radios and telephones was adopted unanimously by the Iowa State Legislature March 13 and copies were sent to high Government officials.

At the same time, the Iowa Assn. of Broadcasters, meeting for the first time since 1937, adopted a petition asking the FCC, WPB and Dept. of Agriculture chiefs to expedite production and distribution of dry cells.

Both resolutions pointed out that radios and telephones are practical necessities on the farm in securing information for farm production, marketing, community affairs and prosecution of the war. They both said Government restrictions on production of dry cells "have resulted in great inconveniences to the farms and residents of rural communities."

The Legislature's resolution was addressed to the President of the Senate and the Speaker of the House. Copies were also sent to WPB Chairman Donald Nelson and the Iowa representatives in both Houses of Congress. The Iowa Assn. of Broadcasters addressed its petition to FCC Chairman James L. Fly, WPB Chairman Donald Nelson and Secretary of Agriculture Claude Wickard.

Text of the Iowa Legislature's resolution (H Con Res-25) follows: lows:

A concurrent resolution memorializing the Congress of the United States to lift the priorities and restrictions on dry cell batteries.

Whereas, Telephones and radios in rural and farm communities are of great convenience and of practical necessity in securing information relative to farm work, livestock marketing and community affairs necessary in the war effort and conserving rubber; and,

Whereas, The restrictions and priorities placed on these commodities by the Federal Government have resulted in great inconveniences to farms and residents of rural communities, thereby retarding the war effort; *Now, therefore,*

Be It Resolved by the House of Representatives of the State of Iowa, the Senate Concurring:

Section 1. That we respectfully urge and memorialize Congress to lift the priorities and restrictions on batteries used for rural telephones, radios and electric fences to the end that a sufficient supply of such commodities may be made available to rural communities.

Sec. 2. That copies of this resolution be transmitted to the President of the Senate and the Speaker of the House of Representatives, the War Production Board, and to the Iowa members of the Senate and House of Representatives in Congress.

GE Dri-Film

GENERAL ELECTRIC has developed a new water-proofing called Dri-Film, an invisible "raincoat" which can be formed on cloth, paper and other materials. One of its more important uses, according to GE's marketing department, is treatment of ceramic insulators for radio insulators being about nine times more effective than wax currently used.

Howard Placing

HOWARD CLOTHES, New York, extensive user of radio in the New York area, has started sponsorship of the quarter-hour transcribed series *Soldiers of the Press,* on WOR, New York, and WHN, New York. Produced by United Press, the weekly program presents eyewitness accounts of front line battles. Howard is also interested in placing the series on stations in towns where it has branch stores, according to Redfield-Johnstone, New York, agency in charge.



MAPPING PLANS for advertising and promotion to celebrate the first anniversary of WLIB, Brooklyn, effective May 13, 1943, Elias Godofsky, station general manager (right) checks suggested layouts prepared by Joseph Moss (left), president of Moss Associates, New York, agency handling the account. Watching is Louis Berne, WLIB sales promotion manager. After seven months on the air, Mr. Godofsky reported that WLIB's programs of classical music blended with popular tunes and news had pulled 129,000 pieces of mail, and that 16,000 persons requested its Master Program Booklet listing music heard in November, 1942.

Finney's 41 Years

FRANK FINNEY, founder with Julian Street of the New York advertising agency, Street & Finney, last week celebrated 41 years as head of his own advertising business—somewhat of a record in a field which changes considerably from year to year. Mr. Street left the agency soon after its inception to devote his time to writing, but Mr. Finney has continued with the company and has become well-known in the industry for several series of advertisements he has written for the agency's drug and cosmetic accounts. Among the Street & Finney accounts using radio are E. Fougera & Co., Foster-Milburn Co., Raladam Co., and United Drug Co.

RCA Purchase Plan

RCA VICTOR Div. of the Radio Corp. of America has announced a "purchase priority plan" to meet the post-war demand for theatre and sound projection equipment which gives exhibitors the opportunity to apply now for post-war deliveries of RCA sound and other equipment. The plan provides a preferred position for a theatre owner on the "priority purchase" list and a method of building up an interest-bearing cash reserve to apply against post-war purchases.



NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

**Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!

—POCATELLO—
HUB
of
IDAHO INDUSTRY

KSEI

NBC UP

National Representatives
The Walker Co.
Homer Griffith Co.

New Homes to furnish! 711 built in Tri Cities, Jan. to Nov. 1942.

WHBF The 5000 WATT Voice of the Tri-Cities

Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

English Musicians Endorse AFM Ban

Union Members Won't Make Records for Export to U. S.

ENDORSEMENT of the stand against recordings taken by the American Federation of Musicians and a promise of cooperation are expressed by the English Musicians' Union in a letter written Dec. 29, 1942, by the general secretary of that organization to James C. Petrillo, AFM president, which is reproduced in the March issue of the AFM official journal, *International Musician*.

After pointing out that the matter is of interest to the musician in Great Britain who is also "faced with many difficulties relating to recording and rerecording," the letter states: "Since the decision of the Federal Court in your case (dismissal of the Government's first anti-trust suit against the AFM by Federal Judge Barnes in Chicago) [BROADCASTING, Oct. 19] has been made known in this country, inquiries have been made as to whether certain well-known combinations of British musicians would accept recording engagements with a view to the records being exported to America.

"So far the musicians concerned have refused. We feel that if they had accepted they would have been 'blacklegging" their fellow musicians in the States. My executive will be asked to instruct all members of the Musicians' Union to refuse to give the written consent required by the Dramatic and Musical Performers' Protection Act 1925, unless such consent specifies that any such records will not be used for export to America. We hope thereby to assist you."

Radio Day at Club

WITH John B. Hughes, Mutual commentator, as guest speaker, Los Angeles Advertising Club staged its annual Radio Day on March 16. Topic of his talk was titled How Far Are We Going? Kay Kyser, star of the weekly NBC *College of Musical Knowledge*, and a radio consultant of the OWI, was second speaker, and urged greater cooperation in the war efforts. Lewis Allen Weiss, general manager of Don Lee Broadcasting System, Hollywood, was chairman, with Fred J. Tabery, club president presiding. Sydney B. Gaynor, sales manager of Don Lee, was committee chairman. Others on that committee included Frank (Bud) Berend, NBC western division sales manager; Tracy Moore, BLUE western division sales manager; Harry Witt, CBS Southern California sales manager.

Fire Insurance Test

MILLERS MUTUAL Fire Insurance Assn. of Alton, Ill., to test radio for fire insurance sales, has scheduled a series of programs for six months on WCBS, Springfield, Ill., and WSOY, Decatur, Ill. Mace Adv. Agency, Peoria, handles the account.

Text of Petrillo Letter

(*Continued from page 9*)

them Dr. Isador Lubin, U. S. Labor Commissioner, and Prof. Sumner Schichter, of the Harvard School of Public Administration.

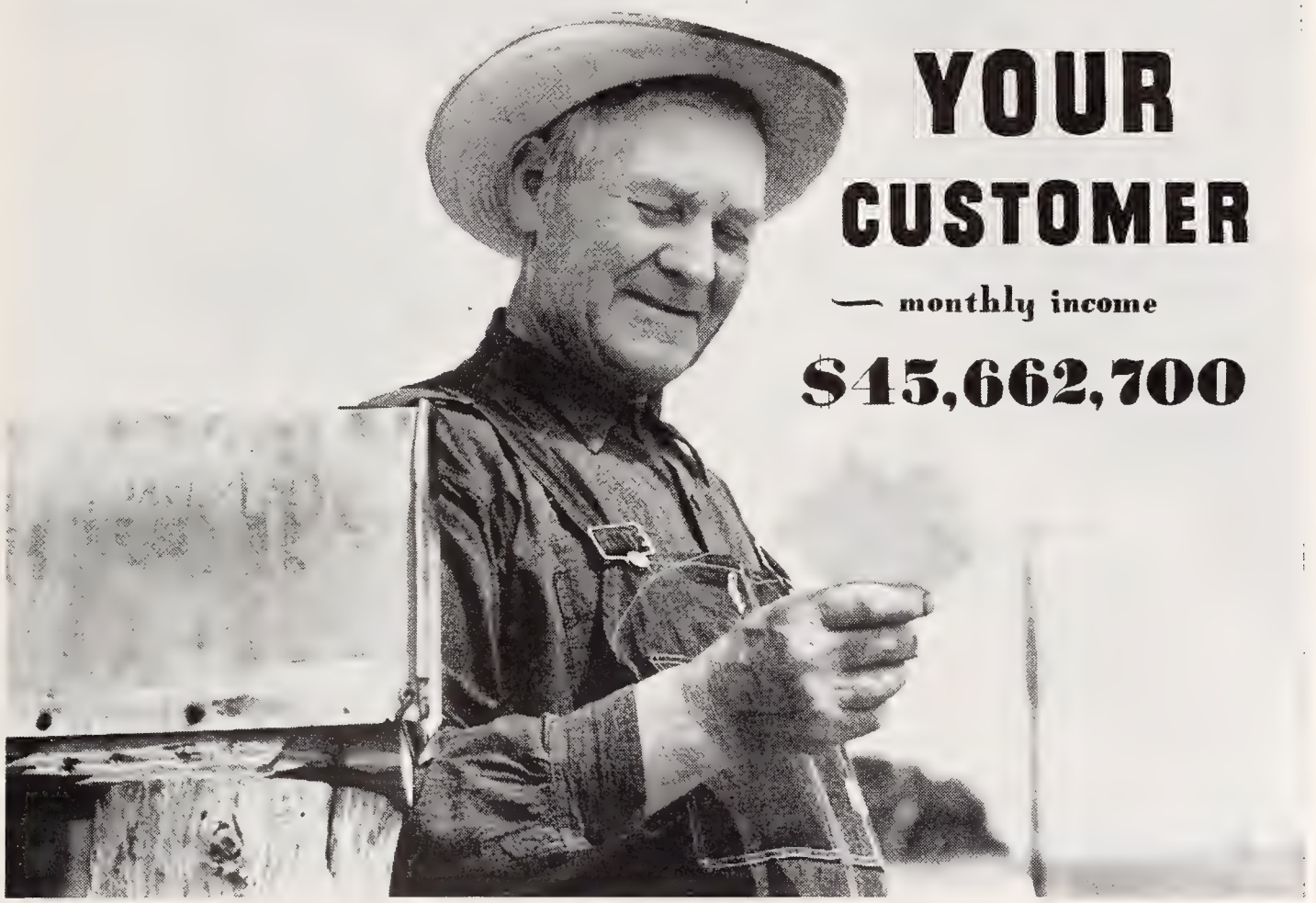
"You state that the proposal is unjustified because it 'duplicates Government relief'. The plain fact remains that the many musicians who have been put out of work by canned music are not presently eligible for Government relief, and such relief as is accorded under present Government plans are wholly inadequate.

"You state further that the proposal we have submitted is one that can only properly come from the 'people of the United States' through 'the people's representatives in the Congress', and then you say that only Congress should answer certain stated questions. We refuse to accept the suggestion that the time has been reached when any constructive advance in our social devices must be initiated by the Government. That suggestion is wholly foreign to our ideals and certainly is completely at odds with history. It is an axiomatic historical principle that legislation is never created in a vacuum but is merely the culimination of the acquired experience of private individuals and private groups, and in labor relations through the process of collective bargaining. It will be a sorry day indeed when and if changes and advances in our social patterns must await Governmental initiative and action.

"We are advised by our counsel that a payment directly to the union would not constitute an evasion of the 'wage freeze' regulations, nor would it constitute a violation of the National Labor Relations Act, whose main objective is the encouragement of collective bargaining.

"We are satisfied that the Treasury would not and could not prevent the diversion of this money to the unemployment relief fund contemplated in our proposal, any more so than pensions, insurance, medication or health plans for workers and their families in private industry. The acceptance of our proposal would in no manner contravene the policy of the Manpower Commission. It is unthinkable that anyone of our unemployed members would prefer whatever benefits would flow from the acceptance of our proposal to a job required of him by his Government in times of war. Nor is it thinkable that the union would grant to any such person any of the benefits contemplated by our proposal.

"We are further advised that our proposal does not violate the anti-trust laws. The mere fact that collective bargaining does or may result in an increased price never has



YOUR CUSTOMER

— monthly income

$45,662,700

This is the Kansas farmer—a firm friend and steady listener of WIBW.

The above figure—the latest from the USDA—shows that he's making more money than he ever dreamed possible . . . and he's *spending* it!

Because of our long-established personal friendship with these farmers, WIBW is a dominant factor in guiding a large part of this huge, spendable income into the pockets of WIBW advertisers.

Let us show *you* some of the fastest, most profitable results you've ever seen from radio.

P. S. *Better add to the above figure to include swollen incomes in the five other states WIBW regularly reaches.*

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

been considered a violation of any law.

"There is ample justification in the practices of business itself for the union proposal. Business men customarily set aside funds for depreciation of machinery and equipment, depletion of natural resources, and for obsolescence. All these funds are considered legal charges against the cost of production. Especially applicable is the obsolescence fund which compensates the business for the untimely displacement of machinery or equipment, as the result of the introduction of new methods, new machinery and new equipment. The philosophy behind insuring the worker against industrial hazards by funds that would be charged against the cost of production is by no means novel. Under the old judicial precepts of 'assumption of risk', 'fellow servant' and 'contributory negligence', the worker used to bear the full cost of industrial accidents. These harsh rules were replaced by more humane doctrines, and now workmen are insured against industrial accidents by workmen's compensation funds which are added to the cost of production and thus spread among all who benefit from the production.

"The same principle lies behind our Social Security laws in both the funds for payment of unemployment compensation and old age benefits.

"Your suggestion that the American Federation of Musicians permit its members to return to work immediately and produce phonograph records and transcriptions, particularly in view of your failure to make or contribute a single constructive suggestion towards a settlement of this dispute, is as arbitrary as it is audacious. If any of your concerns engaged in this industry was producing a product that was slowly but surely putting you out of business, you would not continue to produce that product; and actuated by the same motives the members of the American Federation of Musicians will not continue under present conditions to make a product that is slowly and surely putting them out of jobs.

"There is nothing further we can present until you are prepared to submit in good faith constructive proposals for the solution of this tragic problem."

Recorders Invite

(*Continued from page 9*)

jection of our proposals by the transcription industry didn't add anything to the solution of our problem."

The AFM head revealed that the annual convention of the organization, scheduled for a full week in Columbus, starting June 14, had been cancelled "as a patriotic duty".

Others in Sympathy

He declined to comment on a reported wire sent him by War Manpower Chief Paul V. McNutt, stating that musicians soon will be listed as a non-esential occupation [BROADCASTING, March 8]. "As far as we know," he said, "we haven't been classified as either essential or non-essential."

Commenting on the letter received from the British musicians' union informing AFM of British cooperation in prohibiting the recording by union musicians for export to the United States, Mr. Petrillo said he recently had received similar letters from Latin-American musicians' internationals covering all Latin-American countries including Mexico.

The four-page letter rejecting the industry proposal came after a three-day meeting of the full board of nine members. Also present were Joseph A. Padway, AFL and AFM general counsel; Joe Weber, president emeritus of AFM; and Henry Friedman, AFM New York counsel.

Mr. Petrillo advised the companies that they had "failed to consider the AFM proposals of a fixed fee plan in good faith" and that "until they are prepared to submit constructive proposals for the solution of the AFM recording problem there is nothing further the AFM can present." The reply was by way of an academic dissertation drafted by Mr. Padway. The union clearly indicated disappointment over failure of the transcription companies to submit any counter-proposals.

AFM Takes Issue

Characterizing the arguments advanced by the transcription and record manufacturers as "specious," the AFM categorically replied to the objections, claiming that it is the function of the union to provide for its technologically unemployed; that the fixed fee plan does not duplicate Government relief since such relief is wholly inadequate; and that on advice of counsel, payment directly to the union would not constitute an evasion of the wage freeze regulations nor a violation of either the National Labor Relations Act or the anti-trust laws.

The AFM took issue with the transcribers' declaration that such proposals be originated in Congress, or that the proposal contravenes the policy of the Manpower Commission.

"It is unthinkable," the AFM conjected, "that any one of our unemployed members would prefer whatever benefits would flow from acceptance of our proposal to a job required of him by his Government in times of war. Nor is it thinkable that the union would grant to any such person any of the benefits contemplated by our proposal.

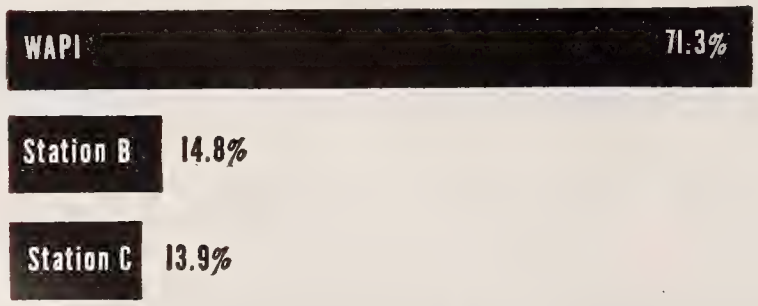
"Your suggestion," the letter concluded, "that the American Federation of Musicians permit its members to return to work immediately and produce phonograph records and transcriptions, particularly in view of your failure to make or contribute a single constructive suggestion towards a settlement of this dispute, is as arbitrary as it is audacious. * * * The members of the American Federation of Musicians will not continue under present conditions to make a product that is slowly and surely putting them out of jobs."

Meanwhile, the second Dept. of Justice anti-trust suit against AFM, alleging injury to the war effort and impending silencing of many broadcast stations because of the absence of recorded material, awaits the filing of reply briefs by AFM due March 29. In the original proceeding, Federal Judge John P. Barnes dismissed the Government suit on the grounds that it involved a labor dispute. With the filing of the subsequent suit, however, he entertained jurisdiction. The second bill of complaint was dismissed and a revised one filed.

WAPI non-stop record completes 62ND MONTH

Each and every month since January, 1938, national advertisers have purchased more than *twice* as much spot time on WAPI as on the *two other Birmingham stations combined!*

During February, 1943, (the 62nd consecutive month) national spot quarter-hours in Birmingham were distributed like this:



Ask Radio Sales why WAPI is this unfailing first choice of experienced advertisers.

WAPI★BIRMINGHAM

CBS NETWORK. Represented nationally by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte



NEW CAMEL SERIES STARTS MARCH 26

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), sponsor of the *Abbott & Costello* Thursday evening show on NBC, last week announced that a variety program starring Garry Moore which the company was preparing for April airing would start March 25 in the comedy team's current NBC spot.

Because of the illness of Lou Costello, Abbott prefers not to continue their show, so the Garry Moore program will continue until Lou is able to return to the air. Jimmy Durante, Xavier Cugat's orchestra, Vocalist Georgia Gibbs, and Announcer Howard Petrie will aid Moore.

The CBS *Camel Comedy Caravan* moves March 26 from New York to Hollywood. New m.c. will be Jack Carson. Connie Haines, singer, the Freddie Rich Orchestra, and Ken Niles, all "regulars" on the NBC *Abbott & Costello* show, will join the *Camel Comedy Caravan*, and Comedian Herb Shiner will continue with the show on the West Coast. Guest stars will be presented. First star, scheduled for March 26, is Joan Davis of the *Rudy Vallee Program.* Agency handling the R. J. Reynolds account is Wm. Esty & Co., New York.

Coast Radio Silenced

SOUTHERN CALIFORNIA area stations, in the first radio silence in six months, went off the air at 6:31 p.m. (PWT), March 15 for four minutes. Silence was ordered by Los Angeles Air Defense Wing of the IV Fighter Command, when an unidentified target was reported approaching. When identified as friendly, all clear signal was given.

Avery Heads WLNH

MARTIN AVERY, associated with WLNH, Laconia, N. H., for nine years, has been named manager, succeeding Earle Clement, who goes to Fitchburg, Mass., as manager of WEIM.

WANTED
Ace Newscaster

Large clear channel station in midwest with outstanding news facilities seeks top flight newscaster. Must be man with newspaper or press association background who can write and edit copy from full wire reports and broadcast it in fast and pleasing manner. Not interested in commentators, announcers who read news or those who paste, clip or tear news from teletypes. Liberal salary and fine opportunity for right man. All applications confidential. Give complete details in first letter. Describe news and air experience fully. Also give references, age, military status, etc.

Box 433, BROADCASTING

Reallocations of Shares In WKBV Sale Petition

WKBV, Richmond, Ind., which last February 8 filed an application with the FCC for transfer of its license from Knox Radio Corp. to Central Broadcasting Corp. for $30,000, on March 17 filed an application amending the section on stockholders and percentages held by transferees. Josephine Mason, not named in the original application, now holds 200 shares, or 20%.

Rex Schepp, former owner of 25% of WPAT, Paterson, N. J., and now commercial manager of WIRE, Indianapolis, credited with 125 shares in first application, now holds none. Central Newspapers Inc., with 740 shares before, now holds none. Gerald F. Allbright, president, Wilfred Jessup, vice-president and Eugene E. Alden, secretary, originally held 125, 5, and 5 shares, respectively. Amended application lists them with 750, 25, and 25 shares, respectively.

Richards Wins

G. A. RICHARDS owner of WJR, Detroit, WGAR, Cleveland, and KMPC, Beverly Hills, was the highest bidder in a War Bond auction for Capt. Eddie Rickenbacker's water-soaked identification card. Mr. Richards' bid was $100,000 in War Bonds. Auction was opened following the March 6 broadcast of Bill Stern's *Sports Newsreel* on NBC.

FCC Deferments

REPRESENTATIVES of the FCC have been summoned to explain the Commission's policy on deferment of draft age men to the House Military Affairs subcommittee Wednesday. A report on FCC deferments has already been sent to the subcommittee, which is headed by Rep. Costello (D-Cal.).

WCBI Shifts Frequency; Joins Mutual On April 1

WCBI, Columbus, Miss., recently was granted permission by the FCC to change frequency from 1400 kc. to 1340 kc. The change, which will be effected as soon as engineering problems can be worked out, according to Bob McRaney, general manager, is expected to result in a clearer signal in the northeast Mississippi district served by the station. Maxell Williams, chief engineer, is handling the technical phase of the change.

The station, owned by Birney Imes Jr., publisher of the Columbus (Miss.) *Commercial Dispatch,* will join Mutual on April 1. It has no present network affiliation. WCBI went on the air Oct. 1, 1940, operating on 250 watts, 1370 kc., with Mr. Imes as manager. Studio and transmitter are housed in the Gilmer Hotel.

THE State of the Nation

EIGHT of the TWENTY-EIGHT metropolitan counties in the ENTIRE United States listed by the Census Bureau as having the most rapid wartime growth and the best postwar prospects of retaining their growth* are in Texas!

All eight of these important centers—AUSTIN, BEAUMONT-PORT ARTHUR, CORPUS CHRISTI, DALLAS, FORT WORTH, GALVESTON, HOUSTON and SAN ANTONIO—are within the primary coverage area of the Texas Quality Network, day and night!

Look to Texas for postwar growth . . . Sell America's livest market today . . . Use the first choice of the most listeners!

**As listed in the analysis of Philip M. Hauser, Asst. Director, U. S. Bureau of Census, released Jan. 15, 1943.*

THE TEXAS QUALITY NETWORK

WOAI San Antonio — **WFAA-WBAP** Dallas Ft. Worth — **KPRC** Houston

Represented Nationally by EDWARD PETRY & CO.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

GET ALL THREE

Plan an announcement schedule in the busy Hartford Market. Use the station which gives you the most attractive combination of 1) coverage, 2) programs, and 3) rate. You get all 3 on WDRC. Basic CBS for Connecticut.

CBS

WWL

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

Where Sales Multiply

Air Castle of the South

W 50,000 WATTS CLEAR CHANNEL &

WSM

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.

NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

The Northwest's Best Broadcasting Buy

WTCN

BLUE NETWORK

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. — Natl. Rep.

FOUR SOUTH TEXAS STATIONS IN TIEUP

SOUTH TEXAS Radio Package, consisting of four fulltime 250-watt stations in the South Texas diamond market, has been organized to give advertisers a package rate in the South Texas area. Stations include KMAC, San Antonio; KPAB, Laredo; KEYS, Corpus Christi, and KGBS, Harlingen, each about 150 miles apart.

KMAC is owned by Howard W. Davis, who also is president of the Laredo Broadcasting Co., which owns and operates KPAB. KEYS is a partnership headed by Bill Hughes of Corpus Christi. KGBS is owned by McHenry Tichenor and managed by Ingham S. Roberts 3rd.

Inquiries and advertising are being directed to Mr. Davis, National Bank of Commerce building, San Antonio. Package rates are being quoted for both period time and announcements for all four stations. Simultaneous clearance will be made and transcription accounts will be carried with a rotation of transcriptions from station to station at the same time of day, according to Mr. Davis.

A national and regional advertising campaign is being used to promote the South Texas Radio Package.

Studio Buys Time

TO PROMOTE the film, "The More the Merrier", Columbia Pictures Corp. has completed negotiations to sponsor 53 radio programs in key cities throughout the country. Programs have been selected on basis of popularity and established audience, with sponsorship to cover an eight-week period. News commentaries as well as other types of programs are on the selected list, it was said. The film, believed by Columbia to be its greatest production, will be released nationally on May 15. Radio campaign will start six weeks prior to that date and continue for two weeks following film release.

FRANKLIN M. DOOLITTLE of WDRC, Hartford, has been appointed a member of the Connecticut War Council, representing the State's radio stations, by Gov. Raymond E. Baldwin. Samuel Meek, of Greenwich, Conn., a vice-president of the J. Walter Thompson Co., was also named to the council.



PRE-SEASON BASEBALL games of the Cincinnati Reds will be sponsored for the third successive year by Leo's Stores Inc., via WSAI. The chain also is regular sponsor of a musical program preceding the Reds games through the baseball season. C. J. Schuck (right), Leo's sales manager, poises the pen. Watching are W. F. Holland (left), of Holland Advertising Agency, and George Moore, WSAI salesman.

Changes at KGW-KEX

PERSONNEL CHANGES at KGW-KEX were announced this week by Arden X. Pangborn, managing director. Added to the commercial staff are R. Kenneth Evans, former agency man; Walter S. Holmes, former newspaperman, and J. N. Wasson, former newspaper and outdoor advertising man. Phil Irwin and Johnny Groves, announcers, have left for military service. New to the staff is Mel Bailey, announcer, formerly of Hollywood.

Show in Mexico

FIRST CAMP SHOW by American entertainers for Mexico's armed forces was slated March 21 at Ensenada, Lower Cal., when General Juan Felips Rico Islas and his Mexican troops were entertained by Chief Petty Officer Rudy Vallee and his orchestra, Ginny Simms and other radio and screen stars. The show was short-waved throughout Latin America by the CIAA.

BRAZIL has appointed a special commission to consider establishment of a domestic radio manufacturing industry to produce all types of radio-communication instruments and apparatus, the Dept. of Commerce reports.

Long-Line Revision Now in Operation

Revised Tariffs Are Filed By 22 Bell Companies

WITH THE FILING of revised tariff schedules by the 22 Bell telephone companies associated and affiliated with AT&T, the FCC last week completed its long-line rate revision program, and the reduced charges went into effect March 15.

The new schedules of the subsidiary firms were virtually identical with that of the AT&T Long Lines Dept. announced late last month [BROADCASTING, Feb. 22]. Under the revised arrangement, the nation's stations may derive savings of approximately $2,145,000.

Aid to Small Stations

The reduced long-lines charges have also been heralded in some quarters as a potential aid for small stations. Along this line, the national networks have under consideration plans for adding small stations in outlying areas, with a portion of the costs absorbed by the rate change.

In addition to reducing costs of the program channel, the rate reduction provides savings for overtime long distance phone calls, and private telephone and telegraph circuits.

CBS BOARD OF NINE MEETS MARCH 25-26

FIRST MEETING of the newly organized Columbia Affiliates Advisory Board [BROADCASTING, March 8] will be held March 25 and 26 at CBS headquarters in New York. Acceptances have been received from all nine board members, each elected by his fellow CBS station operators to represent the geographical district in which his station is located.

No agenda has been prepared for this first meeting, which will consist of a general discussion among the board members and between them and network officials of the overall problems of network-station relationships. Discussion of specific problems is expected to be postponed until the board's second meeting, which will probably be held in Chicago either before, during or immediately after the NAB War Conference, April 27-29.

Members of the board, listed by districts, are:

1. Franklin Doolittle, WDRC, Hartford. 2. I. R. Lounsberry, WKBW Buffalo. 3. C. T. Lucey, WRVA, Richmond. 4. John M. Rivers, WCSC Charleston, S. C. 5. Hoyt Wooten, WREC, Memphis. 6. Leo Fitzpatrick, WJR, Detroit. 7. Don Searle, KOIL, KFAB, Omaha-Lincoln. 8. Clyde Rembert, KRLD, Dallas. 9. C. W. Myers, KOIN, Portland, Ore.

MERRILL DENISON, author of NBC's daytime serial *A Woman of America*, sponsored by Procter & Gamble Co., has a book coming out March 24 called *Klondike Mike, an Alaskan Odyssey*. The book has been chosen by the Canadian Book of the Month Club. Publisher is William Morrow & Co., New York.

● To reach Southern California, most rapidly growing market in the West, use KMPC, most powerful independent in the West. Maximum coverage at lowest cost!

KMPC

LOS ANGELES ★ 710 K C

for Southern California ★ 10,000 WATTS

AFFILIATED IN MANAGEMENT WITH WJR, DETROIT AND WGAR, CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.



ONTRACT SMILES were displayed by this sponsor-station-agency ecutive quintet following the business of signatures when Petrol Corp. March 7 started sponsoring a 60-minute amateur show, *Opportunity DQ*, on KNX, Hollywood. Contract is for 52 weeks. In agreement (l to are Ray Batten, advertising manager of Petrol Corp.; Frank Oxarart, count executive; Harold Pauley, vice-president and general manager Petrol Corp.; Raymond R. Morgan, head of Raymond R. Morgan Co., ollywood agency; Harry W. Witt, KNX sales manager.

Macfadden Cereal n Spot Campaign

ationwide Schedule Planned ollowing Test on WNBH

S MEAT rationing goes into ef- ct April 1, Bernarr Macfadden's ereal Co., New York, will start lvertising for Mealene, a new eat-stretcher which can also be ed as a cereal and as a baking gredient.

The company will test spot an- uncements on various stations, arting in New York with Phil ok's program on WINS. Sched- e will be expanded to various re- ons throughout the country as aler distribution plans are com- eted. A group of from 10 to 15 idwestern stations is now being ed up.

Test Successful

Decision to use spot announce- nts was the result of a success- l test started several weeks ago WNBH, New Bedford, Mass., a local health store handling ealene. Six cases of the product re sold after one week of an- uncements, stressing the points at meat dishes could be doubled; at the cereal required only three inutes preparation; that there re a dozen different uses for the oduct; and that it was a favorite alth food with Mr. Macfadden. Ingredients of Mealene are soy- ans, whole wheat, wheat germ, e, oats and corn. Jasper, Lynch Fishel, New York, handles ac- unt for the cereal company, or- nized last December.

WELVE stations have been added to e list of subscribers to NBC's esaurus library, and 44 renewals ve been received since Jan. 1. New bscribers are: KODL WMOB ORD WRLC WLEU W47NY BIG WAGA WGAC KOCY GGA KROC.

AGRONSKY HANDLES BLUE WAR JOURNAL

MARTIN AGRONSKY, former NBC correspondent in Ankara, Cairo, Singapore, Batavia and Australia, has joined the BLUE as news commentator, G. W. Johnstone, the network's director of news and special features, announced last week. He will take over the commercial periods now handled by William Hillman, who leaves the network April 1.

Although Mr. Hillman declined to comment on his future plans, it was learned that he returns to the Crowell-Collier Publishing Co. as executive assistant to the president, with headquarters in Washington. Himself a veteran newsman, Mr. Hillman has been commentator and BLUE news representative in Washington the last year. He previously was European manager for the Crowell-Collier firm and London correspondent for the Associated Press and International News Service.

On March 29 Mr. Agronsky takes over the BLUE *Daily War Journal* with Mr. Hillman continuing on the program for one week. The broadcast is available for local sponsorship on a cooperative basis. Mr. Hillman plans to continue on the Sunday *War Journal* (12-12:30 p.m.), a sustaining newscast, and will do other sustaining news.

Mr. Agronsky, who also will handle a weekly newscast Sundays at 1:45 p.m. for Eastern BLUE stations, is a native of Philadelphia. He has served on the editorial staff of the *Palestine Post* in Jerusalem, and as correspondent for the *Christian Science Monitor*, INS and *Newsweek*. He also has done writing for the *Chicago Tribune*, the *London News-Chronicle* and *Time*. He did his first broadcast for NBC in December 1939 from Geneva.

PERSONAL and business telephone calls between the United States and the Bahama Islands and Jamaica are now possible under an amendment adopted March 17 to BWC regulations of Dec. 10, 1941, which terminated international radiotelephone communications.

Wine Shortage Series

BISCEGLIA BROS., Philadelphia, distributor of Greystone Wines in Pennsylvania, has begun a new radio series on two stations to explain the wine shortage. Started March 15 for 52 weeks, three 10-minute news periods weekly with Norman Twigger are scheduled on WCAE, Pittsburgh, and three five-minute periods of news analysis by Taylor Grant on WCAU, Philadelphia. Commercial copy emphasizes that 30% of the California grape crop has been converted to raisins for use by the armed forces and asks the public to be patient if unable to procure favorite wines. J. M. Korn Agency, Philadelphia, has the account.

KOCA Loans Recordings

ROY G. TERRY, manager of KOCA, Kilgore, Texas is using *Treasury Star Parade* recordings to bring closer cooperation between the station and local business leaders, according to Vincent Callahan, Treasury War Savings Staff director of Radio, Press and Advertising. KOCA loans sound equipment and *Star Parade* transcriptions for use at civic club luncheons, providing entertainment, and building good-will with community leaders, Mr. Callahan says.

Frances Muir Back

FRANCES MUIR, NBC correspondent in India for the last three months, has returned to this country. Between broadcasts from India, Miss Muir journeyed over the entire country from the Khyber Pass to Cape Camorin, talking with political leaders, peasants of the native states, rajahs, Moslems and others. She covered the Cripps conference and the recent internal crisis, returning to America via Army air transport.

Servel on CBS

NETWORK selected by Servel Inc., New York, for its Saturday morning institutional series is CBS, not NBC as reported in BROADCASTING, March 15. Program will start April 3 on a total of 68 stations and will feature Billie Burke giving tips on *Fashions in Rations*, each Saturday 11:30 a.m. Agency is BBDO, New York.

CASS DALEY, vocalist on the NBC *Chase & Sanborn Show* sponsored by Standard Brands, has been signed for the leading feminine role in the Republic film, "Song of Texas".

"...very pleased with the program content and listener response."

KGKB

● If you are an ASCAP-licensed station you are entitled, without cost, to the shows prepared by the ASCAP Radio Program Service. Almost five hundred stations are using these programs to help turn music costs into music profits. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York



WDBJ for Southwest Virginia

5000 WATTS, DAY AND NIGHT
ROANOKE • CBS

Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

1ST on the Dial in Georgia!

590 KC.

WAGA
Atlanta
A FORT INDUSTRY STATION

5,000 WATTS DAY & NIGHT

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

LAND OF OPPORTUNITY
BRITISH COLUMBIA

A Proven 20% Preference for CJOR News

CJOR

VANCOUVER, CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST

WCHS
CHARLESTON, W.VA.

The Nation's First SYNTHETIC RUBBER PLANT will soon start production in Charleston.

REACH THE WOMEN OF THE OHIO VALLEY WITH....
Olive Kackley



50,000 WATTS C B S

WCKY

THE L. B. Wilson STATION

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

Iowa Stations Ask BatteryProduction

State Broadcasters Discuss Manpower, Other Problems

IOWA broadcasters met at Des Moines March 13 to discuss problems and to reorganize the Iowa Assn. of Broadcasters which had not met since 1937. J. O. Maland, WHO, Des Moines, was elected president and Earl Peak, KFJB, Marshalltown, secretary-treasurer.



Mr. Maland

Most of the day was devoted to the manpower problem and Selective Service regulations. An advisory board was elected to cooperate with the Selective Service State Hdqrs. in determining "necessary men" required by each station to insure continued operation of all stations in the State.

Other committees selected were: Retail Promotion, D. Dirks, KTRI, Sioux City, chairman; Legislative, Ed Breen, KVFD, Fort Dodge, chairman; Sports Broadcasting Committee, Mr. Peak, chairman.

Resolutions urging immediate relaxation in restrictions on manufacture and distribution of dry batteries for farm radio sets were adopted and sent to Chairman Fly of the FCC, WPB Chief Donald M. Nelson and Secretary of Agriculture Claude Wickard.

Iowa broadcasters in attendance were:

G. B. McDermott, KBUR, Burlington; W. B. Quarton, WMT, Cedar Rapids; Douglas B. Grant, WMT, Cedar Rapids; Buryl Lottridge, WOC, Davenport; Craig Lawrence, KSO-KRNT, Des Moines; J. O. Maland, WHO, Des Moines; Paul Loyet, WHO, Des Moines; Harold Fair, WHO, Des Moines; Ralph Evans, WHO, Des Moines; Woody Woods, WHO, Des Moines. Kirby Smith, KBUR, Burlington; K. S. Gordon, KDTH, Dubuque; Edward Breen, KVFD, Fort Dodge; E. N. Peak, KFJB, Marshalltown; J. C. Rapp, KMA, Shenandoah; E. T. Flaherty, KSCJ, Sioux City; Lt. Col. Frank B. Hallagan, Iowa Selective Service Hdqrs.; Phil Hoffman, WNAX, Yankton, S. D.

FCC ABSOLVES WGN, WMUR OF CHARGES

THE FCC has cleared WMUR, Manchester, N. H., and WGN, Chicago, of charges of political activity in last fall's elections, Chairman James L. Fly said Monday, after investigations failed to uncover factual support for the complaints.

The inquiry into WMUR operations was undertaken at request of Sen. Styles Bridges, Republican nominee for reelection, who said that his opponent, former Governor Francis P. Murphy, WMUR chief owner, was using the station "to promote his candidacy". Many of the broadcasts mentioned were in French [BROADCASTING, Nov. 2].

WGN had been accused by The Friends of Democracy of mailing pro-isolationist propaganda. The station is owned by the Tribune Co., publisher of *The Chicago Tribune*. Col. Robert R. McCormick is WGN president.



WITH USUAL STETSON in the usual place, William B. Way, genera manager of KVOO, Tulsa, watches pen glide across bottom of a nev contract. Signer is D. C. Sperry, of Oklahoma Tire & Supply Co., Tulsa who yielded to the final oratory of Commercial Manager Willard D Egolf (r), before Mr. Egolf left for NAB headquarters. Mr. Egolf signe Mr. Sperry to a similar contract 10 years ago as his first achievemen in radio salesmanship. Sperry now is using two daily KVOO news period Watching is Gustav Brandborg, new KVOO commercial manager.

WMC Tests Radio For Womanpower

Campaign Tried in Baltimore May Be Expanded to Nation

AN ACID test for radio as a medium in which to encourage women to take essential wartime jobs is being conducted this week in Baltimore by the War Manpower Commission, in cooperation with the Office of War Information.

Baltimore was chosen as the test city because of its proximity to Washington, permitting WMC and other Government officials to make periodical inspection trips to check on the drive. Although newspapers are carrying a few stories about the campaign, the burden of creating interest among women, to encourage them to take essential jobs has fallen in the main on radio, according to William Spire, chief of the OWI Radio Bureau Allocation Division, who was in Baltimore last week with Lawrence Hammond, WMC radio chief.

The campaign has a three-fold purpose: (1) To encourage women to think about taking essential jobs; (2) To encourage them to take training courses so that when the time comes they will be prepared to step into jobs, relieving men for war duty; (3) To let all women know that they are needed and that they have definite tasks to perform in the drive to victory.

Big-name talent from all parts of the country will be in Baltimore this week to participate in special programs on the five stations there, WBAL WCAO WCBM WFBR WITH. Kate Smith opened the campaign last Friday night with a special program on WBAL.

7 CRITICAL AREAS SPECIFIED BY WM

SEVEN additional communitie have been classified as "areas o critical labor shortages" by the Wa Manpower Commission, and wi probably be put under the 48-hou week by their regional director Although the announcement las Thursday said three areas pre viously considered critical are n longer on the list, it is unlikel they will be exempted from the 48 hour week.

The seven new areas are Port land, Me.; Burlington, N. C Evansville, Ind.; Gary-Hammond South Chicago, Ill., and Ind Tampa, Fla.; Savannah, Ga.; Wi mington, N. C. Three areas re moved from the list are Akron, O Bath, Me., and Portsmouth, N. H

SUGGESTION for improving rad transmitter production earned $5(for Franklin Myers, General Electr Co. worker. Fourteen words brough more than $35 each.

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

'AMILY LISTENING REACHES NEW HIGH

'EW HIGH of 35.1% of radio ımilies listened to evening pro- rams during March, according to . E. Hooper Inc., New York, hich stated that this level had ever previously been attained in ıe eight-year continuous report aintained by Hooper. The average vening program rating stands at 2.0, compared with 11.3 for the rresponding report last year, the arch 15 Hooper evening ratings eport reveals, adding that al- ıough this figure of 12.0 was sur- assed three times in the entire ear of 1942, the 1943 index has ood at 12.0 or above in four of e five Hooper reports released us far.

Commenting on the ratings of e "first 15", C. E. Hooper said: Bob Hope, who has been in first ace in each report except one nce November, relinquished his sition as a result of being op- site the broadcast of Mme. ıiang Kai-Shek's Madison Square arden address. Hope dropped om first to second place, from a ting of 37.4 in the last Hooper port to 32.1 in the current re- ase." Despite Jack Benny's ill- ss, his program received a rating 26.2, up 1.2 points from the pre- ous report, Mr. Hooper stated, lding that Burns and Allen sub- ituted for Benny on the program easured. The March 15 report so shows Red Skelton in the lead r programs broadcast after :30 p.m. (EWT), which are not easured in the Eastern Time ne.

The list of "first 15" programs order follows: Fibber McGee Molly, Bob Hope, Charlie Mc- arthy, the Aldrich Family, Wal- r Winchell, Frank Morgan-Fanny rice, Mr. District Attorney, Jack nny, Lux Radio Theatre, Rudy allee, Kay Kyser, Take It or eave It, Abbott & Costello, Eddie antor and Bing Crosby.

VRS Transfer Granted Marjorie L. McCracken

RANSFER of control of KVRS, ck Springs, Wyo., from R. R. est to Mrs. Marjorie Lannen Mc- acken for $18,500, for 9,996/10,- 0 shares of issued and outstand- g capital stock was approved on arch 16 by the FCC. Mrs. Mc- acken has been assistant man- er and Harold L. McCracken, r husband, manager of the sta- n.

Mr. McCracken was at one time anager of KYAN, Cheyenne, yo., which was forced off the air 1941 because of economic diffi- lties. KYAN was at that time % owned by Mrs. Mathilda Lan- n, mother of Mrs. McCracken. VRS operates with 250 watts on 00 kc.

Cepro to Meyerhoff

RTHUR MEYERHOFF & Co., icago, has been appointed by the hr Malting Co., Manitowoc, is., to handle promotion of Cepro, w barley malt drink. Only news- per and car card advertising is anned. George T. Wruck, former- advertising manager of the John Jelke Co., Chicago (oleomar- rine), is manager of the newly- ganized Cepro division.



EVERY DAY is Lady's Day at WWJ, Detroit, where Gwen Firmin (left) reads commercials and Fran Harris reads the news. Both handle regular assignments. Miss Harris has a series, *Fran Harris Reports*, in which she reports on activities of women in the war.

Drohlich Bros. Seeking Sale of KDRO, Sedalia

ROBERT A. DROHLICH and Albert S. Drohlich, doing business as Drohlich Bros., Sedalia, Mo., owners of KDRO, applied on March 1 to the FCC for voluntary assignment of their license to Milton J. Hinlein, of Elkins Park, Pa. Both brothers, in their application, stated they were giving up KDRO to enter military service at an early date.

Mr. Hinlein, who would assume active management of KDRO, has been in the real estate business in Philadelphia. The transaction calls for a total of $27,500 in a single payment, or $36,500 if payments are made in installments.

KDRO was authorized April 3, 1939, for 100 w. night, 250 w. day on 1500 kc., with Robert A. Drohlich as manager and co-owner with his brother Albert, in charge of sales promotion, and a staff of 16.

Vitamalt Plans

ADVERTISING for Vitamalt, a new mealtime beverage introduced by Elway Products Corp., New York. is now getting underway in the New York area and will expand to other regions as distribution plans are completed. Radio schedule started Feb. 23, with a weekly participation in Dr. Walter H. Eddy's *Food and Home Forum* on WOR, New York. Advertising will be augmented towards the end of March by five participations weekly on a Polish program on WAAT, Newark; and by sponsorship of a weekly news program by Joshua Epstein on WEVD, New York. Agency is H. A. Salzman Associates, New York.

The TIME BUYERS' STATION

WDOD

Chattanooga, Tenn.

5,000 WATTS CBS

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVES

From Bottom Up

437 APPLICANTS said "yes" to a blind teaser ad inserted by WFIL in a Philadelphia newspaper, asking, "Like to Get Into Radio?". Ad promised successful applicant "would learn the business from the inside out . . . and get to know what cooks in the industry". The station needed a porter.

WTSP, St. Petersburg, Sold to Times Pub. Co.

NELSON P. POYNTER in an application filed with the FCC on March 15 seeks transfer of control of WTSP, St. Petersburg, Fla., to the Times Publishing Co., publishers of the *St. Petersburg* (Fla.) *Times*. Number of shares involved is 25½, for which Times Publishing Co. would pay $17,898.01, with $1,000 in cash and the balance to be carried as credit on the books payable on demand. Mr. Poynter stated in his application that he plans to go into Government service.

The *Times*, of which Mr. Poynter is editor and part owner, is controlled by his father, and the company holds 22½ shares. WTSP went on the air in November, 1939, operating on 1370 kc., 100 w. night, 250 w. day.

CBS Appoints Langham As Douglas Coulter Aide

ROY S. LANGHAM, head of the CBS New York production division, has been appointed assistant to Douglas Coulter, the network's director of broadcasts, succeeding Gerald F. Maulsby, who resigned to join the Office of War Information Overseas Branch.



Mr. Langham

Mr. Langham left R. H. Macy & Co., New York department store, in 1934 to join CBS. Previously he had been in the production department of Petarco Inc., theatrical producers. Replacing Mr. Langham as chief of the production division is Horace G. Guillotte, a production supervisor who became affiliated with CBS in 1933 as remotes operator. Mr. Maulsby is expected to be assigned to the London office of OWI.

Ernest Coler

ERNEST COLER, publicity director of the Detroit office of Ruthrauff & Ryan, died March 7 at his home in Farmington, Mich., following several months of failing health. Mr. Coler first joined R&R in 1932 as publicity director on the Dodge account.

WORCESTER'S AVERAGE WEEKLY EARNINGS

first 10 months of 1942

16% higher than U. S. average

24% higher than state average

Central New England is a MUST MARKET

When you Buy Time— Buy An Audience

WTAG WORCESTER

NBC BASIC NETWORK

PAUL H. RAYMER CO. *National Sales Representatives*

Associated with The Worcester Telegram-Gazette

U.P.

THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE

UNITED PRESS

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER Inc.
Blue Network
Headley-Reed, Rep.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and
BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

No Drastic Rules Seen for Ad Copy

Commerce Department Report Lauds Retailers' Campaigns

MANY retailers are now setting a pace in advertising that will preclude the necessity of drastic copy regulations, the Dept. of Commerce said in its regular bulletin last week. The article referred to a new trend in copy, urging people to take care of their purchases to make them last longer.

Pointing to government regulations used in Australia to "deglamorize" advertising in the face of commodity shortages, the Commerce bulletin declared that in the United States "brand names and trade-marks are being kept before the eyes and minds and ears of the public without Governmental restrictions as to 'glamor' copy."

Australians Urge Conservation

"It is safe to say that when Victory comes and scarcities disappear, these wartime advertisers can return to their major sales tools — persuasiveness and emotional appeal," the article predicted.

In Australia, the Dept. of Commerce report said, the Government realizes the necessity of keeping brand names and trade-marks alive, but requires advertisers to deglamorize their copy for the duration. In addition to "austerity" messages in commercial copy, Australians are taught conservation by Government-paid ads.

Radio Executives Hear About Audimeter Tests

EASEL presentation of facts about the Nielsen Audimeter with running commentary by James Peckham, executive vice-president of the A. C. Nielsen Co., was shown at the March 17 meeting of the Radio Executives Club of New York. Mr. Peckham traced the history of the Audimeter's development since 1933.

Tests showed a trend towards increased nighttime listening during 1942 with a decline in morning and afternoon listening, he said. This trend is especially marked among lower income groups, he added, probably because of the increased employment among those families.

Out-of-town guests at the luncheon included Creighton Gatchell, WGAN, Portland, Me.; Lawrence Heller, WINX, Washington; Wythe Walker, The Walker Co., Chicago, and Arthur Croghan, WJBK, Detroit.

Skelton Tops Coast

RED SKELTON, in the Hooper Pacific Ratings Report for February, again heads the list of "Top 10" programs, followed by Bob Hope and Fibber McGee & Molly. The remaining programs in order of their rating are: Aldrich Family, Walter Winchell, Charlie McCarthy, Frank Morgan-Fanny Brice, Mr. District Attorney, Great Gildersleeve and March of Time.





IN AND OUT of radio service go these two ladies, with Barbara Smit (l), 24-year-old Skidmore College graduate joining W73PH, FM outle of WPEN, and Helen Schuyler leaving WOL, Washington, to enlist i the newly-organized women's unit of the Marines. Miss Smith, formerl a dramatic actress with WGY, Schenectady, is now virtually the entir staff of W73PH, serving as announcer, sound effects technician, news caster and m.c. Miss Schuyler was assistant continuity editor of WOI

502 SEEK WORK

Heavy Reply to WHK-WCLE Training Program

ANNOUNCEMENT that WHK-WCLE, Cleveland, was opening a school to train announcer replacements brought 502 applications from Cleveland housewives, doctors, machinists, teachers and others.

Three nights of auditioning, and a whole Saturday were spent limiting the group to 29, with judges representing the sales, program and announcing staffs listening in an adjoining room. Idea was suggested by Carl Mark, studio manager and "Pinky" Hunter, program director. First session was held March 8.

Zenith Earnings Up

ZENITH RADIO Corp., Chicago, and subsidiaries, in a nine-month financial report for the period ending Jan. 31, 1943, announced a net profit of $1,369,544, after depreciation, reserves, Federal income and excess profits taxes were deducted. That figure was equal to $2.78 a share on 492,644 shares of capital stock. In the corresponding period ending Jan. 31, 1942, Zenith showed a net profit of $1,033,343, equal to $2.10 a share. In keeping with the company's policy of limiting profits on war contracts, reductions and refunds aggregating more than 2½ million dollars have been made, according to E. M. McDonald, Zenith president.

Paint Firm Series

CROWN DIAMOND PAINT Co., Montreal (Durolave paints), has started spot announcement campaign, with stress on redecorating rooms to rent to war workers, on 17 Canadian stations. Account was placed by McConnell Eastman Co. Ltd., Montreal.

Advertising, Rationin Discussed by Food Me

LEADING midwestern food manu facturers and distributors an their advertising agencies di cussed advertising as a medium educating the public in rationin of meat, cheese, butter, fats an oils at a meeting last Tuesday Chicago with Government official Methods of combatting the blac market in foods through adverti ing also were considered.

Speakers included William Lewis, assistant director of th Domestic Branch, Office of Wa Information; Morse Salisbury, d rector of information, Dept. Agriculture; Norman Drape public relations counsel, America Meat Institute, and Paul West vic chairman, Advertising Council. A advertising guide, *Red Stam Point Rationing Handbook for A vertisers*, recently prepared by th Office of Price Administration, wa distributed. A similar meeting wa conducted by the OPA, OWI an Dept. of Agriculture in New Yor

Stowin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Farm Group Asks War Time Repeal

House Committee Reported Unfavorable to Change

FARMERS of Wisconsin have joined the ranks of those urging Congress to repeal the Federal War Time act of Jan. 20, 1942, and return the country to normal time.

At the annual stockholders' meeting of Consolidated Badger Cooperative in Shawano, Wis., a resolution urging "immediate return to standard time" was adopted. Rep. Reid F. Murray (R-Wis.) last week inserted a copy of the resolution in the *Congressional Record*.

In a letter to Representative Murray, George W. Rupple, manager of Consolidated Badger Cooperative, said "one of the things which has apparently caused considerable dissatisfaction is the daylight saving program as it affects farms and farm labor."

So far, Georgia, Michigan and Ohio are the only states actually to repeal Federal Time, plunging radio and business generally and inhabitants into confusion. Adding to the chaos was the fact that most of the large cities elected to remain on War Time, adhering to pleadings from Government officials that return to normal time would greatly impede the war job.

Other than the resolution from the Wisconsin Cooperative, the time change movement has been given little consideration on Capitol Hill the last two weeks. Members of the House Interstate Foreign & Commerce Committee, of which Rep. Lea (D-Cal.) is chairman, are not inclined to look favorably on repeal of Federal Time, it was learned.

Music-Word Story

A NATIONWIDE survey is being carried out by the Canadian Broadcasting Corp., to ascertain whether there is a demand for programs tailored to meet industrial needs for increased worker efficiency. It contemplates musical broadcasts which factory workers could listen to through public address systems installed in their plants, to be inaugurated in the near future if the demand warrants. Attached to the questionnaire is an article on "Music for Workers" outlining the experiments and results of the British Broadcasting Corp. with music for factory workers.



Paid Recitals

OUT-OF-THE-RUN time sale has been made on WQXR, New York, with the purchase of a weekly quarter-hour Sunday by Vlado Kolitsch, concert violinist and instructor, to present recitals by his outstanding pupils. Series started March 7 and will continue for 13 weeks in the 5:45 p.m. period. Back in 1926 Kolitsch was voted most popular radio soloist in a national poll conducted by a large newspaper. Account is handled direct.

Largest Iowa Network Carries Food Conference

LARGEST NETWORK in Iowa State radio history was put together March 15 for a broadcast by Herbert C. Hoover, addressing a conference of midwestern governors and their staffs in Des Moines.

Twelve states were represented at the day's conference called by Gov. Bourke B. Hickenlooper, of Iowa. Stations carrying the broadcast, originating at WHO, were KBUR, WMT, KROS, KSO, WOC, KDTH, KVFD, KFJD, KBIZ, KMA, KICD.

WHO also originated a roundtable to NBC conducted by Richard Harkness, NBC Washington analyst, with the former President and several governors participating.

Berg Charges Libel

SEPARATE suits charging libel and asking for $500,000 damages have been filed by Dr. Louis Berg, neurologist and psychiatrist, against Max Wylie of the radio department of N. W. Ayer & Son, New York, and *Printers Ink* as a result of an article titled "Dusting Off Dr. Berg,", appearing in the Feb. 12 issue of *Printers Ink* under Mr. Wylie's by-line. The article took issue with two of Dr. Berg's pamphlets on radio. Plaintiff seeks $250,000 damages for libel per se against Mr. Wylie in his suit filed in New York Supreme Court and a similar amount against the publication, in action pending in the Federal Court of the Southern District of New York.

CHNS

THE KEY STATION OF THE MARITIMES

Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.

ASK JOE WEED
350 Madison Ave.
New York



AWARD MATCHED by Gerard Swope (right), General Electric president, as he adds another $1,000 to the $1,000 awarded to KGEI, GE shortwave station in San Francisco, by the Alfred I. Du Pont Radio Award judges. The $2,000 will be used to encourage development of new program techniques in shortwave radio to foreign countries, as well as television. Recipient of the money from Mr. Swope was Robert S. Peare, manager of publicity and broadcasting for GE.

Stag Beer Buys Two

GRIESEDIECK Western Brewing Co., Belleville, Ill. (Stag beer), March 28 starts half-hour variety show, *Funny Money Man*, twice a week on KWK, St. Louis, and fed to KWOS, Jefferson City, Mo. Company is also planning spot announcements in approximately 11 markets in Southern Illinois, Missouri and Oklahoma. Agency is Maxon Inc., Chicago.



Luden's to 52 Weeks

LUDEN'S Inc., Reading, Pa., which has been conducting its annual winter campaign of spot announcements for Luden's cough drops since last September, using 116 stations, has decided to continue the campaign on a 52-week basis through next fall, according to J. M. Mathes, New York, agency in charge. About 50% of the station list carrying the original 26-week drive will be used late this spring and this summer it was stated.

THREE radio directors who handle network programs for clients of Young & Rubicam, New York, will oppose a trio of radio stars on the March 23 broadcast of Walter O'Keefe's *Battle of the Sexes*, sponsored by the Molle Co., Rahway, N. J., on NBC. Himan Brown, Bob Novak and Joe Hill are the directors, while feminine team is comprised of Claudia Morgan, Jean Tennyson and Virginia Gilmore. Y&R also handles the Molle account.



In cost-per-response,
KGO HOME FORUM
HAS OUT-PULLED
ALL SAN FRANCISCO
STATIONS... year after
year, in practically
every competitive test.
This participation show
featuring Ann Holden
averages up to 1200
letters a month.

Ask your Blue Spot representative or write direct for details.

KGO
SAN FRANCISCO·OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

MARCH 13 TO MARCH 19 INCLUSIVE

MARCH 16

KVRS, Rock Springs, Wyo.—Grant transfer control R. R. West to Mrs. Marjorie Lannen McCracken for $18,500 for 9,996/10,000 shares issued and outstanding capital stock.

KMAC, San Antonio, Tex.—Grant vol. assgt. license W. W. McAllister and Howard W. Davis., d/b as The Walmac Co., to Howard W. Davis, d/b as The Walmac Co., for $35,000.

WASH, Grand Rapids, Mich.—Grant request cancel license, delete call signal.

W39B, Boston, Mass.—CP in part FM station.

W65H, Hartford, Conn.—Same.

K45LA, Los Angeles—CP in part, change studio location; dismissed application extend completion date.

W45CM, Columbus, O.—CP in part; dismissed application extend completion date.

K49KC, Kansas Cty, Mo.—CP in part.

MARCH 17

KFAC, Los Angeles, Cal.—Dismiss without prejudice application CP.

WCOP, Boston, Mass.—Continue hearing scheduled April 19 to May 17.

KTEM, Temple, Tex.—Denied without prejudice motion intervene hearing application KDNT mod. license.

Applications . . .

MARCH 13

WTOC, Savannah, Ga.—Increase power, install DA-N.

KDRO, Sedalia, Miss.—Vol. assgt. license to Milton J. Hinlein.

WDSM, Superior, Wis. — CP change transmitter, increase power 100 w. to 250 w.

MARCH 15

WTSP, St. Petersburg, Fla.—Transfer control Nelson P. Poynter to Times Publishing Co. (25½ shares).

KOBH, Rapid City, S. D.—CP change 1400 kc. to 610 kc., etc., amended install DA-N only.

MARCH 17

W2XWG, New York—License temp. class 2 exp. station 45,100 kc., 1000 w., special emission for FM.

WKBV, Richmond, Ind.—Transfer control William O. Knox to Central Broadcasting Corp. (1000 shares).

NEW, The Crosley Corp., Mason, O.—CP new international broadcast station, various frequencies, 50 kw., emission A3, share all frequencies with WLWO, WLWL, WLWR, WLWS.

MARCH 18

WIBG, Philadelphia, Pa.—Mod. CP extend completion date to June 9, 1943.

KPQ, Wenatchee, Wash.—Same, to June 25, 1943.

W6XYZ, Los Angeles, Cal.—Mod. CP new exp. tel. broadcast station, extend completion date to Sept. 15, 1943.

W69C, Chicago, Ill.—Extend special temp. authority operate FM station W67C commercially 46700 kc. 10 kw., special emission for freq. mod., temp. antenna, transmitter at Chicago, for period March 18 to May 16, pending CP.

Reinstatement of FM applications (March 13-19): **Debs Memorial Radio Fund Inc., New York**—CP new broadcast station, 48700 kc., coverage 8,600 sq. mi.; **W47C, Chicago**—Extend completion date new broadcast station; **W63SY, Syracuse, N. Y.**—Reinstatement CP canceled at applicant's request; **Sun Co. of San Bernardino Cal., San Bernardino, Cal.**—CP new broadcast station 44100 kc., coverage 17,101 sq. mi.; **Radio Voice of New Hampshire Inc, Manchester, N. H.**—CP new broadcast station 43500 kc., coverage 31,630 sq. mi.; **Piedmont Publishing Co., Winston-Salem, N. C.**—CP new broadcast station, 46700 kc., coverage 4,600 sq. mi.; **The Outlet Co., Providence, R. I.**—CP new broadcast station 48500 kc., coverage 7,520 sq. mi.; **W51NY, New York**—Mod. CP; **Hawley Broadcasting Co., Reading, Pa.**—CP new broadcast station, 46500 kc., coverage 4,275 sq. mi.; **Don Lee Broadcasting System, Berkeley, Cal.**—CP new broadcast station, 43500 kc., coverage 18,050 sq. mi.

Reinstatement of commercial television broadcast licenses (March 13-19): **KSEE, Los Angeles**—Mod. CP new broadcast station, change equipment, etc.

Tentative Calendar . . .

KFAC, Los Angeles—CP 1330 kc., 5 kw., unlimited, DA-N (March 22). (Petition dismiss application without prejudice pending.)

WALB, Albany, Ga.—Renewal license, vol. assgt. license, CP (March 23). Request continuance pending.

KDNT, Denton, Tex.—Mod. license, 1400 kc., 100 w., unlimited (March 24).

DR. L. GRANT HECTOR has left the U. S. Office of Scientific Research and Development to join the National Union Radio Corp., radio and tube manufacturer, as director of engineering.

That Certain Something

Experienced advertisers know that some stations have the ability to do an unbelievable selling job, while other stations never make the grade. WAIR is one of the outstanding money-making stations of America.

WAIR

Winston-Salem, North Carolina

Want more sales in Central New York?

TRY THE *Pre-sold* AUDIENCE OF

WFBL

SYRACUSE, NEW YORK

FREE & PETERS, NATIONAL REPRESENTATIVES

Getting GOOD Results

IN ST. LOUIS, MO.

KXOK

630 KC. 5000 WATTS

BLUE NETWORK ● DAY & NIGHT

Network Accounts

All time Eastern Wartime unless indicated

New Business

SPERRY FLOUR Co., San Francisco (flour), on March 15 started for 52 weeks, *Nelson Pringle—News Analyst*, on 8 CBS stations, Mon. thru Fri., 7:45-8 a.m. (PWT). Agency: Knox-Reeves Adv., San Francisco.

DALGLISH ONTARIO Ltd., Toronto (Javex) on March 22 starts *The Wife Preservers* on CFRB, Toronto; CKWS, Kingston, Ont.; CFLC. Brockville, Ont.; CHML, Hamilton; CFPL, London, Ont.; CFCO, Chatham, Ont.; CKLW, Windsor-Detroit, Mon., Wed., and Fri. 10:15-10:30 a.m. Agency: MacLaren Adv. Co., Toronto.

SERVEL INC., New York (institutional), on April 3 starts Billie Burke in *Fashions in Rations* on 68 CBS stations, Sat., 11:30 a.m.-12 noon. Agency: BBDO, N. Y.

Renewal Accounts

SCHUTTER CANDY Co., Chicago, on April 11 renews *Colonel Stoopnagle's Stooparoos* on 38 CBS stations, Sun., 1:45-2 p.m. Agency: Roche, Williams & Cunnyngham, N. Y.

PARKER PEN Co., Janesville, Wis. (Quink), on March 27 renews *Eric Sevareid and the News* on 113 CBS stations, Sat., Sun., 8:55-9 p.m. Agency: J. Walter Thompson Co., N. Y.

EVERSHARP INC., Chicago (pens, pencils), on March 21 renewed *Take It or Leave It* on 116 CBS stations, Sun., 10-10:30 p.m. Agency: Biow Co., N. Y.

WPB MAY CONTROL PARTS, TUBE SALES

A RATIONING program to protect against consumer hoarding of receiver tubes and replacement parts is soon to be ordered by the WPB Radio Division, dealers throughout the country report. WPB officials refuse to comment on the possibility.

Under the plan, radio users would be required to turn in a tube or part in order to get a new one. Dealers would refill their stocks by use of certificates rather than shipping the old parts back to the factories.

With a program to supply civilian tubes and parts near completion at the Radio Division, the rationing move is considered necessary to protect dealer stocks. WPB officials have said, however, that tubes and parts have little salvage value.

NBC 'Star' Promotion

AS A SUMMARY of the scope, usage and overall results of NBC'S "Parade of Stars" campaign for its affiliates, a 32-page brochure, titled "Oyez Oyez Oyez, indeed", has been issued by the network, with special copies inscribed for the stars, sponsors and agencies who cooperated in producing the campaign. Humorously illustrated by Burris in water-color sketch fashion, the promotion piece reveals that 125 NBC stations allotted 314 hours —nearly 20 full broadcasting days —to the programs built by NBC'S "Parade of Stars". Over 60 NBC stars cut records for a total of 21 shows, while 1438 pressings of these recordings were also made to fill the requests of participating stations.

TEN TOP TUNES

THE top ten tunes from the standpoint of network audience coverage during the week ending March 17, according to the copyrighted Audience Coverage index survey of the Office of Research-Radio Division, New York, are as follows:

That Old Black Magic
I've Heard That Song Before
Brazil
You'd Be So Nice to Come Home To
For Me and My Gal
As Time Goes By
Don't Get Around Much Any More
Moonlight Becomes You
Saving Myself for You
Weep No More My Lady

NAB Sets Session For Program Men

MORE ACTIVE participation in the field of radio programs is planned by the NAB with the first meeting of a newly-formed Program Directors Executive Committee set for March 24-25. Program activity is expected to parallel that of the sales managers now carried on by NAB's broadcast advertising department.

Committee, as named by Neville Miller, NAB president, consists of William Adams, WCHS, Charleston, W. Va.; J. Robert DeHaven, WTCN, Minneapolis; Harold Fair, WHO, Des Moines; Robert L. Kennett, WHAS, Louisville; Robert Landry, CBS; Clarence Menser, NBC; Herbert C. Rice, WGR, Buffalo; Ray Shannon, KQV, Pittsburgh; Tod Williams, WSPD, Toledo.

Standard Oil of Indiana Using 100-Station Discs

STANDARD OIL Co., of Indiana, Chicago, in its largest rural spot announcement campaign for farm petroleum products, has placed one-minute transcribed announcements six times a week on 100 stations in 14 midwestern states. Announcements, broadcast principally at noon time, feature award of war bonds to farmers for outstanding agricultural achievements, totaling $3800 in bonds a week for 26 weeks. Contracts were placed through McCann-Erickson, Chicago on:

KATE	WHBY	KATW	WELL	WBCM
KGHL	KFYR	KRBM	KGIR	WHDF
KFVS	KDFN	WMT	KFBC	WLS KFRU
WDAN	WOC	WSOY	KVOD	WJR KSO
WHO	KGNO	KDTH	WEBC	WEAU
WGBF	WDAY	KGDE	WFDF	KFIZ
WOWO	KILO	WOOD	KVGB	WTAQ
WEBQ	KPFA	WMFG	WFMB	WJMS
WIBM	WCLO	KWOS	WCLS	WKZO
WDAF	WKMO	WKBH	WASK	WJIM
WIBA	KYSM	WMAM	KGLO	WTMJ
KSTP	KLPM	WLBC	WMBD	KOAM
WCAR	KWOC	WHLS	WIBU	KGHF
WTAD	WRJN	KOBH	KROC	WROK
WHBF	WSAM	KFAM	KFEQ	KMOX
WSAL	WSOO	WHBL	KMO	KSCJ KSOO
WSBT	WCBS	KWTO	KGEK	WBOW
WIBW	WTCM	WDZ	WAOV	WHLB
KXEL	KWAT	WSAU	KFH	KWLM
WFHR	WNAX.			

THERE'S MORE FOR YOUR MONEY AT

CFNB

FREDERICTON—N.B.

1000 WATTS—BASIC C.B.C. OUTLET

WEED and CO.—U.S. Representatives

BOSTON ★ N.Y. ★

CFNB Signal strength increased 25%

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Announcer Experienced—Permanent position for draft exempt man who can handle news, commercials, turn-tables. $42 for 43 1/3 hour week to start. Future increases. Write full details, references, and whether transcription available to manager, WFDF, Flint, Michigan.

Producer-Announcer—Who excels in both departments. Job primarily production. Salary $100 weekly. Send full story of background with picture and transcription of announcing work to Paul H. Raymer Company, Tribune Tower, Chicago, Illinois.

CONTINUITY WRITER—That can produce volume of good copy. Announcing voice desirable, but not necessary. Box 430, BROADCASTNG.

Wanted—First or Second Class Operator with transmitter experience for new directional 5 KW station. Rapid advance likely. WOC, Davenport, Iowa.

COMMERCIAL MANAGER WANTED—Midwest local. Salary and commission. Box 417, BROADCASTING.

TIME SALESMAN—Texas station. Sell yourself in application letter. Box 413, BROADCASTING.

BROADCASTING STATION BOOKKEEPER—Wanted experienced man or woman bookkeeper who can take full charge of local midwest station, network affiliate, books and accounts. Give experience in first letter. Paying $35 to $45 for 44 hours for good work. Write Box 410, BROADCASTING.

TRAFFIC MANAGER—Experienced. Must be efficient stenographer, and capable of doing some air work. Network regional station. Detail previous experience, attach snapshot, and state salary expected. Box 416, BROADCASTING.

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 427, BROADCASTING.

ENGINEER—Two, chief and first assistant. Ideal working conditions. Local independent. Box 429, BROADCASTING.

Engineer—For 5 KW CBS affiliate. Experience desirable. Prefer draft exempt if possible. Write Chief Engineer, WKZO, Kalamazoo.

ENGINEER—For midwest 5 KW station, must hold 2nd class license or higher. In reply state education, experience, expected salary and enclose photograph. Box 418, BROADCASTING.

Radio Operator Wanted—With first-class ticket. Permanent position, local Southern Station, good salary, congenial personnel. Give all details. Box 412, BROADCASTING.

ANNOUNCERS—Wanted two experienced announcers by local network Michigan station. Will pay $45 weekly for 48 hours, and $50 weekly if you have operator's license. Will take good men draft exempt up to age 50. Will consider girls or women if experienced. Write fully and give references. No drifters, this is permanent position for right people. Box 409, BROADCASTING.

ANNOUNCER—Capable handling amateur sports events and musical clock programs. Illinois. Box 428, BROADCASTING.

Announcer—Good solid staff man with musical and news background. Modern, well equipped studios, Mutual affiliate. Progressive friendly community. Give complete experience, draft classification, marital status, salary desired. Write WCLO, Janesville, Wisconsin.

Situations Wanted

Announcer Versatile — Network caliber-proven sales producer. Conscientious. Seeks Manhattan affiliation or within hundred miles. 4F. Available immediately. Box 431, BROADCASTING.

Versatile Newswriter—Can also newscast. Five years' experience. Deferred family man. Prefer New York area. Box 432, BROADCASTING.

Announcer—Graduate of Radio Announcing School. Qualified for all types of programs . . . transcription available . . . will go anywhere . . . 4-F in draft. Telephone Brandywine 6162. Box 421, BROADCASTING.

Announcer—Woman — Limited experience with NBC—Red and Blue Station. Some continuity and commercial copy experience. Operate board. Five years teaching experience, plus public relations background. Transcription upon request. Prefer southern connection. Elaine—120 7th Ave. North, Twin Falls, Idaho.

Experienced Operator—15 years experience. Draft exempt. Desires permanent position in west or midwest. Now at kilowatt network station. Box 422, BROADCASTING.

COLLEGE PROFESSOR—Wishes to make profession of radio. Six years' experience teaching, directing, speech, drama, some radio. Can write continuity and news commentary. 31, married, tentatively 4-F. Prefer Middle-West station. Transcription on request. Available June 1. Box 424, BROADCASTING.

WRITING AND ACTING TEAM—Fresh, timely ideas to tie up with local talent. Theatrical and radio experience. Box 415, BROADCASTING.

ANNOUNCER, NEWSCASTER, WRITER—Now employed. Married, 4-F. References, transcription on request. New York area preferred. Box 423, BROADCASTING.

Secretary-Announcer — Anxious to break into radio. Willing to start at bottom. Good radio voice. Secretary five years to college professor. Will submit qualifications on request. Box 425, BROADCASTING.

CHIEF ENGINEER—Fifteen years experience, five years present employment, desires change, permanent, forty years old, 4F draft. Box 411, BROADCASTING.

NEWS WRITER-COMMENTATOR—English born, wide background of world affairs. Pleasant voice. Transcription on request. Box 414, BROADCASTING.

Wanted to Buy

BROADCAST STATION — Reliable and financially qualified party. Give full particulars. Box 419, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

PLAYBACK EQUIPMENT, STATIONARY—New or used for agency auditions. 33 1/3 required, 2-speed preferred. Anfenger Advertising Agency, 1706 Olive, St. Louis, Mo.

For Sale

175 Ft. Truscon Self Supporting Tower—With all lighting equipment, insulators, leveling plates, etc. Excellent shape. Immediate shipment. WHKY, Hickory, North Carolina.

One kilowatt—Western Electric Co. D-94994 (modified 6-B) transmitter complete with high voltage rectifier unit to match, all accessories including tubes. Available immediately. Cheap. E. W. Jacker, care of WAIT, Chicago.

'Shadow' Disc on 28

FOLLOWING the completion of its 10th consecutive season as a live network show, March 21, *The Shadow* has been discontinued on Mutual, but will continue as a transcribed series on a number of stations, locally sponsored or sustaining. A total of 28 outlets will carry the series, including KFEL KFRE KGU KOCY KOVO KTAR KTSM KTTS KTUC KWK WBAX WBML WCAE WCSC WDNC WFBM WFMJ WHKC WJBO WKRC WLOL WMBS WPAD WQAM WRVA WSIX WGCM HP5G. Series has been sponsored on Mutual for the past season by Delaware, Lackawanna & Western Coal Co., New York, for Blue Coal, handled by Ruthrauff & Ryan, New York. Charles Michelson, New York, handles the transcriptions.



WAVE DOESN'T HANG AROUND LYNCH (Ky.)!

Sorry—but if you're planning to put on a swing program for the few folks in Lynch and other distant Kentucky hamlets, WAVE can't help you much. You see, WAVE's hangout is the big Louisville Trading Area, where 47% of Kentucky's population has 57.5% of the State's total buying power. If that's what you want, how about giving us enough rope to show you what we can do for you?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Taft Assails Davis Program; Political Issue Is Foreseen

OWI Chief Denies He Commandeered Networks In Reply to Charges by Senator from Ohio

THAT THE new Elmer Davis series of broadcasts on all networks is destined to become a partisan issue was evident after his initial broadcast March 12, which drew from Senator Robert A. Taft (R-O.) the charge that the OWI chief was "commandeering" all the stations of the country for "propaganda broadcasts". Mr. Davis, former CBS analyst, began the 15-minute commentary on NBC, CBS and BLUE, hooked in tandem, with Mutual carrying it on Saturdays by transcription.

Senator Taft, prominent in Republican circles and often mentioned as Presidential timber, said it was "both an abuse of power and an insult to the intelligence of the American people and to the abilities of our free press and radio workers" for Mr. Davis to "commandeer" the air.

"No Compulsion" Davis

He said he would be interested "in discovering by what authority or pressure Mr. Davis is able to command time on the four radio networks simultaneously and virtually say to the people that they must listen to him or turn off their radios. There was not one word said by Mr. Davis in his first broadcast that he could not have depended on the regular radio newscasters, the commentators and the newspaper writers to explain adequately to the country."

Mr. Davis responded that he had neither commandeered stations nor broadcast propaganda. Moreover, he held there was no compulsion for stations or networks to carry his talks.

The Davis series occasioned considerable conversation in radio and press circles in Washington, but drew no announced criticism other than the Taft statement. Observers generally felt that his comments did not in any wise "scoop" radio or the press and that he kept within the limits he had set regarding the scope of his commentaries.

At a National Press Club luncheon March 16 at which he was guest of honor, Mr. Davis was asked to comment on Senator Taft's criticism of his broadcasts. He replied in a single word: "Bunk!"

Taft Opposes Hookup

At his news conference last Wednesday Mr. Davis said he had "invited Mr. Taft to show where I had propaganda on my broadcast but so far he hasn't replied." The OWI chief declared: "My broadcast did not have four networks. We told them it was open to any that wanted it. Mutual carried it the next day."

Queried by BROADCASTING, Senator Taft said he did not plan to reply to Mr. Davis, but added: "Either Mr. Davis' broadcast is propaganda or it is unnecessary. As a whole, the main theme of my statement was that the broadcast is unnecessary." The Senator asserted, however, that he is vigorously opposed to any network hookup except for the President.

Mr. Davis disclosed Wednesday that he had issued a memorandum to all OWI staff members, in which he cautioned that the "OWI can no more be concerned with politics than can the Army or the Navy." The memorandum said, in part:

"Lately this Office . . . has been accused of partisan political activity. For this accusation no evidence has been adduced except one article in one issue of one periodical, intended for distribution only to foreign peoples. However, such attacks may be expected to continue until the election of 1944."

He pointed out that "it is the duty of all staff members to continue so to conduct themselves that there shall never be any basis for such criticisms, in the judgment of fair and intelligent observers". Sole function of the OWI the memorandum explained, is to "contribute to the winning of the war. We must take care that the utility of this office as an instrument to that end is not impaired."

Keplinger With OWI

LOU KEPLINGER, formerly manager of KVOD, Denver, KARM, Fresno, Cal., and KSAN, San Francisco, has been appointed regional radio director of the OWI domestic branch on the Pacific Coast, covering California, Nevada, Washington, Oregon and Arizona. His headquarters will be at 1335 Market St., San Francisco.

Sherwood Overseas

TO INSPECT operations of the OWI Overseas Branch, Robert Sherwood, director, and Murry Brophy, director of communications, have been in London and North Africa, Elmer Davis, OWI director, disclosed last Wednesday at his news conference. The OWI already is beaming propaganda to occupied European countries from England and plans for similar service from North Africa are being completed by Mr. Sherwood, his chief said.

ALLOCATION POST AT OWI TO SPIRE

IN FURTHER reorganization within the Domestic Branch of the Office of War Information, announced last week, William M. Spire, former radio compaigns coordinator of the Radio Bureau, was appointed chief of the Allocation Division. He replaces Seymour Morris, who became special assistant to H. Andrew Dudley, chief of the newly-created Program Coordination Bureau [BROADCASTING, March 15].



Mr. Spire

At the same time it was announced that Charles Harrell, war program director of WBEN, Buffalo, had joined the OWI as assistant to Phil Cohen, chief of Government liaison, Radio Bureau.

Mr. Spire left McCann-Erickson, New York, where he was radio director, two years ago to accept an appointment as assistant to Bernard Schoenfeld, chief of the Radio Branch, Office for Emergency Management [BROADCASTING, Aug. 17, 1942]. Last August he was transferred to the OWI as coordinator of campaigns in the Radio Bureau.

The Labor Problem . . .



Drawn for BROADCASTING by Sid Hix

"Shut Up, You Brats, Till Mama Reads Another Newscast!"

OWI Broadcasts Reach the Enemy

More Stations Into Service Shortly, Says Elmer Davis

OPERATIONS of the Office of War Information provide "one of the instruments" by which we are winning this total war, Elmer Davis, director of OWI and former radio news analyst, told a National Press Club audience last Tuesday in Washington.

While OWI does not constitute a "principal" war implement, it nevertheless may bring the end of the war somewhat sooner, Mr. Davis declared. He emphasized the part radio is playing, particularly in the overseas field. In addition to the shortwave service, Mr. Davis revealed that OWI now is getting in by medium wave, part from London, part from Africa and will soon reach Asia from Australia.

Reaching Enemy

He foresaw the day when Japan and Japanese-held possessions will be fed medium wave or standard broadcast service from the United Nations. (A number of broadcast transmitters already have been shipped abroad, and are in service both in England and North Africa.)

Clearcut evidence that our broadcasts are getting into enemy and occupied countries has been received by OWI, according to Mr. Davis. This is reflected in the utterances of Axis leaders and in newspaper and radio reports seeking to offset this information.

In the nine months of OWI's operation, Mr. Davis declared, there has developed a great deal less of conflict and contradiction in Government information. OWI isn't always able to clear information as speedily as radio and news men would like, but he asserted the information is accurate and uncolored.

OWI is not charged with the maintenance of national morale, Mr. Davis asserted. Its job is to get out the news, good or bad, as fast as possible. For reasons of military secrecy, he said, some information is withheld.

AUDIENCE FOR ELMER

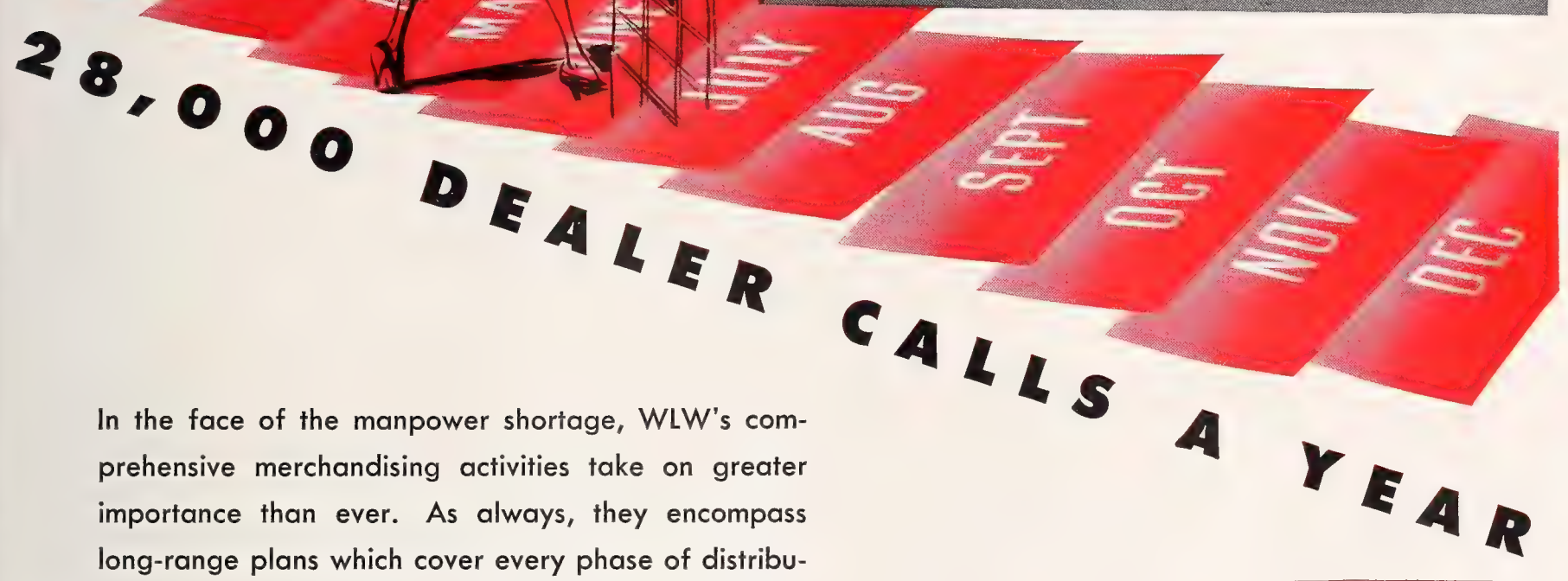
Friday Night Promotion Prepared by CBS

SPECIAL FRIDAY NIGHT promotion of CBS programs to build up a listening audience for Elmer Davis' weekly talks, heard on CBS, the BLUE and NBC that evening, has been compiled for CBS affiliates so they "can kill three birds with one stone". The package of promotion material, including suggested announcements, newspaper ads and background material for station use, points out that the Director of the OWI, speaking as the official voice of Uncle Sam from 10:45-11 p.m., follows the *Camel Caravan* on CBS, and urges affiliates to "promote Friday evening right across the board".



More than 2,000 merchandising calls per month

—to lend wartime aid to your retailers and wholesalers



28,000 DEALER CALLS A YEAR

In the face of the manpower shortage, WLW's comprehensive merchandising activities take on greater importance than ever. As always, they encompass long-range plans which cover every phase of distribution, from manufacturer's representative to consumer.

Now, the personal dealer contact in 12 major markets is almost wholly dedicated to the wartime problems of the men who move your merchandise. Dealer calls are supplemented with BUY WAY, our radio merchandising newspaper with a circulation of more than 50,000 twice monthly, and with constant direct mail contact that totals 360,000 mailing pieces annually.

This merchandising program costs advertisers nothing, helps to make your WLW dollar the most effective advertising dollar you can spend.

LISTENER DOMINANCE. In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. The services of SPECIALTY SALES can be bought on an extremely flexible basis at a very nominal cost.

● **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

Colo-radio News That Makes Sense To Time Buyers!

No NEWS ANALYST, no commentator is needed to interpret what this kind of news from KLZ really means:

AUDIENCE—KLZ's is getting bigger and bigger, so says Mr. Hooper and Company. KLZ is away out in FIRST place in the morning and never less than second in the afternoon and evening. KLZ's morning index in the January '43 report was up 6.0% over a year ago, 4.8% up in the afternoon, and 3.2% up in the evening. That's showing audience increases morning, afternoon, and evening!



LOCAL BUSINESS— Colorado's biggest food chain, Safeway, just signed for three-a-week on KLZ. The second big grocery outlet, Miller Super Markets, is already using four quarter-hours a week. Merchants Biscuit has just signed for a KLZ series while National Biscuit is nearing its third straight year on this station. That makes sense to any food advertiser!

The May Company (department store) has three KLZ programs a week . . . Daniels and Fisher (deluxe department store) uses KLZ four times a day . . . Dave Cook is in his third uninterrupted year on KLZ promoting Denver's largest sporting goods store . . . the largest jewelry stores in the state are all regular KLZ advertisers. The biggest local sale in years was when Fahey-Brockman (men's clothing) bought an evening quarter-hour on KLZ across the board. These are just a few of the many, many local advertisers . . . the men who know local radio best . . . who together buy more programs and/or announcements on KLZ than on any other Denver station.



NETWORK BUSINESS—On the upgrade, too! New audience-appealers beginning in March were Crummit and Sanderson for Wesson Oil, Milton Berle for Campbell Soup, Ransom Sherman for Roma, John B. Kennedy for Pabst, "I Love a Mystery" for P & G, and "The Man Behind the Gun" for Elgin Watch. All of which, incidentally, provide more and better announcement availabilities!

LOCAL PRODUCTIONS—KLZ is turning them out . . . and good, too! Two musicals a week are being originated for CBS. Two big half-hour locally sponsored evening shows are now under way in great shape, in addition to which seven evening shows and 35 daytime productions roll off the KLZ line weekly.

KLZ

Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

MARCH 29, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



Home . . . Church . . . School

In these war times people turn their thoughts to home and fireside; to God and church; to schools and plans for an informed citizenry. These are the needs of everyday family living.

WLS meets these needs. "The Home Front" broadcasts every Saturday night tell what ordinary folks are doing for the war. To meet the spiritual hunger which war has brought to many families, WLS broadcasts daily "Morning Devotions" and Sunday "Little Brown Church" programs, both conducted by our own staff pastor. Looking ahead to victory and peace, we must prepare an informed citizenry. Radio must share this obligation. So WLS continues its daily classroom feature, "School Time."

Thus WLS, long identified as "One of the Family in Midwest America," continues to fill these needs. And in so serving Midwest families for 19 years, WLS has gained their confidence . . . a confidence that extends also to advertised products associated with our name.

WLS

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, *President*

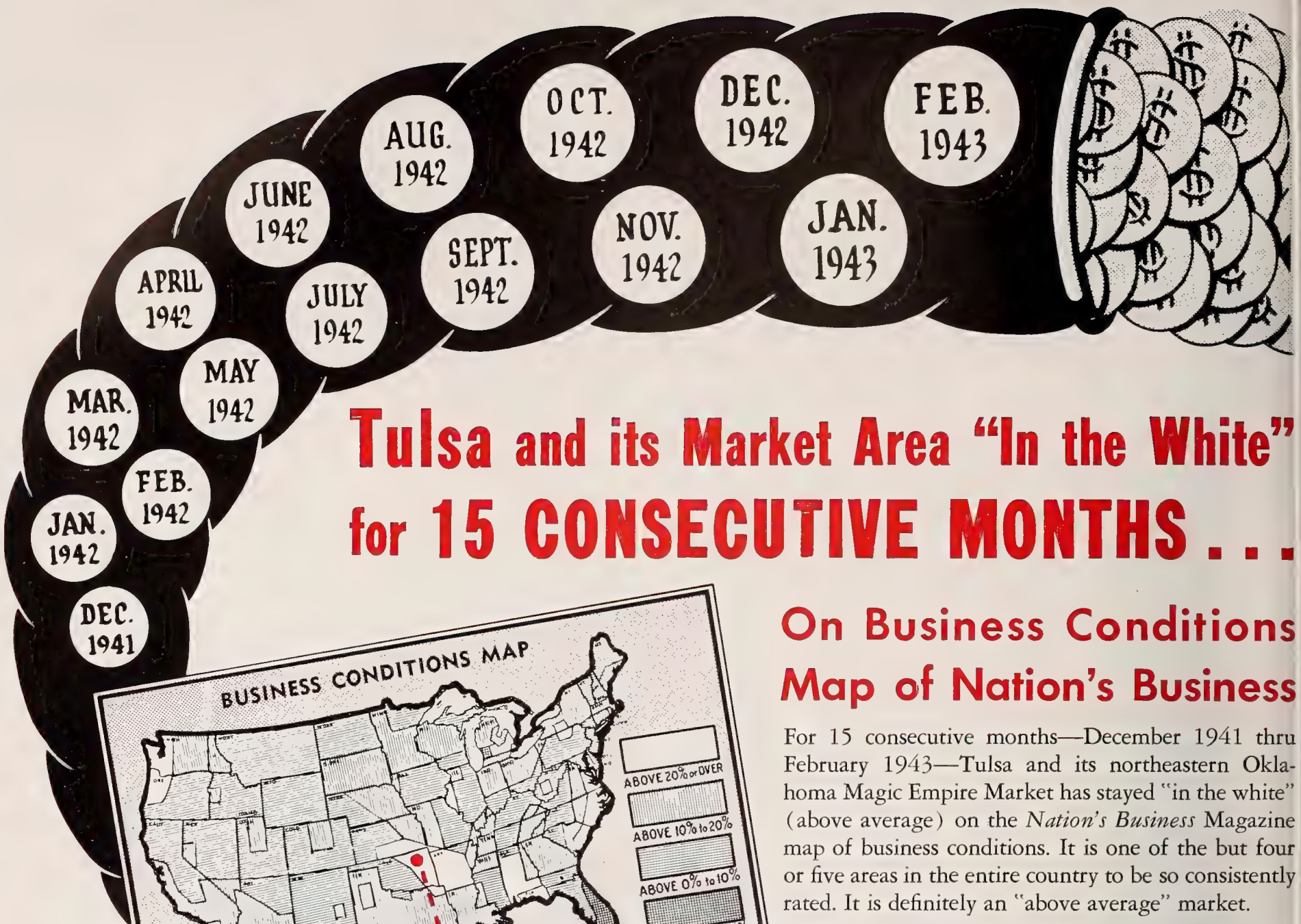
GLENN SNYDER, *Manager*

CHICAGO

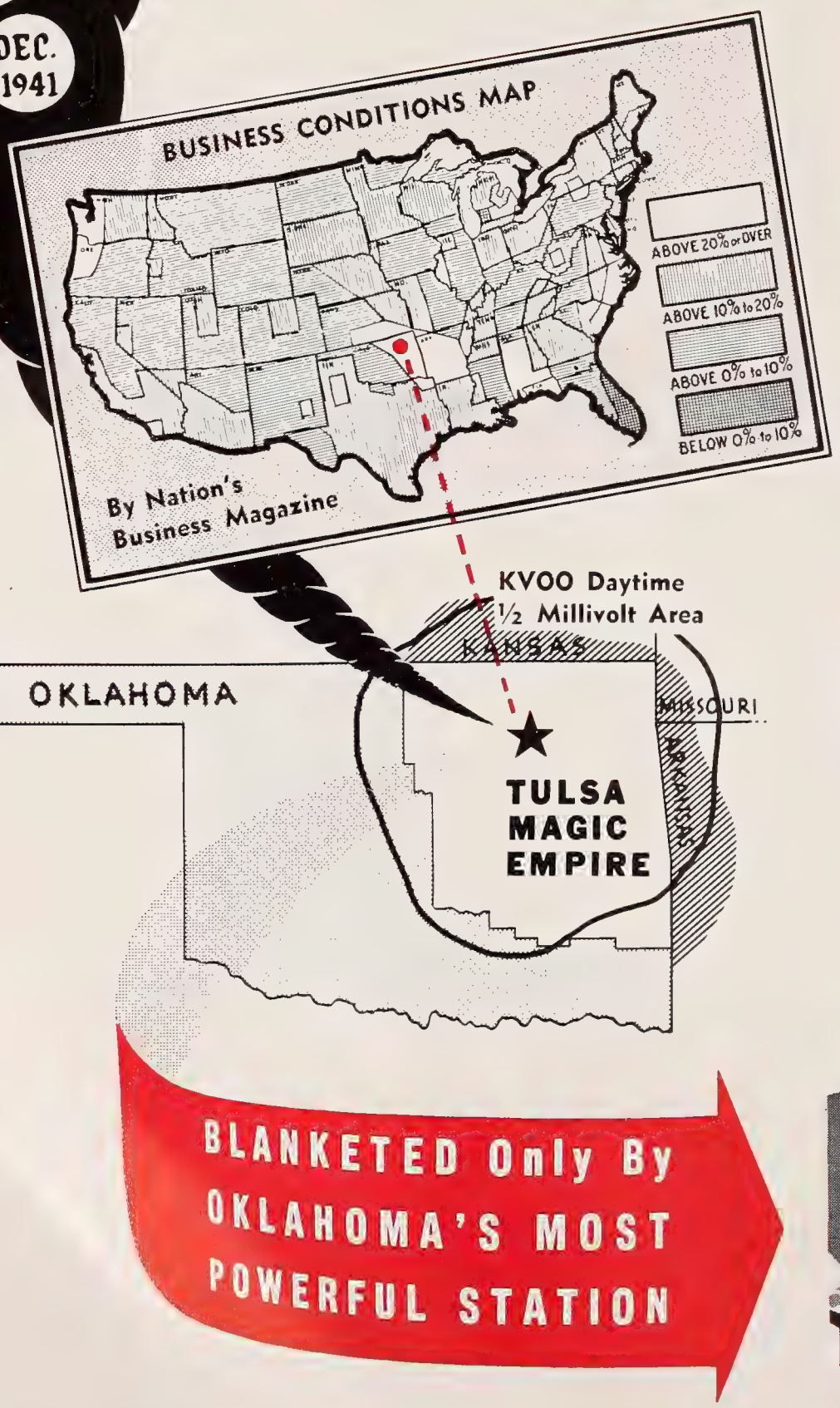
890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL



Tulsa and its Market Area "In the White" for 15 CONSECUTIVE MONTHS . . .



On Business Conditions Map of Nation's Business

For 15 consecutive months—December 1941 thru February 1943—Tulsa and its northeastern Oklahoma Magic Empire Market has stayed "in the white" (above average) on the *Nation's Business* Magazine map of business conditions. It is one of the but four or five areas in the entire country to be so consistently rated. It is definitely an "above average" market.

OKLAHOMA'S NO. 1 PERMANENT GROWING MARKET

A 1943 War-Time Must

This No. 1 permanent market is a war-time must because it is an established high level income market plus $200,436,000 extra annual payroll created by war projects. Concentrated in but 1/3 of the state's area it is truly Oklahoma's Richest Market. It has:

47.4% of Oklahoma's Retail Sales
(Source: Oklahoma Tax Commission)

51% of the bank deposits in Oklahoma
(Source: Survey by First National Bank of Tulsa)

52.2% of Postal Savings in Oklahoma
(Source: U. S. Post Office)

46.5% of Effective Buying Power in the State
(Source: Sales Management Survey of Buying Power, 1942)

KVOO, Tulsa, Oklahoma

50,000 Watts Day—25,000 Watts Night 1170 Kilocycles

Edward Petry & Co., National Representatives

BLANKETED Only By OKLAHOMA'S MOST POWERFUL STATION



Command Performance, USA!



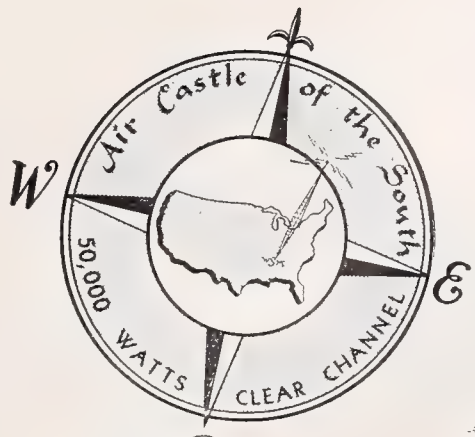


Nationally famous for 17 years—the only continuous four hour show in America—the only complete program made into a motion picture—preferred by five out of six listeners to any other Saturday night show—and now a command performance U. S. A.!

What is it? Why it's the original Grand Ole Opry, of course. Not just from the South, not just from the States, not just from North America, but from all over the world, from American fighting men and from America's Allies came the request—"Give us the Grand Ole Opry!"

The WSM talent staff, producers of the Grand Ole Opry and four other network shows, winners of 3 showmanship awards, can produce any type show for any product or audience.

Whether you want to sell to a market whose manufactured products have increased in value 338 per cent faster than the entire nation in the past half century or to keep your brand name alive in a market that has enjoyed 42.8 per cent of the nation's population increase in the past 10 years, choose the South, WSM and WSM talent—for a "command performance" in results.



HARRY L. STONE, Gen'l Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

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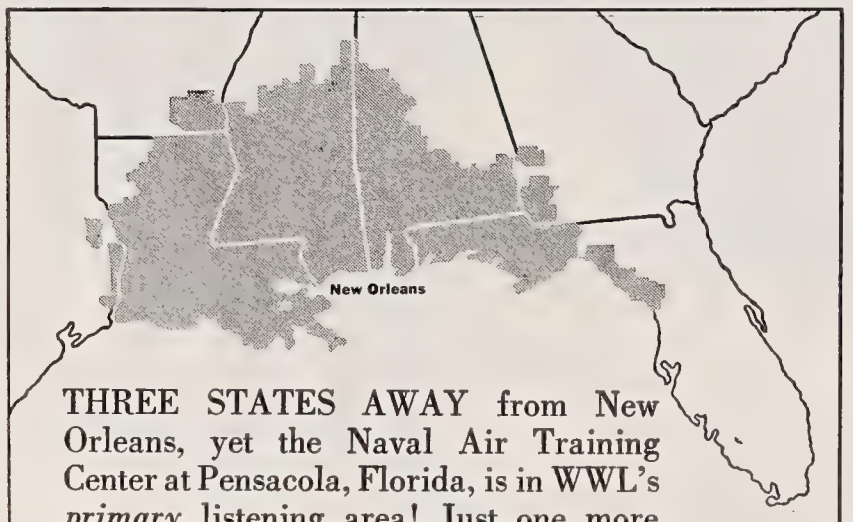
(Official U. S. Navy Photograph)

"Annapolis of the Air"

AT PENSACOLA, FLORIDA

IS IN WWL-LAND

and so are 10,000,000 customers from five different states



THREE STATES AWAY from New Orleans, yet the Naval Air Training Center at Pensacola, Florida, is in WWL's *primary* listening area! Just one more example of how WWL blankets the Deep South.

NO OTHER STATION for hundreds of miles can compete with WWL's 50,000 watt, clear channel signal. For complete coverage of the prosperous Deep South, you need—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • No. 13 MARCH 29, 194

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February



A better buy is KFAB. Fits perfectly over the farm and small town markets throughout Nebraska and her neighboring states. Won't pop a runner in anybody's advertising campaign. For sheer profits, get KFAB to give you a "leg up" in this midwest area. We're rationing some of our time—but there are still good availabilities left, for you.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

A MEMORANDUM TO YOUR SALES DEPARTMENT

The programs of the ASCAP Radio Program Service are built for sale... and they sell. Written by an experienced staff familiar with the script and sales problems of the small and medium sized radio station, these shows are turning *music costs* into *music profits* in every part of the country.

If you are an ASCAP-licensed station, this service is provided to you without cost. Almost seven hundred stations are already making profitable use of it.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City

EAst 4390

BRidge 3424

WTMV

"the home folks station"

Broadview Hotel
East St. Louis, Illinois

January 11, 1943

ASCAP
30 Rockefeller Plaza
New York, N. Y.

Gentlemen:

We are pleased to report that your new series, "Marching to Music" was purchased by the first sponsor to whom it was submitted.

The Seidel Apparel Company of East St. Louis liked the program so well that they have signed a contract for one year. So we have placed you directly on the spot to continue this series for an additional thirty-nine weeks.

Also you may be interested to know that the sponsor -- a ladies fashion shop -- liked the program so well that they are using it in a fifteen minute period each day rather than in the ten minute period for which it was designed.

Congratulations on the excellent script!

Sincerely yours,

Carlin S. French
President

CSF:R

NEWS EVERY HOUR ON THE HOUR

Say it



With Forget-Me-Nots

AND FORGET-ME-NOTS ARE BLUE!

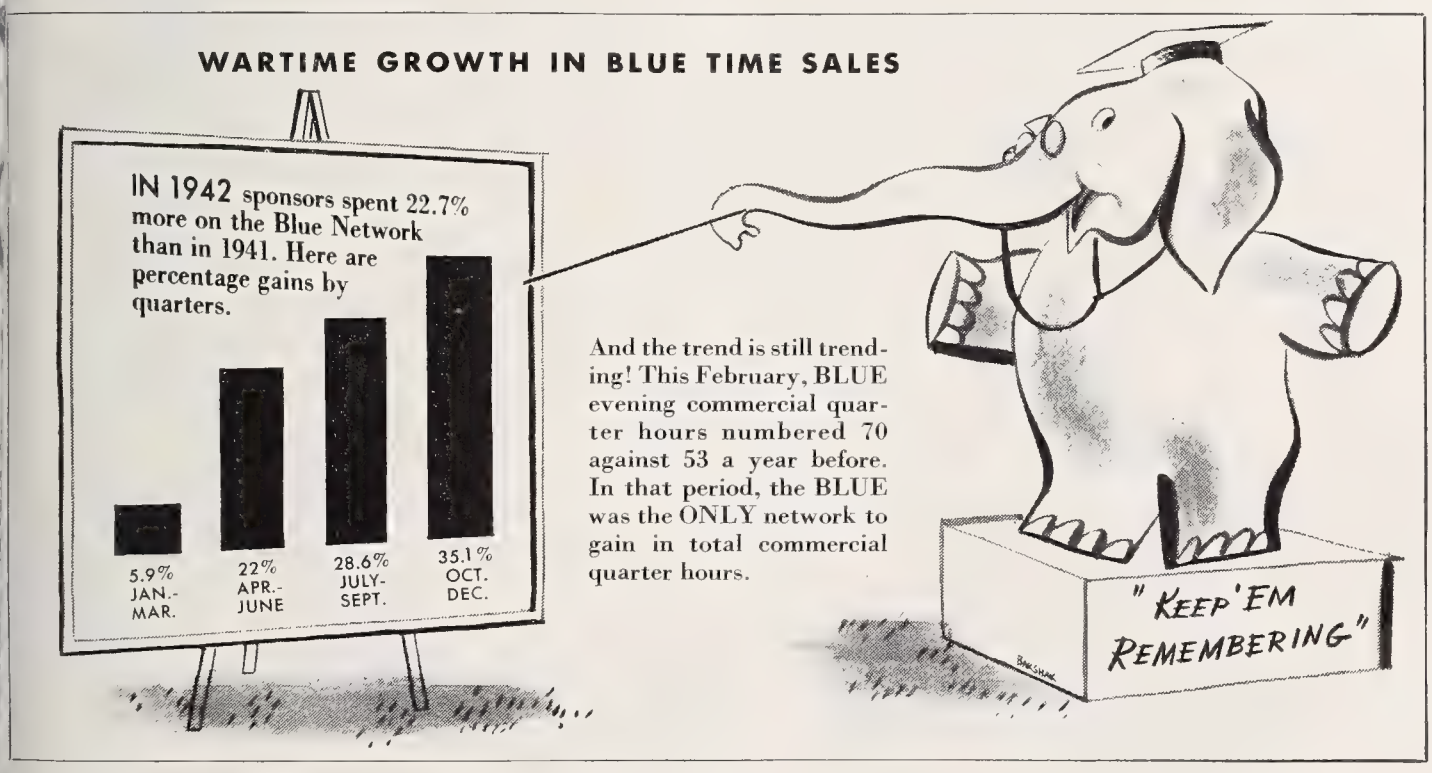
With Amnesia . . . our composite consumer . . . out-of-sight always did mean out-of-mind.

And that's liable to mean *out-of-pocket* for you in post-war days if your product is partly or wholly removed from Amnesia's shopping bag for the duration.

The answer? "Say it with forget-me-nots!" Say it with wartime advertising and especially wartime radio. For out-of-sight need never mean out-of-mind . . . *if you stay within hearing* of Amnesia and her 130,000,000 forgetful fellow consumers.

And by the way, it's no coincidence that forget-me-nots are BLUE.

Because the fast-growing Blue Network . . . with its aggressive audience building policies . . . and its efficient coast-to-coast coverage . . . can carry your wartime message into *more homes per dollar than any other national medium.*



The Blue Network

A RADIO CORPORATION OF AMERICA SERVICE



Listen, Margarita—I've Invented Speech!

The first man who ever succeeded in getting an idea over with speech was certainly no golden-tongued orator. Still, he was surely a long way ahead of his low-browed friends whose means of communication were limited to fists and clubs!

And so it is with Sonovox. After nearly two years of constant work with Sonovox, we know that we've only just begun to realize its possibilities in *conveying thought* through Talking and Singing Sound. But in the meantime, Sonovox users are still a long way ahead of those advertisers whose commercials are limited to ordinary dimensions. . . . *For instance, what other commercials do you remember quite so well as the Lifebuoy foghorn, the Woodbury singing violins, and the Bromo-Seltzer talking train?*

Sonovox is a new and basic art—a new means of expressing thought. Ten years from now you will be using Sonovox, in the proper place, as a matter of course. But in the meantime, the pioneers at the right are cashing the extra dividends that always accrue to the foresighted. *Why don't you join them?*

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*



SONOVOX PIONEERS

Allied Mills, Inc. (Wayne Feeds)
Louis E. Wade, Inc

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann Erickson, Inc.

Bismarck Hotel
Smith, Benson & McClure, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Chick Bed Company (Chick Bed Litter)
The W. D Lyon Co.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Chr. Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Mitchel Faust Advertising Company

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra (in all broadcasts)

Shell Oil Company, Inc.
J. Walter Thompson Co.

U. S. Treasury Dept.

Universal Pictures Company, Inc. (Cross Your Fingers)

Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)

Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

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BROADCASTING
and
Broadcast Advertising

OL. 24, No. 13 WASHINGTON, D. C., MARCH 29, 1943 $5.00 A YEAR—15c A COPY

Radio Donates $86,900,000 to the U. S.

71,570,000 in Time, $15,330,000 in Talent

ADIO has donated $86,900,-00 worth of time and talent or OWI war messages, the)WI Radio Bureau said Fri-ay in an official summary of roadcaster-Government co-peration in bringing war in-ormation to the public. Of his total, $71,570,000 was tation time, with $15,330,-)00 for talent.

The statement is an expla-ıation of the round $90,000,-)00 figure for radio, used by)WI Chief Elmer Davis Wednesday in explaining to he public how his organiza-ation had mobilized hundreds of nillions of dollars worth of private apital to spread war information hrough established media (story)n this page).

Time and Talent

Gifts were broken down to show ime and talent contributed under ix types of Radio Bureau activ-ties: Network Allocation Plan; Special Assignment Plan; Feature Series Plan; Station Announce-ment Plan; Government transcrip-ions on local stations; Local War Programs initiated by stations.

The report shows that OWI is using one out of every four net-work night programs; that local programs originated by individual stations form the second largest part of radio's gift for the war; that U. S. stations will carry more than 400,000 quarter-hours of Gov-ernment transcriptions in a year.

OWI's figures for time and talent show a total gift of $28,400,000 under the Network Allocation Plan; $13,000,000 from the Special As-signment Plan; $8,160,000, Feature Series Plan; $12,350,000 Station Announcement Plan; $7,740,000, transcriptions on local stations; and $17,250,000, local programs initiated by stations.

Although the figures were only estimates, careful allowances were made for such items as volume rate in making transcriptions, and for network programs used by OWI which would ordinarily be on a sustaining basis. They represent the first public effort on OWI's part to show how it arives at such figures as the $64,000,000 radio contribution mentioned by Mr. Davis when he appeared before the Petrillo investigation early last fall.

The estimates are based on radio operations for a year's period under OWI's allocation activities. They include all Treasury and other operations, since OWI must clear programs of all Government agencies.

The Network Allocation Plan involves a time gift of $19,820,000, OWI says. Talent would cost another $8,580,000, resulting in a total of $28,400,000 under that single activity.

OWI-scheduled war messages utilize slightly less than one-fourth of all night-time network broadcasts, the Radio Bureau explains, and about one-tenth of daytime shows. In estimating that this time is worth $19,820,000, the Radio Bureau cautions, allowance was made for sustaining programs. Talent costs were computed on an estimate of 33% for nighttime shows and 25% for daytime programs.

Station Originations

Second biggest radio contribution to OWI comes from local war programs initiated by individual stations. Using a 30-station sample, and estimating that 40% of these programs are night, and 60% day, OWI arived at an annual estimate for 875 commercial stations of $15,-000,000 for time and $2,250,000 for talent.

The Special Assignment Plan results in an additional gift of $13,-000,000, computed on the same basis used to total the Network Allocation Plan contribution. These programs, which expressly indicated a desire to handle special war messages, involved facilities valued at $9,500,000, and talent at $3,500,000.

A yardstick survey of 30 stations was used to arrive at a figure on radio's dollar contribution under the station announcement plan. This study indicated a weekly net valuation of almost $250,000, or $12,350,000 annually. No talent charge is involved in this item.

OWI figured that all U. S. stations would carry more than 400,-000 quarter-hours of Government transcriptions in a year. Applying an average rate that was weighted to allow for day and night fees, a figure of $10,000,000 was accepted. This however, was reduced by the Government crediting a 25% discount for volume, thus leaving a net value of $7,740,000. Of course, no talent charge is allowed for these transcriptions.

The total for the Feature Series Plan contributions was based on an estimate of sustaining program facilities, which indicated an annual value of $7,160,000. Talent on this, $1,000,000, was based on a 15% talent appropriation.

INDUSTRY'S WARTIME CONTRIBUTION

	Time	*Talent*	*Total*
Network Allocation Plan	$19,820,000	$ 8,580,000	$28,400,000
Special Assignment Plan	9,500,000	3,500,000	13,000,000
Feature Series Plan	7,160,000	1,000,000	8,160,000
Station Announcement Plan	12,350,000		12,350,000
Government Transcriptions on Local Stations	7,740,000		7,740,000
Local War Progams Initiated by stations	15,000,000	2,250,000	17,250,000
TOTAL	$71,570,000	$15,330,000	$86,900,000

Davis Praises Cooperation of Media

Lashes Back at Critics By Reviewing Work Of the OWI

BLUNTLY hitting back at the third attack within ten days on activities of his organization, OWI Chief Elmer Davis said radio, press, advertisers, motion pictures and magazines have matched OWI's $9,000,000 domestic budget with expenditures totaling hundreds of millions of dollars to carry war information to the people.

The Davis statement was intended to prove that OWI already is doing what Rep. Ditter (R-Pa.) had criticized it for not doing. Mr. Ditter had suggested that OWI be pared to a directing committee to decide propaganda policy, with actual execution left to the established means of information.

(A new flare-up involving OWI occurred in the House Wednesday when Rep. Harness (R-Ind.), a member of the Military Affairs Subcommittee studying draft deferments of Government workers, attacked OWI for sending "outdated" information on its deferments to Rep. Taber (R-N.Y.). OWI explained Rep. Taber was aware that the figures were not new, but had accepted them to save the expense of a new survey.) [See Deferment Hearings on p. 30.]

Media Cooperation

"If OWI were to attempt to do the entire job of war information by itself, it would require a budget of many hundreds of millions," Mr. Davis said. "OWI believes, and will continue to believe that the job of informing the people can best be done through established media, and that the main task of a Government office of information is to secure the cooperation of these media and to give them the material and information they require."

Radio has made available $90,-000,000 worth of air time and talent, the Davis statement said, at little cost to the Government. A system has been established for orderly use of this time and talent (see separate story).

Caustically remarking that Congressmen who criticize OWI in print are seldom the ones that bother to investigate what actually goes on, Mr. Davis supplemented his prepared statement at his Wednesday news conference with a comment that there was no record of Mr. Ditter attemping to find out

(*Continued on Page 53*)

Petrillo Takes His Time on Meeting With Recorders

Postpones Conference Until April 15; Suit Delay Asked

EVIDENTLY determined to bring the transcription and recording industry to its knees and force acceptance of a "fixed fee" royalty proposal as the basis for settlement of the recording strike, James C. Petrillo, president of the American Federation of Musicians, last week set April 15 as the new date for further discussion.

The AFM czar previously had turned down a proposal for a meeting in New York March 24. This followed the flat rejection by the AFM International Board of proposals for immediate lifting of the ban, in effect since Aug. 1.

Industry representatives, chagrined over Petrillo's tactics, were to meet in New York Saturday (March 27) to discuss the forthcoming conference and perhaps decide whether to forego it entirely in the light of the AFM attitude.

'Labor Dispute' Ruling

Meanwhile, another 30-day postponement—from March 29 until April 28— in the filing of the AFM answer to the second anti-trust suit against the union, based on the recording issue, was sought last Friday in Chicago by Joseph A. Padway, AFM general counsel. Favorable action was regarded as automatic, since the Anti-Trust Division has interposed no objection.

The Government contends in its complaint that the ban is impeding the war effort and that many small broadcast stations will fall by the wayside if it continues. The original suit last fall was dropped by Federal District Judge John P. Barnes in Chicago as a "labor dispute"—a view upheld by the Supreme Court in a per curiam ruling.

Counter Proposal

On March 19, the transcription and recording industry spokesmen asked Mr. Petrillo to reopen negotiations in New York the following Wednesday. The AFM leader countered with the proposal that the meeting be held in Boston April 12. At a loss to understand why Boston was suggested when AFM headquarters are in New York where the record companies also are located, the industry spokesmen objected to the unnecessary travel.

"Well, my boys have had to travel around a lot to meet you," the AFM head was reported as having replied, "so there's no reason you shouldn't move." Petrillo subsequently suggested the meeting in New York on April 15. When asked the reason for the delay he was said to have replied:

"Well, you fixed the place so I'll fix the time."

Misgivings were expressed by several recording industry representatives as to whether further discussions, under existing circumstances, would be of any value. While April 15 is the date now set, there was some thought that a preliminary meeting with Petrillo might be sought to ascertain whether further direct overtures should not be made to the Government—probably the War Labor Board, in view of the fact that the impasse already has been held legally to be a labor dispute.

The week's conversations with the AFM head were carried on by former Judge Lawrence A. Morris, general counsel of RCA Victor, as spokesman for the industry committee. It was indicated that the AFM International Board might be convened for the new discussions, if they are held.

The recording industry has expressed its unalterable opposition to the proposal that a tax be levied on each recording, with the money to be paid into an AFM relief fund. Suggestions for an alternative solution have been advanced in the hope of bringing about an early resumption of manufacture of musical records and transcriptions.

Martin Codel to Overseas Post

MARTIN CODEL, publisher of BROADCASTING, is on indefinite leave of absence and has accepted an overseas assignment with the American Red Cross. His arrival in North Africa was reported last week. He will be Red Cross director of public information for that military theatre, serving under Red Cross Commissioner William Stevenson.

Sol Taishoff, editor, has assumed the executive direction of BROADCASTING.

April 1 Deadline Set by WMC For 48-Hour Week Compliance

Broadcasters Must File Proposed Schedules or Apply to Local Officers for Exemption

BROADCASTERS and other employers in 37 critical labor shortage areas listed by the War Manpower Commission must file proposed operating schedules or applications for exemption from the 48-hour week with their regional manpower director by April 1, or be considered as not conforming to the wartime work-week regulations.

Indication that WMC would stand firm on its longer work-week order was offered Thursday when regional directors were notified that employers who had not filed schedules for operations on 48 hours would be expected to propose other adjustments, or seek exemption from the Presidential Order by April 1. Failure to conform to the longer week may cost the station the right to hire help or to claim deferments from Selective Service.

Industry leaders are finding that radio's adjustment to the longer week can be eased if all stations in a critical area will arrange a joint conference with their manpower director. The result of such conferences, it has been found, is a clearer understanding of the changes the director will expect, and of the steps involved.

In some cases, the broadcasters have learned that although they may not be able to operate on a 48-hour week, adjustments are still necessary. The original order for the wartime work-week states that it shall be 48 hours, or if this is impractical, the greatest number of hours less than 48 which is feasible.

Burden of proof that the 48-hour week is impractical in a particular radio station will rest on the individual management, NAB advised its members last week on the basis of discussions with the War Manpower Commission. It is now clear, NAB said, that WMC will not grant a blanket exemption to the radio industry or any other industry.

The NAB discussion with WMC occurred after Joseph L. Miller, director of Labor Relations, had prepared a report on the possibilities of adjusting radio to the longer week to save labor and alleviate new hiring. The report, covering 14 stations in Washington, Baltimore and Springfield, Mass., showed that the peculiar nature of station operations, with peaks, and unpredictable crises, made a general 48-hour week impractical.

Problems Involved

Despite this testimony, however, NAB said the WMC feels that in many cases technicians and general office help can shift to the long week. WMC recognized that talent and executives presented a more difficult problem.

An NAB letter advised station managers in critical labor shortage areas that they would have to justify a work-week of less than 48 hours to obtain WMC approval for hiring after April 1. Some suggested points which NAB said managers might consider in appealing to regional directors are:

Comparatively small size of units of personnel; few opportunities to interchange duties; variable nature of radio's work week; "peak loads"; skeleton force enhances danger of breakdowns; union "made work" contract restrictions on full use of manpower; obligation to employ a staff orchestra

Don Searle Named As KGO Manager

Takes Over Direction April 5; Don Gilman Announces

DON SEARLE, general manager of KOIL-KFAB, Omaha-Lincoln, has been named general manager of KGO, BLUE San Francisco affiliate, effective April 5, by Don Gilman, vice-president in charge of the BLUE Pacific division.



Mr. Searle

In addition to managing the Omaha and Lincoln stations, Mr. Searle is manager of KFOR, Lincoln, and co-owner with Herb Hollister of KANS Wichita, and KMMJ, Grand Island, Neb. A veteran of the radio industry, Mr. Searle was an executive in the petroleum field when he entered radio in 1924, organizing operating KOIL. From 193 through 1937 he was general manager of WIBW, Topeka.

In announcing the appointment Mr. Gilman termed it "another example of the pioneering characteristic of San Francisco," adding that "both the city and KGO are growing and will continue to grow. In selecting Mr. Searle as general manager for the BLUE's outlet there we believe we have chosen the man best qualified to foster the station's growth."

Born in Council Bluffs, Ia., Oct. 5, 1899, Don Searle attended the U. of Iowa and served in the Army Air Corps in World War I. He began his business career with the Mona Motor-Oil Co., then owned by the Searle family, and entered radio when the company decided to build a station, KOIL, to promote its petroleum products and named him as manager.

Lorillard Baseball

FIRST baseball broadcast of the spring season to be sponsored by P. Lorillard Co., New York, for Old Golds, will be heard on WHN New York, April 2 when Red Barber describes the pre-season exhibition games of the Dodgers. Lorillard will sponsor 154 home and away games played by the Dodgers. Agency is J. Walter Thompson Co. New York.

Heinz Test

AS TEST promotion for its line of baby foods, H. J. Heinz Co., Pittsburgh, on April 5 will sponsor *The Baby Institute*, a five-weekly sustainer on the BLUE since last December. Jessie Stanton, consulting director of the Harriet Johnson Nursing School, is m.c. of the program, which for Heinz will be of an institutional nature, with the idea of keeping its famous name before the public while baby foods are rationed. Agency is Maxon Inc. New York.

McNutt Asked to Clarify Stand on Labor

lly Sees Conflict In Boards And BWC-FCC

ANPOWER Chief Paul V. Mc-tt has been asked to explain the ition of his organization on the intainance of broadcasting sta-ns. The request was forwarded FCC Chairman James L. Fly, o pointed out that recent Selec-e Service statements indicate t local draft boards have been horized to decide for themselves ich stations in a community are essary for the war effort.

Mr. Fly feels that such actions the part of draft boards may flict with the authority of the C and the BWC, which have n granted sole power to decide ich communication services are ential. He admits that local ft boards are autonomous, and general have done a satisfac-y job, but feels the War Man-ver Commission should imple-nt measures protecting essential n so that all stations will con-ue to operate.

Conflict in Views

The letter from Mr. Fly resulted m an appeal by a metropolitan w York station informed by Se-tive Service that although radio nmunications is essential, no rticular station need necessarily essential to the war effort. Mr. y said that even should the War npower Commission chief ex-in that this does not mean draft ards are free to choose an es-ntial station among competing al outlets he feels new steps are eded to protect broadcasting op-ations.

What relief, if any, is possible, . Fly could not say. In the light Washington developments it ap-ared last week that if radio were get special protection, it would getting favors that other es-ntial industries were being de-ed.

Maj. Gen. Lewis B. Hershey, di-ctor of Selective Service, bluntly ote Rep. Talbot (R.-Pa.), that e time is rapidly approaching en the armed forces will not be le to continue sharing available ung men with essential war in-stries." He said a campaign has g been going on to educate man-acturers to employ females, and n outside Selective Service, "for e purpose of replacing person-l that must eventually go to the med forces."

NAB President Neville Miller id Thursday he was not surprised the trend toward fewer draft ferments. He stated it was his inion that Selective Service offi-ls have been "sympathetic, un-rstanding and considerate" of the oblems of broadcasting.

Mr. Miller said his organization understood that the occupational bulletins were only advisory, and could not be mandatory under the Act. With 6,500 local boards, he added, it is to be expected that the quality of their judgment could not be uniform.

"Meanwhile," Mr. Miller said, "as NAB has repeatedly advised the industry, the training wherever possible of personnel not subject to induction is the safest course for stations to follow in meeting the manpower problem."

Mr. Miller did not comment on the possibility that draft boards might eventually decide deferments by giving a particular station special consideration. In that sense, his statement was in no way connected with the apparent conflict between Mr. Fly and Selective Service.

New Job Index

Meanwhile last week, the War Manpower Commission announced that a new index of jobs already covered in the previous lists of essential occupations had been distributed for use of the U. S. Employment Service and the Selective Service Boards.

Approximately 3,000 items are indexed and divided into manufacturing and non-manufacturing items. The new list is supposed to assure easier interchange of information between Draft Boards and USES. It is designed to guide draft boards in granting deferment, and in addition, to tell USES which establishments are entitled to priority in placing new workers, and which workers may be transferred without disrupting production.

Included in the list, among others, are producers of combat material, all communications services and production of communications, transportation, maintainance of facilities for civilian health, safety, morale and security, and maintainance of all governmental functions concerned with promoting or facilitating war production.

Criteria used in drawing up the list, which is merely a restatement of all that has been said before, are: Extent to which the item is directly used for combat purposes; scarcity of supply; relation of the product, service or facility to operation of an essential activity; extent to which it maintains minimum civilian wartime conditions.

IBEW Directs Locals to Admit Women To Meet Growing Technician Shortage

LOCALS of the International Brotherhood of Electrical Workers (AFL) were notified last Friday by International President Edward J. Brown that they must meet the shortage of broadcast technicians either by training draft-exempt men or providing for the employment of women in IBEW shops.

"In view of the present rate at which broadcast technicians are being inducted into military service," Mr. Brown wrote the Broadcast Technician locals, "each local union should promptly take the necessary action to insure the local union being able to service the agreements in its jurisdiction.

To Get Same Pay

"This is a manpower problem which must be met either by the local unions recruiting and training a sufficient number of men who are considered permanently deferred from the draft . . . to meet employment demands in its jurisdiction, or to work out the necessary arrangements with the employers . . . to permit the employment of women in certain phases of technical work for the duration. . . ."

These "necessary arrangements" were detailed in a "Memorandum of Understanding" which IBEW instructed its locals to sign with employers before women are admitted to a studio. The memorandum provided that the women could be employed at studio control work, so long as they did not exceed the number of male technicians doing that work. Women were specifically excluded from studio maintenance, master control room, field and transmitter operations. They are to receive the prevailing wage after a 60-day trial period, and are to become union members.

An additional provision binds the employer to replace them with men within six months after the cessation of hostilities. Union officials pointed out, however, that this would have no practical effect, since the Selective Service Act requires rehiring of war veterans.

Women who accept radio jobs under the IBEW memorandums will have full union membership, Lawson Wimberly, IBEW International Representative, told BROADCASTING, marking the first time the union has admitted women on equal basis with men. The International Constitution of IBEW will be amended to let them participate in the union retirement fund and other benefits, he said, and they will retain their memberships after the war merely by paying their dues.

President Brown told the locals that in view of recent manpower developments and the possibility that military service requirements will increase, IBEW headquarters was of the opinion that some formal policy with respect to employment of women should be stated. He referred to numerous inquiries from locals, and noted that some had already accepted applications from women.

He then mentioned the Memorandum of Understanding which he said should be completed to outline conditions of employment. These memorandums are to be approved by the International office in Washington.

Trial Basis

When a local decides on a plan of training men, he said, it is understood then that such men are to be admitted to membership. Women, on the other hand, are employed on a 60-day trial basis, and must apply to the union during that period. The union binds itself to act on these applications before the trial period is concluded.

The Memorandum of Understanding provides that the employer shall hire any qualified male provided by the union before hiring any female. If the union is unable to supply acceptable males or females, the employer is then free to employ other females.



CELEBRATING NINE successful years on the networks and particularly the current rating of No. 1 daytime serial, the selling and dramatic forces back of *The Romance of Helen Trent* met recently in Chicago (l to r): W. E. Malone Jr., advertising manager of BiSoDol Co., sponsor of the show; Robert T. Meyers, sales manager; Gill Whitney, male lead; Miss Trent; R. W. Blades, company vice-president; E. A. Byrne, Blackett-Sample-Hummert, Chicago, agency handling the account.

Decision on Kay Kyser Hints At More Top Talent Inductions

Davis Has Not Asked Deferment in Three Months Of Members of His Committee of 25

WHITE HOUSE action in sustaining Kay Kyser's 1-A draft classification, announced last week in Raleigh, N. C., is expected to establish precedent in future applications of entertainers for deferment from military service.

Effect of induction of top entertainers was problematical and while official comments were not forthcoming, except from Elmer Davis, director of the Office of War Information, there was considerable industry talk about the future of the OWI Committee of 25, headed by Mr. Kyser.

Several months ago the OWI sought deferment for eight members of the committee, all OWI consultants—Mr. Kyser, Freeman Gosden (Amos 'n' Andy), Edgar Bergen, Nelson Eddy, Bob Hope, Harold Joseph Peary *(The Great Gildersleeve)*, Lanny Ross and Red Skelton. Three months ago, however, the OWI ceased asking deferments for consultants, although if local draft boards requested information as to the usefulness on the home front of registrants such information had been supplied.

Appeal to President

Mr. Kyser's local draft board at Rocky Mount, N. C., had been apprised of his work for the OWI and other Government agencies. When he was classified 1-A an appeal was filed with North Carolina State Selective Service Headquarters. That body sustained the 1-A classification and an appeal was taken to the President.

Mr. Kyser denied on the West Coast that he had filed an appeal and official sources declined to disclose the name of those who had asked his deferment. Meantime the orchestra leader and m.c. of the NBC *College of Musical Knowledge* announced that he is "ready to do what my Government wants me to do".

John Coley, chairman of the Rocky Mount board which refused to defer the chairman of the OWI Committee, said last week he was uncertain as to when Mr. Kyser would be inducted. It appeared likely, however, that he would be called up late in April or early May.

Mr. Davis, before the President's appeals board decision was made public, openly favored Mr. Kyser's deferment. OWI had backed up the appeal on the grounds of his doing important work. Following announcement that the band leader must enter military service, despite his 37 years, Mr. Davis issued the following statement:

"The Office of War Information in the past requested the deferment of eight leading radio stars because they were also serving as consultants to the OWI, helping us to develop the mechanics of using radio programs to disseminate war information and helping us to enlist the services of other radio stars and programs. The demands of war and the need for fighting men have become so acute that for a period of three months now the OWI has not been requesting such deferments and will not do so in the future.

"There can be no question of the patriotism of the nation's entertainers. Many will not be called to military service because of physical disqualifications and for other reasons. I am sure that these who remain in civil life will continue to render the valuable service they have in the past in entertainment of troops, in selling war bonds and in helping us to explain many war programs to the public. In this war, as in the last, the record of America's actors and artists, both in the armed forces and in civilian life, will rank with the best."

Latest Hooper rating for the *College of Musical Knowledge*, was 19.4, with an estimated audience of 12,410,000. Those who favored deferment for the radio star pointed out that when he goes off the air to enter service that audience will be lost.

Since Mr. Kyser is over age for combat duty there was some question as to his niche in the military service. It was generally agreed that the Army probably would place him in charge of a band to entertain soldiers. Since Army regulations prohibit military personnel from participating in private enterprise, it appeared that his radio broadcast probably will be concluded when he is inducted.

Serving with him on the OWI Committee of 25 have been Abbott & Costello, Goodman Ace, Fred Allen, Amos 'n' Andy (Mr. Gosden and Charles Correll), Jack Benny, Mr. Bergen, Maj. Bowes, Bob Burns, Burns & Allen, Eddie Cantor, Bing Crosby, Mr. Eddy, Clifton Fadiman Jean Hersholt, Mr. Hope, Andre Kostelanetz, Fibber McGee & Molly (James and Marion Jordan), Frank Morgan, Mr. Peary, Edward G. Robinson, Kate Smith, Mr. Skelton, Fred Waring and Mr. Ross.



DOTTED LINE STUFF, with Garry Moore (left) and Howard Petrie (right) signing for the new Camel series that started March 25. Thomas D. Luckenbill, vice-president and radio director of William Esty Co., agency for R. J. Reynolds Tobacco Co., watches. Jimmy Durante and Xavier Cugat and orchestra appear on the new series of which Mr. Moore is m.c. and Mr. Petrie, announcer.

BATTERIES WANTED IN IOWA

Farmers and Dealers Complain of Shortage; Some Sets Out of Operation

By DOUGLAS B. GRANT
News Editor, WMT, Cedar Rapids, Ia.

MANY of the nation's 10 million rural radio listeners are on the verge of being cut off from radio service pecause they can't buy replacement batteries for their receivers. Probably never before has radio service meant so much to farmers as now, with the whole world depending on American farm production, and with the possible outcome of the war hinging on it.

Rationing Plans

Thus, the special radio services to farmers such as market reports, weather bulletins and latest Government regulations have become tremendously vital. Yet, ironically, these radio services already have been denied thousands of farmers whose batteries have gone dead.

At WMT we have been working with the War Production Board and the Dept. of Agriculture for several weeks. While no definite plans have been announced, WMT has been assured by L. L. Needler, in charge of farm supplies for the Dept. of Agriculture, that plans are under way for the rationing of these batteries. He also advised that the WPB believes it can allow an increase in production of farm radio batteries if the Department will undertake the responsibility of rationing them. This the Department has agreed to do and the mechanics of setting up battery rationing are being worked out.

This will be good news to every station with a rural audience, for battery radios are more widespread among farm listeners than is usually realized. In the WMT primary area which includes eastern Iowa and adjacent portions of Minnesota, Wisconsin and Illinois, rural electrification has made more progress than in most other parts of the country. Yet, in Iowa, on June 30,

(*Continued on page 48*)

Dry Cell Output May Be Altered To Meet Wants

WPB, Cognizant of Shortage, May Revamp Production

OFFICIAL recognition of th shortage of dry cell batteries wa given by the WPB Consumers Dur able Goods Division Friday, wit a promise that "some measure o relief can be anticipated throug readjustment and rescheduling o battery production".

Admitting that the need is acut particularly in areas where radi reception depends solely on batter sets, WPB asserted that in som regions reports indicate that a many as one-third of farm batter radios are inoperative. Moreove WPB said, replacement of battery operated sets in areas supplied wit electric power has not matched in creased use of battery types i non-electrified areas.

Rural Listening Increases

Despite this statement, howeve officials had nothing to say abou the possibilities of immediate pro duction of dry cells. A plan sug gested by the Office of Civilia Supply is understood to have bee held up until it can be certai that materials are available.

The statement from the Con sumers Durable Goods asserte that in the last two years, averag daily listening time in rural area jumped three to five hours, im posing an additional drain at th very time that production of batte ies was sharply reduced. Wa weather and farm news is credite for this increased use of radio.

Actual increase in production t alleviate the battery pinch depend on a temporary lag in other ba tery requirements, mostly militar which would permit a transfer o facilities and materials to civilia use. The battery industry has me and is meeting military and othe war requirements 100%, WPB e plained, and has maintained i manpower and production facilitie so that it is prepared to resum additional civilian battery produ tion whenever the raw materi situation makes this possible.

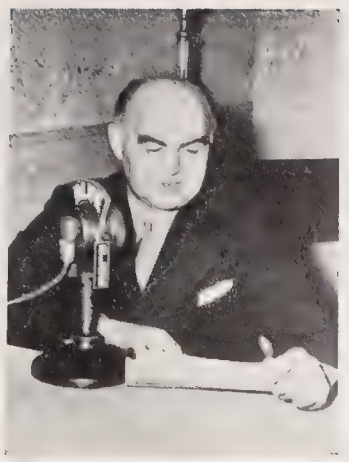
WPB explained that diversio of raw material to war-essenti uses has largely accounted for d creased production of radio batte ies. In the last several month production has been at a rate o less than 200,000 monthly.

Before the war, WPB said, pr duction was 4,500,000 a year, fo 2,200,000 sets. The current rate o production would result in onl 2,400,000 for a total of 3,200,00 sets now in rural homes.

For this reason, WPB warns tha whatever increase in production arranged, owners will have to co serve their batteries. They are a vising the rural radio listener t operate his set only to hear pa ticular programs, to avoid lon continuous radio operation, and t take conservation measures.



EARL GODWIN



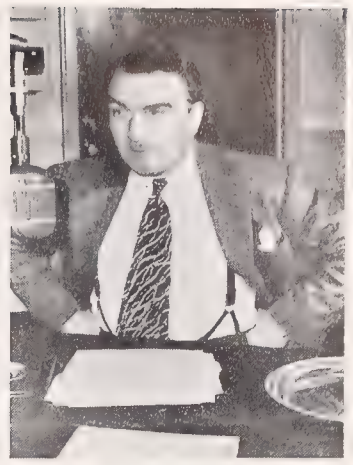
WILLIAM HILLMAN



FULTON LEWIS, JR.



UPTON CLOSE



BOAKE CARTER



RAYMOND GRAM SWING

13 reasons why WSIX dominates

THIRTEEN leading news commentators, plus eight 15-minute Associated Press news broadcasts daily, give WSIX first call on the news-hungry public throughout the populous and prosperous Nashville area.

Top news coverage is just another reason why WSIX has built a continuous listener audience greater than ever before in its history.

And consequently, more and more advertisers are picking WSIX to broadcast their message to the people of the Nashville area.

Write or wire for availabilities.

Spot Sales, Inc., *National Representatives*

Member Station the Blue Network and Mutual Broadcasting System

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WSIX "The Voice of Nashville" NASHVILLE, TENN.

980 KC



DOROTHY THOMPSON



ROY PORTER



JOHN VANDERCOOK



WALTER COMPTON



CEDRIC FOSTER



ARTHUR HALE



JOHN GUNTHER

CBS Reporter, Drama Get Peabody Awards

NBC Coast Group, WCHS, KOAC, WHA Named

BOTH STATIONS and programs received recognition in the third annual George Foster Peabody Awards, which were officially announced last week, following meetings of the Peabody board in New York, by Dean John E. Drewry of the Henry W. Grady School of Journalism, University of Georgia, and the NAB, joint administrators of the awards.

Actual presentation of the awards will be made by Dr. S. V. Sanford, chancellor of the University System of Georgia, at the NAB War Conference in Chicago, April 26-29.

Known as the "Pulitzer Prizes" of radio, this year's citations were selected by the Peabody board members on the basis of "distinguished and meritorious public service and outstanding excellence." Last year's awards placed particular emphasis on program merit, while the 1941 awards were based on station merit.

Outstanding Performance

The 1943 winners, based on performance in 1942, are:

Charles Collingwood, CBS correspondent, for "outstanding reporting of the news".

The Man Behind the Gun, CBS, for "outstanding entertainment in drama".

The Standard Symphony, NBC Pacific Coast, for "outstanding entertainment in music".

Afield With Ranger Mac, weekly series on WHA, Madison, Wis., for the "outstanding educational program".

Our Hidden Enemy — Venereal Diseases, transcribed series on KOAC, Corvallis, Ore., for "outstanding public service program by a local station—1,000 watts or under".

The Home Front, weekly program on WCHS, Charleston, W. Va., for "outstanding public service program by a regional station —up to 10,000 watts".

Established in 1941, the Peabody Radio Awards are designed as a memorial to the late George Foster Peabody, benefactor and life trustee of the University of Georgia, and to perpetuate his memory by giving educational recognition to meritorious service by broadcasters.

Winners are selected from entries submitted by stations throughout the country by a national advisory board, individual members of which have made special studies of programs in the various categories. A digest of recommendations is also supplied the board by a faculty committee of the U. of Georgia.

Members of the board include: John H. Benson, president, American Assn. of Advertising Agencies; Dr. Ralph Casey, director, School of Journalism, U. of Minnesota; Jonathan Daniels, editor, *Raleigh (N. C.) News and Observer;* Mark Ethridge, vice-president and general manager, *Louisville Courier-Journal and Times;* Joseph Henry Jackson, literary editor, *San Francisco Chronicle;* Waldemar Kaempffert, science editor, *New York Times;* Alfred A. Knopf, publisher, New York; Dr. I. Keith Tyler, director of Evaluation of School Broadcasts, Ohio State U.; Mrs. Marjorie Peabody Waite, president of "Yaddo", artists and writers foundation, and daughter of George Foster Peabody; Edward Weks, editor, *Atlantic Monthly;* Earl Glade, chairman of the NAB code compliance committee, and Dr. S. V. Sanford, chancellor, University System of Georgia.

The citations, as summarized by the board, follow:

"Award for outstanding reporting of the year goes unanimously to Charles Collingwood of CBS who, with the tools of inference, indignation and fact, has conveyed to us through the screen of censorship an understanding of the troublesome situation in North Africa.

Tribute to Men in Action

"Award for the outstanding entertainment in drama goes to the new program entitled *The Man Behind the Gun* on CBS, brilliantly written by Ranald R. MacDougall and authentically produced by William Northrup Robson, for a timeliness, a racy dialogue and a vivid sound effect which intensify our appreciation of what the men in action are up against.

"Award for outstanding entertainment in music goes to *The Standard Symphony*, NBC Pacific Coast Network. This is a program now in its 15th year which has performed the double service of bringing the world's great music to adult listeners along the Pacific Coast and of providing delightful programs of interpretation to 4,700 schools.

"Award for the outstanding educational program goes to WHA, Madison, Wis., for its splendid series on natural science and conservation entitled *Afield with Ranger Mac.* Originated by the Wisconsin School of the Air, ably and accurately presented by Wakelin McNeel, chief of the Junior Forest Rangers, this series sets an example which should be widely followed.

"Award for outstanding public service by a local station goes to KOAC, Corvallis, Ore., for the program *Our Hidden Enemy — Venereal Diseases*, which, in the words of the U. S. Surgeon-General 'has made a unique and valuable contribution. . . .' These programs were prepared by Dr. Charl Baker, a leading syphologist, f the U. of Kentucky. KOAC has t distinction of being the first to a cept this courageous series.

For Regional Station

"Award for outstanding publ service by a regional station go to WCHS, Charleston, W. Va., recommendation of the U. of Geo gia faculty committee, for the pr gram *The Home Front*—a twic weekly feature which has creat and maintained morale by provi ing authoritative answers to liste er questions dealing with the mo perplexing of public problems a community at war. Managing d rector of the station is Howard Chernoff.

In making this award the Pe body board has been guided by t U. of Georgia faculty committ on preliminary selections."

Last year, the winners of t Peabody Awards were Alfred Wa lenstein, MBS music director; *Ch cago Roundtable of the Air*, NB for education; *Against the Stor* NBC, and *The Bill of Rights* Norman Corwin, broadcast on a networks, for drama; Cecil Brow CBS correspondent, for reporting and international shortwave broa casters for public service by ind vidual stations.

The first year of the award 1941, citations went to CBS f networks; WLW, Cincinnati, f large stations; WGAR, Clevelan for medium stations, and KFR Columbia, Mo., for small station Elmer Davis, now OWI directo also was cited that year for h "terse, incisive and impartial r porting of the news".

Descriptions of the award wi ners follow:

Radio fame first came to Charl Collingwood last November when he a companied the Allied forces invadi North Africa and was the first n

(*Continued on page 46*)

CREDIT KENTUCKY U.
Says KOAC, Learning of Peabody Award

"ALL CREDIT goes to U. of Kentucky where transcriptions were made," Allan Miller, program manager of KOAC, Corvallis, Ore., wired BROADCASTING last week as Peabody radio awards were announced. Cited for its public service feature, *Your Hidden Enemy—Venereal Diseases*, KOAC explained that the courage displayed in running this series was no more than should be expected of a state-owned educational station.

A series of ten straight talks by Dr. Charles Baker of the Fayette County Public Health Clinic, Lexington, Ky., the program was arranged under the supervision and direction of Elmer Sulzer, publicity and radio director of Kentucky U. Its purposes are (1) to acquaint the public with detection of venereal diseases, and (2) to indicate the course of action to be taken where diseases are detected.







OUTSTANDING RADIO achievements by these men won Peabody awards last week. Howard L. Chernoff (left) is managing director of WCHS, Charleston, W. Va., whose feature *The Home Front* was cited for public service. Award for drama entertainment went to *The Man Behind the Gun*, whose big-fisted direct and producer, William Robson (center, 1), sits l side Author Ranald MacDougall. Winner of the awa for news reporting, Charles Collingwood of CBS, rig has been covering the African war front for CB

RADIO WAR-GRAM

PUBLISHED BY

Western Electric

IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT

WPAT DOING THREE STAR JOBS FOR LOCAL WAR INDUSTRIES

ocated in one of the country's busi- t war work areas, WPAT in Pat- son, N. J. has developed three pro- ams that are doing a real job for ncle Sam, for war industries and r war workers.

One program—"North Jersey War Production"—tells which plants e looking for workers, how to ap- y for jobs and the kind of work en. Material for these half-hour ily broadcasts is obtained through rious Government departments, cluding the W. P. B., the U. S. Em- oyment Service and the Civil Serv- e Commission. The last named gency reports that the number of pplicants for jobs in WPAT's ter- tory jumped from 400 to 1000 a ay recently as a result of one of ese programs.

A second program—"North Jer- y Industry Enrolls"—dramatizes e vital work being done by near- y plants in turning out many kinds equipment for the armed forces. In addition, this program cautions listeners to avoid over-confidence in an early victory — drives home to them the danger of spreading rumors—emphasizes the importance of conservation and salvage of critical materials—urges them to apply for jobs in war plants in the North Jersey area.

A third star contribution is WPAT's series of "Soldiers' and War Workers' Victory Parties," held each Sunday afternoon in an armory. Attendance tops 8000 each week. Service men are admitted free, while the admission fee for properly identified war workers is five packs of cigarettes. To date nearly 250,000 packs have been collected and turned over to the U.S.O. for distribution. Entertainment has been furnished by a host of celebrities who have donated their services. On the air for one hour each Sunday, this program has received a fine reaction from listeners.

• • •—

"THIS IS THE HOUR" builds unity

esigned to increase the feeling of nity among peoples of the Eng- sh speaking nations, the program This Is the Hour" is helping to uild a common understanding. This rogram—which originates at KHJ Hollywood — is heard over the Mutual-Don Lee systems, over sta- ons of the Canadian Broadcasting orporation and is transcribed for se on the BBC.

Interviews with R.A.F. cadets in aining in Southern California point ut that English people and Ameri- ans are working for the same kind f Victory. In addition, the program rovides music and dramatic ketches pointing out how civilians urther America's war effort.

The climax of the program con- ists of the reading of a letter to a pecific American boy in training nd the dedication to him of a song y the guest star.



Saved by KSAL

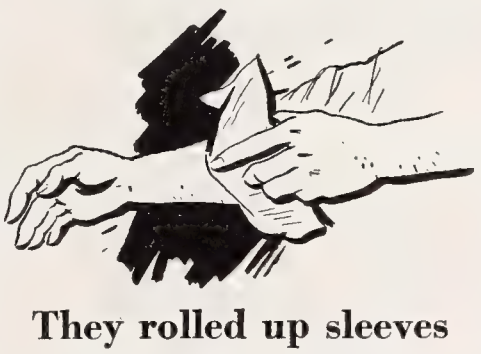
West-bound over Kansas, a bomber —so short of gas that two motors had quit—was unable to find the Salina air base because of a low ceiling. At the request of the Wing Commander, KSAL went on the air a half-hour before schedule. Locating the field through the station's signal, the $300,000 plane and its crew of ten landed safely.

• • •—

Graybar (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.

What's NEW with YOU?

If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York, N. Y. If suitable, we will use it in one of this series of War-Grams.



They rolled up sleeves —and Bond sales!

Down in Nashville, WLAC—utilizing one of the city's biggest department store windows and getting the cooperation of six civic clubs—sold $767,000 worth of War Bonds and Stamps in one four-week period. That was more than two-thirds of the entire county's quota for the month.

From Dayton, WHIO reports $100,000 in War Bonds sold in one day, when Greek organizations cooperated in a giant bond rally, at which a number of boys and girls appeared in medieval Greek costumes.

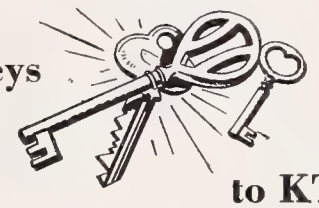
Using the slogan "Savannah Green Goes to War," station WSAV sold over $33,000 in War Bonds in two thirty-minute programs.

Out in El Centro, California, KXO opened its new Victory Booth—sold $2700 in Bonds the first day.

And so it goes, all over the country, as big and small stations continue to help pay for the tools of Victory.

BULLETIN: On his recent "Save a Life" day, Rex Davis —chief announcer of WCKY, Cincinnati—gave a big hand to the American Red Cross Blood Donor Service. A total of 1468 pints of blood were pledged during the drive.

Keys to KTSW



Must be a lot of folks around Emporia who never lock their doors. A Kansas railroad man recently collected nearly 11,000 keys—weighing 85 pounds—and turned them over to KTSW in response to a plea for scrap key metal!

• • •—

KSL localizes OWI releases

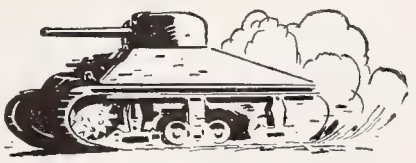
Working closely with the local OWI director, KSL of Salt Lake City has done a fine job in coordinating and adding a local slant to the Government's morale-building, manpower and financing programs. Using scripts prepared by the station, the KSL Players dramatize the OWI releases most effectively.

• • •—

Good work, KRLD!

Down in Dallas, KRLD's weekly program—"Texans at War"—is doing a fine wartime job. Dramatized experiences of Texans at war all over the globe, told by the people themselves, make this series of outstanding local interest. In addition to keeping people on the home front informed, it helps to impress on them their individual responsibilities. Guests on the program come from all walks of life—the armed forces, war workers and just plain John Q. Publics.

• • •—



How Hell Buggies get their orders

When American tanks roar into battle, they receive information and orders over radio telephones. Western Electric is supplying much of this tank radio equipment, as well as radio for planes, Naval craft and other communications apparatus for the armed forces.

Programming Placed in NAB Agenda

Executive Committee of Directors Discusses War Problems

PROGRAMMING is given an important spot in the setup of the NAB as a result of a two-day meeting in Washington last week of a temporary program directors executive committee.

At the close of the conference Thursday, Neville Miller, NAB president, announced that the temporary group would continue as the official program directors executive committee for the coming year. His announcement was in keeping with the committee's wishes, expressed in a resolution.

To Attend Conference

The program directors immediately set about planning active participation in the NAB War Conference in Chicago April 27-29. Speakers will be invited to address the program men, and stations will be urged where possible to have their program directors attend the Conference.

After listening to Lewis H. Avery, NAB director of broadcast advertising, outline the Retail Promotion Committee Plan, the program directors gave the plan their whole-hearted approval and agreed to cooperate with other NAB committees in the interests of the industry.

Though the sessions were closed, it was learned that the program men tackled their problems with a view to improvement of programs generally. Mr. Miller told the committee at the opening session Wednesday that "the program executive committee in its field can parallel and cooperate with the work of other NAB committees."

Earl Glade, manager of KSL, Salt Lake City, and chairman of the NAB Code Committee, said "it is in the interest of good programming and service to the public to be conscious at all times of the goal which each program is trying to achieve."

Mr. Avery, reporting on the sales managers committee, said the group is "anxious to cooperate with the program managers committee to improve commercial programs, reduce mortality of ill-advised programs and develop new sustaining ideas for commercial sponsorship."

Willard D. Egolf, assistant to the president of NAB, told the program directors that the NAB public relations goal is to be known favorably by the greatest number of persons.

"This is a challenge to our own medium, because radio reaches the greatest number of people," he declared. "We must not mistake the challenge, however, and use our facilities for broadcast braggadocio, pointing at ourselves with pride.

"We must realize that the general good conduct of our programming provides the best opportunity to do a fine public relations job. Be good to the people. Do good deeds. Our greatest concern must center on commercial programs, because while they undertake to be good to the people, they ask the people to be good to them, too, and buy radio-advertised products."

Guide Sought

Roy Harlow, assistant to the general manager of BMI, said the success of BMI program directors meetings as applied to BMI problems "is significant to the plans being formulated by the program managers executive committee."

Following a report on program trends by Paul Peter, NAB director of research, the newly-created committee recommended that a study of program trends and influences with a thorough analysis calculated to make the information valuable as a guide be made.

With reference to "plug-uglies" the program directors concluded that recent complaints have been personal in nature, not founded in a knowledge of the medium and not substantiated by any convincing expression from the general public.

The committee indicated it would seek a central correlation and distribution outlet of important program ideas and policy information, and work towards a closer relationship between sales managers and program directors of individual stations. No action was taken in the small station's problems, the subject being tabled for further discussion later.

At a luncheon Thursday Lt. Col. E. M. Kirby, chief of the War Dept. Radio Branch, spoke briefly on Army regulations governing interviews of wounded military personnel. Mr. Glade made a plea for sympathetic, sensitive handling by announcers of all casualty interviews.

Guests at the luncheon included William B. Lewis, Don Stauffer, Douglas Meservey and Philip Cohen of the OWI; J. Harold Ryan and Eugene Carr, Office of Censorship; Capt. Frank Pellegrin, War Dept. Radio Branch; Earl Gammons, CBS Washington; Frank Russell, NBC Washington vice president.

Text of the resolution adopted by the program committee follows:

WHEREAS, Neville Miller and other officials of the NAB have called this meeting of Program Managers in Washington, with the statement that ("programming is one of the most vital responsibilities of the radio industry,")

THEREFORE, Be it Resolved, that Program Managers Executive Committee be continued as one of the permanent committees of NAB.

That it be the purpose of this Committee to cooperate with and augment the work of the other NAB Committees in furthering high program standards.

That we express our sincere appreciation for the admirable leadership exemplified by the Code Committee of the NAB.

That time be allotted to the Program Managers at the NAB War Conference for a discussion of problems arising from programming under war conditions.



PROGRAMS TO MEET wartime needs were discussed in Washington March 24-25 at the first meeting of the NAB Program Directors Executive Committee. Conferees are (seated l to r): Harold Fair, WHO, Des Moines; Herbert C. Rice, WGR, Buffalo, N. Y.; Neville Miller, NAB president; Earl Glade, chairman of the NAB Code Committee; Robert Landry, CBS New York. Standing (l to r): Roy Harlow, BMI; Tod Williams, WSPD, Toledo; William Adams, WCHS, Charleston, W. Va.; Robert L. Kennett, WHAS, Louisville; Ray Shannon, KQV, Pittsburgh; C. L. Menser, NBC New York. J. Robert DeHaven, WTCN, Minneapolis, was unable to attend.

Blue Network Affiliates Plan Chicago Meeting Prior to NAB Conference

BLUE NETWORK affiliates will hold their second annual session in conjunction with the NAB War Conference sessions in Chicago, meeting at the Palmer House April 26, a day in advance of the industry sessions.

BLUE President Mark Woods and Executive Vice-President Edgar Kobak, as well as other officials of the network, are expected to address the affiliates at the afternoon meeting. Monday morning the BLUE Network Advisory Committee will meet.

Already aligned as among the principal speakers at the War Conference April 27-29 are Byron Price, director of censorship, and James Lawrence Fly, FCC chairman. A number of officials of OWI, including William B. Lewis, associate director of the OWI Domestic Branch, and Donald D. Stauffer, chief of the Radio Bureau, are scheduled for addresses.

Whether other networks and industry groups will hold meetings during the Chicago sessions is not yet known, though conversations are understood to be in progress regarding the advisability of individual meetings. The advisory committees of NBC and CBS, it is expected, will hold meetings and there may be a general affiliate meeting of Mutual stations.

NAB President Neville Miller, calling the War Conference "a military assignment," has suggested that station managers consider having their chief engineers, program directors and sales managers attend the sessions. Problems affecting them in the conduct of their departments will be discussed and policies reached, he said. Government or wartime agency representatives will participate in every session.

Mr. Price, in accepting the NAB invitation, said:

"Station and network managers and staffs are to be congratulated on the splendid manner in which they are observing the code of wartime practices for American broadcasters. I welcome the opportunity to address the radio industry on the subject of voluntary censorship now in its second successful year."

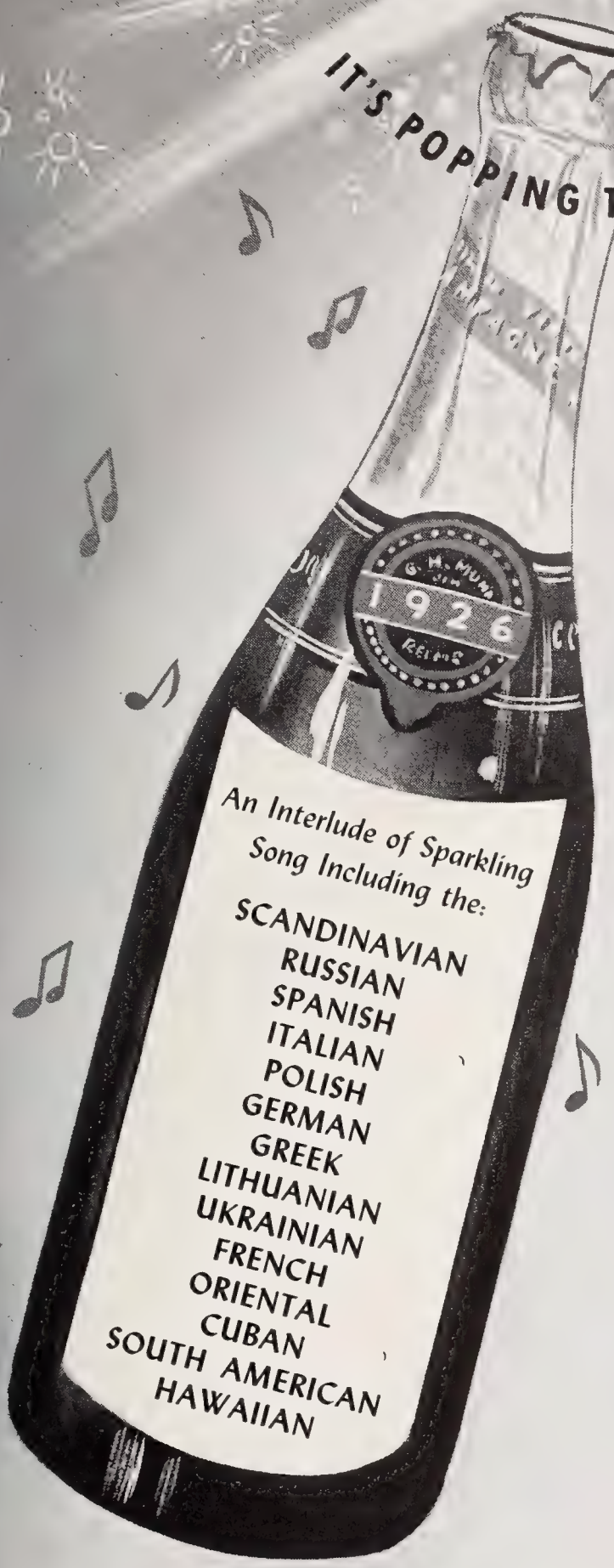
Chairman Fly notified President Miller he expected to discuss "the manpower, material and small station questions, as well as other aspects of wartime operation." He commented the meeting should prove valuable both to the Government and industry in providing an opportunity "for joint discussion of problems confronting wartime broadcasting."

"More than ever before," said the FCC chairman, "it is essential that we have a sturdy broadcasting industry because of its important role in military and civilian morale. Both the Government and the individual broadcasters are determined that broadcasting service shall be maintained unimpaired. I believe that this meeting will help us all in doing that job."

Howard Frazier, NAB engineering director, last week urged representative engineers from each NAB district to attend special conference meetings in Chicago. For those who cannot attend but who have problems or suggestions, he suggested that a "mail attendance report" be filed prior to April 17 at Washington headquarters. Solution of these problems, he said, depend upon an accurate knowledge of local conditions and a full exchange of individual experience among engineers."

POP

IT'S POPPING TO THE TOP!



WHOM'S Champagne *Internationale* MUSIC

1480 ON YOUR DIAL....

MON. THRU FRI.-9:30 P M

A tingling tune-tour of many lands . . . a melange of mellifluous melody with an international flavour . . . garnished with zesty comment (in English) . . . presented, fittingly, by WHOM—the foremost station catering to the seven million internationally minded radio listeners in our metropolitan melting pot.

PRAISE-A-POPPIN!

"Champagne Music is tops . . . I listen regularly." Mr. G. J., Brooklyn.

"Enjoyed the Russian number tonight . . . would love to hear Hungarian music, too." Mrs. D., Bayonne, N. J.

"Find your Champagne Music most enjoyable. Like the Scandinavian numbers." Mr. H. S., New Dorp, S. I.

"Our visiting French sailors enjoyed your program immensely. It takes us back to our beloved Paris. Merci!" M. M., N. Y.

"Champagne Music is sparkling . . . a refreshing change from the eternal noisy jitterbug stuff." A. M., Brooklyn.

(. . . and many many more!)

AGENCIES: Investigate this ideal program for reaching your vast international audience of New York — in English.

$119 weekly buys a ¼ hr. strip across the board — Mon. thru Fri. $42.50 buys 5 announcements across the board — Mon thru Fri.

WRITE OR PHONE: WHOM — N. Y. Studios & Office 29 W. 57 St. — PLaza 3-4204 — Joseph Lang, Gen. Manager

Round - the - Clock Bond Sale Planned

700 Stations to Give Over April 12 to Loan Campaign

FIRST details of individual station plans for Radio Day, around-the-clock Bond selling day on the vast majority of the nation's stations, were received by the Treasury last week. Over 700 stations, together with the four major networks, have so far signified they will devote April 12 to pushing the $13,000,000,000 Second War Loan Campaign.

Stuart Peabody, Borden Co. advertising director who heads promotion for the campaign, said that all media will cooperate throughout the month. He added that the Treasury is anxious to avoid recriminations similar to those following the December campaign when some Federal Reserve Banks bought newspaper space. To achieve this the Treasury has instructed the banks that no Government expense money is to be allocated for time or space.

Reports from New York indicated that many individual banks and financial organizations were planning to advertise during the campaign, but such expenditures are beyond control of Treasury instructions.

Plans of the first 50 stations replying to Sec. Morgenthau's telegram asking radio's cooperation [BROADCASTING, March 22], were listed in the Treasury's own War Bond sales promotion material. Some mentioned were: WAAT, to originate programs at Military Park, Newark; KECA-KFI, Los Angeles, tie-up with "Ice-Capades"; WCLO, Janesville, Wis., to organize a Wisconsin network; WSAV, Savannah, Ga., to cooperate with five theaters; WKBZ, Muskegon, Mich., organizing of 1,000 salesmen; KOL, Seattle, All-State Victory Network; Don Lee stations to cooperate individually and collectively.

WMCA, New York, attempting to arrange city network; KOA, Denver, planning statewide campaign, cooperating with other stations and newspapers, featuring nightly broadcasts by Gov. John C. Vivian; WHEB, Portsmouth, N. H., to devote 10 of 14 operating hours to Bonds; WELI, New Haven, to broadcast numerous rallies around the clock; WIBW, Topeka, Kan., featuring 1½ minute appeals by state and national leaders; WSLS, Roanoke, Va., to air talks by veterans of Australian and Guadacanal campaigns.

Chase Named to CBC

HOWARD B. CHASE Montreal, vice-grand chief of the Brotherhood of Locomotive Engineers, has been named by Prime Minister Mackenzie King to fill one of the two vacancies on the Board of Governors of the Canadian Broadcasting Corp. His term is for three years from Nov. 1, 1942. He will represent labor on the CBC board.



BASEBALL BRASS HATS got together with radio bigwigs last week to plan another broadcasting season via facilities of the Yankee Network. Front row we see (l to r): John Shepard 3d, general manager, Yankee Network; Eddie Collins, Red Sox general manager; Joseph R. Rollins, advertising manager, Atlantic Refining Co., a co-sponsor of the games; John Quinn, Boston Braves secretary; Les Quailey, N. W. Ayer sports director; back row (l to r) W. Wallace Orr, N. W. Ayer account executive; Linus Travers, executive vice-president, Yankee Network, and Gerald Harrison, network director of stations relations.

FCC Abolishes War Problems Division; All Personnel Absorbed in Other Units

HEEDING the suggestion of the House Appropriations Committee that the desirability of discontinuing its "War Problems Division" be considered, the FCC last Wednesday abolished the unit but absorbed all of its personnel in other branches of its law Department, largely to fill existing vacancies. The appropriations measure carried $206,000 for this division and a net savings of approximately $100,000 is entailed through the action, it was stated.

Nathan David, assistant general counsel, heretofore assigned to the War Problems Division, retains his status as assistant general counsel without portfolio, reporting to General Counsel Charles R. Denny Jr. for special assignments.

Questioned by House

Of the 40 employes in the abolished division—30 of them lawyers—five attorneys have been absorbed in the Broadcast Division of the Law Department under Assistant General Counsel Rosel Hyde. The balance have been distributed to other branches, mainly to fill existing vacancies, while the field force, largest single unit, has been transferred, for administrative purposes, to the Administration and Litigation Division, headed by Harry Plotkin.

In reporting the Independent Offices Appropriation Bill carrying $7,600,000 for the FCC last month, the Committee cited the request for $206,000 for the War Problems Division and for $28,000 for a hemisphere communications unit. It said it had not eliminated these funds because they were requested as a "national defense measure", but added that it regarded the value of these projects with "some skepticism and recommends that the Commission carefully consider the desirability of discontinuing them."

While the War Problems Division was abolished, the hemisphere communications unit is being retained upon recommendation of General Counsel Denny. Its staff includes five attorneys and three clerks.

The five attorneys transferred to the Broadcast Division are Hilda Shea, Leonard Marks, Jerome Spingarn, Robert Neuner, former professor of Yale Law School, and Olivia Sachs. For the most part they will fill existing vacancies.

Field Group Active

Transferred to the Administration and Litigation Division, under Mr. Plotkin, to fill vacancies, were Jeremiah Courtney, Leo Resnick (shortly slated to enter the Navy); Joseph Kittner, Robert Fenton and Sylvia Kessler. For the most part they will complete the organization of the administration section of Mr. Plotkin's division.

The field section of War Problems, largest independent unit, works for all divisions of the Law Department, including common carrier. For convenience, this section was placed under Mr. Plotkin, though assignments will be handled separately for the various divisions as circumstances warrant.

Simultaneously, the Commission authorized the closing of two field offices—at Atlanta and Dallas—leaving five such units. These are in New York, Boston, Chicago, San Francisco and Portland, Ore. The personnel totals 12 attorneys and four clerks.

The War Problems Division was created early in 1942 as the successor to the National Defense Section set up under Mr. David in July 1940. As its work developed, it was given the status of a division.

UNITED TO USE 250 OUTLETS FOR DISCS

ONE OF THE MOST elaborate radio advertising campaigns to be used by the film industry was started last weekend by United Artists for its anti-Nazi release "Hangmen Also Die". United has set aside an appropriation to cover the purchase of time on 250 stations, advertising in every city or town in which the picture will show. A number of small stations usually overlooked by film advertisers operating on the "selected market" basis, are getting their share of the contracts.

Schedule calls for 18 "teaser" transcriptions a day for three days on each station prior to the opening of the movie in each community. Campaign started March 28, building up to a simultaneous opening April 1 in Syracuse, Kansas City, Baltimore, New Orleans, Cleveland, Rochester, Louisville, Providence and St. Paul.

A set of 18 completely different transcriptions has been prepared each varied in tone to suit the mood of the listener at various times of the day. Starting on a pleasant note, shifting to a bolder tone, and ending in a philosophical mood. The recordings present brief excerpts and sound effects, avoiding dramatizations.

Donahue & Coe, New York, handles the account.

Grade Labeling Inquiry Is Reported to House

INVESTIGATION of plans of Government agencies to order grade labeling, and curtailment of newsprint, was reported favorably to the House last Thursday by its Rules Committee which had approved a resolution introduced by Rep. Halleck (R-Ind.) [BROADCASTING, Feb. 8, March 1, 22] The resolution would authorize the House Interstate Commerce Committee to spend $10,000 on the inquiry.

Throughout the past week, Price Administrator Prentiss M. Brown was subjected to heavy pressure by elements in favor of and opposed to grade labeling. Twelve consumer groups warned him on Monday that "confidence of consumers in your administration" requires enforcement of grade labeling regulations. Food processors are fighting the measure on grounds that it is impractical and costly.

To Direct Symphony

ARTURO TOSCANINI and Leopold Stokowski will again conduct the NBC Symphony Orchestra next year, the 24-week 1943-44 season to be equally divided between the two renowned directors, according to Niles Trammell, president of NBC. The new season starts Oct. 31. The established Sunday afternoon period from 5-6 p.m. will be used.

Award to WNYC

MUNICIPAL Broadcasting System operating WNYC, New York, last Tuesday received a citation of merit for outstanding cultural service to the City of New York from the Municipal Art Society. Morris Novik, executive director of WYNC, received the award during ceremonies broadcast on the station at 4:45 p.m.



LOOK BEFORE YOU LEAP!

Many a good program is skating on thin ice. Coverage alone is not enough. To carry weight saleswise, radio coverage has to be pretty thick . . . and the thicker the better.

C. E. Hooper, who is engaged continuously in testing the thickness of station coverage, will tell you that WKY's coverage is by far the thickest of any station in Oklahoma City, morning, afternoon, and evening . . . two to three-and-a-half times thicker than the next station.

Give your radio advertising the chance to perform at its best in Oklahoma by putting it on WKY, the station that covers this state more widely and more thickly than any other station.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Paley's Annual Report Praises Net-Client War Coordination

American People Owe Debt to Advertisers Who Make Possible a Free Radio, Says CBS Head

"AMERICAN broadcasting has ably demonstrated during 1942 how its usefulness to our social and economic life in peace can become invaluable in war," says William S. Paley, CBS president, in his annual report to stockholders, issued last week.

Describing the merger of the network's "own creative talents, experience and broadcasting facilities with the skilled radio showmanship of CBS clients" to transform peacetime broadcasting into "an instrument of service to the nation in wartime," Mr. Paley continues:

All Contribute

"Everyone who has helped in this coordination of broadcasting has played a praiseworthy and essential role. The popular radio artist whose devoted CBS audience is numbered in the millions and whose entertainment now includes messages of vital wartime importance; the radio writer who phrases a stirring script; the producer who brings it to inspired life before the microphone; the engineer who keeps the physical machinery of radio working smoothly and efficiently during an important international broadcast; the CBS news correspondent who moves up to the front lines of battle in Africa, China or the South Seas to get the stark reality of news as it is made; all of these, with many others whose roles were less conspicuous, are today in the service of their country.

"The American people," Mr. Paley declares, "owe a great and real debt to the hundreds of advertisers who, by their investment in broadcasting time, make possible a free American radio—and who, without exception during 1942, repointed their own programs toward the manifold, urgent projects of war.

"During the year there were 66 such advertisers on the Columbia Network, and the number who swiftly and skillfully put their CBS radio programs to work for the war effort was precisely 66. Some of them produced special programs wholly concentrated on war topics; some of them wove war themes into the plots of their regular programs; many of them sponsored news broadcasts which were the very essence of war information; all of them served from time to time as the vehicles for official appeals and announcements inspired by the Government. These advertisers and their agencies, in collaboration with the Office of Facts and Figures (later the Office of War Information) launched and have continued an ingenious and orderly 'Network Allocation Plan' whereby each of the major projects of the war is broadcast, at the season of its greatest urgency, in a planned sequence to the mass of people."

Covering every phase of CBS operation, the report states that during 1942 four of the eight CBS owned and operated stations went on 24-hour daily schedules to serve as "key" monitor stations for the Army Fighter Command, providing as a by-product of this service entertainment during the early morning hours for war workers whose nights have become days for the duration.

Programs, Listening Post

From Dec. 7, 1941, to Dec. 7, 1942, CBS operated 6,280 hours; broadcast 6,471 war programs, 3,723 war announcements, plus 4,158 broadcasts of war news and news analysis. The CBS listening post recorded, transcribed and translated more than 30,000 broadcasts from 40 different points of the globe.

With television broadcasts reduced last June from 15 to 4 hours a week and program experiments curtailed, the CBS television engineering staff "dedicated itself almost exclusively to special projects in war research . . . The experiences, skills and techniques developed in this field by the electronic engineers who are adapting them to the critical new problems of modern warfare are certain to play an important role in planning the post-war development of television."

Appended to the president's report is the financial report of Frank K. White, vice-president and treasurer, which shows that during the 52 weeks ending Jan. 2, 1943, the network's gross income totaled $62,211,573, an increase of $2,755,268 from the $59,456,305 gross income for the 53 weeks ended Jan. 3, 1942. Increased operating costs and Federal taxes, however, reduced the net income for the period by $681,036, from $4,804,734 in 1941 to $4,123,698 in 1942, or from $2.80 to $2.50 a share. Cash dividends of $1.50 a share were paid in 1942, compared with $2.00 a share in 1941.

ARMOUR AIR COURSE

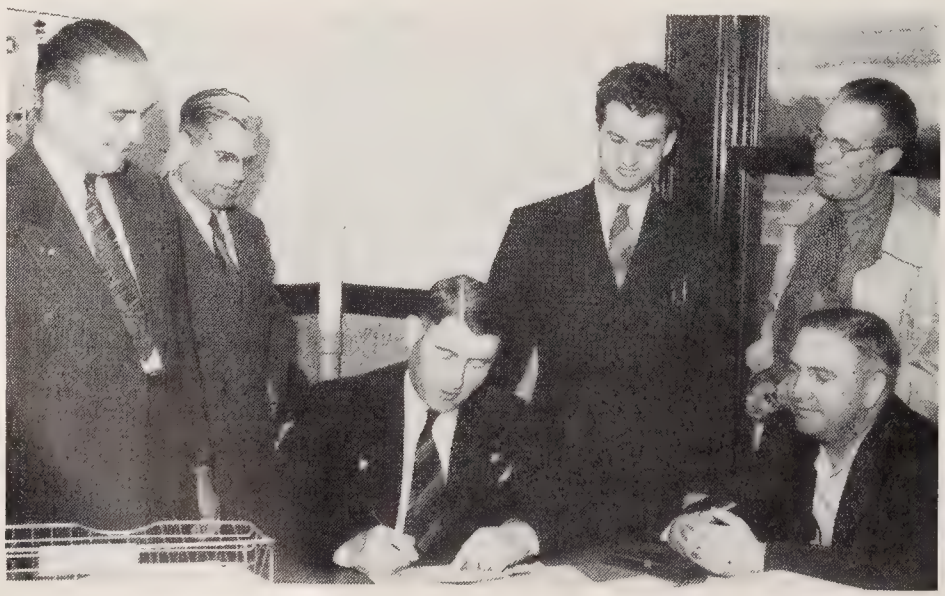
Arranged for Executives by Clair Heyer

TO ACQUAINT the advertising staff and department executives of Armour & Co., Chicago, who pass upon advertising expenditures, with radio as a medium, a series of two evening sessions was arranged by Clair Heyer, Armour radio advertising manager, in the studios of NBC at the Merchandise Mart, Chicago.

NBC and BLUE executives explained radio operation, programming, merchandising and promotion, and gave examples of successful radio utilization. Paul McCluer, sales manager, Jules Herbuveaux, program director, and Bill Weddell, assistant sales manager, of NBC Central Division; Merritt Schoenfeld, sales manager, and Emile J. Huber, promotion director, of BLUE, Chicago, addressed the sessions. Similar meetings explaining the behind-the-scenes operation of other media are being sponsored by Armour for its executives.

Razor Repair Spot

AUGMENTING a test campaign for its repair service started on WABC, New York, March 1, Packard Lektro-Shaver Sales and Service, New York, has purchased three participations weekly on *Morning in Manhattan* on WEAF, New York. Ray Hirsch Co., New York, handles the account.



LABOR TOOK THE AIR in Phoenix when the Arizona State Federation of Labor, with 18 unions participating, signed a year's contract for a five-weekly quarter-hour newscast on KOY. Contract signer is Earl G. Rooks, president of the Federation (recently named to the Arizona Industrial Commission by Gov. Sidney P. Osborn). Seated also is A. E. Williams, secretary of the Building & Trades Council. Standing are (l to r): Don A. Baldwin, secretary, Hotel & Restaurant Employes Local 631; W. R. Austin, KOY sales department; Wade Church, public relations counsel; Harold A. Safford, manager of KOY, whose cowboy "git-up" was a part of Rodeo Week in Phoenix.

WALB Hearing Moves to Atlanta

FCC Grants Herald Petition For Resumption April 5

RESUMPTION of the FCC's inquiry into the application of WALB, Albany, Ga., for renewal of license, on April 5 in Atlanta, was authorized by the Commission last week. The renewal proceeding involves purported participation on WALB's behalf by Rep. E. E. Cox (D-Ga.), chairman of the House Select Committee to investigate the FCC.

The Commission, by a 4-3 vote, granted the Herald Publishing Co. application for adjournment of the hearing set for March 23 to April 5, at the Federal Building in Atlanta. The proceeding covers not only renewal of license, but the station's application for a construction permit and for voluntary assignment of the license to a new corporation.

Tounsley May Be Excused

"At the time of the adjourned hearing," said the Commission action, "it is expected that each of the parties will present such evidence as may be necessary to a completion of its case." The Commission added it would not require the further attendance of C. D. Tounsley, official of the Herald Publishing Co., "if convincing evidence at that time is presented to the examiner that Tounsley's attendance at such hearing will be seriously detrimental to his health."

It is understood the Commission originally was divided on the postponement, with the majority led by Chairman James Lawrence Fly opposing the continuance. The three-to-three tie was broken, however, with the vote of the seventh Commissioner, who had not attended the meeting at which the vote originally was taken.

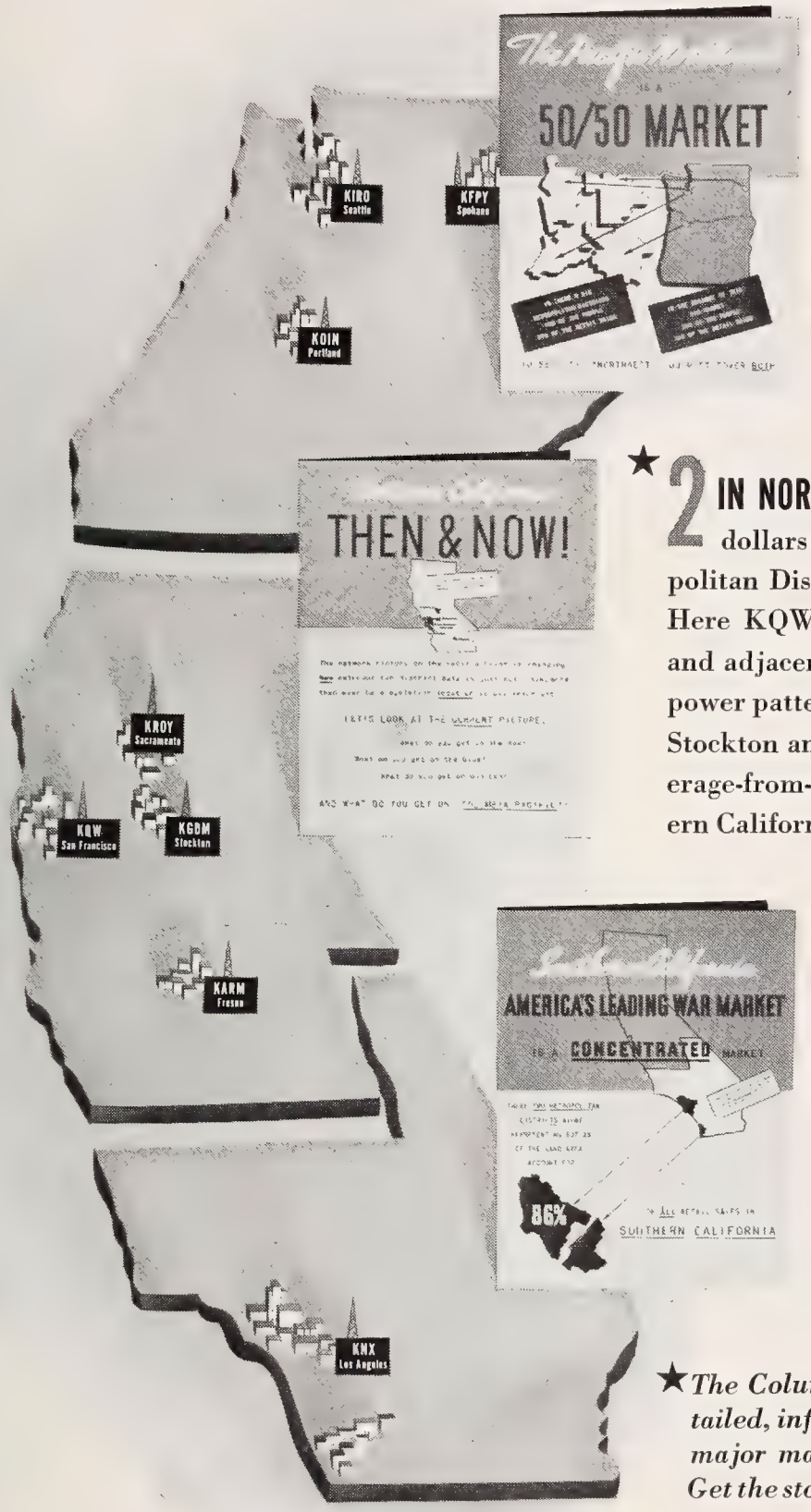
Crosley OWI Petition

A NEW international broadcast station to operate on 6080, 9590, 11710, 17800, 15250 and 21650 kc. is sought by the Crosley Corp., now operating WLW and WSAI, Cincinnati, standard broadcast stations, and WLWO, shortwave transmitter at Mason, O. The new station is planned as a unit of the OWI chain employed in the Government's psychological warfare, and its programming will be under the direction of the OWI and the CIAA. Transmitter equipment is leased from KFAB Broadcasting Co., Lincoln, Neb., operator of standard broadcast station KFAB. Power requested is 50 kw., emission A3, and to share on all frequencies with WLWO, WLWL, WLWR, WIWS.

Fertilizer Spots

NITRAGIN Co., Milwaukee (fertilizer), has placed one-minute spot announcements thrice-weekly on WLS WHO WTAD WIBW WDZ KMA KFNF WHKC and the Wisconsin Network. Contracts for six weeks were placed through Western Adv. Agency, Racine, Wis.

The best way to sell all three parts of the West Coast Market...



★1 **IN WASHINGTON AND OREGON,** where half the population and buying power lie *outside* the four Metropolitan Districts, you need *power* for efficient radio coverage. Through KIRO, serving Seattle-Tacoma with the only 50,000 watt transmitter in the Northwest...through KOIN-Portland and KFPY-Spokane...the Columbia Pacific Network covers *both halves* of this market with *three times the wattage of any other network in the area.*

★2 **IN NORTHERN CALIFORNIA,** where people and dollars are chiefly concentrated in the Metropolitan Districts, you need *coverage from within.* Here KQW blankets the San Francisco-Oakland and adjacent San José Districts with a directional power pattern...while KROY-Sacramento, KGDM-Stockton and KARM-Fresno provide the *only* coverage-from-within of *any* single network in Northern California's three other Metropolitan Districts.

★3 **IN SOUTHERN CALIFORNIA,** where more than four-fifths of the market is confined to the Los Angeles and San Diego Districts and the forty mile coastal strip in between, a *single powerful* station can do the job for you economically. KNX—pouring 50,000 watts directly into Los Angeles and across salt water into San Diego—provides a daytime primary area that contains more than 99% of all Southern California's population and buying power.

★*The Columbia Pacific Network has made a detailed, informative study of each of these three major marketing sections of the Pacific Coast. Get the story from your nearest Radio Sales office.*



Columbia PACIFIC Network

A Division of Columbia Broadcasting System. Palace Hotel, San Francisco—Columbia Square, Los Angeles. Represented by Radio Sales with offices located in New York, Chicago, St. Louis, Charlotte.

WPID, Petersburg, Va., to Quit, First Under FCC's New Policy

Station Can't Get Personnel, Petition Declares; Adds Money Has Been Lost Since Opening

FIRST station to "toss in the sponge" since the FCC's policy ruling of March 9 refusing operation suspensions for the duration without prejudice is WPID, Petersburg, Va. local, which advised the FCC last week it is surrendering its license effective March 31.

The decision to surrender the license came after the FCC had ruled in the case of WPID and of KAST, Astoria, Ore., that as a matter of policy it would not authorize suspensions for the duration, but would consider requests for permission looking to temporary suspensions for short periods [BROADCASTING, March 15]. Whereas WPID has elected to surrender its license, KAST intends to continue operation [see story on this page].

WPID, according to available information, is the sixth station to suspend operation since the war's advent. Last Tuesday the FCC authorized deletion of the call letters of WJWC, Hammond-Chicago, which had turned in its license a month ago.

Newspaper Affiliate

WPID is affiliated with the *Petersburg Progress-Index*. The newspaper organization also is associated with the *Norfolk Virginian Pilot*, which operates WTAR. The Lewis-Huber Newspaper Corp., of Norfolk, owns the majority of the common stock of the Petersburg Newspaper Corp. Frederick Lewis Jr., chairman of the board of the Petersburg Corp., is also vice-president of the Richmond Times-Dispatch Publishing Co.

In a letter to the FCC March 15, Mr. Lewis pointed out that the station has suffered additional heavy personnel losses since its original petition of Feb. 25 was filed and that its economic outlook is not good. In making the decision, he said his company had given full consideration to its responsibilities in the war effort. Programs of this type, however, will be available to the area from WRVA, with 50,000 watts, and WRNL and WMBG, both using 5,000 watts, all in Richmond, about 20 miles away, and all delivering acceptable signals to Petersburg.

"We expect to maintain our studio and transmitter equipment intact and in excellent condition, and when the war is over again to apply for license and, if granted, to resume the local service previously rendered by WPID," said the letter.

In its petition of Feb. 25, WPID brought out that due to a combination of sharply declining advertising revenue and increasingly heavy losses, and the impossibility of obtaining competent personnel it "has become impossible to continue operating with service acceptable to the listening public in the area served by WPID."

In 1941, WPID showed a loss of $2,874 and in 1942 the loss was $8,025. Because of rationing of articles sold by local advertisers and disappearance from the market of many non-rationed products, "it is felt that the operating loss for 1943 would be sharply increased over 1942," said the petition.

The personnel problem, however, was cited as of equal if not greater importance than the economic losses. The station said it was unable to compete with other larger and better situated stations in hiring and keeping competent help. Since the station began operating in June, 1940, it has had three managers, five sales managers, 16 engineers and 29 program and clerical personnel, a total of 54, or a complete turnover six times in less than three years, most of the turnover occurring in the last 12 months. Of these 54 employes, 25 averaged less than three-month terms of employment, the station having lost them to other stations able to "hire them away from WPID at higher salaries and other inducements of work at a network and larger station."

The last manager resigned to join OWI, the petition stated. Because of the manpower problem, the quality of service "is steadily declining," said the petition. The Commission was asked to give the matter prompt attention because the personnel situation was "exceedingly critical."



IN THE SPIRIT of his commercials, Commentator "Prof." William C. Lang has a hearty breakfast before his 7:15 a.m. newscast for Wheaties on WNAX, Sioux City-Yankton. At least the photo is supposed to symbolize that, with Wynn Hubler, WNAX feminine newscaster, obliging with the Wheaties. Program began March 15, and is aired six days weekly.

Bond Adds

BOND STORES Inc., chain store for men's clothing with headquarters in New York, has expanded to two additional stations, and has resumed news programs on 10 stations after a brief lapse of time following the completion of a 13-week cycle started in September. Bond has signed for a six-weekly musical clock program on WTAM, Cleveland, and a six-weekly news program on WCOL, Columbus. Firm, now using news and musical programs on about 38 stations throughout the country, has resumed news periods for a 13-week period on WJW KFBR KRLB KGKO WHP WDRO KROW WCAE WTRY WBRE. Agency is Neff-Rogow Inc., New York.

B. ALTMAN STARTS PROGRAM ON WJZ

IMMEDIATELY following the conclusion of a 10-week test campaign on WJZ, New York, by the manufacturers of Queen Make Dresses, B. Altman & Co., New York department store and local outlet for Queen Make, started a weekly participation on Nancy Booth Craig's *Woman of Tomorrow*, for its budget dress shop. The program is the same previously used by I. Ginsberg & Bros., New York, for Queen Make Dresses, in one of the first radio ventures in the moderate-priced dress field.

The Altman contract appears to be a direct result of the dress firm's campaign, which drew thousands of requests for a novelty doll sachet and mail order form offered once a week for eight weeks starting Jan. 15 [BROADCASTING, Dec. 21]. Due to difficulties in obtaining material for the dress featured in miniature in the card, the offer was not repeated on the two concluding broadcasts of the Queen Make test.

Contract for a weekly participation on WJZ, starting March 16, marks the first use of radio by Altman. Commercials call attention to the store's moderate-priced dresses, without featuring any particular brand name. Altman agency is Kelly, Nason Inc., New York. Abbott Kimball Co., New York, handles advertising for Queen Make.

Locals Get 'Tracy'

SIXTH BLUE series offered to affiliates for local sponsorship is *Dick Tracy*, program dramatizing the newspaper cartoon strip. Sweets Co. of America, Hoboken (Tootsie Rolls), started the program March 15 on 31 BLUE stations, Monday, Wednesday and Friday, 5:15-30 p.m. [BROADCASTING, March 15]. The feature will be offered to local sponsors for Tuesday and Thursday on these 31 stations and for Monday through Friday on all others of the BLUE. First local sponsor is Fischer Baking Co., Newark, which has contracted for the program for Fischer Enriched Buttercup Bread on WJZ, New York, Tuesday and Thursday. Agency for Fischer is W. E. Long Co., Chicago. Sweets Co. agency is Duane Jones Co., New York.

KAST to Stay as Long as There's Steam Enough to Get a 'Tootle Out of Whistle'

AS LONG as there's enough steam to "get a tootle out of the whistle" KAST, Astoria, Ore., will not fold up, James C. Wallace, manager, advised T. J. Slowie, secretary of the FCC, in a telegram last week.

KAST had been listed by the FCC as one of a half-dozen stations which had suspended operations due to wartime economic losses. Later, however, the FCC denied applications of both KAST and WPID, Petersburg, Va., for authority to suspend [BROADCASTING, March 15]. In denying the requests the FCC made known its formal policy that no authorizations for suspension would be granted, but that on individual basis, requests for permission to temporarily suspend for short periods would be considered.

250 Watts Power

Operating on a frequency of 1230 kc., KAST, an affiliate of MBS and the Don Lee network, has 250 watts power. It is owned by the Astoria Broadcasting Co., of which M. R. Chessman is president.

Mr. Wallace's telegram to Mr. Slowie follows:

"Your assistance in clearing up statement page 54, March 15 issue of BROADCASTING would be greatly appreciated. BROADCASTING lists KAST among those having suspended operation. This is incorrect. We submitted application for suspension which Commission acted upon and denied. Subsequently Commission has clarified suspension policy.

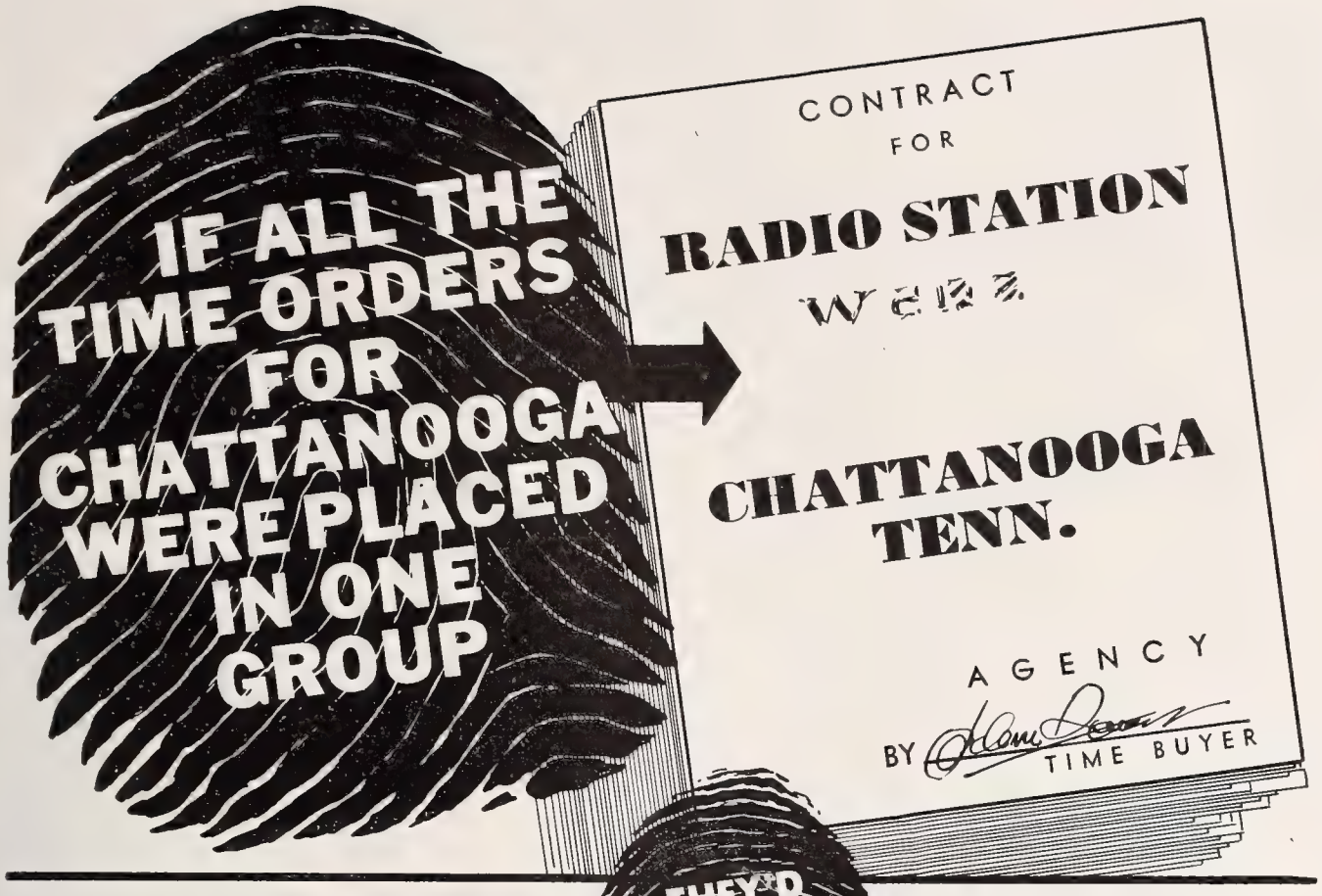
"Please inform BROADCASTING that KAST at present time has no intention of suspension. Although indefinite future may irrecoverably force suspension, the station knows now where it stands. While we represent whistle-stop radio, the station intends to operate just as long as there is steam enough to get a tootle out of the whistle.

"It may take a prayer in one hand and a club in the other but we intend to keep pitching. After all a license in hand is worth the effort even in the bush leagues. Thanks for cooperation."

KDYL CP Denied

THE FCC on March 24 announced adoption of its proposed findings to deny without prejudice the application of the Intermountain Broadcasting Corp., operator of KDYL, Salt Lake City, for construction permit to change frequency from 1320 to 880 kc., increase power from 5 to 10 kw., make changes in directional antenna for both daytime and nighttime use and change transmitter. The decision was expected in view of the order of April 27 freezing equipment.

JACK KAPP, president of Decca Record Co., New York, is in Hollywood interviewing film studio musical heads, publisher representatives, songwriters and artists on future recording activities when the AFM ban on transcriptions and recordings is lifted.



ACCORDING to a recent survey of national business placed in Chattanooga, Time Buyers throughout the nation have registered their overwhelming preference for WDOD over all other Chattanooga radio stations.

A Sales Management High-Spot City

Sales Management's most recent High-Spot survey shows Chattanooga leading all Tennessee cities in sales increase. Employment in manufacturing industries in August, 1942, was 35.3 per cent above the 1939 average.

THE TIME BUYERS' STATION



NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

WDOD

CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT



TIME OUT from war for Lt. E. K. Cargill, former president-manager of WMAZ, Macon, Ga., to catch up on his radio. He visited WMAZ recently while enroute from Indoctrination in USNR at Quonset Point, R. I., to a new assignment.

'DEAD AS MUTTON'

H. G. Wells Says Newspapers Will Be Scrapped

NEWS in the future will be distributed by radio and telephone, H. G. Wells, British historian, and forecaster of things-to-come, told the British Assn. for the Advancement of Science last week.

Declaring that newspapers are "dead as mutton" and will be "relegated to the scrapheap," he said it seems more reasonable to dial news for a summary of the past few hours than to buy "three or four newspapers to find out what is being concealed from us."

KFQD Power Increase

BECAUSE of military operations in Alaska which demand additional service, the FCC on March 23 granted KFQD, Anchorage, a construction permit to install a new transmitter and increase power from 250 to 1,000 watts, subject to condition regarding materials and that permittee will satisfy legitimate complaints of blanketing. The grant is made to the Anchorage Radio Club, present licensee, with consent to transfer to William J. Wagner, owner since Feb. 3, 1942, as soon as transfer has been completed [BROADCASTING, March 8].

Standard Buys V-8

STANDARD BRANDS Inc., New York, has signed a contract with Loudon Packing Co., Terre Haute, Ind., for purchase of that firm, subject to approval of Loudon stockholders at a meeting to be held April 30. Chief product of Loudon is V-8 cocktail, a vegetable beverage. Stockholders will also be asked to vote on immediate dissolution and liquidation of the firm. It is expected the same personnel will continue in the management of the business for Standard Brands. Current agency for Loudon is Western Adv. Agency, Racine, Wis.

Coffee Crisis

S. A. SCHONBRUNN & Co., New York, on Feb. 15 started weekly programs on WOV, New York, and WPEN, Philadelphia, to tell listeners that while its Medaglia D'Oro coffee is not available now, it will be back on the market soon. Pettinella Agency, New York, handles the account.

Transportation Ban Expected To Keep Season Audiences Up

Entertainment Units Passing Up Small Towns; Many Areas Deprived of Live-Talent Shows

TRANSPORTATION restrictions, which will deprive small communities of live-talent stage presentations, are expected to lead to bigger radio audiences this year, instead of the usual seasonal slump in listening.

A check of various stations which have been sending out hillbilly road units indicates that the Office of Defense Transportation ban on travel by private bus [BROADCASTING, March 8], which became effective March 15, will preclude any public appearances of entertainment units in smaller communities. There is a trend on the part of radio units to play larger cities, easily accessible by public transportation.

Entertaining Service Men

Although the WLS (Chicago) Concerts Bureau has not been booking the complete National Barn Dance for road dates since the war began, a few Fair dates were played last summer. Since most of the State and County Fairs are being cancelled this year, it appeared likely, according to WLS officials, that the Barn Dance would confine its entertaining to regularly scheduled broadcasts.

The Alka-Seltzer portion of the National Barn Dance (NBC 9-9:30 p.m. Saturdays), with a troupe of 45, has been making appearances at Army and Navy bases, traveling by train or chartered bus. Whether regional ODT representatives would see fit to issue permits for such travel in the future remained uncertain, although it was held likely that entertainment of soldiers, sailors and marines would be considered necessary to military morale.

The Alka-Seltzer group, as well as other units of the National Barn Dance company of 100, have taken active part in War Bond drives and other Government projects.

Playing Larger Cities

WSM, Nashville, Tenn., changed from private-car and bus transportation for units of its *Grand Ole Opry* to public conveyances at the outset of gasoline and tire rationing. Before then units of the *Grand Ole Opry* had played at school houses, town halls and theatres in the smaller communities.

Since travel restrictions, however, various units making up the *Grand Ole Opry* have been organized into larger troupes for appearances in larger cities such as Cincinnati, St. Louis, Birmingham, Houston and Fort Worth, according to Harry Stone, WSM general manager.

"Where we are hurt is with the smaller units and particularly those having commitments during the week on the station and are consequently unable to travel great distances," said Mr. Stone. "These people have made repeated efforts to get additional gasoline to play nearby dates but the rationing boards here in Nashville have been very unsympathetic.

WLW Area Hit

"All in all it isn't a very encouraging picture for the reason that big cities with auditoriums are limited and we soon will have played all of them within the reach of Nashville. Then I don't know what we are going to do."

The *Grand Ole Opry* continues to play to 3,000 and 4,000 persons each Saturday night in Nashville.

Perhaps one of the hardest hit areas will be the territory served by the Boone County Jamboree of WLW, Cincinnati, which has traveled in a privately-owned bus the last three years. Whether the ODT regional office in Cincinnati has granted WLW permission to use the bus for any operations could not be learned.

William J. McCluskey, manager of WLW Promotions Inc., talent booking division of the station, told BROADCASTING that the Boone County Jamboree in the past had conducted War Bond drives at all Fair dates and in many local appearances. The WLW bus also was used to transport the unit to Fort Thomas, Ky., the Veterans Hospital in Dayton and other military posts where the Jamboree troupe entertained service men.

It appeared likely, in view of the ODT ban, that individual units of the Boone County Jamboree, which have been playing one-night stands in small communities in Ohio, Indiana and Kentucky, would join the WLS and WSM talent in passing up the smaller towns.

Also hit by the ODT transportation ban are many small traveling shows and orchestras, not directly connected with radio, which means that those of the small urban communities will be deprived of live-talent stage entertainment. In face of transportation restrictions and other wartime developments, industry leaders anticipate little seasonal drop in summer listening this year.

PROMOTION FOR 'UNCLE SAM'

Campaign For OWI Transcribed Feature Brings Quick Results For Sponsor

OWI TRANSCRIBED program *Uncle Sam*, 15-minute, five times a week feature sent to all standard broadcast stations in the country, was the subject of a recent promotion and merchandising effort which achieved outstanding results for WCHS, Charleston, W. Va., and the sponsor, Cohen Drug Stores, a local chain.

Six-point campaign, planned by promotion manager Sam Molen, started last Feb. 8 when a student from Morris Harvey College put on the traditional garb of "Uncle Sam" and attracted much attention from downtown crowds carrying a large placard reading on one side "You oughta listen to me once in a while . . . I listen to you" and on the other "Uncle Sam . . . WCHS . . . 5:00 P.M. Daily".

Walking through the downtown shopping district, Uncle Sam distributed complimentary tickets for the show which read, Seat: Your own arm chair . . . via WCHS. This and similar messages were also printed on blotters distributed to Charleston high schools.

Clerks in the Cohen stores gave away pencils in assorted colors also bearing news of the show, and a special window display was constructed in one of the Cohen downtown stores calling attention to the program and the time it is aired.

Announcements were carried in all drug bulletins and in the newspapers, which cooperated perfectly in promoting the feature. Cohen Drugs, which have contracted for one year's sponsorship, already report a marked increase in the sale of vitamins.

WCAU PLANT YIELDS 45 TONS OF SCRAP

DISMANTLING by WCAU, Philadelphia, of its former 50,000-watt transmitter building at Newtown Square, Pa., will make available approximately 45 tons of scrap metal—potential armor plate, cannon, shell casings and other munitions. From an underground network of about 30,000 feet of No. 8 copper wire laid out in 100 radials from the transmitter plant will come vital copper, which is the foremost metals salvage objective of the WPB for 1943.

The scrap yield, as estimated by the Special Projects Salvage Branch of the regional WPB office in Philadelphia, will include at least 8,000 pounds of copper and other non-ferrous metals, the remainder consisting of iron and steel. Wrecking of the plant was begun last week by the Integrity Wrecking Co., according to Dr. Leon Levy, president of WCAU and radio consultant of the Philadelphia region of the OWI.

The scrap to be salvaged is in addition to 30 tons of iron and steel recovered and put into war production when WCAU wrecked its old Newtown Square transmitting tower more than a year ago. The plant and tower being salvaged were built in 1931 and used by WCAU from 1932 until 1941, when, to improve its service, the company erected its present transmitter plant and tower at Moorestown, N. J.

The New York Times.

SUNDAY, FEBRUARY 21, 1943.

MR. JACOB GOT AROUND

THOUGH he now discusses the news six times a week at 7 P. M. for Station WOV, which most commentators would deem a tolerably busy existence, Hans Jacob is practically loafing. By comparison, that is, with what used to be his schedule. There was a time in the career of Mr. Jacob—1935 to 1940—when he was on the air at least ten or twelve times a day, to the intense annoyance of Joe (now known as Jumpy Joe) Goebbels.

That was when he (Mr. Jacob) was the Voice of Radio Strasbourg, talking from Paris to the underground radio listeners in Germany, aiming his bitter thrusts in a series of broadcasts that totaled 10,000 in five years. Then, with the fall of France, he was on the move again. A dramatic life, Mr. Jacob's.

It started forty-six years ago in Berlin, where he went to college, becoming a philologist by profession, a scholar accomplished in five languages, a contributor to French, English and Italian publications, the author of plays and novels. But it was in 1927 that, in a sense, the career he now follows took shape.

Tourist

For it was then that he was appointed official interpreter on assignment to the German Government, in which capacity he attended League of Nations meetings and other momentous parleys around the world, thereby gaining first-hand knowledge of sundry political, military and diplomatic leaders who were shortly to make history and about whom he now talks intimately. All that ended pretty abruptly, however. In 1933, when Hitler came to power, Mr. Jacob was at a meeting in Geneva. He did not go back.

Instead he went to France, where, in 1935, he was engaged by the French Government to make simultaneous confidential translations of Hitler's speeches and in 1936 to translate anti-Nazi broadcasts into German. With the outbreak of the war he was maintained in service, though other foreigners in France were sent to concentration camps, nor was he forced to flee until July, 1940, when the fifth column gained control.

On these shores Mr. Jacob has gained a certain reputation for prophecy, though he is anything but a self-appointed seer. Thus, on Oct. 16, 1941, you might have heard him telling his radio audience that "the Japanese plan for action is all set. The timing is theirs, the surprise ours." On Aug. 7 last year, when Stalingrad's outlook was darkest, he was saying that "not the Russians but the Nazis are in a desperate position." And in October, a couple of weeks before the invasion of North Africa, he was pretty close to the bullseye with a prediction that "the African front will be a second front, with all the trimmings and consequences."

Withal, he is a bit of a wag, too. Laval is the "Thief of Government." The French in North Africa suffer an acute case of "Peyroutonitis." And Heinrich Heydrich was "the first Nazi Big Shot-shot."

WOV listeners hear Hans Jacob every evening except Sunday at 7:00 o'clock

WOV

NEW YORK

...— FOR VICTORY

National Representatives: Joseph Hershey McGillvra

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS

Foreign Language Vigilance Remains

Censorship Still Responsible For Personnel; Code Revised

REVISION of the foreign language section of the Code of Wartime Practices for American Broadcasters [BROADCASTING, Mar. 22] does not relax regulations governing personnel of such stations, it was emphasized last week.

The revision, authorized by Byron Price, Director of Censorship, and announced by J. H. Ryan, Assistant Director in charge of the Broadcasting Division, no longer requires the management of foreign tongue stations to keep English language translations of broadcasts in other languages.

Management Complimented

"Our original purpose was to establish a format which would make more effective the voluntary efforts of managers of these media in censoring their own operations," said Mr. Ryan. "In the early stage of this procedure, we felt there should be some check, in English, against the foreign version. The voluntary efforts of broadcasters, pursuing the suggestions of the Code, in staffing capable linguistic censors now makes possible a relaxation."

Mr. Ryan emphasized that the new revision should "not preclude strict enforcement of other suggestions in the foreign language section." He paid tribute to the foreign language broadcasters "who so diligently enforced the English-translation request in the face of such handicaps as manpower shortages." That diligence, he added, has made the change possible.

The Code of Wartime Practices, revised as of Feb. 1, 1943, provides that "the Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connections, direct or indirect, with the medium. . . . This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason."

Bronson on Tour

Edward H. Bronson, chief of the Foreign Language Section of the Censorship Broadcasting Division, is on a month's tour of foreign language stations in Texas, Arizona, New Mexico and Southern California. He recently completed a visit to New York stations. Representatives of the Office of Censorship plan to visit New England, Midwestern and Northern California stations shortly.

Text of the Censorship release, tenth made to American broadcasters, follows:

In Section III (Foreign Language Broadcasts) of the Code of Wartime Practices for American Broadcasters (Edition of Feb. 1, 1943), make the following changes:

Paragraph (b) Scripts, line four of paragraph delete—"with an English translation".

Paragraph (b) Scripts, line nine of paragraph, delete—"with their translations".

Paragraph (c) Submission of Scripts, line three of paragraph, delete —"When such requests are received, it is understood that the scripts in the original language, as well as English translations thereof, will be submitted."

This means that the Office of Censorship no longer deems it necessary in the interest of security for management of radio stations broadcasting programs in foreign tongues to require English translations of such programs.

All other requests in Section III of the Code still apply.

Womanpower

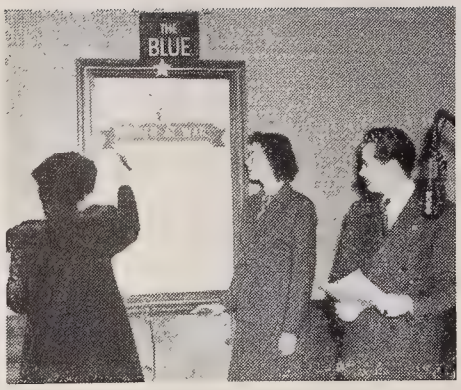
SALES STAFF of WPAR, Parkersburg, W. Va., is now manned entirely by women. Mildred Chernogg, Frances Inslee and Mrs. Hazel Chapman are taking the programs to the advertisers and bringing back the business, thus solving the manpower question for this department of WPAR.

Westinghouse Orders Up

WESTINGHOUSE reflected industry's accelerated war production with an increase of 85% in orders, 1942 over 1941. Volume was $1,079,636,238. A little more than 97,000 employes received $239,634,071. Net income for 1942 was $17,366,841, a decrease of 25% from 1941.

Food Firm's Program

KITCHEN ART FOODS, Chicago (Kitchen Arts Rice Feast), is sponsoring a thrice-weekly five-minute program on WMAQ, Chicago. Program features Happy Jack Turner, pianist. Agency is Earle Ludgin Inc., Chicago.



TO SPUR PATRIOTIC effort of housewives in all phases of the war effort, Hilda Woehrmeyr, continuity director of WOWO-WGL, Fort Wayne, Ind., conceived this "Women at War" plaque on which names are inscribed by nomination of listeners to the station's *Modern Home Forum* program. First to inscribe her name is Mrs. Henry Troyer of Paulding, O., first woman to buy a War Bond through the *Modern Home Forum*, with Jane Weston, director of the *Forum*, and Clair Weidenaar, announcer, looking on. It is expected that about one name weekly will be added to the list.

Guild Theatre to House Mutual Audience Shows

GUILD Theatre, 245 W. 52nd St., New York, has been leased by WOR, New York, for origination of all major Mutual network programs requiring audience facilities. Taking occupancy some time in April, the station will vacate the New Amsterdam Theatre Roof on W. 42d St., which has served as the WOR-Mutual Radio Playhouse for the last seven years.

In announcing the playhouse lease, Lawrence Langner, founder and administrative director of the Theatre Guild, stated that the arrangement might be expected to lead to further cooperation between the Guild and Mutual in the field of radio and drama. WOR is taking over only the theatre itself in the Guild building, with the Guild administrative offices continuing to function as Guild headquarters. The new WOR-Mutual Theatre seats 950 persons.

CLAROSTAT Mfg. Co., Brooklyn, makers of electronics components, has opened a second plant in Brooklyn. The firm received the Army-Navy E for its first plant last November.



LACTIC TOAST completed the plans for the new BLUE series *Voice of the Dairy Farmer*, to be sponsored by American Dairy Assn., Chicago (dairy farmer cooperative), starting March 21 on 55 stations, Sundays, 1:45-2 p.m. Program features Commentators Clifton Utley and Everett Marshall. Lifting their milk-filled glasses are (l to r): Ray Hamilton, BLUE salesman; Owen Richards, general manager, ADA; Bryce S. Landt, chairman ADA advisory committee; Wilfred Shaw, chairman ADA organization committee; Jack Rheinstrom, account executive, Campbell-Mithun, Chicago, handling the account; Ralph B. Campbell, president, Campbell-Mithun, Minneapolis.

NEWTON TO CHICAGO AS BBC REORGANIZES

EXPANSION and reorganization of the activities of the BBC in this country in the form of a new office in Chicago, new traffic and publicity departments and various personnel changes, were announced last week by the BBC New York offices.

William Newton, who has headed the BBC news and special events department in New York for Eastbound traffic, will manage the Chicago office as BBC representative in the Midwest. Mr. Newton has been in the news and programming department in London and was also manager of overseas publicity.

The traffic department will supervise all activities in cooperation with American networks and stations. In charge of the Westbound division will be Stephen Fry, formerly with the BBC in London. His senior assistant will be Jack Hooley, who has been handling publicity and traffic in the New York office, while Fry's junior assistant will be Rhoda Magid. Replacing Mr. Newton as head of Eastbound traffic will be Michael Barkway, former manager of the Empire News Dept. of the BBC in London.

A special publicity department will be created in the New York office. Assistant manager is Robert Wilson, freelance publicity agent, and formerly in the news room of WNEW, New York.

A temporary exchange of personnel between the London and New York offices was also announced last week with the arrival in New York of Ernest Davies, in charge of North American Intelligence in the BBC research division. Henry David, head of research in the BBC's New York office, plans to go to England for a three or four-month period.

WANTS HIS NEWS

Councilman, Radio Fan, Swings —Vote to Slow Time—

RADIO played an important role in turning back the clock an hour in Hamilton, O., last week. The Hamilton City Council, meeting Mar. 22, voted 4-3 to adopt Eastern Standard Time to conform to the Ohio Legislature's recent action [BROADCASTING, Feb. 22].

Hamilton was split on the daylight savings issue. So were the seven councilmen until Dr. Mark Milliken, dean of the Council and a physician, remarked that he would vote to turn the clocks back an hour because he had to stay awake an hour longer each night to hear his favorite news broadcast on WLW, Cincinnati, at 11 p.m.

When the Ohio Legislature abolished War Time, Cincinnati elected to remain on fast time, but WLW began operations under Standard Time. Action is pending before the law committee of Cincinnati's City Council to turn back the clocks an hour, in spite of pleas from the War Production Board urging retention of universal War Time.

Opponents of slow time in Hamilton threatened a referendum as a result of the close City Council vote last Monday.



Sell the five-billion dollar Pacific Coast market* the way it can best be sold, the way 70 regional advertisers are selling it every week—*as one market* via *network* radio.

Network radio offers (1) the largest circulation at the lowest cost per thousand of any regional medium, (2) well-established programs equally popular in all Coast cities, (3) priority on the choicest available time periods, (4) an accurate monthly check on the *net circulation* of your advertising.

Pacific Blue provides all these advantages at a cost 20% lower than any other Pacific Coast network. For as little as $246 a week, you can buy a *campaign* on Pacific Blue—complete coverage of the Coast through 13 major-market stations, plus a sales-proved program established in *guaranteed time.*

That's correct—$246 a week for *facilities and talent.* For details, use the coupon.

* Estimated annual retail sales

THE PACIFIC BLUE NETWORK

Hollywood • San Francisco

Represented by BLUE SPOT SALES • New York • Chicago • Detroit

PACIFIC BLUE NETWORK
SUNSET AND VINE
HOLLYWOOD, CALIFORNIA

Send me your presentations on the various "$246 a week campaigns" available on Pacific Blue.

NAME_____

COMPANY_____

CITY_____ STATE_____



Merchandising & Promotion

Pentagon Piece—Magic Empire—Hitting Back
Ledger Proof—Autographed Invitation

FOLLOWING UP promotion on 34-city world premiere of the RKO picture, "Hitler's Children," a four-page color brochure titled *Education for Smash Hit* is being mailed to advertisers and agencies by WLW, Cincinnati. Pointing up new box office records at premiere of the film, based on the book *Education for Death*, by Gregor Ziemer, WLW commentator and former teacher in an American school in Berlin, the brochure explains that promotion was channeled principally through WLW. A telegram from Ned E. Depinet, RKO president, heralding the RKO-WLW promotion as "a new phase of American merchandising" is included.

Radio's potent pulling power was demonstrated again when the same picture was given its Southwestern premiere in Dallas, Tex. A week prior to the opening the Interstate Circuit ran 26 one-minute transcriptions in KGKO, Ft. Worth, and followed up with a preview of the film on WFAA-WBAP and the Texas Quality Network the eve of the show. As result of the radio campaign, box office receipts the first week in Dallas were more than double the Circuit's expectations. Promoting the Intermountain preview of "Hitler's Children," Fox Wilma theatre of Missoula, Mont., used a quarter-hour transcribed preview of the film, and a series of transcribed announcements on KGVO. Station's call letters were prominently featured in all promotion for the film.

* * *

Autographed Invitation

BEN HUR PRODUCTS Inc., Los Angeles (coffee, tea, spices), has evolved a unique method to notify dealers of time change in the weekly half-hour *Hollywood Showcase* on KNX, Hollywood. Instead of the conventional notice, firm mailed an autographed portrait of the show's star, Mary Astor. Accompanying it was a handwritten personal invitation from her to attend the first broadcast at the new date and time. Invitations were sent to more than 250 key retailers and wholesalers in the Los Angeles area, with outlets in turn notifying public of time changes.

* * *

Magic Empire

MAGIC EMPIRE facts which highlight market advantages of this rich area of Oklahoma are presented by KTUL, Tulsa, in a color brochure which includes eye-catching drawings and charts illustrating vividly the points which make the area a fruitful field for advertisers. KTUL, the brochure emphasizes, "fits like a glove" this market region.

* * *

Listen

LISTEN, eight-page promotion booklet published by WCOS, Columbia, S. C., contains news and pictures of stars appearing on WCOS programs, tips on programs, news of station personnel and success stories.

Space-Time Swap

TIME for space swap has been arranged by WFIL, Philadelphia, with the Philadelphia *Evening Bulletin*, the newspaper sponsoring four five-minute news summaries Mondays through Fridays and two five-minute periods on Saturdays, aired directly from the *Bulletin* newsroom. *Bulletin Headline Flashes*, one-minute announcements, are scheduled on the half-hour five times daily between noon and 5 p.m., plugging the paper's news features and columns.

* * *

For Efficiency

TO CORRELATE operations of its program and sales departments with those of affiliated stations and their agencies, Don Lee Broadcasting System, Hollywood, has created a new commercial program division, according to Sydney Gaynor, general sales manager. Under direction of John A. Stewart, for the last five years account executive, the new department is designed to offer better program service.

* * *

Shoppers' Special

A PROMOTION ride at night is being given *Shoppers' Special*, 7 to 9:15 a.m. program of WDRC, Hartford. Two or three times nightly transcribed spots are put on featuring Harvey (Longfellow) Olson's yawns, via which he complains of having to get up at 5:30 to be on time for the show the next morning. Transcriptions give full information, of course, about the *Shoppers' Special* over which Olson presides.

* * *

Reminders

AS A PERSONAL service to advertising agencies and advertisers in the San Francisco area, KQW has devised a reminder postcard which calls attention to outstanding special events broadcasts of national importance. The card, designed in KQW's buff and senna colors is headlined "A KQW Special Feature—a Broadcast of Importance to You" and gives pertinent facts of the public service broadcast, date and time.

* * *

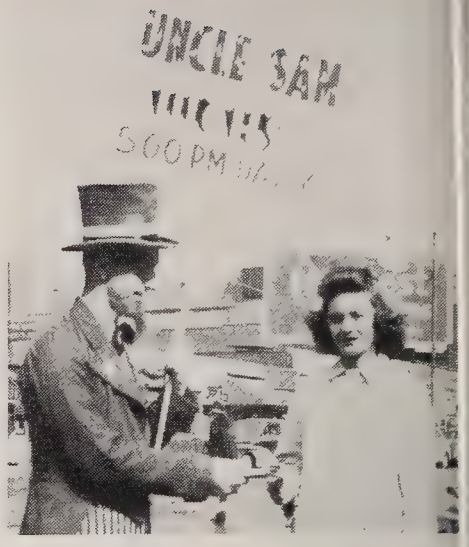
Pentagon Piece

LATEST mailing piece of KWK, St. Louis, titled "Another Star Is Added", is a five-sided black, gold and red brochure introducing Carl Hohengarten, new music director of the station and formerly in charge of music at WBBM, Chicago. His first sponsor, announced in the brochure, is Griesedieck Western Breweries which has two half-hour evening periods weekly for Stag Beer.

* * *

Ledger Proof

FISCAL PROOF appears in red letters on the face of a French fold promotion piece by WEEI, Boston, representing leaves torn from a ledger. On the three succeeding pages appear in large easily-read type facts and figures which indicate the desirability of WEEI as an advertising medium.



'UNCLE SAM' presents complimentary ticket to OWI feature of that name on WCHS, Charleston, W. Va., to a girl in downtown Charleston. Tickets to the show, sponsored by Cohen Drug Stores, local chain, read "Seat: Your own arm chair . . . via WCHS."

* * *

Hitting Back

PINCH of salt is attached to a letter sent clients by KLZ, Denver CBS station, hitting back at a claim in NBC's recent "Tale of 412 Cities" that 41% of Denver's listeners tuned to the Denver NBC outlet during daylight hours. Remarking that the reader should "sprinkle this statistical goulash with salt" KLZ presents Hooper figures for Denver listening in 1942, making a much better case for the CBS outlet.

* * *

Ride and Read

A LOCAL advertising and promotion campaign has been started by Jack Stewart, general manager of KCMO, Kansas City. Bulk of effort is daily reader ads in the *Kansas City Star* and a full showing in color in cars and buses. Car cards were placed through Beaumont & Hohman, Inc.

* * *

Rick Reprint

RESULTS of an offer of reprints of a delayed broadcast speech by Capt. Eddie Rickenbacker on WJR, Detroit, are incorporated in a two-color mailing piece titled "On Sunday Afternoon." Mail returns are broken down by cities.

Blue Bans Whistling

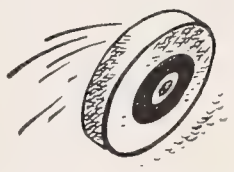
THERE will be no more whistling by members of the studio audience of BLUE sustaining shows, under a new ruling made by Phil Carlin, BLUE vice-president in charge of programs. Guests will be asked not to indicate their enthusiasm by whistling, says Mr. Carlin, pointing out that the sound is likely to annoy radio listeners and add nothing to the value of the show. Sponsored programs are not affected by the edict.

INCOME of the Communications industry in 1942 was $1,100,000,000, according to the Dept. of Commerce, an increase of $100,000,000 over 1941 and $200,000,000 over 1940. Total national income was $119,800,000,000, an increase of $24,200,000,000 over 1941.

TROY

WEARING AN ARROW SHIRT? It probably came from Troy. The detachable collar was invented here, and the city has remained foremost among the makers of shirts.





ONE FOR EVERY 325—that's the ratio of industrial plants to people in Troy. Firms like Behr-Manning, one of the world's largest manufacturers of abrasives, turn out $75,000,000 worth of products annually.

ASIDE TO RIPLEY: America's first slide rule experts came from Troy—Rensselaer Polytechnic Institute is the country's oldest engineering college.





PATRIOTIC NOTES: The original Uncle Sam came from Troy. And "Yankee Doodle" was written in Rensselaer County.

--A FIRST RATE MARKET

BUT *it's only 1/12th* of the 1½-Billion-Dollar Market put together by . . . . . .*

the POWER

In the Hudson Circle, where the cities are scattered and the conductivity only fair, it takes power to put together a 1½-billion-dollar retail market. WGY—with the region's highest power (50,000 watts) and the lowest frequency (810 kilocycles)—is the only station that can do it.

the PROGRAMS

Within a radius of 100 miles from Schenectady, there is only one outlet for NBC, the most popular network, and that is WGY. NBC's great shows, plus such topflight local programs as "Speaking of Books," the "Market Basket" and the "Farm Paper of the Air," give 'GY 3½ times as many listeners as the next nearest station.

the POPULARITY

WGY's first listeners heard it over crystal sets 21 years ago. Later they were the first listeners in the world to be served by a 50,000-watt station. Today WGY is a regular listening habit in the 748,800 radio homes of the Hudson Circle.

**Troy PLUS Schenectady, Albany, Pittsfield, Utica, Binghamton, Rome, Burlington, Kingston, Poughkeepsie, Elmira, Amsterdam.*

WGY-100

GENERAL ELECTRIC'S *of* **WGY**

SCHENECTADY, NEW YORK





WSBA reaches the prosperous rural market of Northern Maryland and Central Pennsylvania. It's proved by . . .

THE MAP THAT MAIL BUILT!



The Time to Buy Central in Pennsylvania

WSBA
900
THE "MID-POINT" ON YOUR DIAL
YORK · PENNSYLVANIA
National Representative: The Walker Co.

Only Vital Technical Men on the FCC Are Deferred, Fly Tells House Probe

FCC HAS asked occupational classifications for 391 of its employes—all in technical or war work—Chairman James Lawrence Fly told a House Military Affairs Subcommittee last Wednesday. No employe of the Commission in the legal, accounting, or administrative offices has escaped military service at FCC's request, Mr. Fly said.

The FCC chairman appeared at the request of Rep. John M. Costello (D-Cal.) who heads the subcommittee studying deferment policies of Government agencies. Earlier in the week, the committee heard heads of other agencies, including Maj. Gen. Lewis B. Hershey, director of Selective Service.

In Technical Work

Of 2,299 employes of the Commission, Mr. Fly said, 1,035 are men in the 18-37 age bracket. The Commission has requested occupational deferments for 391 of these, all technicians employed in monitoring foreign broadcasts; highly skilled linguists and editors of the Foreign Broadcast Intelligence Service; or engineers engaged in radio intelligence work, such as locating clandestine and illegal stations, or other work directly connected with the war effort.

Rep. Harness (R-Ind.), a member of the subcommittee, questioned the FCC chief closely on the number of young men employed by FCC since Pearl Harbor. The Commission admitted hiring 159 single men since Jan. 1, 1942. The Congressman mentioned cases of several young single men deferred at FCC request for monitoring work.

Hiring of these single men was necessary, Mr. Fly said, because the organization had to expand rapidly after Pearl Harbor, and there was a dearth of skilled men. The Chairman said FCC is still unable to find men enough to fill all jobs, since military and industrial users of radio technicians had absorbed the greater part of the nation's reservoir of amateurs.

He said the American Radio Relay League and the Council on National Resources had tried to help, with little success, and that of 600 men recommended by the War Manpower Commission, only 2.3% had qualified. Mr. Fly pointed out that FCC's legal staff was now undermanned, 20% of it having gone into service. He said none of 115 members of the accounting department were deferred at FCC request.

Replying to further questions from Rep. Harness on the necessity of retaining linguists for the FBIS who were eligible for the draft, Mr. Fly said only 31 of 440 members of that staff were deferred, although 133 were of draft age. Keen hearing, not to be found in older men, is essential in listening to shortwave programs at FBIS outposts, the Chairman said.

Committee members jumped on this point to ask why shortwave material could not be recorded and transcribed at leisure. The FCC Chairman explained that the loss of time, and fidelity would be enormous.

Rep. Costello also asked the FCC chief about "an ugly rumor" that radio schools are promising FCC jobs and draft deferments to their students. This was flatly denied by Mr. Fly, who said he knew of no such promise, and added that anyone who might make it would be fired. A member of the committee reminded Rep. Costello that such stories could easily have been originated by the schools to attract customers.

Rep. Costello explained that Mr. Fly had been summoned because FCC had a high deferment average compared to the number of its employes. He said, however, he could appreciate that the technical nature of its operations and the rapidity of its expansion might require employment of trained young men, since older men might not qualify and the work might not appeal to women.

Davis Explains Stand

After the session, however, Rep. Costello commented to reporters that he thought "there was room for replacement" among the deferred radio operators. Alluding to the admission that almost half of FCC's staff were men eligible for the draft, the chief of the investigation commented that "if this percentage held good throughout the Government, the number of draft-age employes would be terrific."

Earlier in the week Elmer Davis, OWI chief, issued a statement explaining draft deferment policies of his agency. He said few deferments had been requested, although many men with dependents were working for the organization. "If OWI is a haven for draft dodgers," Mr. Davis told his Wednesday news conference, "as a newspaper headline said, then that particular newspaper is also a haven for men with dependents who have not been called or classified by their Draft Boards. Every man in OWI who has been deferred would have been deferred as easily if he were employed in private industry."



SPEAKERS HUDDLE during the annual Radio Day luncheon of Los Angeles Advertising Club on March 16 drew attention of this radio trio (l to r): Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood, and chairman of the day; John B. Hughes, Mutual commentator, and Kay Kyser, star of the weekly NBC *College of Musical Knowledge* and OWI radio consultant, guest speakers of the day.

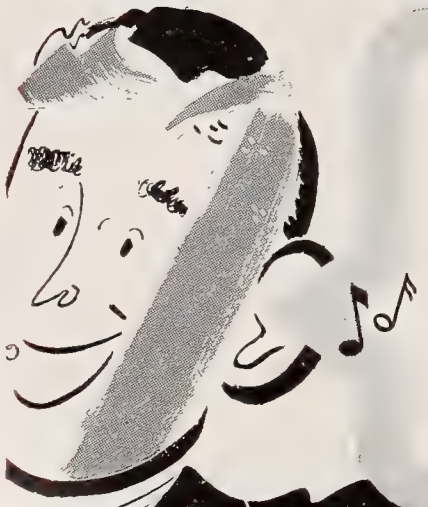
WTAG Joins CBS

AS THE FINAL step in realignment of New England stations and their network affiliation started last year [BROADCASTING, March 30, April 6], WTAG, Worcester, shifts from NBC to CBS, as a basic station April 5, bringing the total number of CBS stations to 117. Effective the same date, WORC, Worcester, moves from CBS to BLUE. In procuring WBZ-WBZA, Boston-Springfield last June, NBC acquired general coverage of the area relinquished by the shift of WTAG to CBS. Operating fulltime on 580 kc. with 5,000 watts, WTAG is owned and operated by Worcester Telegram Co.

Joy's 20th Anniversary

LESLIE W. JOY, general manager of KYW, Philadelphia, celebrated 20 years in radio on March 17. When he made his radio debut over WJZ, New York, one St. Patrick's Day in 1923, as a concert singer, his competition on WEAF happened to be John McCormack. A year later, he was made a member of the announcing staff of WEAF. He continued with NBC after WEAF was absorbed in 1926, first in the program department and later in an executive capacity. In 1935, he was sent to Philadelphia as liaison officer with the company, then operating KYW for Westinghouse and in 1936 was made general manager of the station.

another reason



Los Angeles retailers—the boys who check every advertising dollar at the cash register—used more time on KECA in 1942 than on any other Los Angeles network station. . . That's ANOTHER REASON proving KECA is really the Bargain Buy.

KECA
OF LOS ANGELES
Earle C. Anthony, Inc.
BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

BUY WGBI



NEVER UNDER 64.3! That's the WGBI Hooper Listening Index in Scranton ...The Hub of America's 19th Market!

Lend an ear to Mr. Hooper . . . he's uncovered a WGBI coverage story in Scranton that tells everything. On his LISTENING INDEX, WGBI starts in the morning at 64.3 . . . *and that's the low!* In the evening that rating climbs to 65.1 . . . IN THE AFTERNOON IT'S A PHENOMENAL 73.7! What about other stations? Well, six or more of them SPLIT what audience WGBI leaves.

Mr. Hooper pretty well proves what we've always known about SCRANTON—WILKES-BARRE . . . The Nation's 19th Market. One station, WGBI, runs away with the audience as big as it is. That's why most advertisers RELY on WGBI. Ask your John Blair man.

(*Figures from Hooper Station Listening Index—Nov.-Dec., 1942*)

SCRANTON **WGBI** PENNSYLVANIA

CBS AFFILIATE

910 KC
1000 WATTS DAY
500 WATTS NIGHT

FRANK MEGARGEE, *President*

JOHN BLAIR & COMPANY
National Representatives

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN

WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

HENRY S. LIEBSCHUTZ, Art Director

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Not So Essential

IN THE LIGHT of a tightening manpower situation, broadcasters are finding that the War Manpower Commission's "essential industry" list is of decreasing value, and in Washington it is now conceded that the whole concept of deferable occupations is collapsing as a result of the actions of the local Draft Boards.

It would be foolish, at this point, for radio, or any other industry, to trust in new Washington regulations to ease their problems. Only last week, Maj. Gen. Lewis B. Hershey, chief of Selective Service, told Rep. Joseph E. Talbot (R-Conn.) that the time is rapidly approaching when the Armed Forces will not be able to share young men with essential war industries.

The solution to radio's manpower problem, it now appears evident, eventually will have to be found in the employment of non-draftables —women, over-age men, and military rejects. Stations must take steps to find replacements for military eligibles if they are to meet the growing dearth of manpower.

It is wrong to blame the disillusioning developments of recent weeks on WMC Director McNutt, or anyone else. Repeatedly, Gen. Hershey has warned that deferments were merely loans of necessary men; that employers should train replacements; that the loans might some day be called. Mr. McNutt, too, in issuing the lists of essential occupations, has said that deferments were on an individual basis, and that no blanket exemptions from the draft could be promised.

Like every other industry on the essential list, radio now feels the manpower pinch, for draft boards are reluctant to grant further renewals of deferments. Having received all the help that the Government could give to assure continued operation of necessary broadcast functions, the industry now is left to its own devices.

Last week a broadcaster, asking Selective Service why an essential man had been drafted, was told that draft boards were free to decide which units of an industry were essential. FCC Chairman Fly, who rightly feared this might mean draft boards could discriminate against small stations, has asked an explanation from Mr. McNutt.

Radio is not pleading a special case, even though only a few hundred really essential people would be involved—a pittance in contrast to the military demand for 12,000,000. Obviously, the reliable solution, short of Congressional action is not to be found in appeals to Mr. McNutt but in adjustment of FCC regulations, and in the acceleration of industry training programs to meet the approaching crisis.

RADIO MEANS more to the farmer and the remote dweller than to any other segment of the American public. It constitutes his tie with the outside world. It means his livelihood, his way of getting information and his entertainment. The shortage of batteries for farm radios has reached serious proportions. The Government has established a national policy for domestic broadcasting —maintenance of at least one radio set in every home. Tubes and replacement parts are being produced for regular sets. Certainly the farmer without electrification, is entitled to every consideration. We trust that WPB will cut red tape and handle the matter speedily—before a real crisis develops.

Less Info, Please!

DON'T look now, but you're about to get some real Government relief. The Budget Bureau, which functions under the Executive Office of the President, is "studying" the three-dozen-odd FCC forms and questionnaires that have haunted broadcasting for years.

The Bureau is prepared to help those who help themselves. Broadcasters who have spent countless hours trying to figure out a renewal form, or one for modification of license, or perhaps a year-end financial, program or functional employment questionnaire, can now tell it to the Budget. It's being done by Congressional mandate, to eliminate nonessential, repetitive, unauthorized or improper paper work, and to reduce these statistical tasks to bare war-time essentials.

Three dozen may not sound like a lot of questionnaires. But when some of them cover 18 or 20 or 30 pages, and when the data required necessitate hiring of extra people, it's trouble. In these times, just ask any station manager.

The Bureau advises that businessmen who have been bothered by particularly burdensome questionnaires should "forward" the information. If the businessman is "apprehensive", then it is suggested the information be sent to a responsible trade association or to the Advisory Committee on Government Questionnaires, recently formed to help the distraught business man suffering from *Questionnaireitis*.

Each Government form must have an approval number, and in most cases, an expiration date, provided by the Budget Bureau. If the questionnaire has a Budget Approval Number, it's okeh to answer. If it doesn't, and the recipient is in doubt, it is his duty to ask the Budget Bureau about it.

As one of the first industries to be afflicted with *Questionnaireitis*, radio welcomes this promised relief. We think the Bureau might go a step farther, too. Present broadcast licenses are issued for two years, though the law permits three years. Substantial savings not only in paper work, but in manpower, both at broadcast stations and in the FCC, unquestionably could be effected if the requirements for license renewals were extended to the full term permitted by law. And, of course, in any new legislation which may be enacted at this session, it seems to us the license term readily could be extended to five or ten years.

After all, the licensing authority always can institute revocation proceedings where stations have flouted the law or regulations, or call the station on the carpet in renewal proceedings on its own motion.

War—Both Ways

CASUALTIES will continue to mount as the war progresses, and radio will be called upon to exercise more and more care in handling this delicate subject. So far the industry's newsmen have done an admirable job. At the outbreak of hostilities the NAB went on record opposing the broadcast of casualty lists as such. Most stations have refrained from using lengthy lists of names of men who have gone down in battle.

In recent weeks the Army and Navy have reported successes which led to natural jubilation. In a few rare instances, however, some of the radio news commentators, reporting sinkings of Japanese vessels, in their enthusiasm have referred to the enemy defeats as providing "another meal for the sharks" or "the sharks will feast a la carte on the bodies of Japs," etc.

What those few commentators apparently haven't taken into consideration is the fact that American ships have been sunk, too—that American boys have gone down in those same shark-infested waters. A mother whose son has given his life at sea for his country likes to think that he went down with his ship in true Naval tradition.

She hears a radio commentator tell how our Navy has sunk several Japanese ships. While this does not restore her boy, she feels that at least his death is being avenged—that his buddies are carrying on—that he met a glorious death in the field of honor.

Then she recoils as she hears the remark that the Japs are providing the sharks a little extra dessert.

Certainly no well-meaning commentator would deliberately pour salt into those wounds. In fact, he'd do everything possible to help ease the blow. Yet when he jubilantly comments that the sharks of the Pacific are well-fed on Jap soldiers and sailors he is reminding bereaved parents and wives and children that the same fate awaited their loved ones when their boats went down.

Radio must remember that when a news commentator is tuned in he has, in fact, been invited into a private home to discuss the day's events. When he uses inept phrases, the chances are he won't be invited to return.

We Pay Our Respects To —



KARL STEFAN

A RADIO receiving set is almost as necessary as a plow on the modern farm. Thus Karl Stefan of Nebraska summed up his plea before Congress recently on behalf of owners of battery receiving sets who, because they cannot get batteries, are cut off from information necessary to their ability to cooperate with vital Government programs. As an announcer of WJAG, Norfolk, Neb., for 12 years before his listeners urged him to run for Congress in 1934, Karl Stefan knows well just how important radio is to farmers.

Karl Stefan's radio career began when WJAG started in 1922. He had come to Norfolk in 1909 as AP telegrapher for the *Norfolk Daily News*, where he read copy from the wires and rewrote it for the paper. He was city editor when Gene Huse, owner of the *News*, started WJAG and selected Karl, knowing of his interest in radio, to prepare and broadcast the noon news period. He has often been called the first regular newscaster in the West. Although he left the *News* in 1924 to go into the newspaper and magazine distributing business for himself, he continued to do the noon newscast.

During his 12 years on the air, Mr. Stefan created many "firsts". Before the days of broadcasts direct from ball parks, he pioneered the radio reporting of World Series games by passing along to crowds gathered round receiving sets all over northeast Nebraska the reports as they clicked in on the telegraph key. The first daily "voice of the street" broadcast in the West was also his idea.

He conducted the first telegraph school of the air over WJAG, and today communications men from all branches of our armed services as well as in civilian work drop in to tell him they had their first communications training in his radio school of telegraphy. He believes there are hundreds of his graduates in communications work in the various branches of the services.

Karl Stefan, the first radio announcer elected to Congress, decided to make the race in 1934 when listeners of WJAG urged him to run. The only Republican elected to Congress from Nebraska that year, he won by a large majority over a popular opponent, and in 1942 was once more elected by a large majority, receiving over 52,000 votes.

Rep. Stefan is convinced that almost unbelievable progress in radio and television will come after the war. He believes that in the postwar period private control of the industry will be strengthened. Any tendency toward monopolistic control, he warns, might lead to Government ownership of the industry, a move he does not favor.

Rep. Stefan believes the FCC should take up the fight to help listeners dependent on battery sets get the batteries necessary to keep them as listeners. "One difficulty in judging the effectiveness of the FCC's work on behalf of listeners and the small broadcasting stations which are hardest hit by war conditions," he said, "is that the Commission is not telling the public enough of what it is actually doing for listeners or small stations."

Hundreds of radio sets in northeast Nebraska are now out of use, according to letters to WJAG, a condition paralleled in other rural areas. "A very great number of families that depend solely on radio for news and information are threatened with discontinuation of this service because they can get no batteries, and the result will be that radio stations will lose thousands of listeners," Mr. Stefan told the House in his recent speech.

Born 54 years ago on a farm in what was then Bohemia, his family settled in Nebraska when he was 2. He attended the public schools of Omaha, and in 1907 returned to marry his school-day sweetheart, Ida Rosenbaum. They have two children, Mrs. Ida Mae Askren, who is a commercial artist, and Dr. Karl Stefan, a physician.

Though hard times forced Karl to leave school and go to work at the age of 13, he continued to study in night-school and by correspondence. He learned telegraphy and became wire chief and relay chief for offices of the Western Union. He was telegrapher for the Philippine Constabulary during the Philippine insurrection, and later continued his travels around the world, using his gift for languages as interpreter.

Karl Stefan received his religious training in the Park Forest Presbyterian Chapel in Omaha and has been for many years a Vestryman in the Presbyterian Church in Norfolk. Always active in civic and fraternal affairs, he still retains membership in many Norfolk groups, among them the Rotary Club, Elks, Odd Fellows and Chamber of Commerce. His hobby is fishing.

"Communications is my life work," says Mr. Stefan.

Not long ago he met "Bill" Chapman, president of Grace Steamship Lines in the office of Rubber Administrator William M. Jeffers. The question of early jobs came up and it was discovered that all three had been telegraph operators. Rubber was forgotten for the moment while they discussed telegraphy. Karl Stefan still drops by the House telegraph office now and then to send a message "for practice".

Personal NOTES

ALBERT W. SMITH, commercial manager of WCSH, Portland, Me., has resumed his position, after being honorably discharged from the Army at Camp Edwards, Mass.

WILLIAM F. CARLEY, former promotion and publicity director of WMCA, New York, has been appointed director of promotion and news of WINS, New York. Dolly De Milhau, former publicity director of the Stork Club, New York, has been named WINS director of publicity.

WILLIAM WEDDELL, salesman of NBC central division, has been named assistant division sales manager. As assistant to Paul McCluer, he will continue to service the Procter & Gamble, General Mills and Andrew Jergens accounts, as well as work on new business.

H. V. KALTENBORN, NBC commentator, is preparing a revised edition of the "Twenty Year Club Book of Pioneers in Radio Broadcasting," [BROADCASTING, Nov. 16] a book containing the biographies of charter members of the radio veteran organization of which he is the founder.

J. J. CLUNE, assistant sales manager of National Union Radio Corp., Newark, radio tube manufacturer, has been named director of war service by S. W. Muldowney, president.

Now Com. Kennedy

PROMOTION of Lt. Com. John A. Kennedy, owner of the West Virginia Network and WCHS, Charleston, to rank of commander was announced last week by the Navy. Com. Kennedy is chief of the Smaller War Plants Section and of the Labor Utilization Section of the Office of Procurement and Materiel of the Navy, under Vice-Admiral S. N. Robinson. He was commissioned a lieutenant commander a year ago and reported for duty in Washington last May.



Com. Kennedy

ARCH SHAWD, general manager and vice-president of WTOL, Toledo, is a member of the Toledo Committee for the Study of the Organization of the Peace, which is organizing the Toledo Forum on Peace Problems, scheduled May 7, 8, 9.

TED DOESCHER, has left the sales department, Wilding Pictures Corp., Chicago (commercial films), to join the Chicago sales staff of MBS.

LORIN MYERS, assistant sales manager of WSB, Atlanta, is the father of a baby girl.

C. J. A. MOSS, general manager of the Australian Broadcasting Commission, has been recalled from the Australian Army to take up his former duties with the ABC, according to word received by the Canadian Broadcasting Corp., Toronto.

DOROTHY McGAHA, former assistant to the sales promotion manager of KPO, San Francisco, recently was commissioned a lieutenant in the WAACs.

FRED SHAWN, assistant manager of WRC, Washington, is father of a boy born March 20. Mrs. Shawn is the former Audrey Seiber, Washington mistress of ceremonies.

Capt. Sutton Overseas

CAPT. DEQUINCY V. SUTTON, head broadcast accountant of the FCC on leave, has been transferred overseas, though his precise assignment has not been disclosed. Commissioned a first lieutenant last April, Mr. Sutton was promoted to a captaincy in the Signal Corps several months ago. Initially he was stationed in Washington, but afterward attended Signal Corps School at Ft. Leavenworth, Kan., and Ft. Monmouth, N. J.

Menser Honored

C. L. MENSER, NBC vice-president in charge of programs, has been cited by Elmer Davis, director of the Office of War Information, for his voluntary services on behalf of a government program series, *1942 Victory Volunteers*. In a letter accompanying the certificate, the OWI expressed appreciation of Mr. Menser's efforts in making the broadcasts successful.

NORMAN CORWIN has had a relapse from his recent attack of flu, and was unable to write or direct the March 28 broadcast of *Transatlantic Call*, weekly program broadcast simultaneously in England and America and aired on BBC and CBS. The series originates alternately in the two countries.

BEHIND the MIKE

FRED LAFFEY has been appointed chief announcer of WLAW, Lawrence, Mass. He succeeds Dan McDonnell, who has accepted an out-of-state job. Dick Lance, of Watertown, Mass., and Bill Sherman, of Framingham, Mass., have joined the staff as announcers. Both are graduates of WEEI Announcers School in Boston. Announcer Jay Serwin has joined the armed forces.

JAMES CRIST has joined the announcing staff of WSBA, York, Pa., coming from WFMD, Frederick, Md.

AUSTIN WILLIAMS, former program director of KLZ, Denver, on March 22 became program director of WFMJ, Youngstown, O. In Denver Mr. Williams schooled policemen in the use of shortwave, two-way radio and taught at the U. of Denver, in addition to his regular duties.

PATRICIA BURDINE, recently on the research staff of *Newsweek* magazine, has joined the CBS shortwave news department as a writer.

ROBERT BELL, production manager of the CBS television department until recently, has been assigned to the all-night production staff of WABC, New York, following the curtailment of the network television programs due to priorities. He replaces Robert Marks, now with the Army Signal Corps.

FORD PEARSON, announcer of NBC Chicago, has been commissioned lieutenant (j.g.) in the Navy, and is awaiting orders.

Heckle Shekels

A SPONSOR heckles Bud Baldwin over the phone every morning at 6:30 about his commercial announcement. The conversation is on the air and through the give and take the Bilmar Loan Co., Dayton, O., gets over its message directly from the sponsor on the *Breakfast in Bedlam* 6:30 a.m. show handled by Mr. Baldwin over WHIO, Dayton. Bilmar Loan Co. uses radio exclusively in its advertising.

BASKETT MOSSE, newswriter of NBC Chicago, has been named outstanding graduate of 1943 by the Medill School of Journalism, Northwestern U., where he has been studying for a master's degree in journalism. Citation of achievement was awarded him by the Sigma Delta Chi, national honorary journalistic fraternity.

ROCCO TITO, former newscaster and manager of local sales of WEEU, Reading, and Dan MacDonnell, former announcer of WTIC, Hartford, and WLAW, Lawrence, have joined the CBS announcing staff, according to Horace Guillotte, newly named manager of network operations. Mr. Tito also has handled sports and special events for WERC, Erie, and WHDL, Olean, N. Y.

ANN TRIPPE, continuity editor of WSBA, York, Pa. has joined WMC, Memphis. Saralee Deane, former women's editor of WSBA, York, Pa., now in the WAVES OCS, returned to the station to be interviewed on the *Don't Listen Men* hour, which featured WAAC and WAVE officers during a week of special recruiting programs. Mary Nell Kling, station home economist, takes over direction of women's programs on WSBA.

TAD DARLING, former mid-western announcer, has joined KMJ, Fresno, Cal.

MERRILL DENISON, now scripting the United States Prudential's *Family Hour* and P&G's *Women of America*, has written "Klondyke Mike," a biography of M. A. Mahoney, to be published by McLelland Co.

WILSON EDWARDS has resigned from announcing staff of KFI-KECA, Los Angeles, to become civilian instructor for the Army Air Forces Technical Training Command, that city. He continues to freelance. Gene Moser has left KMOX, St. Louis, to join KFI-KECA, as announcer. Jim Dooley, former news writer on the Burbank (Cal.) *Review*, has joined the staff.



NAVY AWARD OF MERIT and W lapel pin go to Francis H. Casey (left), advertising director o Wadham's Division of Socony Vacuum Oil Co. Through Casey' efforts, Wadham sports broadcast and commercial announcement were turned over to Navy recruiting. Lt. Com. Gerald C. Ellic made the award during a sports cast on WTMJ, Milwaukee.

JOHN C. ROBB, specialist in Fa Eastern affairs, and former head o the New York newsroom of NBC's in ternational division, has joined th news division of the BLUE as an edi torial assistant to G. W. (Johnny Johnstone, BLUE director of new and special features.

MARTIN BLOCK, m.c. of the *Mak Believe Ballroom* on WNEW, Nev York, who has been handling specia announcements on two network pro grams, sponsored by American Tobacc Co., New York, is giving up the as signment in April.

HAL PARKES, chief announcer o KROW, Oakland, Cal., has been mad production manager. Mercedes Prosse publicity director of that station, ha taken on additional duties as prograr supervisor, with Jean Maxfield, traffi manager, appointed assistant prograr supervisor.

CHARLES N. DRAKE, former di rector of Richard Copley Concert Man agement, has joined the continuity de partment of WOR, New York. He re places Slater Barkentin, resigned t become a navigator for Northeas Airlines. Scott Douglas has joined th announcing staff, replacing Marshal Dane, resigned, and Enez Hart ha joined the promotion department, suc ceeding Alice O'Connor, resigned.

RAY DADY, newscaster of KWK St. Louis, after a nine weeks' absenc because of laryngitis, has resumed hi *Sidelights on the News* for Papendic Bakery Co., and *News at Noon*, spon sored by Lammert Furniture Co. Othe staff members took his programs dur ing his illness.

"THE BEST TUNES OF ALL ARE PLAYED ON RED RIVER VALLEY CASH REGISTERS! IF Y'WANTA MAKE SALES MUSIC, LET WDAY SHOW YOU HOW TO DO IT THE EASY WAY!"



WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES



ACK PIERCE, traffic supervisor of YW, Philadelphia, until joining the rmy earlier in the month, married rs. Christine Curtis, in Philadelphia arch 13.

EAN RODEN, chief of the audition aff at Canadian Broadcasting Corp. udios, Toronto, was recently mar- ed to Lance Corp. Donald C. New- n, Royal Canadan Ordnance Corps., oronto.

ICK HALHED and Jimmy Gilmore ave returned to CBR, Vancouver, om CFPR, Prince Rupert, B. C., hich they have operated since the BC took it over some months ago.

INCE DUGGAN has joined the nnouncing staff of CJOR, Vancou- er, coming from Edmonton.

ERRILEE FAULKNER, former ontinuity writer of CKWX, Van- ouver, is in uniform as a CWAC, tationed now with the public relations ffice of the Canadian Army at ttawa.

ID McSLOY, student announcer, ill replace Robert Hayton on the GVO, Missoula, Mont., announcing taff. Mr. Hayton expects a call into he service April 1.

OWELL C. SMITH, announcer of GVO, Missoula, Mont., is the father f a girl.

ON ROGERS, staff announcer of VFCI, Pawtucket, R. I., has joined he Army. Clif Holman, WFCI, pro- uction director and announcer has one to CBS, and has been replaced by Quentin Crandall of WAGM, Presque sle, Me.

ARL BROSE has left WHBL, She- oygan, Wis., to join the anouncing taff of WFDF, Flint, Mich.

UY BATES has joined the announc- ng staff of KCMO, Kansas City, Mo., oming from KCKN, Kansas City, Kan.

ILL LANG, announcer of KCMO, ast week married Jane Trow, of North Dakota.

HARRY KOPLAN, former Hollywood novie agent and free-lance radio com- nentator, is presenting *Meet Holly- wood*, a gossip program of the film cap- tal, twice weekly on KLX, Oakland, Cal. Cliff Johnson, once affiliated with network stations on the East coast, has joined the staff as newscaster.

SYDNEY MOSELEY, MBS commen- tator, has received a scroll from Dun- can Phyfe Post No. 1245 of the American Legion, designating him as favorite news commentator.

CAROLYN ASHBAUGH has been transferred from commercial to pub- licity promotion department of KOMO-KJR, Seattle, Wash.

JAMES LEONARD, program direc- tor of WSAI, Cincinnati, and m.c. on the WLW, Cincinnati, *Time to Shine* program, is recuperating in a local hospital from a throat infection.

JIM AUSTIN, new to radio, has joined the program department of WPAR, Parkersburg, W. Va., and is handling a regular announcing shift in addition to a commercial program.

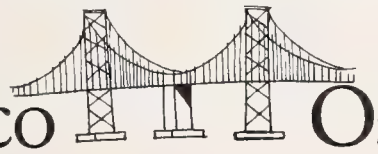
CHARLES DANT, musical director of NBC Hollywood, is the father of a boy born recently.

FREDERICK KUH, correspondent for the Chicago *Sun*, and former Euro- pean correspondent of the U. P., has joined Mutual as a foreign corre- spondent, and will be heard each Wednesday, 6:30 p.m., on the net- work's overseas news roundup, speak- ing from London.

JOHN McCUTCHEON RALEIGH, news analyst of WCCO, Minneapolis, has written a book, *Pacific Outlet*, based on his observations as CBS cor- respondent in Australia and the Far East. It is scheduled for publication March 30 by Dodd, Mead & Co., New York.

What a big difference  a lot of listeners  make.

A recent NBC survey 

proves that KPO has more listeners in San Francisco  Oakland than any of the 11 other Bay Area stations; a 43% leadership in the day  and a 69% leadership at night. 

KPO Gives more for your 

Get the facts...and you'll buy



REPRESENTED BY NBC SPOT SALES OFFICES

New York • Chicago • San Francisco • Boston

Cleveland • Denver • Washington • Hollywood

KPO

50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

DON L. JOHNSTON, operator-announcer of KWIL, Albany, Ore., has joined the Army Air Forces. Replacing him is Wilbur Cosby, who comes from KGW, Portland, Ore.

ANNE ROSS, women's commentator of W55M, is now doing a fulltime job in the continuity department of WTMJ and will continue her two FM programs *It's A Woman's World* and *Let's Read A Story*. Bob Carman has been promoted from continuity writer to be in charge of promotion for all Milwaukee Journal stations.

CHARLES T. DEVOIS, until recently program director of WBIR, Knoxville, has reported for duty with the Marines. Duties have been redistributed over the announcing staff with Curt Webster as program director, Tex Turner, publicity, Dick Crane, chief announcer and Ernie Keller, studio technician.

TOM MOOREHEAD has begun a series of sports programs three times weekly at WFIL, Philadelphia. He began his interest in sports at Germantown Academy and has been a WFIL staff member for the last four years.



VOTE OF THANKS in resolution adopted by the Idaho House of Representatives was extended Roy Schwartz (l), commentator of KIDO, Boise, Ida., for his "fair and complete coverage" of the 27th Session of the Idaho Legislature. Being interviewed by Mr. Schwartz are Lt. Gov. Edwin Nelson (c) and Speaker Milton J. Horsley.

JOHN EDWARDS, former relief announcer of W49PH, FM adjunct of WIP, Philadelphia, has been made a member of the WIP announcing staff, succeeding Hugh Chambers, who left to join KWK, St. Louis.

BERNARD ESTES, former director of news, special events and publicity of WINS, New York, has been appointed director of special events and public relations of WHN, New York, effective March 29. He replaces A. Mike Vogel, resigned.

JACKSON McKLAXON has joined the writing staff of KTMS, Santa Barbara, and currently is assigned the six-weekly transcribed musical program, *Name Your Band.*

BILL HAMPTON, Hollywood writer on the weekly CBS *Screen Guild Players*, is the father of a boy born March 17.

BILL GREEN, former news writer on the *Spokesman Review*, Spokane, has joined KHJ, Hollywood.

DONN MANSFIELD CALDWELL, author and foreign correspondent, has started a twice-weekly quarter-hour commentary, *Where Three Men Fight*, on KGFJ, Los Angeles.

JOSE RODRIGUEZ and Sidney Sutherland, Hollywood commentators, after an absence of several months, have resumed their weekly quarter-hour commentary series on BLUE Pacific stations.

WNOX Teaches Girls

ONE-HOUR lessons are being given three times weekly to about 30 teachers, debs and war workers who have signed for WNOX's girl announcing school at Knoxville. Classes are taught by Lowell Blanchard, program director, and Tys Terwey, news editor. Purpose is to build up a back log of trained voices for either full or part-time needs, according to R. B. Westergaard, station manager.

DON THOMPSON, producer of KPO, San Francisco, recently sold a novel, "The Corpse Wore No Shoes" to Baffling Detective Mysteries.

HUBERT WILKIE, of Yonkers, N. Y., has joined W85A, Schenectady, as announcer, scriptwriter and production man.

WALT FRAMER, freelance, and Joel Holt, announcer from WKIP, Poughkeepsie, have joined WBYN, Brooklyn. Holt is chief announcer of *Keep Freedom Ringing*, while Framer writes and produces the script.

PVT. TONY AINSLEY, announcer of CBR, Vancouver, on loan from the Canadian Army, has been promoted to sergeant and moved to CFPR, Prince Rupert, B. C. He is on the job in uniform of the First Division Seaforth Highlanders.

SAM MOLEN, sports director of WCHS and the West Virginia Network, is editing a monthly sport paper for his *Sport Page of the Air* sponsor to be mailed to West Virginians in the Armed Forces. Names and addresses are supplied by Molen's listeners.

CAPT. ROBERT FARNON of the Canadian *Army Show*, formerly with the Canadian Broadcasting Corp., has written the *Ottawa Symphony*, descriptive of Canada's capital city. The symphony will have its premiere performance on April on the CBC network.

JOHN FORSYTHE has joined KDYL, Salt Lake City, as announcer, coming from KFMB, San Diego.

ED STANTON, formerly of KIT, Yakima, Wash., has joined the announcing staff of KFBK, Sacramento, Cal., replacing Fran Cartier, who has joined the armed forces.

JIM REED, announcer for WIBW, Topeka, Kan., reported to Ft. Leavenworth last week for induction into the Army.

MADGE ROEMER has returned to the continuity department of WOWO-WGL, Fort Wayne. In 1933-34 she wrote a script heard on the station.

BOB MOWERS, announcer, has left WWNY, Watertown, N. Y., to join WTRY, Troy, N. Y. Dick Bollender was inducted into the armed forces March 17 and sent to Fort Devens, Mass., and Bill Saunders is to be inducted into the Army at Fort Devens March 20. Charles Lindgren, from Astoria, N. Y., has joined the staff.

EVERETT NEILL, former program director of WISR, Butler, Pa., has joined WJAS and KQV, Pittsburgh, as announcer.

CLARE PATRICK, music rights director of KPO, San Francisco, recently joined the WAACs. She was replaced by Florence Crowell, formerly assistant director of the department.

JOHN REED KING, m.c., of the *Double or Nothing* quiz show, sponsored on Mutual by Pharmaco Inc., New York, is compiling a book of party games and quiz specialties, to be published late this spring, titled *Just for Fun.*

BEN HADFIELD has celebrated his seventeenth anniversary as announcer at WNAC, Boston.



HAND TRAINED

Heavy Response for WWNC Announcers' School

FROM 184 applications received by WWNC, Asheville, N. C., for the station's Announcers' School, 12 have been selected for training, according to Ezra McIntosh, program manager. Classes have begun with the idea of tagging material for the station staff as needed.

Study outline includes such subjects as elements of good speech, the human voice, study of words, how to read a dictionary, microphone demeanor, program construction, announcing, radio ethics, sale of time and station personnel.

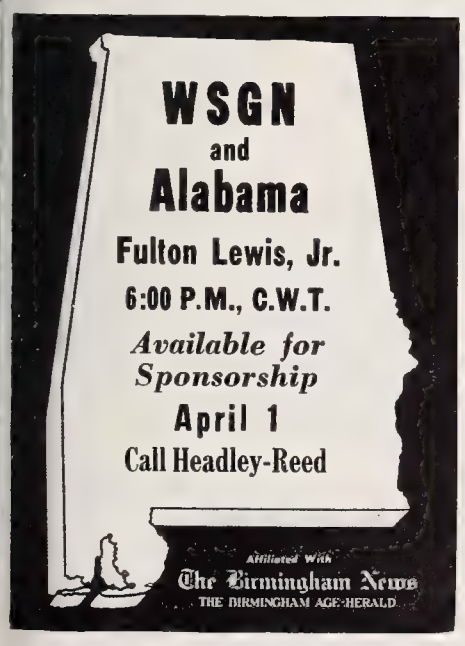
Additional Shifts Made In CBS Operations Setup

FOLLOWING announcement by CBS last week that Roy S. Langham had been shifted from head of the CBS production department to assistant to Douglas Coulter, CBS director of broadcasts, CBS has changed the department name to "network operations department," with Horace Guillotte, former production supervisor, in charge [BROADCASTING, March 22].

Other personnel changes in the CBS network operations department are as follows: Robert Ray will head the assignment and schedules division as supervisor; Lee Bland, operations supervisor, also will handle preliminary announcers' auditions and assistant directors' interviews; James F. Sirmons and Harold C. Meier, operations supervisors, will handle evening and weekend operations, and Helen Gallary will take over the work of assigning announcers and accompanists, formerly handled by Mr. Meier.

Benny Off Several Weeks

JACK BENNY'S convalescence from an attack of pneumonia is not proceeding as rapidly as physicians had expected, and the NBC comedian will be off the air several weeks longer. Mr. Benny was to be allowed to leave his Chicago hotel room last week to go to Arizona for a rest. Orson Welles continues to substitute for Benny on the General Foods Sunday night program, with the regular members of cast in their usual roles.



Al Bland 'Bland Wagon' Moves to WMAL April 1

AL BLAND has resigned as production manager of WCKY, Cincinnati, and on April 1 joins WMAL, Washington, to conduct an early-morning two-hour program which he will continue to call *The Bland Wagon.*



Mr. Bland

Beginning his career in 1927 at WSAZ, Huntington, W. Va., Mr. Bland later joined WCMI, Ashland, Ky., where he organized studios for that station in Ironton, O., across the Ohio river. With his brother, Lee Bland, now with CBS New York, Al went to WKRC, Cincinnati, and for several years conducted the *Dawn Patrol.*

In 1939 Al became affiliated with WCKY first as early-morning m.c. and announcer and later as production manager. Since the war began he has been cited by several Government agencies for outstanding service in the war effort.

At WMAL he succeeds Gordon Hittenmark, known as the Timekeeper, who has been called to active duty as a major in the Army. Maj. Hittenmark, former National Guard Officer, had been on semi-active duty in Washington, permitting him to resume his broadcast after a lapse of a year.

Combs WHN News Chief

GEORGE HAMILTON COMBS Jr., for six years news analyst on WHN, New York, has been named news manager and editor of the station by Herbert L. Pettey, director, who said the move was in line with WHN's policy to "expand its foreign and domestic news coverage." Mr. Combs began his career as a lawyer in Kansas City, was elected to Congress at 25 and later returned to law practice in New York. He has written a book, published by David McKay Co., New York, on Heinrich Himmler, German Gestapo chief.

Baukhage for Ruppert

JACOB RUPPERT BREWERY, New York, will sponsor a five-weekly news program on WJZ, New York, featuring H. R. Baukhage, BLUE's Washington commentator, starting April 5. Aired in the 6:05-6:15 p.m. period Monday through Friday, the series started on a sustaining basis last week. He is also heard on the BLUE, 1-1:15 p.m. in a five-weekly series, *Baukhage Talking,* aired on a local sponsorship basis. Ruppert agency is Ruthrauff & Ryan, New York.

Reilly for P&G

PROCTER & GAMBLE Co., Cincinnati, sponsors a new daytime newscast for Oxydol soap flakes on WLW, Cincinnati. Arthur Reilly, WLW newscaster, will be commentator on the broadcast, to be heard Mondays through Fridays, 11:15-30 a. m.

Proof of Power to Pull!

WWVA Mail for Period (One Week)
March 1 Through March 6, 1943

32,124

—PIECES—

(97% Commercial)

Same Period, 1942—11,418 Pieces

FIVE LEADING STATES

	1943	1942
Pennsylvania	11,006	4,566
Ohio	10,700	3,503
West Virginia	5,173	2,802
New York	1,111	33
Maryland	619	63

Pittsburgh Going Up!
Mail First Week March, 1943—610
Mail First Week March, 1942—154

Results are always yours on America's Fastest Growing 50,000 watter!

Ask—
JOHN BLAIR

50,000 WATTS

If it's a Fort Industry Station, you can Bank on it!

WWVA
A FORT INDUSTRY STATION
WHEELING, W. VA.

in the CONTROL ROOM

THOMAS E. GOOTEE, engineer of NBC Chicago, before joining the Army, has been promoted to first lieutenant in the Army Air Forces.

WILLIAM SHIPPER has been appointed supervisor of the microphone war production department of Universal Microphone Co., Inglewood, Cal.

ORD. SEAMAN ERNIE ROOKE, Royal Canadian Navy, former transmitter operator of CKY, Winnipeg, is training as a wireless technician at Ste. Hyacinthe, Que.

Kittyfae's Gone

HERE'S ONE TO break a chief engineer's heart. Kittyfae is off to the wars. Yessir, with engineers going into the armed services faster than replacements show up, WFAA-KGKO, Dallas, employed a gal, one Kittyfae Nuttall. Hard-bitten engineers were skeptical at first but Kittyfae convinced them. As a control operator she took her shift and did a man's work well. But—Kittyfae has been inducted, too, a WAVE.

DELMAR C. DENGATES, of WIP, Philadelphia, is father of a boy.

MARTIN OEBBECKE, assistant technical supervisor of WIP, Philadelphia, has taken leave of absence to go into Government service as a civilian associate radio technical engineer in the Signal Corps. Jimmy Tisdale moves up as acting technical supervisor.

GEORGE HENDERSON, equipment supervisor, and W. L. Haney, chief transmitter operator, of CKY, Winnipeg, are fathers of baby girls, both born recently.

PAUL J. SHOCK, of KMOX, St. Louis, has been commissioned by the Navy as lieutenant (j.g.)

DON L. HOGE and John Brill, studio engineers of WLW-WSAI, are fathers of baby girls, and Art Young, field survey engineer, is the father of a baby boy, all born recently.

JOAQUIN OSSARIO, control room operator of WQAM, Miami, Fla., has been called in the Aviation Reserve and is taking basic training at Miami Beach.

CHARLES E. HIRES of WCAU, Philadelphia, left last week to enter the Army.

MELVIN BERSTLER, at one time on the engineering staffs of WJJD and WGES, Chicago, has joined WGN, Chicago.

WILFORD H. KENNEDY, supervisor of engineers for WKRC, Cincinnati, has been commissioned a captain in the Signal Corps and left to report March 23 at Ft. Monmouth, N. J.

GEORGE MAKI, formerly of CBS engineering operations in Chicago, now a lieutenant in the Army, has been assigned to the office of the Chief Signal Officer, Plant Engineering Agency, Philadelphia.

CLIFFORD WORBY, transmitter technician of WTMJ, Milwaukee, has been commissioned a first lieutenant in the Army Signal Corps. He is stationed at Fort Monmouth, N. J.

NEALE PETTERSON and Smokey Suttles of KYSM, Mankato, Minn., left to join the armed forces.

JAMES F. SULLIVAN, engineer of WFCI, Pawtucket, R. I., has joined the Army. Kenneth Hirons replaces him. Ray Fieri, brother of John Fieri, WPRO, Providence, has joined the control staff.

LT. ARTHUR C. (Andy) ANDERSON, chief technician in the Army Air Forces on leave from KTAR, Phoenix, is stationed at Kelly Field, Tex.

DOUG MAUPIN, engineer of WHIO, Dayton, O., has joined the Navy and is stationed at Great Lakes, Ill. Ralph L. Weber, transmitter engineer, has been in Signal Corps training school at Chicago.



JUNIOR SOLUTION to the manpower problem is three-year-old Kirk Roberts, who makes his professional bow as Bobby Thayer. Young Kirk has been guest announcing for Papa Paul Roberts, m. c. of *Skyline Club*, WOWO, Ft. Wayne, nighttime feature. Here Papa tosses a platter which Kirk will deftly snare or will he?

GALIONE TO ARMY; OTHER CBS SHIFTS

MERRITT COLEMAN former staff assistant of CBS program operations, has been named schedule supervisor of the network's engineering operations department, replacing William Galione, who resigned to join the Army Signal Corps. Mr. Coleman's former duties have been assumed by Louise Grant, recently assistant to Leroy Passman, assistant director of operations. Carolyn Jaros takes Miss Grant's place.

Joining CBS in 1940 as assistant business manager of the Columbia Artist Bureau, Mr. Coleman went to the Music Corp. of America in 1941, when the corporation purchased Columbia Artists Inc. He rejoined CBS in March of last year.

Other changes in the engineering department include the transfer of M. Camillo from CBS' transmitter staff at Brentwood, N. Y., to the maintenance staff of WABC, CBS affiliate in New York. Another member of the Brentwood staff, Otto Grabow, has been assigned to the shortwave studio group in New York. Jack Dunlevie, formerly of W2XMN, the FM transmitter in Alpine, N. J., has joined WABC's technical staff. He will be assigned to summer vacation relief work at the Columbia Island transmitter.

Theodore C. Rogers

THEODORE C. ROGERS, 47, a member of the technical staff of the Bell Telephone Laboratories, died in a Hoboken, N. J., hospital March 22. A wife and two children survive.

STEPHEN STANISZEWSKI, of Albany, N. Y., has joined the engineering staff of WTRY, Troy, N. Y.

HOW ABOUT FOOD SALES IN THE WDBJ PRIMARY?

11.3% GREATER THAN IN NEW ORLEANS!



YES—believe it or not—WDBJ's 27-county primary area (daytime) buys 11.3% *more* food products than New Orleans. And if you add our 20 secondary counties, you get a food market bigger than Newark!

But whether it's food or some other kind of sales you're interested in, the Roanoke-Southwest Virginia area is a prosperous, big-buying, responsive market: nearly 800,000 people with $350,000,000 in buying power.

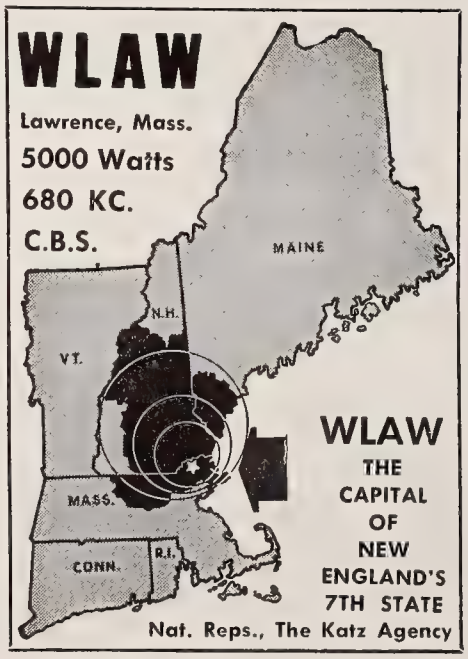
What's more, these folks *listen* to WDBJ—partly because we're the only station serving the entire area, but mostly because we give them what they want. Write for all the facts—*now!*

WDBJ ROANOKE VA.

CBS · 5000 Watts · 960 KC
Owned and Operated by the TIMES-WORLD CORP.

Represented by FREE & PETERS, Inc.

WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.



WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE
Nat. Reps., The Katz Agency

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT
For complete details write
HOWARD H. WILSON CO.
Chicago - New York - Kansas City
San Francisco - Hollywood
1290 K.C. BLUE NETWORK

Studio Notes

KPO, San Francisco, looking to the day when women will be doing most of the work around a radio studio, has started to train feminine aspirants in the art of sound effect engineering. The course is being conducted by L. J. Creekmore, sound effects director, and is held daily after regular office hours.

TENTH anniversary on the air for the Old Dirt Dobber, who handles the program by that name on WLAC, Nashville, Tenn., rolled around and the operator, testing busily from wall plug to control panel, couldn't put the program on the air because of technical trouble, he said. After 10 minutes of the 15-minute scheduled program had passed, a quartet gave out with "Happy Birthday, Dirt Dobber", revealing the delay as a gag by the fond associates of The Old Dirt Dobber. He is heard daily at 10:15 a.m., Monday through Friday for General Mills and on Saturdays 8:30 to 9:00 a.m. (CWT) on CBS.

OPERATING daily from 8 a.m. to 4 p.m., the Cleveland Board of Education FM station, WBOE, features programs designed for senior and junior high schools, elementary schools, teachers and the public. Station operates with 1000 w. William B. Levenson is directing supervisor of radio for the school board.

FOUR STATIONS to sign recently for *Funny Money Man*, transcribed series released by Allen A. Funt, radio production firm in New York, are: WRRN, Warren, Ohio; WAPI, Birmingham; WJHP, Jacksonville; and KWOS, Jefferson City. Negotiations are underway to extend syndication to South and Central America.

KCMO, Kansas City, Mo., has issued a new rate card announcing increase in time charges of approximately 20%, effective March 15. This is the first increase in rates in nearly four years, although KCMO became a BLUE affiliate a year and a half ago.

ADVERTISING Federation of America has elected to its membership the Baltimore Broadcasting Corp., Baltimore, owner and operator of WCBM, and the Marion Broadcasting Co., Marion, Ohio, owner and operator of WMRN, Marion.

REQUESTS have been received from more than 100 stations for "Dear Folks," a daily column on Army life issued by the public relations office of the medical replacement training center at Camp Pickett, Va.

SETTING aside all available "ground areas" on the studio lot of the Don Lee Broadcasting System, Hollywood, a three unit cooperative Victory garden has been planned with all staff members pitching in to plant tomatoes, peas, lettuce and beans. Cucumbers, cabbages and squash are also planned.

THREE stations to obtain the radio news wire of Press Assn. recently are, WFCI, Pawtucket, R. I., KRLD, Dallas, and WFTL, Fort Lauderdale, Fla.

WCKY, Cincinnati, is broadcasting a series of programs to further British-American relations and to disclose Nazi propaganda secrets. Appearing thus far have been E. J. Bisiker, British Vice Consul, Cleveland; Sir Frederick Whyte, political scientist, chairman of the International Pacific Relations Commission; Kenneth A. J. Helder, British business man and member of the British Civilian Defense Corps., and Arthur H. Tandy, British Consul in Cincinnati.

WQAM, Miami, Fla., at the request of Allen Murray, head of the Pacific Division of OWI, recently made a five-minute transcription of a talk by President Manuel Quezon of the Philippines for use by OWI.

AMERICAN Federation of Radio Artists has announced the signing of renewal contracts with three St. Louis stations, KMOX, KWK and KXOK. No major changes are involved.

RED CROSS series *That They Might Live*, heard Sundays on NBC, 12:30-1 p.m., will continue indefinitely after April 4, date concluding its original 13-week period, the network has announced. The Red Cross transcribed series *March of Mercy* available to local stations, will be discontinued by NBC affiliates after the April 18 broadcasts.

KTMS, Santa Barbara, Cal., recently broadcast the Santa Barbara night school's graduation exercises which were held in the station studios. A transcription of the ceremony was cut and air-expressed to the son of one of the graduates, on duty with the Army at Guadalcanal.

WBT, Charlotte, N. C., is presenting Valerie Ellis, author and world traveler, in a series of six 15-minute talks on her travels, 11:15 a.m. which began March 22. Mrs. Ellis, daughter of A. Hyatt Verrill, naturalist and explorer, now lives in Burlington, N. C.

Locked to KBUR

RECEIVING SETS locked to KBUR's frequency have been placed by the Burlington, Ia., station in the Iowa Ordnance Plant and the station now provides three quarter-hour morale programs daily to thousands of workers. Ordnance Plant also uses eight KBUR announcements daily in interests of recruitment. Station will go to 24-hour operation April 1.

ADDING to its schedule of programs on several New York stations, The Council for Books in Wartime has started *Authors of World War II* on WEVD, New York. Series carries out the Council's aim to spotlight books contributing to the war effort. Max Hill, former head of the AP bureau in Tokyo, and author of *Exchange Ship*, was interviewed on the first broadcast.

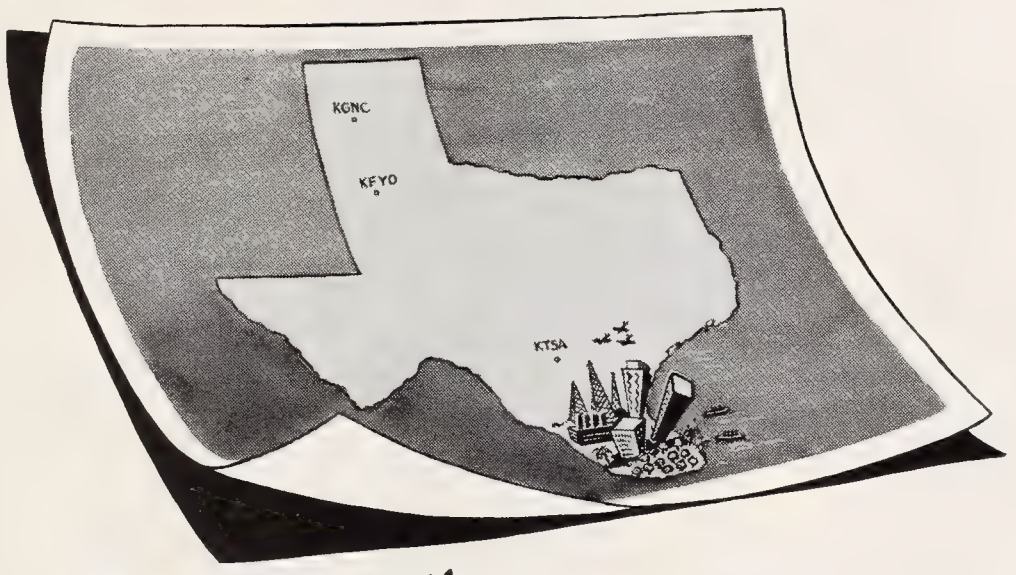
WMRN, Marion, O., provides a seminar, in charge of Lou Marsh, program director, for students of the radio workshop group at Ohio Wesleyan U., Delaware, O. Students, who work at the station on shifts, doing routine office work, and handling special shows and newscasts, are graded by Mr. Marsh. From the workshop studio on the campus, the students air an hour variety and dramatic show on WMRN, using original scripts.

WQAM, Miami, Fla., now offers two minutes of news on the half-hour and five or 15 minutes on the hour, with popular recordings and transcribed tunes m.cd by Walt Svehla from 3 to 6:00 p.m.

KAND, Corsicana, Tex., broadcast two hours and 15 minutes of the four-hour program in which various civic organizations of Corsicana put on a drive for War Bonds when the two-man Jap submarine captured at Pearl Harbor was in the city for four hours. The sale was $81,240 from a population of 18,000.

WCAR, Pontiac, Mich., has acquired the PA radio news wire from Press Assn., AP subsidiary.

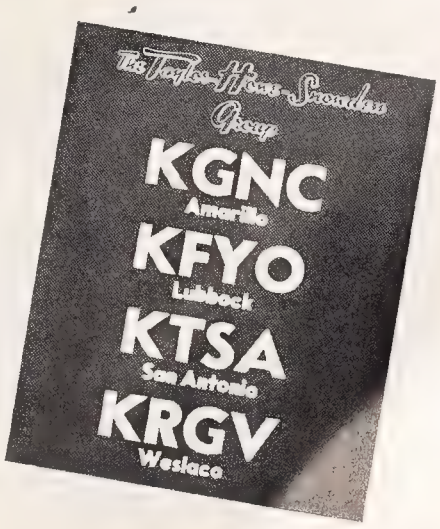
A Golden Opportunity!



KRGV and the Lower Rio Grande Valley

VALLEY bank deposits December 31st were up a phenomenal two-thirds . . . $34,591,821 compared to $20,976,137 a year before! This increase reflects a combination of very favorable conditions . . . a remarkably prosperous fruit and vegetable year from crops every month from the richest soil in the nation . . . tremendous payrolls and other expenditures of a strategic military area with four army bases . . . and enormous defense construction.

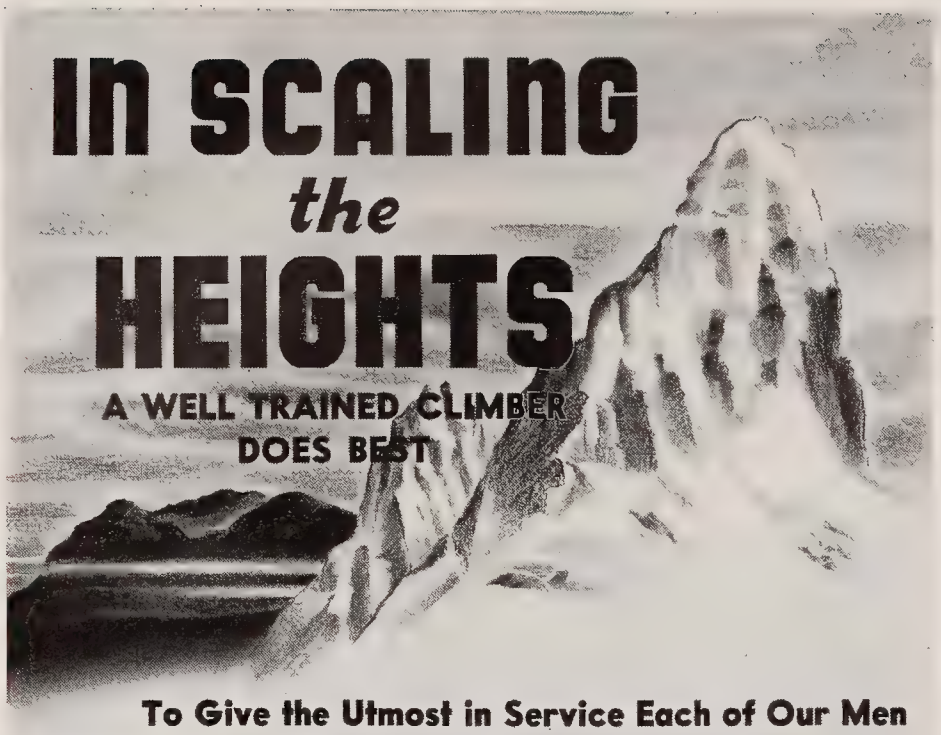
There are 23,481 radio units in the eight counties . . . and KRGV, Weslaco, is the ONLY network outlet to cover them with primary signal . . . the source in the Valley of outstanding NBC, news and local interest programs.



1290 KC ● 1000 Watts, Day and Night
Represented by Howard H. Wilson Co.

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas

Ken L. Sibson, General Sales Manager.
Telephone Riverside 5663 TWX Dls 297



To Give the Utmost in Service Each of Our Men
is Thoroughly Trained for His Job

capable

WEED
AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

SO LONG...TOO LONG

Already it's two, three, even four years since a good many companies said "so long" to their peacetime customers. But people forget mighty fast. "So long" for too long can get to be "goodbye."

Make sure your customers will be still *your* customers after the "duration", by giving them something they value—radio entertainment—to remember you by in the meantime.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

Agencies

BART McHUGH, West Coast radio director of Music Corp. of America, talent service, and Hal Hackett, New York radio director, to familiarize themselves with activities in each other's territory, have switched jobs for the next several weeks. Mr. Hackett's headquarters are in Beverly Hills, Cal.

ALLEN M. WHITLOCK, formerly of Marschalk & Pratt Inc., New York, and now with the Army Air Forces, has been promoted to rank of captain and appointed public relations officer of the Army Air Forces West Coast Training Center, Santa Ana, Cal.

DANIEL DANKER, Southern California vice-president of J. Walter Thompson Co., is in New York for home office conferences.

GORDON GROSS, onetime copy chief and radio director of Joseph Katz Co., Baltimore, has joined the copywriting staff of Lawrence Fertig & Co., New York.

JOHN M. CUNNINGHAM, former copy head of Blaine-Thompson Co., New York, and previously with Donahue & Coe, New York, has joined the copy staff of Buchanan & Co. Agency also has acquired as copywriter William J. McHale, formerly in the advertising department of Columbia Pictures and Warner Bros.

MRS. DOROTHY LUMBERS, formerly with Tandy Adv. Agency, Toronto, has joined the staff of the Assn. of Canadian Advertisers, Toronto office.

JOHN M. CALDWELL has left N. W. Ayer & Son, New York, where he was a radio writer, to enter the Army.

THOMAS D. GIBBONS, former publicity director of National Restaurant Assn., has joined Beaumont & Hohman, Chicago.

ROGER JOSLYN, art and copy director of Wendell P. Colton Co., New York, has been elected a vice-president.

PAUL DE FUR has resigned as radio director of the New York office of Grant Adv., to join the radio department of the Office of War Information, assigned to the War Manpower Commission. Mr. De Fur has been succeeded by Perry Dickey, who comes to New York from the agency's Chicago Headquarters, where he served as assistant radio director, also handling publicity. [BROADCASTING. March 15].

FRANK P. BUCK, formerly of Ruthrauff & Ryan, New York, has joined the copy staff of Atherton & Currier, New York.

GRANVILLE E. TOOGOOD, with N. W. Ayer & Son, Philadelphia, since 1925, has been named vice-president and assistant to Harry Batten, Ayer president.

JOSEPH HENRY COHN, an account executive of Weiss & Geller, New York, has been named a vice-president.

ROBERT GRAHAM, member of the copy staff of Gray & Rogers, Philadelphia agency, has enlisted in the Coast Guard, temporary reserve, and is assigned to patrol duty off the New Jersey coast.

KIRBY HAWKES, former radio director of Benton & Bowles, New York, who was reported to be entering the military service, will continue with the agency, directing several programs on a freelance basis. Following Mr. Hawkes, Walter Craig was named to the post.

WARD WHEELOCK Co., New York and Philadelphia, agency for Campbell Soup Co., Camden, N. J., has appointed Douglas Whitney, New York, to handle publicity for Campbell's CBS show featuring Milton Berle.

Lehn & Fink, Bourjois Plan Network Programs

LEHN & FINK Products Corp., Bloomfield, N. J., which has not used network radio for Hind's Honey & Almond Cream since 1939-1940 when it sponsored *Burns & Allen* on CBS, has purchased a half-hour on Mutual for a series, probably of the quiz type, to start April 23. Time will be Wednesdays, 8:30-9 p.m., but no details on the program or talent have been decided. Agency is Wm. Esty & Co., New York.

Another show in preparation is a half-hour musical to start on the BLUE in mid-April under sponsorship of Bourjois Inc., New York, for its cosmetics. No details were available from Foote, Cone & Belding, New York, agency in charge, although it is probable that the time used will be Sundays, 6:05-6:30 p.m., with Jim Ameche as m.c., and David Broekman's orchestra.

Albert L. Miller

ALBERT L. MILLER, 39, an account executive of Erwin, Wasey & Co., New York, was killed March 20 when he attempted to escape a fire in his room in a New York hotel by crawling on the three-inch window ledge, and losing his grip, fell 14 stories to the roof of a neighboring building. Son of George H. Miller, president of the Musterole Co., Cleveland, Mr. Miller had represented Erwin, Wasey in England for five years, and was well known in the drug and cosmetic field. He was a director of Wasey Products Co., London, and the R. B. Semler Co., New Canaan, Conn., extensive user of radio. A wife, two children and a sister survive.

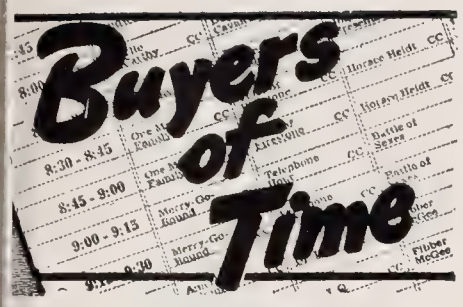
BMI Board Meeting

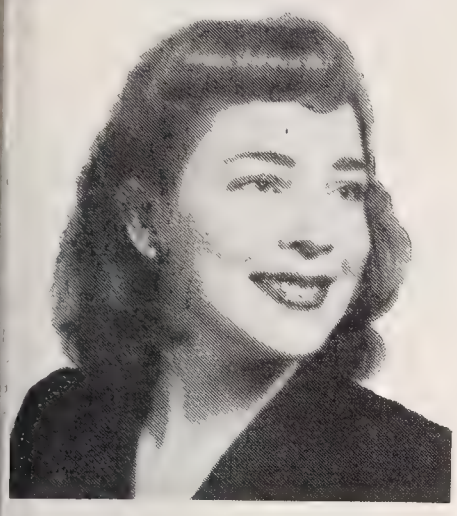
PLANS for a series of programs devoted to Latin American culture as expressed in the music of BMI's Latin American affiliate publishers were discussed by the BMI board of directors in New York last Tuesday. The board also voted to extend program meetings in New York, approved the new simplified forms for use by BMI stations in reporting income, and announced that the new BMI index of approximately 100,000 compositions will be distributed to licensees in April. Neville Miller, president, presided. The full board attended except Paul W. Morency, WTIC, Hartford, who was kept away by illness.

Lowney Dramas

WALTER M. LOWNEY Co., Montreal, (candy) on March 29 started quarter-hour factual dramatizations of the Royal Canadian Mounted Police, *Men in Scarlet*, thrice-weekly on CKWX, Vancouver; CFRN, Edmonton; CFAC, Calgary, Alta.; CJOC, Lethbridge, Alta.; CKCK, Regina; CFQC, Saskatoon; CKY, Winnipeg; CKPR, Port Arthur, Ont.; CFRB, Toronto; CKCO, Ottawa; CFPL, London, Ont.; CKOC, Hamilton, Ont.; CHSJ, St. John, N. B.; CHNS, Halifax; CJCB, Sydney, N. S. Account was placed by Harry E. (Red) Foster Agencies, Toronto.

BERT PRAGER, radio director of Donahue & Coe, New York, has resigned.





THISTLE (Betty) BARRETT

IF IT'S music or time buying or West Virginia that might interest you, sir, Miss Thistle (Betty) Barrett would be able to cross words with you most intelligently. For Betty not only is a talented musician, she is the current timebuyer at Morse International Inc. and also an ex-West Virginian teller of tales, attractively wrapped up in one personality.

Betty was born in New Martinsville, W. Va. Aug. 8, 1918, and between floods attended primary school there. She took her high school work at Dickinson Seminary, Williamsport, Pa. before entering the U. of West Virginia in 1934. She majored in music (violin) at the university and belonged to the Chi Omega Sorority.

After two years of college, Betty decided to go to New York and try her hand at earning a living. Her first Manhattan job was modeling winter coats in mid-July. With the temperature hovering around 95 degrees she soon left that position for greener pastures and an air-conditioned building.

Next came law as secretary to a patent attorney, but in due time radio beckoned and she joined Morse in 1940 as secretary to Dick Nicholls, radio director. In 1942 she was transferred to the timebuying department, assisting Mort Bassett. When he joined the armed forces earlier this year Betty took over the timebuying chores.

With Mr. Nicholls, Betty buys time for one of radio's largest spot accounts — Vick Products — which include Vapo Rub, Va-tro-nol, cough drops and inhaler. She also buys time for Vitamins Plus.

Betty still continues music, playing in amateur symphonies in New York, but she finds plenty of time for either theatre-going or a swim in the Shelton pool.



"He would accept WFDF Flint Michigan's invitation to breakfast at Sardi's every morning!"

Double Time

LONGINES time signals, heard on hundreds of stations, have gone to war. Amending a formula introduced by Milton Cross with the first Longines announcement on WJZ, New York, in 1926, the firm has ordered signals given in both standard and military time, for the convenience of war workers and personnel of the services. Official time signal now reads, "At the signal, the time will be 11 p.m. Eastern War Time, 23 o'clock Army-Navy Time by Longines, the world's most honored watch."

Plug, Says Hirschmann, Goods on Shelves or Not

PLEA TO ADVERTISERS to continue promotion even though business is easy to obtain at this time was voiced by Ira A. Hirschmann, vice-president of Bloomingdale's, New York department store, in a talk on "Where Do We Go From Here?" before the recent convention in New York of the Associated Chain Drug Stores.

Mr. Hirschmann urged the chain druggists to "continue to promote even when you get to the point where you have no merchandise to sell. Keep your contact with your customers, keep your names before people. My hat is off to the national advertisers. Don't let your names down!"

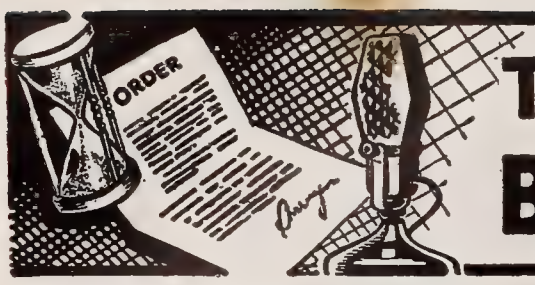
Disc Series

KASPER-GORDON Inc., Boston, is releasing a series of fur storage shorts for sale to local sponsors. The firm is releasing a series of 78 quarter-hour programs based on the Dan Dunn newspaper comic strip.

Sesac Bond Plans

SESAC and Treasury Representatives met March 21 in Chicago to discuss new plans for SESAC service to stations in the Second War Loan Drive. Marjorie L. Spriggs, Treasury radio chief, and Emerson Waldman, assistant radio chief, explained the drive plans. Leonard Callahan, Claude Culmer, Emile Gough, Graham Harris, Paul Heinecke and Burt Squire represented SESAC, which has been working with the Treasury Radio Section for the pat year on a voluntary basis.





THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

KQW, San Francisco

Alameda County Nursery, Oakland, 6 *sp* weekly, thru Emil Reinhardt Adv., Oakland.

Acme Breweries, San Francisco, 2 *sa* weekly, thru Brisacher, Davis & Van Norden, San Francisco.

National Lead Co., San Francisco (Dutch Boy paint), 6 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.

Golden State Milk Co., San Francisco, 5 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.

Hulman & Co., Terre Haute, Ind. (Clabber Girl Baking Powder), *sa* weekly, thru Pollyea Adv. Agency, Terre Haute.

Langendorf United Bakeries, San Francisco (Langendorf Bread - Homestead Bread), 7 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.

Langendorf United Bakeries, San Francisco (Holsum Bread), 5 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.

WMAQ, Chicago

American Crayon Co., Sandusky, O. (children's story book), 3 *sp* weekly, 13 weeks, thru Triangle Agency, Chicago.

Kitchen Art Foods, Chicago (Kitchen Arts Rice Feast), 3 *sp*, 13 weeks, thru Earle Ludgin Inc., Chicago.

Bulova Watch Co., New York, 28 *sa*, 52 weeks, thru Biow Co., N. Y.

Gordon Baking Co., Detroit (Silvercup bread and bakery products), 19 sa weekly, 13 weeks, thru C. E. Miller Agency, N. Y.

Lever Bros. Co., Cambridge (Rinso), 19 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.

American Chicle Co., New York (Dentyne and Clove Gum), 1 *sa* weekly, 52 weeks, thru Badger, Browning & Hersey, N. Y.

KECA, Los Angeles

West Coast Soap Co., Oakland, Cal. (Powow cleaner), weekly *sp*, 52 weeks, thru Brisacher, Davis & Van Norden, San Francisco.

Interstate Bakeries Corp., Los Angeles (bread), 7 *sa* weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.

B. Manischewitz Co., Jersey City (matzoths), 2 *sa* weekly 4 weeks, thru A. B. Landau Inc., N. Y.

Eastern-Columbia, Los Angeles (chain dept. store), *sa* weekly, 13 weeks, thru Stodel Adv. Co., Los Angeles.

WEAF, New York

Grove Labs., St. Louis (Bromo-Quinine), 3 *ne* weekly, 52 weeks, thru Russel M. Seeds Co., Chicago.

Flag Pet Food Corp., New York (dog food), 5 *sa* weekly, 52 weeks, thru Peck Adv., N. Y.

Packard Shaver Division, Pharmacal Products Co., New York (Packard Lektro-Shaver Sales and Service), 3 *sa* weekly, thru Ray-Hirsch Co., N. Y.

RKO Pictures, New York, weekly *ne*, 52 weeks, thru Foote, Cone & Belding, N. Y.

B. Meier & Son, New York (Golden Center Wheat Germ), 3 *sa* weekly, thru H .C. Morris & Co., N. Y.

MacMillan Co., New York (cook book), 5 *sa*, 1 week, direct.

KMPC, Beverly Hills

Leslie Salt Co., San Francisco (table salt), 11 *ta* weekly, 19 weeks, thru Erwin, Wasey & Co., San Francisco.

P. W. Minor & Son, Batavia, N. Y. (Tread-easy shoes), 3 *ta* weekly, 10 weeks, thru Stewart, Hanford & Casler, Rochester.

WABC, New York

Columbia Pictures Corp., New York (The More the Merrier, other films), 3 *ne* weekly, thru Weiss & Geller, N. Y.

General Baking Co., New York (Bond bread), 3 *sp* weekly, thru BBDO, N. Y.

WQXR, New York

Rio Bamba, New York (night club), 3 *ne* weekly, 8 weeks, thru Aetna Adv. Agency, N. Y.

Roxy Theatre, New York ("The Young Mr. Pitt"), 32 *sa*, 1 week, thru Kayton-Spiero Co., N. Y.

Samuel Goldwyn, Hollywood, Cal. ("They Got Me Covered"), 6 *sa*, 1 week, thru Donahue & Coe, N. Y.

Plaza Theatre, New York (motion pictures), 5 *sp* weekly, 13 weeks, thru Shorelane-Benet, N. Y.

General Foods, New York (Maxwell House coffee), 6 *sp*, 13 weeks, thru Benton & Bowles, N. Y.

Cooper & Cooper, New York (razor blades), 3 *ne* weekly, 52 weeks, thru Heffelfinger Agency, N. Y.

Linguaphone Institute, New York (foreign language lessons), 3 *ne* weekly, 18 weeks, 3 *sp* weekly, 12 weeks, thru Joseph Ellner Co., N. Y.

Pour La Victoire, New York (newspaper), 2 *ne*, 26 weeks, direct.

J. B. Williams Co., Glastonbury, Conn. (Aqua Velva, Glider), 24 *sa*, 52 weeks, thru J. Walter Thompson Co., N. Y.

KPAS, Pasadena

World's Dispensary Medical Assn., Buffalo (proprietary), 5 *ta* weekly, thru Dana Jones Co., Los Angeles.

Dr. Cowen, Los Angeles (credit dentist), 6 *ta* weekly, thru Dean L. Simmons, Hollywood.

Beam Sales Co., Chicago (money belt), 3 *sp* weekly, thru Paul Grant Adv., Chicago.

Miller Co., Chicago (telescopes), 5 *ta* weekly, thru United Adv., Chicago.

Gardner Nurseries, Osage, Ia., 6 weekly *sa*, thru Northwest Radio Adv. Corp., Seattle.

Charm Kurl Co., St. Paul (permanent wave kit), 5 *sa* weekly, 4 weeks, thru Guenther-Bradford & Co., Chicago.

WJZ, New York

P. W. Minor & Sons, Batavia, N. Y. (Treadeasy shoes), 4 *ta*, *sa*, 4 weeks thru Stewart, Hanford & Casler, Rochester.

Personna Blade Co., New York, 5 *sa* weekly, 13 weeks, thru Amos Parrish & Co., N. Y.

Piso Co., Warren, Pa. (cough medicine), 2 *ta* weekly, 2 weeks, thru Lake-Spiro-Shurman, Memphis.

CKWS, Kingston, Ont.

Canadian Marconi Co., Montreal (tubes), 81 *ta*, thru Cockfield, Brown & Co., Montreal.

Pure Gold Mfg. Co., Toronto (prepared food), 104 *t*, thru Cockfield, Brown & Co., Toronto.

WAPI, Birmingham

Griffin Mfg. Co., Brooklyn (shoe polish), 6 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.

Church & Dwight, New York (soda), 6 *sa* weekly, 52 weeks, thru Brooke, Smith, French & Dorrance, N. Y.

William H. Wise & Co., New York (books), 6 *t*, thru Huber Hoge & Sons, N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Supersuds), 30 *sa* weekly, thru William Esty & Co., N. Y.

Swift & Co., Chicago (All-Sweet margarine), *sa* series, thru J. Walter Thompson Co., Chicago.

Pan-American Coffee Bureau, New York, *sa* series, thru J. M. Mathes Inc., N. Y.

Noxzema Chemical Co., Baltimore (skin cream), *sp* weekly, thru Ruthrauff & Ryan, N. Y.

KLX, Oakland

Federal Outfitting Co., San Francisco (chain clothiers), 6 *ne* weekly, thru Allied Advertising Agencies, San Francisco.

Telenews Theaters, San Francisco, Oakland, 18 *ne* weekly, direct.

Readers Digest, Pleasantville, N. Y. (service men's subscriptions), 12 *sa* weekly, thru Progessive Adv. Agency, San Francisco.

Southern Pacific Co., San Francisco, 12 *ta* weekly, thru Foote, Cone & Belding, San Francisco.

Pacific Telephone & Telegraph Co., Oakland, Cal., 3 *sa* weekly, direct.

Bank of America, San Francisco (chain banking system), 7 *sa* weekly, direct.

KTMS, Santa Barbara

Golden State Co., San Francisco (Golden V milk), 10 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, Los Angeles.

Interstate Bakeries Corp., Los Angeles (Weber bread), 6 *ne* weekly, 52 weeks, thru Dan B. Miner Co., Los Angeles.

Seven-Up Bottling Co., Los Angeles (beverage), weekly *sp*, 13 weeks, placed direct.

CFRB, Toronto

Benjamin Moore & Co., Ltd., Toronto (paint), *sp*, thru E. W. Reynolds & Co., Toronto.

Wynola Corp., Toronto (soft drinks), *sa*, thru Ellis Adv. Co., Toronto.

Vernor's Ginger Ale Co., Toronto (soft drinks), weekly *sp*, thru Walsh Adv. Co., Toronto.

WHN, New York

P. Lorillard Co., New York (Old Gold Cigarettes), 5 *ne* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.

Greater N. Y. Conference of Seventh Day Adventists, 6 *sp* weekly, 52 weeks direct.

GARDNER NURSERIES IN SPRING CAMPAIGN

GARDNER NURSERY Company, Osage, Iowa (trees, shrubs, seeds, and plants), has expanded its spring campaign, according to Northwest Radio Adv. Co., Seattle. The stations:

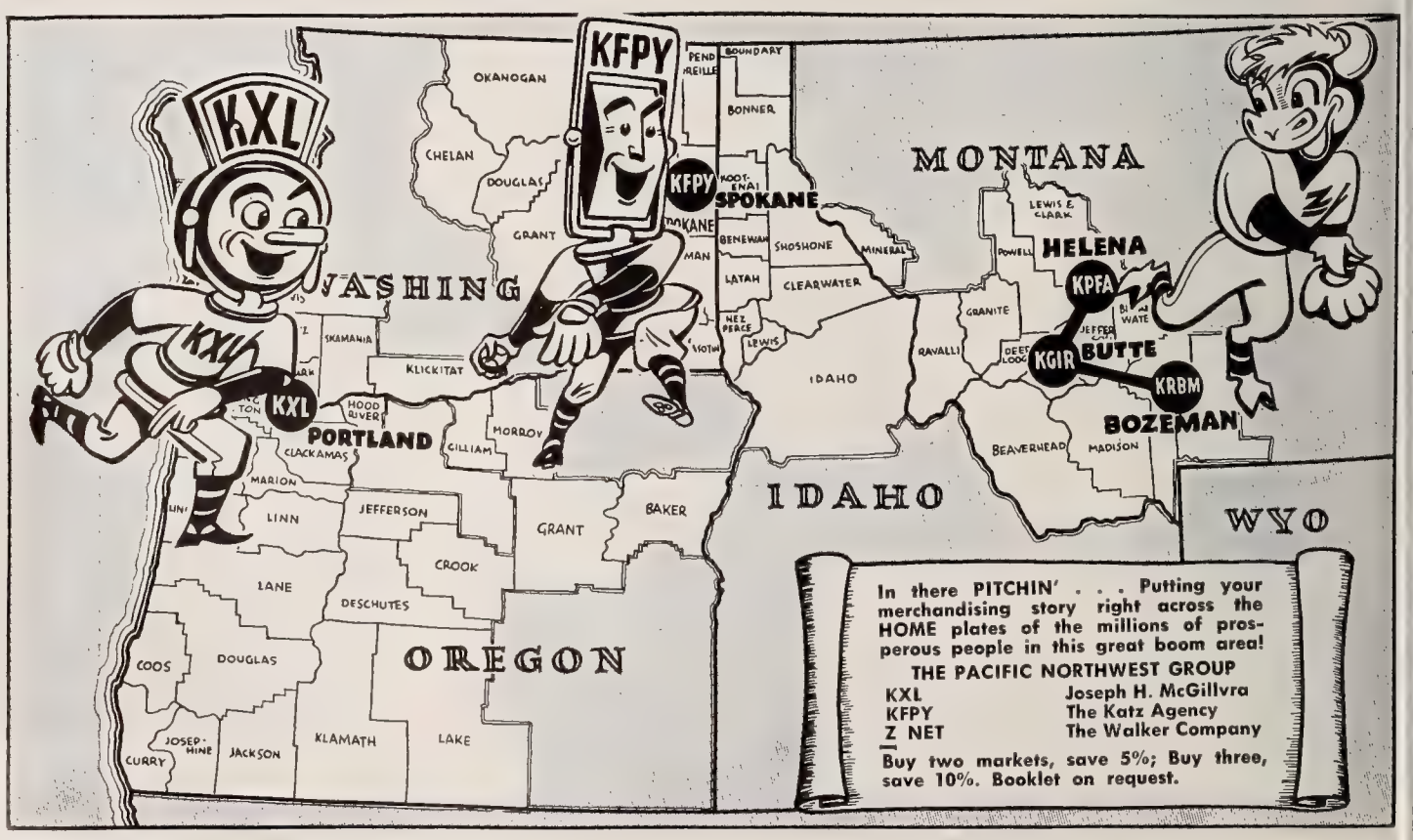
KXA WHO WLW KINY WLS KPO WHAM WBZ KTKN KOL KVI WDSM WWRL WHAS WSON WHOP WSAZ WKST KLUF WISR KHJ KHQ WEGO WTAX WTAQ WOCB WMJM WHBY WKNY WJAG WFTM WFIN WEBQ KWFT KWON KFRC KUJ KTRI KSL KSJB KPRO KOVO KICD KFJZ KDTH KBIZ WLAY KXOK WPRO KFDM KMPC KYA KFSO KPAS KFBK KTRB KQW KRE KSAN KXL KDYL KFYR KMMJ KOAM KOWH KSOO WAKR WBAL WCAR WCOA WHDH WDAY WDBO WDEL WDZ WEW WHKC WIBA WIBC WITH WKAT WKZO WLOL WPEN KYW WPIC WPDQ WAAT WCAU WCSC WIS WSUN WWDC WWVA WAAF WRVA WCPO KFEL KGHL WTAR WFAA WTMA WFDF KOB KWLK KTAR.

Five-minute and 15-minute programs will be used one to three times daily, depending on local weather and planting conditions. More stations will be added April 1. The spring campaign continues until June 15.

Globe-Democrat on KWK

RUSH HUGHES, m.c. of two daily dance record programs on KWK, St. Louis, has added the *St. Louis Globe-Democrat* to his list of sponsors. The morning paper has bought a 20-minute section of Hughes' 10 a.m.-12 noon *Song and Dance Parade* and his 6:15-7 p.m. *First Five* program, Mondays, Wednesdays and Fridays. Hughes highlights *Globe-Democrat* news coverage and features. His other sponsors include Griesedieck Brothers Brewery, Bond Bread, Meyer Brothers Drug Co. and the Koken Co. A new feature of the morning show is *Uncle Sam Inc.*, during which Hughes plugs War Bonds and Government messages.

ROBERT L. GARNER, former vice-president and treasurer of Guaranty Trust Co. of New York, has been elected vice-president and treasurer of General Foods Corp., New York, effective April 1. He succeeds the late Louis A. Zahrn, former treasurer.



Radio Advertisers

JOHN F. JELKE Co., Chicago (oleomargarine), within the next few weeks will appoint an advertising manager to succeed George T. Wruck, who recently joined the Cepro division of the Rahr Malting Co., Manitowoc, Wis.

GORDON GORDON Ltd., Toronto (Princess Pat cosmetics), has started a test announcement campaign on CJRC, Winnipeg. Account was placed by Frank R. Steel Associates, Chicago.

WESTERN SAVING Fund Society, Philadelphia, is sponsoring Dr. Felix Morley, president of Haverford College, Haverford, Pa., in a weekly series of news interpretations on WCAU, Philadelphia. John Falkner Arndt Agency, Philadelphia, has the account.

MUTUAL ORANGE Distributors, Redlands, Cal., on April 13 starts sponsoring a weekly quarter-hour commentary series on four Don Lee California stations (KFXM KHJ KVOE KDB), Tuesday, 7:45-8 p.m. (PWT). Contract is for 52 weeks. Agency is Dana Jones Co., Los Angeles.

AMERICAN DAIRY ASSN., Chicago, Ill. (dairy products), on March 21 started sponsoring a weekly quarter-hour commentary program, *Voice of the Farmer*, on 17 Mutual-Don Lee Western stations (KWAL KFIO KIT KRKO KMO KOL KGY KXRO KELA KAST KWLK KALE KWIL KORE KOOS KRNR KFJI), Sunday, 3:45-4 p.m. (PWT). Contract is for 52 weeks. Campbell-Mithun, Minneapolis, has the account.

MOTHER'S CAKE and cookie Co., Oakland, Cal., has started a noonday news period, *Rationing News*, thrice-weekly on KFRC, San Francisco. Agency is Emil Reinhardt Adv. Agency, Oakland, Cal.

SCHWARTZ & GRODIN, Oakland, Cal. (clothiers), recently started for 52 weeks a weekly broadcast of the boxing matches held in the Oakland Civic Auditorium. Allen Ward and Speed Riley collaborate as sportscasters. Agency is Theodore H. Segall Adv., San Francisco.

CAPWELL, SULLIVAN & FURTH, Oakland, Cal. (department store), on March 29 will start 3 newscasts weekly for 13 weeks on KPO, San Francisco. Agency is Sidney Garfinkel Adv. Agency, San Francisco.

BRANDRAM-HENDERSON, Montreal (paint), has started an announcement campaign on a number of Canadian stations placed by Stanfield & Blaikie, Montreal.

Nothing to Sell

"NOTHING to sell" seems to be the accent in Knoxville, according to WBIR, BLUE-MBS station. War has made it possible for the station to whip up two shows, sell both to non-selling clients: Knoxville Power and Knoxville Water Board. Shows are called *Yours for Victory* and urge scrap salvage, Victory gardening, appliance conservation, etc.

LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets), as part of its spring campaign which started March 23, is sponsoring an intermittent schedule of twice-weekly participation in *Art Baker's Notebook* on KFI, Los Angeles. Contract is for 52 weeks. Firm in addition sponsors thrice-weekly participation in Norma Young's *Happy Homes* on KHJ, Hollywood, as well as weekly participation in Ann Holden's *Home Forum* on KGO, San Francisco. Gerth-Pacific Adv., Los Angeles, has the account.

LOCKFAST - STEINER, Montreal (shoe-high socks), has started an announcement campaign on 27 Canadian stations, placed by Stanfield & Blaikie, Montreal.

L. B. LABS., Los Angeles (hair oil, shampoo), on April 1 starts sponsoring four participations weekly in the 6 p.m. news on KRLD, Dallas. Contract is for 13 weeks. Firm is sponsoring a weekly five-minute participation in *Breakfast at Sardi's* on 13 BLUE stations, Wednesday, 9:30-10 a.m. (PWT) Glasser-Gailey & Co., Los Angeles, has the account.

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts—620 Kilocycles

NBC RED NETWORK

Represented Nationally by

EDWARD PETRY & CO., Inc.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY

NATIONAL STATION REPRESENTATIVES

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES



How Many Towns Make a Market?

THAT DEPENDS. If you're thinking of metropolitan areas, the answer can well be: "One". But not if you're thinking of regional farm markets!

Take, for instance, the No. 1 Farm Market. This richer-than-ever market has exactly 1,546 towns with a population of 10,000 or less. In these towns live 34.7% of the total population. And in these towns an additional 45.3% of the people (the farmers!) do most of their buying.

In plain arithmetic, this means that 80% of the No. 1 Farm Market is *small town*—that it takes a regional station with a rural slant to get this market for you.

KMA is the *only* full-time farm station in America's greatest farm belt. It is the *one* station in the whole area that does *not* localize its programs to the people immediately under its towers. Instead, KMA is regionally programmed for the 3 million people in 151 primary counties *around* Shenandoah, who spend 820 million dollars a year in retail stores.

So—if you want to reach the most loyal and sincere folks in America—if you want a prosperous rural market that can be *yours* for as little as $20 per daytime quarter hour —then the facts in our latest market data brochure are the most important you've ever read. Write today for your copy.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.

Exclusive National Representatives

H. C. MORRIS & Co., New York, has been appointed to handle Mealene, a product of Bernarr MacFadden's Cereal Co., New York. Spot campaign for the cereal was placed by the Morris Agency and not by Jasper, Lynch & Fishel, New York, former agency, as reported [BROADCASTING, March 22].

CHURCHES OF CHRIST, Glendale, Cal., currently sponsoring a weekly half-hour live program featuring Jean Valentine, on KPAS, Pasadena, with transcribed version on KVEC, San Luis Obispo, will add other West Coast stations in early April. Placement is through Dean L. Simmons, Hollywood.

VAN De KAMP Bakeries, Seattle, using institutional copy, is sponsoring on KJR, Seattle, the BLUE *Mystery Chef*, a participating program.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

GRIESEDIECK-WESTERN Breweries, St. Louis, is sponsoring the *Funny Money Show* on KWK, St. Louis, 7:30 p.m. Thursdays, featuring Carl Hohengarten's orchestra; Madelaine, songstress; the Singing Swingtones; Coon Creek Boys, and the Rich Hayes, Jack Conner and Swing Trio. Audience participation is an added feature.

GENERAL BAKING Co., New York, in behalf of Bond bread, has renewed for 52 weeks *Morning in Manhattan*, five-weekly quarter-hour program on WEAF, New York, effective March 25. BBDO, New York, handles the account.

GEORGE JELLENIK Jr., former executive of H. W. Halifax Adv., New York, has been named advertising and sales promotion manager of Major Vitamins Inc., New York, makers of Major B complex vitamins. Mr. Jellenik was on the sales executive staff of Bloomingdales, New York department store, and has served on the store's copy writing staff. He was at one time radio editor of a Washington newspaper. Major Vitamins is currently engaged in a spot radio campaign.

CANADA DRY Ginger Ale Inc., New York, on March 29 starts sponsoring the five-weekly quarter-hour news commentary, *Faces and Places* on two Don Lee California stations (KHJ KFRC) Monday through Friday, 6:15-6:30 p.m. (PWT). Contract is for 13 weeks. Agency is J. M. Mathes Inc., New York.

CALIFORNIA AMUSEMENT Enterprises, Los Angeles (Arragon ballroom), on March 15 started sponsoring a nightly quarter-hour participation in Al Jarvis' *Make Believe Ballroom* on KFWB, Hollywood. Contract is for 52 weeks, with placement through Advertisers Sales Agency, Los Angeles.



GERMANY IS FIRST IN MOTHER TONGUES

GERMAN is the most frequently reported mother tongue in the United States, according to a report based on the 1940 Census, issued recently by the Census Bureau. In certain sections of the country, however, other languages were more often reported. For example, French is the mother tongue reported most frequently in New England, and Spanish in the Southwest, the data show.

Statistics are based on returns from a 5% sample of the population enumerated in the 1940 Census. Mother tongue is defined as the principal language spoken in the home during a person's earliest childhood.

The tables show how strong a hold a foreign language may have in the homes of certain population groups, even after several generations in this country. Large numbers of persons of third or subsequent generations in the U. S. are included among the French-speaking people of Louisiana and among those who speak Spanish in New Mexico, to give examples.

In a breakdown by states, French is the main mother tongue in Maine, New Hampshire, Vermont, Rhode Island, and Louisiana. Italian leads in Connecticut, New York, New Jersey, Delaware, West Virginia. German heads the list in Ohio, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas, Maryland, Virginia, Kentucky, Tennessee, Arkansas, Oklahoma, Montana, Idaho, Wyoming, Utah, Washington Oregon. Spanish was the most frequently reported foreign tongue in Florida, Texas, Colorado, New Mexico, Arizona, California. In Massachusetts, returns were almost equal for French and Italian. In Pennsylvania, German and Italian ran close. Polish showed the highest return in Michigan, with German a close second.

Quiz at Radio Lunch

MEMBERS of the Radio Executives Club of New York took an active part in the entertainment at last Wednesday's meeting when Bob Hawk, m.c. of the Camel show on CBS *Thanks to the Yanks*, conducted a quiz session with timebuyers and radio executives as participants. Out-of-town guests included Howard Chernoff, West Virginia Network; John Rivers, WCSC, Charleston, S. C.; Ken D. Soble, CHML, Hamilton, Ont.; Ken D. Given, WLBJ, Bowling Green, Ky.; Barron Howard, WRVA, Richmond, and Mort Silverman, WEIM, Fitchburg, Mass.

Crosley Net Profit

CROSLEY Corp., Cincinnati, and subsidiaries, including WLW-WSAI, made a net profit of $1,931,659 after depreciation, Federal Income and excess profits taxes were deducted, for the year ending Dec. 31, 1942, the annual report discloses. Earnings in 1941 totaled $1,493,135. Last year's net was equal to $3.54 a share on 545,800 shares of capital stock, as compared to $2.73 a share the previous year.



NEWS SPOTS are spot news as Grove Labs., St. Louis, signs a contract involving more than a quarter-million dollars for news and news commentary programs starting March 29 on nine NBC owned and operated stations, largest single contract ever received by NBC central division spot sales. Eyeing the document are (seated) Oliver Morton, manager, NBC central division local and spot sales; and June Rollinson, timebuyer of Russel M. Seeds Co., Chicago, who negotiated contract for the client. Standing is Rudi Neubauer, NBC salesman. Grove is using about 40 major-market stations in an intensified summer drive for Daily Vitamins [BROADCASTING, March 15].

Repplier on Council

THEODORE S. REPPLIER, campaigns manager of the War Manpower Commission, has resigned to become manager of the Washington office of the Advertising Council, effective April 1. Before entering government service in 1942, Mr. Repplier was associate copy director of Young & Rubicam, New York. He joined that agency in 1931, and had previously served as advertising supervisor of the Chesapeake & Potomac Telephone Co., Washington.



Mr. Repplier

Zero Starts Drive

BEACON CHEMICAL Co., Philadelphia, is starting a spot campaign for Zero, a new ammonia product described as a general household cleaner. Ammonia has not been available for general consumer use recently due to restricted materials but some is now back in the market. Details of the campaign are not available. Company is placing direct. Paris & Peart, New York, was recently appointed agency.

WSAZ Joins Blue

WSAZ, Huntington, W. Va., on April 1 will become a basic BLUE supplementary station, bringing the total of BLUE affiliates to 150. Operated by WSAZ Inc., the station operates on 930 kc., 1000 watts. Evening hour rate is $120.

Once in a while someone turns a spotlight on a concern that is simply doing its public-service duty in its own peculiar daily fashion. Unaccustomed as we are to spotlights and indifferent as we are to horn-tooting, we are frankly glad to be able to remark here the fact that

THE GEORGE FOSTER PEABODY RADIO AWARD FOR 1942

for

"OUTSTANDING PUBLIC SERVICE BY A REGIONAL STATION"

has just been given to

WCHS

CHARLESTON, WEST VIRGINIA

. . ."on recommendation of the University of Georgia faculty committee, for the program 'The Home Front'—a twice-weekly feature which was created and maintained morale by providing authoritative answers to listener questions dealing with the most perplexing of public problems in a community at war."



5000 WATTS • 580 ON YOUR DIAL • NATIONAL REPRESENTATIVES—THE BRANHAM CO.
JOHN A. KENNEDY, PRESIDENT • HOWARD L. CHERNOFF, MANAGING DIRECTOR • CBS SERVICE

Peabody Awards

(*Continued from page 14*)

work correspondent to broadcast a report of the situation in Algiers, after broadcasting facilities were made available Nov. 14. Collingwood gave a vivid description of the political situation in Algiers just one week after the invasion on the CBS *World Today* program at 6:45 p.m., scooping other network correspondents by one-half hour [BROADCASTING, Nov. 23, 1942].

He scored another scoop last Christmas Eve at the time of the assassination of Adm. Charles Darlan. Although CBS was unable to put Collingwood on the air with the news because of poor atmosphere conditions, the network learned the story in time to present it as a flash bulletin.

Winner of a Rhodes scholarship at Oxford, Collingwood was in Geneva at the time the war broke out in the summer of 1939, after which he returned to England as a member of the staff of United Press. During 1941 and 1942 he was heard frequently on the *World Today* series, 6:45-6:55 p.m.

War Program

The CBS writing-directing team of Ranald MacDougall and William Robson was given the assignment of handling *The Man Behind the Gun*, when it started on CBS Oct. 7.

About 20 weeks after the program had been on the air and had attained success as a Wednesday 10:30-11 p.m. sustainer, Elgin National Watch Co., Elgin, Ill., contracted for the series with CBS, shifting it March 7 to Sunday evenings at 10:30 p.m. Institutional commercials for Elgin are used and J. Walter Thompson Co. is in charge.

Designed to tell how the man behind the gun lives, his duties, and the stories behind the weapons he uses, the series has dramatized such authentic events as the landing of the marines on Guadalcanal, the capture of Henderson Field, the tense journey of a typical Atlantic convoy en route to Murmanks, Russia, and the heroic exploits of the U. S. light cruiser *Boise*. It is offered with the full cooperation of the armed forces.

Forestry Series

Ten years ago when an intensive reforestation program was instituted in Wisconsin, it was found that very little educational material dealing with forest conservation was available. The immediate problem was to find naturalists or men who knew the forest lore to serve as advisors—and that's how *Afield with Ranger Mac* came into existence. Originated by H. B. McCarty, director of the *Wisconsin School of the Air* at the University of Wisconsin, the series was presented first in 1933 on WHA, the university's station at Madison, Wis.

"Ranger Mac" himself is Wakelin McNeel, chief of the Junior Forest Rangers, and a vigorous Scotsman who knows the out-of-doors. He talks on nature and conservation, and occasionally conducts a quiz session for school children. Mr. McCarty is with the Office of War Information, on leave for the duration.

The Home Front

A public service series, created by Howard Chernoff, managing director of the West Virginia Network, *The Home Front* started on WCHS, Charleston, Sept. 13, 1942, under sponsorship of the local dealer for Sherwin-Williams Paint Co., Cleveland. Cited by the Peabody board for its outstanding service to a community at war, the program asks listeners to send in questions on current problems perplexing them, and offers answers to those queries as written by such authoritative Government agencies as the OPA, Red Cross or Selective Service.

Though it has not been possible to answer on the air every question submitted, WCHS has sent answers by mail to every listener who did not hear his query broadcast. The series first went on the air Thursday evenings, later shifting to Sunday 9-9:15 p.m. Currently, it is heard Sundays 1:45-2 p.m. Produced by William J. Adams, the announcing chores are handled by David Fulton and Sam Molen of WCHS.

The Standard Symphony

AT THE END of the current season *The Standard Symphony* will have completed 15 years on the air—with its sponsor, Standard Oil Co. of California, the second oldest user of radio in the United States. The series started on KPO, San Francisco, Oct. 13, 1926.

Standard Symphony has presented many famous conductors and orchestras. Since 1928, the sponsor also has presented a companion network feature, *Standard School*, a course in music appreciation which helps pupils follow the evening program. Both have won many citations. Four leading Coast universities give their students credits for completing the course.

WAAC Cuts by WKY

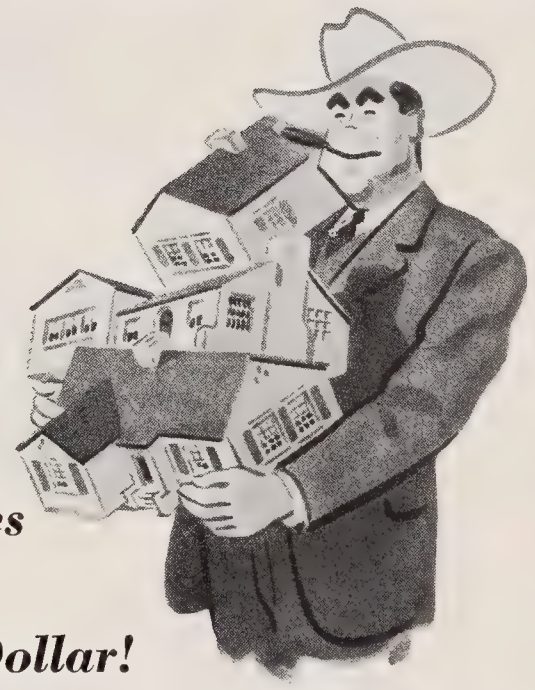
THE 8TH CORPS Area Volunteer Service Command has selected WKY, Oklahoma City, to make master cuts of a WAAC recruiting program series. WKY will supply cast and production. Platters will be played by stations throughout the corps area.



NAVY YARD employes at Philadelphia now get noon lunch hour news daily through direct wire from WCAU's news room. Arrangements were made by former WCAU publicity chief, Kenneth W. Stowman, now a naval public relations lieutenant, and station's Program Director Stan Lee Broza. News shots are not broadcast.

Canada War Drive

PLANS FOR use of paid radio advertising for Canada's Fourth Victory Loan drive for $1,100,000,000, starting April 26 to May 15, are taking shape. It is understood that the campaign will include five one-hour variety shows with name stars from the United States, on Wednesday evenings 9-10 o'clock, starting April 14. In addition, there will be a Sunday evening half-hour show, with Jack Benny and Charlie McCarthy, 7:30-8 p.m., which the National War Finance Committee has retained since the Third Victory Loan drive last October and is currently using for its *Highlights for Today*. Various paid spot campaigns are being planned, including one directed to farmers. The entire campaign is being handled by the War Finance Committee of the Advertising Agencies of Canada, spreading the task among all agencies.



Three Times As Many For Your Dollar!

WOAI has over 3 1/3 times more radio homes—per dollar—in San Antonio, Austin and Corpus Christi combined than the only other San Antonio station reaching all three of these markets! This figure is based on published national rates and C. E. Hooper Mid-winter Indexes.

San Antonio, Austin and Corpus Christi—where your WOAI dollar buys such immense listener preference—are THREE of the TWENTY-EIGHT metropolitan counties in the ENTIRE United States listed by the Census Bureau as having the most rapid wartime growth and the best postwar prospects of retaining their growth!

Yes, WOAI delivers premium listener value for your dollar in Central and South Texas.

50,000 WATTS - - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Lowest Cost per Listener In the Tri-City Area

TROY - ALBANY-SCHENECTADY

WTRY

TROY, NEW YORK

1000 Watts at 980 Kc.

The ONLY Basic BLUE Station In Eastern New York

Represented by RAYMER

CRYSTALS by HIPOWER

Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precision Crystal units. With recently enlarged facilities, Hipower is maintaining greatly increased production for all important services. When essential demand begins to return to normal, Hipower will be glad to help with your crystal needs.

HIPOWER CRYSTAL CO.

Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

NAB 3d District Elects Thompson

Altoona Man Named Director; Group Endorses OWI Plan

ROY THOMPSON, general manager of WFBG, Altoona, Pa., was elected director for the NAB Third District—Pennsylvania and Delaware—at the regional district meeting March 22 in Philadelphia.

Mr. Thompson, who succeeds Isaac D. Levy, vice-president of WCAU, Philadelphia, was elected unanimously for a two-year period and starts his term with the annual NAB meeting next month. Also by unanimous vote, Mr. Thompson was elected president of the Pennsylvania Assn. of Broadcasters, made up of NAB and non-NAB members in the State. Though this office normally carries a one-year term, the association voted that Mr. Thompson hold the post for the duration.

Browning Speaks for OWI

Sole deliberation of the day was a resolution endorsing the OWI radio plan and providing that, except for the Army and Navy, all requests by Government and private agencies for free radio time be cleared through OWI. Pros and cons of the OWI plan were discussed by Howard Browning, executive director of the OWI regional office, who commended radio for its fine cooperation. Dr. Leon Levy, president of WCAU, Philadelphia, and radio consultant for OWI, also spoke on the plan and pointed to its success in the Third District, where it was first tried out.

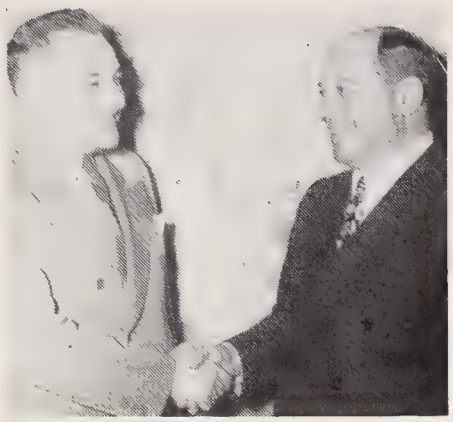
Army and Navy representatives explained the role of radio in certain war activities and expressed appreciation for radio's cooperation.

Avery, Arney for NAB

Presenting the NAB's Retail Promotion Committee Plan, Lewis H. Avery, Director of Broadcast Advertising of the NAB, told how radio can keep local retailers on a sound economic basis. C. E. Arney Jr., secretary-treasurer of the NAB, outlined the agenda of the forthcoming NAB War Conference in Chicago, and Carl Haverlin, vice-president in charge of station relations for BMI, discussed BMI's progress and activities.

Those attending the session were:

B. A. Beck, WKOK, Sunbury; A. W. Dannenbaum and Charles Stahl, WDAS, Philadelphia; Com. Joseph L. Tinney, USN; Lt. (s.g.) Kenneth W. Stowman, USN; Paul Karnes, Press Assn.: James Aull, KYW, Philadelphia; Lt. John B. Crandall; H. A. Seville, WJEJ, Hagerstown, Md.; David Rosenblum, WISR, Butler; George E. Joy, WRAK, Williamsport; Ed Clery, WIBG, Philalelphia; J. C. Tully, WJAC, Johnstown; Mr. Thompson; A. C. Baltimore, Wilkes-Barre; Dr. Leon Levy and I. D. Levv: Mr. Arney; Mr. Haverlin; Mike Lahr, WKOK, Sunbury; C. M. Chafey and Raymond A. Gaul, WEEU, Reading; Mr. Avery; Roger W. Clipp, WFIL, Philadelphia; Clair R. McCollough, WGAL, Lancaster; Gorman Walsh, WILM, Wilmington, Del.; C. G. Moss, WKBO, Harrisburg; Howard Browning, OWI; S. Burton Tall, OWI; George D. Coleman, WGBI, Scranton; Benedict Gimbel Jr.., WIP, Philadelphia, and Arthur Simon, WPEN, Philadelphia.



NEWEST NAB DIRECTOR is Roy Thompson, representing the Third District (Pennsylvania, Delaware). Isaac D. Levy, vice-president of Philadelphia's WCAU and retiring director, congratulates Mr. Thompson (left). The new director is manager of WFBG, Altoona, and is also president of the Pennsylvania Assn. of Broadcasters.

WFBL Staff Changes

STAFF realignments are under way at WFBL, Syracuse, with 17 men in the armed services and others due to leave soon. Effective March 27, Robert G. Soule, vice-president and promotion manager, took charge of programs and promotion. George M. Perkins, program manager, who left to join the radio department of Foote, Cone & Belding, New York, is succeeded by Ray Gantter, music director. Robert Doubleday, of Johnstown, N. Y., and Robert McCafe, who comes from the Syracuse U. radio workshop, are new announcers, while John Batchelder left the staff to join WRC, Washington, March 26, and Robert Delaney was inducted into the Army the same day.

Jimmie Walker Project

THERE is possibility that Jimmie Walker, one-time mayor of New York City, may go on the air in a regular series of broadcasts. Plan has not progressed beyond the discussion stage, however, according to Mr. Walker's office. The ex-mayor was heard on WHN, New York, in 1941 as m.c. of the *Opportunity Hour* for a 13-week period.

GEORGE PUTNAM, NBC news reporter, will appear in the Universal film, "We've Never Been Licked". He returns to New York April 10 to resume broadcasts.

Russey Heads WDAK

HAROLD RUSSEY has been appointed manager of WDAK, West Point, Ga., replacing J. Herbert Orr, now a commissioned officer in the Army. Mr. Russey joined WNRA, Muscle Shoals, as announcer when that station opened in 1933, and has since been with Alabama, Georgia and Tennessee stations as announcer, operator, program and traffic director. Before coming to WDAK, Mr. Russey was program director of WLAG, Lagrange, Ga.

Radio Fights Fire

QUICK action by the staff of KGNF, North Platte, Neb., recently saved the village of Maxwell, a dozen farm homes, and thousands of tons of hay from destruction by fire. When a raging prairie fire threatened to get out of hand, KGNF broadcast an appeal for volunteer firefighters. In a matter of minutes, more than 600 men reported to police headquarters and were rushed to the scene. Two hours later the blaze was under control.

Garden Book on 75

SIMON & SCHUSTER, New York, whose income tax book campaign used more than 500 stations during the fall and winter, is starting a new campaign to promote its new *Victory Garden Manual.* Time has been bought on 75 stations. This number will be rapidly increased to handle outlets in every section of the country. Edwin A. Kraft, of Northwest Radio Adv. Co., Seattle, is handling the account.

QUAIL (Ky.) AIN'T BIG SALES GAME!

Because few people live there, Quail, Partridge and Sparrow (Ky.) are pretty small game where sales are concerned! In fact, the only really big covey in the whole State is the Louisville Trading Area—nearly a million-and-a-half people with 35.5% *more* buying power than the rest of Kentucky *combined!* . . . . WAVE bird-dogs every radio home in the Louisville Area—flushes *listeners* because it's the only NBC station within 100 miles! Shall we a-hunting go—together?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC. National Representatives

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.

50,000 WATTS

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVES

'tis spring!

and "red" barber's play-by-play reporting of the action and the antics of the "brooklyn dodgers" on

WHN

becomes the extra audience-magnet making *whn programs* the greatest buys in your greatest market, today!

50,000 WATTS
1540 Broadway
New York City
Chicago Office:
360 N. Michigan

WDRC
CONNECTICUT'S PIONEER BROADCASTER
BONUS IN HARTFORD
WDRC's Primary Area fans out from Hartford to include dozens of Connecticut cities and towns. You get this bonus circulation at no additional cost. WDRC has one low rate for local, regional and national advertisers. Basic CBS for Connecticut.
CBS

5000 WATTS
FULL TIME
DIRECTIONAL
• New Coverages
• New Audiences
$$$ WTOC $$$
Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

KXOK
ST. LOUIS, MISSOURI
630 Kilocycles
5000 Watts Full Time
BLUE NETWORK
Represented Nationally by
WEED & CO.

New Survey Maps Released by CBS

New Technique Used to Define Affiliates' Listening Areas

CBS AFFILIATE stations will receive this week from the network new coverage maps, based on the response of approximately 150,000 radio families to a survey conducted last year for CBS by the Industrial Surveys Co. of Chicago. Embodying a new technique, which selects the radio families to secure an equal distribution by residence, covering every county in the country, and by income level, this survey reveals not only the overall but the daily listening habits of the families responding.

Ballots asked that "everyone in your family help you fill in this ballot, so that it will show all the radio stations really listened to in your home" and offered to pay "ten cents to your favorite charity in your name" in exchange for an answer. Out of 185,000 ballots mailed, an 80% response was secured. Listeners were asked first to list the call letters of all stations listened to by any member of the family at any time, with space provided for listing a dozen stations. They were then asked to check the number of nights a week each station is listened to, and the number of days, with the night and day spaces each subdivided so the listener could check "six or seven nights (or days) a week," "three to five," "one or two" or "less than one."

AFRA Disc Code Agreement Is Seen

REVISION of the transcription code of the American Federation of Radio Artists along the same lines as the recent revisions of the union's network commercial and sustaining codes appeared probable last weekend. The two live program agreements, as revised, call for 10 percent increases in minimum scale and for the extension of the contracts for another year, pushing the expiration date ahead to Nov. 1, 1944.

They also carry over the former cost-of-living clause, providing that they may be reopened for discussion of minimum scale increases if the government cost-of-living index rises 10 points or more from its current level.

Socony Expands

TO PROMOTE its new super-fuel "Flying Horsepower", Soconv-Vacuum Oil Co., New York. is telling the story of its chemical development in spot broadcasts throughout the country as well as on Raymond Gram Swing's news program on the BLUE. Socony has also substantially expanded its advertising this year for its Tavern Household products, using spot announcements on a test basis in various selected markets. Agency is Compton Adv., New York.



NOR SLEET NOR SNOW—nor even a broken shoulder shall keep Francis P. Malone, news editor of WIOD, Miami, from his appointed rounds at the microphone. Mr. Malone, injured in an auto accident, is propped up in bed at home while messengers from his news room keep him posted on the world at large and the "show goes on".

IOWA HOUSE VOTES TO END WAR TIME

IOWA last week took definite steps to abolish War Time when the House of Representatives passed a bill to turn back clocks one hour.

War Production Board went on record as opposed to any but universal time, issuing a lengthy statement pointing out reasons why universal War Time must be maintained if the war production program is to be carried out.

"The failure of a state to observe War Time, confusing in times of peace, becomes very serious in times of war," said the WPB statement. "With the transportation facilities of the country already taxed to capacity, a lack of uniformity in the use of War Time throughout the 48 states impairs the efficient operation of these facilities and results in public confusion, causing delays and waste of manpower in the shipment of war materials."

Editorials from the *Dayton* (O.) *Daily News*, pointing out the confusion existing in Ohio as a result of legislative action, and from the *Lansing* (Mich.) *Journal*, criticizing Michigan's split time, were reproduced in the WPB statement.

CBS Adds WFMD

WFMD, Frederick, Md., on March 21 joined CBS as a special supplementary station available with the Basic network. Owned by the Monocacy Broadcasting Co., WFMD operates on 930 kc., 500 watts fulltime. Evening hour rate is $75. According to William S. Gittinger, CBS vice-president in charge of sales, advertisers using the full CBS network are not obliged to add WFMD to earn the 15% discount, but, when the station is used, an advertiser earns the same discount on WFMD as on the other CBS stations.

Pillsbury Spots

PILLSBURY Flour Mills, Minneapolis, is preparing a campaign of one-minute transcribed announcements to be placed on approximately 35 stations over a ten-week period for pancake flour. Simultaneously, the list of 25 stations carrying announcements three to six times a week for bread flour will be expanded. Agency is McCann-Erickson, Chicago.

Iowa Batteries

(*Continued from page 12*)

1940, the last date for which official figures are available, only 30.1% of the farms were receiving high-line electric power. In six states, less than 10% of the farms have electric power.

The national average in June 1940 was 26.1%. This has been increased some since then, but priorities on copper have held the increase down. And, in addition, many of the farms which have been connected to the highlines recently have not had a chance to buy electric appliances. A fair estimate would seem to be something like 70% of all the nation's farms are presently dependent upon battery radios.

WMT, which serves a large midwestern rural population, had its attention attracted to the problem by a few letters from farm listeners who had been unable to buy replacement batteries. Farm Director Dick Stockwell and I asked listeners to aid in making a survey of the true situation. Hundreds of letters arrived within a few days.

In many instances, the writers said their batteries still contained enough power to permit listening to one newscast or market period a day but the neighbors had been without the use of a radio for several months. Then, within a few days, the word of mouth publicity in the rural areas carried the news to those without radio service.

Letters From Dealers

Many more farmers wrote to WMT saying they had heard of the station's efforts on behalf of farm listeners, and outlining their experiences in trying to get batteries.

The station received many letters from radio dealers throughout their coverage area. A typical one said this: "There is a big shortage of batteries. We have been getting only one battery about every 10 days. We could sell 200 if we could get them."

ARMY TO CLARIFY CENSOR DIRECTIVE

CLARIFICATION of a War Dept. directive to public relations officers in the field, involving the broadcast and publication of letters from men overseas and interviews with soldiers returned from combat zones is expected shortly.

The War Dept. Bureau of Public Relations last week sent out the directive, instructing PRO's to review all letters from personnel overseas before such letters are broadcast or published. PRO's also were charged with reviewing scripts involving interviews with men returned from combat zones.

Because of a conflict between the War Dept. orders and the Code of Wartime Practices, both for radio and the press, War Dept. officials were to issue a new directive, it was learned. The Censorship Code leaves the use of letters from overseas personnel up to broadcasters, urging them to "measure the contents of such letters in the light of the provisions of this Code". Interviews, under the Code, must be cleared by the Office of Censorship or "appropriate Army or Navy public relations officers".

Of the Six

GEORGE FOSTER PEABODY RADIO AWARDS *for* 1942

CBS wins 3

Designed to give educational recognition to meritorious public service by broadcasters, the George Foster Peabody Radio Awards conferred by the Henry W. Grady School of Journalism, University of Georgia, now add, for 1942, three more citations to the eight already won by CBS. The grand total is eloquent testimony to Columbia's continuing determination to serve the public to the maximum of radio's versatile power.



For the outstanding reporting of the Year 1942:

CHARLES COLLINGWOOD

He is a CBS correspondent in North Africa, with a record of notable "firsts" in the news of that theatre. The "award...goes unanimously to Charles Collingwood of CBS, who, with the tools of inference, indignation and fact, has conveyed to us through the screen of censorship an understanding of the troublesome situation in North Africa."

For the outstanding entertainment in drama:

"THE MAN BEHIND THE GUN"

First broadcast as a CBS sustaining program, now sponsored by Elgin Watch Co., this "new program . . . brilliantly written by Ranald R. MacDougall and authentically produced by William Northrup Robson" wins the award "...for a timeliness, a racy dialogue and a vivid sound effect which intensify our appreciation of what the men in action are up against".





Outstanding public service by a regional station:

STATION WCHS, Charleston, W. Va.

"...on recommendation of the University of Georgia faculty committee" WCHS receives its citation "...for the program 'The Home Front' —a twice-weekly feature which was created and maintained morale by providing authoritative answers to listener questions dealing with the most perplexing of public problems in a community at war". The program was wholly originated and conducted by Station WCHS itself.



This is...THE COLUMBIA BROADCASTING SYSTEM

OWI CLEARS DRIVE

Treasury's Radio Campaign Given Cooperation

MISINTERPRETATION of Secretary Morgenthau's telegram to the industry led last week to several inquiries from broadcasters, according to OWI officials. These questions were classified as (1) Has the Treasury Drive for $13,000,000, starting April 12, been cleared by the OWI? (2) Doesn't Treasury's request for additional time result in a breakdown of the OWI Allocation Plan?

To these questions the OWI pointed out that the Treasury's proposed campaign has been discussed with and approved by the OWI and that it does not constitute a breakdown of the Allocation Plan, inasmuch as on the first day only is Treasury asking for additional time.

During the remainder of the campaign the Treasury will ask only for special announcements on programs already devoted to War Bonds. Although in some instances a broadcaster may be asked to substitute special programs for those already on the air on behalf of War Bonds, no requests for extra time will be made after the opening day.

OWI pointed out that the entire campaign, including the opening day's requests, has been cleared through proper channels as set forth in the Allocation Plan. OWI urged broadcasters to cooperate with the Treasury.



WITH APPROPRIATE CEREMONY, Goldblatt Bros., Chicago department store, becomes the fourth large Chicago department store to use radio, as Nathan Goldblatt (seated), general merchandising manager, signs contract for a series of quarter-hour inspirational programs four times a week on WGN, Chicago. The program, featuring Harold Sherman, philosopher, and titled *Your Key to Happiness,* starts April 5. Looking on are (l to r): William Futterman, Goldblatt sales promotion director; Harold M. Sherman; H. S. Vanderbie, president, Vanderbie & Rubens, Chicago, agency handling the account; J. C. Wilson, Goldblatt general manager; Earl Nelson, account executive, Vanderbie & Rubens; W. A. McGuineas, sales manager; George Harvey, asst. sales manager, WGN.

BALANCED MUSIC RATION

Popularity of Recordings Considered by WLVA Man in Classification System

STATIONS may get some help in evaluating their transcription services and record purchases from a formula for 15-minute and hour recorded musical programs worked out by Randolph Bean, of the continuity and sales staff of WLVA, Lynchburg, Va., and the Tri-City Stations of Virginia.

Although conceding that any formula is bound to seem academic since music is a matter of taste, Mr. Bean believes his plan aids in general programming. It is the result of his experience on WJOB, Hammond, Ind., where he was program director, 1939-42.

Program Formula

Under this arrangement, all popular music is classed in seven groups. A recorded program consists of balanced selections from each group. Classes are "Big Ten", the Hit Parade tunes; "Coming Up", new and gaining popularity; "Going Down", near misses and past their peak; "Has-Beens", worn thin; "Never Weres", bulk of all popular music; "Old Favorites", has-beens after a long rest; "Classics", Gershwin, Carmichael, Kern, and Berlin can be well represented.

Using these designations, a 15-minute program might include: one Big Ten; two Coming Up; one Going Down or Never Were; one Old Favorite or Classic.

An ideal make-up for an hour show, Mr. Bean suggests, might be: four Big Tens; one Going Down; two Never Were; three Classics; six Coming Up; no Has Beens; two Old Favorites.

Even with the formula, he warns, a good deal of success rests in selecting individual numbers, providing the proper change of pace and so on. However, he declares, the plan makes a good starting point in purchasing records for the shows.

'Truth' Sells Bonds

FIRST TWO appearances of the *Truth or Consequences* program, sponsored on NBC by Procter & Gamble Co., Cincinnati, and currently on tour, brought in a total of nearly $1,500,000 in War Bond sales. The tour lasts four months and is expected to bring in more than $20,000,000. Agency is Compton Adv., New York.

Directors Certified By ASCAP Board

Resolution on Power Transfer To Be Acted on This Week

ASCAP BOARD of directors, at its meeting last Wednesday, received the report of the committee on elections, which certified the election of the following directors: writer members—Fred E. Ahlert, Oscar Hammerstein II, Irving Caesar, A. Walter Kramer; publisher members—Gustave Schirmer, Louis Bernstein, Herman Starr, Saul Bornstein. All were reelected except A. Walter Kramer, who replaces Oley Speaks.

To Meet March 31

Board also voted to submit to the general membership meeting, March 31, at the Ritz-Carlton, New York, several proposed amendments to the ASCAP articles of association, including the 19-point resolution of Robert McGimsey, submitted at the recent meeting of ASCAP's west coast members and approved by that group. The amendments in Mr. McGimsey's list are largely devoted to transferring power from the directorate to the general membership of the Society, proposing, among other things, that the officers and executive committee members be elected by the membership instead of by the board, and also for the bringing of proposed amendments before the membership without the prior consent of the board. Another of Mr. McGimsey's proposals would, if adopted, make the president of ASCAP a full-time officer-employe of the Society at a fixed salary.

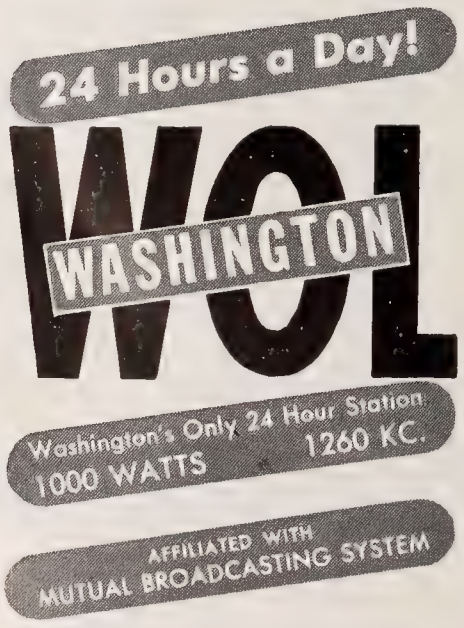
Universal Elects

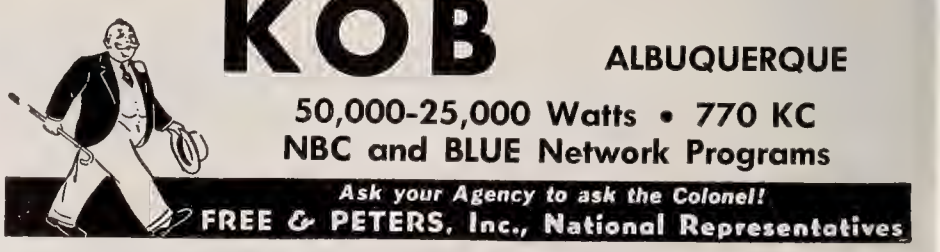
IN AN EXPANSION program for post-war activity, James R. Fouch, founder and president of Universal Microphone Co., Inglewood, Cal., in late March was elected chairman of the board. James L. Fouch, vice-president, has been made president, with Cecil L. Sly, secretary-treasurer, elevated to vice-president and treasurer. Durwood (Jack) Allen, accountant, is now secretary.

Steatite Surplus

FACILITIES for production of steatite, talc product used as an insulator in electronic equipment, have been expanded so successfully, WPB said last week, that producers are operating at only 75% of capacity. WPB hopes that equipment manufacturers will switch from inferior plastic insulators adopted during the post-Pearl Harbor bottleneck period.







Disc Shows Build Business for Style Shop in Edmonton

'Persistent-Consistency' by Retailer Proves Effective

DESPITE the active competition of five major department stores and ten other women's specialty shops which cater to the same market, Morton's Ltd., in Edmonton, Canada, has used radio effectively to become one of the city's leading fashion centers.

"We'll continue to put the bulk of our advertising money into time on CJCA," declares Manager Charles Rapp, who also supervises two other Morton's branches in Western Canada. "While radio has sold goods for us with unequalled efficiency and economy in recent years, it never has lost its original virtue that it builds *good-will!*"

Morton's Policy

Keynote of Morton's standout success with radio, according to Mr. Rapp, is "persistent-consistency". At the outset he was sufficiently farsighted to use enough radio to establish its usefulness. And even now, despite certain merchandise shortages in this busy supply-center for the Alaska Highway—when the firm has almost all the business it can handle—Mr. Rapp still keeps everlastingly at it. "My job now," he asserts, "is to keep the fences mended!"

Since its advent in radio, Morton's account-history reads like a broadcaster's directory. Program titles include: *Who's News, Through The Years, If It Had Been You, That Was The Year, The Story Behind the Song, Guess What, Little Women* and many others. At present it is using a 26-to-52-week schedule of *Calling All Cars* which will be supplemented shortly with a talent show.

A practical-minded showman, Mr. Rapp is an ardent believer in the efficacy of transcriptions. Though he recognizes the fact that disc-shows frequently lack local color, he prefers to sacrifice that factor in favor of metropolitan glamour and professional production. And sometimes he has bought programs that had no appeal to him personally, simply on the station's word they would do a job.

Supporting his preference for waxed presentations, Mr. Rapp comments: "People still come into my store and remark about two programs that we used in 1939—*The Story Behind the Song* and *That Was the Year*. Those were standout shows and we need more like them!"

Morton's success with radio once again dispels the prevalent "pictures-needed" bogey, about the promotability of fashion-merchandise by air. Pointing to a satisfying and impressive business-record, Manager Rapp states: "We've used radio primarily to whet women's desires. Radio has brought them into the store to shop—exactly what we wanted them to do!"

All in Fun

AN M. C. of a twice-weekly screwball variety show, *Matinee Varieties*, on KFAR, Fairbanks, Alaska, knocks his sponsor regularly—and the sponsor likes it, comes back for more. "Have you had your ears lowered lately? If not, join the lineup at Wittner's Barber Shop in Fairbanks," chants Al Bramstedt. "For a nominal fee they give you the works—everything from a pig shave to a neck shave that is guaranteed not to leak. You also get the local news, plus more gossip than you could pick up at a month full of quilting bees. And you can re-examine all the oldest issues of *Whiz Bang, Pic, Look, Life* and *Click*."

La Rosa Spots

V. LA ROSA & SONS, Brooklyn, in addition to participations on several women's programs in the East for macaroni, is using Italian programs and announcements on five stations in the region. Outlets are: WOV WPEN WEAN WICC WMEX. Commercial Radio Service handles Italian advertising while N. H. Hackett Inc., is agency for English-speaking listeners.

NIAA Regional Meets

ONE-DAY regional meetings in key cities will replace the 1943 conference of the National Industrial Advertisers Assn., national headquarters in Chicago announced last week after tabulating results of a mail vote. A regional session will be held in Philadelphia April 8 and another in New York May 7. Other dates and cities will be announced shortly.

John O. Rosser

WORD HAS just been received in Washington of the accidental death by carbon monoxide poisoning of John Ousley Rosser, program director of WTAW, College Station, Texas, several weeks ago. Mr. Rosser had worked previous to 1939 at KGKO, Fort Worth, and WQXR, New York. Parents and wife survive.

NEAL REAGAN, announcer of KFWB, Hollywood, has been signed for a role in the Columbia film, "Right Guy".



CHARLES J. LANPHIER (left), manager of WEMP, Milwaukee, since 1936 signs a new contract with Glenn Roberts, principal stockholder, to continue as manager of the Milwaukee Broadcasting Co., licensee of WEMP, and recently reorganized in a stock transaction from a corporation to a partnership group of eight persons [BROADCASTING, March 8].

New Colby Transcriptions

BELL SYNDICATE Inc. is releasing a series of 13 weekly quarter-hour transcriptions of *Frank Colby and His Words*, in which pronunciation, usage and origin of words are explained. Mr. Colby, whose column *Take My Word For It* appears in more than 175 newspapers, has been on the air more than 15 years.

PROTESTS FREE AD

WHBQ Head Balks at Giving Plug to Periodical

LATEST protest over the manner in which the Government is handling transcriptions has been filed with the Radio Bureau, Office of War Information, by E. A. Alburty, manager of WHBQ, Memphis, who objected to a series of transcribed announcements giving a credit line to *Readers Digest*.

Plan Commended

In a letter to the OWI, Mr. Alburty commended the Allocation Plan, but he objected to certain recorded announcements, scheduled for the week of March 16. "We were somewhat dazed at our discovery that among the recorded announcements sent to us for use during this current week (March 16), announcements No. 1, No. 2 and No. 4 find OWI paying homage to *Readers Digest*, with the inclusion of a credit line to this estimable publication for the use of their network star in reading the copy," wrote Mr. Alburty.

"After recovering from the shock, we scratched these three announcements from the disc and are substituting live copy instead, and now must humbly beseech you not to ask American broadcasters to give free advertising to any concern through borrowing those who participate in their various programs. This would be more than we could bear."

NCAC Sells

GARRY MOORE

to

New Camel Program

THURSDAYS

NBC—10:00 to 10:30

P.M. EWT



SEND FOR THIS BOOK TODAY!



You'll want it for Facts on the big Iowa market

Here's a survey conducted by Dr. F. L. Whan, Univ. of Wichita, covering 9,218 Iowa families in all 99 counties, fifth in a series of annual studies of the Iowa radio audience. New facts and figures revealed on this billion-dollar market! Tells virtually everything about Iowa listeners. Every executive needs it. Write for your free copy. But hurry!

Address Dept. RS,
CENTRAL BROADCASTING CO.
Des Moines, Iowa

"THE WORLD'S BEST COVERAGE U.P. OF THE WORLD'S BIGGEST NEWS"

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Here's why WIBW gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.

WIBW The Voice of Kansas in TOPEKA

WGST License Extended for 90 Days As FCC Demands Management Change

LICENSE of WGST, Atlanta, CBS outlet licensed to Georgia School of Technology, Atlanta, has been extended temporarily for 90 days by the FCC, which on March 23 adopted proposed findings of fact and conclusion, which included the provision that the Commission will consider the issuance of a renewal of license on condition the Commission is "given assurance that the applicant is prepared to and will in fact assume and discharge the full responsibilities of a licensee."

This action constitutes an ultimatum that the management agreement with Southern Broadcasting Stations Inc., headed by Sam Pickard, former member of the Radio Commission and onetime vice-president of CBS, and Clarence Calhoun, Atlanta Attorney, be so altered as to eliminate entirely any participation by Mr. Pickard and Mr. Calhoun in the management of the station. It is understood that negotiations are now underway by Georgia School of Technology for acquisition of WGST's facilities from Southern Broadcasting Stations.

Contracted to 1950

The Pickard-Calhoun interests have, according to the FCC view, controlled the actual operation of WGST since 1930, when the present agreement was signed, the contract being dated to Jan. 6, 1950. The Commission's proposed findings and conclusions indicate that the assumption of managerial duties and responsibilities by Southern Broadcasting Stations "to the almost complete exclusion of the station licensee" is due in some measure to "misunderstanding and lack of knowledge rather than to bad faith on the part of the licensee."

The inquiry into the management contract of WGST began in 1940 in connection with a regular application for renewal, and was pursuant to the Commission's policy of ascertaining whether actual control, within the meaning of the Communications Act, had been transferred. Hearings were complicated by a controversy over who should represent the station, and Gov. Talmadge, who appointed State Attorney Ellis Gibbs Arnall as special attorney for the hearings, urged that the contract be terminated by official action. Further complicating the case was an offer by Arthur Lucas and William Jenkins, Georgia chain theatre operators, to take over operation of the station, allegedly in competition to Southern Broadcasting Stations. Charges that the hearings had become embroiled in Georgia's hectic political situation were made. Other postponements were necessitated by the illness of Mr. Lucas.

WGST is ordered to file within 60 days a further application for renewal of license "setting forth the plan of the station for the acquisition of the necessary facilities and equipment, and for the business management, representation, and control of the future operations, together with a list of all persons to participate therein."

In submitting its conclusions, the Commission stated that while the license of WGST cannot be renewed under present circumstances, no useful purpose would be served by refusing renewal under any conditions whatsoever, and further, that continuation of the station's program service under proper management is in the public interest.

CBS Affiliates Confer With Network Officials

FIRST meeting of the Columbia Affiliates Advisory Board and CBS officials, held last week in New York, ended Friday after a two-day discussion of problems of policy and procedure affecting the network and its affiliates.

Attending were Franklin Doolittle, WDRC; I. R. Lounsberry, WKBW; C. T. Lucy, WRVA; John M. Rivers, WCSC; Hoyt B. Wooten, WREC; Leo Fitzpatrick, WJR; Clyde W. Rembert, KRLD; C. W. Myers, KOIN. CBS officials at the meeting were William S. Paley, president; Paul W. Kesten, vice-president and general manager; Joseph H. Ream, vice-president and secretary; Frank Stanton, vice-president; Frank K. White, vice-president and treasurer; Herbert Akerberg, vice-president in charge of station relations, and J. G. Gude, William S. Schud Jr., and Howard Lane of the station relations department.

Bourjois Returns

BOURJOIS Inc., New York, which has not used network radio since the season of 1935-36 when it sponsored *Evening in Paris* on NBC, will return to the air April 18 when it starts a musical variety series for Evening in Paris face powder on 119 BLUE stations. Program, heard Sundays, 6:05-6:30 p.m., will feature Jim Ameche as m.c., David Broekman's Orchestra, and a male vocalist. Gordon Auchincloss of Foote, Cone & Belding, New York agency, will produce and direct the series, purpose of which will be to stress the Government plea to women to conserve cosmetics.

Williams on Blue

J. B. WILLIAMS Co., Glastonbury, Conn., which two weeks ago was considering several mystery programs for a series on five New England regional network stations, has selected *The Adventures of Nero Wolfe*, starting April 7. Taken from the mysteries of the same name by Rex Stout, the series will be heard Wednesdays, 7:30-8 p.m. on WTIC, WLBZ, WCSH and WJAR, while WBZ will broadcast the program via playback Saturday evenings at 6:30. Producer will be Himan Brown, and the product promoted will be Williams shaving cream. Agency is J. Walter Thompson Co., New York.



NBC'S VETERAN newscaster, H. V. Kaltenborn, is getting around these days. Here he interviews President Manuel Avila Camacho (right) accompanied by Edward W. Morgan, center, Mexico City U. P. Head. Kaltenborn planed from Radio City to African and Central American points.

139 STATIONS LOSE MONEY DURING 1942

INCOMPLETE reports on 1942 station operators, offered by FCC Chairman James Lawrence Fly last Monday, showed that of 722 outlets, 139 lost money last year. The preliminary report said that 478 stations showed profits above $2,500, while another 105 made profits of less than $2,500.

Mr. Fly said that 180 stations had not yet reported, but the delay was not surprising in view of the shortage of accountants.

The FCC Accounting Dept. will break down the figures in a later report, Mr. Fly said. Meanwhile, that department sent a letter last week to stir delinquent stations into filing their reports.

New Pepsi-Cola Spots Aimed at Night Audience

EXTENDING its radio advertising in the New York area to reach the all-night market, Pepsi-Cola Co., Long Island City, on March 29 will launch a campaign on WJZ on the all-night, all-music program *Say It With Music*. The famous Pepsi-Cola jingle—"Pepsi Cola Hits the Spot"—will be heard 10 times nightly on the hour and the half hour on alternate nights. Heard nightly from 1-7 a.m., the program specializes in musical jingles, all station breaks, time signals and commercials being in that form, as prepared by Kent and Johnson.

Pepsi-Cola, which already has its jingles on 12 New York stations, is also understood to be negotiating contracts on the all-night programs of WNEW and WOR—*Milkman's Matinee* and *Moonlight Saving Time*, respectively, although this could not be confirmed by Newell-Emmett Co., New York, agency in charge.

AFM Rejects Plan

AMERICAN Federation of Musicians has rejected a plan which would have provided the union's unemployment insurance fund with an income of more than $1,500,000 from the recording companies, Paul Puner, president of Musicraft Corp., which made the offer to James C. Petrillo, AFM president, stated last Friday, following receipt of a message from Mr. Petrillo that his proposal had been turned down.

Service to Europe Increased By OWI

Brophy Steps Up Psychologic Warfare to 110 Weekly

IN COOPERATION with the British Broadcasting Corp. the Office of War Information yesterday (March 28) began an intensive campaign of psychological warfare designed virtually to blanket Continental Europe.

Murray Brophy, Chief of the OWI Bureau of Communications Facilities, returned to Washington last week after conferences with BBC officials abroad and announced the net setup.

Heretofore the OWI has beamed 62 quarter-hour programs a week to various European countries, using BBC medium-wave facilities. Effective this week, however, that number increases to 110 per week.

Programs, mostly news, are being broadcast in the four major languages, English, German, Italian and French, and several other less spoken languages. Mr. Brophy brought back word that the OWI and our British Allies are doing a splendid job of psychological warfare.

With the double American output, coupled with the British programs, a 24-hour daily broadcast service will be beamed on the Axis nations and all occupied countries. Reports reaching London indicate that the United Nations radio messages are reaching into every country on standard, medium and short-wave bands.

The expanded program has been made possible by additional facilities, some of which have been provided by the U. S.

All programs in the new 110-weekly schedule will be prepared by the OWI in New York and handled through BBC by relayed broadcast. Possibilities of jamming on large scale by Axis nations have been held at a minimum due to the sharing of all BBC facilities, it was explained.

Robert Sherwood, chief of the OWI Overseas Branch, with whom Mr. Brophy went overseas, will remain abroad temporarily.

WNYC, NEW YORK's municipal station, last week began operating W39NY, FM outlet, for a period of trial broadcasts. Station is on the air daily from 2-5 p.m. and 7-8:15 p.m.

NCAC Sells

HOWARD PETRIE

to

New Camel Program

THURSDAYS

NBC—10:00 to 10:30

P.M. EWT

CARPENTER IS MADE WPTF SALES CHIEF

OLLIE CARPENTER, member of the staff of WPTF, Raleigh, since 1934 and for the last two years assistant sales manager, has succeeded John H. Field Jr. as sales manager, according to an announcement by Richard H. Mason, general manager.



Mr. Field



Mr. Carpenter

Mr. Carpenter is a veteran of World War I, attended the U. of North Carolina and prior to joining WPTF was associated with the Wachovia Bank & Trust Co. of Raleigh. Mr. Field leaves to become a member of the WABC, New York, sales staff.

Davis Statement

(*Continued from page 53*)

how OWI worked with industry, and that a letter from Senator Taft (R-O.) explaining his attack on the organization "was possibly bogged down in the morass of mail in Washington." [BROADCASTING, March 22].

Painstakingly, Mr. Davis explained how OWI worked with radio through the Domestic Radio Bureau. Beginning over a year ago, he explained, working advisory committees from the industry were established to guide and aid this work.

Fact Sheets

These include: Station Advisory Committee of representatives from the NAB, National Independent Broadcasters, Clear Channel Broadcasters and others; Network Advisory Committee (program managers of the four networks); Regional Consultants Committee (leading station owners in all sections of the country); Advertising Council Radio Committees in New York, Chicago, Hollywood; Talent Committee of 25 top network radio artists.

Mr. Davis minimized the actual amount of production done by the Government. He pointed to the "Fact Sheets" and background material furnished regularly to writers and producers of commercial and sustaining programs to be used by them as they pleased.

Then he said: "The only production and writing on the part of OWI concerns the writing of one 15-minute program on NBC; one 30-minute program on Mutual; a 15-minute recorded series produced principally at the request of local stations which do not have dramatic production facilitates and cannot be serviced by network facilities; and 16 one-minute spot announcements a week for use by stations." These, he said, used six writers.

"OWI has private agencies of opinion to thank not only for their cooperation in getting out the facts, but also in the generous way in which they have permitted us to draw on them for top flight personnel," Mr. Davis said. Mentioning Rep. Ditter's remark that "a reputable writer in OWI is as scarce as an eskimo in Tunisia", Mr. Davis remarked that the role of employes speaks for itself. "The Domestic Branch is staffed by many key figures from radio, newspapers, magazines, and advertising, many of whom have left their private posts to join OWI at considerable personal sacrifice," he declared.

In addition to the machinery through which radio and OWI cooperate, Mr. Davis outlined the work of the Advertising, Newspaper, Magazine, Motion Picture and Pamphlet units. He estimated that advertisers would contribute $100,000,000 in space for information projects, and that food advertisers would give $16,000,000 worth of space alone.

News Clearance

Among the advertising organizations working with OWI, Mr. Davis listed the Advertising Council of America and its affiliates: the Advertising Federation of America, the American Assn. of Advertising Agencies; American Newspaper Publisher's Assn.; Assn. of National Advertisers; and many other specialized groups.

WAUHILLAU LA HAY, amusement and radio editor of the *Chicago Sun* and before that at WCKY, Cincinnati, on March 22 was married to John Wildberg, producer of *Porgy & Bess* and *Cry Havoc*. They will reside in New York.

AGENCY *Appointments*

PROGRESS LUMBER COMPANY, Redwood City, Cal. (prefabricated green houses and poultry equipment), to Gerth-Pacific Adv. Agency, San Francisco.

W. C. MacDONALD Inc., Montreal (tobacco), to Stanfield & Blaikie, Montreal.

DR. BALLARD'S Animal Foods, Toronto, to R. C. Smith & Son, Toronto. A spot campaign on Ontario stations has been started.

MYSTIC FOAM Co., Los Angeles (rug and upholstery cleaner), to G'asser-Gai'ey & Co., that city. Now using twice-weekly participation in *Polly Patterson's Kitchen* on KFAC and Norma Young's *Happy Homes* on KHJ. Other radio planned.

CARBONA PRODUCTS Co., New York, to A. Wineburgh Co., N. Y.

SALES AFFILIATES Inc., New York (Zotos permanent waves), to Neal Reed Andrews Adv., N. Y.

THE SQUIRT Co., Beverly Hills, Cal., to Brisacher, Davis & Van Norden, San Francisco.

TOMLINSON OF HIGH POINT Inc., High Point, N. C., to Hartwell Ayles Adv., N. Y.

CHARMS CANDY Co., Bloomfield, N. J., to C. L. Miller Co., New York, for Tastyeast Candy Bar. Has started spot campaign in two markets and will add others.

BORG-WARNER Corp., Chicago (Norge refrigerators) to J. Wa'ter Thompson Co., Chicago, for central division. Media plans not set.

I. SIMON SHOE Co., New York (Simco shoes), to Reiss Adv., N. Y. Radio and newspapers to be used.

81.2% TO 96.8%

WRBL

COLUMBUS, GA.

These are the coverage figures given WRBL by the Fall, 1942 HOOPER SURVEY. They show you can't possibly cover Columbus without WRBL.

• CBS •



Radio Headaches in the Army, Too

But Air Shows Get Results, Soldiers Discover

THIS is the story of two sergeants, both former professionals in radio, and both assigned to public relations work in the Army.

One has done an outstanding job of selling the Army Air Forces to the public and has seen radio do a foremost job for the Army.

The other has done an exemplary job, too, but has experienced more headaches.

In 1941 Will Douglas—his full name is Will Douglas Dougherty—was announcing on WKBN, Youngstown, O., when his number came up. Assigned to the San Antonio Air Depot, Duncan Field, Tex., Dougherty was detailed to the public relations office to handle radio.

When Duncan Field needed 10,000 civilian workers in December 1941, Will Douglas, the radio man, went to work. He whipped together a five-piece soldier orchestra (in civilian life he had been a band leader) and added a high school girl singer. Then he went to KABC and with station officials worked out a program format on the theme "Do you want a good paying job in Uncle Sam's Air Corps?"

In eight weeks 14,000 persons had applied for jobs and after the tenth weekly broadcast the commanding officer, Col. Delmar H. Dunton (now Brig. Gen.), asked that the program be discontinued.

Another program was built for KTSA and still another for KMAC. Last August, Duncan Field set out to recruit 100,000 skilled technicians and specialists. The Field was given the responsibility of obtaining personnel for all the sub-depots under its control. A talk with WOAI officials resulted in a 10-week program series, in which true Army incidents with a direct bearing on the war were dramatized. Added to the dramatics was the 17-piece Duncan Field or-



chestra, a product of the public relations office.

Stations Cooperate

Military rules forbid disclosure of the results but, according to Duncan Field officials, "it is safe to say men applied for enlistment from as far away as Louisiana and Arizona, and we know it was because they listened to WOAI and *Duncan Field's Wings of Victory.*"

So pleased was the commanding officer, Col. Paul C. Wilkins, with the cooperation of San Antonio stations, that he gave an informal dinner for station owners, managers and program directors.

Duncan Field also has a program on KONO, making complete cooperation with all five San Antonio stations.

"Certainly San Antonio stations have been unselfish in their donations of time," said Sgt. Dougherty. "Without the patriotic spirit of the broadcasters, Duncan Field would not have been able to overcome its growing pains so quickly and take such forward strides down the road to victory."

Lt. Paul L. Speegle recently was named Public Relations Officer and under his supervision the Field will continue its radio activities.

It's a little different story that Sgt. Nat Berlin, former scriptwriter, has to tell about his work at Turner Field, Albany, Ga. Some of radio's normal headaches followed him into the Army.

"It started when I was a private, just three weeks after I was inducted," said Sgt. Berlin. "They called me in to see if I could produce a weekly half-hour variety show, Army orchestra, soldier talent and such."

Between K.P., policing his barracks and daily drill Pvt. Berlin managed to write a script, arrange a music-sheet and throw a show together. His first venture was . . . but let the sergeant explain it:

"We had one lad singing 'Night and Day', accompanied by a piano. The piano was at one edge of the stage and he was at the other. We had two mikes, one to put us on the air and the other for the public address system.

"When our singer stepped forward and grabbed one mike with his left hand and the other with his right . . . well, it happened! The mikes were loaded with electricity



and our tenor, now in the middle of the verse, suddenly found a couple of hundred volts playing tag—and he was *it.*"

The singer finally let loose and stepped back, but by that time he was singing the chorus while the piano played the verse. They finally got together in a smashing climax.

"I thought things would change if they made me a corporal," commented Soldier-Impressario Berlin, "and they made me a corporal." But things didn't change a great deal. A girl civilian worker at the Field was making her debut as a songbird on Corp. Berlin's program. Her first number went over big, but the ovation upset her and when she got midway in the second song, she stopped, in frightened voice said, "I can't go on," and hastily left the stage.

"I made a heroic effort to save the situation by dashing on stage applauding like mad," Berlin recalled. "Maybe it would have been more effective if someone else had joined me."

Then they made him a sergeant and Berlin was happy. Now he could produce radio programs without headaches. A broadcast was set for a town 25 miles away. There was a delay in leaving camp. The orchestra and talent arrived just one minute before air time to find that the studio was a 10 x 15-foot



office with two desks, several chairs and a bookcase.

While the orchestra members went to another room to tune up Sgt. Berlin put on a male quartet. When the orchestra failed to arrive, the sergeant ad-libbed a plug for recruits. One by one the orchestra men filed in, some sitting on desks and others standing around. Then they were ready and . . . again quoting the sergeant:

"It was bedlam. While the orchestra played I found what the quartet was going to sing and vice versa. And in between I gave recruiting talks.

"Only one part of the entire program was planned—the closing number. The orchestra was to play the Air Corps song and I'd sign off. The clock on the wall indicated three minutes to go and with the quartet in the middle of a song, everything looked swell. We'd just make it.

"Then someone barged into the studio and bellowed: 'Hey sarge, you're off the air.' The clock was three minutes slow!"

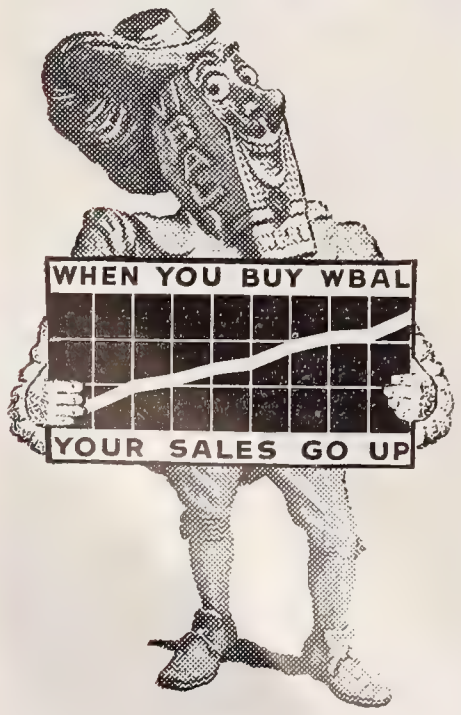
Looking back over his production headaches Sgt. Berlin, the scriptwriter who became producer, announcer and all-around radio man in the Army, commented dryly:

"Maybe if they make me a staff sergeant things will be different!"

Set Ceilings

FINDING that radio distributors, dealers and brokers were assembling sets from chassis and cabinets, OPA last week said that a maximum price schedule would be prepared to cover the operation. Regular manufacturers, practically removed from production of such sets, will be exempt from the new order.

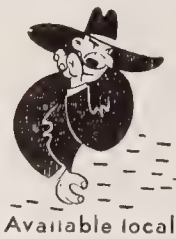
in BALTIMORE
and the Central Atlantic States



Edward Petry & Co., National Representative

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER Inc.
Blue Network
Headley-Reed, Rep.



"ST. LOUIS IS SOLD"
on THE SHADOW
says V. E. Carmichael of KWK
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

CBS Full-Network Discounts Exceed $2,250,000 Annually

Advertisers Profit by Plan; Supplementary Affiliates Asked to Take Lower Payment

ADVERTISERS' acceptance of the CBS full-network plan has so far surpassed the network's expectations, with additional discounts to advertisers running at the rate of about $1,250,000 a year, that the network has called on the supplementary affiliates, chief beneficiaries of the plan, to accept a lower rate of payment than specified in their contracts for this type of business. Subject was broached to 45 CBS stations in a letter written by Herbert V. Akerberg, vice-president in charge of station relations, late in February.

Since that time the matter has been discussed with the individual station operators in person, by phone and by mail, and while no broadcaster is happy about taking a cut, the majority have expressed an understanding of the network's position and a willingness to accept the new terms, which will average about a 25% decrease in station revenue from the full-network business, according to CBS.

Additional Discounts

Pointing out that when the plan was announced last June, CBS "hoped approximately eight converted hours of our business would go full network and it was on that basis that our financial calculations were made," Mr. Akerberg explained that for the week ended Jan. 30 CBS had 13 converted hours of full-network business, with full-network discounts to advertisers of more than $45,000 a week, or in excess of $2,250,000 a year. Allowing for the 5% lower weekly discounts, this still represents about $1,250,000 additional discounts annually, his letter states.

As an example of what has happened, the letter cites the Texaco program, which by going full-network increased CBS net sales by $459 and its payments to stations by $655, with the network taking a loss of $196 a week on the transaction. Some accounts which went full network "actually involved a decrease in net sales", with the result that "our total losses on accounts which have gone full network greatly exceeded our total gains," the letter stated.

To continue the plan's benefits "to radio as a nationwide medium and to the stations which have profited greatly by it" but to make its cost to CBS less prohibitive, Mr. Akerberg proposed that network business on each station be divided into two classes: First, partial-network business, including business which the station had as part of a partial network before it expanded to a full network, for which CBS will pay full contract rates. Second: full-network business pure and simple, for which CBS proposes to stabilize payments at the 13-hour level, total amount of this type of business currently carried, with additional full-network business paid for at this rate.

If, for example, a station's contract with CBS called for five free hours, the next five hours at $30, the next five hours at $40 and the next five at $50, and the station was carrying three hours of partial-network business; then the next 13 hours of full-network business would include two free hours, five hours at $30 ($150), five hours at $40 ($200), and one hour at $50, totaling $400 and averaging $30.77 an hour for full-network business, which rate would be paid for all future full-network business.

Although NBC's full-network discount plan, much like that of CBS and also put into effect last summer, has also been enthusiastically received by NBC clients, with a resulting increase in revenue to affiliate stations and cost to the network, NBC disavows any immediate intentions of revising its methods of payments to affiliates for this new business. All network future plans are, however, necessarily dependent on the decision of the Supreme Court on the legality of the FCC's network regulations, which is expected to be handed down at the next session of the court April 5.

NCAC Sells

GARRY MOORE

to

New Camel Program

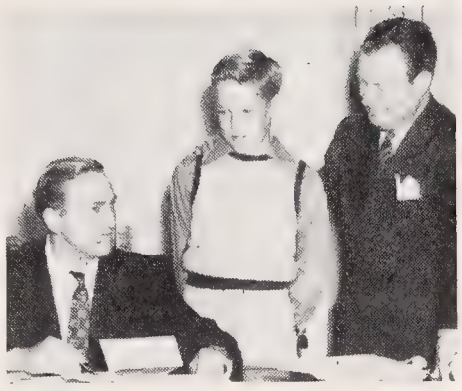
THURSDAYS

NBC—10:00 to 10:30

P.M. EWT

Stromberg-Carlson Up

STROMBERG - CARLSON Tel. Mfg. Co., Rochester, which has turned over 95% of its total production to communications equipment for the armed forces, announced last week in its annual report for 1942 a consolidated net profit of $534,053 after deductions of $1,950,000 for estimated income and excess profits taxes, and $200,000 provision for contingencies. This compares to 1941 when the net profit was $470,073 after deducting $710,000 for estimated income and excess profits taxes, and $100,000 provision for contingencies.



BIRTHDAY PRESENT in the form of a new contract for a year was presented to Tommy Masterson (center) the *Kid Reporter* of KTSA, San Antonio, when he rounded out 12 full years of life. Clearing house throughout South Texas for children's activities, the *Kid Reporter* is sponsored by Handy-Andy Stores, San Antonio grocery chain. Signing the birthday present contract is Phil Bate, advertising manager of Handy-Andy Stores, while Rex Preis, account executive, offers congratulations. Tommy is the son of T. W. Masterson of the KTSA commercial department.

Easter Service

FIVE LANGUAGES will be used to broadcast the one-hour sunrise service from Central Park's Mall in New York City Easter morning under auspices of the Churches of God of Greater New York. The Navy has instructed vessels over the world to play back the service from transcription. OWI will pick up the hour from the originating station, WMCA, New York, for world wide use.

Anti-Gremlin

WARWORKERS have been waging a campaign against the demons of headache, wanderlust, and assorted ills since Feb. 16 when KIRO, Seattle, started an anti-gremlin series on its early morning *Time Klock Klub*. Against a background of strange sound effects, listeners meet the growing Gremlin family at work. "Quit-quit" tells workers how much they need a rest. "Hammer-noggle" induces headache by a blow on a warworker's head. "Workono" keeps women out of industry. Response to the series has been so good that KIRO plans further steps to expose these malicious little creatures as the flies in the ointment of war production.

Mackey Hearing Set

CONSOLIDATED hearing on application of Mackey Radio for the Algiers radiotelegraph circuit and protests filed by Press Wireless and RCA Communications has been docketed by the FCC for April 19. Special temporary authority to operate the Algiers circuit for three months, granted Mackey Radio Feb. 19, continues operative subject to the disposition of the proceeding. Mackey began operations March 2, providing broadcast program channels.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day — day-in and day-out. Pick . . .

WFBL

Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

FREE & PETERS, Inc. *Exclusive National Representatives*

KTFI

TWIN FALLS, IDAHO

HOLDS THE RADIO LISTENING SPOTLIGHT

on

SOUTH CENTRAL IDAHO

ASK—The Walker Co.
Homer Griffith Co.



It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

New Homes to furnish! 711 built in Tri Cities, Jan. to Nov. 1942.

WHBF The 5000 WATT Voice of the Tri-Cities

Affiliate: Rock Island ARGUS

MUTUAL NETWORK · 1270 KC

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 20 TO MARCH 26 INCLUSIVE

Decisions . . .

MARCH 20

WALB, Albany, Ga.—Granted motion for adjournment hearing applications renew license, CP, vol. assgt. license; ordered March 23 hearing adjourned to April 5, 1943, in Fed. Bldg., Atlanta, at which time each party is to present evidence necessary to complete case; presence of witness Tounsley not further required if evidence is presented to Examiner at that time that attendance would be seriously detrimental to his health.

MARCH 23

KFQD, Anchorage, Alaska—Granted CP install new transmitter, increase power to 1 kw., subject conditions, to Anchorage Radio Club Inc., present licensee, with consent to transfer to William J. Wagner soon as transfer has been completed.

WAPI, Birmingham—Granted renewal license to April 1, 1944.

WJWC, Hammond, Ind.—Granted request cancel license and special service authorization, delete call signal.

W41MM, Winston-Salem, N. C.—Granted mod. CP extension date, license to cover CP as mod., in part; conditions.

W45D, Detroit—Granted license to cover CP as mod., in part; conditions.

W63NY, New York—Granted mod. CP extension completion date and license to cover CP as mod., in part; conditions.

W9XBT, Chicago—Exp. tel. broadcast license extended temp. basis, pending decision on renewal application, to May 1, 1943.

W9XUI, Iowa City—Same.

W8XUM, Columbus, O.—Facsimile broadcast license extended on temp. basis, pending decision on application renewal, to May 1, 1943.

W9XWT, Louisville, Ky. — Facsimile broadcast license extended on temp. basis, pending receipt of and action on renewal application, to May 1, 1943.

W4XGG, Winston-Salem, N. C.—Granted license cover CP, as mod., in part, for ST station, 334000 kc., 25 w. Dismissed application for mod. CP.

W2XBD, Schenectady, N .Y.—License for station extended on temp. basis to May 1, 1943, pending decision on renewal application.

W5XUA, Oklahoma City—FM license extended on temp. basis to May 1, 1943, pending decision on renewal application.

W9XLA, Denver—Same.

Licenses extended on temporary basis pending decision on application for renewal to June 1, 1943—KASA KAVE KDLR KGY KOVO KPFA KWJB KXOX WBBL WBIR WCOU WFOY WGAC KICD WGCM WGGA WINN WJEJ WJIM WJLS WJMC WJTN WOMT WPAX WRAL WSAY WSNJ WSNY KALB KFJI KFXM KICA KIUL KVSO KWRC WCOV WFTM WJW WMFG KCMC KCRJ KFMB KGGF KGKL KPLT KRBC KRLH KVGB KXY WABI WBBZ WBNX KBST WBRW WCBT WEDC WFCI WFTC WHOM WING WJRW WNBZ WOCB WTEL WTRC WSYB.

Granted renewals to Feb. 1, 1945—KWG WAYX WBOC WOLS.

KIEM, Eureka, Cal.—Renewal license to Dec. 1, 1944.

MARCH 24

WKBZ, Muskegon, Mich.—Granted motion continuance hearing application mod. license from April 8 to May 10.

KMTR, Los Angeles—Dismissed without prejudice petition transfer hearing to Los Angeles; granted oral request continuance hearing from April 15 to June 15.

KDYL, Salt Lake City—Adopted proposed findings, deny without prejudice application of Intermountain Broadcastng Corp. for CP change frequency 1320 to 880 kc., increase power, etc., based on policy of April 27, freezing equipment.

MARCH 26

WEGO, Concord, N. C.—Granted license cover CP as mod., authorizing new broadcast station.

WSAP, Portsmouth, Va.—Same.

KGDM, Stockton, Cal.—Granted mod. CP as mod., authorizing change frequency, hours of operation, increase power, DA-N, new transmitter, extend completion date.

WGKV, Charleston, W. Va.—Oral argument scheduled April 7, 1943, on application CP change equipment, increase power.

Applications . . .

MARCH 20

WNAC, Boston—Mod. CP, authorizing increase power, change equipment, etc., to move transmitter locally, change DA for N use, extend commencement, completion dates 60 and 120 days respectively.

W1XTG, Holden, Mass.—License temp. class 2 exp. broadcast station, 43400 kc., 1 kw., special emission for FM.

W8XFM, Cincinnati—Same, 43200 kc., 1 kw.

WJW, Cleveland—Mod CP, authorizing change frequency, increase power, new transmitter, etc, to change proposed location of transmitter to north side of N. Royalton Rd., Cuyahoga County, O., extend commencement, completion dates 60 and 180 days respectively.

WLAY, Muscle Shoals, Ala.—License cover CP new transmitter.

W63SY—CP new FM broadcast station, 46300 kc., coverage 6,800 sq. mi.

W91NJ, West Orange, N. J.—Same, 49100 kc., coverage 6,200 sq. mi.

MARCH 24

KMA, Shenandoah, Iowa—Mod. CP, as mod. for installation DA-N, increase power, extend completion date April 23 to June 23, 1943.

KWKW, Pasadena — Transfer control from Marshall S. Neal individually and Marshall S. Neal as trustee of all other stockholders to L. W. Peters (100% common stock).

WNBC, Hartford, WELI, New Haven—Transfer control from William J. Sanders and Patrick J. Goode, respectively, to Arde Bulova, latter involving 2,150 shares.

Reinstatement of FM applications (March 20-26): **WMAC, New York**—CP new broadcast station, 48 300 kc., coverage 8,550 sq. mi.; **K51L, St Louis, Mo.**—Mod. CP, as mod., for new broadcast station; **W79C, Chicago**—Mod. CP new FM broadcast station 47900 kc., coverage 10,800 sq. mi.

Scholl in Canada

SCHOLL Mfg. Co., Toronto (foot appliances), starts about April 1 dramatized transcribed spot announcement campaign on 11 Canadian stations three to five times weekly. Account is placed by F. H. Hayhurst Co., Toronto.

RITA HARRIGAN, secretary to William S. Hedges, NBC Vice-President in charge of stations, reports March 29 to the American Red Cross headquarters in Washington for training preliminary to being sent to an overseas Red Cross post.

CLEF MUSIC Co., New York, headed by Charles B. Marks and George Earle, is the latest SESAC affiliate. Firm was organized in 1937.

TEN TOP TUNES

THE top ten tunes from the standpoint of network audience coverage during the week ended March 24, according to the copyrighted Audience Coverage index survey of the Office of Research-Radio Division, New York, are as follows:

I've Heard That Song Before
Taking a Chance on Love
That Old Black Magic
You'd Be So Nice to Come Home to
As Time Goes By
Brazil
It Can't Be Wrong
Weep No More My Lady
I Just Kissed Your Picture Goodnight
Please Think of Me

Network Accounts

All time Eastern Wartime unless indicated

New Business

PHARMACO Co., Newark, N. J. (Chooz, antacid chewing gum), on April 4 starts Bobby Hookey's *Rocking Horse Rhythms* on 33 MBS stations, Sun., 10:45-11 p.m. Agency: Clements Co., Philadelphia.

H. J. HEINZ Co., Pittsburgh (baby foods), on April 5 starts *The Baby Institute* on 25 Blue stations, Mon. thru Fri., 10:30-10:45 a.m. Agency: Maxon Inc., N. Y.

MANHATTAN SOAP Co., New York (Sweetheart soap), on April 21 starts *Scramby Amby*, quiz show, on 6 NBC Pacific Coast stations, Wed., 9:30-10 p.m. (PWT). Agency: Franklin Bruck Adv. Agency, N. Y.

CURTISS-WRIGHT Corp., New York (Aircraft division), on April 11 only sponsors *He Does Not Fly Alone* on 7 MBS stations, Sun., 3:30-4 p.m. Agency: Landsheft Inc., Buffalo.

PRINCE MATCHABELLI Perfumery, New York, on April 18 only sponsors Paul LaValle conducting Stradavari and orchestra on 116 CBS stations, Sun., 10:30-1:45 p.m. Agency: Morse International, N. Y.

Renewal Accounts

UNION OIL Co. of California, Los Angeles, on April 28 renews for 52 weeks, *Point Sublime* on 11 NBC Western stations, Wed. 9-9:30 p.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.

IRONIZED YEAST, Atlanta, on April 18 renews for 52 weeks *Good Will Hour* on 66 BLUE stations, Sun., 10-11 p.m. Agency: Ruthrauff & Ryan, N. Y.

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Malls), on April 12 renews for 13 weeks *Gracie Fields' Victory Show* on 134 BLUE stations, Fri., 10:15-10:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (White laundry soap), on March 29 renews for 13 weeks *Snow Village* on 73 NBC stations, Mon. thru Fri., 11:30-11:45 a.m. Agency: Compton Adv., N. Y.

GENERAL FOODS Corp., New York (Grape-Nuts Flakes, Grape-Nuts, Wheatmeal), on March 29 renews *We Love and Learn* on 91 CBS stations, Mon., Thur., Fri., 2:30-2:45 p.m. Agency: Young & Rubicam, N. Y.

JOHNSON & JOHNSON, New Brunswick, N. Y. (Red Cross division), on March 30 renews *Edwin C. Hill—The Human Side of the News* on 66 CBS station, Tues., 6:15-6:30 p.m. (Rpt. 12:30 a.m.). Agency: Young & Rubicam, N. Y.

GENERAL CIGAR CO., New York (White Owl cigars), on March 25 renews for 13 weeks *Raymond Clapper, News Analyst*, on 84 MBS stations, Mon. and Thurs., 10-10:30 p.m. Agency, J. Walter Thompson Co., N. Y.

Network Changes

AUSTIN STUDIOS, Los Angeles (portrait photographers), on April 2 shifts *Hero Of The Week* on 7 BLUE California stations Sat., 6:55-7 p.m. (PWT), to Fri., 7:35-7:40 p.m. (PWT). Agency: Glasser-Gailey & Co., Los Angeles.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarets), on March 30 shifts the origination of *Red Skelton*, on 129 NBC stations Tuesdays, 10:30-11 p.m., from Hollywood to New York for five broadcasts. Program returns to the coast on May 4. Agency: Russel M. Seeds Co., Chicago.

KELLOGG Co., Battle Creek, Mich (Pep), between April 12 and June 21 adds 175 MBS stations to *Superman*, making a total of 211 MBS stations, Mon. thru Fri., 5:45-6 p.m. Agency: Kenyon & Eckhardt, N. Y.

AMERICAN CHICLE Co., Long Island City, N. Y. (Dentyne, Chiclets gum, Sen Sen), on March 26 discontinued *"By-The-Way" Bill Henry* on 6 NBC Pacific Coast stations, Wed., Thurs., Fri., 5:45-6 p.m. (PWT). Agency: Badger, Browning & Hersey, N. Y.

BRISTOL-MYERS Co. New York (Mum), on April 30 replaces *In Person—Dinah Shore* with *The Parker Family* on 120 Blue stations, Fri., 8:15-8:30 p.m. (repeat, 11:15-11:30 p.m.). Agency: Pedlar & Ryan, N. Y.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Transmitter Engineer—State experience and salary desired in first letter. This opening is permanent and not filling wartime vacancy. WHEB, PORTSMOUTH, N. H.

Announcer—No experience necessary. Give personal details, draft status, age, etc. Apply Box 455, BROADCASTING.

Announcer Experienced—Permanent position for draft exempt man who can handle news, commercials, turn-tables. $42 for 43 1/3 hour week to start. Future increases. Write full details, references, and whether transcription available to manager WFDF, Flint, Michigan.

Announcer—Permanent position for draft deferred man or for experienced woman. Must be able to handle news and commercials, also turn-tables. Write full details, references, and whether transcription is available. Box 454, BROADCASTING.

First, Second, or Third Class Operator—No experience necessary. Give personal details. Apply Box 456, BROADCASTING.

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 434, BROADCASTING.

Excellent Positions Open—For first, second and third class engineers; production men; junior and senior announcers; news editors; station executives; time salesmen; radio telephone and telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Experienced Announcer Wanted—Preferably sports experience, but not necessary. Write or wire draft status, experience, salary expected etc. Box 445. BROADCASTING.

ENGINEER—For midwest 5 KW station, must hold 2nd class license or higher. In reply state education, experience, expected salary and enclose photograph. Box 435, BROADCASTING.

Announcer—Good solid staff man with musical and news background. Modern well equipped studios, Mutual affiliate. Progressive, friendly community. Give complete experience, draft classification, marital status, salary desired. Write WCLO, Janesville, Wisconsin.

Radio Time Salesman—Young, energetic, experience, with references for NBC station. Good salary. KWBW, Hutchinson, Kansas.

Opportunity—For two dependable radio men, sell and announce . . . salary and commission, Mutual station, Army Camp town, tell all. Manager, WJZM, Clarksville, Tenn.

Salesman—With proven record. Salary plus commission. Go-getter can average better than $5 000 yearly. Give complete details in letter, including draft status. Box 461, BROADCASTING.

Announcer Wanted—By a midwest station. This is a permanent position with a real future. Salary open. Please state availability and salary requirements. Box 463, BROADCASTING.

Situations Wanted

Top-Notch Wartime Washington Announcer Wants to leave this turbulent town. 8 years' experience. Good newscaster. Knows production. 4-F draft. Tulsa, Dallas, Denver, Des Moines, St. Louis or Chicago preferred. Any offers? **Radioman, Trans-Lux Bldg., Washington, D. C.**

Situations Wanted (Cont'd)

SALES MANAGER—Or General Manager for Small Station. Five years' top salesman two network stations. Broad knowledge all departments. 35 deferred draft classification. Now employed, excellent reasons for wanting change. Box 452, BROADCASTING.

SALESMAN—Reliable, sober, industrious. Prefer small station. Good record. Presently employed. Box 447, BROADCASTING.

First Phone, Second Telegraph—Some experience. Employed now. Want to change location. Give wage scale and living conditions. Address Box 448, BROADCASTING.

Announcer—Graduate of Radio Announcing School. Qualified for all types of programs . . . transcription available . . . will go anywhere . . . 4-F in draft. Telephone Brandywine 6162. Box 437, BROADCASTING.

ANNOUNCER-NEWSCASTER — 4F. Now employed by regional affiliate. East preferred. Box 451, BROADCASTING.

Continuity Writer—Can handle comedy, dramatic and straight commercial copy. Outstanding background. Box 457, BROADCASTING.

Programmer-Producer — Draft deferred. Seventeen years' experience. Excellent references, desires change. Permanent job only considered. Box 423, BROADCASTING.

PROGRAM DIRECTOR — Capable, good references, 4-F, age 34. Now employed, but available for better opportunity. Box 444, BROADCASTING.

ANNOUNCER — With all-around experience. Can write, produce and build programs with powerful sales appeal. Now employed, but available for better opportunity. Good references. 30 and 4-F. Write Box 443, BROADCASTING.

Commercial Manager—20 years advertising sales experience. Fully conversant all types local and national accounts. Experienced manager advertising sales staff. Now employed large station. Will head sales department good solid organization on permanent basis. Just over draft age. Box 446, BROADCASTING.

Announcer-Newscaster — Available immediately. Four years' experience. 4-F status. Wire Box 438, BROADCASTING.

Experienced Sports Announcer—Handles Traffic, News, Special Events . . . Married. 4-F . . . Restricted Ticket . . . State Salary. . . . Box 462, BROADCASTING.

COMMERCIAL—And/or station manager available. Twelve years' radio, experienced, regional and local operations, married, exempt. Prefer station in east, references. Box 458 BROADCASTING.

Sales Manager—4-F, available at once. 15 years' advertising experience. Salary $100.00 week and commission. Box 459, BROADCASTING.

EXPERIENCED RADIO MAN—Seeks position with large station and future. Sports, news, commercial announcer. **HONEST, SOBER, DEPENDABLE.** Trained voice, good diction and enunciation. Single, 4-F, unhandicapped. Have had only one connection, still there. Learned from the ground up. Want wider field for development and advancement. Well connected, good personality best references, Transcription, photograph, complete background on request. Box 460, BROADCASTING.

Ambitious Young Announcer—Some experience, can operate turntables. Transcription on request. Mike Shorr, 2744 Gladstone, Detroit, Michigan.

Situations Wanted (Cont'd)

Program Director—1st class license, good announcer. Box 439, BROADCASTING.

Experienced news and continuity writer—4-F, seeks better connection. Can write copy that sells. Also expert on sports, capable publicity man. 12 years' radio and newspaper work. Box 449 BROADCASTING.

Traffic, Promotion Manager—Young experienced promotion director wants position offering advancement in promotion or traffic. Knows music, controls. 4-F. Box 440, BROADCASTING.

Announcer-Operator—News, sports, versatile, 4-F, seeks opportunity. Available April 3rd. Bill Dillner, WCLO, Janesville, Wisconsin.

General Announcer—Expert play by play baseball, other sports. Two years' Program Director. Box 441, BROADCASTING.

Wanted to Buy

Radio Station—Full or half ownership in city of 100,000 or more located east of the Alleghanies. Station must have national network affiliation and good earnings record for past five years. Replies must give full detailed information. Box 464, BROADCASTING.

BROADCAST STATION — Reliable and financially qualified party. Give full particulars. Box 436, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70C or similar with pickups. Station KLO Ogden, Utah.

Reliable party interested—In 250 or 500 watt station in eastern or northern U. S. Full particulars will be confidential, include in first letter to Box 450, BROADCASTING.

Responsible party interested in buying radio station—Send full particulars. Box 442, BROADCASTING.

For Sale

Five brand new No. 838 100 Watt Transmitting tubes—$15.00 each for quick sale. Write or wire WKNY Kingston, New York.

OUT IN FRONT

IN QUALITY ENTERTAINMENT ADVERTISING RESULTS LISTENER POPULARITY

★

Represented By HOWARD H. WILSON CO.

Blue Network

WOSH

OSHKOSH, WISCONSIN

NCAC Sells

HOWARD PETRIE

to

New Camel Program

THURSDAYS

NBC—10:00 to 10:30

P.M EWT

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of

Qualified Radio Engineers

Dedicated to the

SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

National Press Bldg. DI. 1205

Washington, D. C.

PAUL F GODLEY

CONSULTING RADIO ENGINEERS

MONTCLAIR, N.J.

MO 2-7859

HECTOR R. SKIFTER

Consulting Radio Engineer

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

GEORGE C. DAVIS

Consulting Radio Engineer

Munsey Bldg. District 8456

Weshington, D. C.

Radio Engineering Consultants

Frequency Monitoring

Commercial Radio Equip. Co.

Silver Spring, Md.

(Suburb, Wash., D. C.)

Main Office: 7134 Main St. Kansas City, Mo.

Crossroads of the World Hollywood, Cal.

Frequency Measuring Service

EXACT MEASUREMENTS

ANY HOUR—ANY DAY

R.C.A. Communications, Inc.

66 Broad St., New York, N. Y.

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

FCC Questionnaires Up for Review

Relief From Forms Seen As Budget Bureau Begins Inquiry

RELIEF from the FCC's annual barrage of questionnaires and forms tapping innermost phases of station operation, personnel, finances and programs is foreseen with the initiation of studies by the Bureau of the Budget, looking toward elimination of unnecessary and unauthorized surveys, whatever their nature.

Last week, it was learned, the Budget Bureau's Division of Statistical Standards launched its inquiry into the FCC's paper work, pursuant to new regulations geared toward elimination of duplication and of unnecessary or unauthorized forms and questionnaires.

In the case of the FCC, some 36 forms are set up for review. The work is being conducted under the direction of Stuart A. Rice, assistant director of the Budget Bureau in charge of the Division of Statistical Standards. David E. Cohn, of the Bureau, has been holding conferences with the FCC and with industry representatives regarding the undertaking.

Licenses to Payroll

Included in the FCC forms under scrutiny are those dealing with applications for licenses, license renewals, annual financial statistics, modifications of construction permits, payroll and employment data, program analyses, and in fact, every form used for broadcast purposes. It also may have a bearing on the Commission's method of personal interview investigations of stations too, because Budget Bureau approval is required of stock questions asked of more than 10 persons.

Many stations in the past have reported the necessity of hiring additional people to fill out particular FCC forms.

Only those forms authorized by the Budget Bureau and which have a specific approval number need be recognized by stations, the Bureau pointed out. Every form now in existence has an expiration number. Businessmen generally, along with broadcasters, are urged by the Budget Bureau, which is in the Executive Office of the President, to be cautious about Federal questionnaires that do not have its approval. When in doubt, it urges, the Bureau should be contacted prior to response.

Pursuant to Congressional authorization at the last session, the Budget Bureau undertook the reduction of paper work to a minimum and is giving its approval only to statistical tasks that contribute toward winning the war or for which there is other imperative need.

"Thus, when you are in doubt about the validity of a form that has no Budget Bureau approval, make inquiry about it before you answer it," the Bureau advises.

It was pointed out that individual stations may be reluctant to complain about FCC forms, because of possible repercussions and because they are licensed. Budget Bureau officials said that such comments or complaints as are made to the Budget Bureau are kept confidential and are used only in the effort to comply with the law and to relieve industry of the onerous burden of excessive paper work.

Reluctant to Complain

On Aug. 31, 1942, the Budget Bureau issued new regulations to all Government agencies providing for a review of all new questionnaires and report forms, and a post-audit of all existing report forms. All report forms approved by the Budget Bureau were given "approval numbers," many accompanied by expiration dates.

Last Dec. 24, President Roosevelt signed the Federal Reports Act of 1942, sponsored by the Senate Commitee on Small Business. This new law implemented the Bureau's authority to control and coordinate Federal statistical activities. On Jan. 1, the approval numbering system of the Budget Bureau became effective. Questionnaires and report forms issued by the Federal agencies subject to the Bureau's jurisdiction "must have such approval numbers to be valid," it was stated. "Businessmen need not comply with requests for statistical information where the report forms are without such sign of approval."

These three steps, taken together, the Bureau points out, mean that important services to business and industry in controlling and limiting the number of questionnaire forms issued by Federal agencies will be rendered. The success of the Bureau's efforts, however, it was pointed out, will depend to some extent on cooperation of businessmen who report to it unauthorized questionnaires not having Budget Bureau approval numbers.

"To the Wastebasket"

There are four classes of questionnaires that will not have Budget Bureau approval numbers, it was stated. These are (1) report forms issued by exempt agencies, principally bureaus of the Treasury Department; (2) forms that have been approved, but of which supplies were printed prior to the institution of the system; (3) report forms that are sent to less than 10 respondents; (4) report forms that are "bootlegged." The latter forms "should be consigned to the wastebasket," said the Bureau.

Businessmen who have complaints about specific forms or are in doubt should write to the Budget Bureau or address the Advisory Committee on Government Questionnaires, in Washington, which is composed of representatives of business and industry.

"The Budget Bureau will also lend an attentive ear to complaints that are specifically directed toward what is regarded as a burdensome questionnaire," the Bureau stated. "Forms of a repetitive nature are given expiration dates. Prior to the date of expiration of a form, it is re-examined as to need, form and content. Complaints from business and industry will be considered at the time such forms come up for an extension of their expiration dates."

"Businessmen," the Bureau stated, "have a friend at court. They should learn to use it."



Drawn for BROADCASTING by Sid Hix

"I Hardly Miss the Car Any More, Sarah!"

FM Cooperation In Phila. Allowed

FCC Approves Joint Plan to Operate All Four Outlets

UNDER A NEW plan of FM broadcasting approved March 23 by the FCC, four Philadelphia FM stations will operate a cooperative plan of broadcast rotation which will give an estimated 17,000 Philadelphia homes eight hours of continuous FM programs daily for a trial period of 90 days.

The Commission's action followed a joint petition by Pennsylvania Broadcasting Co., operator of W49PH; WFIL Broadcasting Co., operator of W53PH; WCAU Broadcasting Co., operator of W69PH, and Wm. Penn Broadcasting Co., operator of W73PH. Standard broadcast affiliations of these stations are WIP, WFIL, WCAU and WPEN, respectively, all in Philadelphia. Roger W. Clipp, general manager of WFIL, was in Washington last month for conferences on the plan. Westinghouse Radio Stations, owner of KYW, standard broadcast station, and W57PH, Philadelphia, only other FM station in that area, was not represented in the proposal.

Coordinated Programming

At present the four stations are on the air with split schedules for a minimum of six hours a day. Under the 90-day waiver of FCC rules requiring this six-hour daily minimum, each station will stay on the air eight hours, from 3 p.m. to 11 p.m. regularly one day a week, with the three remaining days taken in rotation. A committee composed of one representative from each station will supervise and coordinate the programming of all four.

The group advanced wartime necessity for conserving critical materials, electric power, record libraries, transcriptions and for making most economical use of manpower as reasons favoring the experiment. The plan calls for pooling all spare parts and equipment, which is to be distributed to the stations as the need arises. It is believed that other FM operators will watch with keen interest the experiment, which is the first plan of its kind to be proposed to the FCC.

Action of the Commission in granting permission for the "Philadelphia plan" is in line with its general policy of giving all possible assistance to help broadcasters weather the squeeze of wartime restrictions on materials and manpower, as indicated in such policies as that adopted on Feb. 28 under which applications for FM and television licenses are protected for the duration [BROADCASTING, March 1].

FIRST ISSUE of a general house organ for CBS employes was circulated last week to some 1,170 persons employed in the network's New York headquarters. Titled "485", the mimeographed eight-page paper is edited by Marion Stevens of the CBS press information department.

Trying to "cover" 3 TERRITORIES with 1 SALESMAN?



- *Have you had to curtail dealer contacts?*
- *Are you delaying the introduction of a new product or package?*
- *Is manpower shortage crippling your field operation?*

SPECIALTY SALES CAN HELP YOU SOLVE THESE PROBLEMS

If the manpower shortage has crippled your field operation, curtailed dealer contacts, or delayed introduction of a new product, Specialty Sales can help. Specialty Sales offers the short-term services of experienced high-type salesmen who cover all druggists and grocers in Ohio, Indiana, Kentucky, and West Virginia. Specialty Sales does not conflict with established sales organizations, brokers, or agents. Specialty Sales is independent, but has the advantage of full access to all WLW research and merchandising material. Specialty Sales service is extremely flexible . . . can be bought on per call or per week basis . . . helps you keep men in the field at a fraction of the usual cost. For further information, write or wire Lou E. Sargent, Specialty Sales, 140 West 9th Street, Cincinnati, Ohio.

- **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

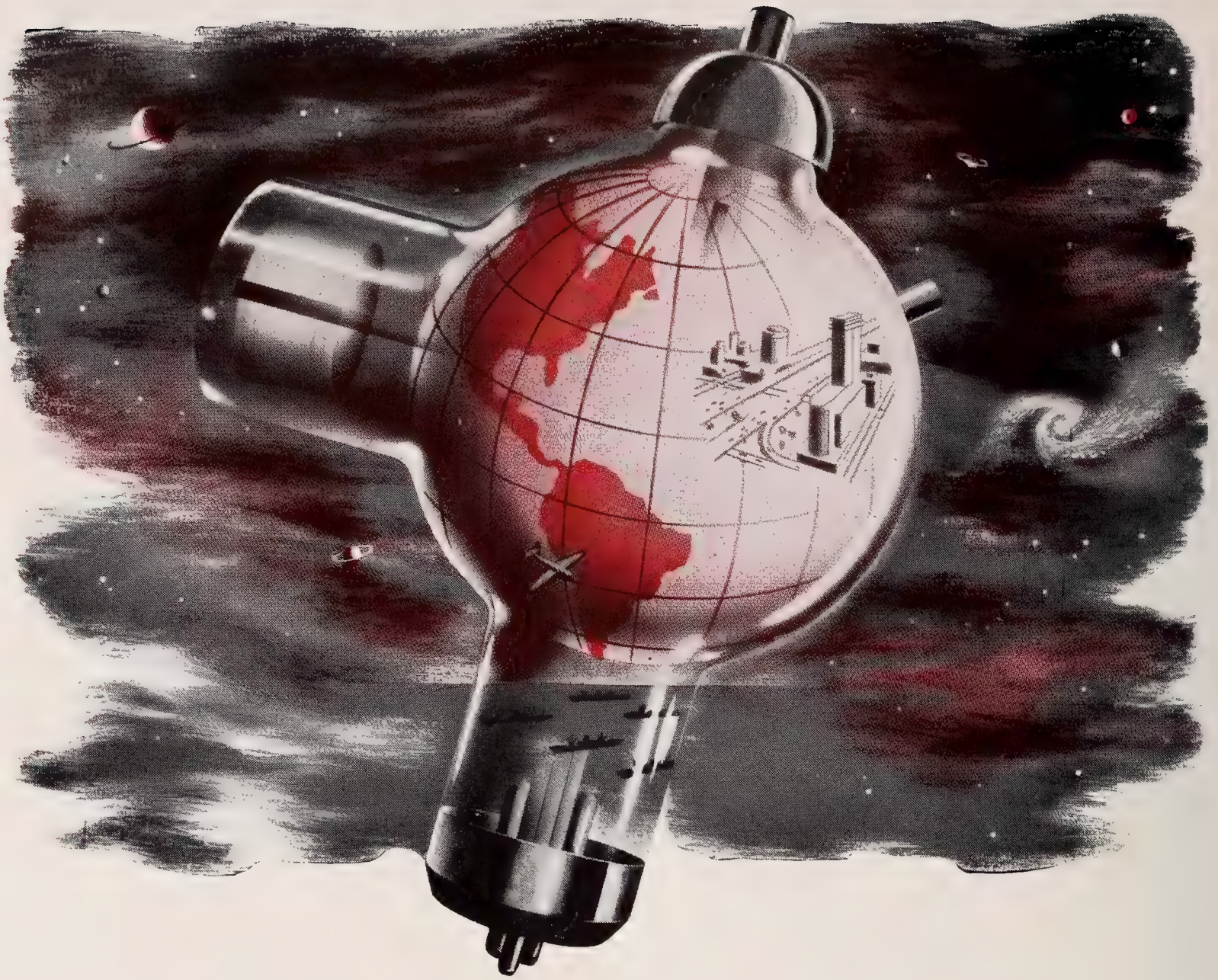
LISTENER DOMINANCE. In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION



The Little Glass House That Holds the World of Tomorrow

Within the confines of electron tubes, greater miracles are being born than man ever dared hope for.

Applied to the war of today, those radio-electronic miracles are guiding battleships, locating planes, maneuvering tanks, and speeding communication.

With the coming of peace, these same miracles—emanating from radio-electronic tubes—will shape a new kind of world. Food, medicine, clothing, our homes, our schools, our industries—all will be changed and improved by the magic of electronics.

At RCA, world leader in this new science, the *work* being done today is concerned with war only—with the winning of Victory for the United Nations. But the *planning* by our engineers and scientists, the skill, knowledge, and experience being obtained, will also be useful tomorrow—the richer and fuller tomorrow that will come about through RCA Electronics.

RADIO CORPORATION OF AMERICA

RCA LEADS THE WAY IN RADIO, ELECTRONICS, TELEVISION

RCA Building, New York, N. Y.

PRINTED IN U.S.A.

APRIL 5, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

WE DIDN'T THINK THEY CARED . . . this much!



Said we recently to Crossley, Inc. . . .

"Please go out and ask women—all kinds of women—in Greater New York something like this:

'WHAT NEW YORK RADIO STATION HAS PROGRAMS THAT YOU FEEL GIVE YOU THE MOST HELP IN YOUR HOUSEHOLD WORK?'"

"Why?" asked Crossley, Inc.

"Must we be just obvious?", we replied. "Please," we urged. "Just ask, and if maybe everything's all right, we can tell people what we found."

So, Crossley interviewers asked 6,420 women personally.

In came the answers; came sorting, came compiling, came the following interesting result:

WOR . .	14.1%
Station B .	12.4%
Station R .	9.3%
Station X .	2.4%

Q.E.D. — IF *YOU* MAKE SOMETHING THAT WOMEN BUY, OR HAVE A SAY IN THE BUYING OF — and *what* haven't they? — WOR IS WORTH CALLING FOR FURTHER, AND IMPRESSIVE FACTS. Our telephone rings if you dial PE 6-8600, in New York. Our address is

WOR

that power-full station

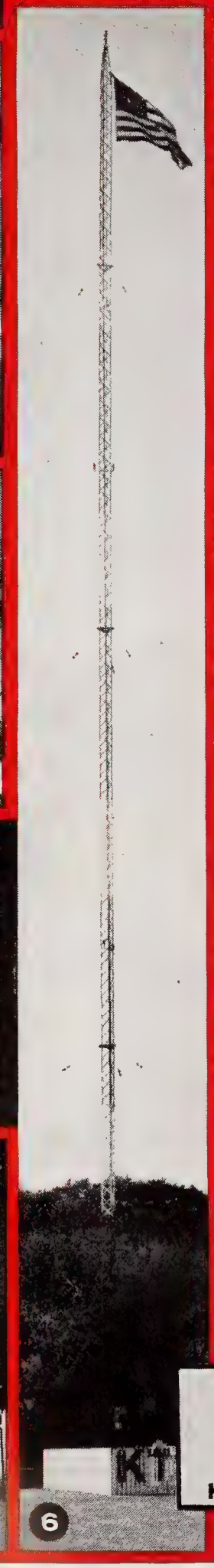
at 1440 Broadway, New York











THE PICTURES

1. KTUC Manager Lee Little entertains Marana Air Base Band following broadcast.

2. To promote War Bond sales, KTUC parked an authentic covered wagon on downtown Tucson streets, conducted daily broadcasts from it.

3. Lee Little and Wayne Sanders interview American Woman Volunteer Service workers at KTUC Bond Wagon.

4. Workers count a real "Mile of Dimes" collected when KTUC listeners were invited to lay dimes on a chalk line a mile long.

5 and 6. The American Legion participated when KTUC raised an American Flag to the top of its 181-foot tower, there to stay until Victory.



In Tucson

It's KTUC That DOES Things

WE'RE busy at KTUC! We're doing two special broadcasts each week for the Air Corps' Marana Basic Training School, two for the Pima County Agricultural Department, one for the Pima County Schools and one for the Tucson City Schools. We're doing six programs weekly for the Pima County War Savings Committee—one a quiz program so popular it tied up the Tucson telephone system and forced us to ask listeners to mail their answers! Each noon KTUC broadcasts a recording of Tucson school children's pledge of allegiance to the Flag.

These are regularly scheduled programs of intense local interest. There are the special events, too; every time anything of local interest happens around Tucson, KTUC microphones are there, broadcasting on the spot. These are the things that make friends of listeners—catering to their local interests, serving local needs. They are the things that have built for KTUC a loyal and responsive audience—the reason why *KTUC Gets Results!*

KTUC

TUCSON, ARIZONA

TO SELL ARIZONA——

The Arizona Network

KOY, Phoenix ★ KTUC, Tucson ★ KSUN, Bisbee-Lowell

1400 KC. ★ 250 WATTS

RALPH W. BILBY
President

LEE LITTLE
Manager

MANAGEMENT AFFILIATED WITH **WLS**. THE PRAIRIE FARMER STATION. CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY

THE FACTS ARE..

NO. 2 IN A SERIES:

MEMORANDUM

DUNN SHOE STORES
OFFICE OF THE PRESIDENT

TO: Advertising Dept.: FROM: Max J. Schwartz,

As you know our "Lucky Shoe Box" Program over WPEN comes up for renewal next week.

I have decided to renew our contract for another year to continue our quarter-hour 6-times weekly program.

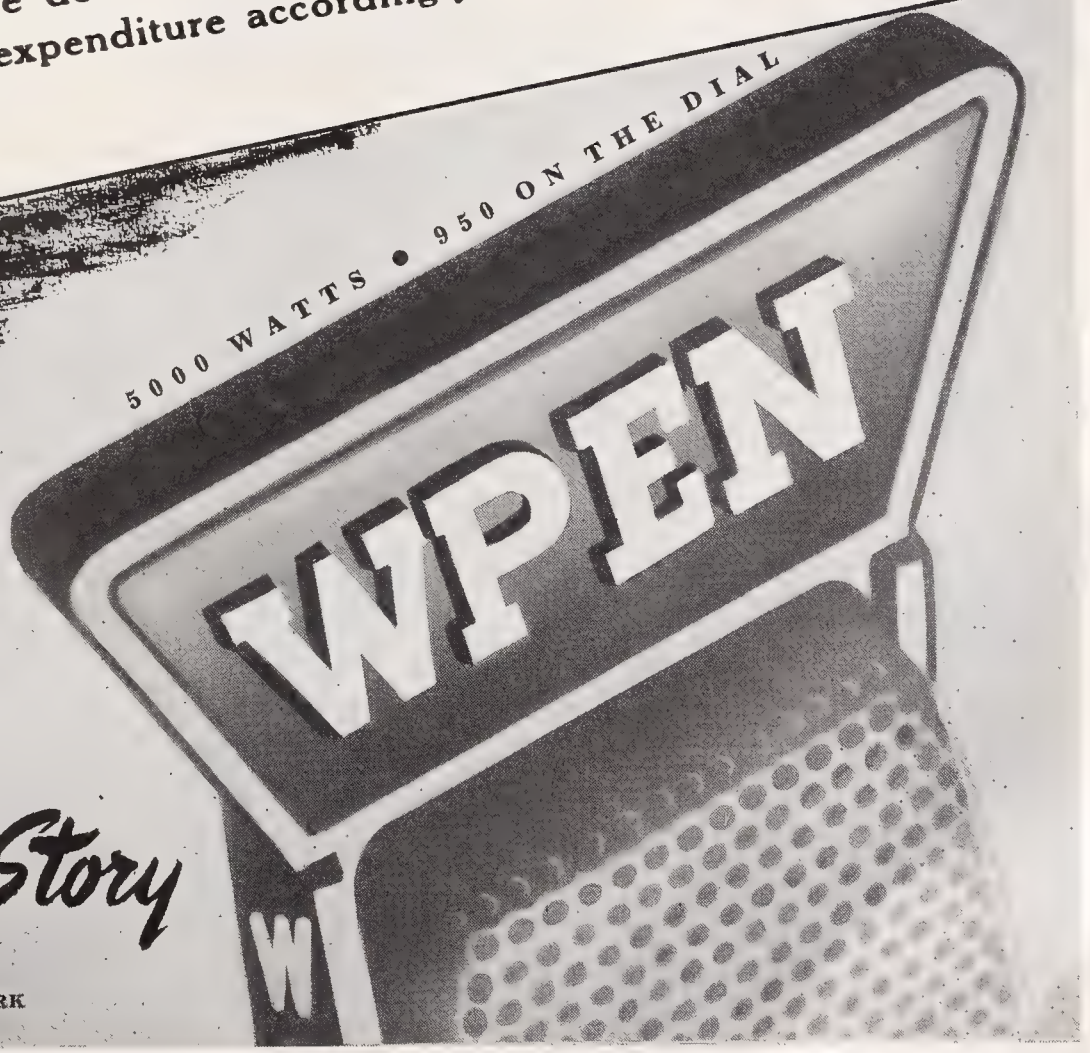
I am happy to report that in spite of Shoe Rationing, which went into effect early last month, our sales have a 22 per cent increase over the preceding 30 days.

Attributing our continued sales upswing directly to our WPEN Radio Advertising, I have decided to double our air-time budget and decrease our newspaper expenditure accordingly.

Watch this space each month for another____

Philadelphia SELLING Story

AFFILIATED STATION OF THE ATLANTIC COAST NETWORK



Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

The MOST ECONOMICAL BUY in OMAHA
★
KOIL

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • No. 14 APRIL 5, 1943

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February



THE GREATEST CONVENTION IN HISTORY

1,125,000 "buying folks" in Metropolitan Washington today . . . and they'll stay for the duration.

REACH THEM ALL ON Washington's best 24 hour-a-day radio buy.

WOL

Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM

★ ★ SPOT SALES, INC.—Natl. Rep., New York, Chicago, San Francisco ★ ★

WTOP *is the new name*

of Washington's most powerful station

For over 14 years the station bore the name WJSV.

During those 14 years it climbed to beat the band to a top position in the nation's capital—top in programs, top in power—at the top of the dial.

As a notable CBS station, it became about as easy to listen to as anything you can imagine. Only one thing promised to make it even easier to dial to. That one thing was a new name, but above all, a precisely appropriate name, easy to remember.

Obviously, it had to be WTOP.

So—now it is WTOP.

Same place on the dial—1500. Same flawless signal.

Same superb programs. Same times of day and night—day in, day out.

Same service to advertisers in a great market, a great market growing daily to beat the band, just like WTOP.

P.S. We have already printed the new letters WTOP on our contract forms.

WTOP *Washington • 50,000 watts*

Owned and operated by CBS. Represented nationally by Radio Sales with offices in New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte



A-H = OTHER LEADING N. Y. STATIONS = WNEW LEADS FOR QUARTER-HOUR = 2 STATIONS EQUAL		WNEW vs. A*	WNEW vs. B*	WNEW vs. C	WNEW vs. D	WNEW vs. E*	WNEW vs. F	WNEW vs. G*	WNEW vs. H
		*Network Station							
8:00 – 8:15	A.M.			●	●		●		●
8:15 – 8:30	A.M.			●	●				●
8:30 – 8:45	A.M.			●	●				●
8:45 – 9:00	A.M.			●	●		●		
9:00 – 9:15	A.M.			●	●		●		●
9:15 – 9:30	A.M.			●	●		●		●
9:30 – 9:45	A.M.		◐	●	●		●		●
9:45 – 10:00	A.M.			●	●		●		●
10:00 – 10:15	A.M.			●	●	●	●		●
10:15 – 10:30	A.M.			●	●	●	●	◐	●
10:30 – 10:45	A.M.			●	●	◐	●		●
10:45 – 11:00	A.M.			●	●	●	●	◐	●
11:00 – 11:15	A.M.	◐		●	●	●	●		●
11:15 – 11:30	A.M.			●	●	●	●		●
11:30 – 11:45	A.M.			●	●	●	●		●
11:45 – 12:00	A.M.			●	●	●	●	◐	●
12:00 – 12:15	P.M.			●	●	●	●		●
12:15 – 12:30	P.M.			●	●	◐	●		●
12:30 – 12:45	P.M.		◐		●		●		●
12:45 – 1:00	P.M.			●	●				
1:00 – 1:15	P.M.			●	●				
1:15 – 1:30	P.M.			●	●		●		◐
1:30 – 1:45	P.M.			●	●		◐		●
1:45 – 2:00	P.M.			●	●		◐		
2:00 – 2:15	P.M.				●				
2:15 – 2:30	P.M.			◐	◐				
2:30 – 2:45	P.M.			●	◐				●
2:45 – 3:00	P.M.				●		●		●
3:00 – 3:15	P.M.				●				●
3:15 – 3:30	P.M.				●				●
3:30 – 3:45	P.M.			●	●		●		●
3:45 – 4:00	P.M.			●	●		●		●
4:00 – 4:15	P.M.			●	●		●		●
4:15 – 4:30	P.M.				●	●	●		●
4:30 – 4:45	P.M.	●		●	●	●	●	●	●
4:45 – 5:00	P.M.				◐		●		
5:00 – 5:15	P.M.						●		●
5:15 – 5:30	P.M.				●		●		●
5:30 – 5:45	P.M.			●	●		●		●
5:45 – 6:00	P.M.		◐	●	●		●	●	●
6:00 – 6:15	P.M.		●	●	●	●	●	●	●
6:15 – 6:30	P.M.			●	●	●	●	●	●
6:30 – 6:45	P.M.	●	●	●	●	●	●		●
6:45 – 7:00	P.M.		●	●	●		●	●	●
7:00 – 7:15	P.M.			●	●	●	●	●	●
7:15 – 7:30	P.M.			●	●	●	●		●
7:30 – 7:45	P.M.			●	●				●
7:45 – 8:00	P.M.				●		●		◐

Each "Mike"
WNEW

Take your choice of surveys for a picture of New York radi

NO MATTER what brand o impartiality you use—*Hoope* or *The Pulse of New York*—WNEW is the most solid buy, hour-by-hou available in New York radio today

This comparison is made by quarte hours from 8:00 A.M. to 8:00 P.M Monday through Friday. Each col umn compares the size of th WNEW audience with that o another leading New York statio

SOURCE:
C. E. HOOPER JAN.—FEB. '4

Means...

leads!

for the quarter hour indicated at the left.

Wherever a microphone appears, WNEW holds a *greater* audience for the quarter hour. The half-microphone indicates that the audiences of the two stations are *equal* for the quarter hour period.

FOOTNOTE: WNEW likes the impartiality of *The Pulse of New York* even better than the impartiality of *Hooper.* (We show up better.) A more impersonal reason is that *The Pulse of New York* survey includes both telephone and non-telephone homes . . . *Hooper* only telephone homes. And in New York only 39.7% of homes have telephones—60.3% do not.

WNEW SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
10,000 WATTS DAY AND NIGHT—1130 KILOCYCLES
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

SOURCE:

THE **PULSE** OF NEW YORK, MARCH, 1943

A-H = OTHER LEADING N. Y. STATIONS
= WNEW LEADS FOR QUARTER-HOUR
= 2 STATIONS EQUAL

		WNEW vs. A*	WNEW vs. B*	WNEW vs. C	WNEW vs. D	WNEW vs. E	WNEW vs. F	WNEW vs. G	WNEW vs. H
		*Network Station							
8:00– 8:15	A.M.			1	1	1	1		½
8:15– 8:30	A.M.			1	1	1	1		½
8:30– 8:45	A.M.			1	1		1		
8:45– 9:00	A.M.		1	1	1		1		
9:00– 9:15	A.M.		1	1	1		1	1	1
9:15– 9:30	A.M.	1	1	1	1		1	1	1
9:30– 9:45	A.M.	1	1	1	1		1		1
9:45–10:00	A.M.	1	1	1	1		1	1	1
10:00–10:15	A.M.	1	1	1	1	1	1	1	1
10:15–10:30	A.M.	1	1	1	1	1	1	1	1
10:30–10:45	A.M.	1	1	1	1	1	1	1	1
10:45–11:00	A.M.		1	1	1	1	1	1	1
11:00–11:15	A.M.	1	1	1	1	1	1	1	1
11:15–11:30	A.M.	1	1	1	1	1	1	1	1
11:30–11:45	A.M.		1	1	1	1	1	1	1
11:45–12:00	A.M.		1	1	1	1	1		1
12:00–12:15	P.M.			1	1	1	1		
12:15–12:30	P.M.			1	1	½	1		
12:30–12:45	P.M.		1	1	1	1	1		
12:45– 1:00	P.M.			1	1	1	½	½	
1:00– 1:15	P.M.			1	1		1	1	
1:15– 1:30	P.M.			1	1	1	1	1	
1:30– 1:45	P.M.			1	1	1	1	1	1
1:45– 2:00	P.M.			1	1	1	½	1	
2:00– 2:15	P.M.			1	1				
2:15– 2:30	P.M.			1	1				1
2:30– 2:45	P.M.			1	1		1		1
2:45– 3:00	P.M.			1	1	½			½
3:00– 3:15	P M.			1	1				1
3:15– 3:30	P M.			1	1		1		1
3:30– 3:45	P.M.	1		1	1		1		1
3:45– 4:00	P M.	1			1	½	1		
4:00– 4:15	P.M.				1		1		
4:15– 4:30	P.M.			½			1		
4:30– 4:45	P.M.	1		1		1	1		
4:45– 5:00	P.M.	1		1		1	1		
5:00– 5:15	P.M.			1	1		1	1	1
5:15– 5:30	P.M.	½		1	1		1	1	1
5:30– 5:45	P.M.	1	1	1	1	½	1	1	1
5:45– 6:00	P.M.	1	1	1	1	1	1	1	1
6:00– 6:15	P.M.	1	1	1	1	1	1	1	1
6:15– 6:30	P.M.	1	1	1	1	1	1	1	1
6:30– 6:45	P.M.	1	1	1	1	1	1		½
6:45– 7:00	P.M.	1	1	1	1		1	½	½
7:00– 7:15	P.M.	1	1	1	1	1	½	½	½
7:15– 7:30	P.M.	1	1	1	1	½	½	1	½
7:30– 7:45	P.M.			1	1		1		1
7:45– 8:00	P.M.			1	½		1		1

EDWARD W. HAMLIN

COMMERCIAL MANAGER, KSD, ST. LOUIS



1923 B.S., Washington University, St. Louis
1923 Shallcross Printing Company
1926 General Outdoor Advertising Co.
1928 Account Executive, John Ring Advertising Agency
1931 Station KSD, St. Louis
1935 Commercial Manager, KSD

EVERYBODY knows the value of the efficient organizer who avoids fanfare and trumpets, but who gets his work done just the same—somebody who prefers to be on the winning team rather than to shine as an individual star. In short, somebody like modest, capable Ed Hamlin of KSD!

And that brings up another thing that we, being not *quite* so modest, would like to tell you about *our* work here at F&P. That's the matter of how carefully we try to keep informed as to the radio situation in all important markets, whether or not they are served by any of "our" stations. . . . F&P men are constantly traveling all over the U. S. on one radio errand or another. And in our files at our various offices we have both general and intimate data and information on almost every station and every market in America.

Anything we know or any help we can give you is freely available to you, even if you are not a customer. This is offered sincerely, and not merely as a wedge to penetrate into your friendship. It is part of the "back-up work" which we have assumed as one of our *responsibilities of leadership,* here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
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and WRIGHT-SONOVOX, Inc.



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Since May, 1932

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BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 14 WASHINGTON, D. C., APRIL 5, 1943 $5.00 A YEAR—15c A COPY

Cox Probers Conduct 3-Way Inquiry

Minute Data Asked From Members Of FCC

ALTHOUGH it has not yet set a date for commencement of formal hearings, the Cox Select Committee of the House to investigate the FCC last week had underway three separate preliminary probes—in Washington, New York and Charleston, W. Va.—and had subpoenaed records, minutes and other data at the Commission.

Evidently getting into high gear, Chairman E. E. Cox (D-Ga.), of the Committee, also announced appointment of several additional attorneys and investigators to the staff of Eugene L. Garey, chief counsel.

Probing Commissioners

At the FCC it was learned each Commissioner last Thursday had been served with a detailed questionnaire for an accounting of stewardship, and touching practically all phases of the activities of individual Commissioners. It also was learned that considerable data relating largely to broadcasting procedures, operations, decisions and minutes had been subpoenaed, though the precise material sought was not stated. The Commission itself was represented as devoting much of its time to the gathering of the material.

Chairman Cox said the Committee had appointed Edward G. Griffin, New York attorney who served as counsel both for Gov. Al Smith and President Roosevelt when they were Governors of New York, and Martin F. O'Donoghue, professor of law at Georgetown U., Washington, as members of the Washington legal staff. M. I. Hauser, partner in Mr. Garey's New York law firm of Garey, Desvernine & Garey, has been designated to handle certain aspects of the New York preliminary inquiries at a dollar a year.

Mr. Garey's chief assistant is Fred L. Walker of Detroit, who with Mr. Griffin, was in Charleston last week. The investigating staff includes James Dunn, of Philadelphia, former U. S. Secret Service official, and Robert B. Barker, for many years a senior investigator for the Dies Committee. Mr. Dunn was the chief Government investigator into the so-called leak of Supreme Court decisions several years ago.

The seven members of the FCC, it was ascertained at the Commission, initially received identical letters from Chief Counsel Garey last Wednesday, which posed a half-dozen questions regarding their functions. This letter, however, was superseded the following day by a more detailed one enumerating about a dozen questions.

Commissioners were asked questions regarding precise duties, office hours, attendance at meetings, hearings and oral arguments, absence from the Commission and the reasons, specialized work on the FCC, such as designations on particular committees, subcommittees or delegations, specific hearing cases assigned and actions thereon, procedure regarding voting on cases, whether evidence in every case requiring Commission action is read.

It was understood at the Commission that information regarding travel of Commissioners at Government expense also was requested. Presumably the data is for the entire tenure of each member of the Commission, rather than for the past year or any other specified time.

No comment was forthcoming either from the FCC or the Committee regarding the three preliminary inquiries now being conducted. Mention was made, however, that the New York probe covered such matters as the WMCA sales transaction of last year by Donald Flamm to Edward J. Noble. In Charleston, there are only two broadcast stations—WCHS, regional, and WGKV, local. Presumably the Washington inquiries related entirely to the FCC subpoenas and data.

Fly Sees President

FCC Chairman James Lawrence Fly, repeatedly at loggerheads with Chairman Cox of the Committee, called at the White House last Monday and spent about three-quarters of an hour with the President. It was reported that the major topic was the international communications merger and that the Cox Committee probe probably was not discussed in detail.

There were few new developments on other fronts regarding the FCC, which has figured prominently in Washington affairs dur-

(*Continued on page 44*)

WMC Specifies 48-Hour Procedure

Policies for Guidance Of Area Directors Are Drafted

CLEAR-CUT interpretation of the applicability of the 48-hour work week to the broadcasting industry was obtained last week from War Manpower Commission following studies initiated by the NAB Labor Committee.

In a memorandum to stations in the critical labor shortage areas, cleared last Thursday at WMC, stations are advised of procedure to be followed in complying with the new employment regulations. The detailed memorandum, covering every aspect of station operation, will be sent to stations by NAB, and, it is understood, by WMC to its field staff, with a statement of policy to guide area directors in applying the regulations to the broadcasting industry.

Survey Made

The memorandum, constituting the first detailed interpretation of the regulations as applied to a particular industry, was developed following a survey undertaken by Joseph L. Miller, NAB Labor Director, and Kenneth Yourd, assistant Washington director and counsel for CBS. The memorandum was prepared by Mr. Yourd following conversations with WMC officials, who cleared the final draft for release to stations.

WMC's formal statement of policy, which would embrace the NAB memorandum, shortly is expected to clear through WMC channels. It then will be sent to area directors as a formal opinion guiding application of the regulations to the broadcasting industry.

Following is the full text of the memorandum:

As you are undoubtedly aware, the National Assn. of Broadcasters has conducted a survey of representatitve radio stations to determine the feasibility of a 48-hour week for radio stations and to determine whether or not the various stations can increase the productivity of their staffs and more fully utilize manpower by the adoption of a longer workweek. The results of this survey have been made available to the national headquarters of War Manpower Commission.

Radio stations located in the "critical areas are not exempt from the 48-hour Order and each station must make a sincere attempt to comply with it by instituting a Minimum Wartime Workweek which makes the fullest utilization of existing manpower." Each station should submit to the local area director, for approval, a schedule showing its proposed "Minimum Wartime Workweek", indicating whether or not any employes can be released.

After a review of the results of the survey with WMC, NAB suggests that the following guides be used in preparing the workweek schedule for your station:

1. Executive (station manager, sales manager, program director, chief engineer, etc.) These persons, who work unlimited hours, both inside and outside of the office, and have management responsibilities, are not regarded as capable of being placed upon a fixed hourly schedule.

2. Performers, singers, musicians and other creative artists (including writers and news commentators). These persons, because of the nature of their work, are not subject to scheduling on a 48-hour basis.

3. Salesmen, in many instances work unlimited hours outside, and in many cases on a commission, or salary and commission basis. Salesmen of this type, who are not subject to the Fair Labor Standards Act, do not have their hours of work subject to computation.

4. Announcers and news men should be placed upon a schedule which makes the fullest possible utilization of their services consistent with the peak load

(*Continued on page 44*)

Pillsbury Begins Largest Campaign

Spots for Bread Flour on 85 Stations, 5 Times Weekly

PILLSBURY Four Mills, Minneapolis, in its largest spot campaign, has released contracts through McCann-Erickson, Chicago, for one-minute announcements to start April 5 on 85 stations for bread flour and on 55 stations for pancake flour. Announcements are five times a week on most stations. The spots for the bread flour, featuring a musical background by the Four Kernels and "War Communiques" of household hints, were placed on:

WCKY WLS WROK WMBD WCBS WISN WIBA WTAQ WSBT WISH WGL WOWO WHIO WBNS WDZ WKBW WHAM WAGE WSYR WIBX WTRY WNBF WERC KSD KFBI WCAU WEEU WSAN WHP WGAL WBAL WMAL KABC KTSM KRIS WXYZ WKZO WFDF WSAM WKBZ WHLS WTAM WTOL WAKR WIBM WMAZ WSPR WLBZ WFEA WCAX WTIC WICC WIOD WQAM WSUN WTAR WDBJ WBT WSJS KTUL KDAL KSTP WTCN WHO KRNT KSCJ WOC WMT KDTH WKBB WKBH WSAU WMFG WHLB WFMJ WHBC WCAE KDKA WFBG WJAC WSAZ WGKV WCHS WKWK WBLK.

The announcements for pancake flour are to be carried by:

WOKO WBAL WFBR WCAO WNBF WEEI WBZ WHDH WKBW WGR WBEN WGN WMAQ WLS WTAM WHK WFAA KRLD WJR WXYZ WWJ KTRH WJAC KMBC WCCO WCAU KYW WPEN WJAS WCAE KDKA WKY KOMA WEAN WJAR WRVA WMBC WGY WSPR KSD WSYR WAGE WTRY WJSV WMAL WWVA WAAB WTAG WORC WKBN.

The company is copy testing with one-minute live announcements 15 times a day on WSOY, Decatur, Ill.; KVFD, Ft. Dodge, Ia.; WMAM, Marinette, Wis., and WTCM, Traverse City, Mich.

Kenmore Plans National Spot Drive; Making Test

KENMORE Publishing Co., New York, in a national campaign for its test instruction book for servicemen, is trying out various types of programs and announcements on some 20 stations, with the possibility of expanding to from 150 to 200 outlets, if the test drive is successful. A spokesman for Huber Hoge & Sons, agency in charge, said that if the national campaign goes through, Kenmore plans to spend $10,000 weekly on spot radio advertising.

First schedule started on WHN, New York, March 22, using news, musical and variety programs on a participating or fulltime sponsorship basis. The full schedule will be underway by the early part of this week. Plans call for a test period of 10 days. Among stations used are WLW KPO WAIT WPEN WFDF CKLW.

Shampoo Series

CONSOLIDATED HAIR GOODS Co., Chicago (FIJ-OIL shampoo), has named Malcolm Howard Adv. Agency, Chicago, to handle its account and has planned an advertising campaign to start immediately. A test radio series will start in selected markets. Arthur M. Holland is account executive. The firm manufactures and distributes a number of items to the beauty shop and drug trade.

Walter J. Brown Is Appointed Assistant to James F. Byrnes

ANOTHER practical broadcaster was drafted for important service in Washington's wartime Government last week with the appointment of Walter J. Brown, vice-president and general manager of WSPA and WORD, Spartanburg, S. C., as an assistant to James F. Byrnes, Director of Economic Stabilization. Offices of the organization, one of the highest placed in the wartime Government, are at the White House.

Mr. Brown assumed his new duties April 1, and has been given leave by the Spartanburg Advertising Co., presumably for the duration. He returns to Washington where for nearly a decade he was a top-flight newspaperman, serving as correspondent for a number of metropolitan dailies in the South. He was also Congressional correspondent for BROADCASTING.



MR. BROWN

Broadcasters in Government

Mr. Brown's precise duties are not outlined, since the Byrnes organization is a small, compact unit advisory to the President. As an assistant to Director Byrnes, who resigned from the Supreme Court last year to assume the new post, Mr. Brown will serve with Ben Cohen, of the former Corcoran-Cohen legal team; Donald Russell, prominent Administration attorney, and Edward F. Pritchard, former law clerk to Associate Justice Felix Frankfurter.

Among other broadcasters drafted for duty in Washington are such figures as Gardner Cowles Jr., Assistant Director of OWI; J. Harold Ryan, Assistant Director of Censorship; W. B. Lewis, former CBS vice-president, initially chief of the Radio Bureau of OWI and now Mr. Cowles' assistant, as well as several score others in various branches of the military services.

With Mr. Brown's departure, Roger Shaffer, assistant general manager, has been designated to take over duties as general manager. John W. Kirkpatrick continues as manager of WSPA, and G. O. Shepherd as manager of WORD.

Announces FM Station

Coincident with his departure, Mr. Brown announced negotiation of a lease for property on top of one of the highest mountains near Tryon, N. C., for construction of an FM station at the war's end and resumption of work on the auditorium at Radio Center—housing the two stations. An 800-pipe Moler organ is being installed, along with an auditorium seating 150 people.

A native of Georgia and a journalism graduate of the U. of Georgia, Mr. Brown went to Spartanburg from Washington in 1940 to take over management of WORD, then under construction. WSPA, an existing station, was purchased and the two stations were operated under his joint direction. WSPA is the CBS outlet and WORD the BLUE.

During his decade as Washington correspondent, Mr. Brown covered Southern delegations in Congress and was closely associated with Justice Byrnes, then Senator from South Carolina. In joining Justice Byrnes' staff, Mr. Brown again becomes identified with Mr. Russell, who is from Spartanburg and also his associate in the development of radio in that city.

Reunion

BACK in peacetime their desks were side by side in the press department of WOR, New York. Then came war and one became a lieutenant of infantry, the other a staff sergeant in the Psychological War Section, stationed in Africa. Not so long ago the lieutenant landed in Africa and went to the public relations office of the district he was in to locate his friend. And so it's come about that Lt. Carl Ruff, former WOR trade news editor, and Sgt. John Anspacher, former WOR night publicity editor, are having a reunion on the dark continent.

C-P-P Using 75

COLGATE - PALMOLIVE - PEET Co., Jersey City, N. J., is currently engaged in a spot campaign on 75 stations for Palmolive soap, using from 15 to 75 transcribed announcements weekly. Campaign began Jan. 4, several months after C-P-P had discontinued *Bachelor's Children* on NBC for Palmolive. Program shifted to CBS, for Continental Baking Co. last September. Both accounts are handled by Ted Bates Inc., New York.

3 CHICAGO FIRMS SPONSOR BASEBALL

BROADCASTS of the home games of the Chicago Cubs and White Sox will be carried by three Chicago Stations this season, when the major leagues lead off on April 21: WGN with Jack Brickhouse, WJJD with Pat Flanagan, and WCFL with Hal Totten.

P. Lorillard Co., New York (Old Gold Cigarets), through J. Walter Thompson Co., New York, is again sponsoring the games on WGN. Walgreen Co., Chicago (drugstore chain), through Schwimmer & Scott, Chicago, has signed for the broadcasts on WJJD. On WGN, a ten-minute commentary and before-the-game interview program will be sponsored by Chicago Motor Club through Aubrey, Moore & Wallace.

Swing it, a quarter-hour program of recordings and baseball scores immediately following the games has been purchased on alternate days by Thomas J. Webb Co., Chicago (coffee), and Peter Fox Brewing Co., Chicago (beer). Both accounts are handled by Schwimmer & Scott, Chicago.

BORDEN BUYS TIME TO SELL ICE CREAM

H. V. KALTENBORN'S NBC commentaries, heard Monday thru Friday, 7:45-8 p.m., will be sponsored locally on WEAF, New York, by the Borden Co., New York, on a thrice-weekly basis starting April 12. This will be the first time the NBC commentator has occupied a regularly sponsored period on a local outlet since the formation of the networks.

Pure Oil Co. sponsors Kaltenborn on 33 NBC stations, excluding WEAF, Monday through Friday in the 7:45-8 p.m. period.

The WEAF commentaries will be aired on behalf of Reid's Ice Cream. Borden's has used WEAF news programs for the past several years for its ice cream products. Pedlar & Ryan, New York, handles Reid's.

For Borden's Ice Cream, a product of Borden's Pioneer Ice Cream Brands Division, Young & Rubicam, New York, agency in charge, has purchased a thrice-weekly news period by Quincy Howe, CBS commentator on WABC, New York, 6-6:10 p.m. This series started March 31.

BERT LEBHAR Jr., sales director of WHN, New York, on April 5 returns to his desk after recovering from a tonsillectomy.

Absen T

WHEN AN ABSENT "t" in a recent news release of WJJD, Chicago, changed the title of Dr. Preston Bradley's Sunday morning sermon broadcast from "Immortal Love" to "Immoral Love", both Dr. Bradley and WJJD were flooded with telephone queries from an interested press and startled radio fans. The next week Dr. Bradley sidestepped the entire "t" issue by announcing as his subject, "Answered Prayer".

Treatment of Spot Buyers Is Assailed

Agency Executive Says That Stations Favor Their Network Clients

By WALTER GUILD

Vice-President and Radio Director, Sidney Garfinkel Advertising Agency, San Francisco

TODAY the spot radio advertiser is taking a real beating. A beating which, in my opinion, is going to eventually hurt the beater more than the beatee.

Tomorrow's big network advertisers are today's spot advertisers, important in their own right today—important as a source of new network business tomorrow.

Two Proposals

The spot advertiser and the local advertiser are not being well treated. The purpose of this article is to:

(1) Discuss the violations of good business principles to which the spot advertiser must now submit.

(2) Ask these station managers who are genuinely interested in radio's future, "What are you going to do about it?"

Our office is one of the major buyers of spot radio, and when we say spot buying today is a headache, we know whereof we speak. The spot advertiser today competes with the network advertiser with all of the chips in the network buyer's possession. The radio station, which should impartially protect the interests of both of its customers, seldom unbends even to the extent of feeling sorry for the plight of the advertiser whose built-up equity in the favor of a large listening audience is swept away by a preemption.

Client Unhappy

Let me illustrate my meaning. One of our clients has a nighttime program on a large midwestern radio station. That radio program represents 100% of our client's advertising appropriation. This program succeeded in building a rating of 16.5, and has done a magnificent sales job. Whack, just like that—two weeks' notice, a few mumbled apologies to the president of the company (a very important personage in his community, by the way), and the program is out of its grand spot. But this is only the beginning.

We move to another night on the same station. Two weeks later. So sorry. Now we move to a third spot on the same station. Now we are



MR. GUILD

opposite bad news itself. We precede nothing and follow nothing. We have not sent out our laundry on this third spot—I have a hunch we are just dropping in for a moment on our way to spot number four.

The client is unhappy. This moving around has cost, and will cost, him a great deal of money. The trade is confused, his salesmen are upset, his hold on the customer has been shaken—it's a mess. This advertiser is now reflectively studying Standard Rate and Data—newspaper edition.

Another case history. In this instance five stations were affected. The program was also a highly successful one, rating well up in the top 20 in each market. What followed the preemption was ludicrous—except to the guy who pays the bills. One station offered a time one hour later. The agency placed an option, decided to buy, but the network stepped in—no soap. The next offer was opposite B. H., a well-known comedian. We switched to the competition, which necessitated much replacing of ads, loss of audience, etc., etc.

On another station (same program), after the preemption, the agency signed up for a new time—it was sold network two days later; another spot was selected, same thing. Another selection, another disappointment, and so on. In the 28 days' notice period we were preempted four times before we even got on the air.

Shifted About

Of 16 radio accounts in our office, I do not know of one which has not gone through the routine at least once . . . none of the clients has learned to like it.

Before going further, may I hasten to add—not all radio stations have been guilty of such inhospitality. Some have guaranteed the time our clients pay hard earned cash for. Some have, believe it or not, refused the network program and kept the spot program. The amazing fellows who manage these stations say they believe the spot buyers' money is as good as the network's—and good customers may come in handy again some day.

In most of the cases where the spot program was preempted the ratings slipped. In the case of the 16.5 show, the network superdooper produced a mild 8.6. The idea that local or spot set programs are necessarily inferior in audience appeal to the network offerings is bunk.

Station Loses

So the public's interest is not served in all cases by discarding the spot program for the network commercial.

The station loses in many ways by most preemptions. It often loses listeners when the local favorite is "bumped." The preemption weakens the confidence of the spot radio buyer, often damages him irreparably and, worst of all, impedes his program as a successful radio advertiser.

Any station operator who will bother to study a sponsor's problem even slightly must realize the hardship often worked by a "bump". Spot advertising is definitely risky, and getting riskier every day. Telling the spot buyer to pass up the network stations and be content with the number three and four stations is not the answer.

The advertiser whose product belongs in a slick publication is not going to do a job in the pulp. He is under no more obligation to build a station's audience than network buyer is.

To sum up—as long as a local or spot radio buyer pays the same rates, and makes the same contribution to the station's program quality, he should receive the same protection, the exact treatment the network buyer receives.

How this is to be accomplished I do not know. The fact that something must be done seems obvious to me. Radio cannot do without new customers, any more than other businesses. The spot radio advertiser must be encouraged. not penalized, if radio is to thrive.

It seems to me these problems have been generally ignored on the theory—"Don't notice it and perhaps it will go away". Right—it will go away, but we will not like it.

May I respectfully suggest that the radio station managers who have arrived at a solution of the problem tell the others how they do it—or come up with an industry-wide answer to the question—"What are you going to do about it?"

HOTTEST spot in radio today, business-wise, is that of the spot timebuyer. The writer, a well-known agency figure, handles a substantial amount of spot radio on the Pacific Coast. Among the Garfinkel accounts: Polar Brand Frozen Foods, Remar Baking Co., Gravem-Inglis Baking Co., El Dorado Oil Works, El Dorado Brewing Co., Haskins Bros. & Co., Rosefeld Packing Co. The writer poses questions striking at the very foundation of commercial broadcasting. Stations, their representatives, networks and advertisers—national, regional and local—all are familiar with them. We predict it will hit the agenda of the NAB War Conference in Chicago later this month.

NORTHWEST PLACES FARM BOOK SERIES

BLUE RIBBON BOOKS, New York, through Northwest Radio Adv. Co., Seattle, on March 29, started a radio campaign to promote the sale of a new book titled *Successful Farming*. Five and 15-minute programs and one-minute spots are used one to six times daily. The following stations are included in the starting list:

KARK KFBI KFEQ KFOR KGGM KGLO KHAS KILO KMA KMMJ KOB KOWH KRIC KSAL KSO KUTA KWK KXOK WAKR WALA WBAL WCAX WCSC WDLP WEBC WEW WGAN WHKC WIBC WIGM WINS WINX WJBO WJTN WKRC WLPM WMEX WNAX WOW WPRO WRVA WSPR WTAD WTRC WWL CKLW KFVD KMED KMTR KQW KSFO KVCV KYA KROW WASK WTEL KRLC KEVE WSOO KOBH KDTH KLPM KROS WFMD WSAZ WHOP WLBC WTAX WOCB WKNY WJAG WEBQ KWON KTRI KICD KENO WLAY KMOX WBT KDKA WNAC WHN WLS WSM KELA KFDM KFH KFPY KGHI KGNC KHQ KIT KNOW KOME KPQ KRLD KSEI KTAR KVOD KWKH WAAF WCAR WCFL WDAY WDSU WENR WFAA WHAM WHO WIBU WING WIS WJDX WKAT WKZO WLW WMFJ WNBH WPEN WREN WSB WTAR WTRY WWVA KFBK KGDM KMJ KPAS KRE KTKC XEAC KORN WFHR WSBA KOOS WTTM WKBZ KGGW WBLJ WCAZ WJMS WSON WKST XENT WISR WTAQ WMJM WFTM KWFT KVAN KSJB KGY KBIZ KFAB KFEL KFKA KFNF KFYR KGGF KGHL KGVO KIDO KLZ KOAM KORE KPRC KRGV KRNT KSOO KTFI KWIL KXL WAGE WAKR WCAU WCKY WDBO WDZ WENY WFDF WHAS WIBA WIBW WIZE WJJD WKBW WLOL WMC WMT WOLF WPIC WROL WTCN WTMA WTRY WWDC WXYZ KFRE KHSL KMPC KPO KRED KTRB KPRO WJBK KWJJ WPAD KLBM WTTM KFRO KXEL KLUF KVFD WCLS WSNY KVI XELO WEGO WHBY WFIN WDSM KUJ KOVO KFJZ KAVE.

Resinol Places

RESINOL CHEMICAL Co., Baltimore, April 5 starts three participations weekly on the Kibitzer's program on WJZ, New York, for Resinol soap and ointment. Contract for 13 weeks was placed thru Charles W. Hoyt Co., New York.

Small Attendance At Chicago Urged

ODT and NAB Suggest Only Essential Personnel

FOLLOWING a meeting of officials of the Office of Defense Transportation and NAB last Friday a bulletin was sent NAB members discouraging attendance at the War Conference in Chicago of all persons "not absolutely essential personnel".

The NAB urged consideration of two questions:

Will the persons who go to Chicago contribute constructively toward assisting the broadcasting industry in more effectively aiding the war effort; and will these persons attend the serious sessions arranged for them and thus benefit from a clearer understanding of their responsibility and expected service.

Limited Attendance

The association advised anyone not included in one of these conditions to stay at home. "It is intended that this year's conference be limited strictly to those members responsible for its continued functioning in the war program," the bulletin said.

Following the ODT conference the NAB also announced definitely that promotion displays were out. Stations were requested to send no materials to Chicago and not to expect to display any. Associate members also were instructed not to plan exhibits in order not only to save transportation of personnel but also express and mail space.

RCA'S ADVERTISING GIVEN 4 AGENCIES

FOUR New York advertising agencies to handle the various advertising activities of the RCA Victor Division of Radio Corp. of America were announced last week by Henry C. Bonfig, sales manager.

Ruthrauff & Ryan has been selected to handle the advertising of RCA-Victor radios, phonographs and television instruments, it was stated, while J. Walter Thompson Co. will handle Victor and Bluebird phonograph record advertising as well as RCA-Victor's international division.

Advertising of the company's radio tubes, special radio instruments and industrial electronic and radio apparatus, goes to Kenyon & Eckhardt together with the electron microscope, theatre sound equipment and industrial sound systems. Financial advertising of RCA will be handled by Albert Frank-Guenther Law.

Foote, Cone & Belding, which on Jan. 1 took over the accounts of Lord & Thomas, former RCA agency, continues to handle all advertising for NBC and BLUE, network companies wholly owned by RCA.

W55M, the *Milwaukee Journal* FM station, has appointed Eward Petry & Co. as its commercial representative, making it the first FM station to join the Petry list. Petry also represents WTMJ, Milwaukee, also operated by the Journal Co.

Small Newspapers Urge Bill For U. S. Advertising Fund

SHROUDED in the utmost secrecy, a move is afoot in Congress to subsidize small newspapers by authorizing the Treasury to appropriate $25,000,000 or more annually to be used for newspaper advertising.

At the same time the second discrimination against radio made itself evident when the House Committee on Post Offices and Post Roads reported favorably on a bill introduced by Rep. Hagen (P-Minn.) to permit newspapers and periodical publications, forced to suspend because of wartime conditions, to resume publication within six months after the war without payment of an additional second-class mailing privilege fee (HR-1004).

Quite the contrary happened to small stations last month when the FCC denied local outlets permission to suspend without prejudice for the duration, regardless of their financial status as a result of the war [BROADCASTING, March 15].

Senator Bankhead (D-Ala.) told BROADCASTING last Friday he is preparing a bill to provide Government paid advertising for newspapers. Asked point blank if his measure would allow for radio advertising, too, the Senator said:

"I have nothing to say at this time. I am working on a bill and I hope to have it ready to introduce next week, but until then I have no comment."

It was learned, however, that the Bankhead measure as now drafted would channel the Government's advertising to newspapers with no provision for radio. In view of the millions of dollars in time and talent donated to the Government by the industry [BROADCASTING, March 29], it was considered likely that the bill would meet strong opposition in both Houses of Congress.

Senator Willis (R-Ind.), himself a weekly publisher, said Friday he was seeking some means by which the Government could pay newspapers—especially small dailies and weeklies—"to channel information to the people without compromising the editorial policy of the newspapers or establishing the embarrassing influence of a subsidy".

Opponents of such a move were quick to emphasize that newspapers already are being paid for Government advertising, having been given permission to sell to local advertisers page spreads on War Bonds, food rationing and other elements necessary to the war effort, while radio is freely giving time, talent and effort without a cent of remuneration.

Kellogg Placing

KELLOGG Co., Battle Creek (corn flakes) is placing quarter-hour transcribed morning musical programs, *The Rose Room*, five times a week on approximately 30 stations including a group of 18 Don Lee stations on the West Coast.

Fight Over Grade Labeling Intensifies With Decision Promised Within a Week

FIGHT over grade labeling reached new intensity last week with canners on one side and consumer and labor groups on the other battling to get a decision from Price Administrator Prentiss Brown, who appeared ready to abandon the position he had taken Feb. 25 when he insisted that the device was necessary as a price control mechanism.

With a decision promised within the next week the consumer groups increased their pressure in defense of the regulation which was to affect the 1943 pack of canned vegetables and fruits. The National Consumer-Retailer Council Inc., wrote Mr. Brown that "grade labeling is basic to wise buying by the consumer" and that it "is also practical from the business point of view."

This was the opposite of the argument pressed by canners that the rule was unnecessary and impractical. Canning interests testified that it would cost $8,000,000 to overprint labels, and that it might not be done in time. They also said inspection would be difficult since there was not time to train competent examiners.

After hearing proponents of grade labeling Chairman Fulmer of the House Agriculture Committee said Tuesday that he approved the principle but was not sure the program should be put in effect at this time. "The question might cause enough arguments to interfere with production," he said.

As the argument grew hotter, OPA's new public relations chief, Lou R. Maxon, became involved as the OPA Labor Committee demanded that Mr. Maxon be dismissed from government service for saying "I hardly see how we can use this agency to put through a reform measure which has repeatedly been rejected by Congress." The Labor Committee charged that Maxon was using public office "to further private interests and private views." The committee apparently referred to the fact that Mr. Maxon's Detroit agency handles the H. J. Heinz account.

'Essential' Policy Not Yet Explained

Fly Awaits McNutt Answer to Request for Clarification

BWC-FCC Chairman James Lawrence Fly is awaiting an answer to his letter to War Manpower Commission Chief Paul V. McNutt, seeking clarification of an apparent conflict of Selective Service operations with the function of BWC. Mr. Fly is seeking to resolve a situation in which Selective Service holds that under the law its local boards are free to determine which of competing local radio stations are essential to the war [BROADCASTING, March 25].

Although stressing that there is no real conflict or controversy at this time, Chairman Fly is seeking an explanation of a letter written by Selective Service to a radio station in the New York metropolitan area, asserting that although radio communications is an essential industry, it does not necessarily follow that every unit of such an industry is essential.

Boards Autonomous

Mr. McNutt said draft boards have been doing a fine job under great pressure. "I won't for a moment do anything except to uphold their hands," he said. Mr. Fly likewise said he had enjoyed cooperative relations with WMC.

Mr. McNutt explained that the WMC could give a man essential rating so that he could go before his local draft board to plead his case, but the board had to decide on the merits. Meanwhile, Mr. Fly said Monday that he had sent a second letter to the WMC, amending his previous inquiry in the light of "satisfactory" correspondence in the case of WOLF, Syracuse, last summer.

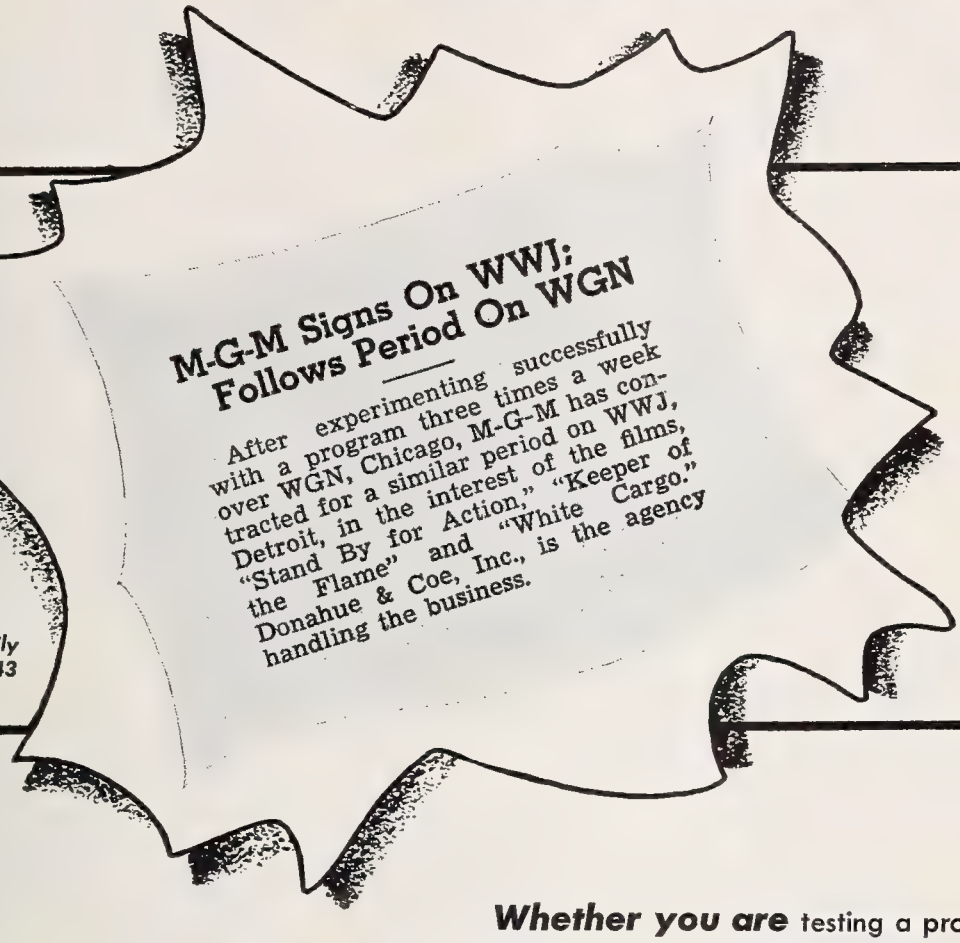
Although the industry generally was experiencing the prevailing difficulties in getting deferments, at least one new benefit was seen in prospect last week from its essential rating. With the administration increasingly putting work-or-fight pressure on over-age and physically handicapped men subject to Selective Service, it would appear that some relief would be available through the favorable position essential industries will have in drawing on that manpower.

Illustrative of the trend was the enforcement Thursday of the work-or-fight order for men with dependents who have been shut out of 35 "nonessential" occupations and industries will undoubtedly follow, but it is unlikely that essential industries such as radio, will be denied their employes by such measures as these.

FRANK R. STEEL, president of the Chicago agency bearing his name, has joined the sales staff of WBBM, Chicago. He is a former vice-president in charge of radio at McJunkin Adv. Co., and Critchfield & Co., Chicago.

WGN

best for test



M-G-M Signs On WWJ; Follows Period On WGN

After experimenting successfully with a program three times a week over WGN, Chicago, M-G-M has contracted for a similar period on WWJ, Detroit, in the interest of the films, "Stand By for Action," "Keeper of the Flame" and "White Cargo." Donahue & Coe, Inc., is the agency handling the business.

from Radio Daily — Jan. 29, 1943

Whether you are testing a program, product or premium, WGN is the ideal station for your purpose.

First because WGN occupies a dominant position in the Chicago and mid-western market, assuring you of sufficient data to make the test a dependable guide for future advertising plans.

Secondly because WGN's program department gives individual attention to the production of every program originating from the station.

We believe no other radio station is so well equipped to do this job for advertisers. There is no substitute for WGN's record of successes.



A Clear Channel Station

50,000 Watts *720 Kilocycles*

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. ★ ***PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.***

Cohen Succeeds Meservey at OWI

Assistant Radio Chief Resigns; Other Changes

RESIGNATION of Douglas Wyman Meservey as assistant chief of the Office of War Information Radio Bureau, announced by Donald D. Stauffer, chief, has resulted in a general reorganization of the Bureau.

Mr. Meservey tendered his resignation last week, to become effective April 17, just 17 months after he entered Government service. He will be succeeded by Philip H. Cohen, chief of the Bureau's Government Liaison section.

Connor Moves Up

Two other key men move into bigger jobs. Richard F. Connor, chief of the industry relations section, becomes head of the Station Relations Division, a step upward for the former West Coast broadcasting executive. In his new capacity Mr. Connor will be charged with liaison with the nation's broadcasters.

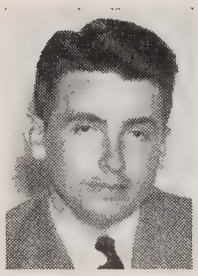
William M. Spire, recently named chief of the Allocation Division [BROADCASTING, March 22], becomes head of the newly-created Government Liaison and Allocations Division, a post established following recommendations of Mr. Connor for more strict enforcement of OWI Regulation No. 2, relating to Federal agencies. Mr. Spire will coordinate all Government requests for time and direct the scheduling of war messages and programs.

Serving under Mr. Spire will be four key persons, including Charles Harrell, formerly of WBEN, Buffalo, who joined the OWI early in March as assistant to Mr. Cohen, and Lee House, former continuity chief of WLW, Cincinnati, who originally was with the Office of the Coordinator of Information.

George Zachary, who has been chief of the program service section, becomes head of the newly-created Production and Editorial Division. Mr. Zachary, before joining the OWI, was for several years writer-producer of several network programs. He became affiliated with CBS New York in 1936 as writer and producer of musical and dramatic shows. He still directs the Coca Cola *Pause That Refreshes.* He will supervise production of all programs originating with the OWI.

Meservey Plans Rest

It was on Nov. 17, 1941 that Mr. Meservey took a leave of absence from NBC New York, where he was assistant to Bertha Brainard, manager of the network's program and talent sales department, to become assistant to William B. Lewis, who left CBS to become chief of the Radio Branch of the Office of Facts and Figures. Mr. Meservey has not announced his future plans although after a two months' rest he hopes to continue to be identified with radio in the war effort. His was Mr. Lewis' first appointment after the OFF was created by Executive Order in the fall of 1941, with Archibald MacLeish, librarian of Congress, as director.



Mr. Cohen



Mr. Meservey



Mr. Connor



Mr. Stauffer

Mr. Lewis' second appointment to the OFF Radio Branch was that of Mr. Cohen, who had been serving as chief of the Rockefeller Radio Research Project of the Library of Congress. For several years Mr. Cohen was a network producer, having directed shows on NBC and the BLUE in New York for three and a half years. He founded and directed the New York U. Radio Workshop and served as director of radio production for the U. S. Office of Education.

Mr. Spire entered Government service two years ago as assistant to Bernard Schoenfeld, then chief of the Radio Branch, Office for Emergency Management. He was transferred last August to the OWI as coordinator of campaigns in the Radio Bureau. Before his Government affiliation Mr. Spire was radio director of McCann-Erickson, New York.

Under his supervision all Government programs relating to food, nutrition, rationing, recruiting for the WAACs and WAVES, and other functions will be channeled to radio.

Connor Would Protect Radio By Enforcement of OWI Rule

Station Relations Chief Says Strict Adherence To Regulation 2 Would Avoid Duplication

STRICTER enforcement of Regulation No. 2, issued Oct. 1, 1942, by Elmer Davis, Director of the Office of War Information, was recommended last week by Richard F. Connor, chief of the OWI Radio Bureau Station Relations Division, upon his return to Washington from a nationwide tour during which he met with broadcasters and OWI consultants.

Although it was pointed out that virtually every Federal agency is adhering to Regulation No. 2, which provides for the channeling of all radio time requests through the OWI, broadcasters have voiced objections to the surfeit of war information they are requested to carry.

Refer to OWI

In some instances field representatives of Government agencies have requested time for material which had not been cleared by the OWI and scheduled under its Allocation Plan. When those instances arise, however, OWI officials pointed out, broadcasters should immediately refer the requests to the OWI.

"Stations can help, when any Government agency requests time, by referring the queries to the OWI, either in Washington or to field representatives," said Mr. Connor. "For their own protection broadcasters should refer all requests from Government agencies to the OWI unless they know that the requests come from our office through the established Allocation Plan."

The problem of excess Government messages on the air as well as others gleaned by Mr. Connor and various OWI consultants at the series of meetings were to be aired today (April 5) at a meeting of consultants at the Medinah Club, Chicago. Attending the conference, besides Mr. Connor, were to be Donald D. Stauffer, chief of the Radio Bureau; his new assistant, Philip H. Cohen (see this page) and Mrs. Elaine Ewing, assistant chief of station relations.

Duplication Can Be Avoided

Broadcasters generally feel there is too much war information on the air, both from the Federal Government and State and local viewpoints. It was pointed out, however, that OWI Regulation No. 2 covers only Federal agencies, but what duplication of effort is taking place in the Government agencies can be eliminated by strict enforcement of the Regulation.

Duplication of OWI messages can be avoided, Mr. Connor explained, if broadcasters will follow schedules suggested under the Allocation Plan. Each broadcaster is given a complete summary of what the OWI is doing, nationally, regionally, and locally with a view to avoiding duplication. Generally where duplication occurs it is due to a break in the OWI original suggestions or to requests from individual Government agencies.

OWI regional offices will, in the near future, issue a monthly priority guide, giving relative importance of all campaigns as they apply to certain regions.

OWI has had under consideration the question of one-minute transcriptions and within a short time expects to make an announcement of policy. Broadcasters generally feel that the OWI could accomplish more and reach peak audiences by adopting the chain-break announcement, which has been used effectively by national advertisers. They point out that because the transcribed announcements run a minute in length, it often is necessary to schedule them at the beginning or end of programs which do not reach the maximum audiences.

Improvements Made

Consultants who have fortified themselves with questions from broadcasters throughout the country will leave Chicago with definite answers to many problems, covering various OWI programs, announcements and the overall war effort as it relates to radio.

Several improvements have been made in the *Uncle Sam* transcribed series, which is approved for sponsorship. Opening and closing announcements have been reduced in length and some changes have been made in characterizations.

A few broadcasters questioned the series because no big-name talent is used. OWI contends that name talent is only a part of America's vast entertainment personnel. Top-notch actors and announcers, unheard of nationally but leaders in their fields, have volunteered their services along with the better-known personalities, and the OWI feels that these unknowns, who will be stars of tomorrow, should be given an opportunity to serve as well as others.

The *Uncle Sam* series was never intended to be only entertainment such as the *Treasury Star Parade,* but at the same time it is not intended as a purveyor of propaganda, according to the OWI.

"Elmer Davis has instructed members of his staff to report facts truthfully," said Mr. Connor. "This we are trying to do. The fact that almost no complaints on *Uncle Sam* have come from the public indicates that we are coming close to the job. The program can be, and increasingly is, entertaining."

Several other questions were to be ironed out at the meeting in Chicago, although generally the industry feels that the OWI Allocation Plan is the solution to the flood of Government requests with which radio has had to cope.

Mr. Connor's itinerary took him to Atlanta, Detroit, Butte, Mont.; Seattle, Portland, and into California and Texas. Prior to that trip he conferred with consultants and broadcasters of Kansas, Oklahoma, Arkansas, Louisiana and New England.



Number Sixteen goes up the Mast

People are not in the habit of trusting someone else with a highly prized possession unless they have faith in that someone else.

That is why we are proud of the fact that practically every organization in this area which has won the Army-Navy Production Award has bought time on WGAR exclusively to broadcast the ceremonies.

Recently, upon helping employees of The Bryant Heater Company (and the famed Bryant pup) raise the "E" flag on their mast, we chalked up the sixteenth such ceremony which WGAR has been chosen to air.

All of these broadcasts are pointed to aid the war effort . . . to turn workers from nonessential labor toward the war plants, to encourage war bond purchases by the public through demonstrating how invested dollars are being turned into arms.

These WGAR programs may not *win* the war, but they will *help*.

★ ★ ★

P.S.—Six other Cleveland industrial firms are sponsoring regular broadcasts over WGAR to recruit man power, aid in employee and public relations, keep alive product names.

WGAR
THE FRIENDLY STATION
Cleveland

RADIO IN SERVICE OF HOME AND NATION

BASIC STATION • COLUMBIA BROADCASTING SYSTEM

G. A. Richards, President; John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Company, Inc., National Representative

North Dakota Bolts War Time; WPB Scouts Farm Aid Angle

Radio Bears Brunt of Existing Confusion As Minnesota, Other States Consider Change

LOSS of considerable audience in North Dakota and a similar threat throughout the entire Midwest, as a result of a move to abolish Federal time which is sweeping the nation, faces sponsors whose programs originate under Eastern War Time.

North Dakota last Thursday began operating under Mountain War Time which, in effect, placed that State under Central Standard Time. It had been under Central War Time, in keeping with the Congressional Time Act of Jan. 20, 1942.

Governor Opposes Change

Passed in the North Dakota House 102-5 and in the Senate with only 7 dissenting votes, the bill, signed March 18 by Gov. John Moses, places North Dakota on Mountain War Time for the duration. As he affixed his signature to the measure Gov. Moses declared he was "personally opposed to time change". He added "difficulties are obvious. There will be no end of confusion. It will lead to waste of time, waste of effort, and inconvenience." He couldn't veto the bill, however, because only a dozen opposition votes were cast in both Houses of the State Legislature and his veto would have been overruled.

North Dakota had been functioning under two time zones, divided by the Missouri river which runs through the central part of the State. East of the river the State had been under Central Wartime and on the west Mountain War Time, since the Congressional Federal Time Act. Now the entire State goes under Mountain War Time.

Unlike Ohio, Michigan and Georgia, individual cities apparently do not have authority to remain on War Time through action of city Governments although prominent attorneys believe that mayors of the cities could issue proclamations retaining fast time.

At Valley City, N. D., the Chamber of Commerce voted Wednesday night to remain on Central War Time because it gives "more time at the day's end for townspeople and school children to go into the fields and help farmers". Thursday, however, the action was rescinded in face of stormy opposition. In Fargo, WDAY and the railroads continued to function under Central War Time, but if Minnesota abolishes Federal Time (and a movement in that direction is gaining a foothold) WDAY will be forced to revamp its schedule and go on Mountain War Time, acording to Barney Lavin, station general manager.

"'It will be the same headache we always had when the East went to daylight saving time before the war," said Mr. Lavin. "It will mean a two-hour spread between Eastern shows and here." That two-hour spread is enough, it was pointed out, to deprive many national advertisers of audiences already built to say nothing of the loss of revenue to be incurred by North Dakota stations.

In Minnesota the House has passed a bill to return the State to slow time and favorable action in the Senate is expected.

Meantime the Military Affairs Committee of the Wisconsin State Legislature has petitioned Congress to repeal Federal Time for the entire midwestern area. Rep. Keefe (R-Wis.) last Wednesday read into the *Congressional Record* a communication from the Committee, including a copy of a joint resolution adopted by both the Senate and Assembly of Wisconsin, memorializing Congress to restore Standard Time to that State.

The Committee went a step further, however, and advised Rep. Keefe that "it is the feeling of the Military Affairs Committee that the restoration of Central Standard Time in Wisconsin and the Midwest States will greatly benefit the farmers in this area and will be a distinct aid to the farmers in equaling or exceeding the 1942 farm production which is so vital to our war effort."

War Time Essential

Wisconsin's bill to restore Standart Time is being held in the Senate Military Affairs Committee, pending advice from Rep. Keefe and possible action by Congress. It is definitely known, however, that the House Interstate & Foreign Commerce Committee, to which time change proposals have been referred, is opposed to any change until after the war.

War Production Board has issued a statement [BROADCASTING, March 29], in which it was asserted: "The observance of War Time throughout the U. S. is essential if this country is to meet its production requirements. . . . A failure to observe War Time will result in severe strains upon power resources and in a diversion of essential materials which will seriously hamper the production of ships, tanks, planes, ammunition, synthetic rubber and aviation gasoline."

Failure of a state to observe War Time becomes "very serious in times of war", the statement said. "With transportation facilities of the country already taxed to capacity, a lack of uniformity in the use of War Time throughout the 48 States impairs the efficient operation of these facilities and results in public confusion, causing delays and waste of manpower in the shipment of war materials," WPB continued.

"The great advantages of War Time have obviously not been effected without inconveniences . . . Experience has shown that while some groups, particularly in the agricultural areas, may find that they are inconvenienced and that War Time is of little benefit to them or to their production, the interest of the country as a whole requires the observance of War Time.

"To offset these inconveniences," WPB explained, "the possible readjustment of time schedules in the picking up and delivery of dairy products is a matter which should be carefully explored . . . Although in England one of their most serious problems is that of food production, they have found that the saving resulting from the adoption of two-hour War Time in the summer months and one-hour War Time the rest of the year has more than justified its adoption."

Georgia, Ohio and Michigan, first of the States to bolt the national policy and restore slow time, continue in a state of confusion, with radio carrying the brunt of the headaches. The Office of War Information has scheduled vital messages and information necessary to keep the public informed throughout the country to reach peak audiences. With individual States adopting Standard Time, millions of listeners have been lost in the shuffle and the problem of reaching the most people at any one given time has become perplexing in the states which are attempting to function not under universal time but under split time within their own boundaries.



AIRPLANE ACROBATICS are explained to Cadet Neal Byrd by Bob Wilbur, former manager of WTSP, St. Petersburg, Fla., now Army flight instructor at the Lodwick School of Aeronautics, Lakeland, Fla. In radio since the early thirties, Wilbur has been news announcer for NBC and director of radio publicity for the Florida Citrus Commission.

AS GROUNDWORK for further expansion of its export business after the war, Philco Corp. by agreement with American Steel Export Co. has formed the Philco International Corp. with offices at 230 Park Ave., New York, to handle sales of Philco products in all countries outside the U. S., Larry E. Gubb, chairman of Philco's board of directors, and Howard W. McAteer, president of the steel company, announced last week.

LEHN & FINK QUIZ STARTS APRIL 28

DETAILS of the new quiz show which Lenn & Fink Products Corp., Bloomfield, N. J., will sponsor on 204 Mutual stations, starting April 28, were released last week by Wm. Esty & Co., New York, agency in charge. Show, to be heard Wednesdays 8:30-9 p.m., will promote Hinds Honey and Almond Cream with hitch-hike announcements for Etiquet deodorant and Pebeco toothpowder.

Titled Tak-a-card, the series each week will feature four contestants selected from the studio audience at the new WOR-Mutual Guild Theatre, New York, and one guest star contestant. Each participant, drawing four cards from a pack of Jumbo playing cards, can try for four questions. For each question correctly answered, he wins a cash prize totaling the same as the face value of his card from the 10 to the deuce inclusive.

For face cards, the successful contestant wins gifts worth $15 for the Jack, $20 for the Queen, $25 for the King, and $50 for the ace. For each question missed, the cash lost is placed in a "kitty" which all contestants can try for on a final draw at the end of the show. A $100 War Bond is also given any contestant whose cards are all black or all red.

Quizmaster of the series will be Wally Butterworth, assisted by Margaret Johnson as "Honey", and Alton Rinker will produce and direct for the Wm. Esty agency.

WTAG Joins CBS

RELINQUISHING its NBC affiliation, WTAG, Worcester, Mass., on April 5 joins CBS as a basic outlet for the netwook. Owned and operated by the Worcester Telegram Publishing Co., the station climbed from a power of 250 w. in its pioneering days to its present 5,000 w. day and night. WTAG was the first Worcester station to present network shows, joining NBC's Red Network in 1926. Managing director is E. E. Hill, with David H. Harris program-production manager and Herbert L. Krueger commercial manager.

FORMULA FOR NETWORK

Mosby Suggests Solution for Option Privileges

A "SIMPLE, constructive and systematic method" of solving the option time enigma so objectionable to the FCC and of enabling affiliated stations to guarantee time to non-network advertisers is proposed by Art J. Mosby, general manager of KGVO, Missoula, Mont.

In a letter to BROADCASTING last week, Mr. Mosby made these suggestions:

"Give the networks preemption privilege on (1) the first 30 minutes of every daytime hour; (2) the first 45 minutes of every night time hour."

He commented that the formula was "both simple and systematic" and avoids all the confusion of the proposed "block system" and is "just and equitable to all persons involved."



Reach for the Moon — AND GET IT!

Frankly, this illustration is a bit on the fantastic side. It is simply an attempt to fix the WOWO Market in your mind geographically. "Fort Wayne" does not give you the complete picture. It's a fine city and a prosperous one, but it represents only 5% of the 2,000,000 WOWO Market, and only 8% of retail sales. ★ If you should put one point of your dividers in Fort Wayne and, with the other point, scribe a circle 200 miles in diameter, *that* would roughly represent WOWO's 62-county, tri-state Primary Area. It would be like hanging a moon on the tips of Lake Michigan and Lake Erie, with the moon-glow taking in our Secondary Area, in the shape and proportion shown here. ★ The WOWO Market is half urban, half rural. It embraces 21 cities of 10,000 population or more. Two million souls in two hundred miles . . . loyal listeners to WOWO's fine programs. The "moon" is shining bright upon the Wabash. Let it shower its silver on your dealers' counters.

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • KDKA • WBZ • WBZA • KYW
REPRESENTED NATIONALLY BY NBC SPOT SALES

WOWO
FT. WAYNE, IND.
10,000 WATTS

Analysts of FBIS Before Dies Group

Investigating Subcommittee To Make an Early Report

A FULL report of a subcommittee investigation into the affiliations of three employes of the FCC soon will be laid before the House, Rep. Martin Dies (D-Tex.) chairman of the House Committee Investigating Un-American Activities, said on the floor last Wednesday.

He disclosed that the subcommittee, headed by Rep. Starnes (D-Ala.) had held hearings on the activities of Dr. Goodwin Watson, chief of the analysis section of the FCC Foreign Broadcast Intelligence Service, and Dr. Frederick Schuman, FBIS analyst.

"I venture to say that when the House of Representatives reads the testimony that is now being adduced before the gentleman from Alabama (Rep. Starnes), and you read the documentary evidence which supports the charges, the overwhelming majority of the Members of this House will agree that the charges are well supported," said Mr. Dies. He had charged that three FCC employes are Communists [BROADCASTING, Feb. 8].

Speaking during debate on the War Security Act, the Texan charged that FCC staff members had released a story that he was the most quoted American on the Axis radio. "Dr. Watson and Fred Schuman in the FCC were under investigation, and the FCC, not daring to make this false charge, permited someone in the organization to give the false information to *PM*," he asserted.

Chicago Institute

ANNOUNCEMENT of the second annual NBC-Northwestern U. Summer Radio Institute was made last week by Harry C. Kopf, vice-president and general manager of NBC Chicago. Convening June 21 and extending through July 31, courses carry full university credit and are to be confined to 100 persons who reveal a special aptitude for radio. Instructors are Judith Waller, William Kephart, Arthur Jacobson, Martin Magner, Charles Urquart and Beverly Fredendall of NBC and Albert and Lois Crews of Northwestern. Similar Institutes patterned on the Chicago school will be inaugurated this year at Stanford U. and U. of California at Los Angeles.

Bond Bread Expands

GENERAL BAKING Co., New York, has increased its northeastern spot radio campaign which began in January in New York state and New England, as well as in other national markets, for Bond bread [BROADCASTING, Jan. 25, Feb. 1]. To a list of six New York City stations, the firm has added nine outlets, at the same time increasing by two stations each the Upstate New York lineup of 6, and the New England list of 14. Expansion went into effect March 11. Agency is BBDO, New York.

NAVY ASSIGNMENTS SHIFTED



CAPT. REDMAN



CAPT. HOLDEN

Capt. Joseph Redman Assigned Capital Communications Post

Succeeds Capt. Carl F. Holden, Nominated for Rear Admiral and Assigned to New Battleship

A SWITCH in assignment which brings Capt. Joseph R. Redman back to his former post as Director of Naval Communications after a half-year in the war zone, was announced last week by the Navy. He succeeds Capt. Carl F. Holden, who replaced him last September and who shortly takes command of a new battleship.

Promotion in Rank

Capt. Redman, one of the best known figures in Naval communications and largely responsible for the wartime operations structure of the Navy's vast communications system, was nominated March 30 by President Roosevelt for rank of Rear Admiral. It is expected the Senate Naval Affairs Committee promptly will report the nomination favorably and that in resuming his former executive post it will be with "flag" rank. Both Captains Redman and Holden are among the youngest officers to hold this important assignment, particularly in wartime. The post automatically carries with it membership on the Board of War Communications, made up of the communications heads of the Army, Navy, State Department, Treasury (Coast Guard) and FCC.

Also Wears Wings

Capt. Redman, a former roommate of FCC Commissioner T. A. M. Craven, also a Naval Academy graduate, served as Director of Communications from February to September, 1942, after having been assistant director the preceding year. Last September he was assigned to a sea command in the war zone. He has specialized in communications throughout his Naval career. He also wears wings.

During his last tenure as director, Capt. Redman assisted in the formation of two major wartime communications agencies — the Combined Communications Board, which is the communications planning agency for the Combined Chiefs of Staff, and the Joint United States Communications Board, responsible for coordination of operations and procedures of Army and Navy communications. This was aside from his service on BWC. He again becomes Naval member of these three boards, replacing Capt. Holden.

Capt. Holden, like his predecessor and successor, brought a vast background of communications experience to his post when he became director last Feb. 15. As Fleet Communications Officer during 1942 for Admiral Ernest J. King, Commander-in-Chief, Capt. Holden has an invaluable knowledge of sea radio operations and communications. He was instrumental in reorganizing last November the entire Office of Naval Communications, made necessary by the tremendously increased load stemming from the operation of naval and merchant vessels on the seven seas and the establishment of bases in the most remote corners of the globe.

Capt. Thomas B. Inglis, who has been Assistant Director of Naval Communications during 1942 and Deputy Director since last November, will remain in that post under Capt. Redman.

NEW CBS PROGRAM FOR CONGRESSMEN

CONGRESSMEN will have an opportunity to express their views and explain pertinent issues on the new CBS *Congress Speaks*, 10:30-10:45 p.m. Tuesdays.

Beginning March 30, the program is a weekly network feature, originating at WTOP, Washington (which until recently was WJSV). Spokesmen for both sides on controversial issues will participate, with Al Leitch, CBS newscaster and member of the WTOP newsroom, as conductor.

On the opening broadcast Senator Joseph H. Ball (R-Minn.) discussed America's post-war position. Scheduled for the April 6 program is a discussion of proposed tax plans. The CBS program follows suggestion of Rep. F. Edward Hebert (D-La.) that the networks allow Congressmen to discuss vital issues in a weekly program [BROADCASTING, Feb. 22].

Opitz Spring Spots

JOHN OPITZ Inc., Long Island City, starts a spring campaign for J-O insect powder and paste April 8, using weekly participations on Nancy Booth Craig's *Woman of Tomorrow* on WJZ, New York, the same program used for the last three spring seasons. Opitz will also use participations on a women's interest program on WOR, New York. Tracy Kent & Co., New York, handles the account.

Woodruff New Director Of NAB Fifth District

JAMES W. WOODRUFF Jr., general manager of WRBL, Columbus, Ga., has been elected Fifth NAB District Director, succeeding Frank King of WMBR, Jacksonville, Fla., who was not a candidate for reelection.



Mr. Woodruff

Mr. Woodruff already a NAB Director-at-Large for small stations, will continue his present term and begin his new duties as District 5 director at the NAB War Conference in Chicago, April 27-29. He was elected at a meeting of the Fifth District in Jacksonville.

Mr. Woodruff is vice-president and secretary-treasurer of the Georgia Broadcasting System, operating jointly-owned WRBL; WGPC, Albany, Ga., and WATL, Atlanta. His father J. W. Woodruff Sr. is president of the firm, which has headquarters in Columbus.

LAWRENCE HASBROUCK, formerly of the *New York Herald Tribune* and Calkins & Holden, has joined the national spot sales staff of the BLUE, replacing Philip Fuhrmann, transferred to the sales staff of WJZ, New York outlet of the BLUE. Mr. Fuhrmann will concentrate on sale of *Say It With Music*, WJZ's all-night, all-music program.

GEORGE RILEY, Hollywood comedian featured on *Gilmore Furlough Fun*, sponsored by Gilmore Oil Co. on NBC Pacific, has been signed for a role in the Republic film, "Thumbs Up".

WSAZ

HUNTINGTON, W. VA.

(West Virginia's Largest City)

Joins

The BLUE Network

AS A BASIC SUPPLEMENTARY STATION

(effective April 1st)

1000 watts on **930** kilocycles

Covers 95,640 Radio Homes (day primary) in Booming War-industry areas of West Virginia, Ohio and Kentucky

It's a $137,000,000 Market

GROWING BIGGER

Army Hour Ends First Year As No.1 Government War Show

Sunday Program Rates Impressive Coincidental; Pickups Include 15 Foreign Countries

ACCLAIMED in five listener polls as the outstanding Government war program of the last year, *The Army Hour*, official radio military mission of the War Department, on April 4 started its second year on the air. Produced and directed by the Radio Branch, Bureau of Public Relations, War Dept., in cooperation with NBC, *The Army Hour* is heard Sundays, 3:30-4:30 p.m. (EWT), on that network.

Since its inaugural broadcast April 5, 1942, *The Army Hour* has piled up an impressive record in forwarding its mission "to provide a link between the fighting front and the home front and to interpret Army activities of general interest through the medium of radio to the American people". In its first year, under the personal supervision of Lt. Col. E. M. Kirby, chief of the Radio Branch, *The Army Hour* has achieved a reputation for accuracy, dependability and timeliness. Within recent months it has been cited as "best Government war program" in polls conducted by the *New York World-Telegram, Cleveland Plain Dealer*, and *Milwaukee Journal* as well as in trade journal surveys.

39% of Sets In Use

A coincidental radio study in 31 cities, conducted Feb. 14, 1943, by C. E. Hooper Inc., credits program with an audience on that date of more than 3,000,000 radio homes, amounting to approximately 39% of sets in use during the 3:30-4:30 p.m. period.

No respecter of distances, *The Army Hour* has carried on-the-spot originations from military installations in 32 states and 15 foreign countries, covering all theaters of military operation. In the 50½ hours aggregate broadcast time for the series through March 28, 1943, were included 301 separate field pickups, 69 (23%) originating in foreign countries and 232 within Continental United States. Foreign pickup sources included England, China, Panama, Hawaii, Puerto Rico, Canada, Newfoundland, India, Dutch East Indies, Australia, Russia, Egypt, British West Indies, Belgian Congo and Africa.

Appearing on *The Army Hour* during this period were 216 speakers with special messages concerning the military or war situation including Government officials, Army and Navy officers, prominent civilians and representatives of our Allies.

Pickups were carried from 65 Army posts or stations, 39 Army Air Forces fields, 7 Army schools and 33 miscellaneous posts and stations. One of the key features of *The Army Hour* has been the demonstration of 47 weapons with which today's soldier fights.

The program has brought its listeners reports on the training and fighting progress of Uncle Sam's Army, combining studio features with on-the-spot accounts of actual military operations from all over the United States and the world, wherever American troops are stationed. The stars of every *Army Hour* broadcast are the soldiers themselves.

The program occasionally ties in with rubber, scrap and other metal drives, explaining how the armed forces use such materials and actually demonstrating their use over the air. Each week an official analysis and report on the war situation is presented by Col. R. Ernest Dupuy, chief of the News Division of the Bureau of Public Relations.

Now in its second year on NBC, the program continues to mirror the remarks of Secretary of War Henry L. Stimson as he opened the series a year ago:

"We ask you to look upon *The Army Hour*, not as a radio program, but as a military operation of the Army of the United States; for such it is. *The Army Hour* is designed and produced by War Dept. personnel, in coordination with our field commanders and those of the other United Nations. It is a weapon of war, and it is being heard and felt all over the world: by you at home, by you on our remotest battle-lines; by you, our enemies wherever you may be. This is *The Army Hour;* let it be a potent weapon!"

Honor for 'Hour'

APPRECIATION of the American people for *The Army Hour*, official military mission of the War Dept., will be expressed formally Tuesday when Niles Trammell, president of NBC, presents a silver plaque to Maj. Gen. A. D. Surles, director of the Bureau of Public Relations of the War Dept. The plaque, citing *The Army Hour* as the "Best Government Program", will be handed over to Gen. Surles by Mr. Trammell on behalf of the *New York World-Telegram*, in whose recent listener poll program won this distinction.

WBYN Denied Move

THE FCC last week denied the request of WBYN, Brooklyn, for a special service authorization to operate with main studio in New York for period ending Dec. 1, 1944. Petition for the move was first made in August 1941 and again in 1942, when it was dismissed on request of the applicant.

Dept. of Justice Drops RCA Suit

Asks Supreme Court to Act, Assigning No Reason

WITHOUT assigning its reason, the Dept. of Justice March 27 asked the Supreme Court to dismiss its appeal from a Federal court decision refusing to disturb the 1932 consent decree which resulted in the establishment of RCA as an independent corporate entity and eliminated General Electric, Westinghouse and several other companies from its ownership.

The suit, originally brought by Assistant Attorney General Thurman Arnold, now an Associate Justice of the U. S. Court of Appeals for the District of Columbia, sought to reopen the 11-year-old decree on the ground that its terms did not promote the public interest. There was no indication, however, that broadcasting or equipment manufacturing aspects of the operations of the companies involved would be touched upon.

The inference was that certain principles established in this decree prevented the Government from moving against companies in other fields through anti-trust actions. The identity of both NBC and the BLUE Network as subsidiaries of RCA caused considerable interest when the Government undertook the action to vacate the original decree.

The Government suit was dismissed by the Federal District Court in Delaware on the ground that the decree conferred benefits upon the defendants and could not be vacated without evidence of an agreement to that end. Dismissal of the suit came after Mr. Arnold's resignation from the Department of Justice to accept the judgeship.

Mr. Arnold has been succeeded as Assistant Attorney General by Tom C. Clark, who was named coordinator of the Alien Enemy Control in the Western Defense Command a month after the war began and was called back to Washington last May to direct the War Frauds Unit. Dismissal of the consent decree suit was the first indicated change in policy.

In addition to litigation involving the anti-trust actions against the AFM and James C. Petrillo, its president, on the recording ban, the Anti-Trust Division now has pending in the Federal District Court in Chicago suits against RCA-NBC and CBS, alleging violation of the anti-trust laws by virtue of exclusive network affiliation and time option contracts.

Trial, however, has been delayed pending decision in the Supreme Court on the NBC-CBS suits against the FCC's network monopoly regulations covering virtually the same ground.

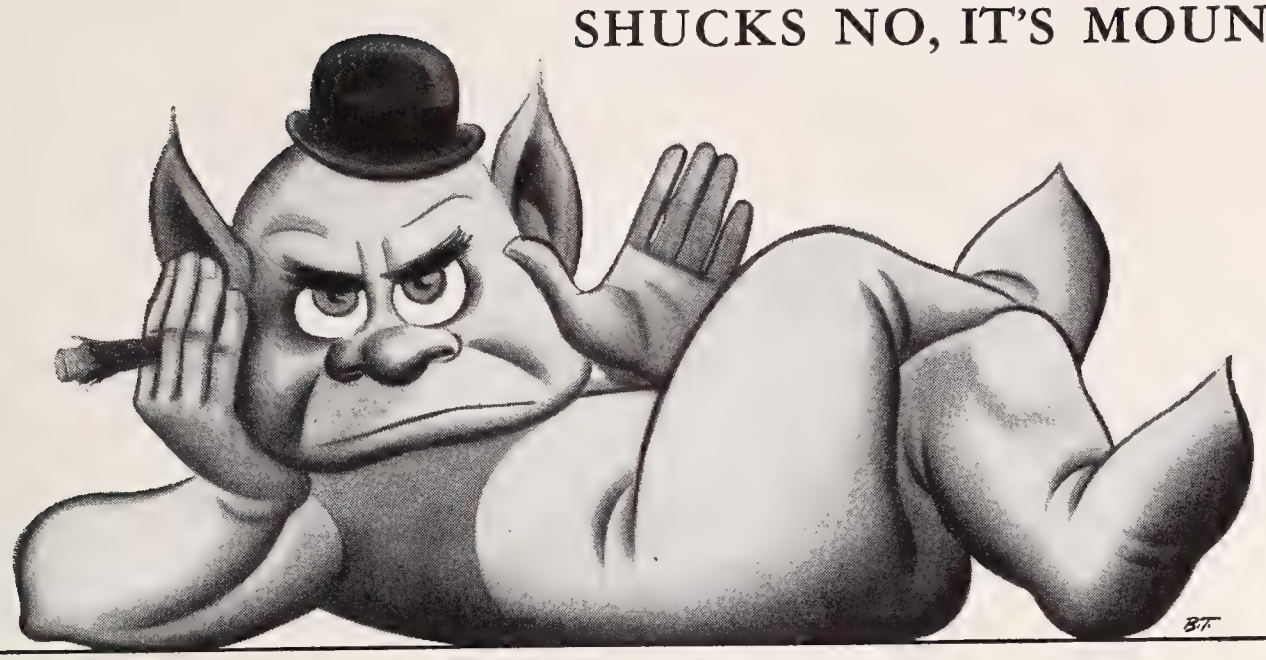


PROBLEMS OF INTEREST to both CBS and its affiliates were discussed March 25-26 by these CBS executives and members of the Columbia Affiliates Advisory Board at the first meeting of the group since its formation this year. Present were (l to r): Franklin Doolittle, WDRC, Hartford; John M. Rivers, WCSC, Charleston, S. C.; H. V. Akerberg, CBS vice-president in charge of station relations; C. T. Lucy, WRVA, Richmond C. W. Myers, KOIN, Portland, Ore.; Frank White, CBS vice-president and treasurer; Hoyt B. Wooten, WREC, Memphis; I. R. Lounsberry, WKBW, Buffalo; William S. Paley, president of CBS; Clyde W. Rembert, KRLD, Dallas; Leo Fitzpatrick, WJR, Detroit; Paul W. Kesten, CBS vice-president and general manager, and Joseph H. Ream, CBS vice-president and secretary. Present at the meeting, but not in the picture, were Frank Stanton, CBS vice-president, and J. G. Gude, William Schudt Jr., Howard Lane of the network's station relations department. The advisory board met in New York.

PHIL SPITALYN, music director of the NBC *Hour of Charm* sponsored by General Electric Co. (lamps), has signed for appearance of his all-girl orchestra in the MGM film, "Mr. Coed". The film will feature Red Skelton.

ME!

SHUCKS NO, IT'S MOUNTAINS



WE GREMLINS get blamed for a lot of things. But this . . . taking the rap for a bunch of mountains is too much . . . it's humiliating. All over the Pacific Coast we get the same thing. Radio owners accuse us gremlins of tampering with their sets. They get one network perfectly (Don Lee) and they think there must be other networks (actually there are 3) but they can't hear them.



Gremlins . . . in a pig's eye!

Now, we're law-abiding union gremlins, we belong to the R.A.F. air corps and we don't fool with radio . . . not even just for fun. What's keeping so many radio owners on the Pacific Coast from hearing any other network, is mountains. Many of the markets on the Coast are fenced in by mountains from 5,000 to 15,000 feet high . . . it's awe inspiring. In order to reach *all* the markets, you have to broadcast from *within* the markets, because watts bounce off mountains like hail off a tin roof. Long range broadcasting is unreliable. Don Lee has a radio station in every market (33 stations in all), that's why more than nine out of *every* ten radio homes can hear them.



Blame these instead.

Note to Advertisers: If you have a message important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres., General Mgr.*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

Canada Buys Time For Victory Bonds

Network Shows and Spots Scheduled by Government

TIME has been bought on all Canadian stations by the Canadian Government's Finance Dept. to promote the Fourth Victory Loan drive to raise $1,100,000,000, beginning April 26. Three French and three English network shows, in addition to spot announcements, will be used.

A new all-star variety show, *Victory Loan Hour*, with American name stars, will begin April 14 for five weeks on 57 Canadian Broadcasting Corp. stations and in French on April 18 on 14 CBS stations. In addition, the campaign will use the Finance Dept's regular programs, *They Tell Me*, afternoon women's quarter-hour, Monday through Friday, on 70 CBC stations; the French *La Metaire Rancourt* on 13 CBC outlets; the Sunday evening half-hour, *Highlights of Today*, on 49 CBC stations, and the French Friday evening *Notre Canada* on 13 CBC stations.

Sustainers To Be Used

Spot announcements will be scheduled 36 times beginning April 26 on 65 Canadian stations for rural listeners. Spots will carry no emotional appeal but will tell farmers how and why they should buy Victory Bonds. Speakers will be well-known Canadian farm commentators.

Added to the Canadian Government's paid campaign will be many sustaining shows, to be presented by the individual stations. All commercial programs in Canada will augment the drive with special plugs for the Fourth Victory Loan.

All Government placements are handled by the War Finance Group of the Advertising Agencies of Canada.

RCA in Columbia

RCA's nightly newscast, *Your RCA Foreign Correspondent*, broadcast on leading stations in five South American countries, on April 1 added "La Voz de Colombia", Bogota, Colombia, to the list, with the series sponsored six nights weekly by "The House of Radio", RCA's wholesale distributor in Bogota, and the RCA Victor division of RCA. The series is heard in Buenos Aires, Rio de Janeiro, Mexico City, Santiago, Chile, and Havana, Cuba.

Joins CBS Latin Net

RADIO AMERICA, new station in Lima, Peru, on April 1 became a member of the CBS Network of the Americas, bringing the total of Latin American affiliates of the CBS chain to 97 in the 20 South American republics. Announcement of the additional station, key outlet in a new Peruvian network, was made by Edmund A. Chester, CBS director of Latin American relations.

Purely PROGRAMS

STRESSING the urgent need for large numbers of local women in war industries, six representatives from Milwaukee war firms outlined labor requirements to an audience of 400 women at the first War Industry Clinic sponsored by Nancy Grey, WTMJ women's commentator, whose program *What's New* has been devoted to problems of women's war effort since Pearl Harbor.

Format of *What's New* has changed mainly in the approach rather than in subject matter, which now, for example, concerns interior decorating from aspects of using color and fabric as means for lifting home morale; varied and attractive preparation of available food; recorded interviews with famous authors and national and international figures on subjects of present interest, etc. Through *What's New* and through special clinics Mrs. Grey tries to answer such questions as how a woman can find her place in war industry, what accommodations have been made for her children while she is working, what about the day nursery system, etc.

* * *

Early Diagnosis

A TOTAL of 23 programs will be aired in New York during the month of April on behalf of the "1943 Early Diagnosis Campaign" of the N. Y. Tuberculosis and Health Assn. Talks have been scheduled on WNYC WOR WMCA WBNX WQXR WABC in addition to spot announcements and messages on various stations.

* * *

Romantic Highlights

DEPICTING highlights in the lives of great artists, poets and philosophers, a weekly half-hour program titled *Romantique*, has been started on NBC Pacific stations, Tuesdays, 5-5:30 p.m. (PWT). Grace Cooper is scriptwriter, with Carl Kalash, musical director and Don Thompson, producer. Series originates from San Francisco.

Victory Mothers

MOTHERS of West Central Illinois members of the armed services, both men and women, are given a souvenir book for keeping a record of the achievements of her son or daughter in a program on WLDS, Jacksonville, where mothers are interviewed by Pat O'Halloran, special events director. The questions also serve as a means of presenting vital war information. Each of the three interviewed on the series, titled *Victory Mothers*, receives a Victory pin, a heart mounted with a blue star on one end of a gold chain at the other end of which is the insignia of the branch of service involved.

* * *

Live Wires

CARRYING his microphone into the training camps of the Major League baseball teams, including the Yanks, Giants, and Dodgers, Stan Lomax, sportscaster of WOR, New York, last week started a series of broadcasts of advance news of the coming baseball season. WOR has put wire lines into each of the three camps, located at Asbury Park, and Lakewood, N. J., and at Bear Mountain, N. Y.

* * *

Air Minded

YOUNG PEOPLE who listen to *The Junior Air Command*, new series of weekly broadcasts, currently a feature of WSAI, Cincinnati, will hear Charles Snow, of the Wright Aeronautical Corp., Cincinnati, compare technicalities of flying to experiences of young listeners. Including interviews with technical plane experts, the program will take up in related order all the parts of a plane.

* * *

Astronomy Quiz

FROM the Dome Room of the Hayden Planetarium in New York, WNYC, New York municipal station, presents a weekly quiz program on astronomy. Participants are children, many of them amateur astronomers.



PROUDLY HAILED by Army and Navy officials, Wincharger Corp., manufacturers of radio towers, now converted to war production, was recently awarded the Army-Navy E at the plant in Sioux City. The company, a subsidiary of Zenith Radio Corp., Chicago, is producing dynamotors, used in ships, tanks and planes. Holding the coveted pennant are (l to r): Lt. Col. Edward H. Bowman, USA; Hugh Robertson, executive vice-president of Zenith Radio Corp., Lt.-Com. George Norwood, USN; R. F. Weinig, vice-president, Wincharger Corp.; R. D. Burnet, secretary and controller, Zenith Radio; Com. Dan Shea, USN.

Announcer Wanders

NETWORK possibilities are being checked in the new program *Think Fast Brother*, being aired Saturdays at 7:30 p.m. on WSRR, Stamford, Conn. Tiny Ruffner, announcer-m.c., wanders through the streets of Stamford for one hour late Saturday afternoons. Persons on the street who recognize him are invited to participate in the program that evening in an audience quiz show. One team asks questions and the other answers them. If the show clicks in Stamford it likely will go network, according to WSRR publicity department.

* * *

Junior Town Meeting

BACKED BY all the schools in the district, KYW, Philadelphia, started a novel series of broadcasts of *Junior Town Meetings*. The weekly broadcasts will originate at a different school each week and be relayed to general assemblies in all schools in the district. Educators and civic leaders will participate in each program for the discussion of a topic of interest to youth, led by a faculty adviser and a representative student from the school. The meetings are patterned after *America's Town Meeting of the Air*.

* * *

Children's Theatre

DESIGNED as a part of public school classroom instruction, *The Little Theatre Of The Air*, a children's program on WTRY, Troy, N. Y., dramatizes a different story each Saturday morning, and listening is prescribed homework for certain classes. A room at the Troy Library has a radio to which the children may listen to the program, and books containing the complete stories are available. Talent consists of local children and speech students from Russell Sage College.

* * *

The Fleet's In

DRAMATIZING activities of the Navy, Marines and Coast Guard, a new weekly half-hour program, *The Fleet's In*, starring Betty Rhodes, is heard on Mutual-Don Lee stations Saturdays, 8-8:30 p.m. (EWT), with West Coast repeat, 8-8:30 p.m. (PWT). Written and produced by David Frederick Titus, series features a guest film star and a Navy hero of the week. Latter is saluted in a weekly dramatic sketch. Leo Arnaud is musical director. Bill Haworth announces.

* * *

National Affairs

FEATURING Will Rogers Jr., California Congressman, weekly quarter-hour transcribed series devoted to national affairs, *What Goes On in Washington*, is a new program feature on KFWB, Hollywood. Produced in Washington, the transcriptions are air-expressed for weekly broadcast.

* * *

'Our Block' Popular

LISTENER TESTS show that *Our Block*, civilian defense feature, Mondays, 10:45 p.m. on WBBM, Chicago, has 360,000 listeners in Chicago alone, WBBM reports. The year-old program was voted the country's finest civilian defense program by the NAB annual convention.

IN SUPPORTING AN ADVANCE GUARD OF SOLDIERS . . . OR SALESMEN

TEAMWORK GETS THE JOB DONE BETTER



MATCHING THE PRECISION OF AIR-BORNE TROOPS, CAREFUL COORDINATION OF PROGRAM-PRODUCTION, PUBLICITY AND MERCHANDISING IS EMPHASIZED BY EVERY COWLES STATION... A VITAL FACTOR IN ENABLING ADVERTISERS TO GET MAXIMUM RESULTS AT LOW GROUP RATES*

**As low as $61.50 for daytime quarter-hour on three stations, reaching a ready-money market of over six million.*



AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE

GEARED FOR RESULTS

WMT — CEDAR RAPIDS, WATERLOO

KRNT — DES MOINES

KSO — DES MOINES

WNAX — SIOUX CITY, YANKTON

REPRESENTED BY THE KATZ AGENCY

SPARTANBURG?



WHERE'S THAT?

GOSH, mister, you must be kidding! Spartanburg is right in the heart of the great Piedmont industrial section of South Carolina.

What you may *not* have realized is that Spartanburg is the center of South Carolina's biggest, fastest-growing market. Nearly half a million people (75% white) in Spartanburg and adjoining counties alone; over $100,000,000 in retail sales; 73,670 radio homes!

It's a rich, booming, profitable market. And it's dominated by WSPA—Hooper found that in Spartanburg WSPA had 52.8% of the radio listeners before noon; 59.0% in the afternoon; 63.8% at night! Certified mail counts further prove that WSPA has the big radio audience of the Piedmont. Write for *all the facts* now!

Camp Croft's 25,000 soldiers just 5 miles away!

South Carolina's FIRST Station **WSPA** **5000 Watts Day 1000 Watts Night**

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollingbery

BMI PROGRAM MEN DISCUSS WAR JOB

IMPORTANCE of the program manager's position in the radio industry in wartime was the keynote of the fourth program managers' meeting held last Monday and Tuesday in New York by BMI, with representatives from 21 stations present.

M. E. Tompkins, vice-president and general manager of BMI, and Neville Miller, president of the NAB and BMI, welcomed the visiting station men, who were addressed by Sydney Kaye, executive vice-president; Carl Haverlin, station relations director; Roy L. Harlow, program director, and Robert Burton, staff counsel. Plans for extending use of BMI music as a contribution to public morale were discussed. Next BMI conference for program managers was set for April 19 and 20.

Program managers attending last week's meeting included:

Peter Krug, Ed Wegman, WEBR, Buffalo; J. Woodrow Magnuson, WHBF, Rock Island, Ill.; Forrest Wallace, Don DeGroot, WWJ, Detroit; Richard E. Bates, WGAN, Portland, Me.; Margaret Banks, WBIG, Greensboro, N. C.; Malcolm T. Parker, WEAN, Providence; Martin D. Wickett, WJSV, Washington; Chas. E. Denny, WERC, Erie; R. W. Baker, WITH, Baltimore; Don Marcotte, WMAQ, Chicago; Robert E. White, KDKA, Pittsburgh; John I. Edwards, KFI, Los Angeles; R. A. McMillan, WSB, Atlanta; J. B. Clark, WDNC, Durham, N. C.; Henry M. Smartwood, KOIN-KALE, Portland, Ore.; Gene Trace, WKBN, Youngstown; Jack Keasler, WOAI, San Antonio; W. W. Walrath, WICA, Ashtabula, Ohio; Harold Fair WHO, Des Moines, and Paul Jonas, MBS, New York.

Oxydol Drops Discs

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on March 26 discontinued transcribed broadcasts of the quarter-hour Monday through Friday daytime serial, *Ma Perkins*, on 65 stations. The pro gram will continue to be broadcast on the full NBC network Monday through Friday 3:15-3:30 p.m. and 60 CBS stations 1:15-1:30 p.m. Decision to discontinue transcriptions, placed on a spot basis for nine years, was made after the company expanded the live broadcasts on NBC to the full network of 130 stations. Starting with script of April 9, the program will be written by Henry Selinger and Leston Huntley, who succeed Orin Tovrov, commissioned a lieutenant (j.g.) in the Navy. Blackett-Sample-Hummert, Chicago, is agency.

Big Velva-Leg Drive

TO PROMOTE a liquid substitute for stockings, known as Velva-Leg Film, Elizabeth Arden, New York, has started a spot campaign which will be extended to 75-100 stations throughout the country by summer. Already using six southern outlets—KTAR KFSD WFLA WIOD WSMB KOY—the cosmetic firm will add other stations farther north as the weather becomes warmer. Transcribed announcements are used at a minimum frequency of six times a week. Elizabeth Arden has appointed Duane Jones Inc., New York, to handle the product.

ONLY FIVE YEARS OLD
Hookey Signed by Chooz for Net Commercial

A FIVE-YEAR-OLD boy, one of the first of his age to have a quarter-hour commercial network program of his own, will be sponsored on Mutual, Sunday, 10:45-11 p.m., starting April 4, by Pharmaco Co., Newark on behalf of Chooz, chewing gum. Bobby Hookey, a radio veteran of three years standing, will sing popular songs and mimic well-known adults in a series titled *Rocking Horse Rhythms*.

The program will be carried commercially on 33 stations and offered as a sustainer to other MBS outlets, with Bobby substituting War Bond appeals for commercials. Clements Co., Philadelphia, is the agency for Chooz.

The boy is known to network listeners as a guest on the NBC programs of Olivio Santoro, 11-year-old yodeler sponsored by Modern Food Process Co., also a Clements account. Alice V. Clements, wife of the agency's president, and radio director of the firm, has been instrumental in developing a number of juvenile artists.

BLUE Will Broadcast Indiana Bond Ceremony

BLUE NETWORK will carry an unusual War Bond promotion on April 9, the anniversary of the fall of Bataan. Nearly $40,000,000, raised in a bond campaign directed by State Bond Chairman Eugene C. Pulliam, president of WIRE, Indianapolis, will be presented to the Navy by the State of Indiana. The money will pay for a new cruiser, the *Vincennes*, named for Vincennes, Ind.

Featuring an address by Secretary of the Navy Frank Knox, the event will be broadcast from Indianapolis, 9:30-9:55 p.m. Mr. Pulliam and Governor Schricker of Indiana will also speak. Coca Cola, through its agency, D'Arcy, has donated the *Spotlight Bands* time on the BLUE for the broadcast.

WEAF Business Up

COMMERCIAL business on WEAF, New York, for the first quarter of 1943 showed a 48% increase over the same period last year, according to Sherman D. Gregory, WEAF general manager. The first quarter report, which covers the first three months of WEAF operation as separate from NBC, lists 13 new accounts which were not on WEAF during the same period last year: Curtis Publishing Co., General Baking Co., Quaker Oats, Benson & Hedges, Flag pet dog food, Fanny Farmer candy, Continental Baking Co., Dry Goods Retailers, P. Lorillard & Co., RKO, Bond Clothes, Knox Gelatine and Allen V. Smith.

Non-Commercial Day

WLIB, Brooklyn, will cancel all commercial commitments scheduled for April 12, opening date of the Second War Loan Drive, and will devote 12 hours of broadcasting time to the sale of war bonds.

Studebaker Gets New Jersey Post

U. S. Education Commissioner Promoted Learning By Air

DR. JOHN W. STUDEBAKER, U. S. Commissioner of Education since 1934, last week was nominated by Governor Charles Edison to be New Jersey's educational commissioner. The appointment is subject to confirmation by the Republican - controlled Senate of the State. The position pays $15,000 a year and the term is five years, as against $10,000 a year for the Federal post.



Dr. Studebaker

Dr. Studebaker, who took his Federal office in the heat of the controversy over demands of educational institutions for a fixed percentage of radio facilities, was a strong factor in composing these differences. He urged use of time over established stations as a means of promoting education by radio, and was instrumental in the establishment of the Federal Radio Education Committee, evolved jointly by the Office of Education, the FCC under the direction of the late Anning S. Prall, and the NAB.

Prior to accepting the Washington appointment, Dr. Studebaker was State Superintendent of Iowa and accepted the Federal post on a leave of absence basis. He resigned the latter post, however, in 1937.

Kerr Series Scheduled On Blue Coast Network

KERR GLASS Mfg. Co., Los Angeles, which last fall sponsored an eight-weeks' campaign of participations on the West Coast BLUE program *Breakfast At Sardi's*, returned to the program April 3 with a quarter-hour Saturday mornings at 10.

Since the entire Saturday morning airing of the half-hour show already had been taken over by two sponsors, Chlorine Solutions Inc. (Hy-pro), and Stokely Bros. & Co. (Van Camp's Tenderoni), the program was extended for an extra quarter-hour for Kerr Glass to promote its Mason jars and caps. Company is using four Arizona stations in addition to the 13 Pacific Coast BLUE stations. Raymond R. Morgan Co., Hollywood, is agency.

Curtiss-Wright on MBS

TO BRING to the attention of its employes, and the general public, the need for "backing up the battle lines," Curtiss-Wright Corp., aircraft division, Buffalo, has purchased an hour on seven Mutual stations for a broadcast Sunday, April 11, titled *He Does Not Fly Alone*. Agency is Landscheft Inc., Buffalo.

Bob Hope Tour

BOB HOPE embarks on a cross-country tour of service camps following the April 6 broadcast of his NBC program at the San Diego Naval Hospital. In addition to conducting his weekly broadcasts for Pepsodent Co., from the camps, the comedian and his cast will stage non-broadcast performances for the armed forces. Subject to approval of the War Dept., the cast will broadcast the last two programs of the season from London. Foote, Cone & Belding, Chicago, handles the account.

WEAF Garden

THE LAWN of the New York mansion of the late Charles M. Schwab has been turned into a Victory Garden, sponsored by WEAF, New York, in cooperation with the Greater New York Civilian Defense Organization. Merton Emmert, WEAF farm director, supervises the project. Sherman Gregory, WEAF general manager, has marked off his own plot.



SETTLED for his seventh year as "Uncle Normie" on the *400 Hour*, Norman Ross (l) receives his contract from R. L. Williams of the Chicago & North Western Railway Co., the feature's sponsor. Ross plays recorded music and gives weather data on the program, which is aired on WMAQ, Chicago, 7-7:55 a.m. every day but Sunday.

Pan-American Uses Spot In Anti-Substitute Drive

CONSUMERS will be discouraged from using "coffee stretchers" in the Pan-American Coffee Bureau's spot campaign, renewed recently on 29 stations for another 25-week period [BROADCASTING, March 15]. "You can't stretch coffee with adulterants," listeners will be told, in a drive to protect the public against adulteration for coffee through the use of cereals or other foreign substances. Listeners will be urged to read labels on coffee packages. Agency is J. M. Mathes Inc., New York.

Borden News on WABC

BORDEN Co., New York, has started sponsorship of *Quincy Howe and the News* on WABC, New York, Monday, Wednesday and Friday, 6-6:10 p.m., for ice cream. Contract started March 31. Young & Rubicam, New York, handles the account.

COVERING A MARKET

and producing more sales per dollar



WSIX, with ample power and a good spot on the dial, is covering the booming Nashville market on a very satisfactory sales-per-dollar basis. Growth in sponsored time over the past six months is proof of the pudding.

What this station is doing for these advertisers, both old and new, it can do for others, too. If you have a schedule that demands substantial coverage where cost is also an important factor, we urge you to investigate the availabilities of this station at once.

Spot Sales, Inc., National Representatives

Member Station The Blue Network and Mutual Broadcasting System

5000 WATTS

WSIX "The Voice of Nashville" NASHVILLE, TENN.

980 KILOCYCLES

The Service Airea of

WIS

(5000 Watts • 560 KC • NBC)

at Columbia, S.C.

gives you



MORE RADIO HOMES

than

LOUISVILLE (127,000 against 79,000)

or

ATLANTA (127,000 against 63,000)

or

MEMPHIS (127,000 against 61,000)

or

BIRMINGHAM (127,000 against 58,000)

or

RICHMOND (127,000 against 45,000)

or

NEW ORLEANS (127,000 against 103,000)

—or than Rochester (88,000)

or Denver (91,000),

so far as that's concerned!

GET ALL THE FACTS! WRITE WIS

OR ASK



FREE & PETERS, INC.

Exclusive National Representatives

ARNOUX SAYS WPID, WTAR NOT LINKED

THE PETERSBURG *Progress Index*, licensee of WPID, which suspended operation April 1 due to wartime difficulties, is not, as reported in the March 29 issue of BROADCASTING, associated with the *Norfolk Virginian Pilot* or with WTAR at Norfolk, nor with any of the Richmond newspapers or radio interests.

The Lewis-Huber Newspaper Corp. owns the controlling interest in the Petersburg Newspaper Corp. which operates the *Progress Index* and WPID, but holds no interest of any kind in any other Virginia newspaper or radio corporation, according to Campbell Arnoux, general manager of WTAR.

Frederick Lewis Jr. has no connection with the Petersburg newspaper and radio interests and has been in England for more than a year engaged in war work, Mr. Arnoux said. Frederick Lewis Sr. is not vice-president of the Richmond Times Dispatch Publishing Co. This company was consolidated sometime ago, along with the Richmond *News Leader*, into Richmond Newspapers Inc., and Mr. Lewis holds no office and is not a member of the board of directors of that corporation.

Norfolk Newspapers Inc., which publishes the *Virginian Pilot* and the *Ledger Dispatch*, and owns all the stock of WTAR Radio Corp. in Norfolk, has no stock or corporate interest whatever in the Petersburg properties or any other Virginia newspaper or radio property.

Neal Takes Army Course

MARSHALL NEAL, owner and general manager of KWKW, Pasadena, Cal., is among 82 leaders of business and professional work attending the fourth Army Orientation Course at the Command and General Staff School, Fort Leavenworth, Kan. Members of the group are civilians who may be called on by the Army for assistance in their particular fields. The course includes 146 hours of instruction, with the students living in quarters provided by the Army and eating at officers mess.

Bond Goal Passed

OVER THE TOP, with the concerted support of Chicago's radio stations, went Chicago's drive to sell $40,000,000 of War Bonds in 40 days to replace the *USS Chicago* sunk Jan. 30. The campaign wound up Sunday March 28 with $2,000,000 over the goal. Chicago stations actively supported the drive, broadcasting announcements, turning over sustaining programs and dance remotes to the drive, and setting up special events.

Von Co. on 3

TO PROMOTE Von's Pink Tablets, the N. Y. Von Co., New York, has started a spot campaign on three stations in New York state and will expand to about 15 stations throughout the country about June 1. Spot announcements and half-hour dramas are used at varying frequencies. Newly appointed agency is Roy S. Durstine Inc., New York.



ANNOUNCER and script writer for Camp Robinson, Ark., is Corp. Bob Buice, who left KARK, Little Rock, for the Army last fall. Assigned to the public relations office, Corp. Buice is in charge of all radio productions, including 15 weekly broadcasts on the three Little Rock stations, direct from the camp.

Fisher Flouring Mills Sponsors Third Program

FISHER FLOURING MILLS Co., Seattle, utilizing a heavy West Coast radio schedule to promote Zoom, a new hot cereal, on March 29 started sponsoring a five weekly quarter-hour news commentary, *James Abbe Observes*, on 11 BLUE Pacific stations (KGA KJR KPQ KEX KGO KFBK KWG KERN KTKC KTMS KFSD), plus four Arizona stations (KTAR KVOA KGLU KYUM), Monday through Friday, 7:30-7:45 p.m. (PWT). With broadcast of April 26 KECA and KOH will be added to the list. Contract is for 52 weeks.

Firm on March 31 also started for 13 weeks the thrice-weekly quarter-hour commentary, *By-the-Way*, with Bill Henry, on 6 NBC Pacific stations (KFI KPO KGW KHQ KMJ KOMO), Wednesday, Thursday, Friday, 5:45-6 p.m. (PWT). Flour company in addition sponsors twice-weekly five-minute participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Monday, Thursday, 9:30-10 a.m. (PWT). Pacific National Adv. Agency, Seattle, has the account.

'Superman' Extended

LARGEST NETWORK for any cereal account will be lined up by June 21 when Kellogg Co., Battle Creek, Mich., completes final steps in placing its five-weekly program *Superman* on 211 Mutual stations. Starting April 12, the sponsor will gradually expand the series from the current list of 39 MBS outlets west of Denver, to the larger hook-up, adding a total of 172 stations. Kellogg took over the sponsorship of the series for Pep Jan. 4, starting with 33 Don Lee stations. Agency is Kenyon & Eckhardt, New York.

Fox Fur on 12

I. J. FOX, New York fur company, last week started a six-week campaign on 12 stations in the New York area to promote fur storage facilities. Firm is using approximately 500 transcribed announcements weekly. Account is handled direct.

NAB WAR CONFERENCE ISSUE

RADIO'S WARTIME ROLE

A LOOK AT POST-WAR RADIO

RADIO ADVERTISING AT WAR

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The Weekly Newsmagazine of Radio
Broadcast Advertising

NATIONAL PRESS BLDG., WASHINGTON, D. C.

April 26

CINCINNATI'S LOVELY

Claire

Received 53,000 pieces of mail. ● Addressed in person nearly 500,000 persons, including 56,000 persons within 3 days, and a single audience of 18,000. ● Public appearances booked as far in advance as Christmas week of 1943. ● Receives mail every week from an average of 21 states. ● Trained more than 100,000 persons for stage and radio. ● Called by "Billboard", "The most remarkable woman in America in her line of work". ● Rates Who's Who, Women of the Nation, and the International Blue Book.

Lasky



ICKY

WOMEN'S PROGRAM DIRECTOR

3 YEARS · 6 DAYS WEEKLY

50,000 WATTS
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and
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Petrillo Piddles

JIMMY PETRILLO is up to his old tricks again. Displaying a brand of arrogance probably unequalled in modern labor bargaining, he now has blithely postponed further conversations with recording industry interests until April 15, to suit his own convenience. He's miffed over the refusal of the record and transcription manufacturers to accept, evidently without further discussion, his "private WPA" proposal whereby a fixed fee per record would be paid into union funds for unemployment relief, as the deal upon which he will lift his recording strike.

The utter inequity of his plan, particularly in these times, is too readily apparent to be belabored again. The unemployment relief aspect, in these days of the worst manpower shortage in history, could be answered by any grammar school student. Besides, simple arithmetic scuttles any such need for this new type of technological relief. AFM, by Jimmy's own admission, has a reserve surplus fund of $2,500,000. If a cent-per-record were charged as royalty, it would add $1,300,000 annually to that fund, based on phonograph record sales of last year. That's aside from library transcription, "juke-box" royalties and other sources Jolting Jimmy would tap.

Meanwhile, not a record or transcription has been made by a member of Jimmy's AFM (totaling 46,000) since he "pulled the plug" last Aug. 1. Demands from Elmer Davis, OWI director; James Lawrence Fly, FCC chairman, the Dept. of Justice (which has filed two separate suits to break the log-jam), and from a Senate subcommittee, have failed to move Jimmy. He blandly brushes aside pleadings that the war interest and wartime morale are being impeded. He insists that recordings are being made for the military services (though in the case of *Command Performance*, it's at regular rates).

We think it high time for action. The War Labor Board was created by President Roosevelt to prevent ruptures in industry-labor relations that interfere with the prosecution of the war. One court already has held that this controversy is a "labor dispute"—a ruling to which the Supreme Court subsequently subscribed.

Then why not go to the labor board? It sits in Washington to handle precisely this sort of dispute. It is the *duty* of the transcribers and the record manufacturers, it seems obvious, to submit the whole matter to the appropriately designated government authority. It isn't a gamble; it's the only legal recourse open, unless these vital industries, now at a standstill except for a rapidly dwindling inventory, propose finally to yield to Czar Petrillo.

There is one other course—as a last resort. Chairman D. Worth Clark (D-Idaho) of the Senate Interstate Commerce Subcommittee which is authorized to probe the whole Petrillo dynasty, publicly stated he was disposed to place the whole matter on the door-step of President Roosevelt unless the strike was broken. That was last January. Senator Clark was impelled entirely by his desire to see justice done, and to avert an indefensible strike impeding the war interest. He abruptly stopped the hearings to allow for negotiations. That also was last January.

We think enough has transpired to show that Jimmy is playing a piddling, delaying game, to strike his best bargain. And we believe it's time that the matter be brought to the attention of the Chief Executive and that he be asked to invoke his broad wartime powers to end this mockery.

Tower of Babel

SOME WEEKS AGO in these columns we called attention to duplication of effort by Governmental agencies on foreign language program surveillance and control in the war effort. The Office of Censorship, one of the most efficiently operated of the war-born agencies, by Executive Order handles script clearance and is charged with functions guarding against sedition, espionage and enemy aid. This work ably is carried on by J. Harold Ryan, assistant director of censorship for radio, himself a practical broadcaster, and his chief aide, Robert K. Richards, also from station ranks.

But the FCC, through its Law Dept., and the OWI have undertaken somewhat parallel, or at least, related operations. Precisely how these duties are separated, and why they are carried on without coordination, we can't fathom. We do know, however, that in recent weeks many station managers have been wondering what Government agency proposes to take over when, because of the steady stream of Government attorneys, investigators and factotums ringing their door-bells. They have the Washington jitters as never before, we're told.

It's an open secret, for example, that youthful attorneys of one of these agencies (censorship has none) have told certain station operators that unless this or that foreign language announcer was fired, the station license would be set for hearing. It's just as common knowledge that another Government foreign language official (censorship still excluded) has used a foreign language eligibility list and "suggested" that this or that man be retained by a station as a replacement presumably because he has passed muster with the particular Government official.

A few days ago the FCC announced the abolition of its War Problems Division, a branch of its Law Dept., because the House Appropriations Committee frowned on a request for an appropriation of $206,000 for this work, and said it looked with "skepticism" on its operations. The Foreign Language function was carried on by this Division. Although abolished, all of its personnel was absorbed within the Law Dept.—to some extent to fill vacancies. But so far as we are able to ascertain, it continues the same functions though not attached to a particular division. These most recent complaints about calls by FCC field operatives came last week—after the War Problems Division had been abolished—on paper anyway.

It would be interesting to ascertain whether, in fact, the FCC's War Problems functions—whatever they are supposed to embrace—actually have been terminated, or whether the work is to be carried on without formal division status. And while about it, we think this whole question of overlapping and of browbeating and intimidating those harried broadcasters who are only trying to do their best under dire wartime conditions, should be scrutinized.

Powerful Pedagogue

HIDDEN AWAY in the welter of news about the war, taxes and rationing the other day was an item of more than cursory interest to radio, notably the oldtimers. It related that Dr. John W. Studebaker, U. S. Commissioner of Education since 1934, might pass from the Federal scene to take over as New Jersey's Commissioner of Education, having been nominated by Gov. Edison. He has to hurdle New Jersey's Republican Senate, however.

Small of stature, and an accomplished orator, "Doc" Studebaker packed a dynamite wallop in those earlier warring days of radio and education. An organized educational group sought a "fixed-percentage" of broadcasting facilities, by Federal allocation, with 25% talked about for "non-profit" institutions. He, along with Phil Loucks, then NAB managing director, and the late Anning S. Prall, chairman of the FCC, brought harmony into industrial, educational and Congressional ranks on that burning issue.

Dr. Studebaker, over the years, has proved himself an able and resourceful administrator. He saw the prospects for FM early in the introduction of that medium and was instrumental in getting an allotment of these frequencies for furtherance of education by radio. He has pioneered in broadening education's function, and employed class-room radio skillfully in that direction.

Dr. Studebaker's departure from the Washington scene will leave a vacancy difficult to fill, as far as radio is concerned. All in radio who have known and worked with him wish him well in his new undertaking.

We Pay Our Respects To —



MARTIN CODEL

NOT EVEN war service can interrupt the journalistic career of Martin Codel, on leave as publisher of BROADCASTING and now serving as director of public information for the American Red Cross, African combat area.

Since his first assignment on the *Duluth News Tribune* during the last war, he has let nothing interfere with his reportorial career.

When the United States entered World War II back in 1941, Martin's first desire to take an active part in the nation's fight for survival was born while he was a patient in a Washington hospital recuperating from a major operation. All through 1942 as he regained his health that desire remained uppermost in his mind, finally leading to his Red Cross affiliation in January.

As director of information in Africa he is responsible for all Red Cross information activities in that large and important battle area. Announcement of his safe arrival in Africa was received March 25.

Between the two world conflicts Martin covered just about the whole range of journalistic activities from reporter to publisher. On that first Duluth job he was a cub reporter while attending Central High School, Duluth (he was born in that city, May 18, 1902). Moving to Hibbing in 1919, he got his second reportorial job on the *Hibbing Tribune* while winding up his secondary education at Hibbing High School.

Always a reporter, he lined up a job with the *Detroit News* as university correspondent while he attended the University of Michigan, where he graduated in the class of 1924 and took postgraduate work in 1925, continuing his *News* assignment—later joining the paper's news staff in Detroit. In the summer of 1924 he had covered the Olympic games in Paris for the *News*, traveling in England and on the Continent after the Olympic assignment had been completed.

In 1925 Martin joined the Associated Press in New York as a reporter. He stayed there until David Lawrence in 1926 founded the *United States Daily*, a newspaper based entirely on news from Government departments.

As a reporter for Lawrence's *Daily* he got his first taste of radio in covering the Dept. of Commerce. At that time the department regulated broadcasting activities. Martin in addition wrote a daily radio column under the name of "Robert Mack" for the then active Consolidated Press Assn. run by Lawrence. This column was widely printed over the country. Two years later Martin left the *Daily* to become a writer for North American Newspaper Alliance.

Meanwhile the Radio Act of 1927 had been passed, placing regulation of broadcasting in the Federal Radio Commission. When Martin left the *Daily* the assignment was turned over to another member of the staff, Sol Taishoff, who also became CPA's "Robert Mack". While these two reporters were covering Washington radio activities they crossed paths many times every day. The broadcasting industry was growing and Federal regulation was assuming many of the characteristics now so familiar to broadcasters.

Their similar reportorial assignments naturally led to the realization that broadcasting as an industry should be served by a trade magazine. This same idea had long been an active topic of discussion among leaders of the industry.

Finally, in 1931, the late Harry Shaw, Iowa newspaper publisher and subsequently president of the National Association of Broadcasters, became interested with Martin and Sol in the founding of BROADCASTING Magazine and on Oct. 15 of that year the first issue of the then semi-monthly magazine came off the presses. Martin became editor and Sol managing editor.

Subsequently, Mr. Shaw retired from the enterprise and Martin assumed the role of publisher and Sol took over the duties of editor. Martin continued in this capacity until last January, when he went on his Red Cross assignment. At that time Sol took over executive direction of the magazine.

During his years as publisher, Martin never lost his interest in active reporting. Hardly a day passed that didn't find him hot on the trail of a story or diligently hunting all the angles of a new broadcasting development. He developed a wide acquaintance among Government officials and broadcasters and frequently was consulted on industry problems.

More than a decade ago Martin compiled the views of broadcasting industry Government leaders on radio and on prospects for radio's development. The book, *Radio and Its Future*, was published in 1930 by Harper & Brothers, New York.

He visited England in 1935 to acquire material about television, and looked over broadcast facilities in Continental countries. He visited Panama, Costa Rica and other Central American countries in 1936 as a tourist.

Martin's first war assignment was a trip to England in September of last year for the British Broadcasting Corp. He went over by bomber and spent five weeks there writing on radio under wartime conditions and serving as consultant for the BBC.

That five-week sample of wartime journalism led inevitably to his present Red Cross affiliation.

Martin is an ardent family man, and as much time as he could spend away from the office was devoted to romping with four youngsters—three girls and one boy. He married Ella April in 1929. He is a member of Sigma Delta Chi, Phi Sigma Delta, Overseas Writers of Washington, White House Correspondents Assn., and Institute of Radio Engineers.

Personal NOTES

K. G. MARSHALL, president of WBRC, Birmingham, has returned from Mexico City. J. C. Bell, vice president and general manager, is recovering in a local hospital from a sudden illness and Garrard Hamann, assistant chief engineer, is filling in until Mr. Bell's return.

RUSSELL IRELAND, former announcer and more recently of the engineering staff of KDB, Santa Barbara, is working on the sales staff in his two off-days.

CHET PETERSEN, once account executive of KFOX, Long Beach, Cal., and more recently manager of Hollywood Associate Producers, has joined KTFI, Twin Falls, Ida., as sales and production manager. He will continue to manage Hollywood Associate Producers.

JOHN SAMPLE, former member of the NBC Chicago sales and production department, left recently for San Francisco for induction into the Marines.

JOHN SANDBERG, with NBC central division sales promotion department before joining the Marines, has been promoted from captain to major.

STANLEY MAXTED, BBC producer and broadcaster, arrived in New York last week for an extended visit. Producer of the *Stars and Stripes in Britain* series, rebroadcast on Mutual Sunday evenings, Mr. Maxted made a guest appearance last Sunday afternoon on Mutual's *This is Fort Dix* program, during which he talked about Flying Fortresses.

HARRY JORDAN, of KOMO-KJR, Seattle, has been promoted to supervisor in charge of operations.

AL GOODWIN, commercial manager of CKMO, Vancouver, has joined CFAR, Flin Flon, Man.

DOUG HOMERSHAM, manager of CFJC, Kamloops, B. C., has been transferred to CJCA, Edmonton.

WALTER DALES, formerly of CJCA, Edmonton, has been appointed manager of CJAT, Trail, B. C.

HELEN SHERVEY, business manager of the program department, NBC New York, has returned to her desk after Hollywood conferences with John W. Swallow and Alex Robb, Western division program and package sales managers of that network.

MAURICE McMURRAY, on leave from the sales department of WHO, Des Moines, as a 2d lieutenant in the Army, is now liaison officer for the Air Forces at Washington.

LEE P. LOOMIS, president of KGLO, Mason City, Ia., has been reelected to the board of directors of the Mason City Globe-Gazette Co., publisher of the Mason City (Ia.) *Globe-Gazette*. F. C. Eighmey, manager of KGLO, was elected a director to succeed the late Frank Throop of Lincoln, Neb.

EDWARD A. ALLEN, president of the Tri-City Network of Virginia and WLVA, Lynchburg, is confined to his home with an attack of influenza.

CHARLES E. SEEBECK, Signal Corps Reserve, in charge of national sales for WAIR, Winston-Salem, N. C., has resigned to enter State College, Raleigh, N. C., where he is on a Government assignment studying advanced engineering.

JOHN R. SARGENT has been appointed acting manager of the Market Development Dept. of the Westinghouse Electric & Mfg. Co. Former eastern district Market Development representative, he succeeds Donald C. Hopper, now on active duty in the Navy.

C. L. MENSER, NBC vice-president in charge of programs, has been cited by OWI Chief Elmer Davis for his voluntary services in the Government series *1942 Victory Volunteers*.

P. J. STANTON, general manager of WDAS, Philadelphia, was promoted from ensign to lieutenant (j.g.) in the Coast Guard Reserve, Volunteer Port Security Force.

H. L. (Bud) KEELER, former Southern California manager of Duncan A. Scott & Co., representative, recently was appointed Western manager of Philip Andrews Publishing Co., Los Angeles.

EMDON FRITZ, new to radio, has joined WOR, New York, as account executive in the sales division.

TOM A. GREGORY has joined the sales staff of WLW Specialty Sales, in the Cincinnati area. He was last with Hecker Products Co.

WBNX

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs

1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs

1,250,000 or 9.6% of the population of Greater New York listen to POLISH language programs

670,000 or 5.1% of the population of Greater New York listen to GERMAN language programs

250,000 or 2% of the population of Greater New York listen to SPANISH language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

We all are in it
BUY WAR BONDS!

BEHIND the MIKE

ERIC LUND, program director of WLVA, Lynchburg, Va., before joining the Army, is now an MP. Claude Taylor, program director, is awaiting call to the Army as a Volunteer Officer Candidate. Gayle Pearson has been promoted from control operator to handling local studio shows. Randolph Bean has been made continuity chief and Caroline Read is in charge of writing and editing women's scripts for all department store sponsors.

HARVEY FRITSCH has resigned from WJNO, West Palm Beach, to join WIOD, Miami, Fla., as announcer. Cy Newman, recently with WIOD, has joined WJNO, taking over the morning programs and all sports, in addition to parttime selling. Gilbert Thomas has joined the announcing staff, coming from WCPO, Cincinnati, and WGR, Buffalo. Production Manager Larry Roller has a new granddaughter, born to his son, who works in a war plant in Cleveland. Another son is in the Maritime Training School at St. Petersburg, Fla., while the third is a sergeant in the Army Air Forces, stationed at Morrison Field, West Palm Beach.

RICHARD M. LEONARD has joined the news staff of KLZ, Denver.

MAJ. EDDIE DUNSTEDTER, former Hollywood musical director-organist now with the Army Air Forces, has been promoted to commanding officer of the radio production unit, West Coast Army Air Forces Training Center, Santa Ana, Cal. He replaces Col. James H. Higgs, transferred to command of the Army Air Forces Advanced Glider School at Fort Sumner, N. M. Capt. Louis T. Steele, formerly of Benton & Bowles, New York, has taken over Major Dunstedter's former duties as executive officer of the radio unit.

PEGGY HALLIGAN, formerly of the BLUE continuity staff, is now a member of the script writing staff.

DOROTHY FUNT, sister of Allen A. Funt, has been made a partner in the latter's radio production firm. She will act as general manager and also be in charge of sales.

IRA AVERY, assistant to Julius F. Seebach, vice-president in charge of programs of WOR, New York, has left the station to enter military service.

MARTIN TOBIN, from WKBW-WGR, Buffalo, has joined the announcing staff of WIP, Philadelphia. Mr. Tobin's experience includes producing and announcing for three networks.

WOODROW LEAFER, and Joseph Boley, both of the Overseas Broadcast staff of the Office of War Information, have joined the announcing staff of WQXR, New York, replacing Richard James and Chester Santon. Mr. Leafer came from W47NY, New York FM station, and Mr. Boley from WOV, New York.

Frank Gillmore

FRANK GILLMORE, 75, president emeritus of Actors Equity Assn., died March 29 at Roosevelt Hospital, New York. With a group of other actors, Mr. Gillmore organized Equity in 1913. At the time of his death, Mr. Gillmore was international president of the Associated Actors & Artists of America. Surviving are his wife, and two daughters, Margalo Gillmore, noted actress, and Mrs. Ruth Sonino.



WHO SAYS IT'S a young man's game! George Abbe (seated), 60-yea old writer-traveler, for the five-weekly news commentary series whic started March 29 on 13 BLUE Pacific stations, were these networ sponsor and agency executives. Fisher Flouring Mills Co., Seattle, sponsor on a 52-week contract. Pen-wielders are (l to r): William Horsley, President of Pacific National Adv. Agency, servicing the flo account; Ken Fisher, advertising manager of Fisher Flouring Mills Co Tracy Moore, BLUE Western division sales manager, and Arden Pangborn, managing director of KEX, Portland, Ore., originating poin

TOM SWAFFORD, former program manager of KGBS, Harlingen, Tex., is now production manager of KGB, San Diego.

FRANK SOUTH has left WSUI, Iowa City, Ia., to join KGER, Long Beach, Cal., as announcer. He succeeds Finis A. Bell, now in the Army.

BARTON FELLOWES, at one time with WINX, Washington, WMCA, New York, and other stations, has joined the production staff of NBC.

CAREY CRONAN, news editor and political commentator of WELI, New Haven, before joining the Army, was recently inducted.

JIM PLATT, known on the air as "Uncle Jim," joined WTIC, Hartford, Conn., last week, to present a Victory Garden program daily, 9:15 to 9:30 a.m. Mr. Platt was last with WCAX, Burlington, Vt., where he conducted the *Farmers' Special* and the Agricultural Extension Service program.

HARRY SOSNIK, Hollywood musical director of the five-weekly *Gracie Fields*, on the BLUE, has resigned, returning to New York as musical director of Decca Records Inc. Assignment had originally been taken on a six-week basis. Carl Hoff has replaced Sosnik.

BETTY LOU BARBER, of Hollywood, Cal., has joined WHIT, New Bern, N. C., as assistant traffic manager and production chief. Eugene McGehee has joined the announcing staff, coming from KFBI, Wichita, Kan. Dave Ray Mackey, announcer, has joined the Navy as Ensign.

HANK PENNY has left his job as m.c. on the early morning shift at WSB, Atlanta, to go to WLW, Cincinnati, where he will appear on the *Boone County Jamboree* and *Top of the Morning* programs.

DANN MORLEY, formerly of WNBF, Binghamton, N. Y., has joined the announcing staff of WHOM, Jersey City, Karol Sobolewski, announcer, has left the station to do newspaper work in Baltimore.

GEORGE LOWTHER has resigne as an NBC writer-director, to join t radio division of Superman Inc., production executive. Lowther h worked on the *Superman* program a freelance basis and will continue writer-director-narrator of the serie

JO RANSON of NBC's press depar ment, co-author with Oliver Pilat "Sodom by the Sea: An Affectiona History of Coney Island", will hav his book reprinted by Garden Cit Publishing Co.

PERRY WARD, Hollywood a nouncer, has been assigned to the CB *Grapevine Rancho*, sponsored by Rom Wines Inc.

DAN CAWKINS, announcer KSAL, Salina, Kan., was ordered t report March 28 as an Army A Forces Cadet at Shephard Field, Wic ita Falls, Tex.

BETH BARNES, director of produ tion at WSB, Atlanta, was recentl married to Lt. John Whatley of th Army, at Birmingham, Ala.

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC
NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

EPH CORR, news announcer of AS, Philadelphia, has joined the y.

ER ARNELL, former program ager of WJLS, Beckley, W. Va., joined the staff of WPEN, Philahia, as announcer. He succeeds Goodwin, who left to freelance New York.

ROWAN ROBERTSON and Edith rp, both new to radio, have joined MO, Vancouver, as announcer and inuity writer.

N MacKIM, former publicity di- or of CKWX, Vancouver, is tak- a radio technician's course in the al Canadian Air Force at Mon- l.

LO MAHLOCK, in the continuity rtment of WOWO-WGL, Fort yne, Ind., before joining the Army, Mary Stone, secretary in the traf- department, are engaged to be ried.

ARLES BALTIN, assistant di- or of war activities of WHOM, ey City, has taken on additional es as program director. He will be sted in his war work by Samuel man, who has been in the bond s department. Baltin replaces Jack sey, now program director of ak Radio Broadcasting Inc.

RMAN BRADLEY, scriptwriter producer of programs on WNYC, v York, has joined the announcing f of WLIB, Brooklyn.

LPH CHRISTIAN, until recently announcer at WBRC, Birming- n, has joined WSM, Nashville, n. Jon Farmer, WBRC announcer in the Army Air Forces in Chi- o, is studying radio operations. rgaret Cotten, announcer, is study- radio engineering at night.

THONY ROSS, announcer from KBN, Youngstown, O., has joined SV, Washington.

ARREN ANDERSON, from WOC, venport, Ia., has joined WKZO, lamazoo-Grand Rapids, as an- ncer. Paul H. Aurandt, program ector, recently started a new series evening news commentaries. Harry vis leaves for the Army April 15 l will be replaced by Sherwood Fel- g, from Mason City. Ia. Arthur le left for the Army April 1. He s a member of the V-8 Reserve rps at Western Michigan College.

ED HINSHAW, chief newscaster WOWO-WGL, Fort Wayne, Ind., wn to listeners as Fred Moore, is father of a baby boy.

ANK J. TATE, announcer of OL, Columbus, O., has been called active duty in the Army reserves.

UCK SIMPSON has joined WCSC arleston, S. C., where he will han- sports and special events. He was merly with stations in Chattanooga l Jacksonville.

CK DESCH, newscaster of KFRC, n Francisco, is the father of a boy n March 20.

OLORES KETTLER has been de publicity director of KMPC, verly Hills, Cal.

EVE MERRILL, Hollywood sing- is featured in a thrice weekly mid- ternoon quarter-hour program, *Songs Steve Merrill*, on BLUE Pacific tions. Lou Bring directs the orches- .

OB HARVEY, announcer of CHEX, terborough, has joined the nadian Air Force.

OB DAVIS, now assigned to day blicity at WOR, New York, will come night editor, starting April 12.

LIN TICE, former announcer of JSV, CBS Washington outlet, has ned the CBS announcing staff in w York. His assignment includes e CBS A. & P. *Food News Roundup* ogram.

Corwin to Rest

NORMAN CORWIN has given up writing and directing the CBS-BBC *Transatlantic Call* series and will leave New York shortly for a prolonged rest, necessitated by a pneumonia attack from which he has failed to recover fully. Earl McGill, CBS producer-director, will handle the next broadcast of the series, to originate in this country, with Clifton Fadiman, literary critic and m.c. of NBC's *Information Please*, serving as writer and narrator. It is not known whether the pair will take over subsequent programs on a regular basis. The weekly series, originating alternately in the United States and Great Britain, last Sunday featured Bob Trout, CBS London correspondent, describing the town of Hull, on England's Yorkshire coast.

Alan Hale Promoted

NEW manager of the research-advertising department of KOMO-KJR, Seattle, is Alan Hale, who has been handling a sportscast, *Hale's Tones*, on KJR nightly, and other newsroom duties. He will retain his sportscast in addition to taking over the duties of Chuck Bailie, retiring research-advertising manager. Hale covered Brooklyn baseball and the New York Giants football games last year with Red Barber. He is a graduate of the U. of Michigan Law School and a former special agent of the FBI under Melvin Purvis.

JOHN BRADFORD, formerly with New York, Pennsylvania and Ohio stations as announcer-newscaster, has joined WMAL, key BLUE outlet in Washington, as announcer, coming from WFMJ, Youngstown, O., where he was production manager.

BERNARD DEAVILLE, producer at the Canadian Broadcasting Corp. Winnipeg studios, has joined the Royal Canadian Air Force.

ROLAND MORRIER, announcer of CBK, Watrous, Sask., has joined the production staff of the Canadian Broadcasting Corp., Winnipeg.

BILL STERN, NBC sports director, has been named chairman of the sports division of the New York chapter of the American Red Cross.

ALBERT GROBE, chief announcer of WQXR, New York, is heard in "America's Food Prices," a March of Time release.

J. HOWARD PYLE, program manager of KTAR, Phoenix, has returned to his desk following conferences with Robert Moss, production manager of BLUE Hollywood, on details of the annual Easter sunrise service program to originate from Colorado Grand Canyon, to be released on BLUE stations this year.

THURSTON HOLMES, announcer of WPEN, Philadelphia, is the father of a girl.

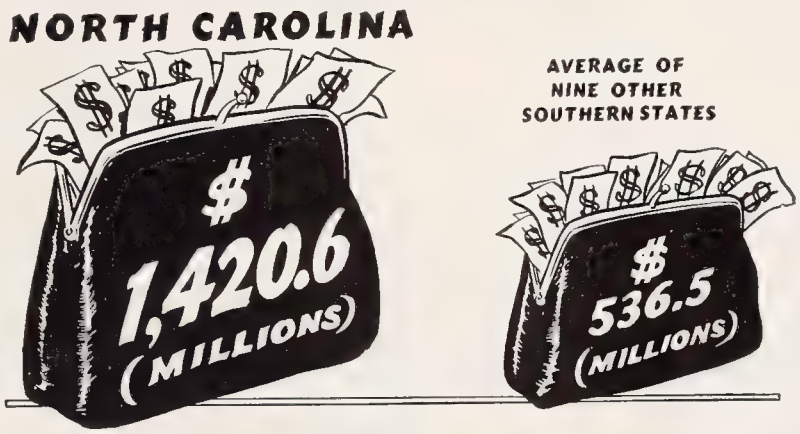
JOHN FORREST, announcer of KFI-KECA, Los Angeles, is writer-composer of the song, "It's a Long Long Way from Minsk to Pinsk," published by Tune Town Tunes. Song is featured in *Thumbs Up*, war workers revue written by Forrest and now playing in Seattle.

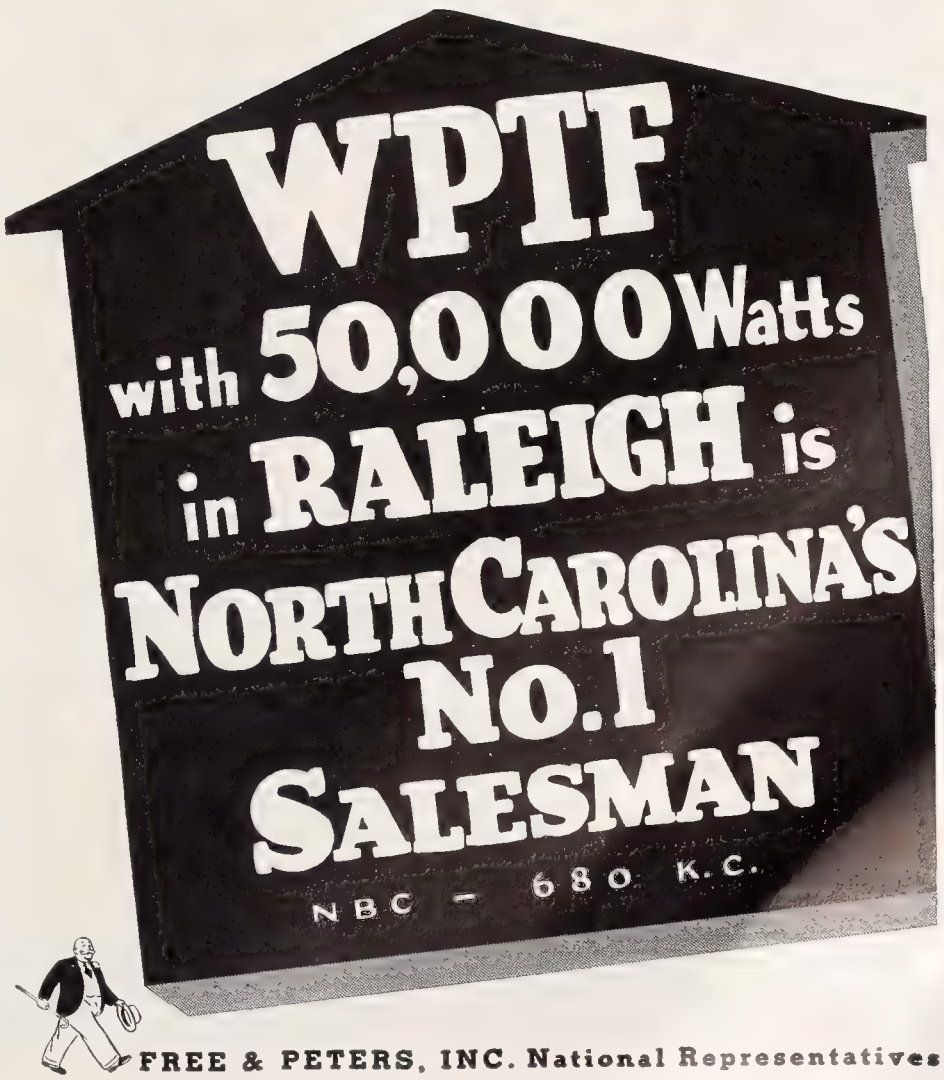
RICHARD CUTTING, temporarily added to the announcing staff of KFI-KECA, Los Angeles, has rejoined KFAC, that city.

GRAYLE HOWLETT, sports editor of WGN, Chicago, is the father of a girl born March 18.



VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939





FREE & PETERS, INC. National Representatives

HOW TO ORDER PRESTO RECORDING DISCS, NEEDLES, AND REPLACEMENT PARTS

and get prompt delivery



1. Place your order with your distributor for the discs and needles you will need during the next 90 days. The distributor will stock them and deliver at your convenience. He will need your orders to determine his stock requirements which he must estimate 90 days in advance.

2. Apply to your purchase order the AA2X preference rating which you have received under the revision of War Production Board order P-133 dated February 4, 1943, part 3037.

3. In ordering replacement parts or equipment renewals give your distributor the serial number of the equipment to be repaired or replaced and the part number as shown in your instruction book. Apply the AA2X priority to your order.

★ ★ ★

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In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Mar. 6368 TORONTO, Hud. 0333 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Su. 8854 • SEATTLE, Sen. 2560 WASHINGTON, D. C., Shep. 4003—Dist. 1640

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Studio Notes

TO CLIMAX the New Haven Advertising Club's $100,000 War Bond Selling campaign, the club held a luncheon last week which was broadcast by WELI, New Haven. Listeners moved by the appeal of the program could telephone bond purchasers over special telephone lines installed in the hotel for the purpose.

TO HANDLE the 21 programs originating weekly from the Columbus, Miss., Army Flying School, WCBI, Columbus, is installing a studio and control room at the air base recreation room. Programs are supervised by Pfc. Buck Hinman, former WCBI program director, now in charge of the radio department, Special Service Division. The Army Post is supplying equipment for the studios.

WLW, Cincinnati, begins a new series titled *Keep 'Em Healthy*, presenting advice on prevention of disease and control of parasites of farm animals and poultry. Program, featuring authorities on these subjects, has the support of the Veterinary Medical Assn. of Indiana, Ohio and Kentucky.

JAMES A. FARLEY, former Postmaster General, added another transcription to his collection when he spoke in Cincinnati to the Friendly Sons of St. Patrick. WCKY, Cincinnati, presented the recording to the one-time National Democratic Chairman for his personal library.

LEO EGAN, Yankee Network sports expert, has begun a series of pre-season baseball programs from Tufts College, where the Boston Sox are training, Mondays through Saturdays. Egan moved to the training field of the Braves March 29.

CKGB, Timmins, Ont., has started a Tuesday evening Announcing School for promising high school talent.

WELI, New Haven, marks the start of the baseball season and the windup of the basketball season in broadcasts this week of exhibition games from Yale Field of the Brooklyn Dodgers and Boston Braves vs. Yale, and from the YMCA the New Haven Industrial League championship basketball game. Play-by-play descriptions will be by Phil Buxbaum Jr., who presents a regular 6:30 sportscast from Yale Field interviewing players and visiting sportswriters.

WESX, Salem, Mass., has acquired the AP radio news wire from Press Assn.

ASSOCIATED MUSIC Publishers reports that during February and March three stations became new subscribers to its library service, while nine former subscribers renewed. New subscribers are XEQ, Mexico City; WJEJ, Hagerstown, Md., and WFAS, White Plains, N. Y.



EVEN REDDER is Lt. Billy Ba ber who dropped in to see broth Red Barber, Mutual sports co mentator, after the Old Gold sho The younger Barber, on his fi furlough, took a turn at leadi Sammy Kaye's band.

FOR THE fourth successive ye WOWO, Fort Wayne, gave achie ment awards to 16 farm men a women from Indiana and Ohio at annual Achievement Award Dinn for contributing to the quality a abundance of food production. Pr cipal speaker was Wheeler McMill editor-in-chief of *Farm Journal*.

WMRN, Marion, O., is airing *Friendly Farmer*, six days a week fr noon to 1 p.m. Bob Gross plays po lar rural transcriptions, gives news farm auctions, Government and sta issued advice on maintaining fa equipment and producing bigger a better crops, and reads commerci on farm products. Two or three tin during the program, he gives gra poultry and livestock quotations.

AS FOLLOW-UP to an earlier tr scribed program featuring intervie with field workers recruited fr Mexico, KOY, Phoenix, recently ma a similar series of interviews w those workers now assigned and wo ing on farms and ranches in Arizona area. Ernie Douglas, stat farm editor, in collaboration w Morales Gonzales, Mexican cons handled the transcribed interviews.

KCMO, Kansas City, Mo., is tr scribing *What's Your War Job*, BLUE Network show, and shipping discs to KGGF, Coffeyville, Kan., delayed broadcast. Arrangements handling the program were made cooperation with the War Manpow Commission through its regional inf mation repreesntative, Frank K. Du

WLAW's *Your Service Salute*, feat ing Devy Edward's early morni broadcast to servicemen in New E land camps, has been increased t 45-minute show six times a week.



Merchandising & Promotion

Missing Marglobes—Treasury Trolley—Sportsletter War Substitutes—Furrow Competition

TIMELY TIPS for better programming and new uses for the transcription library are included in the 20-page brochure entitled *Getting the Most from Your Standard Radio Library* published recently by Standard Radio. The brochure is a resume of the contents, care, technical handling and conservation of the library, with direct application to program treatment, and is intended to acquaint new staff members with library use as well as general suggestions for the better integration of station programming in spite of wartime reduction of personnel.

* * *

Treasury Trolley

PRELUDE to the Treasury's April War Bond drive in Worcester, Mass., was a Toonerville Trolley stunt with WTAG broadcasting an on-the-spot description of the red, white, and blue "Victory Special" at its dedication. WTAG special events chief Bob Dixon covered the proceedings. Beginning with a presentation speech by the head of the War Savings Committee and an acceptance speech by the mayor, the broadcast continued with Dixon boarding the car and interviewing first passengers en route. The program was recorded and rebroadcast in the evening to induce listeners to "ride home on the Victory Special and buy a war stamp." Trolley will follow regular routes throughout the city for another two weeks.

* * *

Furrow Competition

TWO experienced and two inexperienced gardners selected from applicants from the listeners of WFBL, Syracuse, will be furnished all seeds, plants, fertilizers and insecticides for a garden competition, the details of which are to be aired on WFBL to acquaint listeners with gardening problems and their solutions. Members of the Victory Garden Council of the Men's Garden Club of Syracuse will act as advisers to the inexperienced gardeners, while the other two will work independently. When weather permits, broadcasts will be shortwaved directly from the gardens. Two 50 x 100 and two 30 x 50 foot plots are being cultivated.

* * *

Missing Marglobes

EACH of the 2,000 employes of the John Shillito Department Store, sponsor of *Your Victory Garden* and *Mystery Chef* on WSAI, Cincinnati, has received a small bulletin prepared by Ewald Kockritz, promotion manager, titled "The Case of The Missing Marglobes", which explains why there is a shortage of vegetables and how the employees may benefit from the store's program. Recipes of "The Mystery Chef" are available to customers who ask for them.

* * *

CBS Program Catalogue

WITH the first issue of "CBS Programs for Sale," CBS provides a new service for potential advertisers seeking new radio ideas and tested pre-built programs. In a pocket-size pamphlet are listed current and recent series available for sponsorship, with a description of each program, including details on talent, audience ratings, production staff and other data.

Trade Report

AS a supplment to the usual MBS publicity releases, a special trade news report was instituted last week by Mutual through Christopher Cross, assistant to Lester Gottlieb, director of MBS publicity. Released at various intervals, the report highlights its news in various categories, such as food, drugs.

* * *

KXOK Promotion

PROMOTION campaign by KXOK, St. Louis, is putting the station, and local and Blue Network programs and personalities, on 150 billboards, in 70 country newspapers, in regular display ads and direct mail and promotion pieces, and in the daily *St. Louis Star-Times*.

Success Staff

SUCCESS achieved by Mary Margaret McBride for advertisers using her five-weekly series on WEAF, New York, is shown by statements from advertisers and excerpts from listeners' letters reproduced in "It's One O'Clock", hard-cover brochure.

* * *

California Facts

RADIO directory has been published in card form by The McClung Group—KVCV, Redding, Cal.; KHSL, Chico, Cal.; and KYOS, Merced, Cal. One side of the card gives stations, networks, representatives and related information for Northern California, and the other side furnishes similar data for Southern California.

Four-In-One

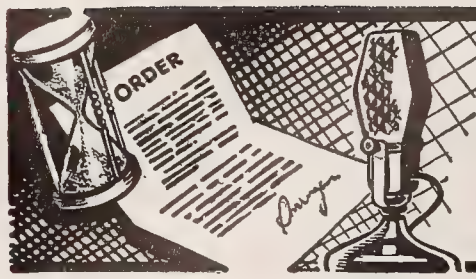
INTERPRETING the quantitative statistical measurements of the changes war has brought to the Pacific Coast in terms of qualitative effects, the Blue Network is putting out a large single-fold brochure together with a letter explaining eight ways important to advertisers in which the Coast area has changed since the war. The brochure indicates advantages in buying time on Pacific Blue covering California, Washington, Oregon and Nevada.

* * *

Service Sportsletter

DIGESTED from the scripts of the nightly sportscast, on KGVO, Missoula, Mont., a weekly sports letter is being mailed to Western Montana men in the armed forces by Yandt's Men's Wear, sponsor of *Yandt's Sport Slants*, nightly five-minute period. Mailing list was obtained by asking, on the broadcast, parents and relatives of service men to send in addresses of men for the list.





THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

WLS, Chicago

Pure Food Co., Mamaroneck, N. Y. (Herbox), 7 *sa* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.

Standard Oil Co. of Indiana, Chicago, 6 *sa* weekly, 26 weeks, thru McCann-Erickson, Chicago.

All-State Insurance Co., Chicago, 3 *sa* weekly, 26 weeks, thru Ruthrauff & Ryan, Chicago.

Belgian Information Center, New York, 3 *sa* weekly, 4 weeks, thru Albert Frank-Guenther Law, N. Y.

National Biscuit Co., Chicago (cereal), 6 *sa* weekly, 7 weeks, thru Federal Adv. Agency, N. Y.

Lydia Pinkham Co., Lynn, Mass. (vegetable compound), 6 *sa* weekly, 13 weeks. thru Erwin-Wasey & Co., N. Y.

Oelwein Chemical Co., Oelwein, Ia. (fertilizer), 3 *sa* weekly, 4 weeks, thru Cary-Ainsworth Agency, Des Moines.

Lever Bros., Cambridge, Mass. (Vimms), 17 *sa* weekly, 26 weeks, thru BBDO, N. Y.

Streator Drain Tile Co., Streator, Ill., 6 *sa* weekly, 13 weeks, thru T. R. Bauerle Adv. Agency, Chicago.

Hulman & Co., Terre Haute, Ind. (baking powder), 4 *sa* weekly, 29 weeks, thru Pollyea Adv. Co., Terre Haute, Ind.

Nitragin Co., Milwaukee, Wisconsin (Nitragin), 3 *sa* weekly, 6 weeks, thru Western Adv. Agency, Racine, Wis.

WEEI, Boston

Charles Gulden Inc., New York (mustard), 3 *sp* weekly, 52 weeks, thru Charles W. Hoyt Co., N. Y.

Curtis Publishing Co., Philadelphia (Saturevepost), 12 *ta* weekly, 52 weeks, thru McFarland-Aveyard & Co., Chicago.

Moxie Co., Boston (beverage), 6 *sa* weekly, 20 weeks, thru Alley & Richard, Boston.

Columbia Pictures Corp., New York (More The Merrier), 6 *sp* weekly, 8 weeks, thru Biow Co., N. Y.

Joseph C. Burnett, Boston (extracts), 3 *sa* weekly, 8 weeks, thru H. B. Humphrey Co., Boston.

Rumford Chemical Co., Rumford, R. I. (baking powder), 3 *sa* weekly, 13 weeks, thru H. B. Humphrey Co., Boston.

H. P. Hood & Sons, Boston (creamery products), 6 *sp* weekly, 13 weeks, thru Harold Cabot & Co., Boston.

A. S. Boyle Co., Jersey City (Old English cleanser), 6 *sa* weekly, 13 weeks, thru Blackett-Sample-Hummert, N. Y.

WOV, New York

Roxy Theatre, New York, 54 *ta*, thru Kayton-Spiero Co., N. Y.

National Shoe Stores, New York, weekly *sp*, 52 weeks, thru Emil Mogul Co., N. Y.

National Birth Certificate, Los Angeles, 52 *t*, thru United Adv., Chicago.

O'Sullivan Rubber Co., Winchester, Va. (rubber heels), 301 *sa*, thru Advertising & Sales Council, N. Y.

Nacor Medicine Co., Indianapolis (proprietary), 20 *sa*, thru E. H. Brown, Adv., Chicago.

S. A. Schonbrunn & Co., New York (coffee), *sp*. weekly, 52 weeks, thru Pettinella Agency, N. Y.

Wm. H. Wise & Co., New York (books), 6 *sp* weekly, 52 weeks, thru Huber, Hoge & Sons, N. Y.

V. La Rosa & Sons, Brooklyn (macaroni), 6 *sp* weekly, 52 weeks, thru Commercial Radio, N. Y.

Interstate Bakeries Corp., Los Angeles, 5 *ta* weekly, 52 weeks, thru Dan B. Miner Co., Los Angeles.

Barney's, New York (men's clothing), 3 *ne* weekly, thru Emil Mogul Co., N. Y.

WGY, Schenectady

Church & Dwight, New York (soda), 6 *sa* weekly, thru Brooke, Smith, French & Dorrance, N. Y.

Peter Paul Inc., Naugatuck, Conn. (candy, gum), 3 *sp* weekly, thru Platt-Forbes, N. Y.

Curtis Publishing Co., Phila. (Satevepost), 3 *sa* weekly, thru Macfarland, Aveyard & Co., Chicago.

Radbill Oil Co. Phila. (Renuzit), 3 *sa* weekly, thru Harry Feigenbaum Adv. Agency, Phila.

Colgate-Palmolive-Peet, Jersey City (Supersuds), 286 *sa*, thru William Esty & Co., N. Y.

J. H. Filbert Inc., Baltimore (margarine), 4 *sa* weekly, thru Courtland D. Ferguson Inc., Baltimore.

Resinol Chemical Co., Baltimore (proprietary), 300 *sa*, thru Courtland D. Ferguson Inc. Baltimore.

Grove Labs., St Louis (proprietary), 3 *sa* weekly, 6 *sa* weekly, thru Russel M. Seeds Co., Chicago.

N. Y. Von Co., New York (proprietary), 208 *ta*, thru Roy S. Durstine Inc., N. Y.

By-Trous Corp., Boston (fertilizer), 39 *sp*. thru Wood, Brown & Wood, Boston.

Pan American Coffee Bureau, New York, 78 *sa*, thru J. M. Mathes Inc., N. Y.

KTHS, Hot Springs, Ark.

Beelan's Lab., Atlanta (proprietary), 104 *sa*, thru Harvey-Massengale, Atlanta.

Block Drug Co., Jersey City (Gold Metal capsules), 522 *ta*, thru J. Walter Thompson Co., N. Y.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Brown's Mule chewing tobacco), 312 *ta*, thru J. Carson Brantley, Salisbury, N. C.

Dr. W. B. Caldwell Inc., Monticella, Ill., 260 *ta*, thru Sherman & Marquette, Chicago.

Hulman Co., Terre Haute, Ind. (Clabber Girl baking powder), 520 *sa*, thru Pollyea Adv. Co., Terre Haute.

Mentholatum Co. (Mentholatum), 161 *sa*, thru J. Walter Thompson Co., N. Y.

National Biscuit Co., New York, 312 *ne*, thru McCann-Erickson, N. Y.

Plough Inc., Memphis (St. Joseph aspirin, Penetro nose drops), 500 *ta*, thru Lake-Spiro-Shurman, Memphis.

Shuptrine Co., Savannah, Ga. (Tetterine), 157 *ta*, thru Harvey-Massengale Co., Atlanta.

Vick Chemical Co., 10 *sa*, 5 *ne*, thru Morse International, N. Y.

Willard Tablet Co., Chicago (proprietary), 100 *sa*, thru First United Broadcasters, Chicago.

KHJ, Hollywood

Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 18 *ta* weekly, 39 weeks, thru Ted Bates Inc., N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Supersuds), 18 *ta* weekly, 39 weeks, thru William Esty & Co., N. Y.

Golden State Co. San Francisco (Golden V. milk), 4 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, San Francisco.

Colonial Dames Corp., Los Angeles (cosmetics), 2 *sa* weekly, 17 weeks, thru Glasser-Gailey & Co., Los Angeles.

Langendorf United Bakeries, San Francisco. 4 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.

Coast Federal Savings & Loan Assn., Los Angeles (investments), *sp* weekly, 12 weeks, thru Robert F. Dennis Inc., Los Angeles.

Campbell Cereal Co., Minneapolis (Malt-O-Meal), 3 *sp* weekly, 26 weeks, thru H. W. Kastor & Sons, Chicago.

KFRC, San Francisco

Mother's Cake & Cookie Co., Oakland, 3 *ne* weekly, thru Emil Reinhardt Adv. Agency, Oakland.

Acme Breweries, San Francisco, 5 *t*, 4 *ta* weekly, thru Brisacher, Davis & Van Norden, San Francisco.

Kilpatrick's Bakery, San Francisco, 19 *sa* weekly, thru Emil Reinhardt Adv. Agency, Oakland.

Golden State Co., San Francisco (dairy products), *ta*, thru Ruthrauff & Ryan, San Francisco.

RKO Pictures Inc., Hollywood, Cal., *sa* series, thru Raymond R. Morgan Co., Los Angeles.

Murine Co., Chicago (eye drops), 5 *ta* weekly, thru BBDO, San Francisco.

Lumberman's Mutual Casualty Co., Chicago (insurance), *sa* weekly, thru Leo Burnett Co., Chicago.

Moore's Inc., San Francisco (men's clothing chain), weekly *sa*, thru Brisacher, Davis & Van Norden, San Francisco.

WABC, New York

Studebaker Corp., South Bend, Ind. (institutional), 3 *ne* weekly, thru Roche, Williams and Cunnyngham, Chicago.

Beech-Nut Packing Co., Canajoharie, N. Y. (coffee), 3 *sp* weekly, thru Newell-Emmett Co., N. Y.

General Baking Co., New York (Bond Bread), 3 *sp* weekly, thru BBDO, N. Y.

Borden Co., New York (Pioneer Ice Cream Brands Division), 3 *ne* weekly, thru Young & Rubicam, N. Y.

WLW, Cincinnati

Readers Digest, Pleasantville, N. Y., 3 *a* on *sp* weekly, thru BBDO, N. Y.

Wiedemann Brewing Co., Newport, Ky., 24 *sa* weekly, thru Strauchen & McKim Adv. Agency, Cincinnati.

Dr. Salsbury's Labs., Charles City, Ia. (livestock medicine), 3 *ta* weekly, thru N. A. Winter Adv. Agency, Des Moines.

Studebaker Corp., South Bend, 3 *ne* weekly, thru Roche, Williams & Cunnyngham, Chicago.

Sunway Vitamin Co., Chicago, *sp* weekly, thru Sorensen & Co., Chicago.

Voice of Prophecy, Washington (religious lectures), *sp* weekly, thru George C. Hoskin Assoc., Chicago.

Peabody Hosiery, Mendenhall, Miss., 18 *ne* weekly, thru Southern Adv. Co., Mendenhall, Miss.

Casco Co., Canton, O. (Cold Tablets), 5 *sa* weekly, thru Howard Swink Adv. Agency, Marion, O.

KFI, Los Angeles

Loma Linda Food Co., Arlington, Cal. (Ruskets), 2 *sp* weekly, 52 weeks, thru Gerth-Pacific Adv., Los Angeles.

Hulman & Co., Terre Haute, Ind. (Clabber Girl baking powder), *sa* weekly, 52 weeks, thru Pollyea Adv. Terre Haute, Ind.

Knox Gelatine Co., Johnstown, N. Y. (Knox gelatine), *sp* weekly, 13 weeks, thru Kenyon & Eckhardt Inc., N. Y.

Ball Bros. Co., Muncie, Ind. (Ball jars), 5 *sp* weekly, 13 weeks; 3 *sp* weekly, 11 weeks, thru Applegate Adv. Agency, Muncie, Ind.

KERN, Bakersfield

California Spray Chemical Co., Richmond, Cal. (ant spray), 5 *sa* weekly, 13 weeks, thru Long Adv. Service, San Jose, Cal.

Seaboard Finance Co., Los Angeles (Income Tax payments), 14 *ta* weekly, 4 weeks, thru Smith & Bull Adv., Los Angeles.

National Lead Co., San Francosco (Dutch Boy, Wonsover paints), 4 *ta* weekly, 26 weeks, thru Erwin, Wasey & Co., San Francisco.

Rohm & Hass Co., Philadelphia (Lethane 60), 2 *sa* weekly, 16 weeks, thru Newell-Emmett Co., N. Y.

WABC, New York

Twentieth Century Fox Film Corp., New York (The Moon Is Down), 3 *sa*, thru Kayton-Spiero Co., N. Y.

Filtrex Co., Elizabeth, N. J. (Heatrex boiler cleaning compound), *sa* weekly, thru Neff-Rogow Inc., N. Y.

WSLI, Jackson, Miss.

Grove Labs., St. Louis (Pazo), 6 *sa* weekly, thru Russel M. Seeds Co., Chicago.

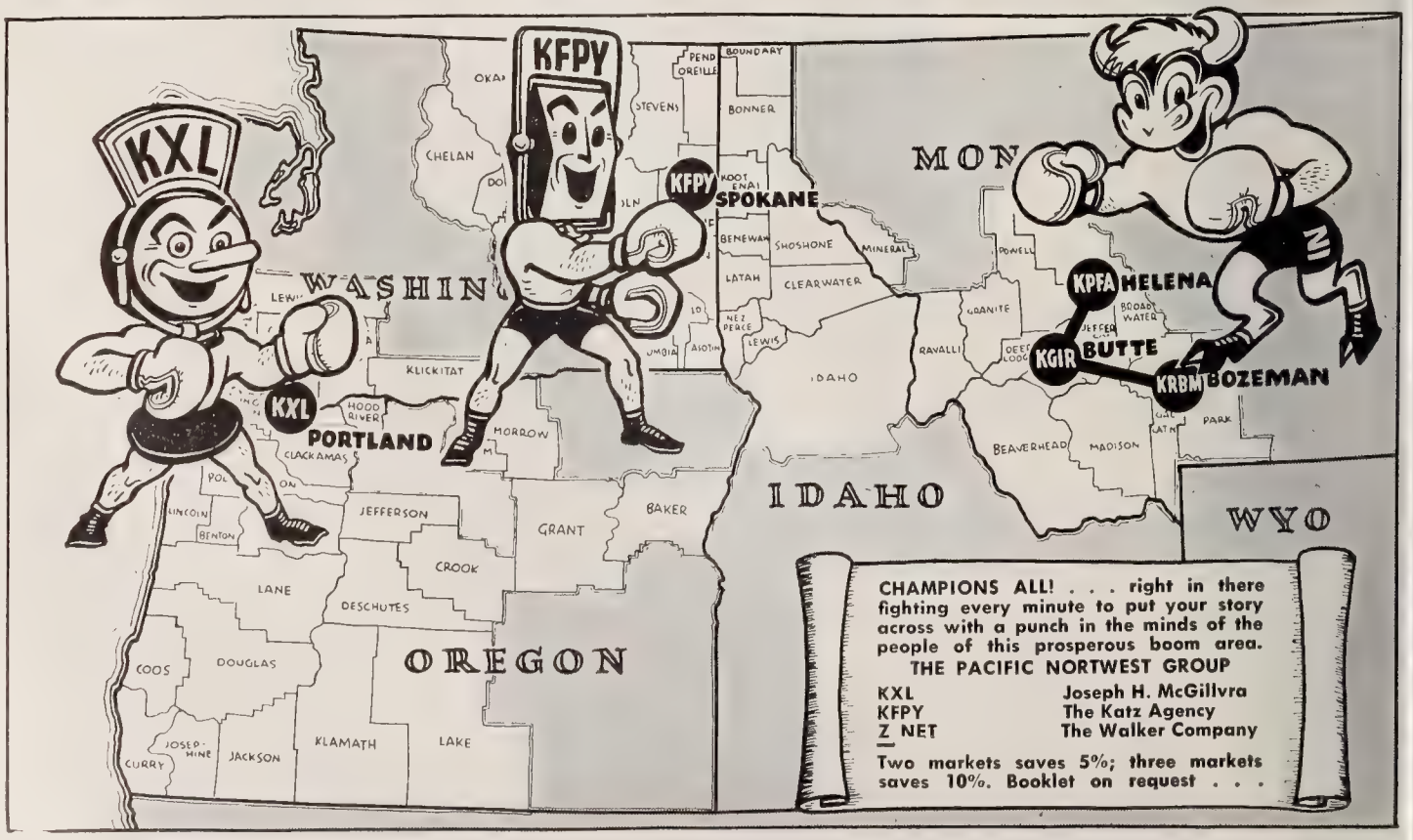
Best Brewing Co., Chicago, 18 *sp* weekly, direct.

Mississippi Power & Light Co., Jackson. 5 *sp* weekly, direct.

WLIB, Brooklyn

20th-Century Fox Film Corp., New York, 21 *sa*, 2 *sp* weekly, indefinitely, thru Kayton-Spiero Co., N. Y.

I. J. Fox, New York (furs), 7 *sp*. 30 *ta* weekly, 6 weeks, direct.



Radio Advertisers

JOHN C. WINSTON Co. (publisher), is sponsoring *Book Loft*, a book review program, Tuesdays at 7:45 p. m., and *Children's Story Time* Saturday mornings, 9:30, on WSNY, Schenectady.

BARNEY'S CLOTHES, New York men's store, extensive user of local spot radio, has increased its weekly schedule on WLIB, Brooklyn, from 10 to 15 quarter-hour periods, and from 12 to 21 spot announcements. Agency is Emil Mogul Co., New York.

ANACIN Co., Jersey City, celebrated receipt of the Army-Navy E award for their production of drugs on four of their regular network programs, John B. Hughes, MBS; *Our Gal Sunday*, and *Easy Aces*, CBS; and *Just Plain Bill*, NBC. Agency is Blackett-Sample-Hummert, New York.

AMERICAN HOME PRODUCTS Corp., New York, has named Compton Adv., New York, for Aspertane, product manufactured by Whitehall Pharmacal Co., New York, a subsidiary. Media plans not set.

RED & WHITE Food Stores, Denver, sponsor noon newscasts on KLZ, Denver, the second large food chain signed recently by KLZ. Red & White plans a promotion campaign.

L. N. HUFF OPTICAL Co., Atlanta, is sponsoring a dramatic series, *The Voice of Vision*, 7-7:30 p.m. Sundays on WGST, Atlanta. Show is based on the lives of famous scientists, and includes a commentary by Dr. Huff. Contract is for one year.

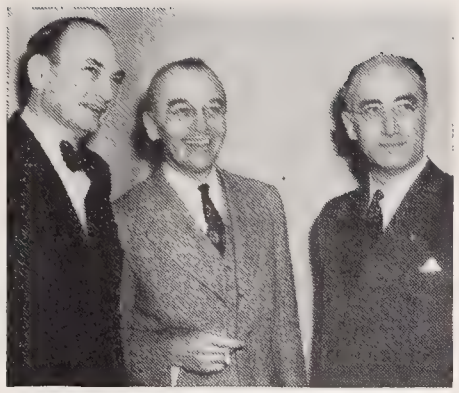
LaSALLE & KOCH, Toledo department store, is starting an intensive spot drive on WTOL, Toledo.

ADLER SHOES, New York, expands its radio activities on WHN and WNEW, New York, with spots before and after home and away games of the Brooklyn Dodgers, on WHN, one or two announcement week days and a larger number Sundays on WNEW. Consolidated Adv., New York is agency.

CANADIAN WATERPAINTS Ltd., Montreal (casein paint), has started announcements on Montreal stations. Account was placed by J. J. Gibbons Ltd., Montreal.

KENNEDY MFG. Co., Toronto (insect exterminator), has started announcements on Ontario and Quebec stations. Account was placed by Cockfield, Brown & Co., Montreal.

SARATOGA PRODUCTS, Toronto (potato chips), has started announcements on Ontario stations. Account was placed by F. H. Hayhurst Co., Toronto.



NEW PROGRAM for Bourjois Inc., *Here's to Romance*, to be aired on the BLUE beginning April 18, is celebrated by company and network executives. Pleased about the contract are (l to r) Paul Douglas, general manager, and Stanley Chambers, advertising manager, of the cosmetic house; and Edgar Kobak, executive vice-president of the BLUE.

KELITE PRODUCTS Inc., Los Angeles (Kenu cleanser), on a 52-week contract in early March expanded its Pacific Coast radio schedule to include daily participation in *Woman's Magazine of the Air* on KPO; *Happy Homes* on KHJ, and the Ann Gibson program on KFSD. Other stations in selected markets are under consideration. Firm also sponsors a thrice-weekly five-minute program, *The Name in the News*, on KNX, Hollywood, with transcribed version on KQW, San Francisco, and KOY, Phoenix. Little & Co., Los Angeles, has the account.

COLONIAL DAMES Inc., Los Angeles (cosmetics), on March 21 replaced its weekly five-minute program, *Quiz Quotient*, with *News By Dick Joy*, on 9 CBS Pacific and Arizona stations, Sunday, 8:25-8:30 p.m. (PWT). Glasser-Gailey & Co., Los Angeles, has the account.

OLSON RUG Co., Chicago, has started a daily one-hour series of transcribed classical programs, titled *Dinner Concert*, on WJJD, Chicago. Agency is Presba, Fellers & Presba, Chicago.

EDWARD HINES LUMBER Co., Chicago, has purchased the time for the quarter-hour weekly transcribed *Bluejacket Sing* on WBBM, Chicago. Program is transcribed by choir members of Naval Training Center at Great Lakes, Ill. Agency is George H. Hartman Co., Chicago.

SANTA MONICA FLAVOR & Extract Co., Santa Monica, Cal., in a Los Angeles area test campaign to promote its flavoring for butter, on March 29 started sponsoring thrice-weekly participation in *Polly Patterson's Pantry* on KFAC, and *Norma Young's Happy Homes* on KHJ. Contracts are for 13 weeks. Agency is Raymond R. Morgan Co., Hollywood.

Lever Interests Acquire Birds Eye Outside U. S.

CONTROL of Frosted Foods (Ltd.), London, English subsidiary of Frosted Foods Sales Corp., New York, has been sold to Lever Bros. & Unilever Ltd., according to Edwin T. Gibson, vice-president of General Foods Corp., New York, controlling company.

Lever Bros. & Unilever, already interested in the preserved foods industries with plans to develop along new lines after the war, will extend the processing and sales of Birds Eye quick-frozen foods to all parts of the world outside of the United States and its possessions.

GOOD FOODS, Minneapolis (Skippy peanut butter), has started weekly half-hour *Hollywood Theatre*, transcribed syndicated dramatic feature on WMAQ, Chicago. Contract, for 26 weeks, was placed by Sidney Garfinkel Adv. Agency, San Francisco.

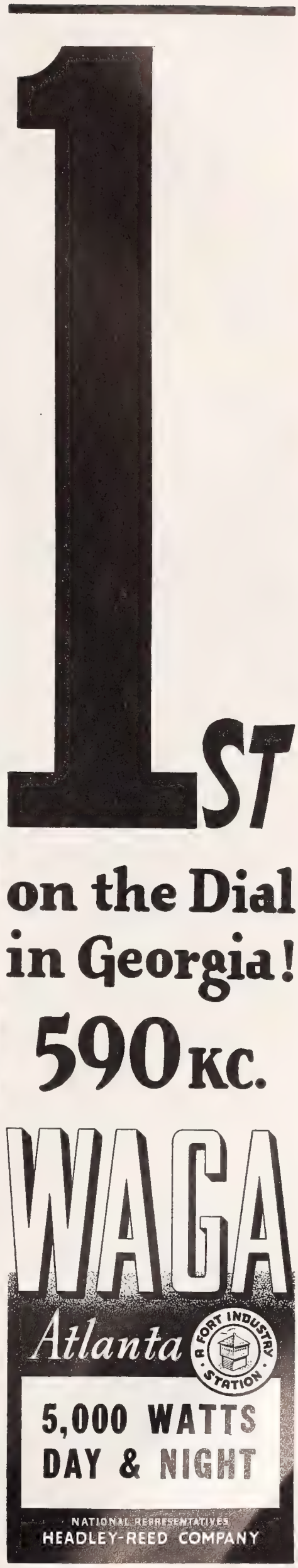
PETRI WINE Co., San Francisco (wine and Italian cigars), has purchased quarter-hour newscasts six times a week in Italian on WGES, Chicago.

WEINSTEIN Co., San Francisco (department store chain), recently started for 26 weeks *Top Tunes for the Service*, half-hour weekly transcribed program on KFRC, San Francisco, placed direct.

CHEMICALS Inc., Oakland, Cal. (Vano), on March 24 started *The First Reader* with Foster May as editor and narrator, on KPO, San Francisco, weekly. Stories from national magazines are featured. Agency is Sidney Garfinkel, San Francisco.







Small Towns Big Markets in Farm Belt

WITH THE small town a bigger market than ever before in the farm belt, many advertisers are asking the question "How quickly can a modest radio campaign influence sales in small-town stores?" A recent Ross Federal study provides the answer.



The survey covered 29 representative towns in Iowa, Nebraska and Missouri (the No. 1 Farm Market!), where small town stores handle the trade of 80% of the population.

Its purpose, to determine the percentage of dealers experiencing actual sales increases on 25 different products after only six weeks of advertising on KMA, Shenandoah, Iowa.

The results were amazing: 21.3% of the dealers reported definite sales increases on every product; 51.4% on a deodorant; 30% on an alkaline tablet; 34.3% on a laxative; 40.9% on a headache tablet; 26.9% on a cigarette; 24.3% on a yeast; 24.4% on a "class" magazine.

The conclusion is obvious: for big results *fast* in the No. 1 Farm Market, you need the *right* kind of advertising influence. If you're not getting your share of this prosperous market, you *can* do something about it. Write—right now—for your copy of the KMA Market Data Brochure.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.



FREE & PETERS, INC.
Exclusive National Representatives

Agencies

DANIEL S. TUTHILL, vice-president of National Concert & Artists Corp., New York, has been made western manager, headquartered in Hollywood. He succeeds Charles Smith, resigned.

ROBERT M. DEARDORFF has left Earl Newsom & Co., New York public relations firm, to rejoin J. M. Mathes Inc., N. Y. Mr. Deardorff was at one time with the NAM.

CLARE OLMSTEAD, producer of Young & Rubicam, on the weekly NBC *Westinghouse Program*, sponsored by Westinghouse Electric & Mfg. Co., in addition has been named West Coast talent director for the agency.

STUART SHERMAN, president of Sherman & Marquette, Chicago, was in Hollywood March 30 for initial broadcast from that city of the CBS *Monty Woolley—Al Jolson Show*, sponsored by Colgate-Palmolive-Peet Co. Program shifted from New York to Hollywood for balance of the season.

CARROLL O'MEARA, business manager of Young & Rubicam, Hollywood office, joins the OWI Overseas Division as writer-producer on April 5 and will be headquartered in San Francisco. Al Scalpone, producer - commercial writer of that agency, has joined the War Dept. radio division in a civilian capacity.

HENRY LEGLER, New York vice-president of Warwick & Legler Inc., and Edward Morris, advertising director of Pabst Brewing Co., Chicago, have returned to their headquarters after attending the initial Hollywood broadcast of the CBS Pabst *Blue Ribbon Town*, which started March 27. Warwick & Legler services that account.

RUSSELL (Rusty) PIERCE, radio publicity director of N. W. Ayer & Son, New York, on April 1 leaves the agency to join the Marines. No successor has been named.

WILLIAM E. SCHNEIDER, who formerly handled coordination of radio commercials and Government messages on General Foods programs for Benton & Bowles, New York, has been named assistant to William R. Baker, Jr., executive vice-president in charge of General Foods accounts. Beneta Cox takes over Mr. Schneider's former duties.

CARL STANTON, executive in the radio department of Foote, Cone & Belding, New York, has resigned. New addition to the agency's radio department as an assistant on the Lucky Strike account is George Perkins, formerly program manager of WFBL, Syracuse.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

HARTFORD'S THE SPOT . . .

for your spot campaign. It's the major market of the country's richest state . . . neatly delivered to you at a low cost by WDRC . . . where there's one uniform rate for national, regional and local adcasters.

CBS



FORWARD-LOOKING FIRM signed for a weekly half-hour program dramatizing post-war life, titled *The World We're Fighting For*, on KFI, Los Angeles, when these stations, sponsor, and advertising executives gathered to complete details. Based on the statements of social planners, statesmen and economists, the series started under sponsorship of Bullock's Los Angeles department store, on April 2 for 26 weeks. Program had previously been sponsored by that firm on week-to-week basis. Executives are (l to r): George Whitney, station account executive; Franklin Archer, publicity director of Bullock's; O. V. Johnstone (seated), account executive of Dana Jones Co., Los Angeles agency servicing the account, and William B. Ryan, general manager of KFI.

Dawson to Y & R

STEWART DAWSON, assistant program director of CBS Chicago, has been appointed radio director of the Chicago office of Young & Rubicam. Mr. Dawson started in radio as announcer in 1925, became program director of WIBO, Chicago, and later announcer at NBC Chicago. Five years ago he joined CBS as a producer.

J. CLIFFORD ROBERTS has joined the Detroit office of Ruthrauff & Ryan, New York, as account executive, and C. D. Carson has joined the staff as assistant art director. Mr. Carson was with Campbell-Ewald Co.'s Detroit office for five years. Roberts has been associated with D. P. Brother & Co., J. Walter Thompson Co., and served as advertising manager of Transcontinental & Western Airlines.

JOHN E. FINNERAN, former vice-president of Benton & Bowles, New York, and advertising director of Scripps-Howard Newspapers, has joined Grey Adv., New York, as account executive.

MARJORIE BAILEY, formerly of Grey Adv., New York, has joined Morton Freund Adv., New York, as copy director.

BUCHANAN & Co., New York, is handling the current spot campaign for United Artists "Hangmen Also Die" [BROADCASTING, March 29]. It was incorrectly reported that Donahue & Coe placed the business.

TOM EVERETT, of the radio department of Young & Rubicam, New York, has been named assistant to the radio director, Thomas F. Harrington. Before joining Y & R, Mr. Everett worked on both the film and radio shows of the *March of Time*. He was one of the first editors of the radio series.

DAVID R. FENWICK, radio director and account executive of Eugene F. Rouse & Co., Los Angeles agency, has joined Lockwood-Shackelford Adv. Agency, that city.

Harned, McNulty Named To Directorate of BBDO

SAMUEL A. HARNED, a vice-president and account executive of BBDO, New York, and Harold C. McNulty, a vice-president and art director, have been elected to the agency's board of directors. Harned fills the vacancy created by the departure of Leslie Pearl, now a major in the Army Special Service Division, while Mr. McNulty replaces Lt. Col. Egbert White, editor of *The Stars and Stripes*, and *Yank*, and now in Africa.

Joining BBDO 20 years ago as a copywriter, Mr. Harned turned to the business side of the agency's work about 10 years ago. Before joining the agency in 1926, Mr. McNulty served as art director of Thresher Service, and Newell-Emmett Co., New York.

CHARLES F. BEARDSLEY, Hugh Lewis and Myrtle M. Post are new members of the staff of Aitkin-Kynett Co., Philadelphia.



"Hmph! And WFDF Flint Michigan says communications are essential!"

BRADFORD, TAYLOR MOVE UP IN T-H-S

GUY BRADFORD and Archie Taylor of KRGV, Weslaco, Tex., have been named to higher posts by the Taylor-Howe-Snowden Group, operators of four Texas stations. Mr. Bradford leaves the job of general manager of KRGV to become assistant to Lowell Sibson, national and regional sales manager for T-H-S.

At one time operating the Bradford Advertising Service, Mr. Bradford has been engaged in various phases of sales promotion. He has been connected with the *Valley Morning Star, Brownsville Herald, McAllen Press* and *Edinburg Valley Review.* Starting at KRGV as salesman, he became successively sales manager, assistant general manager, and general manager.

Taking over as KRGV general manager is Archie Taylor, who has been business manager for the last two years. Mr. Taylor, a youngster who has come up fast in radio, was connected with the Southwestern Public Service Co. and later with KGNC, Amarillo, before going to KRGV.

The T-H-S Group, which comprises KGNC, Amarillo; KFYO, Lubbock; KTSA, San Antonio; and KRGV, now directs the Lone Star Chain, which includes KRGV, KGNC, KTSA, and KXYZ, Houston; KRIS, Corpus Christi; KGKO, Fort Worth.

CBC Vacancy Filled

MRS. MARY SUTHERLAND, of Revelstoke, B. C., has been appointed to fill the last vacancy on the Board of Governors of the Canadian Broadcasting Corp., the office of Prime Minister Mackenzie King at Ottawa announced March 25. Mrs. Sutherland is a former member of the Board of Unemployment Commissioners and of its predecessor, the National Employment Commission. Her term of office is three years, starting Nov. 2, 1942. The only woman member of the CBC Board of Governors, she replaces Mrs. Nellie McClung, Victoria, B. C., who resigned on account of ill health. Mrs. Sutherland is the wife of Dr. T. W. Sutherland, Revelstoke physician.

Gen. Foods Appointments

WILLIAM E. SCHNEIDER and Beneta Cox have been named to assist on the General Foods accounts at Benton & Bowles. Mr. Schneider will be assistant to William R. Baker Jr., executive vice-president in charge of the accounts, with Miss Cox taking over coordination of radio commercials and Government messages on all programs, a post formerly held by Mr. Schneider.

Alfred H. Messing

ALFRED H. MESSING, 67, president of Peck Adv. Agency, New York, from 1922 to 1930, and one-time publisher of the former *Chicago Herald and Examiner,* died March 28 at the Hudson River State Hospital after an illness. A Hearst executive until 1920, Mr. Messing had previously been city editor of the *St. Louis Star.* A brother and a sister survive.

No Party

NO CELEBRATION marked the coming of age last week of WWL, New Orleans' 50,000-w. station. Only 15 minutes of the station's twenty-first birthday, March 31, was devoted to observing the anniversary, while in peacetime the whole day would be spent in celebrity broadcasts and salutes from CBS stations all over the nation. Owned and operated by Loyola U., WWL started 21 years ago with the Fathers of Loyola broadcasting over a 10-w. transmitter and dreaming of the day when the station's power could be increased to 100 w.

NBC Recording Division Adds Sponsors, Renewals

CONTRACT for 195 programs of *Betty and Bob* has been signed by KDAL, Duluth, for the City Water & Gas Co., according to NBC's Radio Recording Division.

Subscribers to *Flying for Freedom,* and sponsors include: WBLK, Clarksburg, W. Va., Sinclair Oil Dealers; KTRH, Houston, Dairyland Ice Cream Co.; WTCM, Traverse City, Mich., Parsons Mfg. Co.; and WJPR, Greenville, Miss., C. E. Jordan Furniture Co., the Crystal Grille, Ayres Co., and Queen City Cleaners.

For use in New Zealand, Howard C. Brown Co., Hollywood, has taken *Time Out With Ted Steele and Grace Albert.* WJTN, Jamestown, N. Y., will use 39 programs of *Let's Take a Look* for Nelson's Department Store. WNBC, Hartford, and WBBB, Burlington, N. C., both have signed for *The Name You Will Remember.* Renewals for the latter program have been received from WIOD, Miami, and WBIG, Greensboro.

Mrs. Lewis on Tour

REACTION to special wartime programs will be studied by Dorothy Lewis, NAB Coordinator of Listener Activity, in a 16-city tour on which she left last Thursday. Representing both the NAB and the Office of War Information, Mrs. Lewis will address civic groups on "Radio's Major Role in the War" and organize radio councils to further intelligent listening by radio audiences. She recently organized the Toledo Radio Council, of which Harry Lamb, of the radio division, Toledo Board of Education, was named chairman.

Full AMP Index

FIRST FULL index of music copyrighted by Associated Music Publishers, "The AMP Record Directory", was mailed last week to all stations holding an unlimited AMP license. In the directory, listed on a cross-index basis, are 712 recordings of 556 symphonic and concert compositions comprising 108 hours playing time, according to the volume's preface. Intended primarily for use by the program director of a station, the booklet measures 6 x 8 and comprises 88 pages.

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM



AUDIENCE

● Audience in the palm of your hand! WTAM carries 11 out of the first 11 top ranking shows on the air . . . with an average rating of 27.6. Of the first 50 top ranking shows WTAM carries 32. First in AUDIENCE by every Poll and Survey. Yet the COST is only $.000073 per family.

*Hooper Survey December 1942

WTAM

CLEVELAND

NBC Network 50,000 Watts ● Owned and Operated by NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

MILWAUKEE VOTES 12 FIRSTS TO NBC

MILWAUKEE listeners voted 12 NBC programs first place of 20 classifications in the 13th annual radio popularity poll, conducted by the *Milwaukee Journal*. CBS programs rated three first choices, MBS one, and four went to programs not of network origin. In the principal classification "Favorite Programs of All" 16 went to NBC and five to CBS. Results of the poll follow:

Favorite program—Fibber McGee & Molly, NBC; favorite comedian—Bob Hope, NBC; favorite dance orchestra—Kay Kyser, NBC; male popular singer—Bing Crosby, NBC; girl popular singer—Ginny Simms, NBC; harmony singers—Andrews Sisters, no network; favorite symphonic program—Richard Crooks & Margaret Speaks, NBC; male concert singer—Nelson Eddy, no network; feminine concert singer—Jeanette MacDonald, no network; favorite dramatic program—Radio Theatre, CBS.

Best children's program—Let's Pretend, CBS; best studio announcer—Harlow Wilcox, NBC; best sports announcer—Russ Winnie (WTMJ), no network; favorite war program—The Army Hour, NBC; favorite serial program—Abie's Irish Rose, NBC; favorite quiz program—Truth or Consequences, NBC; favorite news commentator—Gabriel Heatter, MBS.

Favorite women's program—Kate Smith, CBS; favorite m.c.—Ralph Edwards, NBC; best new star—Joan Davis, NBC; best discussion program—U. of Chicago Roundtable, NBC.

Charms Spots

CHARMS CANDY CO., Bloomfield, N. J., through its newly-appointed agency, C. L. Miller Co., New York, is sponsoring one-minute transcriptions for Tasty-yeast Candy Bar in Hartford and Providence. Firm plans to expand to other markets.

Son Is Boss

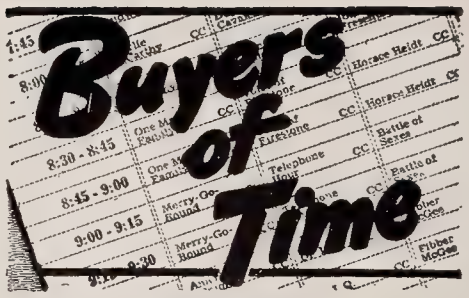
UNDER directing aegis of his own son, Walter Guedel, formerly manufacturing executive and more recently a writer of detective fiction, has turned to gag writing and is assigned to the NBC *People Are Funny*, sponsored by Brown & Williamson Tobacco Corp. (Kools). His son, John Guedel, is vice-president of Russel M. Seeds Co., and also agency writer-producer of that program.

Milk Series Dropped

AFTER EIGHT consecutive years of radio advertising, the New York State Milk Publicity Bureau campaign on 17 stations has been cancelled and will not return to the air this fall, following passage of the Bewley-Whitney bill to discontinue the campaign. The bill was passed by the New York State Legislature and was signed last week by Gov. Thomas E. Dewey. The current campaign was slated to run until June 30. Appropriation was $360,000, of which a large part was spent in radio. Agency is J. M. Mathes, Inc., New York.

Mills to Radio Post

DWIGHT MILLS, executive vice-president of Kenyon & Eckhardt, New York, has been appointed radio director, succeeding J. R. Stauffer, who obtained a leave of absence and is now serving as a major at West Point, N. Y.





JOHN GORDON

FROM A SEAMAN on an oil tanker plying between the U. S. and the Dutch West Indies to radio director of Needham, Louis & Brorby is the transition of John Gordon, a career marked with globe trotting adventure as well as accomplishments in the radio field.

As a plebe at Virginia Military Institute, John was introduced to the shenanigans of a Brother Rat (term bestowed upon VMI freshmen). From the "West Point of the South" John embarked upon travels that included tramp trips and a short fling on a sugar plantation in the Dominican Republic. In 1933 he wound up as office boy in the New York offices of Ruthrauff & Ryan. A two-year indoctrination in the research department followed, and then the appointment as radio publicity director and a producer of the agency, a post he held for four years.

During that time, John was identified with production of such programs as *Good Will Hour, Lanny Ross, Prof. Quiz, Major Bowes,* and *Quiz of Two Cities.* He was appointed radio director of Needham, Louis & Brorby in 1941. Spot and network radio accounts of the agency include: S. C. Johnson & Sons, Racine (wax), sponsors of *Fibber McGee & Molly* on NBC, highest ranking show on the air; Kraft Cheese Co. (Parkay margarine), sponsors of *Great Gildersleeve* on NBC; Swift & Co. (Sunbrite cleanser and ice cream divisions); Wieboldt Stores (retail); and Derby Foods, all of Chicago.

Active in the war effort, John is vice-president of the Chicago Radio Management Club; Radio Committee Chairman of the Army Council, an organization of civilian aides to the Commanding General of the Sixth Service Command, and serves on the Chicago Radio Advisory Committee to the OWI.

The Gordon home in Crystal Lake Ill., 50 miles from Chicago, is a happy and somewhat uproarious one with two small daughters, Whitney Ann, four; and Pamela Chase, 14 months; and three dogs. Before Pearl Harbor, John was active in amateur radio, operating his own station W9NJG from home. Now when he finds time for them, his hobbies are hunting, swimming and squash.

Maxwell Layoff

WITH current plans calling for an 8 or 13-week hiatus starting in early July, members of the weekly NBC *Maxwell House Coffee Time* sponsored by General Foods Corp. will tour Army camps and bases. In previous years the series has forgone a layoff, with stars Frank Morgan and Fanny Brice taking alternating vacations. No summer replacement has been announced.

AGENCY *Appointments*

KEMICAL Corp., Oradell, N. J., to J. M. Mathes Inc., New York, for Kem Liquid Plant Food and Kem Automatic Feed Units. Media plans not set, but radio will probably be used in conjunction with newspapers.

TRAUB, LYONS, OPPENHEIM Inc., New York, to Hirshon-Garfield Inc., New York, for Austinized process fabrics, utilizing a new method of pre-shrinking and dyeing spun rayon. Radio will be used in conjunction with newspapers and magazines.

ELIZABETH ARDEN, New York, to Duane Jones Inc., New York, for Velvaleg film, liquid stocking. Extensive national spot campaign now under way.

CREATIVE AGE PRESS (*Tomorrow* magazine, to Gunn-Mears Adv., New York. Currently using news program on WQXR, New York.

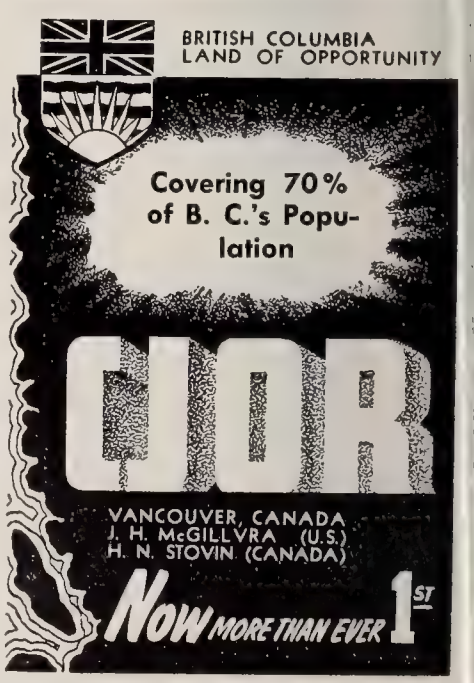
N. Y. VON Co., New York, to Roy S. Durstine, Inc., for Von's Pink Tablets. Current spot radio in N. Y. State to be expanded nationally.

CONSOLIDATED HAIR GOODS Co., Chicago (FIJ-OIL) to Malcolm Howard Adv. Agency, Chicago.

GROCERY STORE PRODUCTS, New York, to Abraham Jacobs, New York, for foreign language advertising for Cream of Rice. Currently using five-weekly news program on WEVD, New York.

CONSOLIDATED RADIO Products Co., Chicago (headsets magnet winding, other devices), to Burton Browne Adv., Chicago. Business papers to be used.





CBS - IBEW Scale Approved By WLB

nion Dissatisfied, Appeal To e Made, Says Wimberly

AR LABOR BOARD last week pproved in part the new contract etween CBS and the International rotherhood of Electrical Workers AFL) granting CBS technicians nd supervisory personnel an aver- ge increase of 7 cents an hour. t the same time it refused adjust- ents in the wage scale progres- ion which the union had consid- red essential.

WLB's decision, retroactive to ct. 1, 1942, affects 268 CBS tech- icians and supervisory personnel. t establishes a wage scale with a tarting rate of $50 weekly, auto- atically increasing over a nine- ear period to $85 for technicians, nd rates ranging from $90 to $100 or supervisory personnel. It is the irst change in the CBS scale since he October, 1941, arbitration, when n average 11 cents an hour in- rease was granted. The new raise s still well within the 15% "Little Steel" formula, the WLB said.

Pending Since January

The agreement had been sub- nitted to the WLB under the wage stabilization program as a volun- ary adjustment agreeable to both he company and the union. IBEW said that it had accepted the 7 cents increase in conjunction with the shorter day and shorter progression period but that the present deci- sion upset a good share of this. The case went to the WLB Jan. 25.

Union officials openly expressed dissatisfaction with the ruling and Lawson Wimberly, IBEW inter- national representative, said that a petition for the Board to reconsider would be submitted this week. CBS had no comment and it is not known whether the network will join the union in the appeal.

IBEW said its appeal would be based on the Board's disapproval of the shorter progression. The union had asked that men reach the top bracket in six years instead of the present nine but this was thrown out by WLB on ground that it created an inequity with respect to NBC and Mutual. The Board also threw out provision for a min- imum work day of six hours and maximum of ten hours, replacing the present four and twelve. It ap- proved a rest period of 12 hours between work-days.

Mr. Wimberly said the union had not expected WLB to consider any but the wage provisions of the agreement and that consequently the Union had not argued its case completely.

He pointed out that in throwing out the 10-hour day the WLB had limited its analysis to comparison with New York stations whereas six of seven stations involved were outside New York. The union claimed it had not been asked to submit particular information on the maximum work day and had confined its material to the ques- tion of comparable wages.

In addition, the union felt that the Board was unfair in retaining the nine-year wage progression. Again, IBEW said, comparison had been limited to independent unions that bargain only for employes in a given station.

WTOP PROMOTING NEW CALL LETTER

A SALUTE PROGRAM featuring CBS and local stars and numerous local promotions are featuring change of call letters of CBS's Washington station from WJSV to WTOP effective April 4. Joan Ed- wards, Bob Hannon, Lyn Murray's orchestra and ex-WJSV announcer Warren Sweeney led off the air show from New York (Sunday, April 4, 7:30 p.m.) with local por- tion by Arthur Godfrey, Evelyn Tyner and Paul Kain orchestra.

WTOP continues full car card showing in April and is using local newspapers. Warner Brothers Earle theater tied in with trailer and WTOP accounts (Potomac Electric Power Co., Embassy Dairy, Loose - Wiles, District Grocery Stores) helped by distributing call change information through backs of statements, bottle collars.

Other activities of the station make the shift in call, one of the most aggressive campaigns in Washington radio annuls.

OWI EXPLAINS RULE FOR DISC SPONSORS

CLEARANCE regulations with ASCAP, AMP, BMI and SESAC were outlined by OWI last week for the information of stations sell- ing the *Uncle Sam* series for spon- sorship.

According to the agreement, the OWI Radio Bureau explained, sta- tions may use *Uncle Sam* on a sus- taining basis without payment of copyright license fees whether or not they are licensees of one of the four performing organizations.

Licensees of one of the organi- zations may sell *Uncle Sam* for local sponsorship in accordance with the terms of their licenses, OWI said, while stations with no licenses for commercial use of the material must make agreements covering the sale and use of *Uncle Sam*. These may be arranged, OWI says, on a very reasonable basis.

Ralph Atlass Seeking Acquisition of WLOL

NEGOTIATIONS are under way for the purchase of the controlling stock of WLOL, Minneapolis, sub- ject to FCC approval, by Ralph Atlass, president of WIND-WJJD, Chicago. At present, 54% of the stock is held by Charles J. Winton Jr., Minneapolis lumber dealer, while 46% is held by the estate of Judge John P. Devaney. Permis- sion will be sought on April 7 in the Minneapolis probate court by the executor of the Devaney estate for the sale of the Devaney interest to Mr. Atlass.

The amount of Winton stock to be acquired by Mr. Atlass or the total amount to be paid have not been revealed, but under tentative ar- rangements Mr. Winton is to re- tain a minority interest in the sta- tion. WLOL operates with 1000 watts power on 1330 kc. and is an MBS affiliate.

WKBO Aids Workshop

WORKSHOP project has been set up by the National Catholic Com- munity Service at Harrisburg, Pa., through which service men learn dramatic, radio and general pro- duction techniques. In the study of recording and broadcasting, assist- ance was lent Peter Wambach, di- rector, by WKBO, Harrisburg. All sound effects have been recorded from WKBO library for the USO playhouse library.

AP

WAGA, Atlanta, Ga.

. . . AP radio wire is doing a grand over-all job for radio.

John Harrington, News Editor.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

LOOKING FOR SOME LOYALL (Ky.) LISTENERS?

If the folks 'way down in Loyall (Ky.) could tune in WAVE, they'd probably be faithful listeners. Truth is, WAVE makes no claim to cover all the back hills and hollows in this here State. What we *do* cover, with a bell-clear signal, is the Louisville Trading Area, where 53.9% of Kentucky's retail sales are made—and where WAVE's loyal listeners are measured in the hundreds of thousands! If that's what you're looking for, write—right now—for availabilities.

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

"DO YOU KNOW THE ANSWER?"

(Copyright 1943)

Developed and produced by the W. E. Long Co.

All inquiries or negotiations for this popular radio feature must be direct with:

THE W. E. LONG CO.
155 North Clark St.,
Chicago, Illinois

GRIFFES IS NAMED ANALYST OF WLW

APPOINTMENT of A. R. Griffes, former vice-president of Supremacy Products Inc., wholesale subsidiary of R. H. Macy Co., New York, to the newly-created post of Director of Market Analysis of WLW, Cincinnati, has been announced by Robert E. Dunville, Crosley Corp. vice-president in charge of broadcast sales.

Through creation of the new market analysis department, Mr. Dunville said WLW will aid merchants throughout the station's territory in solving their problems, both during the war and in the post-war period. Two new services are to be established under Mr. Griffes, who has been account executive with Young & Rubicam and J. Walter Thompson.

One embraces a clinic to study post-war problems and assist dealers in merchandising substitute items which have come onto the market as a result of the war. The second is the establishment of daily direct contact with the Office of Price Administration, both with Washington and local field representatives, to interpret for WLW advertisers OPA regulations.

"The overall aim of our new plan is to aid WLW advertisers to adjust their businesses now to wartime economy and to assist them later in readjustment during the post-war period," said Mr. Dunville.

Newman Warns Against Over-Optimism in War

IMPORTANCE of radio's job of keeping the public informed on the war's progress without misleading the people into thinking it's practically won was stressed by Irving T. McDonald, news analyst of WEEI, CBS Boston outlet, at last Wednesday's meeting of the Radio Executives Club of New York. Predicting "tough fighting" ahead, Mr. McDonald warned against too much optimism.

Out-of-town guests at the luncheon included Peter Krug and Ed Hegman, WEBR, Buffalo; Mark Schreiber, KMYR, Denver; William C. Grove, KFBC, Cheyenne, Wyo.; M. F. (Chick) Allison, WLW, Cincinnati; K. K. Hackathorn, WHK, Cleveland, and Lt. Jack Overall, formerly of the MBS sales staff.

New Shortwave Outlets

THE FCC last week granted a construction permit to Associated Broadcasters Inc., San Francisco, for a new international broadcast station using 6060, 7230, 9570, 11870, 15290, 17760 and 21610 kc., A3 emission, 50 kw. It is to share time on 6060, 9570 and 11870 with WBOS-KWID, and with KWID on 7230, 15290, 17760 and 21610 kc. KWID is operated by Wesley I. Dumm, owner of KSFO, standard broadcast station in San Francisco; WBOS is operated by Westinghouse Radio Stations Inc. at Hull, Mass. Application for this unit, which was the first of 22 in the Government's new shortwave outlets for psychological warfare, was made last February.



BEGINNING HIS 16th YEAR as a sportscaster, France Laux, baseball announcer of KMOX, St. Louis, was honored by sports writers, baseball players and managers during "France Laux Week". At the mike during a special half-hour broadcast were (l to r): Bob Lyle, KMOX announcer; Mr. Laux; J. Taylor Spink, publisher of *The Sporting News*, and Merle S. Jones, KMOX general manager. Now in his 14th season with KMOX Mr. Laux is heard five times weekly with a regular sportscast.

Morgenthau's 215-Word Time Appeal Draws Rebuke from WLAK Manager

ANOTHER Government agency has been criticized for sending lengthy telegrams to the industry.

On March 17 a telegram of more than 200 words was dispatched under the signature of Henry Morgenthau Jr., Secretary of the the Treasury, to station managers, asking their cooperation in the 13-billion-dollar War Bond drive starting April 12. After outlining the drive Mr. Morgenthau's telegram stated: "We would appreciate hearing from you by collect wire if you will cooperate."

To which S. O. Ward, manager of WLAK, Lakeland, Fla., replied by letter in which Mr. Ward deplored the spending of Government money for telegrams. Mr. Ward criticized Elmer Davis, Director of the Office of War Information, [BROADCASTING, Feb. 8] when the OWI sent telegrams of commendation to the industry.

No Consideration

Telling Mr. Morgenthau that WLAK would cooperate 100%, Mr. Ward wrote: "I would like to point out to you just how galling it is for a radio station to receive a 215-word telegram sent to us at the expense of the taxpayers requesting us to give free time and, in addition, asking us to reply at the taxpayers' expense, thus giving Postal Telegraph or Western Union two sources of revenue, concerning something that we are going to give the Government at our own expense.

"We receive no tax exemptions, no small fees of any kind to take care of the increased overhead necessary to take care of this service and, in addition, we receive no consideration for this service from the draft boards. For example, for the last two weeks we have remained on the air our normal operating schedule of 17 hours a day with only one engineer because the previous week the draft board took two of our three engineers and refused to give us any additional time to secure replacements.

"In order that this letter may not be misunderstood," concluded Mr. Ward, "I wish to state again that every request made from our Government for free radio time will be granted regardless of the additional hours of work imposed upon our staff and in spite of the fact that much of the work publicizing various phases of the war effort is also published through local newspapers with paid Government advertisements; but how much longer do you think we will be able to do this when our men are being taken without any consideration as to the importance of the service we are rendering."

Police Series Tested

BASED on the activities of the State Highway Police, *Highway Patrol*, five weekly quarter-hour juvenile serial, scheduled to start on Mutual April 5 or 12, is reported to be testing for a "heavy industry" account, interested in an institutional campaign aimed at young people. Series will be aired at 5:30 p.m. Negotiations are underway for authentic material to be supplied by the New York State Police Department.

Mexico City



The Reforma is truly the hotel of the future, providing deluxe and ultra-modern accommodations with every facility for comfort and convenience right in the midst of Mexico's glorious recreational opportunities. American and Mexican food. Low European Plan rates.

For reservation and information address: Atlantic Hotel Service, Essex House, New York City.

"Home of Ciro's—Mexico's Most Glamorous Night Club".

HOTEL REFORMA
THE HOTEL OF TOMORROW

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE
218,000 city CUSTOMERS in 11 contiguous cities and towns!
WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

ASCAP Members Get 4-Million Cut

Guests at Membership Dinner Include Top Radio Figures

ROYALTY distributions to ASCAP members during 1942 totaled $4,289,861, it was reported following the Society's general membership meeting and banquet last Wednesday in the Hotel Ritz-Carlton, New York, presided over by Deems Taylor, president.

Distributions for the first quarter of 1943, expected to run well over $1,000,000, will be based on performances during the final quarter of 1942, instead of the preceding quarter as in the past. Checks will be mailed about April 30.

Paine Reviews Operations

Of the Society's 31,553 licensees, 722 are radio stations, 327 wired music accounts, 15,644 motion picture theatres, 9,259 restaurants, 4,686 hotels, 2,007 dance halls and 4,808 miscellaneous accounts.

John Paine, general manager of ASCAP, reviewed the Society's field operations. Fred E. Ahlert, director, explained his plan to simplify the classification of members through the use of performance figures calculated on an automatic basis.

Guests at the dinner, following the membership meeting, were top figures in the radio industry, recalling last November's so-called "end-of-the-war" dinner when ASCAP for the first time in its history invited broadcasters and other users of music as well as members of the Society to attend its annual dinner [BROADCASTING, Nov. 2, 1942]. Radio executives present included:

James Lawrence Fly, chairman of the FCC; Neville Miller, president of the NAB; David Sarnoff, president of RCA; Niles Trammell, president, and Frank E. Mullen, vice-president and general manager of NBC; Edgar Kobak, executive vice-president of the BLUE; Miller McClintock, president, Alfred J. McCosker, chairman of the board, Fred Weber, general manager, all of Mutual; Paul Kesten, vice-president and general manager, and Frank K. White, vice-president and secretary of CBS; Isaac D. Levy, member of the CBS board of directors. Gene Buck, former president of ASCAP and a member of the Society's board of directors, also was present.

Campana Wants Scripts

A CALL to freelance radio scriptwriters has been issued by Wallace-Ferry-Hanly Co. Chicago, agency for Campana Sales Co., Batavia, Ill. (hand lotion), which sponsors the *First Nighter* program on MBS, Sundays, 6:30-7 p.m. Writers are paid from $100 to $200. Writer credit is given at the time of production as well as in advance publicity. The *First Nighter* format calls for three acts, six to eight characters with a male and female lead, general family audience appeal. Scripts run approximately 20 minutes. Manuscripts should be sent to L. T. Wallace, president, Wallace-Ferry-Hanly Co., 111 W. Monroe St., Chicago.

HALF RATES FOR U.S. RADIO TIME

Suggests WKNY Manager in Letter to Heads Of OWI, Treasury, NAB and FCC

PROPOSING that when the Government places a national campaign through other media, the same campaign be allotted to every individual radio station at half rates, George S. McGinley, manager of WKNY, Kingston, N. Y., wrote identical letters last week to Elmer Davis, Henry Morgenthau Jr., Neville Miller and James Lawrence Fly.

"Owners of newspapers and magazines may also be willing to give the same discount for Government-placed war effort campaigns," wrote Mr. McGinley, and greater results might be obtained for less money than is now being spent.

Mentioning particularly the "Save the Fat" and "Aviation Cadet" campaigns, Mr. McGinley pointed out that radio is not being granted the same consideration given newspapers and magazines in the purchase of Government advertising. While radio is asked to contribute time, and has done so unstintingly to further the war effort, these other media are paid to carry Government campaign material, he wrote.

"Broadcasting, which is highly essential for morale, propaganda and news purposes, is bound to lose some of its outlets during 1943 because of the loss of revenue caused by curtailment of civilian production, unless something is done about it," stated Mr. McGinley. "We in radio have not solicited favors. However, there is no just reason for the Government to purchase space in some media and at the same time 'request' radio to contribute its efforts." Radio can certainly get results comparable to those of printed media, he added.

The suggested 50% rate to be paid by the Government for radio time on independent stations, though not a subsidy, might mean the "salvation of many small but essential stations," asserted Mr. McGinley.

Ernest R. Voigt

ERNEST R. VOIGT, 56, vice-president of Associated Music Publishers, died March 31 in Mountainside Hospital, Montclair, N. J., after an illness of several weeks. He was the son of the late Charles H. Voigt and Minnie Schirmer Voigt, daughter of the late Gustav Schirmer, founder of Schirmer Inc., noted music publishing house. Prior to joining AMP in 1929 as European representative, Mr. Voigt was with the Boston Music Co. and Winthrop Royers Ltd., London music publishers. He was named vice-president in charge of AMP's music division in 1941, and a director in 1942. He also was a director of Muzak transcriptions. His wife and brother survive.

Australian Here

OSWALD F. MINGAY, managing director of the trade journal, *Commercial Broadcasting*, of Australia, is in Washington on a six-month mission as special representative of the Ministry of Munitions in connection with radio and signal supplies procurement. Mr. Mingay also is executive secretary of the Australian Institute of Radio Engineers. He flew from Australia to the West Coast in mid-February and is headquartering with the Australian War Supplies Mission in Washington.

Garver Heads WJZ Sales

ROBERT I. GARVER,, a member of the sales staff of WJZ, New York, since January, 1942, when the BLUE separated from NBC, has been appointed to the newly-created position of sales manager of WJZ, according to an announcement last week by John McNeil, station manager. Garver has been at *Tide* magazine and on the sales staff of WOR, New York.

WHOM-ACA Pact

INCREASES of $2.50 per week for all technicians at WHOM, Jersey City, with a new ceiling of $57.50, are granted by the station in a contract recently signed with American Communications Assn., CIO, following eight months of negotiations.



Heavyweight Champ!

WOAI, in San Antonio, has a higher combined percentage of day and night listeners than any other station in any American city having three affiliates of major networks, as shown by NBC's 1942 Nationwide Survey of Radio Listening Habits!

And that's only half the story. WOAI's predominance extends across the length and breadth of Central and South Texas, thanks to superb programming and a 50,000-watt, clear channel signal that brooks no interference.

No wonder more advertisers spend more money for time on WOAI and sell more merchandise to more people than on any other station in this prosperous area!

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

48-Hour Procedure Specific

(*Continued from page 9*)

requirements of the station and their capabilities. It is recognized that the requirements of announcing and news staffs vary from station to station and that the requirements of program scheduling usually prevent the institution of a uniform workweek for all individuals in the group. However, some stations with large employment in this category have been able to release an announcer by increasing the workweek and where possible this should be done.

5. Technicians should be placed upon a schedule which makes the fullest possible utilization of their services consistent with the peak load factor and which will also permit the station to handle the emergency situations. It is to be recognized that the smaller technical staffs (two to ten employes) may not be able to operate on as long a basic workweek as the larger staffs because of the need to have man-hours available for peak loads, emergencies, remote pickups, etc. However, WMC believes that the larger engineering staffs constitute an employe group wherein increased productivity or release of employes can most likely be accomplished by the adoption of a 48-hour workweek, or a close approximation thereof. Hence every attempt should be made to schedule the larger technical staffs on a 48-hour week. WMC definitely does not want any station to curtail any training program, and the hours of technicians should be such as to permit the continuance of these programs.

6. Secretaries and general clerical employes should be placed upon the most productive workweek. Where a reassignment of duties is feasible this should be done in order to increase as many as possible to 48 hours. The physical arrangement of offices, and the requirements of each individual job are to be considered in determining whether such reassignment is practical. Where it is demonstrated that reassignment of duties or pooling of work is not practical, a workweek shorter than 48 hours may be approved on a showing that such schedule achieves maximum productivity and that a further increase in hours would not result in any release of employes.

7. The workweek of employes in other departments such as accounting, personnel, music library, publicity and promotion will depend upon the organization of the individual station. The burden is on the station to demonstrate that any workweek shorter than 48 hours is the most productive workweek, that no rearrangement of job assignments is feasible and that maximum use is being made of existing personnel. The same also applies to such persons as telephone operators and receptionists, janitors, maintenance men, etc.

Special Requirements

The Minimum Wartime Workweek does not have to be the same for all employes of the station. It should, however, be the maximum which is productive and feasible, having due regard for the peculiarities of the industry; such as the peak hourly employment requirements, the frequent emergencies and the high degree of specialization in a variety of jobs.

WMC has made it clear that the burden rests on each employer, to demonstrate that the "Minimum Wartime Workweek" established is the most productive workweek consistent with the nature of his operations.

We are informed that WMC contemplates sending copies of this memorandum to its field staff together with a statement of policy to guide WMC regional and area directors in applying the Minimum Wartime Workweek to the radio broadcasting industry.

Volney James

VOLNEY JAMES, 53, a pioneer in Southern California radio and known as The Old Colonel, died March 29 at Hollywood (Cal.) Receiving Hospital from a cerebral hemorrhage. Having finished his daily program on KMTR, Hollywood, at noon, he was lunching in the neighborhood restaurant when stricken and died several hours later. Mr. James had been active in Hollywood radio and agency business for 18 years.



9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

ASSISTS GAREY



MR. O'DONOGHUE

NLRB Certifies IBEW For WCCO Negotiations

NLRB has certified the International Brotherhood of Electrical Workers (AFL) as bargaining agent for regular and parttime announcers of WCCO, Minneapolis, it was announced Wednesday, after an election at the station Feb. 27. The vote for IBEW was 7-0.

A contract is now being drawn up, Lawson Wimberly, International representative for the union said, and negotiations will be undertaken shortly. The WCCO election under the National Labor Relations Act had been delayed by disagreement over eligibility of certain members of the production staff to participate in an election of an announcer's unit [BROADCASTING, March 8].

On 48-Hour Week

SEVEN communities recently added to the War Manpower Commission list of areas of critical labor shortages have been ordered to adopt the 48 hour week by their regional directors, WMC said last week, while the three areas removed from the critical list will remain on the wartime work week. Areas added are: Burlington and Wilmington, N. C.; Evansville, Ind.; Tampa, Fla., Savannah, Ga.; Portland, Me.; and part of the area south of Chicago, including Calumet District, Lake and Porter Counties, and southern Cook County. Three areas no longer critical are Akron, O.; Bathe, Me., and Portsmouth, N. H.

FOR THE THIRD year, *America's Town Meeting of the Air* heard on BLUE will go on tour for the spring and summer months, starting April 8 and returning to New York for four broadcasts in May.

FCC Questioned

(*Continued from page 9*)

ing the last few months. The House Interstate & Foreign Commerce Committee, shortly expected to name a subcommittee to handle communications under the chairmanship of Rep. Bulwinkle (D-N.C.), took no action last week. Members said the Committee was disposed to await developments in the Cox-FCC probe before taking any definite steps toward pointing up a new communications act patterned along the lines of the Sanders Bill of last session and reintroduced this session largely in the same form by Rep. Holmes (R-Mass.).

Chairman Wheeler (D-Mont.) returned to his office last week after a fortnight's illness. He is expected shortly to convene his Committee to consider the White-Wheeler (S-814) to sweepingly amend the Communications Act and remake the FCC, with prospects of early hearings. Preponderant Congressional sentiment is that new legislation of some character will be enacted at this session.

Mr. Griffin has been a member of the bar since 1911 and is a native of Watertown, N. Y. A lieutenant in the last war, he served seven years as a member of the Committee on State Legislation of the New York Bar, and is a member of the American Law Institute.

He went to New York in 1925 and maintains his law offices in the New York Life Insurance Building. He was Deputy Attorney General for New York from 1913 until 1924; special deputy in 1925; counsel to Gov. Smith, 1927-28; counsel to Gov. Roosevelt, 1929; and was retained in various capacities as counsel for the New York State Government in numerous actions. Except for the 11 years in the Attorney General's office, he maintained private practice.

Mr. Griffin helped organize the New York State Police and wrote the Troopers' Manual. He has had widely diversified trial experience.

Mr. Donoghue is under 40. He received his A.B. from Holy Cross and his law degree from Georgetown. Admitted to the bar in 1926, he is associated with the law firm of G. F. Shea, Washington.

RENEWAL proceedings on the application of WALB, Atlanta, scheduled to be resumed in Atlanta on April 5, have been continued by the FCC to April 19 at request of the licensee. The action also covers the station's application for a construction permit and for voluntary assignment of the license to a new corporation.



KOMA 5000 Watts
OKLAHOMA CITY'S CBS station
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Corsetiere Chain Renews On WLIB After Spot Tests

Copy with 'Ear-Appeal' Gets Results in Brooklyn

PROOF that the corset industry, a reluctant, if not actually shy, radio advertiser, is overcoming difficulties involved in giving the merchandise "ear-appeal," is found in the radio experience of a chain of corset shops. After a four-week test, The Corsetorium, a six-store chain in Brooklyn, has just signed for an extension of the campaign, with a substantial increase in time purchases.

While copy was confined to the firm's repair service during the trial period, the sponsor is now introducing actual sales copy for both brassieres and corsets under the new contract. The new commitment calls for 44 one-minute, and 26 half-minute announcements a week, for 4 weeks on WLIB, Brooklyn, as against 24 of each type of announcements used during the initial drive on that station. Behind the renewal is the fact that cost per radio request for a premium offer during the test proved to be somewhat less than that resulting from newspaper advertising, medium used for the last six years. Furthermore, 85% of those responding to the premium offer, followed through with orders, according to A. W Lewin Inc., New York agency in charge. At the same time it is pointed out that the overall picture for the repair field is unusually good now with the Corsetorium reporting an increase of 80% in this type of business over last year.

Urge Conservation

The test drive, starting Jan. 20, featured a $1 repair service, and offered a special mailing bag to listeners not wishing to bring the garments in personally. Commercials stressed fastidiousness, and used the conservation theme in pointing out the desirability of cleaning and keeping in good repair merchandise containing priority materials such as rubber, and metal.

A well-known brand of brassiere was introduced into the campaign during the month of March, and a corset will be featured in April. Copy for the brassiere features the fact that the article was designed by a world-famous designer; and that it has no elastic. Description of the appearance and effect produced by the brassiere is specific, but every attempt is made to keep the copy in good taste. The job is admittedly not an easy one. Only three of a total of 60 listed national and regional advertisers in the corset field indicate radio as a medium.

WERNER JANSSEN, noted American conductor and his 50-piece orchestra will be featured on the weekly NBC *Standard Symphony Hour*, sponsored by Standard Oil Co. of California, starting April 18. Contract is for 11 weeks.



SQUEEZE PLAY at WLIB, Brooklyn, as a new contract follows a successful test for a chain of corset shops. Signing a four-week contract for a total of 70 announcements for six Corsetorium shops in Brooklyn are (l to r): Sidney M. Weiss, vice-president, A. W. Lewing Co., New York agency in charge; Sylvia Ansen, WLIB saleswoman; Abraham Grattenstein, Corsetorium president; Robert M. Scholle, WLIB, sales manager.

Maj. Kent Elected Head Of AER Second Time

ELECTED to his second consecutive term as president of the Assn. for Education by Radio, Maj. Harold W. Kent, War Dept. liaison with the U. S. Office of Education, will preside over a meeting of the Washington chapter of AER in the capital April 12, when Rex Stout, chairman of the War Writers' Board and CBS commentator speaks on "Radio and the War."

William D. Boutwell, chief of information and radio, U. S. Office of Education, was re-elected first vice - president and Elizabeth Gowdy, on leave from the Los Angeles County Schools to the War Production Board, was renamed secretary. Luke Roberts, educational director of KALE-KOIN, Seattle, succeeds I. Keith Tyler of Columbus, O., as second vice-president, and George Jennings, acting director of the Chicago Radio Council, becomes treasurer succeeding Robert Hudson, Denver. Only change in regional vice-presidents was in Region IV, where F. H. Whan of the U. of Wichita replaced James D. Finn, now with the OWI in Washington.

AEROVOX Corp., New Bedford, Mass., has announced the opening of a second plant at Taunton, Mass. Production of Aerovox mica capacitors is expected to be doubled.

Farm purchasing power in WIBW's 6-state market hits a 20 year high. We're the dominant sales force in this area. 'Nuf said!

WIBW The Voice of Kansas in TOPEKA

CLIFF EDWARDS, vocalist-actor, following a two-year hiatus, resumed his weekly informal half-hour program, *A Man and His Pipe*, on NBC Pacific stations in mid-March. Dave Elton is producer of the series.

LES TREMAYNE, co-star of the weekly Mutual program, *First Nighter*, sponsored by Campana Sales Co., has been signed to a Hollywood film contract.

Selling A Pig

FOUR TIMES now, WJPF, Herrin, Ill., has broadcast War Bond auctions of "King Neptune", prize porker grown by children of the Franklin County Victory Pig Club, which its Navy owners have been offering to the highest bidder. Since purchasers have given the pig back to the Navy each time "to root up more sales", the string of broadcasts continues, and "King Neptune" has raised $2,109,750, including a $1,000,000 bid by the State of Illinois.

Equity to Nominate

NOMINATING committee appointed by members of Actors' Equity to prepare a slate for the next three-year term met last Thursday for the first time, and expects to have the list of names selected for the election in about two weeks.

COMPANIA Radiodifusora del Ecuador, S.A., has appointed Melchor Guzman Co., New York, its exclusive representatives in the United States and Canada. The Ecuador company operates long and shortwave stations HC2AJ and HC2AK.

MYTHICAL "Betty Lou" created on NBC by Tommy Riggs, ventriloquist, will soon appear as a comic strip. Fred Moore will be the artist. Program is sponsored by Lever Bros., for Swan Soap. Agency is Young & Rubicam, N. Y.

The DETROIT Area
NOW SOARS TO A
NEW HIGH!

Census Bureau figures show a population increase since 1940 of over 477,000, or a city larger than Cincinnati! ☆ ☆ ☆ In March, the Detroit Area's retail sales will be approximately $118,000,000—America's THIRD retail market! More radio homes—more listeners that BUY!

CKLW
—COVERING THE
DETROIT AREA
NOW SOARS TO A
NEW HIGH!

This live-wire station now records an ALL TIME HIGH in retail broadcast time! We now lead the Detroit market in many major retail classifications! Go where business is booming and you find CKLW leading the way . . . growing *with* its market!

★

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

KFQD
ANCHORAGE
Alaska
- Alaska's Oldest Station
- Still doing a swell job
- Always appreciative of Accounts
- Hdqtrs. Alaska Armed Forces

790 KC

KSD-NBC
PROGRAMS
Have led all other St. Louis Broadcasting Stations in "FIRSTS" in Nation-Wide Radio Popularity Polls since 1935.
Exclusive N B C Outlet in St. Louis
KSD
ST. LOUIS POST-DISPATCH
Post-Dispatch Building, St. Louis
FREE & PETERS, Advertising Representatives

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

PRO'S MUST ABIDE BY CENSOR'S CODE

ARMY public relations officers have been instructed to be guided by the Code of Wartime Practices for American Broadcasters and to cooperate with the Office of Censorship in the broadcast of letters from soldiers overseas, it was learned last week following issuance of a War Dept. Bureau of Public Relations directive [BROADCASTING, March 29].

Heretofore pro's have been submitting questions about letters from overseas to Washington for clearance. In the future the field pro's will assist broadcasters when requested. The directive, which conflicted with that portion of the Censorship Code relating to the broadcast of letters from men overseas, instructed pro's to review all such letters or portions before broadcast. The Code, however, leaves the problem of censorship to station operators with the caution that they measure the contents of such letters "in the light of the provisions of the Code".

All interviews of personnel returned from overseas must be cleared by the Office of Censorship or appropriate Army or Navy public relations officers, the Code provides. Purpose of asking Army pro's to assist broadcasters in handling letters from overseas was to avert the delay made necessary by submitting everything to Washington, it was reported.

WSPD Plugs Bring Big Crowd to Bond Program

RADIO'S pulling power again was exemplified last week when 8,000 persons bought War Bonds totaling $1,025,455 and jammed into the Toledo Civic Auditorium to witness the NBC *Truth or Consequences*, sponsored by Procter & Gamble Co., Cincinnati.

For 10 days prior to the broadcast WSPD plugged the program, using a transcribed copy of the *Truth or Consequences* opening, made by the WSPD staff under the direction of Tod Williams, program manager. Not a line was carried in any local newspaper about the broadcast, according to WSPD officials, yet four days before the scheduled program (March 30) the Auditorium was sold out. Admission was by the purchase of a War Bond.

Stanford-KPO Classes

ONE HUNDRED selected students will receive practical training in radio in the Stanford-KPO Radio Institute, according to announcement by John W. Elwood, KPO manager, and Chancellor Ray Lyman Wilbur of Stanford University, co-sponsors of the school. Courses will include radio writing, producing, acting, announcing, public service and control room operation over a period of eight weeks. University faculty and KPO employes will teach. Course may be taken with or without university credit. KPO men participating as faculty are Samuel Dickson, writing; John Grover, producing; Floyd Farr, announcing; Earl Lee, acting; Don Hall, control.

Maj. Edney Ridge New U. S. Marshal

Manager of WBIG Serves North Carolina District

MAJ. EDNEY RIDGE, part owner and general manager of WBIG, Greensboro, N. C., was sworn in March 29 as temporary U. S. marshal of the Middle District of North Carolina by Federal District Judge Johnson J. Hayes at Greensboro. Maj. Ridge will serve as temporary marshal pending nomination by President Roosevelt and approval by the Senate.


Maj. Ridge

A native of Greensboro, Maj. Ridge, 55, is descended from a family which has lived in North Carolina more than a century and a half. At 22 he enlisted in the regular Army and served two enlistments, rising from buck private.

In 1916 Maj. Ridge saw duty on the Mexican border. When World War I broke out he was sent overseas, remaining two years and advancing to the rank of major. He was assigned to Army Intelligence.

Active Career

After the war he joined the *Greensboro Daily News*, which he served in the advertising department. From 1927 to 1932 he was manager and part owner of the *Greensboro Record* and when the newspaper was sold he was named operating head of WBIG. Five years later Maj. Ridge acquired an ownership interest and has built the station into one of the leading outlets in that section of the country.

In 1916 he married Lorraine Procter of Durham, N. C. He is an active member of the Veterans of Foreign Wars, American Legion and Greensboro civic organizations. Maj. Ridge was a candidate for the Democratic nomination for representative from his district in 1938.

Although his new job of U. S. marshal will require most of his attention, he plans to retain his radio interests.

Of Maj. Ridge's appointment the *Greensboro Record* commented editorially that he "is eminently well-qualified for the important post by training, experience and disposition. The major, a civic-minded, personable and patriotic citizen, is a Greensboro native and a scion of one of the city's oldest and most prominent families. . . . He has always been keenly and actively interested in public affairs, although this is the first public office he has filled. The *Record* extends to the new marshal its felicitations and wishes for him a long and successful tenure in office."



PROTOTYPE of the visual news board, created and built in KNX-CBS Hollywood workshop, and now copied for use in 42 Los Angeles senior and junior high schools, is inspected by these education and station executives. Lobby board was designated by Fox Case, CBS western division director of special features and public events, as a supplement to audio news. In addition to a 7-foot square world map, complete schedule of all news programs on that station and photographs of KNX news bureau personnel, display contains a weekly 4-page digest of the news, written by a different staff news analyst each week. Board inspectors (l to r) are Dr. Vierling Kersey, superintendent of Los Angeles city schools, and Mr. Case.

GF Acquires Bireley's

BIRELEY'S Inc., Hollywood, manufacturer of citrus fruit beverages and other fruit products, has been acquired as a unit of General Foods Corp. Announcement was made recently by C. M. Chester, chairman, and Clarence Francis, president of General Foods Corp., and Frank W. Bireley, founder of the California company. Mr. Bireley will continue as general manager of the newly created Bireley's division of General Foods.

Kaltenborn Feted

IN HONOR of H. V. Kaltenborn's 21st anniversary on the air as a news analyst, the Assn. of Radio News Analysts, of which the NBC news commentator is president, gave a dinner at the Harvard Club, New York, for ARNA members only. The dinner also marked the end of Kaltenborn's one-year term as president. Major George Fielding Eliot, CBS military expert, succeeds him.

AMP Copyright Suit

COPYRIGHT infringement suit seeking an injunction and damages has been filed in Eastern District Court of New York against WLIB, Brooklyn, by Associated Music Publishers, charging that the station broadcast two AMP compositions without a license. WLIB, through its attorney William Weisman, has filed a general denial of the charges.

LAUNCHING of a patrol craft on the occasion of the third successive Navy E award to Consolidated Shipbuilding Corp., New York, was broadcast on WABC, New York, in a quarter-hour program heard Saturday, April 3. Agency handling the account is E. M. Freystadt Assoc., N. Y.

DINAH SHORE, star of the weekly BLUE *In Person—Dinah Shore*, sponsored by Bristol-Myers Co. (Mum), has been signed to a term contract by Warner Bros.

Gaspipe Net Ties Station in Africa

Will Interchange Programs With College in Congo

IN THE BELIEF that a regular interchange of radio programs between universities and colleges all over the world will have an important influence in the post-war world, Intercollegiate Broadcasting System put into effect last week the first step of such a plan with the admission of the College of Albert I in Leopoldville, Belgian Congo, as a member of IBS.

The College of Albert I, as the first IBS member station outside the continental United States, joins the list of 22 IBS college stations now operating in various parts of the country.

The Belgian Congo college has at its disposal a 50,000-w. shortwave station, which offers excellent reception for the United States, IBS reports, adding that it has been granted permission by the OWI to use American shortwave facilities for a series of exchange broadcasts.

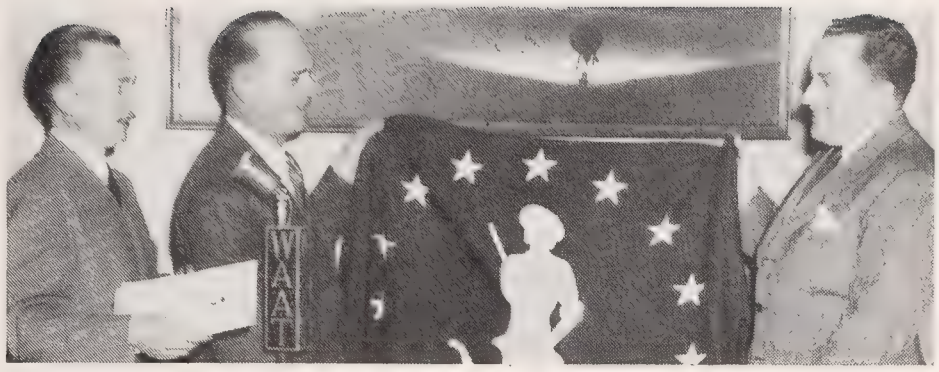
Australian Projects

Programs will be beamed to Leopoldville in French, with return broadcasts in English. If reception proves satisfactory, recordings will be made for transmission over the IBB FM network.

Further assistance in contacting the new IBS member has been supplied by the Belgian Office of Information, which has offered IBS the use of its diplomatic cable facilities, making communications with Leopoldville a matter of hours instead of months through the mails.

IBS has also been in contact with the University of Melbourne in Australia and with the University of Bombay in India, with representatives of both these institutions expressing interest in cooperative broadcasts.

LEDERLE LABS Inc., New York, will use a half-hour on WJZ, New York, April 9, to broadcast ceremonies in connection with the award of the Army-Navy E for excellence in production of medical supplies for the armed forces. Agency is Charles W. Hoyt Co., New York.



THIRTEEN—years, in this case—held no superstitions for the Broadway Hosiery Shops, Newark, when the company celebrated its anniversary on WAAT, Newark. In fact a special jubilee program acknowledged receipt of the Minute Man Flag and certificate of award from the Treasury. At the special (3,745th consecutive) program were (l to r) Roland Trenchard, WAAT war activities director; Steven Wittman, owner of the hosiery chain, and Harry A. Murphy, deputy administrator for New Jersey, War Savings Staff, who presented the awards.

Manpower Solution Lies In Training, Says Laux

SOLUTION of radio's manpower shortage, particularly in the smaller stations, lies in training new personnel, in the opinion of John J. Laux, general manager of WSTV, Steubenville, O., who has become alarmed at the rapid rate with which small station employes are leaving for bigger fields.

With military service, war factories and, in some cases, larger stations taking much trained personnel from the locals, WSTV has solved its problem by training inexperienced men and women not only to become announcers and operators, but salesmen and continuity writers.

"By now we are all aware of the fact that there is not only a present-day shortage of experienced radio personnel but that this shortage will become more and more acute," Mr. Laux told BROADCASTING. "Out of our present operating personnel of 16 persons, 10 have never had any radio broadcasting experience before joining our organization. If we can do it others can do it just as well."

Correction

PROCTER & GAMBLE Co., Cincinnati, sponsoring *I Love a Mystery* on CBS, places the program through Compton Adv., New York, and not Ward Wheelock Co., as incorrectly stated in the March 22 BROADCASTING. The repeat program is heard 8-8:15 p.m.

A Great Life

IMPRESARIO for a "war theatre" is Lt. Henry S. White, who has been director of radio for United Artists Corp. and members of the CBS and NBC program section. Lt. White supervises all entertainment produced in the theatre building at the Albuquerque (N.M.) Air Depot Training Station. He is also the post's public relations officer. While dictating to two stenographers, taking a phone call every two minutes, and approving newspaper and radio copy, Lt. White arranges daily classes, nightly movies, thrice-weekly matinees, a weekly radio show, rehearsals for an all-soldier play, and USO productions—all in the Post Theatre.

WHAI Staff Changes

HORACE W. NICHOLS, commercial manager of WHAI, Greenfield, Mass., has added the job of general manager to his present duties, replacing James L. Spates, who has a commission in the Marines. Ann Erickson takes over as program director in place of Warren Greenwood, who recently joined the staff of WMAS, Springfield, Mass. Gordon Lewis is promoted to chief announcer, with Roswell Miller a new addition to the announcing staff. Hugh Ralston succeeds Paul Levin, engineer, now with WEEI, Boston. Marie DesChenes of WEIM, Fitchburg, Mass., has joined WHAI's continuity staff.

S. A. Disc Drive

DAVIS & LAWRENCE Co., Dobbs Ferry, N. Y., through its newly appointed export advertising agency, Irwin Vladimir & Co., New York, is now starting a spot campaign in Latin America on behalf of four proprietary products. Using five-minute programs and half-minute recorded announcements on a varying basis, the firm will advertise on 30 to 40 stations in the majority of South American countries, with the exception of Argentina and Brazil. Radio campaign is placed on a 52-week basis. Magazines and newspapers will also be used.

Garner to BLUE

RICHARD W. GARNER, of the sales staff of WLW and WSAI, Cincinnati, the last two years of which were spent in the Chicago sales office of WLW, will join the BLUE Chicago as salesman on April 15. Mr. Garner, a former radio research aide of H. W. Kastor & Sons Adv. Co., Chicago, succeeds Ray Hamilton, who has left the BLUE to become assistant to the executive staff of Transcontinental & Western Airlines, Kansas City.

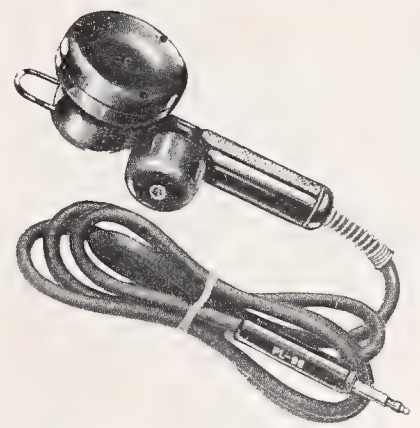
Air School for 1944

CBS' *School of the Air of the Americas* concludes its 1942-43 season April 21, and plans have been made for the return of the series for another season Oct. 4, according to Leon Levine, assistant CBS director of education. The new cycle will have "a more global scope" in keeping with current world trends, he said.

NORTHEASTERN Radio Council, Schenectady, N. Y., in its first six-months progress report shows activity in several fields of education via radio. A full report has been issued by the NAB listener activity department.

FIVE-WEEKLY serial *Right to Happiness*, sponsored on NBC by Procter & Gamble Co., Cincinnati, played its 1,000th episode March 31. Agency is Compton Adv., New York.

RADIO STATIONS...



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Series 1700, shown above, is a single button carbon type microphone, lightweight, molded plastic case. It was designed in conjunction with the U. S. Army Signal Corps for use in mobile equipment. Incl. cord, plug & hangar hook. The response characteristics are especially efficient at voice freq. to the exclusion of motor noises.

Heavy duty double pole single throw press-to-talk switch gives easy control of transmitter by relay. Switch contacts are easily accessible for cleaning and adjustments. Excellent characteristics over wide range of temperatures. Withstands extreme climatic changes.

Universal skill and workmanship that goes into the creation of series 1700 is the same that is used in all types of the new Universal microphones for broadcasting stations.

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LOS ANGELES ★ 710 K C
for Southern California ★ 10,000 WATTS

McIntosh Suggests Tube Firms Pool Their Production Reserve

Output Is Up, Says WPB Executive; Fault Is Believed to Lie in Maldistribution

TUBE MAKERS were urged by WPB last week to take action which would virtually pool manufacturer reserves of civilian radio replacement tubes as an important step toward eliminating local shortages which have prevented many dealers from obtaining well-rounded stocks for maintenance of home radios.

This wartime distribution step was offered in a letter from Frank H. McIntosh, chief of the WPB Radio Division's foreign and domestic branch. It is understood to have resulted from an impasse in which WPB found producers making nearly normal supplies of replacement tubes, while shelves of dealers in many areas, particularly rural ones, were bare.

Production High

Mr. McIntosh told the manufacturers that a careful study of the industry indicates that radio tube production, available for replacement purposes, is almost as high as in normal peacetime, and the actual sales reached 2,500,000 in January.

"It appears evident from these figures on production and existing inventories," Mr. McIntosh wrote, "that production is not the sole difficulty responsible for the lack of tubes. Maldistribution, caused by the inability of manufacturers to round out their lines, and low production of certain lines of tubes, appear to be responsible, in part, for present shortages."

Officials of the WPB Radio Division explain that three distinctive problems have, in the past, been interfering with satisfactory production and distribution of tubes. These are: supply of material and facilities; selection of tube types to be produced, and equal distribution of these tubes. WPB says that material has been provided, and facilities will be used as military production permits. In its recent letter it atempted to impress the need for careful selection of types for production, and to stimulate distribution through the normal distributor channels of the tube manufacturers.

"This office suggests," Mr. McIntosh wrote, "that manufacturers concentrate their production on critical tube types, even though such types may be low profit items. It is further urged that, during this critical period, manufacturers exchange tubes freely in order to make the best use of existing distribution channels."

Linked with Another Plan

Mr. McIntosh's letter followed a statement last week by the Radio Manufacturer's Assn., which announced that production of replacement tubes already had started. RMA said about 2,000,000 would be made monthly during the April-June quarter. This represents considerable scaling-down of the original Radio Division goal, but nevertheless is believed to be sufficient to meet demands.

This new effort on the part of Mr. McIntosh to promote cooperation among manufacturers in production and distribution was closely linked in some quarters with a recent decision to drop plans for marketing replacement tubes without brand names, perhaps captioning them "Victory Model" or some such name.

This tentative plan was dropped when production for the first quarter was outlined. For the present, new tubes will carry the maker's name. The Radio Division has "Victory Model" under advisement, however, and may later reintroduce the idea. At one time, it is known, some radio people were suggesting that an underwriting agency be created to buy all civilian tubes and distribute them equally to all dealers, with tubes bearing no brand name. This plan never had Radio Division approval, it was learned.

It is believed that WPB championed the sharing as its own method of protecting dealer organizations of firms engaged in only limited civilian production. Mr. McIntosh has asked the manufacturers to exchange tube supplies so dealers may be more completely serviced.

117 Essential Types

One Radio Division official explained that in addition to this distribution problem, the tube makers still have a scheduling bottleneck to overcome. Civilian production, for the most part, is incidental, and must be coordinated to military orders. Civilian tubes are made on the same production lines between runs of military material.

The Radio Division, in cooperation with manufacturers, has made a list of 117 essential tube types which it recommends to six different manufacturers for concentrated production. From Radio Division surveys, however, it appears that industry has avoided production of some of these types because they are low profit items.

Although the Radio Division admits that there is some basis for published reports that only a few of some tubes are reaching stores, Mr. McIntosh has taken the position that many of the distributing and scheduling troubles can be overcome by cooperation among the manufacturers and distributors.

Some further steps probably will be taken by the Radio Division to ease other phases of the distributino situation, particularly steps to protect supplies earmarked for civilians from "raids" by manufacturers who use them to fill urgent military orders. This conceivably could involve provisions for prompt replacement of such "loans".

It is also likely that some sort of a rationing program, probably a tube-for-tube exchange, will be instituted to prevent hoarding. Meanwhile, the WPB's program for replacement parts has been completely set up, but is held in abeyance until a shortage of parts appears. For the present, officials feel the critical materials might better go into tubes.



PROGRAM TOPIC drew attention of this talent-writer-sponsor trio following initial Hollywood broadcast of the five weekly CBS *I Love a Mystery* on March 22. Procter & Gamble Co. (Ivory soap) is the sponsor on a 52-week contract. Idea exchangers (l to r) are Daniel S. Tuthill, vice-president and western division manager of National Concert & Artists Corp., New York; Carleton E. Morse, writer-producer of the series, and William Ramsey, head of radio department, Procter & Gamble Co.

On Time

RADIO EQUIPMENT, produced in record time at the RCA Victor plant, Camden, N. J., made it possible for 54 ships to sail from 15 ports on schedule, Navy officials have revealed. Because of materials shortages, the plant had waited in vain for certain parts, essential in building the equipment. On one day's notice, the parts arrived. Men and women workers, fired with the spirit of the race against time, worked feverishly. Though the complex job required skillful handling, in five days the whole order was completed, rushed to the docks under Marine escort, and installed. Every ship sailed on time.

OPA DENIES EXTRA GAS TO SALESMEN

ACUTE shortage of rubber makes it unwise to grant additional allowances of gasoline to station executives and salesmen, OPA wrote last Thursday, answering a suggestion from N. W. Hopkins, war program manager of WJBK Detroit, that more generous allotments would enable radio to do a better war job.

Mr. Hopkins had written Price Administrator Prentiss Brown that radio's war activities at remote locations are handicapped by the necessity of using public conveyances. He stressed particularly the risks in carrying large sums of money after bond rallies. Mr. Hopkins also said that radio's economic position was threatened by difficulties put in the way of salesmen, and that the closing of stations which easily could result would interfere with peak efficiency in serving causes tied to the war.

Temporary Remotes

OPA's answer pointed out that engineers are now eligible for extra rations to transport equipment for temporary remotes. The reply said OPA fully realized the importance of the duties performed by station personnel but that executives and other employes should be able to perform their duties without interruption by combining the uses of their occupational mileage and public transportation facilities.

"We are certain that any inconvenience experienced by them will be recognized as necessary in order to provide our military personnel with sufficient equipment for the successful prosecution of the war," the letter concluded.





Disc Rate Increase Rejected by AFRA

Union's Board Refuses Plan to Boost Minimum by 10%

REJECTION of the transportation industry's proposal to AFRA for a 10% increase in the minimum wage scale called for in the present transcription codes in exchange for an extension of present contracts until Nov. 1, 1944, was voted last Thursday at a meeting of AFRA's national board. Vote followed a poll of the four AFRA locals principally concerned, New York, Chicago, Los Angeles and San Francisco, with all four approving rejection.

Notification of the AFRA board's decision was expected to be made last Friday to representatives of the transcription industry who have been negotiating with AFRA over the increase as well as for a year advance in expiration date of present codes in line with that of the recently revised network sustaining and commercial codes [BROADCASTING, March 8, 29]. As BROADCASTING went to press, representatives of the transcription industry had not yet been notified of AFRA's decision, and therefore, had no statement to make concerning their plans.

According to AFRA, any changes in existing transcription codes will now wait over until the expiration date on Nov. 1, 1943, at which time the cost-of-living index may have risen to such a point that an increase of more than 10% in transcription rates may be necessary. The cost-of-living clause in the transcription contracts at that time would be governed also by any revision in the little steel formula, such a revision being entirely possible by fall.

The transcription industry's offer to accept a 10% increase in the wage scale, in exchange for an extension of their contract until Nov. 1, 1944, was made to AFRA March 3 following discussions between the industry and the union at a preliminary meeting in the New York offices of World Broadcasting System. At that time, transcription executives expressed the view that it was unfair to their industry to pay an increase similar to that agreed upon by the networks, but that they would be willing to pay the 10% raise if the expiration date of their code was extended.

RCA Names Warren

FRANK B. WARREN, formerly assistant counsel of the FCC, has been appointed general counsel of RCA Communications Inc. After serving as secretary and rate expert with the Nevada Public Service Commission from 1919 to 1931, Mr. Warren was attorney at the ICC and RFC, joining the FCC as principal attorney in the common carrier division. For two years he was in charge of all telephone cases for the law department. For the past year, Mr. Warren has been assistant general solicitor of the National Assn. of Railroad & Utility Commissioners.

Rep. Bradley Says FCC Under Fly Is Hotbed of Communism

IN A SPEECH on the floor of the House April 1 Rep. Bradley (R-Mich.) charged that radio under James Lawrence Fly has become "the hotbed" of Communism in the country." Rep. Bradley was speaking on the "political machine" activities of David K. Niles, administrative assistant at the White House.

"No consistent critic of the administration has ever long survived on the radio," Rep. Bradley asserted. "For nine years radio has lived at the mercy of the FCC. A suggestion, a request, even a hint from anyone in the administration has the effect of a command on the radio broadcasters."

Rep. Bradley said that at any time the administration wants anything the radio bends over backward to give it. "The radio has to" he added. "Mr. David K. Niles, as well as Mr. Elmer Davis, knows that. And Mr. James Lawrence Fly is ready at any time to crack the whip."

The Michigan Congressman was speaking at the time on a question which he had addressed to his colleagues: What are the Avenues of Free Speech in America? followed by his own answer of the radio, movies, press and other publications.

Shortly after the FCC had entered the discussion on the floor, attention was drawn to Gardner Cowles Jr.'s position as an OWI deputy administrator and his one-time activities in behalf of the candidacy of Wendell Willkie. Rep. Bradley charged Mr. Cowles with obstructing permission for a 100-watt station in Rep. Bradley's district in Michigan to receive night operation

Labor Board Orders WOV to Reinstate 26 Employes and Pay Them Back Wages

AN ORDER for WOV, New York, to reinstate 26 employes discharged after a strike in December 1940 was issued by the National Labor Relations Board last Friday, in a decision that upheld the American Communications Assn. (CIO) Local 16 on almost every point of the dispute. The station was instructed to pay back wages to the former employes dating from Dec. 5, 1940.

The 2½-year-old case went to the NLRB after the Bulova-owned station had discharged the union members then on strike, with a charge that they committed sabotage to keep WOV off the air. An Intermediate Decision was issued by an NLRB trial examiner April 25, 1942, and was sustained for the most part by the board on appeal.

Started in 1940

Trouble between WOV and the ACA arose, the NLRB report said, in September 1940 when Sanford H. Cohen, WOV general counsel and treasurer, notified the union that the station was abrogating the announcer contract and later the technician contract. ACA asked to represent certain miscellaneous employes, including page boys, censors, telephone operators, stenographers and other personnel. Failure to agree resulted in the strike and dismissals.

NLRB Friday, ruling in favor of the union, ordered WOV to bargain collectively with ACA as exclusive representative of all announcers, including program director; technicians, including chief engineers; sound-effects men, and miscellaneous station personnel except salesmen, musicians, publicity men, station managers, executives and officers.

The Board ordered WOV to cease discouraging membership in labor organizations. The station was told to post 60 days' notices setting forth that employes are free to join ACA.

Total amount in back wages that the order obliges WOV to pay is yet to be computed, although ACA claims it will reach $50,000. The NLRB order stated the employes were to be rehired, with present employes being dismissed if necessary, and that they were to be paid the sum they would have earned, less whatever they earned elsewhere.

Representatives of WOV pointed out that the sum involved would be difficult to determine "since no one can tell how much these people earned in the interim", but Mr. Cohen said $50,000 "seems exaggerated."

The board denied full repayment to five additional station employes who left their jobs, although some compensation was ordered in several of these cases. Sole exception was Robert E. Study, chief engineer of WOV. NLRB said he was guilty "of deceptive acts inconsistent with his duty to respondent", and his reinstatement was not ordered.

The order gives WOV 10 days in which to comply, before the board will take the case to Circuit Court to compel compliance. Mr. Cohen said Friday that he had not yet studied the order for WOV, but that he felt the board's opinion on Mr. Study should have held for the other discharged employes also.

TO PROMOTE recruiting of WAVES and SPARS, a weekly quarter-hour program featuring Mary Astor and the Coast Guard band with Rudy Vallee directing, was started on CBS Pacific stations, April 3, Saturday, 6:30-6:45 p.m. (PWT). Ted Bliss is producer.

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SPEED AND INDEPENDENCE IN
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5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.



in the CONTROL ROOM

CHARLES SPRIESTERSBACH has joined the engineering staff of KDB, Santa Barbara, having received an honorable discharge from the Navy after being injured in action in the Solomons.

NELSON SMITH, supervisor of CBS studio technicians and a former assistant supervisor, has left the network to take a commission in the Army as a captain. George Hayward, an apprentice technician for WABC, CBS New York outlet, has also joined the Army. A new member of the network's engineering operations department is F. Telewski, who will be a technician in WABC maintenance and construction dept.

BILL PATTERSON, control operator of WCSC, Charleston, S. C., and John B. Hearne, salesman, have received third-class engineer's licenses following an examination in Savannah. Both will be assigned shifts at the transmitter. James Weaver, chief engineer until recently, has joined WMAL, Washington.

VIC MUCHER, of Clarostat Mfg. Co., Brooklyn (radio equipment) has been appointed a consultant to the Radio & Radar Div. of WPB, on a dollar-a-year basis.

THEODORE GEMP has succeeded Allison Burnham on the engineering staff of WHOM, Jersey City.

BILL MARKWALDER, engineer of WOWO-WGL, Fort Wayne, Ind., recently married Winifred Gearhart, of Fort Wayne.

FRED U. WAMBLE, chief engineer of KGVO, Missoula, Mont., is editing and distributing a five-page mimeographed weekly news bulletin, *The Buffer*. The bulletin serves as an idea exchange for technical men and goes to members of the enginering staff of all northwestern stations.

JOHN M. ZIEGLER, of Crystal Products Co., Kansas City, Mo., has been appointed to the National Quartz Crystal Industries Advisory Committee of WPB. He has for some time been a member of the Crystal Standardization Committee.



DAILY COUNT by AWVS members of money which students of over 70 elementary schools have paid for War Stamps and Bonds, is witnessed by Ed Jansen, new manager of KSFO, San Francisco. Novel purchase plan is staged by the station and the AWVS. Daily an AWVS committee in a station wagon visits about 20 schools to bring War Stamps financed by KSFO, collect proceeds, and exchange filled stamp books for bonds. As bond issuing agent, KSFO puts on *Youth Makes a Record*, Saturdays, 4:30-5 p.m., interviewing student winners of the station's drawing, essay and jingle contests. Kids get discs of their parts on the program to play at school assembly. First quarterly report shows the school children bought $74,500 worth of bonds and stamps totaling $114,321.

Hetland to War

JULIUS M. HETLAND, WDAY, Fargo, chief engineer, has received a leave of absence to work in a submarine detection project at the Airborne Instruments Laboratory of the Columbia University division of war research, Mineola, Long Island. Mr. Hetland designed and constructed much of WDAY's equipment.

MARK TOALSON, engineer of WSB, Atlanta, is back at work, having recuperated from tonsil and appendicitis operations.

CHARLES DROCK, engineer of WIP, Philadelphia, is the father of a boy born March 22.

KEN BURNETT and Ted Lewis have joined the operating staff at CKMO, Vancouver.

LOYD C. SIGMON, chief engineer of KMPC, Beverly Hills, Cal., has been commissioned a captain in the Army and is assigned to Signal Corps training at Fort Monmouth, N. J.

MAURICE SCHMITZ, master control operator of KHJ, Hollywood, is the father of a boy born March 26.

L. O. HATFIELD, chief inspector of Universal Microphone Co., Inglewood, Cal., has been promoted to supervisor of the plug department.

HARRY ESSMAN, sound effects man of CBS Hollywood, has resigned to join RKO Radio Pictures engineering staff.

ROBERT BROWN has left Pearltone Transcriptions, Des Moines, Ia., to join the transmitter staff of WJTN, Jamestown, N. Y. Joseph Gering has left to accept a similar job at KTRI, Sioux City, Ia.

JOE PETERS, engineer of WMRN, Marion, O., is to join the armed forces soon.

GEORGE KRAVITZ has joined the control staff of WNYC, New York.

MAYNARD DUVALL, engineer of WLVA, Lynchburg, Va., before joining the Army, is in the Signal Corps OCS.

GE Appointments

TO HELP industry with electronic application problems, G-E has appointed 18 industrial electronic specialists in G-E offices throughout the country, announces J. E. N. Hume, commercial vice-president of the company. They are: I. C. Diefenderfer and D. C. Hierath, New York City; J. F. Getz, Philadelphia; A. J. Moore, Boston; W. B. Frackelton, Chicago; L. E. Donahue, Los Angeles; J. A. Setter, Denver; I. F. Conrad, St. Louis; A. D. Boardman, San Francisco; L. B. Parsell, Detroit; L. R. Elder, Portland, Ore.; Frank C. Neal Jr., Dallas; R. H. Jackson, Atlanta; K. H. Keller, Cleveland; R. C. Norris, Cincinnati; A. M. Dawson, Pittsburgh; B. Cogswell, Buffalo; L. F. Stone, Newark.

WAR NEED STRESSED IN RCA TUBE GUIDE

FOURTH EDITION of RCA's *Guide for Transmitting Tubes* just issued, has become an effective instrument of war, according to the company. It contains 7 pages of circuit designs, photos and technical details pointed especially to needs and interests of engineers and technicians in the armed services and war industries.

Because of increased war needs and the subsequent shortage of power tubes, RCA explains that an increasing need exists for technicians to know how to choose the right tube for the job at hand and also how to get maximum service from all tubes in use. The *Guide* is obtainable from all RCA power tube distributors or direct from Camden.

Spanish for War Workers

KMOX, St. Louis, one of the five stations which started the *Let's Talk Spanish series*, made available in transcription form by the radio programs department of Time Inc. [BROADCASTING, March 22], reported many requests from listeners wishing copies of the Spanish word list. KMOX has decided to broadcast the program on Monday at 2:40 a. m. for war workers, in addition to the Tuesday evening 9-9:15 period.

NBC Capital Setup

EUGENE JUSTER has left the continuity acceptance department of NBC's New York offices to assume direction of a similar department recently organized by NBC in Washington. Other changes in the department include the promotion of Joe Mason to the position of assistant editor, and the appointment of Claudia Joiner as staff editor, both working under Stockton Helffrich, department head.

AIR FORCE Program, originating from the Santa Ana air base and formerly heard on CBS as *Soldiers With Wings*, shifts to Mutual, starting April 14, when it will be heard Wednesday 9:15-9:45 p.m. Motion picture stars interview fliers stationed at the base with Ray Molan's orchestra providing music.

JOHNNY KUCERA, former assistant timebuyer of Young & Rubicam, New York, and previously business manager of the agency's radio department has been inducted into the Army. Kucera was assistant to Thomas F. Harrington, vice-president and director of radio at Y & R.

TO MEET war requirements for mica capacitors, Aerovox Corp., New Bedford, Mass., opens a second plant in Taunton, Mass. These enlarged production facilities will virtually double the firm's mica output, which has been running into hundreds of thousands of units weekly.

in BALTIMORE
and the Central Atlantic States



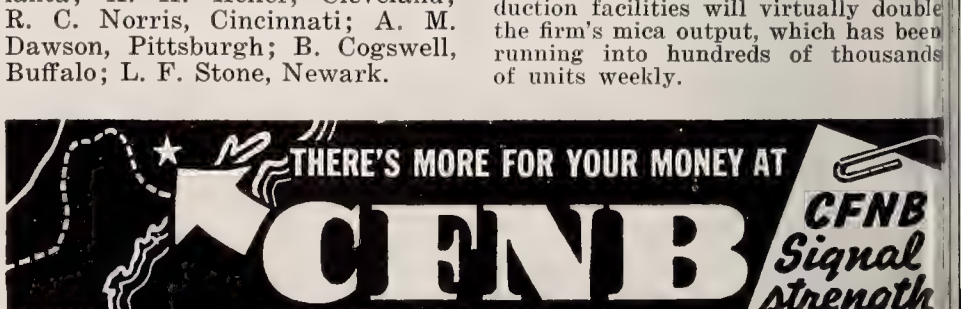
Edward Petry & Co., National Representative

No Penny Pinchers

Winston-Salem wage earners are well paid, are sure of their jobs and spend freely. A campaign on WAIR will convince you that these good people like the good programming of this good station.

WAIR

Winston-Salem, North Carolina



New FCC Action Gives Aid to FM

Two Operating Requirements Dropped, Shortages Eased

A SECOND action to support FM operation and assist it to a speedy start after the war was taken by FCC last week when it suspended two operating requirements for FM stations and substituted less exacting provisions designed to ease the pressure of shortages in materials and especially in skilled personnel.

The first move came in February when the Commission adopted policies under which FM and television applications will be protected for the duration, and permitted applicants for stations in these classes to apply for reinstatement in cases where applications had been surrendered or dismissed pursuant to the equipment freeze order of last April 27 [BROADCASTING, March 1].

Substitute Provisions

Under these more liberal wartime policies the FCC last week granted licenses to cover construction permits to CBS for W67NY, New York, and W67C, Chicago.

Substitute provisions were adopted for parts of Commission rules requiring FM stations to maintain a regular daily operating schedule, except Sundays, of at least three hours between 6 a.m. and 6 p.m. and at least three hours between 6 p.m. and midnight, local standard time, and to broadcast during each scheduled period at least an hour's program not duplicated simultaneously in the same area by either a standard or an FM station. The more flexible requirement permits a minimum service daily, except Sunday, of six hours during any portion of the broadcast day and permits the transmission of two hours of unduplicated programs during any part of the broadcast schedule.

Two weeks ago the Commission approved a plan whereby four Philadelphia FM stations will operate a cooperative plan of broadcast rotation by which each station will stay on the air regularly for eight hours one day a week, with the three remaining days taken in rotation. Equipment and spare parts will be pooled and used as the need arises. [BROADCASTING, March 22].

Section 3.229, suspended, with no substitute provision adopted. provided that:

"Within 1 year of the date of first regular operation of a high-frequency broadcast station, continuous field intensity records along several radials shall be submitted to the Commission which will establish the actual field contours, and from which operating constants required to deliver service to the area specified in the license are determined. The Commission may grant extensions of time upon showing of reasonable need therefor."

This rule, which permitted a check of the actual service area with predicted area at time of license issuance and data on which to base power adjustments if required, necessitated much time of skilled personnel and use of measuring equipment installed in a truck or automobile.



JIM HURLBUT, a master technical sergeant in the Marine Corps when he dropped into Washington last week between lectures on Guadalcanal, left this week for Hollywood a second lieutenant. Bar came when his fine work as a combat correspondent in the Solomons was recognized. He was sworn in by Brig. Gen. Robert L. Denig, director, Division of Public Relations, Marine Corps. Lt. Hurlbut, former head of the WJSV, Washington, news department and before that with the *Washington Post*, will be technical adviser on 20th Century-Fox's film based on Richard Tregaski's best-seller, *Guadalcanal Diary*.

Whiteman Honored

PAUL WHITEMAN, newly-named BLUE director of music, will be honored by a number of his proteges and colleagues in the music and radio fields, in a special hour and a half broadcast on BLUE April 10, entitled *Salute to Paul Whiteman*. Participants will include current BLUE artists who got their start in the entertainment world through Mr. Whiteman.

Colgate Changes

WHEN the *Al Jolson-Monty Woolley* show, sponsored on CBS by Colgate-Palmolive-Peet Co., Jersey City shifted to Hollywood March 30, it presented a new singer, Jo Stafford; a new orchestra, Gordon Jenkins'; and a new announcer, Carlton Kadell. Program is heard Tuesdays, 8:30-9 p.m. Agency is Sherman & Marquette, New York.

TWO-WAY FM RADIO
Installed in Schenectady Police Cars

TWO-WAY FM radio equipment, developed by G-E, has been installed in Schenectady, N. Y., police cars. With the new system, police can carry on two-way communication between patrol cars directly, whereas using the old A-M system it was necessary first to talk to headquarters which would relay the conversation to the other car.

In addition, the FM system overrides static from high-power electric lines and picks up weaker signals than the old equipment. Included among the features of this new equipment is the "iron core", or inductive tuning—closely controlled movement of an iron core in and out of a small form-wound coil. This permits easier, more accurate tuning and reduces effects of car vibration. The improved system has also reduced receiver battery drains by 35% and increased the effective communication range.

DAYTIME NEWSCAST TO LATIN AMERICA

LATIN AMERICAN listeners will be able to get American Government shortwave programs in other than the customary late afternoon and evening periods for the first time, under a new shortwave schedule to be instituted by the Office of the Coordinator of Inter-American Affairs around the first of April.

Through a daily newscast transmitted from KGEI, San Francisco, from 1:15 to 2:15 p.m. (EWT), the CIAA expects to reach Latin Americans during the siesta hour, a period extending from 1 to 3 p.m., when the custom is to dine, relax or seek recreation before taking up the afternoon's chores. Heretofore the CIAA has confined its shortwaving to the 5 p.m. to 2 a.m. period, the Office of War Information using the country's Government-leased transmitters for the remaining hours.

The hour-long program on KGEI will consist of straight news and features in English. General Electric Co. owns the 50,000-watt station.

Fox Film Buys 12

TWENTIETH CENTURY Fox Film Corp., New York, bought time on 12 stations in the New York area to promote the opening of "The Moon Is Down". Movie firm used 147 announcements on WABC WOR WMCA WNEW WQXR WHN WEVD WLIB WOV WINS WBNX WHOM. Kayton-Spiero Co., New York, is the agency.

Canada Rule Modified

RECENT Canadian Government order banning liquor advertising has now been modified and interpreted by a Government official as permitting brewing and distilling firms and wineries to advertise their financial statements and such matters, but not permitting them to advertise their products of alcoholic beverages. They may also place contributory advertising if, in the opinion of the Minister of National Revenue, such advertising is in the public interest.

The TIME BUYERS' STATION
WDOD
Chattanooga, Tenn.
5,000 WATTS
CBS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

"... that extra something that makes these programs welcome to the Program Department, and a refreshing change to the announcer." KPRO

● From the ASCAP Radio Program Service there are available, without cost to any ASCAP-licensed station, programs which are entertaining and salable. If you have an ASCAP license both your Program and Commercial Departments will welcome these shows. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

Where Sales Multiply
Air Castle of the South
WSM
50000 WATTS CLEAR CHANNEL
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

AP
WESX, Salem, Mass.
. . . have just started AP and already your Telescript features alone have landed enough new sponsors to pay for the entire service.
Charles Phelan, President.
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC — Natl. Rep.

"LIKE A BEACON
IN THE NIGHT"
930 Kc.
KSEI
POCATELLO, IDAHO
— NBC —
National Representatives
The Walker Co.
Homer Griffith Co.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.
Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

CHNS
THE KEY STATION OF THE MARITIMES
Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.
or JOE WEED
350 Madison Ave.
New York

WATL
COVERS ATLANTA
AT LOWEST COST
1400 KC
MBS
Represented by SPOT SALES Inc.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 27 TO APRIL 2 INCLUSIVE

Decisions . . .

MARCH 30

KFAR, Fairbanks, Alaska—Denied special service authorization change equipment, operate 660 kc., 10 kw., unlimited, to June 1, 1944.

WBYN, Brooklyn—Denied special service authorization move main studio to New York.

KWLC, Decorah, Ia.—Granted license renewal, regular period.

WSOC, Charlotte N. C.—Same.

WLOK, Lima, O.—Same.

WBAX, Wilkes-Barre—Granted 90-day extension temp. extension license pending decision in so-called Wilkes-Barre cases.

WKBZ, Muskegon, Mich.—Denied reconsideration of designation for hearing application for mod. license and grant of license without hearing.

W67NY, New York—Granted license cover CP in part for new station; conditions.

W67C, Chicago—Same.

Associated Broadcasters Inc., San Francisco—Granted CP new international broadcast station using 6060, 7230, 9570, 11870 15290, 17760, 21610 kc.; A3 emission; 50 kw.; sharing with WBOS-KWID on 6060, 9570, 11870 kc.; sharing with KWID on 7230, 15290, 17760, 21610 kc.

MARCH 31

KMAC, San Antonio—Granted renewal license for period April 1, 1943, ending not later than April 1, 1945.

WHQ, Mackinac Island, Mich.—Granted continuance hearing from March 30 to April 30, re application license renewal.

WOKO Albany, N. Y.—Same, April 14 to June 1, 1943.

WLAN, Endicott N Y.—Same for mod. CP, from April 1 to May 4, 1943.

KINY, Juneau, Alaska—Granted motion for leave amend application for mod. CP to request frequency 1460 instead 1050, 5 kw., remove application from hearing docket.

WKBN, Youngstown, O.—Granted mod. CP as mod., authorizing power increase, etc., extend completion date.

APRIL 1

WNAC, Boston—Granted mod. CP move transmitter locally, change DA for N use, extend commencement and completion dates 60 and 120 days respectively; conditions.

WALB, Albany, Ga.—Granted continuance of further hearing re applications for license renewal, etc., from April 5 to April 19, 1943.

Applications . . .

MARCH 29

WKBN, Youngstown, O.—Mod. CP, as mod. for power increase, new transmitter, etc., extend completion date.

W9XYH, Duluth, Minn.—License for Temp. class 2 exp. station.

KPAS, Pasadena — Dismissed without prejudice, mod. CP for 5-kw. transmitter, DA-DN, extend completion date.

APRIL 1

W39NY—License cover CP for FM broadcast station.

WORK, York, Pa.—Mod. CP, as mod. for DA-N, extend completion date.

KCMO, Kansas City, Mo.—Mod. license change 1 kw. N, 5 kw. D to 5 kw. D-N, DA-N.

KICD, Spencer, Ia.—Mod license move main studio locally.

WFAS, White Plains, N. Y.—Dismissed renewal application as unnecessary.

W4XGG, Winston-Salem, N. C.—Dismissed application for extension completion date on mod. CP for new ST station.

Reinstatement of FM and television applications (March 27-April 2): **W71RF, Rockford, Ill.**—Mod CP change type transmitter, etc.; **NEW, Indianapolis Broadcasting Inc., Indianapolis, Ind.**—CP new broadcast station, 45300 kc., coverage 13,640 sq. mi; **W51SL, Lexington, Ky.**—CP for reinstatement of CP as mod., authorizing new FM station, 45100 kc., covering 6,300 sq. mi.; **NEW, Metropolitan Television, New York**—CP new commercial television station, channel 8, 162000-168000 kc., A5, special emission for FM, ESR 721, unlimited; **NEW, United Broadcasting Co., Cleveland**—CP new FM station 48500 kc., coverage 8,420 sq. mi.

Tentative Calendar . . .

WGKV, Charleston, W. Va.—Oral argument on CP, 1490 kc., 250 w., unlimited. (April 7).

WLW, Cincinnati—Mod. license, 700 kc., 50 kw. N, 500 kw. D, unlimited, using W8XO transmitter (April 9).

Kendall Wounded

LEE KENDALL, formerly page boy of NBC Hollywood, now in the Marines, was wounded while on active duty with submarine raiders in the Pacific war area and is recuperating at the San Diego (Cal.) Naval Hospital. He sustained a leg wound in one of the engagements and was later cited for bravery. Kendall left NBC more than a year ago to enlist in the Marines. He took part in the attacks on Marshall and Gilbert Islands and other enemy held possessions.

Network Accounts

All time Eastern Wartime unless indicated

New Business

KERR GLASS Mfg. Co., Glendale, Cal. (Mason jars), on April 3 started for 13 weeks participation in *Breakfast At Sardi's* on 17 BLUE Pacific and Arizona stations, Sat. 9:30-10:15 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

GILLETTE SAFETY RAZOR Corp., Boston, on April 2 sponsored Henry Armstrong-Beau Jack boxing bout on 211 MBS stations. 10 p.m. Agency: Maxon Inc., New York.

FISHER FLOURING MILLS Co., Seattle (Zooms), on March 31 started for 13 weeks, *By the Way*, with Bill Henry, commentator, on 6 NBC Pacific stations (KFI KPO KGW KHQ KMJ KOMO), Wed., Thurs., Fri., 5:45-6 p.m. (PWT). Agency: Pacific National Adv. Agency, Seattle.

ADAM HAT STORES Inc., New York (men's hats), on April 12 only sponsors Jimmy Bivens-Pat Valentino bout on 17 PLUE Pacific Coast and Mountain stations, 10 p.m. Agency: Glicksman Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati, on March 27 shifted the product advertised on *Truth or Consequences* from Ivory Soap to Duz on 105 NBC stations, Sat., 8:30-9 p.m. Agency: Compton Adv., N. Y.

DOMINION OF CANADA, Dept. of Finance, Ottawa (4th Victory Loan), on April 14 starts for five broadcasts *Victory Loan Hour* on 57 Canadian Broadcasting Corp. stations Wed. 9-10 p.m.; on April 18 for five broadcasts French edition of *Victory Loan Hour* on 14 CBC French stations, Sun. 8-9 p.m. Agency: Advertising Agencies of Canada, War Finance Corp., Toronto and Montreal.

MANHATTAN SOAP Co., New York (Sweetheart soap), on April 6 starts for 52 weeks, *Scramby Amby* on 6 NBC Pacific stations (KFI KMJ KPO KGW KOMO KHQ), Wed., 9:30-10 p.m. (PWT). Agency: Franklin Bruck Adv., N. Y.

Network Changes

CAMPANA SALES Co., Batavia, Ill. (Campana Balm), on April 3 discontinued *Campana Serenade* on 53 NBC stations, Sat., 10:15-10:30 p.m. Agency: Wallace-Ferry-Hanly, Chicago.

GENERAL FOODS Corp., New York (Jell-O), on April 16 shifts *Kate Smith Hour* on 116 CBS stations, Fri. 8-8:30 p.m., with West Coast repeat, 9-9:30 p.m. (PWT), from New York to Hollywood for 3 weeks or more; shifts *Kate Smith Speaks*, same date, on 73 CBS stations, Mon. thru Fri., 12 noon-12:15 p.m., from New York to Hollywood for 3 weeks or more. Agency: Young & Rubicam, N. Y.

TEN TOP TUNES

THE top ten tunes from the standpoint of network audience coverage during the week ended March 31 according to the copyrighted Audience Coverage index survey of the Office of Research-Radio Division New York, are as follows:

That O'd Black Magic
I've Heard That Song Before
You'd Be So Nice to Come Home To
Taking a Chance on Love
Don't Get Around Much Anymore
Brazil
As Time Goes By
Hey, Goodlookin'
It Can't Be Wrong
Moonlight Becomes You

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), in early July adds 42 CBS stations to *Vox Pop*, making a total of 11 CBS stations, Mon., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

BROWN & WILLIAMSON Tobacco Corp. (Raleigh cigarettes, tobacco), on March 30 shifted the weekly NBC *Red Skelton & Co.* from Hollywood to New York, Tues. 10:30-11 p.m., for 5 weeks.

LEVER BROS Co., Cambridge (Swan soap), on Mar. 23 shifted Burns & Allen on 114 CBS stations, Tues., 9-9:30 p.m. from New York to Hollywood. Agency: Young & Rubicam Inc., N. Y.

Renewal Accounts

BROWN & WILLIAMSON TOBACCO Co., Louisville (Sir Walter Raleigh pipe tobacco, Raleigh cigarettes), on April 27 renews *Red Skelton* for 52 weeks on 127 NBC stations Tuesdays, 10:30-11 p.m.; on April 30 renews (for Wings cigarets) *People Are Funny* for 52 weeks on 66 NBC stations Fridays, 9:30-10 p.m. Agency: Russel M. Seeds Co., Chicago.

NESBITT FRUIT PRODUCTS Inc., Los Angeles (beverages), on April 6 renews for 13 weeks Fulton Lewis Jr. on 15 Don Lee western stations, Tues., Thurs., 9:45-10 p.m. (PWT). Agency: M. H. Kelso Adv. Agency, Los Angeles.

STUDEBAKER SALES Corp., South Bend, Ind. (institutional), on April 1 renewed for 13 weeks Norman Nesbitt, newscaster, on 33 Don Lee Pacific stations, Mon. thru Sat., 5:30-5:45 p.m. (PWT). Agency: Roche, Williams & Cunnyngham, Chicago.

A. S. BOYLE Co., Los Angeles (Old English products), on May 4 renews for 13 weeks, *Fleetwood Lawton—News Analyst*, on 6 NBC Pacific stations (KFI KPO KGW KOMO KMJ KHQ), Tues., Wed., 8:15-8:30 p.m. (PWT). Agency: J. Walter Thompson Co., Los Angeles.



RAYMOND M. WILMOTTE, consulting radio engineer and designer of the first directional antenna for standard broadcasting, has moved his offices and laboratories from the Bowen Bldg. to building in midtown Washington. The new location is 1469 Church St. NW, formerly owned by Westinghouse and used for air conditioning demonstration equipment.

Wilmotte Lab. Inc. is devoting virtually all of its facilities to Army and Navy development and communications work. Mr. Wilmotte has a staff of 18.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

nnouncer—For general staff work. Some news experience desirable. Good pay and permanent job for right man. Five KW NBC affiliate. Send full details to WSJS, Winston-Salem, N. C.

ılesman—For 5 KW regional in large Southern city. Must have good sales record and good background. Drawing account against commissions. Possibilities unlimited for good man. Give full details and draft status. Box 467, BROADCASTING.

ıles Manager—Broad knowledge all departments. Draft deferred. Salary plus commission. Small New York station. Excellent opportunity right man. Box 469, BROADCASTING.

ngineer—For Chicago Recording Studio —man or woman. State experience, draft status and salary required. Box 476, BROADCASTING.

eneral Sales Manager—For Regional Network of five Mutual stations. Give experience and references in original application. Permanent position for some one progressive and promotional minded. Box 478, BROADCASTING.

ılesman—Permanent position with opportunity for advancement with 5 KW station. Network affiliation. Give experience and references. Box 479, BROADCASTING.

pportunity—For two dependable radio men, sell and announce . . . salary and commission. Mutual station. Army Camp town. Tell all. Manager, WJZM, Clarksville, Tenn.

irst, Second, or Third Class Operator—No experience necessary. Give personal details. Apply Box 482, BROADCASTING.

xcellent Positions Open—For first, second and third class engineers; production men; junior and senior announcers; news editors; station executives; time salesmen; radio telephone and telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

OMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 485, BROADCASTING.

NGINEER—For midwest 5 KW station, must hold 2nd class license or higher. In reply state education, experience, expected salary and enclose photograph. Box 486, BROADCASTING.

nnouncer—Good solid staff man with musical and news background. Modern well equipped studios, Mutual affiliate. Progressive, friendly community. Give complete experience, draft classification, marital status, salary desired. Write WCLO, Janesville, Wisconsin.

IME SALESMAN—Texas station. Sell yourself in application letter. Box 487, BROADCASTING.

nnouncer—No experience necessary. Give personal details, draft status, age, etc. Apply Box 481, BROADCASTING.

NNOUNCER-ENGINEER — Any ticket. Permanent. Box 488, BROADCASTING.

Situations Wanted

SALESMAN—Now employed Eastern basic station, 26—3-A—desires change with market. Prefer East or South. Box 470, BROADCASTING.

EXPERIENCED ANNOUNCER; CHIEF ENGINEER—Of regional affiliate. Both deferred. Seek advancement. Together or singly. East preferred. Box 472, BROADCASTING.

Operator—39, 3A, 1st teleg. and 1st phone licenses. No broadcast or phone experience but smart as a whip. 20 years in communications, mostly operating. Please state salary and prospects. Box 468, BROADCASTING.

Announcer—20, 4-F, 50 KW experience, college degree. Desires permanent position with progressive network station. Box 491, BROADCASTING.

Wanted—Congenial intelligent employment at salary conducive to mutual satisfaction. Ten years experience, announcer, newscaster, producer, programming. College degrees. Draft deferred. Box 466, BROADCASTING.

Salesman-Announcer—Four years experience; guaranteed time seller; now employed; married; draft exempt; available immediately. Box 473, BROADCASTING.

PROMOTION, PUBLICITY—Three years large network stations. Employed. Two years college, 4-F, 23, unmarried. Move any place; prefer West or South. Box 475, BROADCASTING.

EXPERIENCED WOMAN—Idea creation, production, public relations, selling. Outstanding record in music. Rich, well-modulated voice. Ideal for combination position small station; specialized endeavor in larger station. Fair salary. Write Box 480, BROADCASTING.

Engineer—Transmitter and/or control with 5 kw midwest station. Box 490, BROADCASTING.

Operator—With Radiotelephone first class, desires position. Permanently deferred. Write A. Zambakian, 1259 Gaylord, Denver, Colorado.

Experienced Woman Contract Writer—Good at copy, too. Excellent selling radio voice. References. Box 471, BROADCASTING.

Continuity Writer—Producer. Young. New ideas. Outstanding background. Draft exempt. Anywhere. Box 489, BROADCASTING.

Program Director—Woman, well-known throughout the industry. Has written, produced and directed all types of programs. Formerly in charge of women's activities on leading 50 kw station. Solid record of commercial accomplishment. Box 474, BROADCASTING.

Salesman — Commercial Manager — Solid background in national and local sales. Magazine and newspaper as well as radio experience. Reliable, industrious, sober. Excellent references. Draft exempt. Box 492, BROADCASTING.

So you want a Program Director Who can Announce?—a 4-F man of 27 with ten years' experience in every branch of show business, over five in radio, wants a job. Experience plus ideas—a sure-fire combination. Ramsay Williams, 1513 North Western Ave., Hollywood, California.

Wanted to Buy

Responsible party interested in buying radio station—Send full particulars. Box 484, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

Reliable party interested—In 250 or 500 watt station in Eastern or Northern U. S. Full particulars will be confidential, include in first letter to Box 483, BROADCASTING.

For Sale

Complete Broadcasting Plant—Consisting of modernized 1,000-watt RCA transmitter with rectifier, 180-foot Blaw Knox self-supporting tower with obstacle lights. Plenty of spare tubes, etc. Everything in A-1 shape, ready for use. Box 477, BROADCASTING.

175 Ft. Truscon Self Supporting Tower—With all lighting equipment, insulators, leveling plates, etc. Excellent shape. Immediate shipment. WHKY, Hickory, North Carolina.

★

WANTED Immediately

- First class engineer with ability to announce—$50 per week.
- Dependable announcer with restricted license—$40 per week.

write - wire - phone
Edwin Mullinax, Manager
WLAG, LaGrange, Georgia

AFM-WFIL Pact

WFIL, Philadelphia, has negotiated a new contract with Local 77, American Federation of Musicians, providing for a $2 weekly increase in pay for members of the studio orchestra. The contract, which is effective until March 1944, continues Norman Black as music director of the station. In addition, the working year for the studio orchestra was extended from 45 to 48 weeks. The musicians' union has entered into negotiations with WIBG, Philadelphia, to employ a studio orchestra. The station expects to go into fulltime operation with 10,000 watts about April 20.

Wanted

- 250 - watt non - network station in lively southern city needs announcer-newscaster familiar with turntable operation. Want man who is adept at ad-libbing and capable MC. To a good reliable man of draft deferment we offer a permanent connection and pleasant surroundings. Write immediately giving full particulars and salary you'll consider. Address Box 465, BROADCASTING.

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RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

AFM-Record Industry Impasse Reaches Last-Ditch Stage; To Confer April 15

LEFT NO ALTERNATIVE except direct appeal to the Government, record and transcription manufacturers will meet with AFM President James C. Petrillo in New York April 15 in a last-ditch effort to settle the recording strike in force since Aug. 1.

Openly nettled over the AFM president's delaying tactics and his charges of "bad faith", the representatives of the record manufacturing and transcription companies nevertheless felt that one further effort should be made to bring about an amicable compromise. The AFM Board and its president have flatly rejected all previous efforts for a truce pending negotiations on a collective bargaining basis.

Fixed Royalty Plan

The Petrillo plan for a fixed fee royalty basis of payment on recordings, to be paid into an unemployment relief fund for musicians, is the only proposal pending since the recording industry offered no alternative proposal and the AFM Board has announced no variation of that plan.

Whether the whole matter will be submitted to the War Labor Board for consideration, in the light of strong contentions that it is impeding the war effort, remained problematical last week. The prevalent view, however, was that no steps would be taken either way until after the April 15 meeting at the Hotel Ambassador, New York.

Similarly, Congressional follow-through was in suspended animation by virtue of the illness last week of Chairman Clark of the Senate Petrillo Probe Committee. Hearings on the Clark resolution, looking toward sttlement of the strike, were recessed last January after the AFM head and his chief counsel had appeared for two days, with a long list of witnesses in opposition on the schedule. Action was taken by the committee in the hope that some amicable agreement would be reached by negotiation so that further hearings or legislative action might be averted. At this writing that hope appears to have gone glimmering and it was thought that hearings might be resumed shortly, though probably not until after the April 15 conversations.

On the litigation front no indication of court action is seen for at least another month, since a 30-day postponement in the filing of pleadings in the Department of Justice anti-trust suit against AFM was authorized last week. On the plea of AFM Counsel Padway, unobjected to by the Department of Justice, Federal Judge John P. Barnes authorized a 30-day extension—until April 28—for the filing of the AFM answer to the bill of complaint.

The suit is the second brought by the Government against AFM, the first having been dismissed by Judge Barnes last fall as a "labor dispute." The new case sets up irreparable injury which would be done to many small stations unable to continue operation without transcriptions and recordings. Not a wheel has turned on new recordings since the strike became effective Aug. 1, and stations have been feeding on backlogs built up by companies prior to the strike.

In agreeing, presumably because they felt no other course was left open, to the Petrillo ultimatum for an April 15 session, the transcription and record companies wired the AFM head as follows on March 30:

> "We are replying to your telegram of March 25 addressed on our behalf to Mr. Lawrence Morris, accepting our proposal for a meeting as requested in our wire of March 19. It is regrettable that you find it impossible to meet with us until April 15, but since that is your earliest date, we shall arrange to meet with you, on that day at 2 o'clock in the afternoon at the Hotel Ambassador in New York."

The telegram was signed by the 11 companies which have been parties to the conversations from the outset, and bore the signature of Judge Lawrence A. Morris, of Camden, RCA Victor Division attorney.

Pepsi-Cola Renews

PEPSI-COLA Co., New York, on April 2 renewed its 12 participations on Arthur Godfrey's program on WABC, New York. Firm participates Tuesday through Friday on the 6:30-6:45 a.m. period, and Monday through Saturday, 7-7:45 a.m. Newell-Emmett Co., New York, handles the account.

Favor 'Radionics'

ACCORDING to the results of a private poll conducted by Com. E. F. McDonald Jr., president of Zenith Radio Corp., Chicago, American newspaper and magazine editors, by a ratio of 9 to 1 prefer the word "radionics" to "electronics" as the name for the industry developed from the principle underlying the radio tube. Scientists, according to the survey, favored the term by a margin of 2 to 1. Returns were received from 68 editors and 202 scientists in reply to a letter sent by Com. McDonald in which he called attention to the inadequacy and foreign origin of electronics in contrast to the aptness and Americanism of the term "radionics".

PA Opens Radio Bureaus In Boston and Memphis

REGIONAL radio news bureaus have been established by Press Association, radio subsidiary of Associated Press, in Boston and Memphis, Oliver Gramling, assistant general manager of PA, announced last week.

The Boston bureau will be in charge of Maurice F. Hamilton, veteran New England editor and formerly with WTAG, Worcester, while Ken Rush, former AP staff man in Louisville, Frankfort and Indianapolis, heads the Memphis bureau. Mr. Rush has been on the PA radio news desk in New York the last year.

WLBC Joins CBS

WLBC, Muncie, Ind., on April 1 joins CBS as a special supplementary station, available with the basic network. Owned and operated by Donald A. Burton, station manager, WLBC operates fulltime with 250 watts on 1340 kc. Base network rate per nighttime hour is $50.



Drawn for BROADCASTING by Sid Hix

"I'm Through! They Didn't Tell Me Their 'Kulinary Kate' Had to Raise the Food as Well as Tell How to Cook It!"

FCC Simplifying Forms, Says Fly

Chairman Estimates Reduction Of "More Than One Half"

INDIRECTLY taking cognizance of the Bureau of the Budget scrutiny of questionnaires and forms of the FCC, Chairman James Lawrence Fly last Monday said the Commission for several years "has been trying to simplify its forms." The comment was at a press conference Monday following publication in BROADCASTING of a detailed story (March 29) on the Budget Bureau's study looking toward elimination of unnecessary and unauthorized surveys of all sorts.

Mr. Fly said the Commission was bending every effort to make its forms as simple as possible. He cited the forms sent to small stations to find out "how they are getting along financially, in the light of the war emergency."

"I have no doubt that complete progress has been made on that subject," the Chairman said. "I think you may have noted that in times past we cut out a lot of the general material, information, orders, and one thing and another that were circulated to a lot of people."

Chairman Fly estimated the general output of Commission material is not more than half of what it used to be. Thousands of names have been cut off its mailing list, he said, presumably referring to Commission releases, rather than questionnaires.

Apropos small stations, Chairman Fly asserted at his press conference that he would present the complete financial picture of those stations and of the industry, based on the Commission's questionnaire survey of the last few weeks, at the NAB War Conference in Chicago April 27-29. These figures relate to the "loser stations" and a comparison of their condition during war against peacetime operations.

Fly Visits FDR

FIRST visitor at the White House last Monday was FCC Chairman James Lawrence Fly, who said he spent about 40 minutes discussing "wartime communications problems" with President Roosevelt. Mr. Fly refused to reveal the specific problems he brought to the President's attention, but smiling, commented, "they didn't chisel me on my time."

Peterson To Africa

RALPH PETERSON, of the Washington news staff of NBC, has been transferred to the network's staff of foreign correspondents and leaves shortly for the African theater of war. He will broadcast under the name of Ralph Howard to prevent confusion with Elmer Peterson, of NBC's London staff. Prior to joining NBC in 1941, Peterson had served successively on the *Washington Times-Herald* and INS.

THE COST OF HALF-HEARTED SELLING

Sooner or later, advertisers in the Heart of America* run smack up against the fact that this is a half-rural, half-urban area . . . that both halves are equally important . . . and that to reach either without the other is to do a half-Hearted selling job.

It's possible, of course, to use a combination of stations to reach *both* halves of the Heart of America. Possible, but certainly expensive. And unnecessary, too, for KMBC *alone* will do the whole job.

KMBC—and no other station—supplies the two essentials of true listener coverage . . . signal strength that enables the whole area to *hear*—and programming that makes the whole area *listen.*

Other stations may offer one or the other of these essentials. Only KMBC gives you both. The proof is yours for the asking.

Is it wise to pay the *double* cost of half-Hearted selling jobs on two stations—when you can depend for a whole-Hearted job on one?

* The 78-county area lying within KMBC's half-millivolt contour. The nation's center, geographically, agriculturally and industrially, this area has a population of 2,000,000, far above average in income. By any standard, the heart of America is vital in a national or regional Midwestern campaign.

K M B C

OF KANSAS CITY

FREE & PETERS, INC.

Since 1928 . . . the Basic CBS Station for Missouri and Kansas

The space below is provided for those who wish to figure how much more inexpensively the Heart of America can be covered by KMBC alone—than by *any* other equally effective combination of stations. You may already know the answers, having used KMBC. In that case, you may doodle or just skip it.

Local Advertisers Buy with Their Eyes Wide Open!

Week of Mar. 15*	LOCAL COMMERCIAL PROGRAMS		LOCAL SPONSORED NEWS	
	KLZ	Sta. "B"	KLZ	Sta. "B"
MORNING	7 hrs. 15 min.	6 hrs. 30 min.	4 hrs. 15 min.	0
AFTERNOON	30 min.	30 min.	3 hrs. 35 min.	30 min.
EVENING	2 hrs. 30 min.	15 min.	1 hr. 50 min.	0
TOTAL	10 hrs. 15 min.	7 hrs. 15 min.	9 hrs. 40 min.	30 min.

* From stations' published programs.

LOCAL advertisers are no smarter than national advertisers. The former merely have the advantage of occupying front line observation posts. They're in a position to know today what yesterday's advertising produced.

You can depend on Hooper to measure "listeners", on Gillette, Jansky & Bailey, or others to measure "coverage", but for measurement of *results*, your best authority is the experience and judgment of local advertisers.

Local advertisers in Denver buy with their eyes wide open and their ears to the ground. The table at the left shows how they buy program time and news time on Denver's two leading stations.

The greater productiveness and economy of KLZ is becoming more and more familiar among time buyers in the national field. The trend in national spot placements in Denver is increasingly in KLZ's favor. Is YOUR advertising in Denver following this trend?

KLZ

Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

PRINTED IN U.S.A.

APRIL 12, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



"IOWA GROCERS PREFER RADIO—AND W-H-O!"

Last November the Iowa Retail Grocers and Meat Dealers Assn. wrote to approximately 6,000 Iowa grocers, as follows:

"What state-wide advertising medium helps sell most goods for you? *Please check (X) only one:*

☐ Large Daily Newspapers
Which one?———————

☐ Radio Stations
Which one?———————

☐ Outdoor Billboards
Which company?———————

☐ Farm Papers
Which one? ———————"

Here's how the dealers who replied voted for their preferred media:

Radio Stations	68.3%
Daily Newspapers	20.5%
Billboards	9.5%
Farm Papers	1.7%

Radio won with 115.5% more votes than all other media *combined!*

The most popular *radio station* got 71.2% of all "radio" votes cast—more than seven times as many as its *next* competitor!

Needless to say, "the most popular station" was WHO! . . . May we send you the complete report?

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives



In Winter Snow
or August Heat

Radio Fills a Need

Snow hides the dormant field and veils the roadside farm. Neighbors stopped, all friends shut out, the farmers, snugly housed from wind and weather, sit around the kitchen stove and family fireplace.

"All friends shut out" — except for Radio. Winter and summer, remotest farm and village are as close to friends as their radio. There's a friendly song, cheerful music and chatty banter. But there's more: there's the farmer's business — market news, production aids and other Service for Agriculture.

These things Radio brings . . . and in the Midwest, it is WLS that brings them. For 19 years, in winter snow or April rain, in March's wind or August's heat, WLS has served the farmer's needs in Midwest America. We have earned his confidence . . . his loyalty . . . and translated into business terms, it means that WLS Gets Results.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS
CHICAGO

The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER *President*
GLENN SNYDER *Manager*

REPRESENTED BY
JOHN BLAIR & COMPANY

AFFILIATED WITH KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-LOWELL

THE SEAL OF ACCEPTANCE

Accepted by 875 commercial radio stations in the U. S.

Accepted by every national and regional network.

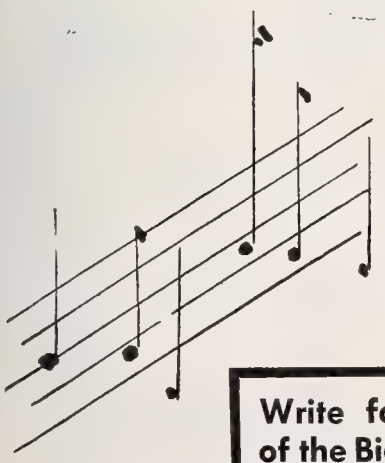
Accepted by all transcription and phonograph companies.

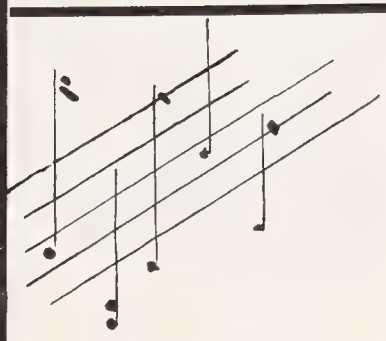
Accepted by over 100 of America's finest music publishers.

Accepted by all American advertising agencies.

THE BEST MUSIC IN AMERICA

SESAC





Write for your copy of the Big Green 1943 SESAC Music Guide today.

113 West 42nd St.
New York, N. Y.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

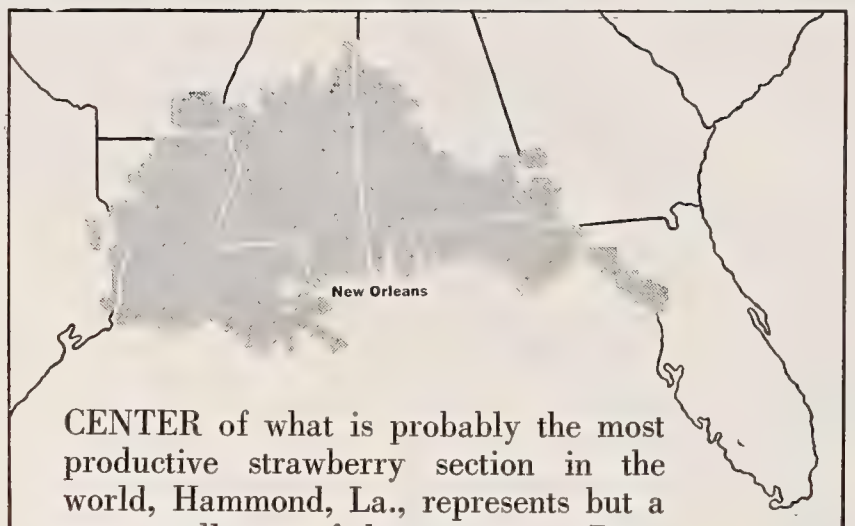


The Strawberry Capital

—AT HAMMOND, LOUISIANA—

IS IN WWL-LAND

and so are 10,000,000 customers from five different states



CENTER of what is probably the most productive strawberry section in the world, Hammond, La., represents but a very small part of the prosperous Deep South, dominated by WWL.

NO OTHER station can compete for Deep South supremacy against WWL's clear channel, 50,000 watt signal, unrivalled within a radius of hundreds of miles. To sell the Deep South, buy—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • No. 15 **APRIL 12, 1943**

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Subscription $5.00 a Year • Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February

KOIL *is the most economical buy in* **OMAHA**



For Outstate Nebraska— **KFAB** *is a must!*



WE CAN'T ESCAPE IT. The South is growing so rapidly, prospering so quickly, changing so completely that the post-war South will, we believe, change our entire economic thinking. Things are happening.

From 1930 to 1940, 42.8% of America's population increase was in the South. In the past half-century the value of southern manufactured products increased 797%. In the past two years southern shipbuilders have increased their number of employees from 7,481 to 150,000! Since 1935 the South has shown the largest volume gain in drug sales in the United States . . . over 30%.

What does this mean in terms of advertising? It means that right now is the time to lay the ground work for a post-war campaign in what is destined to be the hub of America's industrial wealth.

WSM, "The Air Castle of the South", is the dominant radio station in this steady growing area of opportunity.

WSM

HARRY L. STONE, Gen'l Mgr., NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.



There's not another like it!

Probably the most novel and representative insignia in all the armed forces is this design of the Twenty-seventh Division, formerly the National Guard of New York. Worked into the pattern are the seven stars of the constellation Orion . . . a unique method of honoring Major General John F. O'Ryan, who was the only National Guard Officer of his rank to go to France. In the six months that the division was under fire, it achieved an enviable record during combat in Northern France and Belgium. But Victory in 1918, as it must today, required a price, and two thousand of the Twenty-seventh's courageous men now "sleep where poppies bloom." The love of Liberty, for which two thousand men laid down their lives a generation ago, is no less strong in the hearts of the young Americans who, today, fight under the proud emblem of the Twenty-seventh. Let us hope that their courage and devotion will this time bring a just and lasting peace for all mankind.

★ ★ ★

The respect and friendliness with which the people of Southern New England turn to WTIC, and the unusually high radio ownership which exists here are your guarantee of an audience for your sales message. The per family income figures for this area are your guarantee that, having heard your message, they possess the means to do something about it. That's why we say

There's not another like it!



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Sincerely Yours...

WHEN the enemy struck at our country, American industrialists and business men, not content with their achievements of converting from peacetime to war production, turned the full power of their advertising, not only radio but publication advertising as well, to the gigantic task of bringing the war and its meaning to the American people.

Closely cooperating with the Government, they devoted, with characteristic energy and loyalty, time, money and great talent to the task of crystallizing the nation's thinking, to dispelling confusion and to clarifying the wartime duties of the individual.

Advertising agencies, too, have utilized all their skill and experience in bringing about the fullest understanding of all the problems of war in a manner which has done much to unite the American people.

It is to these leaders of American industry, to executives, copywriters and artists of American advertising agencies and members of the Advertising Council, that the American people owe a debt of gratitude.

It is their advertising support, their war-effort and entertainment programs, which make possible a broadcasting service without equal in the world—a free radio for a free people.

To these men radio pays tribute—history will write "well done" to their magnificent contributions to the war effort.

• THE NATIONAL BROADCASTING COMPANY •

A FIRST IN FM!

Hallicrafters are pioneers in FM! Producers of the first general coverage U. H. F. communications receiver to incorporate both FM and AM. Time and research have added much to the performance capabilities of Hallicrafters FM-AM communications receivers . . . wartime experience is adding invaluable engineering advantages . . . all of which will be available to you in your peacetime Hallicrafters communications receiver.

hallicrafters

CHICAGO, U.S.A.



World's Largest Exclusive Manufacturer of Short Wave Radio Communications Equipment

REASON FOR CONFIDENCE



The new building of the Bell Telephone Laboratories

How MANY of the different units that make up an Army use the telephone?

All of them do. Somewhere along the line, the telephone is used by engineers and artillerymen, by the Medical Corps, Quartermaster, Armored Divisions and all the rest.

How about the Air Forces? The same is true there. Ask a bombardier or navigator what an "inter-com" is, and he'll tell you it's the intercommunicating telephone system that keeps the crew working together.

And the Navy? American warships have a network of telephone wire to carry the orders and commands that put the crew into action as a trained team.

How about the home front? You know how the great network of telephone wire and cable knits the country together, and helps to speed up the production of weapons, and the movement of men and supplies.

Did you know that the biggest industrial laboratory in the world is right here in this country, and devoted exclusively to telephony? It's the Bell Telephone Laboratories, now working nearly 100% on communications projects for the armed forces. Practically all the other laboratories in the country, industrial and academic, are working the same way. Hitler hasn't anything like this scientific drive to improve the tools of war.

On *every* front, the telephone is a vastly important part of the war. In fact, *this* war could not be fought a single day without it, for all the work could not get done as fast or on as big a scale.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

This is a quotation from THE TELEPHONE HOUR, *a regular program heard each Monday night over N. B. C. For many years, the Bell Telephone Laboratories and the radio industry have been working together toward a common goal—to improve the quality of broadcast sound as it reaches the homes of the nation.*



2 years Telegraph Operator, Sante Fe R. R.
11 years Advertising Staff, St. Louis Post-Dispatch
2 years Copyrighted Newspaper Features
4 years Sales Staff, Radio Station KSD, St. Louis
Free & Peters (New York Office) since February, 1943

"Fore," please— here comes JONES SCOVERN!

Yes, friends, alack and alas. Despite his cherubic face the character depicted above is both a gin rummy hound and an amateur golf champion. Also, we hasten to add, he has had seventeen years of successful advertising experience (including four years of top-notch work in local and regional sales at KSD) and is really one of the crackerjack radio time salesmen in the U.S.A.... Gentlemen, we proudly introduce Jones Scovern! We predict he is going to be one of your most valuable F&P "colonels"!

Yes, we mean "*your* most valuable", as stated! Here at F&P, Jones Scovern and all the rest of us have some rather original conceptions of radio-station representation—which include the idea that we represent your interests to the same extent as those of the radio stations we serve. Because we are convinced that if we "sell" you the right stations, and if those stations fully understand your needs—then you *and* the stations, *and* F&P will all be more successful, and enjoy life a lot more while we're doing it!

Too good to be true, you think? Well, give us a ring and see if we can't *show* you, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 15 WASHINGTON, D. C., APRIL 12, 1943 $5.00 A YEAR—15c A COPY

FCC Reorganization Seems Certain

Strong Committee In the Senate Appointed

REORGANIZATION of the FCC at this session of Congress through far-reaching amendment of the Communications Act of 1934 is regarded as a legislative certainty in the light of the three-pronged drive against the present FCC order under way in both House and Senate.

What competent observers view as the thrust dispelling all doubt about Congressional sentiment came last week with the appointment by Chairman Wheeler (D-Mont.) of an exceptionally strong five-man subcommittee of the Senate Interstate Commerce Committee to consider radio legislation. Senator Wheeler, until quite recently, has been lukewarm to proposals that the FCC be reorganized and that new legislation clearly defining and limiting its functions be enacted.

Two Autonomous Divisions

The new Senate commitee, which parallels one in the making in the House, has before it the White-Wheeler Bill (S-814) to divide the Commission into two separate, autonomous divisions — one for broadcasting and related services, and the other for common carriers, with the chairman stripped of his present broad powers. Fairly prompt hearings are predicted, though they are not expected to consume any appreciable time since a voluminous record on a practically identical measure, the Sanders Bill, was obtained by the House committee last session.

The Cox Select Committee to investigate FCC personnel and their stewardship shortly is expected to begin its formal inquiry. Considerable preliminary data already has been accumulated by the committee staff, headed by Eugene L. Garey, well-known New York attorney. Appointment of this committee, approved by the House last January, was for the avowed purpose of breaking the hold of FCC Chairman Fly on the Commission and the communications industries. House approval was virtually unanimous after Rep. Cox (D-Ga.) had described the Commission as "the nastiest nest of rats in the entire country" and had branded Chairman Fly as "the worst bureaucrat in Washington"

Mr. Garey and members of his staff were away from Washington last week presumably following up leads regarding FCC activities. Meanwhile, members of the FCC itself were busy drafting answers to questionnaires, tapping intimate phases of Commission operations and inquiring into individual working habits of commissioners, dispatched by Chief Counsel Garey March 31. Considerable other data from FCC files also have been subpoenoed by the committee.

In appointing the new committee, Senator Wheeler apparently yielded to predominant sentiment in the upper chamber that something be done about the Commission. Heretofore, practically all radio legislation has originated in the Senate, but the House this session got off to a flying start.

The Montanan himself will serve as committee chairman. Other members are Hill (D-Ala.), majority whip; Clark (D-Idaho), who has shown an active interest in radio and is chairman of the subcommittee to investigate AFM and Jimmy Petrillo; White (R-Me.), author with Senator Wheeler of the bill and the best-informed man in Congress on radio legislation, and Austin (R-Vt.), a leading proponent for reform in administrative agencies. All five committee members are attorneys.

Await Court Ruling

Chairman Wheeler told BROADCASTING last week the committee plans would not be arranged until he had an opportunity to get the membership together. It was presumed, however, that hearings would be held shortly—but probably not until after the Supreme Court acts in the network monopoly cases, now awaiting decision.

The White-Wheeler Bill in many respects parallels the pending Holmes Bill (HR-1490) in the House, though it goes considerably beyond it. It would divide the FCC into two three-member units—one to handle broadcasting and related functions and the other common carrier activities. Each unit would be autonomous, with the chairman sitting as executive officer but without a vote on either division.

Mr. Fly opposed a bill following the same pattern (the Sanders Bill) at the last session. While he hasn't publicly indicated his position either on the Holmes Bill or the White-Wheeler measure, it is hardly thought his views have changed.

The White-Wheeler measure was introduced March 2 by Senator White with the concurrence of the committee chairman. Immediately after its introduction, Senator Wheeler became ill. Upon his return to his office last week, however, he announced appointment of the subcommittee, regarded as probably the strongest he could name.

The House Interstate Commerce Committee evidently is only awaiting developments in the Cox inquiry before moving forward on new legislation. Having conducted exhaustive FCC hearing last year, and with the Holmes Bill now before it, the Committee had only to perfect appointment of a new subcommittee to proceed, perhaps without the necessity of further hearings.

Now that two well-defined legislative moves are under way in the

(*Continued on page 45*)

More Severe Hiring Control Predicted

Business Awaits McNutt Move Following FDR Order

MORE stringent government control of hiring and wage policies of businesses, with resulting advantages to the 37 so-called "essential activities", including broadcasting, were predicted in Washington last week-end as a result of President Roosevelt's order to administration chiefs to "hold the line against inflation."

Little Steel Formula

Although the press in general stressed the price control aspects of the order, Mr. Roosevelt told his news conference Friday that the fight against inflation involves four legs, like the legs of a stool. One of these legs, he said, is "holding the line of wages."

In his executive order, and the accompanying statement, the President had said that there must be no further increase in wage rates beyond the Little Steel formula. While the order made clear that individual classifications and promotion would still be possible, Mr. Roosevelt instructed War Manpower Commission chief Paul V. McNutt to "forbid the employment by an employer of any new employe except in accordance with regulations of the Chairman (of the WMC), the purpose being to prevent such employment at a higher wage or salary than that received by the employe in his last employment unless the change of employment will aid in the prosecution of the war."

No definite word was available over the week-end on the extent to which the order would limit transfer of personnel in the radio industry, or the employment of new men from other fields. The President had said that all job transfers must be to "aid in the prosecution of the war." Whether the WMC would interpret that phrase to mean that men are more or less frozen in their jobs in essential industries, will depend on instruction yet to be issued.

At the news conference Friday, Mr. Roosevelt and his Economic Stabilization Director, James F. Byrnes, who has assumed vast new power under the order, asserted that they are merely confirming and strengthening authority already held by Mr. McNutt to control hiring and recruiting. The original order creating the WMC, April 18, 1942, gave, its director the right to regulate these activities, but this right has been exercised only to a limited degree.

Recently, however, Mr. McNutt has taken increasing hold over hiring and in 36 critical labor shortage areas has authorized his regional directors to permit hiring only

(*Continued on page 45*)

ASCAP Claims Extra Royalties; NAB Advises Stations on Rights

No Basis for Demands Under Per-Program Contracts Involving Participations, Says Neville Miller

CLAIMS BY ASCAP field auditors for additional royalty payments from broadcast stations having per-program contracts with the Society resulted last week in the issuance of a special bulletin to NAB members by President Neville Miller, advising stations of their rights and of the consent decree and contract provisions.

Mr. Miller said within the last few weeks audits made by ASCAP field representatives have resulted in claims for additional royalty payments and a number of inquiries have been received from stations as to their contractual rights.

Involves Participations

ASCAP's auditors, it was pointed out, have claimed compensation with respect to programs using ASCAP music which follow spot announcements not occurring at station breaks. The consent decree signed by ASCAP and its "per-program license" are clear on that point, and require ASCAP to offer broadcasters a sustaining program license entailing payment only for sustaining programs on which ASCAP compositions are performed and as to commercial programs, a license requiring only the payment of a percentage of the revenue derived by the station for the use of its facilities in connection with a commercial using ASCAP music.

"There is, therefore," Mr. Miller stated, "no basis for asking for compensation with respect to contiguous programs which do not use ASCAP music."

"For example," he said, "if a station presents a five-minute newscast, followed by a one-minute commercial, followed by a sustaining program of ASCAP music, ASCAP is entitled only to the sustaining fee on the ASCAP musical program. If the one-minute spot uses ASCAP music, then the Society is entitled to payment of the commercial rate on the amount collected for that one-minute spot.

Questions also have been raised with respect to the applicability of the 8% rather than the 2% royalty rate where themes, jingles and the like are used. The ASCAP per-program contract provides that the 2% is applicable on local commercials which use compositions licensed by ASCAP only incidentally as bridge or background music, themes or signature, arrangement of works in the public domain or incidental to the broadcast of a public or sports events, said the NAB bulletin.

ASCAP field men, it was reported, claim that if the composition used as the theme varies from program to program, it will not be considered theme music and the full 8% rate must be paid.

"This claim is unjustified," said NAB. "The reason for the word 'signature' and the word 'theme' was to distinguish between the invariable signature and the varying theme. So long as the composition is used as theme music, the 2% rate is applicable."

ASCAP field men also have raised questions regarding compositions originally licensed directly to broadcasters by individual publishers and subsequently acquired by ASCAP publishers. It is clear, NAB said, that the licenses originally issued with respect to such compositions remain in full force and effect until cancelled. Moreover, it was stated that compositions originally licensed by small publishers through BMI are occasionally acquired by ASCAP firms. Performing rights in such compositions "remain available to broadcasters under their BMI licenses until such time as BMI notifies stations to the contrary," NAB stated.

ASCAP also has questioned the title of BMI affiliates in certain compositions licensed through BMI. Conspicuous among these is "Song of the Islands," published by Edward B. Marks Music Corp. "This composition is licensed to broadcasters by BMI and may be performed under the BMI license," NAB flatly stated. It pointed out that the Marks Corp. has indemnified BMI against any claims which may be made by ASCAP and that BMI has similarly indemnified all broadcasting stations. BMI has requested that if any claims are made with respect to compositions licensed through it, they should be referred to BMI for attention.

Consent Decree Claims

Claims have been made by ASCAP field men with respect to consent decree licenses issued directly to broadcast stations, the bulletin continued. The consent decree signed by ASCAP "specifically provides that any ASCAP member may license works on a non-exclusive basis directly to broadcasting stations. The Department of Justice has clearly stated that these consent decree licenses may be issued either with or without the payment of consideration."

NAB attached to the bulletin a list of consent decree licenses issued to stations which have been brought to the attention of the NAB. Covered were 18 licenses, covering 51 compositions. All of these licenses, NAB held, were issued in a form approved by the Government and broadcasters "are entitled to rely upon these grants." It added that certain of the consent decree licenses have been cancelled subsequent to their issuance. Broadcasters are not entitled to perform these works under consent decree license subsequent to the date on which they received notice that the license has been withdrawn. Prior uses, however, are not performances on which ASCAP is entitled to claim compensation.

'Broadcasters who desire advice with respect to these or similar claims are invited to communicate with the NAB for additional advice and information," said the NAB.



LT. COM. STORER

Squibb and Colgate Plan Summer Network Shows

E. R. SQUIBB & SONS, New York, currently sponsoring *Keep Working, Keep Singing, America* on CBS thrice-weekly at 6:30 p.m., has purchased the Sunday 8-8:30 p.m. period on CBS for a summer show, details of which have not yet been released. It is known only that the program will retain the morale - building theme which Squibb is promoting on its present series. Agency is Geyer, Cornell & Newell, New York.

Another weekend half-hour series pending last week with no details available will be sponsored by Colgate-Palmolive-Peet Co., Jersey City, on NBC Saturdays at 10 p.m. Period is now partly filled with Bill Stern's *Sports Newsreel of the Air* for Colgate shaving cream, which will probably be moved by Colgate to an earlier quarter-hour on NBC the same evening. The 10:15-10:30 p.m. Saturdays on NBC was recently vacated by Campana Sales Co. Program was titled *Campana Serenade*. Agency and product for the new half-hour Colgate series have not been announced.

Babbitt's New Plans

B. T. BABBITT Co., New York, sponsor of *David Harum* on CBS and NBC, will discontinue the CBS program with the May 14 broadcast, and has purchased the 10-10:15 a.m. period on NBC, for a Monday through Friday serial, as yet unnamed. Firm will continue sponsorship of the NBC *David Harum*, and will thus have two serials as of May 30 when the new series gets under way. Agency is Duane Jones Co., New York.

Navy Materiel Post To George B. Storer

Fort President Reports Soon To 9th Naval District

GEORGE B. STORER, president of the Fort Industry Co., operating six broadcast stations, and president of the Standard Tube Co. of Detroit, has been commissioned a lieutenant commander in the Navy and reports shortly for duty in the Ninth Naval District in Chicago in connection with inspection of Naval materiel.

Com. Storer's steel fabricating concern has been engaged 100% in war production virtually since the outbreak of hostilities, mainly in manufacture of shell casings. It is understood that because of his knowledge of steel production and manufacturing, he was selected for the Chicago post.

Active in War Production

Prominent in broadcasting circles for more than a decade, Com. Storer has devoted most of his time to war production during the last two years. The six Storer stations are WWVA, Wheeling; WSPD, Toledo; WMMN, Fairmont; WLOK, Lima O.; WAGA, Atlanta, and WHIZ, Zanesville.

J. Harold Ryan, vice-president and treasurer of the Fort Industry Co., and brother-in-law of Mr. Storer, is on duty in Washington as Assistant Director of Censorship, in charge of radio. Since this call to Washington in December 1941, Mr. Storer has been supervising the operations of Fort Industry Co. in addition to those of the steel fabricating concern.

Preparatory to reporting for duty April 19, Com. Storer met with executives of Fort Industry Co. in Atlanta last Thursday and Friday. No announcement was made, however, regarding executive direction of these operations during his Naval service. Attending the meeting were Mr. Ryan; L. A. Pixley, assistant to the president; E. Y. Flanigan, WSPD; George W. Smith, WWVA; Charles A. Smithgall, WAGA; Ralph Elvin, WLOK, and Allen L. Haid, WHIZ.

Coffee Firm Sale

AMERICAN Home Products Corp., Jersey City, extensive user of radio for its various proprietary products, is negotiating to acquire the G. Washington Coffee Refining Co., Morris Plains, N. J., it was announced last week by Alvin G. Brush, chairman of American Home Products. Company has already bought this year Ayerst, McKenna & Harrison Ltd., Montreal, maker of drugs, foods, cosmetics and household products. According to Mr. Brush's announcement, G. Washington, president of the coffee firm, plans to retire when the purchase becomes effective. Clarence Mark, general manager, would become active head of the company.

Many Former 3Bs to Be Called Soon

Dependency Removed As Deferment for Two Groups

EARLY induction into military service is forecast for thousands of broadcasting industry employes formerly in Class 3B as a result of a Selective Service order announced today (April 12) abolishing occupational classification and removing dependency as a cause for deferment for men with collateral dependents and wives only.

Under the new arrangement, former 3Bs will go into 1A unless they were fathers of children born before Sept. 15, 1942. Fathers of pre-Pearl Harbor children, as Selective Service defines a child born before Sept. 15, 1942, will be put into a new class 3A, where they are to remain until further instructions from the director of Selective Service.

Still a Class 3D

One other alternative which Selective Service has offered for current 3Bs is classification 3D for men who may continue to be deferred if their induction would cause "extreme hardship and privation to a wife, child or parent." Agricultural workers with dependents are protected by class 3C.

The new Selective Service instruction, which went out in a memorandum to Draft Boards last week-end, is described as a normal step in the prearranged plan of induction. Prior classes of men have now been exhausted, officials explain, so it becomes necessary to take increasing numbers who have enjoyed special classification because of dependents.

Still open to some radio employes will be Class 2A, men necessary to essential civilian activities who may be deferred for limited periods until they are replaced. Such deferments are available at the discretion of local draft boards for men holding one of the jobs in the list of essential titles for the radio industry.

In an NAB Manpower survey, conducted last September, only 190 men of 12,821 employes reported by 608 stations had been granted such deferment. Officials in Washington predicted that Local Boards would be reticent in granting the 2A rating, and that such rating would require proof that every effort was being made to replace the man.

How many of the 5700 draft age Class 3 men reported in last fall's NAB survey have pre-Pearl Harbor children and will go into 3A instead of 1A is not known. Of 2488 men holding key radio jobs at that time, however, 1023 had dependent children, while another 553 had no children.

The new arrangement completely eliminates the former Class 3B, the classification granted a man employed in any of the 37 essential industries regardless of his job. In that respect it levels the distinction between essential industries and other activities with the exception of certain fields which were specifically listed as non-essential. Employes of such activities are not entitled to 3A recognition even if they maintain bona fide homes. (See earlier story on p. 16.)



FROM SECRET RADIO room at Allied Headquarters, North Africa, John MacVane, NBC's war reporter in Algiers, is shown during one of his broadcasts on NBC's five-weekly *News of the World.* MacVane was among the first group of newsmen to accompany the Allied Expeditionary Forces to Africa last November.

High Court Hears KOA-WHDH Arguments; Result Important

Station's Right to Intervene in FCC Proceedings, Upheld by Lower Court, Involved in Case

A RULING of far-reaching importance to the broadcasting industry, affecting the rights of stations to intervene in FCC proceedings, shortly will be forthcoming from the Supreme Court as a result of final arguments last Thursday and Friday on the FCC's appeal from the opinion of the U. S. Court of Appeals for the District of Columbia reversing the Commission in the celebrated KOA-WHDH case.

The lower court, by a 4-2 vote and in five separate opinions, had held that a broadcast station, by whatever name it may be called, has a right acquired through its license which prevents the FCC from changing a station's facilities without full hearing.

Decision by the court in the network monopoly case was expected any decision day (Mondays).

The lower court had held that the Commission had erred in not giving NBC, licensee of KOA, the opportunity to intervene and present testimony. The Government, however, contended that KOA had been accorded a proper hearing within the meaning of the statute and that the lower court had improperly entertained jurisdiction.

The case was the first involving the breaking down of a clear channel through duplicated operation since the Havana Treaty reallocation became effective in 1941. KOA has been the dominant 1-A station on the 850 kc. clear channel, but the FCC authorized WHDH, now a BLUE outlet, to operate fulltime on the frequency, changing its status from 1-A to 1-B. To accomplish this, it amended its rules setting up 25 Class 1-A channels under the Havana Treaty.

In arguing the case for the Government, Paul A. Freund, special assistant to the Attorney General, contended that KOA's facility remained unchanged, in that it retained the same frequency and the same power. He argued that the interference caused in the restricted secondary service area of KOA was negligible and that the public interest was served by the grant. Beyond that, he contended the Commission was under no compulsion to permit NBC to intervene in the proceedings.

Philip J. Hennessey Jr., member of the law firm of Segal, Smith & Hennessey, in his maiden appearance before the highest tribunal, vigorously supported the majority opinion of the lower court. He argued that KOA had never been accorded a hearing despite specific provisions of the statute and past court precedent.

In reciting the history of the proceeding, he brought out that the Commission not only had substantially changed the facility of KOA without proper hearing but that it also had altered its regulations without notice and hearing.

WHDH is still operating fulltime on the 850 kc. channel despite the pendency in the court below of a petition for a stay order. NBC, however, has not pressed for issuance of the order which would force the Boston station to revert to daytime operation on 850 kc. Also involved is the assignment of WJW, Akron, with 5,000 watts power, on the 850 kc. channel, and with removal slated to Cleveland. This grant, wthout hearing, followed the WHDH authorization, but further proceedings before the FCC are being withheld pending the Supreme Court's decision.

With a bare quorum of the court sitting — six judges — arguments were begun last Thursday. Associate Justices Black and Rutledge

(*Continued on page 40*)

Brown May Scrap Grade Label Rule

House Committee Advises It Is Impractical Now

REPEAL of the OPA regulations requiring grade labeling of the 1943 fruit and vegetable pack became increasingly probable last week when the House Agriculture Committee declared that enforcement of the order this year seemed impractical. [BROADCASTING, April 5].

Maxon in Trouble

Although OPA Director Prentiss Brown has not yet indicated whether he will abandon the regulations, originally ordered by former OPA chief Leon Henderson, observers believed he would accept the advice of the House Committee, pro-grade labeling group, which ruled that the regulation might interfere with food production, and require an extravagant amount of extra labor.

An indication of OPA's decision may be forthcoming early this week when officials of the agency appear before a special House subcommittee investigating regulations of Government agencies.

For more than three weeks, Mr. Brown has been besieged by consumer groups defending the regulations, and canner interests that have been seeking its repeal. In a flare-up a week ago, the OPA Labor Advisory committee demanded the resignation of Lou Maxon, Detroit advertising executive, from his public relations post because of alleged pro-canner sympathy in the controversy.

Previews Restricted

Mr. Brown appeased the anti-Maxon interests last week by restricting certain powers of review he had granted his publicity chief, permitting him to overrule decisions of OPA Deputy Administrators. The Detroit Chapter of the National Lawyers Guild took up the fight with a demand that Maxon resign "because he shares the view of the National Canners Assn."

The Agriculture Committee heard a message from AFL President William Green declaring that "a myth has gained wide circulation that grade labeling will displace standard brands." Mr. Green said such was not the case, that grading does not disturb brand names. CIO also favors the labeling as a price control device.

Seeds Names Post

DICK POST, producer, writer, and announcer of CBS, Chicago, has been appointed radio director of Russel M. Seeds Co., Chicago, and will take over his new duties May 1. He will also m.c. *Reveille Roundup,* sponsored through seeds on NBC by Grove Labs., St. Louis (cold remedies and vitamin products) on Monday, Wednesday, Fridays 7:45-8 a.m.

Business Builder in Tailor-Made Discs

Washington Store's First Campaign Doubled Sales in Four Months

By ROBERT J. ENDERS
Radio Director, Kal Advertising Inc., Washington

KAL is the agency; Washington, D. C., the locale, and women's wear specialty shops, the client. "It's Kopy Kat . . . It's Kopy Kat" sang a clever girl trio in a smart transcription innovation. A sweep of all the stations in town—and Mr. Enders learned how custom-prepared platters make friends, and influence profits. He says the idea works for the firm's other accounts as well.

A YEAR AGO Washington listeners heard a new type of musical transcription for a local advertiser. "It's Kopy Kat . . . It's Kopy Kat," sang a smart girl trio.

Four months later, using a schedule covering all six Washington stations, Kopy Kat, women's wear specialty shops, had doubled its retail business.

And at the end of 1942, Kopy Kat's appropriation, exclusively in radio, was three times greater than the stereotyped live-copy schedule prior to the first transcription in May.

Rang the Bell

This unquestioned success in use of tailor-made transcriptions provoked immediate interest. Tailor-made transcriptions were still a novelty to clients in the Washington area. Formerly transcriptions for local clients consisted of identifying fanfares backed up by announcers with passionately appealing enthusiasm.

Formerly budgets for making transcriptions were held to $35; now a client who measured expenditures by sales results was justifying an appropriation of $350.

Kopy Kat was the first success. Then we rolled up our sleeves and really tackled the transcription opportunities. First problem was that of the Chesapeake & Potomac Telephone Co., embracing Washington, D. C., Maryland, Virginia and West Virginia. The company contemplated use of newspapers to urge: "Please do not use your telephone long distance unless the calls are vital." This was just two weeks before Christmas!

We evolved the idea of dramatized transcriptions as the most effective means of driving home voluntary public cooperation. C & P officials approved. Dramatized transcriptions, placed on 35 stations blanketing four states, explained why the public's cooperation was essential to the war effort. With simplicity and tact.



MR. ENDERS

We were amazed when C & P cancelled its scheduled announcements for Christmas Day, always the time telephone lines are flooded. The softening up job had been thoroughly effective! The public had accepted the message and believed in its sincerity.

Since Christmas we have prepared two additional blocks of C & P transcriptions on consumer cooperation and understanding of their utility.

And then, there's the Capital Transit Co., one of America's largest, busiest transportation systems. Their specific difficulty: Men and women to operate cars and buses, to service equipment. Prior to our radio campaign newspapers over the East had been used. Capital Transit's radio budget was concentrated in the Washington area. Again, dramatized one-minute announcements, with a simple attention-getting opening effect—voice in an echo chamber. For women employes we coined the phrase: This is a woman's war, too.

A Newsaper Story

When the War Manpower Commission declared transportation an essential war industry we told, by transcription, the company's story of deferment to employes. Results were excellent. Since, the WMC has expressed interest in our techniques employed to impress essential war jobs on persons now engaged in non-essential work.

Our client, *Washington Evening Star*, owner and operator of the Washington BLUE station WMAL, presents a unique case: The *Star* does not wish increased circulation (they have the largest Washington circulation), facing decreased used of newsprint. Further, the *Star* does not wish increased advertising lineage (for years they have ranked at the top in U. S. newspaper lineage).

But the *Star* does want a specific appeal to many thousands of newcomers who are orientating to Washington conditions. To the newspaper world's surprise, the *Star's* radio budget was spread over all D. C. stations (not WMAL alone), probably the largest ever spent in a prestige campaign of this kind. Newcomers and oldsters remember, "If you read it in the *Star*, it's true."

The chain of transcription-minded clients is gaining new links. Retail stores, public utilities, consumer products, newspapers—all with new and larger radio appropriations. Direct sales and satisfied clients for a bit of agency inventiveness.

How has it affected our agency, particularly the radio department? Well, Kal Advertising is now placing its greatest volume of radio business in its long history.

Easy to emulate? Develop well-trained personnel who can produce tailor-made transcriptions. They will, in turn, produce results.

Gillette Buys South American 'Shadow' Rights; Mutual Starts 'Nick Carter'

GILLETTE SAFETY RAZOR Corp., Boston, has obtained the South American rights to *The Shadow*, and will start the program on a number of stations in Brazil and Argentina within the next 30 days. Present plan, it is understood, calls for the series to be heard on approximately 70 stations. Network hookups may be used in both countries. The program would be aired for at least 26 weeks, period for which Gillette has purchased the S. A. rights with two-year option.

The Shadow, several years on U. S. stations, both as a live network show and local transcription, was discontinued on Mutual March 31, when Delaware, Lackawanna and Western Coal Co., completed its seasonal sponsorship of the series. Program is now being broadcast in transcribed form on a number of local stations. Show has never been heard in Latin America with the exception of broadcasts on a Panama City station for the benefit of American troops stationed there.

Program is copyrighted by Street & Smith, publishers. Charles Michelson, radio production firm, is radio representative. Gillette agency is Maxon Inc.

Scripts will be flown to South America via Pan-American Airways, to correspondents of Maxon who will have them translated into Portuguese and Spanish and produced on Brazilian and Argentinian stations, it is understood. Series will be promoted in the South American edition of *The Shadow* magazine and through showings of "The Shadow" films under an arrangement with distributors of Columbia Pictures.

A mystery series, based on the fictional character, Nick Carter, "the master detective" has replaced *The Shadow* in the Sunday 5:30-6 p.m. period on Mutual. The Nick Carter stories, copyrighted by Street & Smith, originated in the *New York Weekly* in 1886 and have appeared in the form of a magazine and later a series of motion pictures.

The Mutual series, which started April 11, represents the first radio appearance of the character and is titled *The Return of Nick Carter*. Walter Gibson, detective story writer, and author of many *Shadow Magazine* stories, is scripting the program.

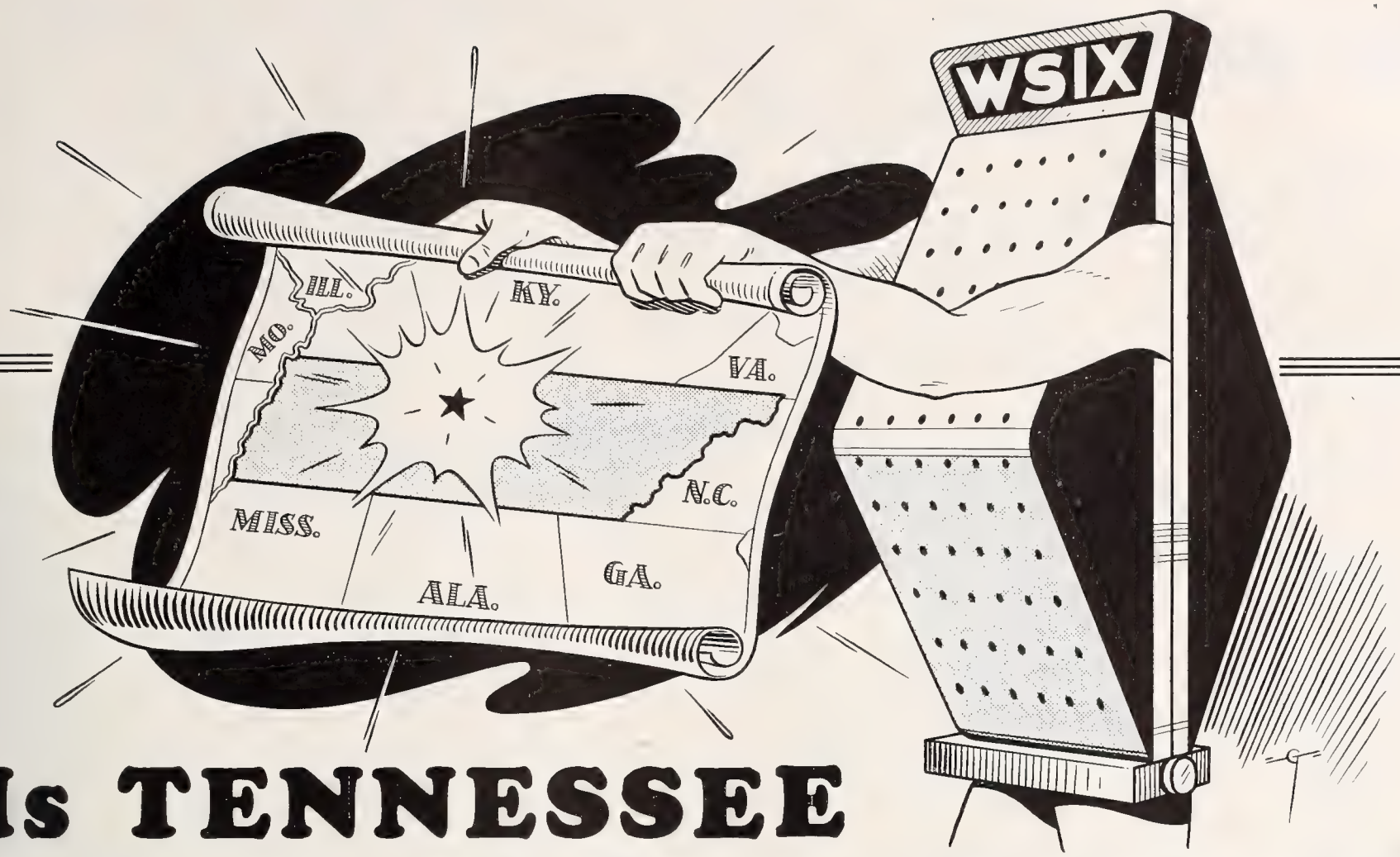
AFM Ban Forces Rexall To Use Announcements

BECAUSE of the AFM ban on recordings the semi-annual one-cent sale campaign conducted this spring by United Drug Co., Boston, will consist of one-minute announcements rather than the transcribed quarter-hour programs titled *Rexall Parade of Stars*, which the company used last fall and preceding years for its Rexall product drive.

Scheduling of the announcements, to run on more than 200 stations throughout the country, has been divided so that 14 will be run off between April 11 and 17, and the remaining 14 between May 9 and 13. The company had hoped to use the musical programs it featured last November for four days, but the union was adamant in its refusal to allow the recordings to be used a second time. Spot Broadcasting places the campaign for Street & Finney, New York, United Drug agency.

Harvel Watch News

HARVEL WATCH Co., New York, will sponsor John B. Hughes commentaries on Mutual Sunday, 10-10:15 p.m., starting June 6. The watch firm entered radio for the first time with a test spot campaign in the South and Midwest last November. At that time, Harvel's announcements urged listeners to buy War Bonds, and wait until after the war to buy watches. Agency is A. W. Lewin Co., Newark, N. J.



Is TENNESSEE a Part of Your Market?

WSIX OFFERS thorough coverage of the rich Middle Tennessee area—a section now booming as never before with farm production, industry and army camps.

ENGINEERS' surveys show EVERY county of Middle Tennessee plus sixteen counties in Southern Kentucky included in this station's 0.1 MV/M signal.

FOR full information, including coverage map, rate card and present availabilities, contact this station or Spot Sales, Inc., National Representatives.

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Dominant NBC Basic Station
In This Area



1150 KC
WILMINGTON
DELAWARE

WDEL reaches an area—Delaware, southern New Jersey, and parts of Maryland and Virginia—which is booming for it is located right in the heart of the nation's greatest production area.

Covering this buying market with 5,000 watts day and night, WDEL is doing an outstanding job for scores of advertisers.

Your advertising dollars spent on WDEL can pay you rich returns in profitable sales —write:

●

Sales Representative:
PAUL H. RAYMER CO.
New York • Chicago
San Francisco

McNutt to Warn Draft Boards Against Station Discrimination

FCC to Continue Alert for Signs of Unfairness, Says Fly, in Discussing Essentiality Problem

DRAFT BOARDS will be instructed not to differentiate between stations in recognizing radio as an essential activity, Paul V. McNutt, director of the War Manpower Commission promised last week. He added however that individual requests for deferment would still be handled by local Selective Service Boards.

This explanation of radio's position as an essential industry was made in reply to two letters from FCC Chairman James Lawrence Fly, who questioned a statement from Selective Service headquarters which asserted that local boards had authority to decide which units of an essential industry performed functions necessary for support of the war effort [BROADCASTING, March 22, 29].

Mr. Fly declared himself "quite happy" with the McNutt explanation. The BWC-FCC Chairman insisted that radio has not sought assurance that station employes will be deferred. He explained that all radio asks is that employes of stations, without discrimination, be eligible for classification as members of an essential industry.

FCC Alert

The advantage of such a status for radio was underlined last week as Selective Service moved to steer men between 18 and 38 toward jobs in agriculture and essential industries. Protected by the position Mr. McNutt reaffirms, radio could draw on this manpower pool, as well as hold its present employes who otherwise might be inclined to move to war plants or agriculture.

In some quarters, however, there was still fear expressed that in instances where deferments were requested, local boards might reach decisions by arbitrarily judging which of competing local broadcast stations were doing a 'necessary' job. Mr. Fly promised that FCC would continue alert for any sign of discrimination.

The McNutt letter warned that the needs of the armed forces would probably require withdrawal of some persons in essential occupations, and that some individuals would therefore fail to obtain occupation deferments. He assured that such failure would not be based on lack of essentiality of the individual station.

"As you know," Mr. McNutt wrote, "neither the list of Essential Activities nor the Activities and Occupational Bulletins relating to the broadcasting services give any basis for differentiation in the essentiality of one radio station as against another.

"Insofar as the character and content of broadcasting services are similar as between individual radio stations and such services are deemed related to the war effort, no distinction can be drawn as between particular stations."

Adding that this interpretation does not assure automatic deferment for persons in essential occupations, the WMC chief promised to ask Selective Service to inform its representatives that no such determinations shall be made.

"All We Can Expect"

Mr. Fly said the McNutt letter confirmed the cooperative studies on manpower made by BWC and WMC, and Selective Service. He said he thought WMC correct in its policy of deciding each case involving a station employe on its individual merit. He described the present situation as "all we can expect the WMC to give us."

Meanwhile, Mr. McNutt told a news conference last week that his organization was "moving everybody toward essential activities." He remarked that present work-or-fight orders were to relieve the dairy farmer crisis, but said as he looked ahead, he admitted, "we might have to use everything we can get our hands on."

Text of the McNutt letter follows:

I have your communications of March 24 an 27, concerning the local determination of particular radio stations as being essential to the war effort.

As you know, neither the *List of Essential Activities* nor the Activities and Occupational Bulletins relating to the broadcasting services give any basis for differentiation in the essentiality of one radio station as against another. Insofar as the character and content of broadcasting services are deemed related to the war effort, no distinction can be drawn as between particular stations. You recognize, of course, that this interpretation does not assure automatic deferment for all persons in essential occupations in broadcasting services.

I have called your communications to the attention of the Bureau of Selective Service and requested that they inform their representatives in the field that no such determination shall be made. Requests for occupational deferment are made by local Selective Service Boards on an individual basis and not on the basis of particular radio stations in which an individual may be employed.

Needs of the armed forces are such as to require withdrawal in some instances of persons in essential occupations in essential activities. It is possible, therefore, for individuals in essential occupations in radio stations to fail to obtain occupational deferment, but such failure, however, is not on the grounds of the lack of essentiality of the individual radio station.

Lever Shifts Theme

LEVER BROS., Cambridge, Mass., temporarily shifted its spot campaign for Rinso on 111 stations, to promotion of Lipton's Tea, and Lipton's Continental Soup Mix, for one week only, starting April 5. Agency is Young & Rubicam, New York.

PLACE QUESTIONS DRAFT VAGUENESS

COMMENTING it is common knowledge that the induction date for fathers is not far off, Russell P. Place, NAB general counsel, said last week registrants and employers could plan more easily if they were given reasonable indication when induction is likely to take place.

(On Monday Maj. Gen. Lewis B. Hershey, director of Selective Service, said such inductions were not likely to take place at least until July but Selective Seervice could not tell when since the date depended on facts beyond its control. Gen. Hershey said one important factor would be the rate at which "public opinion forced single men to give up jobs in war plants.")

Mr. Place said the impact of Selective Seervice on the people is second only to the impact of the war itself and that such major disruption of normal life calls for vital rearrangements of business and personal affairs. He decried the "welter of confusing and often seemingly conflicting statements" and pointed out that such publicity seems to "put the stress on how to stay out of the Army rather than when induction is likely to occur."

RADIO MUSICIANS EXEMPTED BY WMC

MUSICIANS employed by radio stations are not subject to the work-or-fight order that went into effect April 1, an official of the War Manpower Commission explained last week. The work-or-fight order had listed "music" as a non-essential service, ordering all men 18-38 engaged in such work to register for war jobs.

A misunderstanding of the order had occurred in Philadelphia where a number of musicians had received induction notices. The regional manpower office has recognized the national interpretation and ruled that only musicians employed in night clubs and dance studios, services listed as non-essential, are at present subject to induction.

Musicians as such have not been declared non-deferable, the Washington official explained, but certain activities that employ musicians such as night clubs, are non-essential, and all their employes, musicians included, are subject to immediate induction. Musicians employed by essential industries are not effected by the order.

IBEW Renews Contracts With Five Broadcasters

RENEWALS of agreements covering technical employes of five stations were announced last week by locals of the International Brotherhood of Electrical Workers (AFL).

Local 1221 of Omaha has completed new agreements with the KFAB Broadcasting Co., and the Cornbelt Broadcasting Co. for members at KFAB and KFOR, Lincoln, and for technical employes of KOIL, Omaha, owned and operated by the Central States Broadcasting Co. The proposed agreements have been submitted to the WLB for approval.

In Alabama, Local 1299 reported a renewal with the Gadsen Broadcasting Co. WJBY, Gadsden, Ala., and the Selma Broadcasting Co., WHBB, Selma.

"Detroit Is Turning Out More Combat Munitions Than Any Other Industrial Area in the World"

Office of War Information Report, February, 1943

When Detroit was first described as the Arsenal of Democracy, the phrase was largely one of aspiration; today it wears this accolade by virtue of actual performance. Below are listed the names of some but not all of the products currently being produced at the rate of $1,000,000 worth hourly, that make Detroit a name to be feared in Berlin, Tokio, Rome.

Important Detroit Contributions to Democracy's Arsenal

AIRPLANES

Consolidated B-24 Liberator heavy bomber (sub-assemblies and complete jobs)
Boeing B-17 Flying Fortress heavy bomber (sub-assemblies)
Martin B-26 Marauder medium bomber (assemblies)
North American B-25 Mitchell medium bomber (assemblies)
Republic P-47 Thunderbolt Army fighter (assemblies)
Douglas A-20 Havoc light bomber (assemblies)
Vought-Sikorsky F4U Navy fighter (assemblies)
Vought-Sikorsky SO2U Navy scout-observation (assemblies)
Vultee Vengeance Navy dive bombers (assemblies)
Stinson L-5 Sentinel liaison planes (complete)
Stinson Reliant navigation trainers (complete)

ENGINES

Pratt & Whitney Double Wasp 2,000 horsepower (complete)
Pratt & Whitney Twin Wasp, 1,250 horsepower (complete)
Rolls-Royce Merlin aircraft engines (complete)
Wright Whirlwind for tanks and training planes (complete)
Continental engines for tanks and trainers (complete)
Ford V-8 engines for tanks (complete)
General Motors Diesels for tanks and boats (complete)
Packard Marine engines for PT boats (complete)
Allison V-1710 aircraft engines (parts)
Wright Cyclone 1,750-h.p. for planes (parts)
Wright Cyclone 1,200-h.p. for planes (parts)
Wright Duplex Cyclone 2,200-h.p. for planes (parts)

TANKS

M-4 medium tank, Gen. Sherman
M-5 light tank, Honey
M-7 tank destroyer, Priest
M-10 tank destroyer

GUNS

20-mm Oerlikon anti-aircraft
40-mm Bofors anti-aircraft
90-mm anti-aircraft (parts)

MISCELLANEOUS

Gas masks
Airplane flight instruments
Naval ship gyro compasses
Anti-aircraft detectors
Troop-carrying gliders
Air raid sirens
Jeeps
Trucks and half-tracs

WWJ is, by actual survey, the most listened to station in this great arsenal. And Detroit has had a population gain of more than 300,000 since 1940!

NBC Basic Network

WWJ

America's Pioneer Broadcasting Station — First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

Associate Station W45D—FM

Hugh Feltis Made Manager of KOIL

Woods Promoted to Central States System Manager

JUD WOODS, station manager of KFAB and KFOR, Lincoln, and Hugh Feltis station contact representative of the BLUE, share executive responsibilities in the Central States Broadcasting System setup following Don Searle's appointment as manager of KGO, San Francisco.

Mr. Feltis becomes station manager of KOIL, Omaha, and sales manager of KFAB and KFOR. Mr. Woods is promoted to the general managership of the Central States system, operating all three stations. Mr. Feltis will have an office in Omaha, Mr. Woods in Lincoln.

A native of Washington and a graduate from the U. of Idaho Mr. Feltis has been associated with stations his entire business career. He comes to KOIL after more than a year with the BLUE. Previouly he had been a salesman for KVOS, Bellingham; acting manager, KXRO, Aberdeen; station manager, KPQ, Wenatchee, Wash.; sales manager, KFBB, Great Falls and sales manager, KIDO, Boise.

Radio Executives Club Prepares For Election

INTRODUCTION of new members, appointment of a nominating committee, and a general discussion of future plans were the agenda of the April 7 meeting of the Radio Executives Club. Under the chairmanship of John Hymes, Foote, Cone & Belding, the nominating committee to prepare a slate for next year's officers includes Arthur Sinsheimer, Peck Adv. Agency; Horace Hagedorn, NBC spot sales, and Marvin Kirsch, *Radio Daily*. A new president, vice-president, secretary and treasurer will be announced at the May 26 meeting.

Current president, Tom Lynch, Wm. Esty & Co., told members that a service flag was being made for members of the Club now in the armed forces and announced that next week's meeting would be a "Navy Day." Out-of-town guests present included Mrs. Ucola Katzentine, WKAT, Miami Beach; Robert Nichols, WHAI, Greenfield, Mass.; Art Harre, WJJD, Chicago, and Odin Ramsland, KDAL, Duluth.

McCormick to NBC

ROBERT McCORMICK, political reporter and Washington columnist, will join NBC's Washington staff April 19, as a news analyst, and will be heard each weekday on the 8 a.m. *World News Roundup*, with W. W. Chaplin from New York, and Elmer Peterson from London. McCormick was with the *Washington Daily News* for a number of years, starting as copyboy and eventually becoming news editor and columnist for the paper. For the last five and a half years he has been Washington correspondent for *Collier's*.



FIGURES in the managerial shift involving stations of the Central States Broadcasting System are (l to r): Don Searle, who leaves the KOIL-KFAB general managership to become manager of KGO, San Francisco; Jud Woods, promoted to general manager of the Central States system; Hugh Feltis of the Blue stations staff, who becomes KOIL station manager and sales manager of KOIL, KFAB and KFOR.

CIAA TO PRESENT BRAZILIAN SERIES

CARRYING out its recently announced intention of stepping up domestic radio activities, the Office of the Coordinator of Inter-American Affairs is readying a series to acquaint American listeners with their Brazilian neighbors. The programs will start on Mutual, probably this month, and may be followed by similar series in other countries in 13-week cycles.

The first cycle will be presented in cooperation with Brazil's Department of Press and Propaganda, and reciprocates for the latter agency's cooperation in making time available on 94 Brazilian stations for a five-minute daily CIAA news program, transmitted from this country during the last year.

Frank Buck, explorer, animal collector, and author, will m.c. the Mutual program, with stars from the entertainment world, visiting South American celebreties, public figures of international fame and Latin American artists as guests in a show combining interviews and drama. Feature material will be supplied by the CIAA representative in Rio de Janeiro. Series is expected to be heard in the Saturday, 4:30 p.m. period.

Carter Expands

CARTER PRODUCTS, New York, last week expanded to 20 the list of local stations carrying transcriptions of Jimmy Fidler's gossip program, heard on BLUE Sunday, 9:30-9:45 p.m. and rebroadcast at 11:15 p.m. Carter has been experimenting for several months with supplementary transcriptions of the program on stations outside the BLUE in behalf of Arrid [BROADCASTING, Dec. 28]. Agency is Small & Seiffer, New York.

Now Rear Adm. Redman

PROMOTION of Capt. Joseph R. Redman, who last week began his second tour as Director of Naval Communications, to rank of Rear Admiral, was confirmed by the Senate last Tuesday. Admiral Redman succeeded Capt. Carl F. Holden, after a half-year in the war zone [BROADCASTING, April 5].

Hawaiian Radio About Normal Says Webley Edwards on Visit

People Listening More Than Ever; Stations Aid Morale and Provide Emergency Communication

ALTHOUGH Hawaiian radio stations are the only United States domestic stations actually in operation in a combat zone as well as under martial law, the problems confronting them after the Pearl Harbor attack have for the most part been adjusted to meet military requirements and broadcasting schedules have returned to a more or less normal basis.

This report on radio in the Hawaiian Islands 16 months after Dec. 7, 1941, was made by Webley Edwards, manager of KGMB, Honolulu, and KHBC, Hilo, who serves as CBS correspondent in Hawaii, and was recently in New York for a short vacation.



MR. EDWARDS

Fastest and Best

People on the Islands are listening to radio as never before, Mr. Edwards said, pointing out that not only is radio the fastest and best means for emergency communication with the residents, but also has double duty as an unusually powerful force for good morale in view of the gasoline restrictions keeping people at home by day, and the nightly blackouts precluding other forms of entertainment.

Describing the stringent measures taken by KGMB, for example, to guard against sabotage, or worse still, possible seizure of the station, Mr. Edwards stated that the building housing the studios and offices, and the transmitter nearby, are entirely surrounded by barbed wire fences. Machine gun nests and Army sentries guard the enclosure, and a barricade of sandbags and gravel hugging the buildings further protects the station from flying shrapnel in case of a second Japanese attack.

Visitors are now allowed to visit KGMB, he said, as well as attend broadcasts, all of which must be transcribed prior to presentation lest some unintentional slip give information to the enemy.

For five days after the Dec. 7 attack, Hawaiian stations were entirely cut off the air except for emergency announcements. On Dec. 14, the Army allowed them to resume on a limited schedule from about 7:30 a.m. until 9 p.m., and they are on the air today from 6 a.m. to approximately midnight.

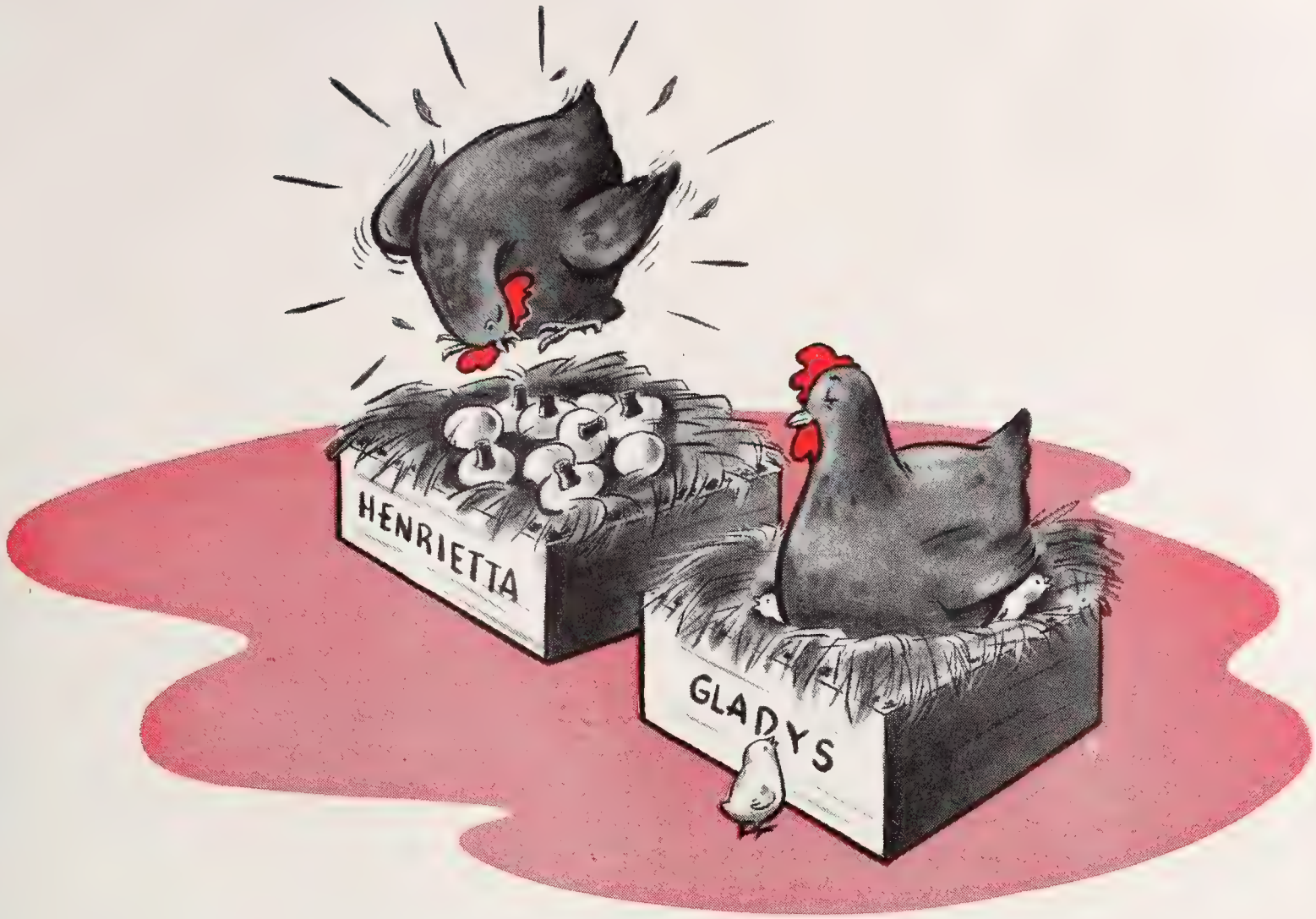
The result of this curtailment naturally affected advertising schedules and station revenue, Mr. Edwards stated, adding that of course all foreign language programs in Japanese, Chinese and Filipino, have been completely discontinued.

Today, however, with the distribution of essential things smoothed out, national advertising firms have resumed their radio promotion of such items as food or drugs and local firms are again using radio in the realization that it is the best way in which to reach the restricted populace.

As Mr. Edwards reported some months ago to KGMB's representative, John Blair & Co., "it is a real tribute to the steadiness and intelligence of the majority of Hawaiian business firms that they stayed steadfastly with us by keeping their radio programs going after we resumed broadcasting. Of course, some firms were virtually put out of business by the war and could not continue. Other firms, short of goods, had to leave the air or cut down. A few firms stopped all of their advertising immediately."

High tribute to the Army for its "grand" cooperation with the harried radio executives and for its understanding of the problems of the four Hawaiian stations was paid by Mr. Edwards, who also praised the great assistance given the stations by the Office of War Information. "Recognizing the value of radio as a morale builder for the armed forces, war workers and civilians," Mr. Edwards said, "the OWI has taken over the job of assembling all our transcriptions at one point in San Francisco and shipping them over to us by the best available means, either by air or surface . . . The OWI has further begun providing us with transcriptions of many network sustaining shows."

An interesting phase of broadcasting on the Islands described by Mr. Edwards was the "regional network" the stations have worked out by feeding a program via special lines from KGMB, or KGU, Honolulu, for instance, to KHBC in Hilo and thence to KTOH in Lihue Kauai.



CAN YOU HATCH DOORKNOBS?

IT MAKES a whale of a difference what's under a radio station's coverage. No matter how closely a doorknob resembles an egg, it's still a dud. No matter how closely "coverage" resembles "listeners", the two are as far apart as doorknobs and eggs.

When you look underneath the "coverage" of Oklahoma City stations, you find 43.5% of the listeners tuned to WKY in the morning; 56.8% in the afternoon; and 60.6% at night. These are the Fall-Winter averages compiled by Hooper and just released.

WKY's coverage, in addition, extends farther out into the state than any other Oklahoma City station.

WKY has the coverage, but, what's vastly more important, WKY has the listeners to make your radio selling produce results at remarkably low cost per unit in Oklahoma.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

KLX Charges Freedom of Press Denied In NBC Exclusive Mme. Chiang Pickup

MEMBERS of Congress and the FCC last week were investigating a complaint by KLX, Oakland independent operated by the *Tribune*, charging that the station had been prohibited from broadcasting the address of Mme. Chiang Kai-shek in San Francisco's civic auditorium on March 27 and that "freedom of the press" had been denied.

State Dept. Order

The station said it had been told that NBC had exclusive rights to broadcast the address and that no other station could participate. KSAN, San Francisco local, however, also picked up the speech and subsequently originated for an independent network an address in Chinese by the visiting dignitary.

Adriel Fried, KLX manager, asserted he was informed by the office of Mayor Rossi in San Francisco that the State Dept. had declared NBC alone would be permitted to carry the event direct from the auditorium. The Mayor's office, however, subsequently disclaimed any such order.

At the State Dept. last Wednesday it was said that so far as could be ascertained, there had been no dealings whatever on the pickup. Moreover, it was said such action would have been entirely contrary to the Department's policy.

Receipt of a complaint from Joseph R. Knowland, owner of KLX and publisher of the *Tribune*, was acknowledged by the FCC. He asked the Commission whether the exclusive pick up was "in line with the policy of the Commission." The matter was being investigated last week after the matter also had been brought to the Commission's attention by a number of members of Congress contacted by Mr. Knowland.

KLX said it had installed lines into the auditorium but Mr. Fried charged that the lines subsequently had been cut. They were repaired prior to the pickup in time for the planned broadcast but the KLX technicians were not permitted to set up their microphones and were ejected from the auditorium by military police, according to Mr. Fried. The microphones were removed from the stage by auditorium employes.

It was said that Mr. Knowland had telegraphed the State Dept. regarding the order, which he said "would deprive all independent stations of the privilege of broadcasting events of this character."

In his telegram to Mayor Rossi two days before the address, Mr. Knowland said he requested authority to make the direct pickup in the war interest. He added that since the pickup was in the municipal auditorium, he felt any broadcasting company had the privilege of installing microphones unless the speakers did not wish the broadcast, "which is apparently not true in this particular case."

Mr. Fried said the telegram and repeated telephone calls to Mayor Rossi's office were ignored. Finally contact was made with the Mayor's secretary and resulted in the statement that the State Dept. had said the broadcast would be exclusively NBC, according to Mr. Fried. Later, the KLX manager said, the Mayor's office denied receiving any order from the State Dept. or telling Fried about it.

At Mayor Rossi's office it was said the networks had agreed before Mme. Chiang's tour began that a different chain was to have exclusive rights in each city visited and that every local station in the San Francisco area had agreed to take NBC's recording of the speech for rebroadcast.

Mr. Knowland said he thought the matter of freedom of speech "is very much involved." Where an independent station is "deprived of broadcasting to the public" he said, "we are all vitally concerned. They had no more right to say we couldn't broadcast the speech than to say the *Tribune* couldn't publish it."

Mr. Fried declared KLX meant to bring the whole thing to a showdown. "It is a battle of independents versus the networks," he said.



SPLIT-SHOE TIRE attached to rim by springs was designed by George Sudermann (1), news analyst of KSO, Des Moines, in his spare time tinkering. Of solid oak and hinged together, this model being inspected by Mr. Jaeger and Mr. Sudermann was made by Jaeger Mfg. Co., local cabinet makers..

Sanka Resumed

FOR THE first time since coffee rationing began, General Foods Corp., New York, is doing a promotion of Sanka on WQXR, New York resuming sponsorship of *Symphony Hall*, 8 p.m., April 5. Formerly sponsoring one broadcast per week, General Foods is now using two programs weekly on WQXR. Product is not being advertised on any other local program. Young & Rubicam, New York, handles the account.

BING CROSBY, star of the weekly NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., has been given a new seven-year straight no-option contract by Decca Records Inc., which calls for a guarantee of $500,000 during that period, as against royalties on record sales. His former recording contract, with two years more to run, was cancelled by Jack Kapp, president of Decca.

CARL EVERSON

WHKC • COLUMBUS

says . . . "for the life of us we cannot conclude the "Little Tin Soldier" programs. We have played the series twice and have started a third run. Every time we come up to the last program hundreds of letters come in demanding we continue. The mail is from people in all walks of life and highly complimentary."

The "Little Tin Soldier" is a serial story for children of 156 (15-minute) episodes. It is furnished FREE to subscribers with Lang-Worth Planned Program Service.

LANG-WORTH, Inc.

420 MADISON AVENUE • NEW YORK, N. Y.



(left to right); Glenn Snyder, Manager of WLS, and Merritt R. Schoenfeld, Sales Manager for the BLUE's Central Division, (representing WENR) receiving the trophy from P. S. Joyce, Chicago Manager of the Grocery Products Division of General Mills, and E. H. Kees, Assistant Central Division Sales Manager for General Mills.

General Mills Trophy awarded to **WENR-WLS** *for lowest cost per inquiry*



● *Hi-yo Silver!* The Lone Ranger, radio's most thrilling drama, has a listener loyalty that is the envy of many a sponsor.

Recently this popular program carried a billfold offer that was a complete nation-wide success. Returns from the entire Blue Hook-up of stations were remarkably good.

Yet WENR-WLS topped all stations by capturing the sponsor's special award for lowest cost per inquiry!

All of which proves that in Chicago and the Midwest the Blue is still going forward with the speed of the great horse Silver, delivering value far beyond normal expectations.

You, too, can share in the whirlwind progress of the Blue. Better get all the facts now!

WENR

Represented by Blue Spot Sales

CHICAGO'S BLUE NETWORK STATIONS

890 KILOCYCLES

50,000 WATTS — CLEAR CHANNEL

WLS

Represented by John Blair & Co.



At WTAR we spell "OPPORTUNITY" with four "P's"!

POWER: 5,000 watts day and night (directional at night) blankets the entire Norfolk area with a strong, clear signal.

PROGRAMS: WTAR carries America's "top 10" and 33 of the first 52 most popular programs. More of the Nation's favorite programs than all other Stations in the Norfolk area combined.

POPULATION: WTAR serves 1,195,463 people in the Norfolk Metropolitan District, and more are arriving every day.

PREFERENCE: 81% of the people in the Norfolk Market *listen most* to Station WTAR.

The "four P's" spell OPPORTUNITY for more sales of almost anything you tell folks about over Station WTAR in the fabulous Norfolk Market. Now is the opportune time to write for availabilities and complete information.

WTAR NORFOLK VIRGINIA

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

500 W. APPLICATION OF WLW DISMISSED

APPLICATION of WLW for renewed authority to operate with 500,000 watts day and 50,000 watts at night, using its experimental W8XO high-powered transmitter, was dismissed without prejudice by the FCC last Wednesday at the station's request.

In its motion for dismissal, the Crosley Corp. set out that the experimental transmitter has been taken over by the Federal Government for use in connection with the war effort. At the time the hearing originally was scheduled, it was set forth that the Government was considering the desirability of taking over the equipment for war use and that when the application for dismissal was filed April 1, final decision had been reached to that end.

It is presumed that in the light of the acquisition of the transmitter, presumably for psychological warfare purposes, Crosley Corp. will drop its appeal from the FCC action denying W8XO authority to experiment with 750,000 watts from midnight to morning. This authority was sought to prove the technical feasibility of high-powered transmitting equipment, which the FCC denied on Nov. 30. Last December it also denied W8XO a renewal of license, which in no wise affected the WLW operation with 50,000 watts fulltime.

FCC Hearing Ordered On Transfer of KFMB

APPLICATION for voluntary transfer of control of Worcester Broadcasting Corp., owner of KFMB, San Diego, from Warren B. Worcester, deceased, to The First National Trust & Savings Bank of San Diego, as trustee, under declaration of trust for Mr. Worcester has been set for hearing by the FCC. Renewal of KFMB's license will be considered in the same proceeding.

Mr. Worcester, a former aircraft designer-engineer, was the grandson of one of the founders of the U. S. Steel Corp. KFMB, operating with 250 watts on 1450 kc., took the air September 1940, culminating a four-year effort by young Worcester, whose original application for a new local station had been denied on the grounds that no need for the service had been shown.

His later application to purchase KECA, Los Angeles, regional on 1430 kc., which he proposed to move to San Diego after the Earle Anthony interests had purchased the old KEHE's facilities for transfer to KECA, was also denied. Following these moves, however, the "survival of the fittest" theory of new station grants was upheld by the courts, and Mr. Worcester subsequently was granted permission to construct KFMB.

WTOL Basic Blue

WTOL, Toledo, heretofore a BLUE supplementary station, on May 1 will become a member of the basic BLUE network. The station, owned by the Community Broadcasting Co., operates on 1230 kc., 250 watts.



SPRING TRAINING for the world champion St. Louis Cardinals was formally opened in Cairo, Ill., with a welcome banquet which was broadcast on WKRO, Cairo. Welcoming the champs (l to r) are: C. L. Keaton, chairman of the Cairo Baseball Committee and head of McKnight-Keaton Wholesale Groc. Co., heavy radio user; Mrs. Keaton, who designed Cardinals emblem; Sam Breadon, Cardinals president. Toastmaster was Merrill (Red) Currier, WKRO manager.

Thelma Kirchner Named KGFJ General Manager

FOLLOWING withdrawal of Ben S. McGlashan, owner of KGFJ, Los Angeles, from active participation in that station's operation for the war duration, Thelma Kirchner, staff member for 16 years, has been appointed general manager. Mr. McGlashan, now a major in the Civil Air Patrol, is in charge of the San Benito (Tex.) airfield. Miss Kirchner joined the station in 1927, three months after KGFJ started operation. For the last ten months she has been acting manager.

Miss Kirchner appointed W. J. (Bill) Trader as commercial manager and Mrs. Carolyn Caro, program manager. Formerly at KFAC, Los Angeles. Mr. Trader before going to the Coast was on the sales staff of WALA, Mobile, Ala. Mrs. Caro was associated with Los Angeles stations.

Charles Gordon Whyte

CHARLES GORDON WHYTE, 56, radio writer-producer-actor and a staff director in the NBC production division in New York, died April 5 at his home in Long Island City following a heart attack. At one time public relations director for the White Rats, predecessor of Actors' Equity and later with *Billboard and Metronome* magazines, Mr. Whyte entered radio in 1927 as a free-lance writer and producer. Subsequently, he joined N. W. Ayer & Son where he wrote and produced the early programs sponsored by R. J. Reynolds Tobacco Co. He joined NBC last September and at the time of his death was working on the *Fred Waring* show for Chesterfields and the news broadcasts of H. V. Kaltenborn. His wife survives.

RECORD directory issued two weeks ago by Associated Music Publishers is the first full index of AMP copyrights on commercial records, but does not represent the complete AMP repertoire of some 18,000 copyrights, as mistakenly expressed in BROADCASTING, April 5.

MANY HINDUS CAN "HOLD THEIR BREATH" FOR AN HOUR OR MORE—



BUT NOBODY HAS EVER COMPLETELY "COVERED" THE GRAND RAPIDS-KALAMAZOO AREA—FROM CHICAGO OR DETROIT!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better than average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Let us prove it!



If you *don't want* to cover Western Michigan (the Kalamazoo-Grand Rapids area)—well, you're the boss.

But if you *do want* Western Michigan, don't kid yourself about doing it with any Detroit or Chicago station.

WKZO is the home station to this entire area—has power second to none, has far the best frequency, and rates first with the vast majority of the available audience . . . Write for *all the facts*—or just ask Free & Peters!

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, *President and General Manager*



FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Feigenspan Quiz

CHRISTIAN FEIGENSPAN Brewing Co., Newark, will present Fulton Oursler, writer and former editor of *Liberty Magazine*, in a five-weekly question and answer news program on WOR, New York, starting April 12. Aired for P. O. N. beer and ale, 9:15-9:30 p. m. Monday through Friday, the program will be titled *Pay Off News*, and will invite listeners to submit questions on current news, with $3 to be paid for each question used. Specific information, rather than editorial comment, will be offered, according to Mr. Oursler. Feigenspan has been using sports broadcasts for the past several years. Radio advertising will be confined to WOR. Maxon Inc., New York, is agency.

Rep. Keefe Urges That Congress Act To Settle Time Change Controversy

CONGRESSIONAL action to settle the time change controversy once and for all was urged last week by Rep. Keefe (R-Wis.), who expressed alarm at the confusion resulting from a wave of sentiment in favor of returning to standard time, particularly in the agricultural areas.

Rep. Keefe has advised the Wisconsin State Senate Military Affairs Committee that two concurrent resolutions, calling for repeal of War Time, are in the hands of the House Interstate & Foreign Commerce Committee. His advice had been requested by the Wisconsin Senate Committee, after the Wisconsin Assembly had passed and sent to the Senate a bill to repeal Federal Time in that State [BROADCASTING, April 5].

"There seems to be a strong sentiment for return to Standard Time," said Rep. Keefe, "a sentiment I interpret as indicative of the public attitude for the restoration of Standard Time. Whether the benefits which have accrued statistically from War Time are what we were told could be expected I do not know. From the facts that have been laid before me, I would say it was just the contrary. So far I am not convinced that we need War Time, but the big point is—Congress must settle the issue.

"It's too bad to have certain States legislating Standard Time and the Federal Government retaining War Time. I feel that we're attempting to separate the people from Federal Government and actually the people are the Government. We must have universal time, if we are to function in unity, whether it be War Time or Standard Time.

"From the standpoint of agriculture, there's a well-founded demand for the return to Standard Time. Aside from the summertime, when we all enjoyed an extra hour of daylight, I cannot see where War Time is of any great benefit. If it is as necessary as we are told, then we should have War Time and individual States should go along in unity. On the other hand, if it is not effecting the big savings in power it is supposed to, then I say let's abide by the wishes of the people who, after all, are the Government of the United States."

Rep. Keefe said he plans to insist that Congress take action "one way or the other". He deplored the "confusion not only to radio but to all industry and all people" because certain States have repealed War Time.

"If the entire State in these instances adopted Standard Time there would be less confusion," he commented, "but in Georgia, Ohio and Michigan, where State Legislatures have repealed War Time, the larger cities, I understand, remain on fast time, causing untold confusion."

Turnover

UNABLE to find a place to live with his wife and child, Harry Wood, announcer who came from Chicago to WWJ, Detroit, has returned to free lance in Chicago. Paul Williams, WWJ sports announcer and producer, has been commissioned a lieutenant (j.g.) in the Navy and leaves April 24 to report at Quonset Pt. and announcer Franklin Ferguson on April 4 joined CBS in Chicago. Now WWJ is considering more women announcers.

★ THE NATION'S STATION ★

THE CROSLEY CORPORATION

WLW
WSAI & WLWO
CINCINNATI

March 25, 1943

Mr. Basil A. Caparell
Sales Manager
International News Service
235 East 45th Street
New York, N. Y.

Dear Mr. Caparell:

Please permit me to take a moment of your time to express appreciation for the fine service given the WLW-WSAI newsrooms by International News Service. With the largest news operation among radio stations, WLW-WSAI has the reports of all major American news service, in addition to a European service, and we are proud that INS is included among them.

I want to compliment INS on both its coverage and enterprise in both the foreign and domestic fields and to offer our thanks for the co-operation always afforded us by your New York and Columbus offices.

Yours very truly,

William Dowdell
News Editor
WLW - WSAI

Thank You, Mr. Dowdell

INS

LeSueur to London

LARRY LeSUEUR former CBS correspondent in Russia, who is writing a book of his experiences in that country, is leaving New York in several weeks to join the CBS staff in London, and it is understood that William L. Shirer, CBS news analyst, will follow him later this spring. Correspondents currently in the CBS London office include Bob Trout, John Daly and Paul Manning, with Edward R. Murrow continuing in charge of the branch as well as of the CBS European staff.

A WORLD'S RECORD IN THE TENNESSEE VALLEY

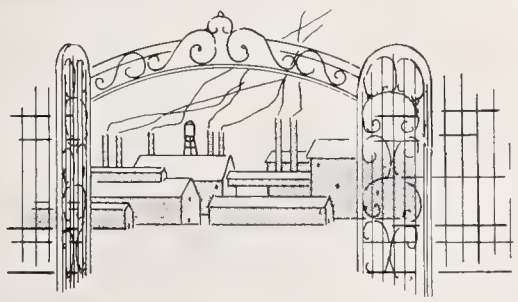


RECORD-BREAKING *workmen change shifts at TVA's [redacted] Dam, the vital wartime hydro-electric project which began storage of water on February 19, 1943.*

CONSTRUCTION at [redacted] Dam, in upper East Tennessee, started in February, 1942. Twelve months and nineteen days after construction began, the gates were closed and the dam began to hold water . . . a world's record for speed in construction.

Total cost amounted to $36,000,000. The electric power will be used in production of aluminum and many other products which constitute a major contribution to our total war effort.

This is TVA-land . . a great development in peace and a mighty emergency muscle for the United States at war. WLAC, with its 50,000 watts, covers this vast area of expanded industrial construction.



THE INDUSTRIAL GATEWAY
TO THE
RICH TENNESSEE VALLEY

THE PAUL H. RAYMER CO.

WLAC

50,000 WATTS

THE ONLY **CBS** OUTLET WITHIN
125 MILES OF NASHVILLE

Purely PROGRAMS

FROM MATERIAL furnished by the Third Fighter Command of Gen. A. H. Gilkeson, a new program on Thursdays at 6:30 p.m. (CWT) dramatizing the often thankless and little known work of the Aircraft Warning Service has been created by WWL, New Orleans. Script for the quarter-hour program is prepared by War Program Manager, P. C. Ott.

* * *

Quips and Tips

INTERSPERSING humorous stories with tips on wartime living, a thrice-weekly quarter-hour program, *For Ladies Only*, has started on KTMS, Santa Barbara, with Frank Weltmer as m.c.

History In Wax

THE HISTORY of recorded popular music from the time of Edison's discovery to the present, makes a new series of early morning programs on WCAU, Philadelphia. Created and handled by Al Taylor, the program is called, *The Wax Library*, and includes accompanying commentary in addition to the recordings, many of which are antiques and collector items.

USO Scrapbooks

THROUGH SPECIAL arrangements with the East Bay Unit of the Domestic Branch of the OWI, KLX, Oakland, Cal., is presenting the OWI program *News From The Home Front* twice daily direct from the OWI quarters under the auspices of J. F. Hink & Son, Berkeley, Cal. (department store). In lieu of commercial announcements, the department store is asking that scrap books be presented the USO and is awarding a $25 War Bond to the one presenting the best book. The broadcasts are handled by KLX Announcers Dick Glyer, Ruth Franklin and Don Victor.

* * *

School of Life

CONFLICTING philosophies provide the action for a five-times weekly daytime serial on CBS titled *This Life Is Mine*. Plot centers around a school teacher and her father, who symbolize two schools of thought—altruism and egotism. The school teacher attempts to bring up a sister and two younger brothers to be considerate of others, while the father opposes her.

* * *

Penthouse Theater

PERMANENT studio cast plays supporting roles in *Penthouse Theater*, a comedy-drama series heard Thursday nights for a half-hour on WCSC, Charleston, S. C., and each week guest stars are chosen from the Dock Street theater and Footlight Players, local little theatre groups. Programs are directed by Lt. Charles R. Bell, USNR, and produced by Russ Long.

* * *

Poultry Lessons

PURDUE U. is presenting *The Poultry School of the Air*, a series of 10 quarter-hour programs for farmers on its station WBAA, Lafayette, and eight stations in Indiana. Sessions are conducted in classroom manner. The tenth broadcast is a final exam and those passing receive certificates from the Purdue Poultry Dept.

* * *

Schools at War

OREGON STATE WAR Staff, with KGW, Portland, is presenting *Schools at War* weekly. Half-hour shows originate in different schools with scripts emphasizing work being done by school children to further the war effort. Bands and glee clubs are often featured.

* * *

Weekly Letters

EXTENDING a personal invitation to visit its studios, KOY, Phoenix, has started mailing a weekly letter to new residents of that city. Names are secured from local gas and electric company's "turn on" lists.

* * *

Feminine War Role

WOMEN in factory jobs, in the services and in the news are in the limelight in *Fran Harris Reports*, a twice-weekly quarter-hour show on WWJ, Detroit. Miss Harris interviews women in interesting war work.



INQUIRING REPORTER of WCOL, Columbus, O., gets Baby Doll's answer as to Axis chances of winning the war. The 14-year-old pony, who has appeared before many celebrities, including King George VI of England, rode up nine stories to the WCOL studios, donned a grass skirt and did a hula dance. Milton Metz holds the mike as Manny Block, manager of Kay's, sponsor of the *Inquiring Reporter*, stands behind Metz.

* * *

WAAC Adventures

TESTING out an afternoon instead of the usual morning spot, *The Gallant Heart*, a new five-weekly quarter-hour series dramatizing the story of a WAAC and the friends she meets in the world of war, was started on NBC Pacific stations, March 29, Monday through Friday, 4-4:15 p.m. (PWT). Written by Virginia Maria Cooke, the program is produced by Earl Ebi. Janet Waldo portrays Jennifer Lake, a WAAC, with Ben Alexander playing the masculine lead. Verne Smith is announcer-narrator, with Eugene Le Pique providing organ musical background.

* * *

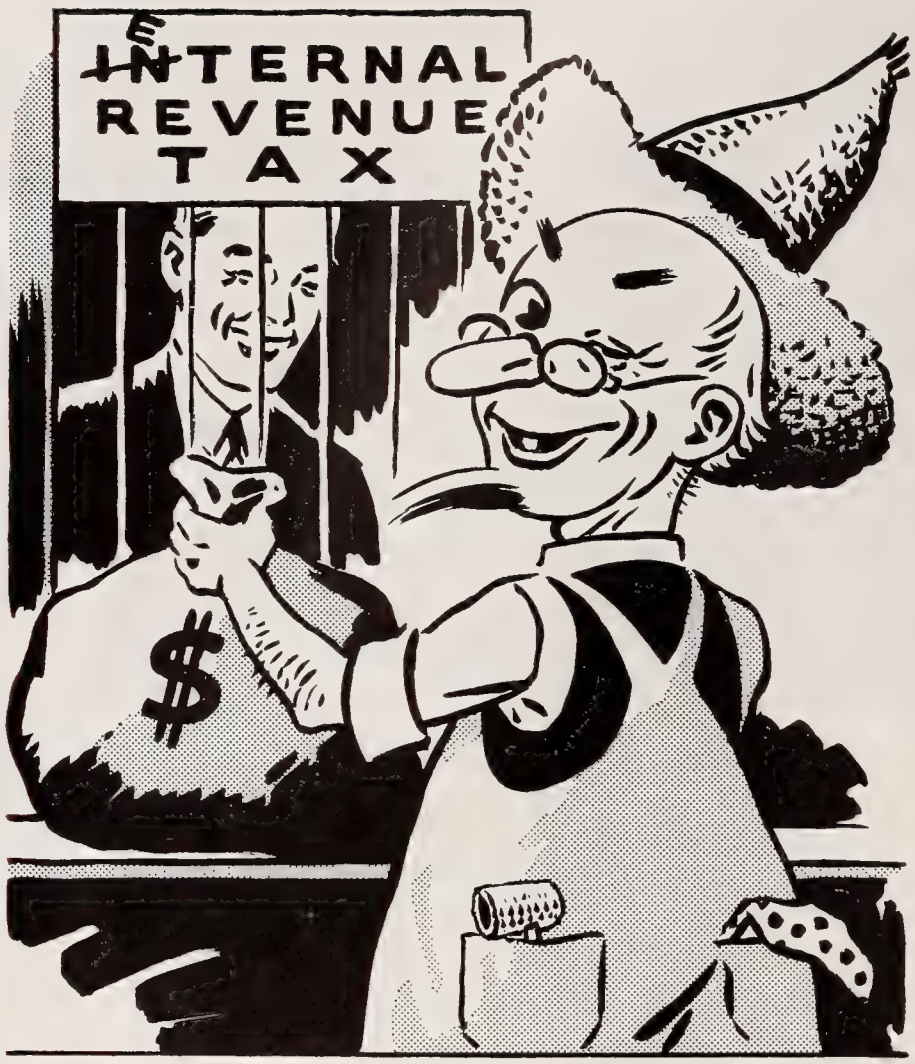
Facts and Families

INFORMATION on rationing and wartime living are presented by WBBM, Chicago, in dramatic and discussion form on two public service features, *Family Goes to War*, weekly evening quarter-hour, and *Facts for Freedom*, twice weekly daytime quarter-hour. The latter program has been offering a WBBM-OPA folio containing household budget sheets for point rationing, point values, etc. Both programs are written by Joan Barry.

* * *

Production Booster

REPORTS credit current musical programs for war workers on KMOX, St. Louis, with stepping up production 15%. Broadcast daily at 3:45 p.m. and 12:40 a.m., the series, featuring music by the Jefferson Barracks 147-piece band, is presented through cooperation with the Army Air Forces Technical Training Command. Local war plants feed the programs over public address systems.



"LAST YEAR US NORTH DAKOTA FOLKS PAID 398.1% MORE INCOME TAX THAN IN 1941—BIGGEST INCREASE IN THE NATION! BETTER ASK WDAY WHAT THAT MEANS IN BUYING POWER—AND HOW TO GIT YER SHARE!"

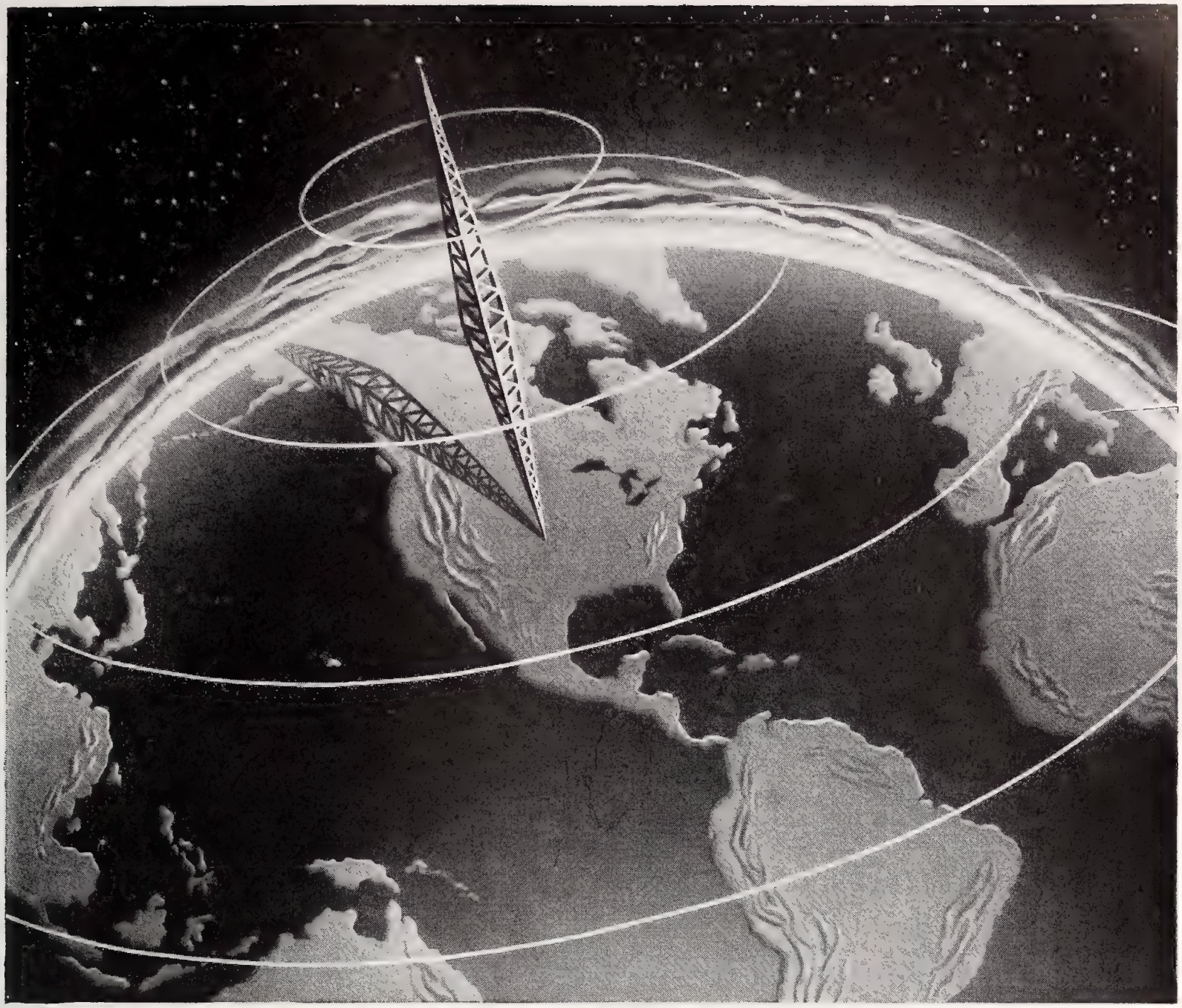
WDAY

FARGO, N. D.

5000 WATTS—N.B.C. AND BLUE

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NAT'L REPRESENTATIVES



now that nations are neighbors

RADIO has made neighbors of all the nations on earth. China and Chile, Brazil and Burma, Portugal and Peru now share the same doorsteps and backyards. And when all the nations become *good* neighbors, radio will have helped with that miracle, too.

An important role in the creation of this world-community is played by Mutual. Its reputation as the First Network for News rests not alone on supremacy in domestic coverage. Devoting regular time each week to broadcasts direct from the world's warfronts, with keen analyses from the homefronts, Mutual contributes continuously to a fuller understanding of what the word "global" really means . . . from the first radioed words of MacArthur to the latest triumph on the remotest battleground.

This phase of the network's public service helps explain why Mutual has been able to weld the people of all the states into a compact assembly, eager day and night to hear what our correspondents and commentators (and advertisers) have to say.

Willet Mac Clintock

THE MUTUAL BROADCASTING SYSTEM


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MARYLAND
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Promotion is building and more listeners for your programs



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Calling the Tune

LEGISLATION is in the works to subsidize small newspapers on a rather grandiose scale as a means of offsetting war losses. This would be accomplished through Treasury purchase of display advertising to the tune of some $25,000,000 to $30,000,000 at the outset. Senators Bankhead (D-Ala.) and Willis (R-Ind.), the latter publisher of a small town newspaper, are collaborating on such a measure.

In the recent past, there has been talk of Government help for broadcast stations unable to stand the gaff, though this has not proceeded beyond the conversation stage. Senator Bankhead said last week he was studying broadening of the proposed bill to cover radio advertising.

The whole philosophy of subsidy for newspapers or stations, whatever the cause or by whatever name it may be called, is repugnant to Democratic ideals and principles. Private initiative and free competition would go out the window. The Government would then be paying the fiddler and calling the tune. Favor inevitably would be showered upon those willing to play ball with the politicians.

Radio, to be sure, has it's problems born of the war. Conditions generally, however, aren't as serious as some highly placed officials in Washington indicate. There are stations in the red now and were there long before Pearl Harbor. Others may have been on the verge of making money at the war's outbreak, and have lost ground. But only a handful, as far as we can ascertain, have dropped from several years' history of earnings to net losses.

Irrespective of all that we think it will be a tragic day when Uncle Sam steps in to subsidize these media to "channel information to the people", as Senator Willis puts it. The independence of press and radio would be sacrificed. It is the function of these media to disseminate Government information as long as it constitutes news. Time and talent donated by radio for war messages total almost $90,000,000, according to OWI Director Elmer Davis. Newspapers have published millions of columns, without compensation and as their recognized obligation.

Proponents of the subsidy plan evidently want it confined to small publications which have been hardest hit. But where would the line be drawn? Politicians promptly would get busy on behalf of their own constituent newspapers (and stations) for a cut in the advertising melon. Inevitably it would spread from war bond promotion to other Government fields for which time and space now is donated. And, with the Government paying the freight, the end result might well be complete domination and then acquisition.

The answer is in less quantity and higher quality of Government news and information releases. And, in the case of radio, greater opportunity should be allowed for sponsorship locally and nationally of such processed war effort programs. This is being done in the case of newspapers.

While radio wants no Government subsidy, it nevertheless doesn't relish discrimination. Aside from the fact that newspapers are permitted to sell local advertisers on Government campaigns, whereas radio generally is not, the House the other day received a favorable report on a bill to relieve small newspapers which voluntarily suspended publication, from payment of second-class application fees upon resumption of publication. That means they retain their privileged status with regard to legal notice advertising, and are not required to start from scratch.

In the case of broadcast stations, the FCC has refused to permit stations to suspend and retain their licenses (comparable in many respects to the second-class privilege). A station which is unable to survive, therefore, must close shop altogether and take its chances on getting a new license after the war.

The Postoffice Dept. recommended passage of the second class provision for newspapers suspending publication and cited that it was "in accord with the program of the President". We feel that similar legislation for relief of broadcast stations forced to suspend likewise would win Congressional favor.

Radio's Mr. Brown

HIGH TRIBUTE has been paid radio with the selection by Economic Stabilization Director Byrnes of Walter J. Brown, general manager of WSPA and WORD, Spartanburg, S. C., as one of his four assistants. Mr. Byrnes is regarded in Washington as the "Assistant President", whose duties cover virtually the entire wartime economic front.

Mr. Brown was selected for this important assignment, presumably for the duration, because of the high esteem in which the erstwhile Senator and Supreme Court Justice held him. For a decade he knew him as a Washington correspondent for a string of important Southern metropolitan dailies; for the last three years as the highly successful manager of the two stations in his home town of Spartanburg.

Walter Brown started from scratch in radio in 1940. He learned something of the medium while serving as BROADCASTING'S Congressional correspondent. He saw in it opportunities for a new kind of journalism, and put his ideas to work in Spartanburg.

There's an uncharted course ahead for Mr. Brynes in his post in the White House Executive Offices. Wherever it may lead, he has at his elbow a man familiar with broadcasting in all its aspects as a practical station operator in a typically American community.

Who's Essential

RADIO IS "essential", we hear from all quarters, but the calling of essential men appears to continue without abatement. Coincident with the statement last week by Manpower Chief McNutt that no distinction is being made between stations in the same area as to their essentiality, a report was received that the chief engineers of three stations in a four-station city had been drafted.

There are constantly recurring reports too that local boards, being autonomous, in some areas have concluded that all stations are not necessary and that deferments should not be approved for all station employes on an equal basis. Such determinations, Mr. McNutt stated last week in answer to FCC Chairman Fly, are not authorized by Selective Service headquarters, and draft boards have been advised that no distinction shall be drawn between particular stations.

The best that can be made out of the current situation is that while draft boards may recognize radio as essential, many of them do not consider all stations in an area necessary. On the other hand OWI and WPB, in their respective spheres, hold that all stations are necessary in the war effort, and that every possible means should be exerted to retain them at peak operation.

Obviously, if a chief engineer is not a necessary employe, then no station man can be so classified. Mr. Fly may believe that the industry is not expecting deferments for such key men, but it is clear that stations can't operate without engineers.

It would seem that Mr. McNutt has handed the FCC chairman a lot of words, which added up mean, "when your men are taken, please don't feel that we are taking them because you are less essential than the other fellow."

Any radio man who cares to cheer about that is free to do it. Can't more positive steps be taken?

BOOK SHELF

THOMAS A. WILLIAMS, broadcasting on CBS from WLAC, Nashville, as *The Old Dirt Dobber,* has written a book titled *The Old Dirt Dobber's Garden Book* (Robert M. McBride & Co., New York, $2.75). The book is based on experiences with his own 8½-acre tract and data gathered in travels all over the country.

For nearly nine years Mr. Williams has been broadcasting on garden subjects. The book is written in the informal style of his broadcasts and covers subjects close to the hearts of amateur gardeners.

We Pay Our Respects To —



HOWARD LEONARD CHERNOFF

LAST SUMMER the Future Farmers of America made Howard Leonard Chernoff an Honorary State Farmer. That isn't the most important thing that could be said of Howard Chernoff but it is highly significant. For Howard's success as managing director of the West Virginia Network has grown with his recognition that a local station's worth and prestige are in direct ratio to its service to the home community.

When West Virginia University went to New York's Madison Square Garden to win the national basketball championship a couple years ago the mikes of the WVN were there. And when the price of milk was raised in Charleston and the consumers and dairymen had it out, the issue sizzled in the studios of WCHS with a Charleston minister as moderator.

Howard's theory is that a station actually wins friends and influences people (and the phrase is not a gag) by wringing the last drop out of local events and affairs.

If Mr. and Mrs. Zabosky or Mr. and Mrs. Atwater have a 50th wedding anniversary—do a remote from their living room surrounded with friends. If the miners go on strike in the southern part of the state, send a newsman into the fields to interview the strikers and their families and air their sentiments by direct wire.

In all these things he is supported enthusiastically by his boss, John A. Kennedy, president of the network, now on active duty as a commander in the Navy, who himself grew up in the traditions of so-called small-town newspapering. Com. Kennedy spotted Howard for radio in 1938, two years after he had become advertising manager of three Kennedy newspapers with headquarters at Clarksburg. The first radio step was the managership of WCHS, Charleston, key station of the four-outlet network. WCHS then was operating on 1,000 watts day and 500 night and Howard found that it needed considerable promotion not to mention business.

Twelve and 14 hours daily corrected these handicaps. It was hard work but audience surveys took an upturn and business went right along. Power was upped to 5,000 watts night and day and in 1940 Howard was made managing director of the other stations—in Huntington, Clarksburg and Parkersburg.

Today he is filling the chair vacated for the duration by Mr. Kennedy who is serving as a commander, Naval Reserve.

Mr. Kennedy and Howard Chernoff met in West Virginia when the former left a career as a Washington (D.C.) newspaper correspondent and Howard came eastward from several years of newspapering in Ohio to work for Mr. Kennedy's papers.

Howard was born in Cleveland in December, 1907. He remains a fast friend of one of his grade school pals, Vick Knight, producer. He attended the University of Cincinnati and for eight years after completion of his studies covered the usual newspaper gamut —reporter to solicitor.

Slow to speak, thoughtful and quiet, Howard is a business portrait in self-control and solid judgment. Down around Charleston they tell you that many a man in lines of business far removed from broadcasting come to Howard Chernoff for counsel. When he left Clarksburg for Charleston the Clarksburg merchants signed a petition urging him to remain in their community.

A quiet demeanor does not imply that he is ultraconservative. He was the first station manager in the country to hire girl engineers —as early as mid-year 1941.

The reward for knowing one's business and then practicing that gospel is best illustrated in Howard's case by the recent honor to WCHS of the Peabody Award for *The Home Front*, a program in which listeners have the opportunity to ask a panel of local authorities all sorts of questions on the war effort. WCHS's award came "for outstanding public service by a regional station".

It was a fitting reward, too, for a man who operates on the premise that "our news services and the network protect us on all the national stuff but the best way to operate a radio station is to make the community feel it's their station."

Howard has a hobby. Despite wrestling with the problems of four stations, he likes to listen to the radio! Magic is a strong second choice and as a member of the International Brotherhood of Magicians he probably could make a comfortable living. His professional performances are punctuated by amazing shows put on for the delight of NAB District No. 4 meetings.

(Two of the fellows he takes greatest pleasure in fooling are Neville Miller and J. Harold Ryan. They're easy, he says.)

Howard is married to a young lady who once applied for a job on one of his papers and who now is educational director of WCHS. Melva Graham Chernoff's particular activity is the CBS *School of the Americas* which feeds into 1260 West Virginia schoolrooms.

Personal NOTES

VICTOR SHOLIS, director of Clear Channel Broadcasting Service, who was inducted as a private Jan. 1, has been promoted to corporal. He is stationed at Camp Crowder, Mo., Signal Corps base, and received his promotion after attending a special training course in intelligence attended by both commissioned officers and enlisted men. He attained the highest grade in the class.

MURRAY B. GRABHORN, national spot sales manager of BLUE, is the grandfather of a baby boy. Child was born to Mr. Grabhorn's daughter Mary, wife of Lt. Robert J. Stewart.

JOSE JAEN y JAEN, owner of HOK, Colon, and HOC, Panama City, is in the United States on a six-week business trip. HOK now broadcasts in English daily from 8:1-11 p.m.

BARRY FARIS, editor-in-chief of INS, was guest speaker at the weekly luncheon of the Advertising Club of New York, last Wednesday. His subject was "War in the Pacific".

EVERETT ROSENTHAL, former sales manager of Rockhill Radio Inc., New York, has been named recording manager. New sales manager has not been announced.

LEONARD KEPNER, vice-president and general manager of WCAE, Pittsburgh, is back at his desk after an illness.

EARL MAY, President of KMA, Shenandoah, Ia., reported on what the Army could do to help the farmer through the medium of radio and newspapers last week before a session of the Public Service Division, Seventh Service Command in Omaha.

EVERETT ROSENTHAL, sales manager of Rockhill Radio Inc., New York, has been made recording manager.

KENNETH C. McCARTHY, former general manager of Harper District Warehouse Co., Los Angeles, has joined KFAC, that city, as auditor. He replaces Gordon W. Conklin, now in the armed services.

MARY JANE PORTER, sales traffic manager of KPO, San Francisco, and Maj. Keith Gillis Birlem, Army Air Forces, were married in Watsonville, Cal., recently.

MILTON SEROPAN, account executive of KPO, San Francisco, recently was sworn into the United States Merchant Marine.

VIC CASSIDY, publisher of the *Downieville Mountain Messenger* at Downieville, Cal., has joined KQW, San Francisco, as account executive.

ERNEST DAVIES, in charge of North American Intelligence in the London BBC Research Division, left BBC's New York office last week on an extended tour of the United States. Mr. Davies, who is in this country to make a study of American radio, will visit stations carrying BBC programs.

DON STALEY, local sales representative of KPO, San Francisco, has been given a commission in the Navy.

A. J. MOSBY, general manager of KGVO, Missoula, Mont., has been appointed membership chairman for the State by the NAB.

JERRY CROLLARD, account executive of KIRO, Seattle, has been appointed executive vice-president of the Seattle Junior Chamber of Commerce.

ARNOLD CARLSEN, sales director of the Chicago division of Packard Motor Co., has joined the sales staff of MBS, Chicago.

ART McCOY, salesman of Free & Peters, Chicago, is the father of a girl.

FRANKLIN M. DOOLITTLE, general manager of WDRC, Hartford, recently appointed to the Connecticut War Council by Gov. Raymond E. Baldwin, has been named to the communications committee of the Council, representing Connecticut radio stations.

WAYNE H. JONES, salesman with WGKV, Charleston, W. Va., before joining the Navy, is a Yoeman 3d class and is now training at Orange, Tex.

C. ALDEN BAKER, former assistant sales manager of WCCO, Minneapolis, has joined KDAL, Duluth, as program director. Before coming to WCCO, Mr. Baker was national sales director of WKBN, Youngstown, O. Gilbert Fawcett has been made traffic manager, and June Lange is handling promotion and publicity.

WBBM Changes

RECENT STAFF changes at WBBM, Chicago, are: Shelton R. Houx, formerly account executive of McCann-Erickson, Minneapolis, added as salesman; Les Mitchell, formerly in charge of sustaining programs, appointed an assistant program director, position formerly held by Stuart Dawson, now radio director of Young & Rubicam, Chicago. O. J. Neuwerth, formerly staff producer, becomes production manager, a newly-created position; Chuck Logan, in addition to his present duties as head of the special events department, is handling production assignments.

Always Popular
Now More
POWERFUL
WCBM
The Voice of Baltimore
NOW
5,000 WATTS
DAY & NIGHT
600 KC
The Only Columbia Station in Maryland
★
Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

BEHIND the MIKE

PVT. MARION MOORE, a former announcer for Sammy Kaye and featured on *Moon River* at WLW, Cincinnati, is stationed at George Field, near Vincennes, Ind., and is writing and directing a show appearing weekly on WAOV, Vincennes, Wednesday night at 7:30. Titled *Aero-Baseball*, the program pits two teams against each other in answering questions put by Pvt. Moore, as m.c.

JOHN K. CHAPEL, news commentator of KROW, Oakland, left March 27 on a good will lecture tour throughout Mexico and Southern California.

PAUL C. LYNDE Jr., program director of KFXM, San Bernardino, Cal., has reported to Flight C, Santa Ana, Cal., for flight training. Alan Mann has been promoted from chief announcer to program director. Shirley Irvine, announcer and writer, from the script department of KNX, Hollywood, and James Gentry, former announcer of WKRO, Cairo, Ill., have joined the staff.

HOWARD FENTON, former CBS announcer recently honorably discharged from the Army, has joined WNEW, New York, as announcer.

BOB LEWIS, former announcer of WTRY, Troy, recently honorably discharged from the Army, joined WNEW, New York, last week as an announcer.

JACK GALE, former West Coast radio manager of National Concert & Artists Corp., talent service, has joined 20th Century-Fox Film Corp., Los Angeles, as radio director in its new special services division.

CECELIA K. LIPSCHUTZ, former radio director for the Philadelphia *Evening Public Ledger* and author of radio scripts for network shows, has been commissioned a 3d officer in the WAACs at Fort Des Moines, Ia., where she is connected with the public relations office.



INTERVIEWED over WWPG, Palm Beach, by Joe Ford, special events announcer, are Col. Joaquin S. Rios and Capt. Miguel R. Navarette of the Mexican Army just before their return to Mexico City on completion of their radio training at Camp Murphy, Fla.

NORMA NELLIS, program editor of KIRO, Seattle, and Ted Baughm, announcer who was recently commissioned an ensign in the USNR, were married recently, and Helen Thymian, staff member, was married to Lt. Thomas D. Wells, USNR.

STELLA ROTH, staff writer of WOR, New York, has been appointed staff assistant for Red Cross Club Overseas, and leaves April 23 for three weeks training in Washington. Eric Norman has joined the announcing staff, coming from WTAX, Springfield, Ill. Nat Abramson, manager of the entertainment department, has been appointed chairman of the radio activities committee of USO Camp Shows Inc. to supervise the production of shows on a voluntary basis. Ray Nelson, former eastern production manager for NBC, has been appointed director of daytime programs for WOR.

ROBERT C. COLESON, director of West Coast offices of Radio Bureau, Public Relations, War Dept., is acting as technical advisor on the Universal film, "We've Never Been Licked" for the NBC *Army Hour* sequences.

PAUL GRIBBEN, formerly of KWFT, Wichita Falls, has joined the news and announcing staff of KTAR, Phoenix.

Tom Jones

TOM JONES, writer, producer and announcer, formerly of KYA, San Francisco, died in the San Francisco Hospital following an illness of more than a year. He had been with KYA nearly five years and before that at KHJ, Los Angeles.

LADY VINE, a singer with well-known dance orchestras, has joined the announcing staff of KOB, Albuquerque.

AILEEN ROUSSEAU has joined CKBI, Prince Albert, Sask., as the first full-time girl announcer. She will also help out in the control room. Jack Mitchell is another newcomer.

FRIEDA FLINT, formerly of WOCB, West Yarmouth, Mass., has joined CKGB, Timmins, Ont., as traffic manager. She replaces Jo Anne Ciochetto, who has taken a wartime post with a construction company in Edmonton.

ROBERT STARK, in guest relations department of NBC Hollywood, has been made a junior announcer. He succeeds John Lally, now an announcer of KGW, Portland.

ALBERT LIPTON, actor heard on CBS and NBC programs, and Clifford Forbes former announcer of WRUL, Boston, have joined the announcing staff of WBYN, Brooklyn.

TED BLISS, producer of CBS, Hollywood, has been assigned to the weekly *Dr. Christian*, sponsored by Chesebrough Mfg. Co. He replaces Joan Cannon who resigned as McCann-Ericson producer of the show to join her husband in Washington, D. C.

DALE TYLER, commentator, has joined KMTR, Hollywood, as head of its news service department.

HARRY BUGE has left the announcing staff of BLUE Chicago to join WGN, Chicago.

JACK TODD has joined KSAL, Salina, Kan., as announcer, after receiving a medical discharge from the Navy. Mr. Todd, who saw service on the Aircraft Carrier *Lexington*, is not related to Jack Todd of KANS, Wichita.

BOB SABIN, news editor of WIND, Chicago, has joined WENR, Chicago, and has been replaced by Bruce MacDonald, WIND announcer-commentator. Ted Williams has resigned as Turf commentator to resume as publicity head of his former race track affiliation. He is replaced by Joe Wilson, newcomer to WIND.

HAL MOON, who had been stationed at Norfolk, Va., has received an honorable discharge from the Seebeas and returned to KGVO, Missoula, Mont., to resume his post as news editor.

WILLIAM J. BROWN, announcer of WLW-WSAI, Cincinnati, has been appointed night supervisor of the studios, with general responsibility for handling night programming and handling emergencies of any nature.

TINY RUFFNER, who m.c.'s a portion of *Gloom Dodgers* on WHN, New York, is the father of a baby girl.



KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK
5000 WATTS FULL TIME
630 KILOCYCLES
Represented by WEED & CO.

DAVE ELTON, producer of NBC, Hollywood, has resigned to join Young & Rubicam, that city, April 16. As agency producer of the weekly NBC *Time to Smile*, he will replace Stanley Josoloff, who joins the Office of War Information, San Francisco.

PAUL LANGFORD, former special events director of KPAS, Pasadena, Cal., is now a 2d lieutenant in the Army Air Forces.

PETE SMYTHE, former orchestra leader, and more recently connected with the Ball and Davidson Advertising Agency, has been made program director of KLZ, Denver.

LEE PHILLIPS, announcer of WCAE, Pittsburgh, is the father of a baby girl.

PVT. BILL THEIMAN, continuity chief of WCAE, Pittsburgh, before joining the Army, is stationed at Camp Swift, Tex. and Pvt. Warren Girard of the announcing staff is taking basic training at Cochran, Tex.

MARTIN WELDON, program director of WKNY, Kingston, N. Y., on April 4 married Shirley Preis, of New York City. Mrs. Weldon is a musician, specializing in accompanying classical and novelty singers.

WINSTON BLAKE, announcer from WDEV, Wagerbury, Vt., has joined WWSR, Vt. Mal Weaver has left to join WBRK, Pittsfield, Mass.

DON F. DAVIS has returned to the announcing staff of KLS, Oakland, after a leave of absence.

BOB PAGE, announcer at KGGF, Coffeyville, Kan., before joining the Marines, has been made a sergeant. He is a radio operator. Warren Mowder from KFBI, Wichita, and Margaret Jean Mills, new to radio, have joined the continuity staff.

DEANE S. LONG, program director of WAKR, Akron, O., has left to join KXEL, Waterloo, Ia., as announcer.

VAN WOODWARD, who has been continuity editor of WLW-WSAI, Cincinnati, has been appointed assistant to the program editor. His duties will be principally building and writing special type shows, though he will also be available for help on other shows, and the assignment does not change the status of Howard Chamberlain, who continues as assistant program director of WLW. Leighton Mitchell, writer, becomes continuity acceptance editor, responsible for checking all WLW-WSAI copy and is in charge of all administrative detail in the continuity department.

HARRIET LLOYD, formerly of the WOL, Washington, Service Department, has joined the office staff of Fulton Lewis jr., Mutual commentator.

CHARLES WOLFE, from the radio department of Young & Rubicam, New York, has been made continuity editor of WSRR, Stamford, Conn.

McCain Promoted

EARL C. McCAIN, former assistant KLZ news editor, has been made news editor, succeeding Fred D. Fleming, deceased. Mr. McCain has had nearly 25 years experience in newspaper and radio news.

JACK LAWRENCE, announcer of WEEI, Boston, is in training as a radio technician in the Army Air Forces, but is continuing at WEEI on a part-time basis. He married Josephine Goodsby April 3. Sherman Feller, WEEI announcer, entered the Army at Fort Devans April 1.

JACK WENDOVER, music director of KCMO, Kansas City who resigned to serve in the Navy, has returned after being given an honorable discharge for medical reasons. Leigh Havens who took a post in the music dept. has shifted to the program dept.

JESS OPPENHEIM, formerly Hollywood gag writer now in the Coast Guard, has transferred his base from Wilmington, Cal., to OWI headquarters in Hollywood and is writing and directing three shows weekly for OWI, the WAVES and SPARS. Charles Isaacs is assistant on scripts.

JOSE RODRIGUEZ, chief news editor of KFI-KECA, Los Angeles, and producer of the *Classic Hour* on KFI, has been signed by Walt Disney Studios to do story ideas for war effort films.

WILLIAM A. BACHER, producer of Sherman & Marquette on the *CBS Monty Woolley—Al Jolson Show*, in addition will be assistant producer of the Warner Bros. film, "Battle Cry".

ED MURPHY, announcer of WROK, Rockford, Ill., has been accepted for Army OCS and will report to Ft. Benning, Ga. He left for Ft. Sheridan, Ill., on April 2. Pvt. Robert Venables, in charge of the radio department of the public relations office at Camp Grant, Ill., is handling seven programs a week on WROK. He was an announcer at WGN, Chicago, before joining the Army. Janet Carlson, senior high school student, is taking station breaks and operating studio controls in the afternoons. Robert Cadwell, new to radio, works days in a Rockford warplant and takes a parttime announcing shift at night.

BERT JULIAN, former manager of WJWC, Hammond, Ind., has been appointed program director of WIBC, Indianapolis, replacing Jon Arthur, who has taken over the news department.

EDWARD JAEGER, has left the announcing staff of KBIZ in Ottumwa, Ia., to join WCLO, Janesville, Wis. where he will serve as announcer-writer.

ROGER FORSTER, announcer of WNEW, New York, is the father of a baby girl.



It's still growing, George! You helped to start this city of Washington, George. When you were here, it wasn't much as far as people and power were concerned. You know, George, we have 1,242,000 people in and about this town now. They have more money per family than any other city in the nation. They have an effective buying income of $1,509,211,000! That's more money than the whole nation had in your time, George.

It's more than that, though. These million and a quarter Washingtonians control the destiny of this whole nation of ours. Why George, they're spending over TWO BILLION DOLLARS A WEEK just to insure democracy. TWO BILLION dollars a week for guns, goods, and groceries!

But Washington is like that, George, and

WRC *is first in Washington*







THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WISH, Indianapolis

American Chicle Co., Long Island City (Dentyne), 18 *ta* weekly, 52 weeks, thru Badger, Browning & Hersey, N. Y.
E. J. Brach & Sons, Chicago (candy bars), 6 *ta* weekly, thru Sherman K. Ellis & Co., Chicago.
Paul F. Beich Co., Bloomington, Ill. (candy bars), 4 *ta* weekly, thru Arthur Meyerhoff & Co,, Chicago.
Beechnut Packing Co., Canajoharie, N. Y. (gum), 2 *ta* weekly, thru Newell-Emmett Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 12 *ta* weekly, thru Wm. Esty & Co., N. Y.
Garrett & Co., Brooklyn (Virginia Dare wine), 6 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
General Motors Corp., Detroit, 1 *t*, thru Campbell-Ewald Co., Detroit.
Larus & Bros. Co., Richmond (Edgeworth), 9 *sa* weekly, thru Warwick & Legler, N. Y.
Lambert Pharmacal Co., St. Louis (vitamins), 7 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
P. Lorillard Co., New York (Old Gold), 6 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Raladam Co., Detroit (Marmola), 3 *ta* weekly, thru Spot Broadcasting, N. Y.
Nehi Corp., Augusta, Ga. (Royal Crown cola), 7 *ta* weekly, thru BBDO, N. Y.
Planters Nut & Chocolate Co., Wilkes-Barre, Pa., 6 *sp* weekly, thru Goodkind, Joice & Morgan, Chicago.

WTCN, Minneapolis

Campbell Foods, Des Moines (Calcipan), 3 *sa* weekly, thru Menough Adv. Agency, Des Moines.
Land-O-Nod Co., Minneapolis (bedding), 6 *ne* weekly, thru MacKenzie Inc., Minneapolis.
Piso Co., Warren, Pa. (proprietary), 6 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.
Sturdiwheat Co., Minneapolis, 3 *sp* weekly, thru Erwin, Wasey & Co., Minneapolis.
Walgreen Co., Chicago (drugs), 42 *ne* weekly, thru Schwimmer & Scott, Chicago.
Washington State Apple Com., Seattle, 3 *ne* weekly, thru J. Walter Thompson Co.

WCAO, Baltimore

Wm. H. Wise & Co., New York (books), 5 *t* weekly, thru Huber Hoge & Sons, N. Y.
Doubleday-Doran & Co., New York (Book League of America), 5 *t* weekly, thru Huber Hoge & Sons, N. Y.
General Baking Co., Philadelphia (Bond bread), 8 *sa* weekly, thru Ivey & Ellington, Phila.
Procter & Gamble Co., Cincinnati (Ivory Flakes), weekly *ta*, thru Compton Adv., N. Y.
Lever Bros. Co., Cambridge, Mass (Rinso), 8 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
American Oil Co., Baltimore (fuel oil), 8 *sa* weekly, thru Joseph Katz Co., Baltimore.

KXEL, Waterloo, Ia.

Pierce's Proprietaries, Buffalo (Golden Medical Discovery), 120 *ta*, thru Duane Jones Co., N. Y.
Continental Baking Co., New York (Wonder bread), 13 *ta* weekly, thru Ted Bates Inc., N. Y.
P. Lorillard Co., New York (Friends tobacco), 3 *ta* weekly, thru Lennen & Mitchell, N. Y.
Walker Remedy Co., Waterloo, Ia. (proprietary), 5 *sa* weekly, thru Weston-Barnett, Waterloo.
Lewis-Howe Co., St. Louis (N-R, Tums), 6 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Minneapolis Brewing Co., Minneapolis, 208 *sa*, thru BBDO, Minneapolis.
Service Life Insurance Co., Waterloo, Ia., 312 *sp*, direct.

WSBT, South Bend, Ind.

Gordon Baking Co., Chicago (Silvercup bread), 23 *sa* weekly, thru C. L. Miller Co., N. Y.
United Drug Co., Boston (Rexall), 14 *sa* weekly, thru Spot Broadcasting, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap, Super Suds), 18 *sa* weekly, thru Ted Bates, Inc., N. Y.
Pillsbury Flour Mills Co., Minneapolis (pancake flour), 5 *sa* weekly, thru McCann-Erickson, Minneapolis.
Standard Oil Co. (Ind.), Chicago (tractor oil), 5 *sa* weekly, 26 weeks, thru McCann-Erickson, Chicago.

KVEC, San Luis Obispo, Cal.

Hebrew Evangelization Society, Los Angeles, 6 *t* weekly, 52 weeks, thru Tom Westwood Adv., Los Angeles.
Gospel Broadcasting Assn., Los Angeles, *t* weekly, 52 weeks, thru R. H. Alber Co., Los Angeles.
Church of Christ, Glendale, Cal., *t* weekly, thru Dean Simmons Adv., Hollywood.
Movie Cosmetic Co., Hollywood, 3 *ta* weekly, 13 weeks, thru Lou Sterling & Associates, North Hollywood.
Proof of Birth Co., Hollywood (birth records), 3 *sa* weekly, thru Dean Simmons Adv., Hollywood.

KPAS, Pasadena

Baltimore Gospel Tabernacle, Baltimore, *t* weekly, 12 weeks, thru Fred Wellman Co., Chicago.
Sunny Sally Vegetable Growers, Vernon, Cal., 5 *sp* weekly, thru T. Tyler Smith Adv., Hollywood.
Tryco Co., Hollywood (foot ointment), 5 *sp* weekly, 4 weeks, thru T. Tyler Smith, Hollywood.
Parr Vitamin Co., Chicago, 5 *sp* weekly, thru United Adv. Cos., Chicago.

KECA, Los Angeles

F. H. Funder Inc., Minneapolis (proprietary), *t* weekly, 13 weeks, thru Sorenson & Co., Chicago.

KROW, Oakland, Cal.

Bekins Van & Storage Co., Los Angeles, 5 *sa* weekly, 52 weeks thru Brooks Adv., Los Angeles.

WJZ, New York

Resinol Chemical Co., Baltimore (soap, ointment), 3 *sa* weekly, 13 weeks, thru Courtland D. Ferguson Inc., Baltimore.

WOR, New York

I. J. Fox, New York (fur storage), 20 weekly, 6 weeks, direct.

WBT, Charlotte

Tennessee Coal, Iron & Railroad Co., Birmingham, 3 *sp* weekly, thru BBDO, N. Y.
Streitmann Biscuit Co., Cincinnati, 2 *t* weekly, thru Harry M. Miller Co., Cincinnati.
Carolina Baking Co., Charlotte, 21 *sa* weekly, thru Freitag Adv. Agency, Atlanta.
Griffin Mfg. Co., Brooklyn, 21 *sa* weekly, thru Birmingham, Castleman & Pierce, N. Y.
Gerber Products Co., Fremont, Mich. (baby food), 1 *sp*, Federal Adv. Agency, N. Y.
Dr. Salsbury's Labs., Des Moines, 2 *ta* weekly, thru N. A. Winter Adv. Agency, Des Moines.
Comet Rice Co., Beaumont, Tex., 1 *sp* weekly, thru Leche & Leche, Dallas.
Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

KFBK, Sacramento

Acme Brewing Co., San Francisco, 2 *ta* weekly, thru Brisacher, Davis & Staff, San Francisco.
Johnson & Johnson, New Brunswick (Band-Aid), 6 *ta* weekly, thru Young & Rubicam, N. Y.
Larus & Bros. Co., Richmond (tobacco), 4 *ta* weekly, thru Warwick & Legler, N. Y.
Pet Milk Co., St. Louis, 2 *t* weekly, thru Gardner Adv. Co., St. Louis.
Leslie Salt Co., San Francisco, 7 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.

KNX, Hollywood

Sears Roebuck & Co., Los Angeles, 5 *sp* weekly, 52 weeks, thru Mayers Co., Los Angeles.
B.C. Remedy Co., Durham, N. C., 5 *sa* weekly, 52 weeks, thru Harvey-Massengale Co., Atlanta.
O'Keefe & Merritt Co., Los Angeles (institutional), *sa* weekly, 52 weeks, thru Richard B. Atchison Adv., Los Angeles.

WJZ, New York

B. Altman Co., New York (moderate-priced dresses), weekly *sa*, thru Kelly-Nason Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 5 *t* weekly, thru Ted Bates, N. Y.

KFI, Los Angeles

American Chicle Co., Long Island City, N. Y. (gum), 42 *sa* weekly, 39 weeks, thru Badger, Browning & Hersey, N. Y.
Langendorf United Bakeries, San Francisco (bread), 8 *sa*, 2 days, thru Ruthrauff & Ryan, San Francisco.

RADIO SALES STAFF EXPANDED BY CBS

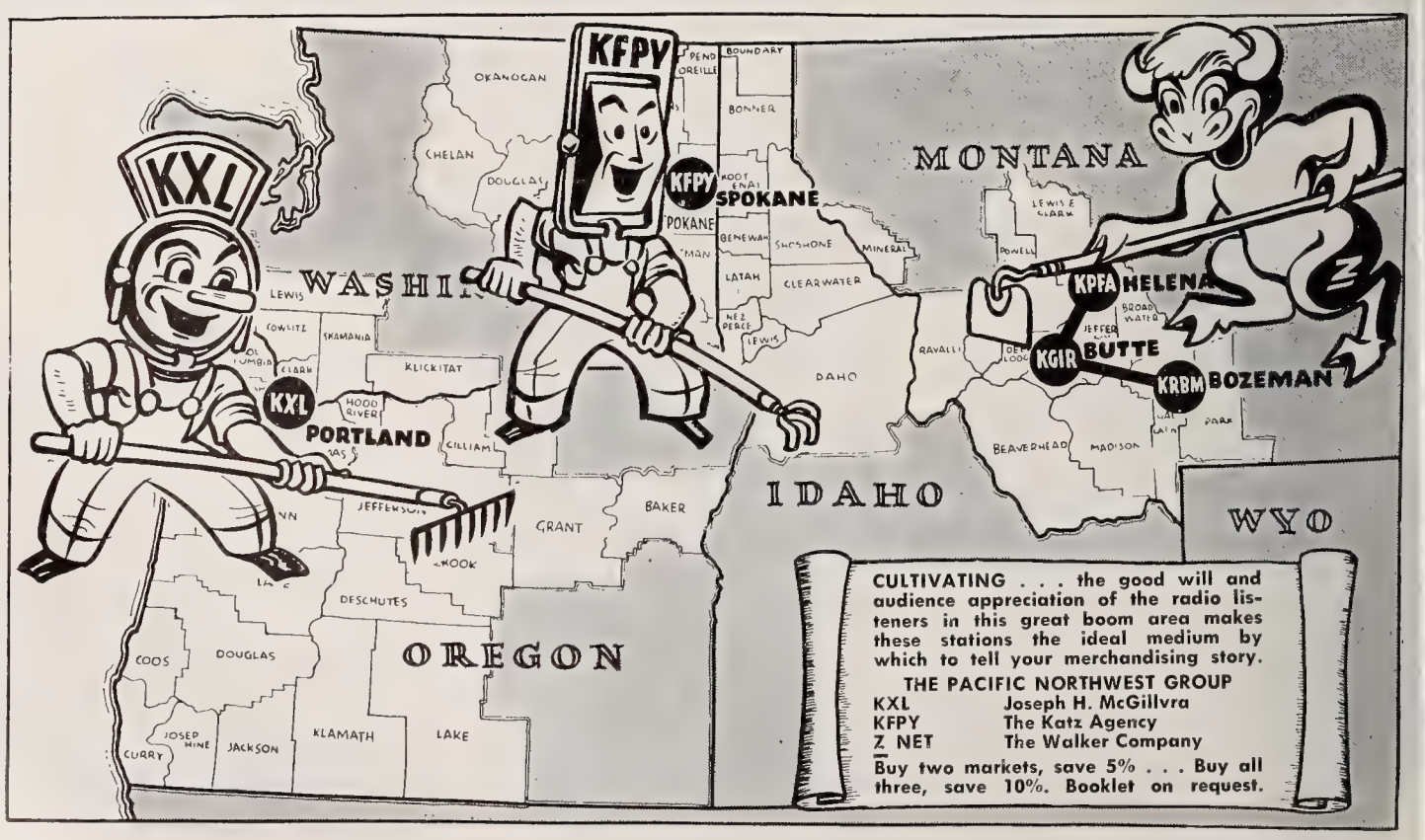
EXPANSION of the sales and promotion departments of CBS' Radio Sales division was announced last week by Howard S. Meighan, eastern sales manager of radio sales, who named George Dunham as an account executive in the sales department, William S. Rayburn as promotion manager, George Mateyo as supervisor of research in the promotion department, and Joyce Farnham as copy assistant.

Mr. Dunham, who joined CBS in 1937 as director of sales promotion at WEEI, the system's Boston outlet, has been supervisor of promotion for CBS-owned stations since December 1940. Previously, he was an assistant sales manager at the Boston Woven Hose & Rubber Co.

A copywriter in the CBS sales promotion department since 1941, Mr. Rayburn has been editor of a Westchester county weekly and a copywriter of Lennen & Mitchell, New York. George Mateyo, previously head of research for WOR, New York, and prior to that an instructor in marketing and advertising at New York U., has been assistant to the CBS director of research since he joined the network in 1940. Miss Farnham has been a secretary in radio sales since April 1942.

More Resinol Spots

RESINOL CHEMICAL Co., Baltimore, has started seven station breaks weekly on WCAO, Baltimore, and other spots on KYA, San Francisco, and WKAT, Miami. A series of five-minute news broadcasts starts April 19 on CKAC, Montreal. Three announcements weekly were started April 5 on the *Kibitzer's* program of WJZ, New York, with placement by Courtland D. Ferguson Inc., Baltimore and Washington, and not Charles W. Hoyt Co., as incorrectly stated in the April 5 BROADCASTING. Dorothy G. Starbuck is account executive and timebuyer for the Ferguson agency on the Resinol account.



Agencies

LOIS ROBERTS, former assistant space buyer of Hirshon-Garfield Inc., New York, has been named head space buyer.

M. P. WAMBOLDT, former program supervisor of Compton Adv., New York, has been named assistant account executive for Socony-Vacuum Oil Co., and will have charge of the account's radio activities, which include Raymond Gram Swing's commentaries on BLUE.

RICHARD H. PENNDORF, Robert Buechner and C. R. Brown have joined the New York office of N. W. Ayer & Son as account executives, and Robert Moore has joined the Philadelphia office.

HOWARD A. STONE, previously director of field research for Daniel Starch, business research firm, has joined the eastern division of Campbell-Ewald Co., attached to the market and copy research staff.

RAYMOND SPECTOR Adv. Agency after May 1 will be located at 595 Madison Ave., New York. The telephone number will remain the same.

JOHN GUEDEL, Hollywood vice-president of Russel M. Seeds Co., has been placed in charge of all radio.

C. CHURCH MORE has discontinued his Los Angeles agency to join the public relations division of Union Oil Co. His accounts have been taken over by Stellar-Millar Adv.

ROBERT H. SCHMELZER, former Los Angeles manager of Beaumont & Hohman, has joined Logan & Arnold, that city, as account executive and copy writer.

ARITA HASSON, writer, formerly of KJBS, San Francisco, recently joined Brisacher, Davis & Van Norden, San Francisco.

ADDISON SMITH, production supervisor at Ruthrauff & Ryan, New York, for Noxzema Chemical Co.'s *Quiz of Two Cities*, is the father of a boy.

PAUL ADAMS, for three years a writer and director of Young & Rubicam, New York, where he has been working on CBS' *We, the People*, will be inducted into service April 15. Since last year, Mr. Adams has also been producing programs for the overseas branch of the Office of War Information.

MRS. ELINOR L. BROWN has bought out her partner, Maurice W. Aaron, in the Aaron & Brown Advertising Agency. She will continue operations as the E. L. Brown Adv. Agency, moving to new quarters at 1606 Walnut Street. Mr. Aaron has not disclosed his future plans.

Frey Names Williams

JOHN E. WILLIAMS, for eight years vice-president and director of the Di-Noc Co., Cleveland (plastics), on April 1 took over new duties as vice-president and general manager of Charles Daniel Frey Adv. Agency, Chicago. A veteran of advertising, Mr. Williamson was with *Collier's*, New York, for 15 years where he became advertising manager. He is a former vice-president in charge of sales at Franklin Automobiles, Syracuse, and former executive vice-president of United States Adv. Corp., Toledo.

CALVIN D. WOOD has joined the staff of West-Marquis Inc., Los Angeles, as account executive. Mr. Wood was media director and copy writer for Buchanan & Co., New York, and before that Southwest manager for Miller Freeman Publications.

BILL KRAUCH, account executive and radio producer of Milton Weinberg Adv. Co., Los Angeles, is the father of a boy.

WILLIAM DASHEFF, former account executive of Wesley Assoc. and of Pettingell & Fenton, New York, has joined Buchanan & Co., New York.

EDWARD C. STODEL, head of Stodel Adv. Co., Los Angeles, anticipating active Marine duty, has closed his offices for the duration and turned over accounts for servicing to Hillman-Shane-Breyer Inc., that city. Selma Schonfeld, assistant to Mr. Stodel, has joined the latter agency.

J. M. RUSSELL WILSON, former secretary and treasurer of Industrials Inc., manufacturing concern in Philadelphia, has joined the research department of Geare-Marston Inc., Philadelphia agency.

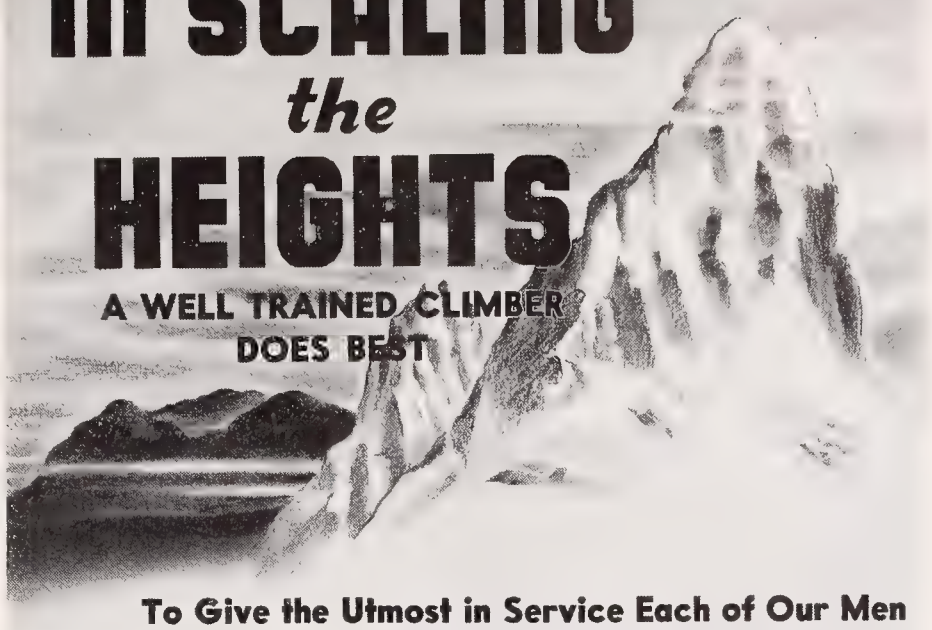
N. Y. Club Nominees

AMONG directors selected by the nominating committee of the Advertising Club of New York for the slate at the club's annual meeting and elcetion May 11 are Daniel S. Tuthill vice-president of National Concerts & Artists; Herbert L. Stephen, news editor of *Printers' Ink;* Frederic R. Gamble, managing director of the American Assn. of Advertising Agencies, and Charles C. Green, managing director of the Advertising Club. Eugene S. Thomas, sales manager of WOR, New York, is one of the directors who will continue in office next year.

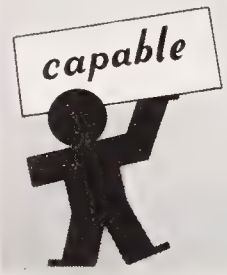
JACK BENNY has recovered from pneumonia and was to return to the air April 11, for his regular NBC Sunday program for General Foods Corp.

IN SCALING the HEIGHTS

A WELL TRAINED CLIMBER DOES BEST



To Give the Utmost in Service Each of Our Men is Thoroughly Trained for His Job

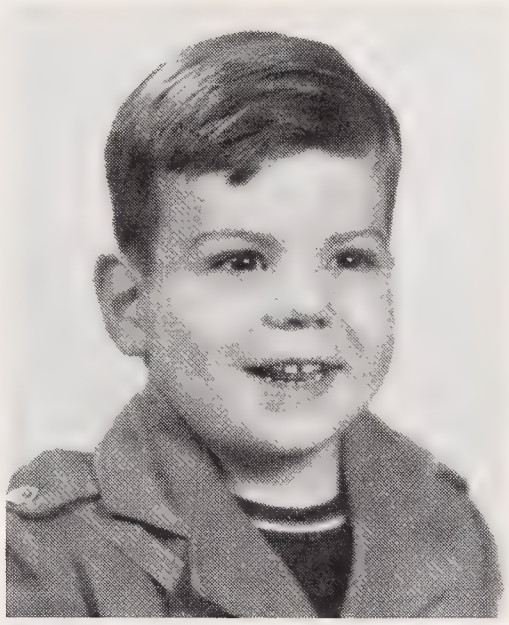


WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

Salute a young "BOOM TOWN" Lieutenant

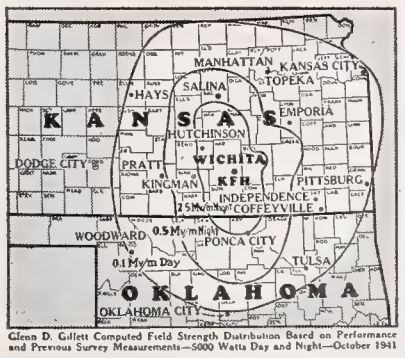


Montague Photo.

Melvin Kirkwood is 2½ years old — another Lucky Wichita Boom Baby. Lucky because he was born in a Boom Town with a future. Mr. Kirkwood is foreman of sub-assembly at Beech Aircraft.

We're making no pipe dreams in Wichita. We're building solidly. And we're making *"no small plans."*

Growing by leaps and bounds. Well above 250,000 population. Already rich in natural resources. Wichita now promises to be one of the country's leading post war aviation centers. Don't *you* miss out on this rich market. KFH is ready to do your sales job for you.

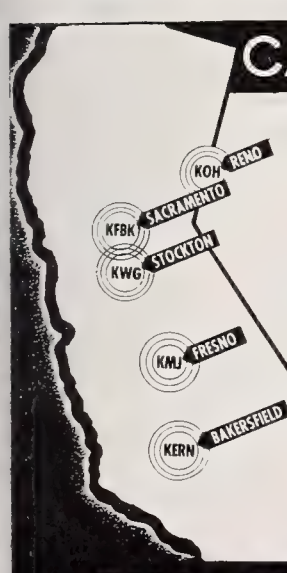


Glenn D. Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1941

That Selling Station
In Kansas' Biggest, Richest Market!

KFH
WICHITA
CBS . . . 5000 WATTS DAY & NIGHT
CALL ANY
EDWARD PETRY OFFICE

CALIFORNIA COVERAGE



KMJ MORNING AUDIENCE SHOWS DECISIVE DOMINANCE*

8 AM-12 N Monday thru Friday

KMJ	43.6
"B"	34.1
"C"	12.7
"D"	8.1
others	1.5

* Hooper Station Listening Index Mid Winter 1943 Fresno, Calif.

KMJ
5000 Watts on 580 KC. Basic NBC

THE McCLATCHY GROUP

Wingo Indicted

OTIS T. WINGO Jr., former commentator and at present assistant public relations director of Young & Rubicam, New York, was indicted by a Federal Grand Jury in Washington on charges of wilful failure to register as an agent of the Finnish and Swedish governments. Mr. Wingo in a statement denied there had been "wilful violation" of any official requirement.

AFA Names Preyer

ALLAN T. PREYER of Vick Chemical Co. has been appointed chairman of the Advertising Federation of America committee to judge winners of the AFA Club Achievement Award. Also on the committee are Dorothy Shaver, Lord & Taylor vice president; John Platt, Kraft Cheese Co.; Chester J. LaRoche, chairman of the board of Young & Rubicam, and Gardner Cowles Jr., Des Moines publisher and station owner. All are AFA directors.



FULTON LEWIS, JR.

IS DEEP IN THE HEARTS OF TEXANS

Indicative of the widespread popularity of Mutual's Commentator on Political Affairs was the invitation he received to speak before a special joint session of the Texas State Legislature. A resolution was adopted that the usual custom of not meeting on Friday or Saturday be dispensed with in order that Lewis could be heard.

All over the country Fulton Lewis, Jr.'s informative, authoritative style has made friends for himself . . . and sales for his sponsors.

NOW AVAILABLE FOR SPONSORSHIP IN YOUR CITY

. . . a feature that means immediate results for any sponsor (Fulton Lewis, Jr., is sponsored on 147 Mutual stations by 96 advertisers). You can sell him at your one time quarter hour rate per week. Wire, phone or write WILLIAM B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.

Affiliated with the **MUTUAL BROADCASTING SYSTEM**

Radio Advertisers

FORT PITT BREWING Co., Pittsburgh, has renewed for the sixth consecutive year *Tap Time*, half-hour variety show on KDKA, Pittsburgh, Tuesdays at 7:30 p.m. KDKA feeds *Tap Time* to four West Virginia stations, WPAR WBLK WHIS WCHS.

BEACON CHEMICAL Co., Philadelphia, which recently appointed James G. Lamb Co. for Zero cleanser and other household products, has started a Spot campaign [BROADCASTING, March 29].

NORTH AMERICAN AVIATION Inc., Inglewood, Cal., in an employment campaign on April 3 started sponsoring the 60-minute *Saturday Night Merry-Go-Round* on KNX, Hollywood. Contract is for 13 weeks. Tom Hanlon conducts the program of recorded music and chatter. Agency is BBDO, Los Angeles.

SEARS, ROEBUCK & Co., Los Angeles, on April 5 starts sponsoring the Monday through Friday night quarter-hour news program, *Ten O'Clock Wire*, on KNX, Hollywood. Contract is for 52 weeks with placement through The Mayers Co.

CHARM KURL Co., St. Paul (hair dressing), is sponsoring the first quarter-hour of *It's Time for Company* on WLS, Chicago, five times weekly for 13 weeks. Agency is Guenther-Bradford, Chicago.

FEDERAL OUTFITTING Co., Los Angeles (chain clothiers), in a spring campaign started April 11 is sponsoing a weekly 60-minute musical on KFAC, that city. Contract is for 13 weeks. C. R. Watts Co., Los Angeles, has the account.

NONSUCH Ltd., Toronto (silver cream), has started announcements on a number of Ontario stations. Account was placed by Ellis Adv. Co., Toronto.

SUPPLEE-WILLS-JONES Milk Co., Philadelphia, started a special foreign-language campaign for a month on April 5, over WDAS, Philadelphia, to apprise the Jewish population of the fact that specially-prepared milk and dairy products will be available during the Passover religious holidays during the April 20 week. The services of eight cantors in this city are used for the nightly program during the station's *Jewish Hour*. N. W. Ayer & Son, Philadelphia, is the agency.

HALE BROS. DEPT. Store, San Francisco, is sponsoring *What's Doin' Ladies*, featuring Art Linkletter, five times weekly on KGO, San Francisco.

Really a Rider

THAT the Lone Ranger (Brace Beemer) can *really* ride a horse will be proved when the radio character makes his first personal appearance in 10 years on the air. Astride his famous white stallion, Silver, he will be the top attraction of the Olympia Circus in Chicago for 15 days starting April 24.

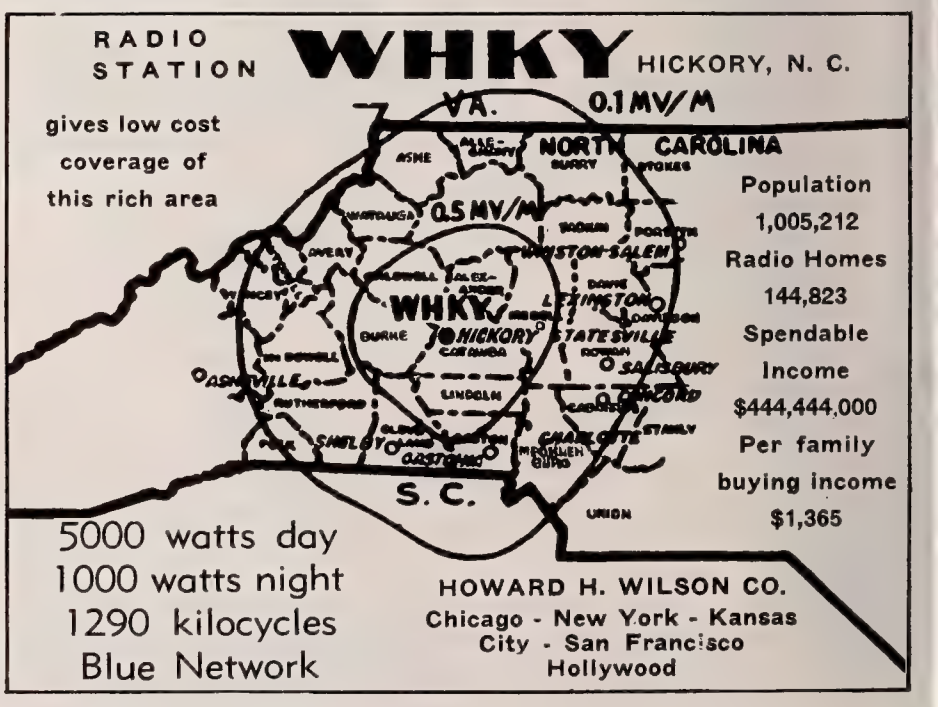
Raymer's 10th

TO CELEBRATE his 10th anniversary in the station representative field, Paul H. Raymer, owner-manager of his own company, gave a dinner last Wednesday night at Sherry's in New York for a small group of friends with whom he first had business contact in the early years of Paul H. Raymer & Co. In addition to Fred Brokaw, manager of the Raymer New York office, Peirce Romaine and Madeleine Vose of the same branch, Mr. Raymer invited Elizabeth Black, Joseph Katz Co.; Linnea Nelson, J. Walter Thompson Co.; Reggie Schuebel, Duane Jones Co.; Margaret Jessup, formerly of McCann-Erickson Co.; Hubbell Robinson Jr., Young & Rubicam; Jack Latham, MBS; Wilfred King, J. M. Mathes Inc.; Jack Davidson, Federal Adv. Agency; C. E. Midgley, CBS, Ben Bodec, *Variety*.

Coca Cola Names Bell

HUNTER BELL, former sales manager of the Atlanta region of Coca-Cola Co., has been named advertising manager of the entire company. He succeeds Deloney Sledge, now a captain in the Army. Mr. Sledge took over when Price Gilbert Jr. received a leave of absence for the duration as vice-president and advertising manager, to accept a commission in the Navy. Mr. Bell was once city editor of the *Atlanta Journal*.

CAMERON HAWLEY, former assistant director of advertising and promotion of Armstrong Cork Co., Lancaster, Pa., has been appointed director of the department. He succeeds M. J. Warnock, who has been named treasurer. Gray Playter and John P. Waters have been named assistant directors of advertising and promotion.



NAB WAR CONFERENCE NUMBER

THE EXPERTS VIEW RADIO PRESENT AND FUTURE

WIRE YOUR SPACE RESERVATION

$230 page • $130 half-page • $72 quarter-page

ADVERTISING DEADLINE APRIL 17th

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

National Press Bldg. — Washington, D. C.

Among the Features

ADVERTISING'S ROLE IN THE WAR
By Chester LaRoche,
Chairman, the Advertising Council;
Chairman of the Board, Young & Rubicam

ELECTRONICS AND THE BROADCASTING INDUSTRY
By Dr. O. H. Caldwell,
Editor, Radio Retailing Today and Electronics Industries

THE NAB WAR CONFERENCE
By Neville Miller,
President, NAB

RADIO AS AN IMPLEMENT OF GLOBAL WAR
By Maj. Gen. Dawson Olmstead,
Chief Signal Officer, U. S. Army

RADIO'S FUNCTION IN NAVAL WARFARE
By Capt. Jennings Dow,
Chief, Radio Division, Bureau of Ships,
U. S. Navy

CIVILIAN RADIO DURING WARTIME
By Frank H. McIntosh
Assistant Chief, WPB Radio and Radar Division

POST-WAR RADIO HORIZONS
By T. A. M. Craven,
FCC Commissioner

FM AFTER THE WAR
By Dr. Edwin H. Armstrong,
Professor of Electrical Engineering,
Columbia University

POST-WAR RADIO REGULATION
By E. K. Jett,
Chief Engineer, FCC, Chairman,
Coordinating Committee, Board of War Communications

PLUS
FULL NEWS COVERAGE



BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building . . . Pittsburgh, Pa.

FTC Charge Hits P&G Teel Claims

Celanese Corp. Is Named for Advertising of Its Fabrics

CHARGING misrepresentation by the makers of the liquid dentifrice Teel, the Federal Trade Commission last week issued a complaint against the claims of Procter & Gamble Co., Cincinnati, for the product. The FTC also alleged unfair disparagement by P&G of toothpastes and powders sold by competitors.

Claims for Product

Advertisements disseminated by the firm over the radio and in publications allegedly represented that Teel is a very revolutionary discovery in dental science, cleans teeth to the highest degree and is a complete and satisfactory substitute for the popular brands of tooth pastes and powders; that most such pastes and powders contain abrasives and cut cavities which require filling in the soft portions of the tooth structure exposed by receding gums; that a large proportion of the public is constantly exposing its teeth to serious damage through the use of toothpastes and powders; and that the insolubility, in water, of the ingredients in toothpastes and powders is evidence of the presence of harmful abrasives.

These claims are not only false and deceptive, the complaint charges, but unfairly defame competing products in that they represent that most widely-used toothpastes and powders are harmful to the teeth and dangerous to use when such is not a fact.

The FTC also alleges that abrasives contained in most toothpastes and powders do not result in harmful effects described in the Teel advertisements and that since Teel has no abrasive qualities it cannot as effectively clean teeth; that it is inferior as a cleansing and polishing agent to many of the popular brands of pastes and powders since its use permits discoloration which can only be removed by a substance having abrasive properties. A mild abrasive, the complaint continues, is necessary in an effective dentifrice.

That yarns and fabrics manufactured under the name "Celanese" by the Celanese Corp. of America are acetate rayon products and not composed of silk and wool, which they resemble in texture and appearance, is not made sufficiently clear to the public, according to a complaint announced last week by the FTC. Purchasers, the FTC continues, are unable to distinguish between rayon fabrics and natural fibre fabrics, and in some radio and other commercials the firm employs terms which lead the public to believe that the products referred to are not actually rayon.

The FTC adopted an order requiring Atmoray Inc. and Atmozone, both of Portland, Ore., to cease advertising in radio continuities and other media certain claims as to the therapeutic value of the medical device known as "Atmoray", an ozone generator. The Commission also found that the advertisements referred to fail to reveal material facts respecting consequences which may result from use of the device under conditions prescribed in such advertisements. Atmozone manufactures the device, while Atmoray Inc. distributes it.



STROMBERG CHANGE

Firm Drops "Telephone" In Shortened Title

ANNOUNCING that stockholders had changed "Stromberg-Carlson Telephone Mfg. Co." to "Stromberg-Carlson Co.," Dr. Ray H. Manson, vice-president and general manager explained that though the firm will continue to make telephones, it is not wholly descriptive of its business.

He said that operation of WHAM, Rochester, cannot be considered telephone manufacturing, and indicated that after the war the firm looked forward to a broadening of the electronics field, with increasing use of FM, two-way communications and new developments in television and facsimile.

Chicago Workshop

A SUMMER radio workshop course will be offered again this year by the Radio Council of the Chicago Public Schools, in cooperation with the Chicago Teachers College. Advanced high school college students and teachers will be admitted to the workshop, which will cover all aspects of radio, with emphasis on development of public service and educational programs, under the supervision of George Jennings, acting director of the Radio Council. Daily three-hour class sessions will be held for two months beginning June 28 in the studios and offices of the Radio Council at 228 N. LaSalle St., Chicago. Workshop guest speakers will include representatives from the networks, advertising agencies, AFRA, Radio Writers' Guild, local stations and educational institutions of the Chicago area.



READY FOR BROADCAST of the *Voice of the Victory League*, Chevrolet dealer news program on 118 CBS stations Tuesday and Thursday are (l to r): John B. Kennedy, newscaster-commentator; J. H. Neebe, Campbell-Ewald agency vice-president, and Bernard Dudley, announcer. After the Kennedy commentary, Announcer Dudley reads home front war activities news for Victory Service League members.

Bethlehem Awards

FOR THE BENEFIT of the public, and of employes unable to attend the ceremonies in which the Maritime Commission presented the "M" award to the Shipbuilding Division of Bethlehem Steel Co., the war plant had the presentations at its Hoboken and Brooklyn yards recorded for broadcast on WJZ, New York, April 12 and 13 respectively. Bethlehem Steel used a half-hour on WJZ April 9 to present a live broadcast of the ceremonies attending the award of the Navy "E" to the Staten Island yard. Account is handled direct.

WHAT'S HOLDING YOU BACK IN BARRIER (Ky.)?

Lack of buying power is of course the real obstacle to doing big business in little towns like Barrier (Ky.). But there's no such hindrance in the rich, booming Louisville Trading Area—where war production has swelled the Area's normal 57.5% of Kentucky's buying power to record proportions! . . . To cover this market—without paying extra for a lot of little Barriers—you need only WAVE, the only NBC station within 100 miles. Try WAVE, and see!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

Rating Drop Due to Balmy Weather, C. E. Hooper Tells Irate Upton Close

LOGICAL REASONS for the drop in audience rating for March of Upton Close's Sunday afternoon news program on NBC were set forth last week by C. E. Hooper after he had received an irate wire from Mr. Close demanding an explanation.

Mr. Close's wire to Hooper reads as follows: "Your pocket piece for March just reached me. Shows loss of 3.4 my Sunday 3:15 p.m. news show NBC for Sheaffer. What in blazes are you trying to do to me? This would be nearly half audience by our figures. We have felt no loss and CAB rating card for March prepared by CBS research department shows, contrary-wise, one of the best ratings of any news shows on air, being 9.8 coincidental and gain over February. Will you please make double-check and explanation and do what is necessary to correct harm done?"

Mr. Hooper replies that "the wire from Mr. Close produced some confusion in our office. You see, the 'Pocket Piece' he referred to is part of a strictly confidential service to subscribers, of which he is not one. We were at a loss as to what, if anything, we should supply to him in the way of further information.

"Actually, the pattern of springtime Sunday afternoon listening revealed in our March 14 report was not new to us. Each spring there is a Sunday when people who have been housed up for the winter can get out in the dirt and scratch for the first time. This doesn't always coincide with a program-checking Sunday, but this year it did.

"The Close program rating was unchanged from our February findings in the South, Mountain and Pacific areas, but in the Eastern and North Central areas he was affected by what amounted to a 40% drop in radio set use.

"The CAB did not measure audiences on the 14th. The CAB rating Close refers to was an average of calls made in late February and earlier in March when they could not help finding what we did in February, namely, that people were huddled by the fire listening."

SONG ASSIGNMENT UPHELD BY COURT

SUPREME COURT last week decided that the copyright to the ballad "When Irish Eyes Are Smiling" belongs to M. Witmark & Sons, New York publishers. Ownership had been contested by George Graff Jr., who wrote the song 30 years ago in collaboration with Ernest Ball and Chauncey Olcott.

The issue grew out of Mr. Graff's assignment of copyright renewals to the publishing house in 1917. He previously had entered into an agreement with Witmark whereby that company copyrighted the song but the renewals were given Witmark as a result of "financial straits" of Mr. Graff.

When the original copyright expired in 1939, Witmark registered the renewal in Mr. Graff's behalf. However, a few weeks later Mr. Graff himself applied for and registered a renewal and assigned it to another publishing house.

The court decided that the Copyright Law "does not nullify agreements by authors to assign their renewal interests" and ruled that an agreement made when the author is in financial need does not permit the author to expect returns as a ward under guardianship of the law.

STORAGE BATTERY Division of Philco Corp. has been awarded a white star, to add to its Army-Navy E flag presented by Rear Admiral Wat T. Cluverius in October, 1942. Brief ceremonies will mark the addition of the star April 16.

Two FM Shows Are Sold For Milwaukee's W55M

WITH MORE than 35 FM shows being broadcast weekly, the Milwaukee Journal announces that operation of its W55M station is a tangible part of broadcasting's present and not its intangible future.

With steady plugging by the Journal stations staffs emphasis has been placed now on commercial programs and two have been contacted. The Robert A. Johnston Co., manufacturer of cookies and crackers, presents *Furlough Fun*, Sundays, at 12:30 p.m., for a half-hour using WTMJ also.

Second show sold is First Wisconsin National Bank's *Those Who Serve* Tuesdays, at 6:30 p.m., for a half-hour. Last week Edward Petry & Co., became national representatives for W55M.

Many live programs of so-called "better music" are presented. Several shows weekly are before studio audiences.

Kaltenborn Scholarship

TO SUPPORT annually "a young man who is interested in training himself for news reporting or news analysis in the press or on the air", the "Hans V. Kaltenborn Scholarship" at Harvard U. has been created by the NBC news commentator, who is president of the Long Island Harvard Club. Announcement of the scholarship was made at the recent dinner in New York's Harvard Club given Kaltenborn by the Assn. of Radio News Analysts in honor of his 21st anniversary as a news commentator.



KTUL

5000 watts • CBS
TULSA, the Oil Capital

Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

HIGH IN LISTENER RATING

WATL
ATLANTA

LOW IN RATES

MBS

WATL's coverage is confined to the *metropolitan Atlanta area.* With no rural audience to cater to, its programs are tuned to urban tastes, and are tops with Atlanta listeners. *Eleven years a favorite!*

If you want to cover Atlanta at lowest cost, put WATL on your list.

Represented by
SPOT SALES INC.

In The Fast Growing
SALT LAKE MARKET
It's
KDYL
UTAH'S NBC STATION
National Representative
JOHN BLAIR & CO.

WOV TO FIGHT NLRB DECISION IN COURT

NEW LITIGATION in the case of 26 former employes of WOV, New York, was forecast last week, when the station notified the National Labor Relations Board it declined to comply with an order that it rehire members of American Communications Assn. Local 16 (CIO) discharged after a strike 2½ years ago. [BROADCASTING, April 5].

In a ruling April 1, the NLRB had given WOV, owned and operated by Arde Bulova, ten days in which to signify that it would rehire the men and women, and make full repayment for wage losses in that period. In declining, WOV contended that the order lacked factual and legal basis, and said that the company will await a determination by appropriate court.

The WOV case originated in November, 1940, when the station discharged union members who struck after the break down of wage contract negotiations. The union had sought a contract covering the entire station personnel, while WOV was willing to recognize its jurisdiction only for technicians. The station fired the men after contending that they committed an act of sabotage.

Annual AFRA Session To Be Held in Chicago

ANNUAL CONVENTION of the American Federation of Radio Artists, cancelled last year at the request of the Office of Defense Transportation, will be held this year in Chicago Aug. 28-29.

It was also reported that KSD, St. Louis, has renewed its contract with AFRA covering actors, singers and announcers. Contract contains standard AFRA provisions.

TOMORROW
will be the day of
FM and
LINGO

•Our past developments and present day experience with FM Antennas will provide greater efficiency in design and performance to meet the exacting standards of this important field.

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

KOA-WHDH Case

(*Continued from page 13*)

disqualified themselves, the former because his brother-in-law, C. J. Durr, is a member of the FCC, and Justice Rutledge because he wrote the majority opinion in the KOA-WHDH case in the court below. Associate Justice Murphy was absent because of illness.

Without going into the background, Mr. Freund contended that KOA was accorded adequate hearing before the Commission and that the court below had erred in reversing the FCC's ruling on that score.

Discounting the contention that KOA was deprived of its facility or that it had been degraded, he contended that the Denver station still retained its same assignment with the same power of 50,000 watts and that the only change in its status, by virtue of WHDH's assignment to the 850 kc. channel, was that interference was caused in a sharply circumscribed secondary service area of the Denver station. In so doing, he said the Commission reclassified the 850 kc. channel from 1-A to 1-B.

Pointing out that KOA was not protesting the merits of the grant, he said he was not clear as to its objection. He said that a majority of the court below held that KOA was entitled to hearing as a matter of right and not as a matter of grace.

Chief Justice Groner and Associate Justice Vinson in the lower court held KOA was entitled to participate at the outset and Associate Justice Stephens concurred, he pointed out.

Declaring he was not arguing the abstract question of validity of the rule governing interventions but its applicability in the current case, Government counsel pointed out that since the WHDH grant, WJW, Akron, was given an assignment on the same frequency without a hearing and that KOA was permitted to intervene in that situation. He said he understood the Commission had held in abeyance hearing on that matter pending decision on the current court case.

Under questioning from the bench, Mr. Freund contended that there was no modification of the KOA license. Responding to Justice Jackson, he said that if the signal of KOA had been "blotted out" by virtue of the assignment, then he felt it would have a basis to protest.

Mr. Hennessey, in beginning his argument Thursday, pointed out that KOA was in no way complaining about competition and that it relied only upon the electrical, physical interference with KOA caused by licensing of WHDH. He called the court's attention to a map showing the area of interference caused by the grant and said that signals of KOA had been capable of reception in that area from 1928 until the WHDH assignment on the frequency.

Interference Claim

Arguing that the assignment actually involved a modification of KOA's existing license, Mr. Hennessey explained that there is no way a receiver can accept the signal of KOA and reject that of WHDH.

Alluding to the original broadcast allocations of 1928, under which 40 clear channels were established, he pointed out KOA was given a clear channel assignment guaranteed to be interference-free at night in the United States. The number of clear channels subsequently was reduced to 25, he declared, and at the time of the 1938 hearings to ascertain which stations of the original 40 should be assigned to clear channels, he pointed out WHDH at that time sought fulltime on the then 830 kc. clear channel occupied by KOA. Despite that application, KOA was selected for the 1-A assignment.

The clear channel allocations were based on surveys which revealed that some 21 million people were dependent upon service of clear channel stations. While only 32.4% of the rural population were dependent upon clear channel stations, he said a station popularity survey conducted by the FCC revealed that 76.3% of the rural residents preferred clear channel stations.

Resuming his argument Friday, Mr. Hennessey pointed out that in spite of the fact that KOA was not made a party to the WHDH proceedings, it nevertheless had been served with hearing notices. Associate Justice Jackson inquired whether that in effect did not make KOA a party. Mr. Hennessey, however, said that he did not recall the precise nature of the notices.

Questioned closely by Justices Jackson, Frankfurter and Reed, Mr. Hennessey said that KOA claimed it was a party entitled to a hearing within the meaning of the act. He argued that the facilities of KOA had been changed in character but that the station was given no opportunity to offer testimony. The action of the FCC constituted a modification of KOA's license, he said, within the meaning of the act and the Commission's regulation.

WCHS
CHARLESTON, W.VA.
Recipient of the Peabody Award "for outstanding public service" by a regional station in 1942.

OWI Seeking Ideas On U.S. Paid Time

Bankhead Bill for Paid Ads Being Held in Abeyance

OFFICIALS of the OWI Radio Bureau will look toward the NAB War Conference in Chicago, April 27-29, for an indication of how the radio industry feels on Government purchase of time before making any recommendations to OWI chief Elmer Davis, and the heads of other agencies, Donald D. Stauffer, chief of the bureau, said Friday.

Admitting there has been considerable pressure from individual station operators, Mr. Stauffer said that OWI still has no idea how the radio industry in general feels about selling time to the Government. Among the recent suggestions, mostly from small stations, was one from George McGinley, manager of WKNY, Kingston, N. Y., that the Government buy time at half of card rates.

He said, however, that the Radio Bureau recognized that the purchase of time was now a live issue, and that a memorandum would probably be prepared to advise OWI chiefs on policy.

Adverse editorial and industry reaction may cause Senator Bankhead (D-Ala.) to withhold introduction of his proposed bill to subsidize small newspapers by authorizing the Treasury to spend some $30,000,000 annually for advertising, it was indicated last Friday when the measure failed to make its scheduled appearance.

Margarine Spots

STANDARD BRANDS Inc., New York, is conducting a spot campaign in cities in the East and Midwest, for Blue Bonnet Oleomargarine, a product acquired with the purchase of Standard Margarine Co., Indianapolis, and its subsidiaries, Standard Food Products Inc., Indianapolis, and Southern States Foods Inc., Dallas, producers of margarine and salad dressings. Blue Bonnet spot campaign started Feb. 22, entailing the use of one-minute spot announcements on the basis of 15 a week. Ted Bates Inc., New York, is agency.



SMILES FROM CHICAGO staff and scores of congratulatory messages surrounded John Blair (seated), on the tenth anniversary of the founding of the John Blair radio representative firm. The occasion was observed on April 1 with staff celebrations in New York, Chicago, and branch offices. (l to r): Gale Blocki, Paul Ray, Blake Blair, and Charles Dilcher.

Omar Expands

OMAR Inc., Omaha, is expanding its list of stations carrying *Ranch House Jim*, thrice-weekly transcribed musical, for Ranch House pancake flour. After a successful test on WMBD, Peoria, and WOW, Omaha, the company is placing the program on four additional stations, as soon as distribution is completed in those markets, within the next few weeks—WHIO, Dayton; KOA, Denver; WOKO, Albany; WHP, Harrisburg. Agency is Macfarland, Aveyard and Co., Chicago.

Where But

WSYR

SYRACUSE

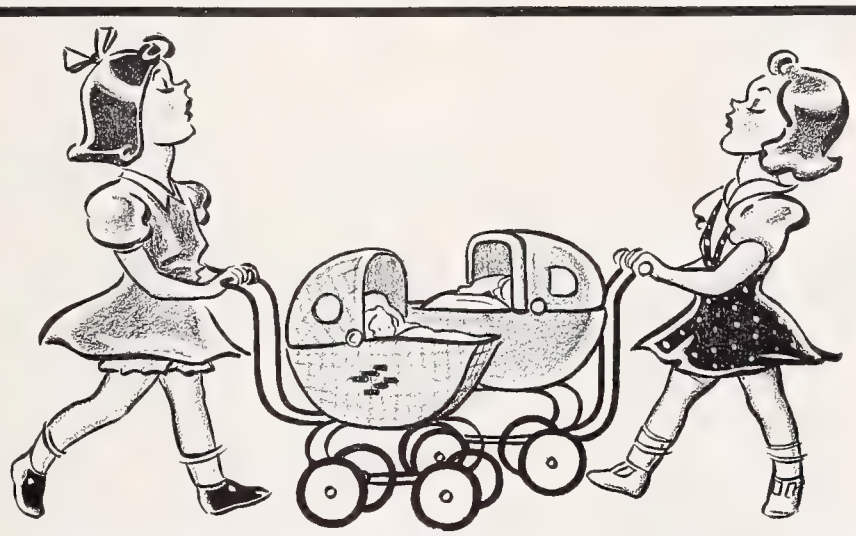
Can You Get a Basic NBC Red Station Covering Central New York?

CALIFORNIA GROUP FORMED IN FRESNO

FORMATION of the California Inland Broadcasters Assn., comprising stations from Eureka to Bakersfield, was announced last week following an organization meeting April 2 in Fresno. Clyde Coombs, manager of KARM, Fresno, was elected presdent and Charles Scott, manager of KTKC, Visalia, secretary.

Wartime broadcasting problems were discussed and Lou Keplinger, former manager of KVOD, Denver, recently named regional radio director of OWI's Domestic Branch on the Pacific Coast, addressed the group concerning programming matters and radio publicity.

Attending the session, in addition to the officers, were Leo Schamblin, KPMC, Bakersfield; Paul Bartlett, KFRE, Fresno; Keith B. Collins, KMJ, Fresno; Mel Marshall, KYOS, Merced; William Bates, KTRB, Modesto; J. Brown Maloney, McClatchy Radio Stations.

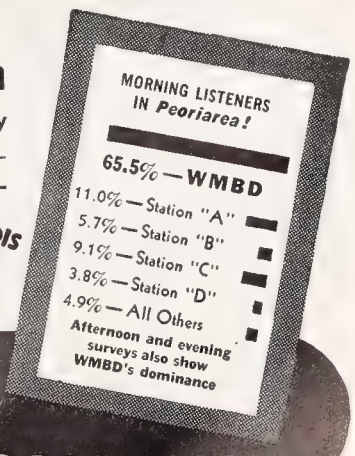


The RIGHT INTRODUCTION smooths the way

Take advantage of WMBD's unique position of leadership in rich Peoriarea—it gives your product a confidence-building introduction by an old and trusted friend. WMBD is close to the family circle of the homes in 17 of Central Illinois' richest agricultural and industrial counties.

The RIGHT Introduction

Recently completed 36955 call survey by Robert S. Conlan and Associates shows impressive coverage; WMBD delivers the Peoriarea market as no other medium can.



HEART OF ILLINOIS

WMBD PEORIA, ILL.

FREE & PETERS, INC. Exclusive National Representatives

Call Free & Peters or Write WMBD for copy of complete Conlan Survey

★ ★ ★

WMBD is a member of CBS

TEST YOUR KNOWLEDGE OF PANAMA

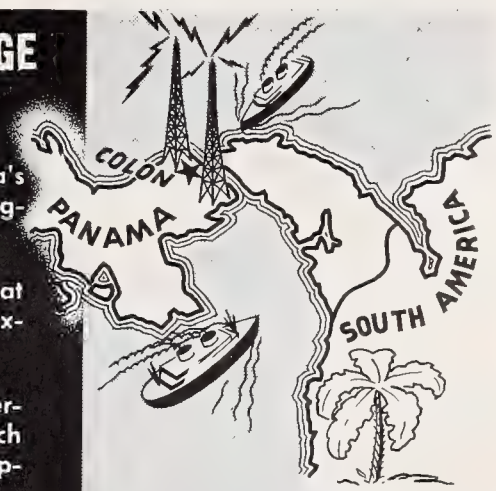
1 What percentage of Panama's present population speaks English?

2 Name the Panama station that carries English programs exclusively every evening.

3 How can you tell your advertising story to the big, rich English-speaking Panama population?

1. 50% 2. HOK 3. HOK

Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

Power Commission Favors War Time

Electricity Savings Important To War Effort, Olds Says

AN ADDED influence in favor of maintaining War Time nationally appeared last week when the Federal Power Commission, through its chairman, Leland Olds, advised the House Committee on Interstate and Foreign Commerce that "there is no question but that, as war production reaches higher levels, War Time will make an even more important contribution to the war effort."

The Commission, according to Chairman Olds' letter to Chairman Clarence F. Lea of the committee, is convinced that repeal of War Time would be a mistake. War Time, according to the Commission, reduces the demand on the nation's electric generating facilities in the winter evening hours when the demand would normally be greatest, thus releasing capacity to carry greater war production.

Chairman Olds' letter covered eight conclusions all directing attention to added electric consumption burdens as a result of war production and the savings of use of War Time in consumption.

"Under War Time the increased daylight between 5 and 6 o'clock postpones the greatest lighting use to a later hour when factory and urban railway use, which is governed by the clock, has fallen off for the night," the letter points out. "As a result the combined uses of electricity for home, store, office and street lighting under War Time require less capacity at the power houses than would be needed under Standard Time."

The FPC position follows a similar one adopted by the War Production Board.



PRESIDENCY OF MISSISSIPPI Broadcasters Assn. went to R. L. McRaney, WCBI, Columbus, last week when the organization met in Jackson. Most important business passed was determination to write all Mississippi Congressmen in regard to the farm radio battery situation. At the session were (first row, l to r): F. C. Ewing, WGRM, Greenwood; Mr. McRaney; L. M. Sepaugh, WSLI, Jackson; C. J. Wright, WFOR, Hattiesburg; Hugh Smith, WAML, Laurel; Bert Ferguson, WJPR, Greenville; H. O. Jones, WGCM, Gulfport. Back row, l to r: M. B. Wray, WSLI; F. E. Wilkerson Jr., WSLI; J. L. Eatherton, WCBI; George Blumenstock, WSKB, McComb; Wiley P. Harris, WJDX, Jackson; P. K. Ewing Jr.; WMIS, Natchez, and Allen Lacey, WJDX, Jackson.

NORMAN ROSS, Chicago freelance announcer and m.c., has been commissioned a captain in the Army Air Forces, and will leave April 19 for Miami Beach, Fla, for indoctrination training.

NBC Radio - Recording Signs 10 New Accounts

TEN NEW subscribers have contracted for transcribed programs produced by NBC's Radio-Recording Division. Renewals have been received from three stations. Programs, stations and sponsors involved in the new contracts are:

Betty & Bob, WLAC, Nashville, JEG Coffee Co.; *The Name You Will Remember*, WXYZ, Detroit; WSTV, Steubenville, Ohio, jewelry firm; WSAI, Cincinnati, Thompson Heating & Insulating Co.; *Flying for Freedom*, WRBL, Columbus, Ga., Foremost Dairies; *Five Minute Mysteries*, KIT, Yakima, Wash.; WHDH, Boston, Kasper-Gordon Inc.; *Let's Take a Look in Your Mirror*, WRC, Washington; WAIT, Chicago, Dr. Ellis Sales Co.; and *Time Out with Allen Prescott*, KGNC, Amarillo.

Renewals include: *Betty & Bob*, KRLD, Dallas, Skillern's Drug Co. (130 programs); *Getting the Most Out of Life Today*, WJZ, New York, Fairchild Sons Inc.; and *The Name You Will Remember*, WAGE, Syracuse, C. E. Chappell & Sons.

MBS Billings Drop

MBS BILLING for March, 1943, totaled $941,533, a decrease of 10.6% from the corresponding month in 1942 when the total was $1,053,444. Billings for January, February and March of this year were $2,759,722, a decrease of 8.5% from the first three months of 1942 when the total was $3,016,141.

Reopening Asked In Ruling on CBS

IBEW Asks Labor Board To Reconsider CBS Case

AN APPEAL for the War Labor Board to reconsider its refusal of a shorter work day and wage progression scale for CBS technicians was filed Tuesday by Lawson Wimberly, international representative of the International Brotherhood of Electrical Workers (AFL).

The WLB had approved a 7-cent hourly wage raise for the technicians, but had refused other provisions of the contract which IBEW considered essential. [BROADCASTING, April 5].

New Data Ready

Mr. Wimberly's letter to the WLB explained that the union, through misinterpretation of a question on the application form, had not submitted all its case in defense of the revised work day, and of the new wage scale. He also said the union felt WLB's refusal of the change, on grounds that it created inequities with NBC and Mutual, was unfair. IBEW asked permission to submit additional information to this effect.

The appeal specifically protested the WLB for refusal of a shortened scale of automatic wage increases, which would have permitted technicians to reach their maximum wage in six years instead of the present nine. In addition, it questioned the propriety of enforcing a 12-hour maximum day for CBS instead of a proposed 10-hour day.

IBEW objected to judgment of its case through comparison with NBC and Mutual. The union pointed out that Mutual stations are all independently owned and operated, and that only two of them are 50,000-watt outlets. Of these, IBEW said, WGN, Chicago, is an IBEW station, with entirely different working conditions from WOR, which has an "inside" union. It pointed out that the CBS contract covered six cities in addition to New York.

The union said that there is no agreement between any 50,000-watt station and the IBEW where the wage progression exceeds four years. It also said that so far as it could determine, the maximum day without payment of overtime in a 50,000-watt station, other than agreements between stations and independent unions, was ten hours. The letter showed that NBC technicians in effect received overtime pay for 12-hour days, through special clauses in their contract.

A decision on whether the Board will permit a rehearing of the case and allow the union to submit additional information, may be forthcoming this week. Meanwhile IBEW said that it would not ask CBS to invoke the new pay scale until the case has been finally decided.



CINCINNATI and Station WSAI



WSAI

CINCINNATI . . . One of the "Must" Markets of U.S.A. — for *now* — for after the war. Ideal for spot-testing.

W. S. A. I.

5,000 Watts in cost of station time...50,000 Watts in SELLING POWER. Sales Aid Program which makes Cincinnati GO and BUY.

THE CINCINNATI STATION OF ASSURED SALES ACTION!

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

Station Announcement Plans Of OWI Slated for Revision

Regional Consultants Confer in Chicago on War Informational Program of Next Few Months

PROVIDING a frank discussion of Office of War Information radio policies to date, OWI's regional consultants conferred last Monday with Government officials in Chicago, discussed cooperation of stations in coming Government campaigns, made recommendations on the OWI local allocation plan, and heard Donald D. Stauffer, chief of OWI Radio Bureau, outline the war informational program which faces its greatest task within the next few months.

Out of the one-day, closed meeting, the first since consultants were appointed last January from station executives as liaison between the OWI and the industry, came suggestions for a greater flexibility of the OWI local-announcement quota, at present 12 one-minute spots daily on network affiliated stations and 16 a day on non-affiliated stations.

Announcement Plan

Revisions of the station announcement plan were indicated by Mr. Stauffer when he said, in a statement at the close of the meeting, that "we are as much interested in keeping the announcements down to a minimum to do an effective job as are the stations.

"The Government will ask only as much time as is necessary to get across Government information. If a reduction in terms of needs seems to be in order, the OWI will effect such proposals. The OWI," he said, "will not fill in announcements just to complete a quota." In addition to Mr. Stauffer, the OWI Washington office was represented by Philip H. Cohen, recently appointed assistant radio chief; Richard F. Connor, head of stations relations; Elaine Ewing, assistant chief of station relations.

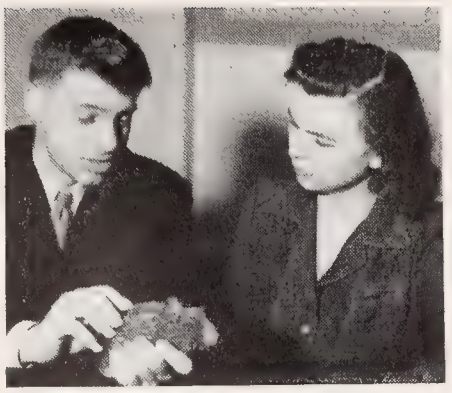
The stricter enforcement of OWI Regulation No. 2, which provides that all Federal Government requests by local or regional offices of Federal Government agencies must be cleared through OWI for time and policy, was seen by the broadcasters as materially reducing the number of announcements for the same effort. Recommendations for the use of chain-break announcements of 30-second duration, to be substituted in many cases for the straight one-minute announcements, were made by the consultants. OWI rulings on this and other recommendations will be effected shortly, it was said.

Mr. Stauffer, emphasizing the importance of the coming information drives, enumerated the various campaigns. "Radio has a big job to do," he said, "in helping solve the food problem—helping stamp out the black markets, educating home-makers in food conservation and nutrition, recruiting labor and urging care for victory gardens. Next on the list," he asserted, "is the 'Get Ready for Winter' campaign which embraces (1) urging home owners to stock up on coal (2) conversion in certain sections of the country from fuel oil to coal."

Other Problems

Other important problems are: Transportation, voluntarily cutting down unnecessary rail and bus travel; Salvage, with emphasis on copper; Household Conservation, urging home-makers to take care of household equipment and appliances; Personnel, securing help for War, Price, and Rationing Boards, which serve without pay; Absenteeism; Manpower; continuing campaigns for the recruiting of WAVES, WAACs, SPARS, Marine Corps Reserves and Nurses; selling war bonds; and combating inflation. "'Understanding' themes must continue to get radio emphasis," Mr. Stauffer concluded. "Themes treating of the issues (what we're fighting for), the enemy (who we're fighting), the fighting forces, the working forces, the United Nations, all must be included," he said.

The regional consultants who attended the session were: Harold E. Fellows, WEEI, Boston; Leon Levy, WCAU, Philadelphia; Thad Holt, WAPI, Birmingham; H. K. Carpenter, WHK-WCLE, Cleveland; Leo Fitzpatrick, WJR, Detroit; Leslie C. Johnson, WHBF, Rock Island; Merle Jones, KMOX, St. Louis; Kenneth M. Hance, KSTP, St. Paul; Allan Page, KVOO, Tulsa; Martin Campbell, WFAA-WBAP, Dallas-Ft. Worth; Robert Hudson, Rocky Mountain Radio Council, Denver. Neville Miller, NAB president; James D. Shouse WLW, Cincinnati; O. L. (Ted) Taylor, KGNC, Amarillo, Tex. of the Station Advisory Board; Carl Haverlin, headquarters consultant on station relations; M. H. Peterson, Paul Jordan, OWI, Chicago; Walter Schwimmer, R. J. Scott, Schwimmer & Scott, special consultants.



IN GREAT DEMAND as a luncheon and club speaker is Andy Woolfries, WMT, Waterloo, Ia., Farm Editor, just returned from a special mission for the British Navy in England. Mr. Woolfries went through four air attacks and is shown here examining a piece of bomb fragment with WMT's receptionist, Betty Shimek. Mr. Woolfries, a radio personality in Iowa for 20 years, was in England four months.

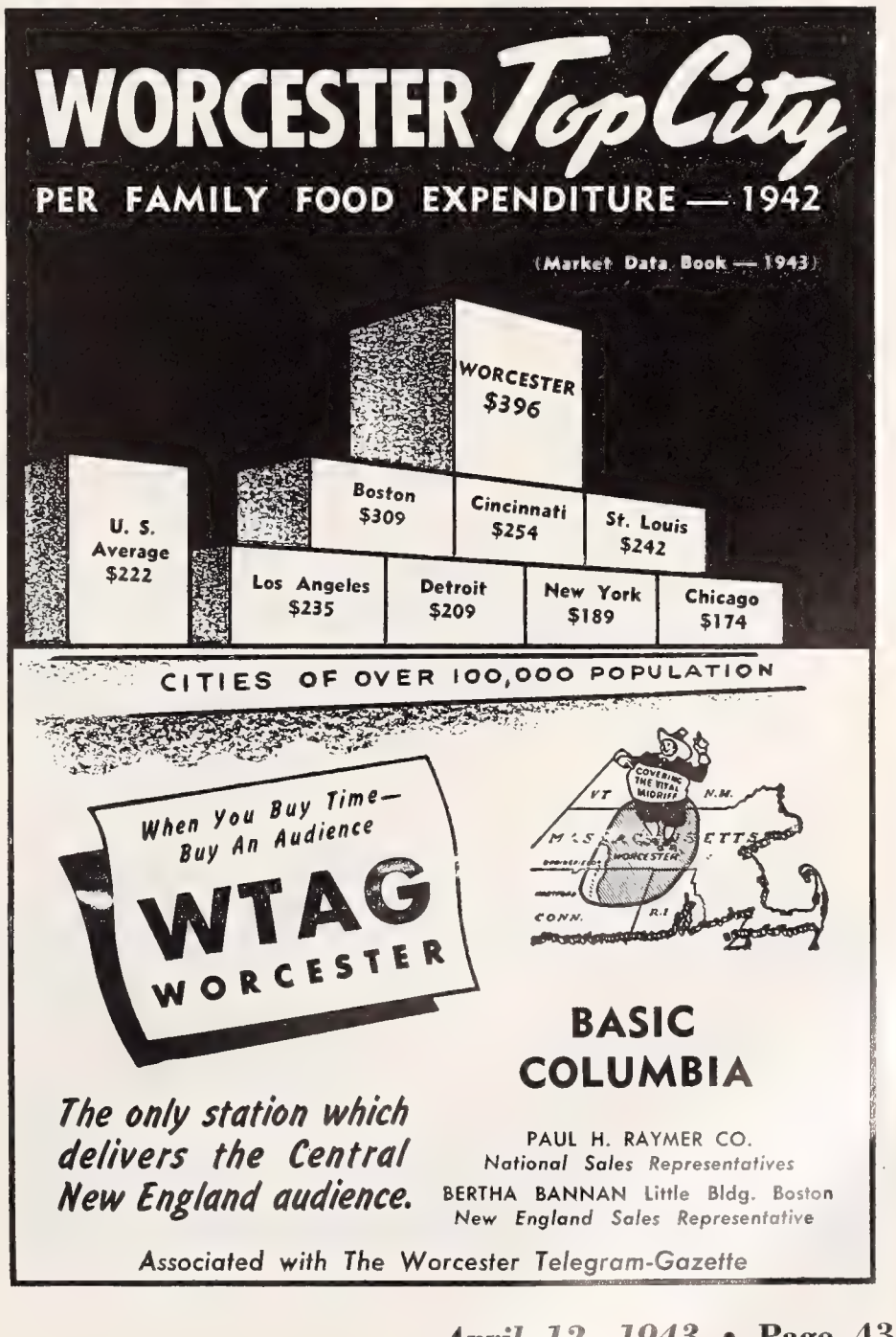
Barnard to OWI

THURMAN L. BARNARD, formerly vice-president and manager of the Detroit office of N. W. Ayer & Son, has joined the New York office of the Office of War Information as associate chief of the outpost service bureau, where he correlates OWI activities here with outposts throughout the world.

Meservey Honored

REGRET over resignation of Douglas Meservey, deputy chief of the OWI Radio Bureau, and best wishes in his future war work, were noted in a resolution adopted by the Regional OWI Radio Consultants and Station Advisory Committee meeting in Chicago April 4. Resolution was introduced by NAB President Neville Miller.





RADIO ENGINEERS

IN BOTH WASHINGTON AND PHILADELPHIA

Radio Engineers required in the Consulting Radio Engineering Offices and Laboratory of Raymond M. Wilmotte for original development and design work for Signal Corps. Salary $350 to $500 per month depending on experience. Higher salary for exceptional man, particularly receiver engineer. Positions open in both Washington and Philadelphia (Washington offices and laboratory air conditioned).

Please write, giving education and full particulars of experience with references. Raymond M. Wilmotte, 1469 Church Street, N.W., Washington, D. C.

WRAL Aroused As WAAC Solicits Ads

Officer Sells Merchants Two Pages in Raleigh Papers

SOLICITING of display advertising for two Raleigh newspapers by a WAAC officer was reported to the office of the Secretary of War, Henry L. Stimson, last week by Fred Fletcher, manager of WRAL, Raleigh.

"I cannot for the life of me explain satisfactorily the necessity for recruiting officers of the armed services to sell advertising locally to merchants in order to get proper display support from the local press," Mr. Fletcher wrote.

Free Time Offered

Mr. Fletcher explained in his letter that his station had offered free of charge two 10-minute periods (well-established women's shows) and two announcements a day calling attention to the locations of recruiting stations in Raleigh.

"This was done," Mr. Fletcher advised Mr. Stimson, "in addition to the 12 spot announcements and two 15-minute programs carried daily in cooperation with the OWI and U. S. Treasury." He said that he believed this was onl yaverage in terms of time and interest of stations everywhere.

Mr. Fletcher said he learned from a WAAC lieutenant named Ferri that eleven hours had been spent by her in selling Raleigh merchants space in order to pay for two full page adveritsements. Both ads appeared and were "well sponsored," according to theWRAL manager.

"I believe if some action originates from your office, it will be constructive and helpful both for radio and the WAACs," Mr. Fletcher wrote the Secretary.

WLOL Sale Nears

WLOL, Minneapolis, subject to FCC approval, moved closer to final sale to the Ralph Atlass interests last week when the Probate Court of Minneapolis Wednesday approved the transfer of 46% of stock held by the estate of Judge John P. Devaney. The remaining 54% is held by Charles G. Winton Jr., who is also disposing of his share in the station. Total amount to be paid by the Atlass interests is $80,000. Under the present arrangement, Mr. Atlass, president of WIND-WJJD, Chicago, is to have controlling interest while the remainder of the stock will be divided up among John Carey, manager; Art Harre, commercial manager, WIND; Eugene Mittendorf, and a group of businessmen.

WXYZ AND HOOKUP GET TIGERS GAMES

EXCLUSIVE broadcasting rights to the Detroit Tigers baseball schedule this year go to WXYZ, Detroit, for the first time since inauguration of play-by-play description of the sport in that city.

The games will be aired over WXYZ and the Michigan Radio Network, under sponsorship of Goebel Brewing Co. Harry Heilmann, veteran baseball broadcaster, will handle home and away games for the 10th straight year.

Build-up to the season opener on April 21 will be the broadcasting of the exhibition games April 17, 18 and 19. Also figuring in the air promotion is current series of training camp shows by transcription, broadcast over WXYZ 6:15-6:45 p.m. on Tuesdays and Thursdays and from 6:15 to 6:30 p.m. on Saturdays. Brooke, Smith, French & Dorrance, Detroit, is agency.

Check Production Data, Price Warns Stations

INDUSTRIALISTS and manufacturers are not appropriate authorities on news of new or secret military weapons or progress in war production, Byron Price, director, Office of Censorship, informed broadcasters and editors April 7.

Mr. Price warned that such statements must not be accepted without special scrutiny, and that Code restrictions on vital information must be followed. Great care must be used in release of such matter, Mr. Price said, and responsibility for what is broadcast and published lies with broadcasters and the press, not the industrialists who are the source. He said media should make certain that war production disclosures have been authorized by the responsible Government war agency. Otherwise great damage can be done to national security, he asserted.

Major Markets Used

SIX-MONTHS CAMPAIGN for Pepto-Bismol, stomach remedy, gets under way Monday, April 12, with a schedule of one-minute transcriptions, aired from six to ten times weekly on approximately 43 stations throughout the country. Norwich Pharmacal Co., Norwich, N. Y., makers of Pepto-Bismol, is concentrating on major markets, using stations largely of the 50,000 watt caliber. Entering the New York market for the first time, Norwich has taken a live five-times weekly five-minute program on WJZ, New York, featuring Grace Morgan, singer, with accompaniment, in a program produced by Allan Kent and Ginger Johnson, musical jingle producers, who will present some of the commercials. Lawrence C. Gumbinner Adv., New York, handles the account.



"EXCELLENT, TRACEABLE RESULTS"

for Premium Coal Co. when they broadcast over **WKRC** with

THE SHADOW

Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.

WABC WAR POLICY IS GAIN FOR WJZ

COLUMBIA PICTURES Corp., New York, which had originally scheduled WABC, New York, as one of the 50 or so stations to promote its new film "The More the Merrier", has switched New York outlets and will use WJZ for the campaign, starting April 12.

Reason for the change was understood to be a WABC policy of permitting only "temperate and restrained" commercials before or after its news broadcasts during wartime, the Columbia announcements for the comedy film proving too gay and too much of the teaser type to fill the WABC policy requirements.

Program sponsored by Columbia Pictures on WJZ will be heard five times weekly, 6:40-6:45 p.m., immediately preceding the Lowell Thomas news broadcast. Title will be *The Name You Will Remember*, with Bill Lang giving biographical sketches of famous people as the main body of the series. The moving picture company is using various types of programs for an eight-week period to promote the film prior to its release May 15 [BROADCASTING, March 22]. Agency is Weiss & Geller, New York.

Blade Goes Net

CONSOLIDATED RAZOR Blade Co., Jersey City, sponsor of the *Better Half*, comedy quiz program on WOR, New York, will expand the program to the Mutual network for Berkeley Blades, starting April 12. Program has been heard Wednesday, 8:30-9 p.m., but will move to Monday, same time, when it goes network. Tom Slater m.c.'s the show, which presents a quiz contest between men and women teams on subjects of particular interest to the opposite sex. Grey Adv., New York, handles the account.

Bailey Joins INS

J. N. (Bill) BAILEY, former news editor of BROADCASTING, on April 5 joined International News Service as a special radio sales representative. Mr. Bailey, operating out of Washington, will cover the eastern territory for INS.

EMILE J. GOUGH, in charge of the station relation West Coast office of SESAC, married Lt. Mary E. Brennan March 27 in an Atlantic Seaboard Army Camp. Lt. Brennan is with the Army Nurses Corp.

EDDIE CANTOR, star of the weekly NBC *Time to Smile*, under arrangement with RKO Radio Pictures Inc., Hollywood, will write, produce and appear in a film dramatizing the history of vaudeville and entertainment business from 1900 to the Ziegfield era.

5000 WATTS — 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR

WEVD—117 W. 46th Street, New York, N.Y.

FCC Reorganization

(*Continued from page 11*)

House, with one in the Senate, observers are convinced that it now is only a question of which body first will report out a bill. Whatever support the FCC has had in previous sessions appears to have withered away. It appears to have few, if any friends willing to get out in front for it on either side of Capitol Hill.

The House Committee, headed by Chairman Lea (D-Cal.) hasn't yet designated formally its communications subcommittee. But it is certain that Rep. Bulwinkle (D-N. C.) a majority stalwart, but a vigorous opponent of "bureaucracy", will be its chairman. Victorious in its recent fight to block formation of a new aviation committee in the House which would have stripped the Interstate Committee of those functions, the Lea group is zealously guarding its sovereignty, and proposes to move quickly lest special or select committees seek to usurp its functions.

The FCC, since the dam broke on Capitol Hill, has kept relatively quiescent. All controversial issues, it is evident, are being carefully avoided. Word from the Commission itself is that all has not been serene among the membership since the Cox Committee launched its inquiry.

Precisely what tack the Cox Committee wiil take when it starts its inquiry is a Committee secret. While building his staff, Mr. Garey, and his existing retinue of attorneys and investigators, have been conducting field inquiries, and have subpoenaed voluminous materials from the FCC, other governmental agencies and stations.

It is unlikely that either the Cox or Senate Committee inquiries will get under way until after the proposed Easter holiday recess now contemplated by Congress.

Widespread rumors that Chairman Fly might be given another government post, which started when the Cox resolution passed, has wafted away. Mr. Fly and Commissioner C. J. Durr, New Deal Democrat regarded as the administration's second man on the agency, are expected to be the star witnesses in the Cox proceeding.

Burma Shave Test

BURMA VITA Co., Minneapolis (Burma Shave) through Macfarland, Aveyard & Co., Chicago, has purchased morning newscasts five to six times a week on 10 stations, starting April 26: KYW WCAE WTIC WFBR KTRH KOL KLZ WGST WHIO WIRE. If test is successful it will be expanded. Company is retaining spots on WSAI CKLW WXYZ WHK WGAR WHEC WHAM KRLD WFAA WEEI WNAC.

WMAQ, Chicago, on April 13 celebrates its 21st anniversary. The station went on the air in 1922 as WGU. Judith Waller, now public service director of NBC central division, was the first manager.

Hiring Control

(*Continued from page 11*)

through the U. S. Employment Service.

Most of the new manpower regulations resulting from last Thursday's order are expected to consist of additional instructions from Mr. McNutt to USES offices, perhaps making them the official hiring agency for all labor transfers. Such order, officials of the WMC point out, give great discretionary powers to regional directors so that the needs of local essential industries may be met.

Statement of Policy

The President himself Friday described the new Executive Order as merely a statement of policy which does not change present regulations. The Chief Executive made it clear, however, that this was blunt warning to his subordinates and the people that stiff measures were to be taken to keep wages and prices in line.

Mr. Roosevelt declared that "the only way to hold the line is to stop trying to find justification for not holding it here or not holding it there."

For this purpose he directed that ceiling be placed on all commodities affecting the cost of living, and that wage rates be held in line. To keep wages in line, Mr. Roosevelt said that the only rate increases beyond 15% above Jan. 1, 1941, would be in cases of substandards of living. He thus ruled out inequalities and inequities, a means used in jacking up wages in plants paying less than the average wage for an industry.

The Executive Order specifically stated that it should not be interpreted to mean that reasonable adjustments of wages and salaries in cases of promotions, reclassifications, merit increases, incentive wages or the like are prohibited. Such increases, however, shall not appreciably affect production costs or furnish a basis to increase prices, or resist justifiable reductions.

NORMAN E. HEYNE, for nine years radio director of Schwimmer & Scott, Chicago, joins the radio staff of Ruthrauff & Ryan, Chicago, April 19.

AP

WFCI, Pawtucket, R. I.

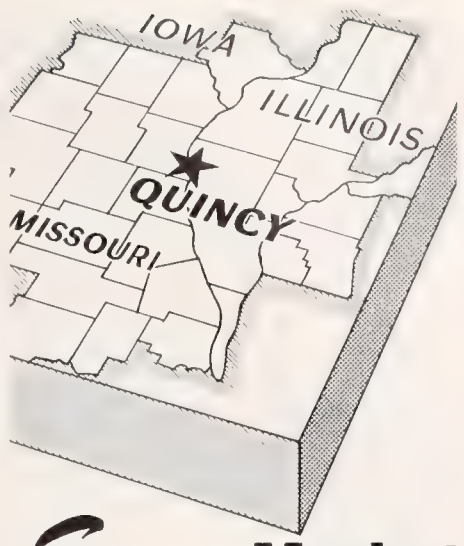
. . . 23 newscasts a day and the AP radio wire provides more than enough fresh material for each one.

George Sutherland, Program Director.

available through PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N. Y.



Some Market to Corner!

Who's making the big money now? War industry workers? Sure—and we have a generous number of them. What about *farmers?* Have you looked over current farm prices lately? They'll give you a vivid idea of *all time high cash income* THAT WILL GO RIGHT ON WHEN WAR INDUSTRIES STOP!

Worth your serious study is a "corner" on this: 3 metropolitan centers . . . 27 important county seat towns . . . 11 million acres of highly productive land—30 counties of wealth in the heart of the food-producing area.

And, as for the "corner". . . . An average of 62.5% of this audience listens to ONE station (75 to 82 percent during many periods). The other 37.5% is divided between 8 to 10 "other" stations mentioned. That ONE station is WTAD. (We have the proof—ask to see it.)

A *good* market—for now, and for post-war—is worth "cornering" anywhere, anytime. This is why the WTAD schedule is consistently well-filled. There *are* several *good* availabilities, though, that can readily become a "corner on this market" for you!

A CBS STATION

1000 Watts, Day and Night

930 Kilocycles

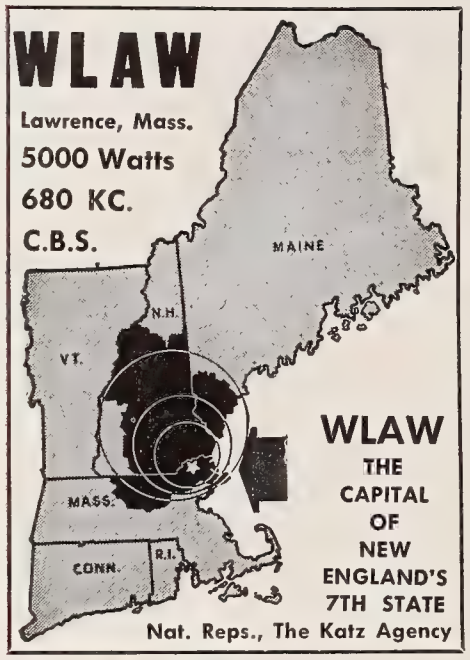
WTAD

QUINCY, ILLINOIS

Represented Nationally by the Katz Agency

South African Sets

UNDER pressure of war, the Union of South Africa has developed its own radio manufacturing plants, according to the Dept. of Commerce. Using as a nucleus several firms that assembled public address systems, the Government organized an electronics industry that produces large amounts of military equipment for Middle and Far East forces. No commercial sets are made at present, and most components are still imported. Early in 1940, South Africa prohibited any radio listener to have any parts not essential for maintenance of his set. In October 1939, all amateur licenses had been suspended.



All Operators

HERE'S one hard to top! Harper M. Phillips, manager of KYUM, Yuma, Ariz., believes he has the only station in the country with every member of the staff a commercially licensed operator. That goes for the manager, sales manager, announcer and chief engineer and two assistants. (Yes, you're right. There are only six employes all told.) Mr. Phillips would like to know of any other station so blessed with that rare employe commodity—engineers.

PAA War Meeting

DISPENSING with its usual annual convention, the Pacific Advertising Asso. this year will hold a Wartime Emergency Conference in San Francisco June 22-23.

Pulse N. Y. Survey

PULSE OF NEW YORK Inc, has completed its second house-to-house coincidental survey of home listening, covering the first quarter of 1943. Data have been gathered on number of people listening per set, on the age and sex of the listeners. Survey is based on 60,000 personal visits.

ONLY 7,100 persons, all Quisling party members and high Nazi officials, have radio receiver listening licenses in Norway at present. Almost all of the nation's 484,000 receivers licensed were confiscated in July, 1940, the Dept. of Commerce reports.



ONLY WGY has the POWER (50,000 watts), the PROGRAMS (NBC plus the region's foremost local shows), and the POPULARITY (based on 21 years of service) to put together a 1½-Billion-Dollar Market in the Hudson Circle.

Represented Nationally by NBC Spot Sales

WGY
GENERAL ELECTRIC
WGY-102

OTHER FELLOW'S VIEWPOINT

Funds for Papers

Editor, BROADCASTING:

I cannot refrain from calling the radio industry's attention to a news item recently published in the *New York Times*, wherein it stated that Senator Bankhead was drafting a bill which would give the United States advertising to the newspapers as virtual subsidies. I quote from the news release:

"In an atmosphere of secrecy, a bill is being prepared for introduction in the Senate which would authorize the payment of what is viewed in some quarters as Government subsidies, in the form of Treasury Department advertising, to a large part of the American press.

"Provision is being made that at least a half of a $25,000,000 to $30,000,000 annual fund is to be distributed among weekly newspapers in small towns and rural areas."

Tax Money to Papers?

The proposed legislation is supposedly originated among publishers of Alabama and Georgia newspapers and they are trying to enlist the interest and cooperation of newspapers elsewhere.

Every radio station that I know of, large and small, fills the air with hundreds of programs day and night as its contribution to the war effort, for every department of our government, including the Treasury Dept. It costs money to broadcast these programs as well as it costs money to print announcements in newspapers in cooperation with the war effort.

Are we going to permit our tax money to be paid out to newspapers for Government ads when we are giving our broadcast time as a contribution to the war effort?

I think the radio industry better get busy and investigate this and see to it that radio stations receive equal consideration, and further, apprise the Hon. Senator Bankhead of the part that radio is taking in the war effort, which I feel, far ex ceeds that contributed by newspapers.

JOHN W. BOLER,
President, North Central Broadcasting System.

April 7.

Walker a Lt. Colonel

RALPH L. WALKER, principal attorney of the FCC who was called to active duty in the Army last October as a major, on April 3 was promoted to a lieutenant colonelcy. He is assigned to Army headquarters in the War Department with the executive officer of the Joint Communications Board of the military services. Col. Walker has been a National Guard officer for more than a decade but had been retired several years ago for physical reasons. These were waived with his recall last fall.

Bounced Around

EDITOR, BROADCASTING:

Walter Guild's article [BROADCASTING, April 5] hits nail on head. Spot advertisers are bounced around. Personally, I was surprised to find that WOW was only station in 19 on one advertiser's schedule that guaranteed time. If broadcasting does not encourage spot broadcasters, we will have no new network advertisers. Skippy Peanut Butter definitely great prospect for network. However, treatment as spot advertiser is anything but encouraging to client to expand further in radio.

JOHN J. GILLIN JR.,
General Manager,
WOW, Omaha.

April 8.

Musicraft's Plea To AFM Rejected

SECOND OFFER by Musicraft Corp., New York, to negotiate with James C. Petrillo, president of the American Federation of Musicians, was turned down last week in much the same manner as the first rejection by Petrillo in which Musicraft proposed to pay so much for each record made by union musicians.

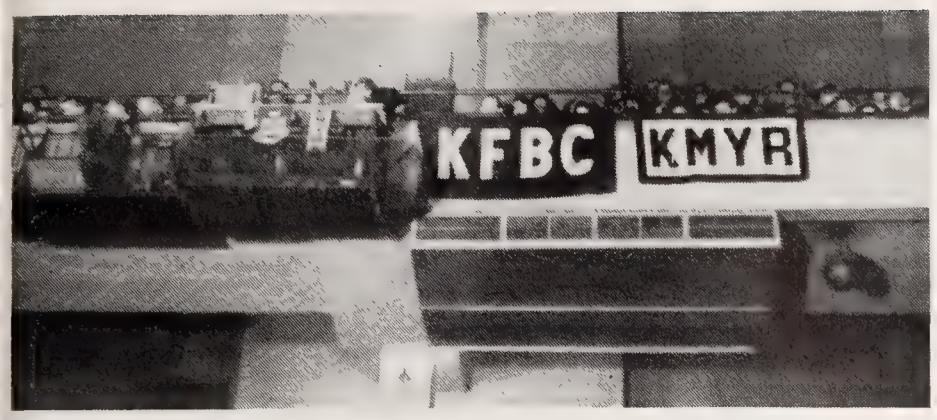
According to Paul Puner, president of the record company, a wire was sent to Petrillo offering to negotiate under any circumstances. The AFM answer merely said "Your wire will be presented to the international executive board on April 15"—date which Mr. Petrillo has set to meet in New York with the record and transcription manufacturers.

Original proposal of Musicraft, first tendered the union's executive board Feb. 18, offered to pay AFM one cent for every record made by union musicians and sold to the public at a retail price of 50 cents plus excise tax; 1½ cents for records selling for 75 cents plus tax and two cents on records selling for $1 plus tax.

If this plan were followed by the entire recording industry, an estimate based on record sales for 1942 indicates that it "would have brought in more than $1,500,000 to the unemployment fund of the union," Mr. Puner stated at the time the original offer was refused.



"Nothin' doin', Mom—unless WFDF Flint Michigan says it's a breakfast for champions."



HANGING PROUDLY in Madison Square Garden are the banners of KFBC, Cheyenne, and KMYR, Denver. They hang somewhat expensively, too, because it was a 2,000-mile remote and the cost was $2,500—just a bit more than $1 a mile. The line detoured to Kansas City on the way from Cheyenne to New York City. Occasion was the NCAA basketball title contest between Wyoming U. and Georgetown U. A second pickup was the Red Cross benefit game two nights later. Details were handled by William C. Grove, KFBC manager, and Mark Schreiber, KMYR sports announcer. (Note: Wyoming U. won.)

AGENCY Appointments

POLAND SPRING Co., Poland Spring, Me. (Poland Water, Club Soda, Ginger Ale); and Hiram Ricker & Sons, Poland Spring, Me. (Poland Spring House, Mansion House, Riccar Inn), to Tracy, Kent & Co., New York. No radio contemplated at present.

HAZELTINE ELECTRONICS Corp., New York, to St. Georges & Keyes, N. Y. Electronics publications now being used.

PRODUCTION Corp., N. Y., to H. C. Morris & Co., N. Y. Said to use radio.

CHARMS Co., Bloomfield, N. J., to C. L. Miller Co, N. Y, for Tastyeast Candy Bar. Said to use radio.

MINOT FOOD PACKERS, Bridgeton, N. J., to Gray & Rogers, Philadelphia.

NATIONAL DAIRY PRODUCTS Corp., N. Y., to N. W. Ayers & Son, N. Y.

PANTHER OIL & GREASE Mfg. Co., Fort Worth, Tex., to Van De Mark Adv., Cincinnati.

WHITEHALL PHARMACAL Co., Jersey City, to Compton Alv., N. Y., for Aspertane.

MINNESOTA STATE TOURIST BUREAU, St. Paul, to Bronson West Adv., St. Paul.

PHOENIX CHAMBER OF COMMERCE, Phoenix, to Morgan Adv. Agency, Phoenix.

STANDARD BRANDS, N. Y., to Ted Bates Inc., for Blue Bonnet Oleomargarine.

HY-TROUS Corp., Malden, Mass. (plant food), to Brisacher, Davis & Van Norden, Los Angeles. Using participation schedule in *Art Baker's Notebook* on KFI, Los Angeles, with other Southern California radio planned.

GEO. WESTON Ltd., Toronto (national bakers), to Walsh Adv. Co., Toronto. Weekly outdoor summer broadcast sing songs to start early in June.

BURGESS BATTERY Co., Niagara Falls, Ont., to Walsh Adv. Co., Toronto. No radio plans yet.

STANFIELD'S Ltd., Truro, N. S. (knitting mills), to Walsh Adv. Co., Toronto. No radio plans yet.

VITAMIN CORP. of America, Newark, N. J., to J. M. Korn & Co., Philadelphia. Radio, trade papers and newspapers will be used.

GENESEE BREWERY Co., Rochester, N. Y., to McCann-Erickson, N. Y. Radio will probably be used.

MALCOLM'S HOUSE & GARDEN STORE, Baltimore, to Harry J. Patz Co., Baltimore. Said to use radio.

I. SIMON SHOE Co., N. Y. to Reiss Adv. Co., N. Y. Said to use radio.

TAYKOF PRODUCTS Co., N. Y., to Kal Adv., Washington. Said to use radio.

UNIVERSAL CAMERA Corp., N. Y., to Grey Adv. Agency, N. Y.

DOUGHBOY MILLS, New Richmond, Wis. (flour and cereal products), to Calkins & Holden, Chicago; R. A. Washburn account executive. Company is using four Wisconsin stations but plans to expand.

POLLOCK-KEY Co., Fort Scott, Kan. (work clothes), to McJunkin Adv. Co. Radio, farm papers, newspapers will be used.

Curtiss Offers Schools Use of 1 Hour Disc Free

DISTRICT SCHOOL superintendents, representing 10,000 schools, are being offered free a transcription of an institutional program sponsored by Curtiss-Wright Corp., Buffalo, and broadcast over Mutual April 11 [BROADCASTING, April 5]. Schools requesting the record of one-hour's length, as offered in a letter by Mutual President Miller McClintock, will be asked to return a form indicating the uses to which it was put and any listener reactions. Each record also is to be returned for passing along to other schools.

Program, titled *He Does Not Fly Alone*, was intended to impress Curtiss employes and the listening public with the need for "backing up the battle lines." Disc plan is intended to show children what assembly workers are accomplishing with the hope that they will carry the message for the need of top production back into the home.

Metzger Joins ASCAP

ROS METZGER, Ruthrauff & Ryan vice-president and radio director in Chicago, has been notified by Deems Taylor, president, of his election to membership in ASCAP. Metzger, who has written over 100 popular songs, has been in radio since 1924 and with Ruthrauff & Ryan for nine years.

PER CAPITA
RETAIL SALES
U. S. Dep't. of Commerce
UNITED STATES ___$265.00
TWIN FALLS ____$1105.04
K T F I
"Magic Valley"
Twin Falls, Idaho
NBC

AFRA, BLUE ARGUE TRUE STORY STATUS

QUESTIONING whether the program tieup between the BLUE and *True Story Magazine* for the series *My True Story* makes the program sustaining or commercial, the New York local of American Federation of Radio Artists last week requested commercial rates for the dramatic talent now appearing on the broadcasts on a sustaining basis.

On behalf of the actors on the show, George Heller, executive secretary of the local, took the position that the opening and closing announcements used on the program changed its status from sustaining to commercial, despite the BLUE's statement that the time was given free. The announcements read:

Wording in Question

"This program is brought to you with the cooperation of the editors of *True Story Magazine*. If you enjoy hearing it, you will enjoy reading similar stories in *True Story Magazine*."

Although Mark Woods, president, and Phillips Carlin, vice-president in charge of programs of the BLUE, appeared before AFRA's national board to argue the case, Mr. Heller's original ruling was sustained. The BLUE asked for and AFRA agreed to arbitration, and the case will be considered in the next week or so by a panel of the American Arbitration Assn. As BROADCASTING went to press, AFRA had selected its arbiter, Dr. Robert S. Lynd, of the Dept of Sociology at Columbia U., but the BLUE had not decided on the person to represent its side of the case.

BALTIMORE'S BLUE NETWORK OUTLET
WCBM
John Elmer, President
George H. Roeder, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York - Chicago - San Francisco

bargain buy

A half dozen of the finest news commentators on anybody's air and the other Blue Network features help to build the audience that makes KECA the Bargain Buy of Southern California.
KECA
OF LOS ANGELES
Earle C. Anthony, Inc.
BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

Stowin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE
218,000 city CUSTOMERS in 11 contiguous cities and towns!
WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

Industry Assumes Vital Role In Big Treasury Bond Drive

Networks and Stations Turn Over Facilities for Special Features to Promote Campaign

DEVOTING its resources to the Treasury's Second War Loan Drive, radio launched the "world's greatest selling campaign" on Radio Day, April 12, as all four networks began day-long drive broadcasts and virtually every station in the country aired special features and announcements.

Over 800 stations broadcast some form of Bond promotion, using original material and incorporating Treasury transcribed shows and spots, programming plans supplied in a special NAB bulletin, ideas described in an OWI fact sheet, and information given in a special edition of the War Finance Committee News. Network and local sponsors are giving some or all of their broadcast time to drive programs and announcements.

Special Features

In addition to station and network features, hundreds of stations are carrying a half-hour *Treasury Star Parade* transcription and stepping up the three times weekly, quarter-hour *Treasury Star Parade* series to six times a week.

Talks by Henry Morgenthau Jr., New York's Governor Thomas E. Dewey, AFL President William Green, and CIO President Philip Murray, scheduled for 9 p.m., EWT, tonight on NBC, will emphasize the significance of the campaign to sell 13 billion dollars in Government securities within a three-week period. Sponsors of the *Telephone Hour* have donated their time for this broadcast.

The *Army Hour* was keyed to the Second War Loan April 11, and NBC's Radio Day shows include the return for one program of Garry Moore to *Everything Goes* to make a personal appeal to his followers to support the drive. Tuesday night's *Battle of the Sexes* will hand over its time for a Treasury drama.

Mutual began its participation yesterday when its Sunday program, *This Is Fort Dix*, included an interview with Renee Carroll, hat check girl with more than $250,000 in bond sales to her credit. Another Sunday show, *Stars and Stripes From Overseas*, also used the bond campaign theme. Highlighting Radio Day on Mutual is *Mutual Goes Calling*, with a broadcast from the Sampson (N. Y.) Naval Training Station.

In their *Overseas Reports* the network's war correspondents promote the drive from Australia, Hawaii, Algeria. *Our Morale* presents pickups from Chicago, Buffalo and Hollywood, with Chaplain of the American Legion Dean Austin Pardue, St. Paul's Cathedral boys' choir, and aircraft company executives taking part on the program.

CBS midnight roundup, *95 Minutes From Broadway*, which premieres April 12, will devote the inaugural broadcast, originating from WCAU, Philadlephia, to the war loan campaign, with Sophie Tucker and George Jessel among the stars on the show. *Vox Pop* makes bond purchase the subject of its interviews. CBS began its participation in the campaign yesterday with Deems Taylor and Madeleine Carroll using bond themes.

Hospital Pickups

BLUE features interviews from Army and Navy hospitals, with *Breakfast Club* doing a pickup from the Great Lakes Naval Training Station and other network shows — *Meet Your Neighbor*, Lowell Thomas, Earl Godwin, Raymond Gram Swing—carrying similar interviews. Service hospitals to be visited include the Brooklyn Navy Yard Hospital and the Walter Reed Army Hospital.

Also on the BLUE *Men of Land, Sea and Air* presents George Hicks from London, interviewing American service men on duty there. W. L. Hemingway, president of the American Bankers Assn. discusses the war financing program from a banker's viewpoint.

Last Saturday before the drive began, members of the radio industry, and field workers of the Federal Reserve Banks, War Savings Staff and Victory Fund Committee heard pep talks by Treasury Secretary Morgenthau, Undersecretary Daniel Bell, and William Robbins, assistant to the Secretary, over a closed circuit of Mutual and NBC.

To run for three weeks, this year's drive has an emotional theme in contrast to the first drive's financial investment appeal. Following are some special events and promotions planned for the drive's opening day.

KROC, Rochester, Minn., fathers, mothers and wives of men in service read one-minute local program announcements which they helped write. WQAM, Miami, through a local war industry arranges an exhibit of a fighter plane and tank, establishing a bond depot there and making direct broadcasts from this location.

Marine, Army and Navy programs are broadcast from a basic training camp in Greensboro, N. C., on WBIG, with other broadcasts from an Army plane in flight and from a tank moving into the city. KWON, Bartlesville, Okla., airs interviews between citizens and district chairman of the bond campaign. WOWO, Ft. Wayne, broadcasts rally of a champion basketball team during several special games and sets up bond curb service where motorists drive up and buy bonds while sitting in their cars.



DECORATING THE ARMY—Niles Trammell, NBC president, presents a silver plaque to Maj. Gen. Alexander D. Surles signifying that *The Army Hour*, heard Sundays on NBC, was selected by the nation's radio editors as the best Government program. Program completed its first year April 4.

WSYR, Syracuse, carries an exclusive 15-minute broadcast from London in which an entire unit of Syracuse men in overseas service participate; uses spots and brief musical stunts throughout the day and establishes an office in its studio where bond buyers may transcribe short interviews to be played at some later time. At KMA, Shenandoah, Ia., War Bonds will be awarded to those station artists and production men who prove to be the best bond salesmen.

"Wipe Out Hitler" is the theme at WROK, Rockford, Ill., where buyers' names on small strips of paper are pasted over a huge picture of Hitler in the studio.

WIBA, Madison, Wis., includes among elaborate plans for today a free ride around the city's Capital Square in a jeep for every bond purchaser. In Yankton, S. D., the WNAX farm director interviews outstanding farmers on bond purchases, for special playbacks.

Elaborate campaigning by WLW-WSAI, Cincinnati, calls for a caravan of station talent to move between 10 building and loan offices where bonds are sold, in addition to a long list of features.



50,000 WATTS C B S
HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....
WCKY
THE L. B. Wilson STATION

1878 M. H. Collins 1943

M. H. COLLINS, 64, vice president of Collins Radio Co., Cedar Rapids, died at his Cedar Rapids home April 2 after two weeks' illness. Mr. Collins was well known to many broadcasters through his interest in sales activities of his firm.

Born Oct. 5, 1878, in Henry County, Ill., the son of a Congregational minister, Mr. Collins had been a rancher in Oklahoma until 1916, when he moved to Cedar Rapids and organized the Collins Mortgage Co. From 1929 to 1932 he headed the Collins Farm Co., a corporate farming venture involving 30 farms covering 30,000 acres.

Less than 10 years ago, the Collins Radio Co. was founded in a shop operated by Mr. Collins' son, Arthur. Father and son together built the firm, until today it is an extensive plant, flying the Army-Navy "E" as a token of its war job. Arthur is president of the firm.

Mr Collins was a member of the Elizpah Lodge, A.F. and A.M., the Iowa Consistory and the Chamber of Commerce. In addition to his son, he is survived by his wife, the former Faith Andrews, whom he married in Topeka in 1904, and a sister, Mrs. Morgan Dake of Dubuque, Ia.



in the CONTROL ROOM



JOHN A. SMITHSON, chief engineer of KPAS, Pasadena, has resigned to join the Army Air Forces radio division as a civilian.

JACK MOTT, new to radio, has joined KGB, Timmins, Ont., as transmitter operator. His brother, Ernie, is chief engineer of CKGB.

BRUCE PATTERSON has joined the control staff at CKBI, Prince Albert, Sask.

ROBERT BRUCE, from KRNR, Roseburg, Ore., has joined the staff of KLS, Oakland.

DON SEYMOUR and J. Lloyd Schuh have joined the staff of WTMJ, Milwaukee.

ALVIN YOUNG, new to commercial radio, has joined the control staff of KCMO, Kansas City.

PAUL S. LEVIN of WHAI, Greenfield, Mass., has joined WEEI, Boston as transmitter and control engineer, replacing Walter E. Lannen who has joined the Army.

PAUL CRAM, chief engineer of WSGN, Birmingham, is the father of a baby boy.

RUSSELL STURGES, engineer of NBC Chicago, has been commissioned first lieutenant in the Army Air Forces.

MARY BACCU, secretary to Lou Proeck, manager of KTMS, Santa Barbara, Cal., has been given a daily morning shift as control board operator.

ERNDT JOHNSON, engineer of WSTP, Minneapolis-St. Paul, is the father of a baby girl.

ROY ANDRIESSE, sound effects engineer, KPO, San Francisco, recently entered the Army Air Forces.

FRED MOORE, of the engineering staff of WFIL, Philadelphia, left on April 8 for Fort Monmouth, N. J., to assume duties as a lieutenant in the Army Signal Corps.

DENNIS DOUGHTY resigned from the engineering staff of WFIL, Philadelphia, to accept the post of Radio engineering instructor at Temple U., Philadelphia.

Arthur Millet

ARTHUR MILLET, 34, freelance announcer for various programs on NBC, CBS and the BLUE, died April 8 at his home in New York, following a long illness. Former staff announcer on WRR, Dallas, WGN, Chicago, and CBS, Mr. Millet had been freelancing since 1937. Programs he handled included the *American Album of Familiar Music* on NBC, *The Goldbergs* on CBS, and *Famous Jury Trials* on the BLUE. Surviving are his parents and his wife, Mrs. Helen Jackson Millet, a radio singer.

W. JOSEPH AUSTEN, engineer of WELI, New Haven, before joining the Communications Section of the Army Air Forces last August, has been promoted to first lieutenant and transferred to the Signal Corps. Pvt. George Hine and Lt. George Dlugos, also engineers from WELI, are at MacDill Field, Tampa, Fla., with the Army Air Forces.

GORDON GREENFIELD, studio control engineer of WLIB, Brooklyn, joins the armed forces April 24.

NORMAN LEONARD, engineer of KFI-KECA, Los Angeles, reports to Fort Monmouth as first lieutenant in the Army Signal Corps on April 14.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

CBS Promotes Sill

JEROME SILL, formerly manager of station services for the Station Relations Department of CBS, has been appointed to the newly-created position of Director of Promotion Service for CBS owned stations, as announced last week by Paul Hollister, CBS Vice-President in charge of advertising and sales promotion. Mr. Sill will be responsible for promotion service for the six CBS owned and operated stations, WABC, WTOP, WCCO, WEEI, WBBM, WBT, KNX, KMOX; promotion for the CBS New England Network, Columbia Pacific Network and Columbia California Network, as well as for Radio Sales, spot sales division of CBS.

Frank G. Kane

FRANK G. KANE, copy writer of Arthur Kudner Inc., New York, and a former vice-president of Campbell, Ewald Co., and of T. F. McManus Inc., Detroit, died in New York, April 6. He leaves a wife, two daughters, and a son, all of Birmingham, Mich.

15th Anniversary

DR. WILLIAM A. O'BRIEN, professor of Preventative Medicine and Public Health at the U. of Minnesota, last week completed 15 years of uninterrupted medical broadcasting on WCCO, Minneapolis. Dr. O'Brien began his series of informal medical discussions in 1929 at the suggestion of Henry A. Bellows, then manager of WCCO.

ROAD TO RADIO RESULTS
Ask JOHN BLAIR
TO OVER 1,000,000 RADIO LISTENERS IN WEST VIRGINIA, PENNSYLVANIA, MARYLAND AND OHIO
If it's a Fort Industry Station You can Bank on it!
WMMN
5-KW DAY 1-KW NIGHT
FAIRMONT, W.VA.

"THE FACE IS FAMILIAR . . .

but the name . . ." Next time you forget a name, just count up how long it is since you heard it last. Then recall how long since the public has heard your name and seen your product. Still willing to gamble they'll remember after the duration?

To keep your name familiar, give people something they value—radio entertainment—to remember you by.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE · FOR DEFENSE
BUY U.S. BONDS TODAY

"... timely, interesting and worth a thirty minute spot on the schedule."
WIBX

● Any ASCAP-licensed station may have the ASCAP Radio Program Service without cost. We provide well-written, timely shows which will be of special interest to your Commercial Department. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

There's "sock" in 5 KW on our 580 kc frequency —equal to over a million watts at the other end of the dial.

WIBW The Voice of Kansas in TOPEKA

Three Assignments Approved by FCC

Owners' Other Interests Cause KVAK, WKBB, WOSH Sales

THREE voluntary assignments were approved last week by the FCC in actions involving KVAK, Atchison, Kan., WKBB, Dubuque, Ia. and WOSH, Oshkosh, Wisc. In disposing of KVAK to S. H. Patterson for a total consideration of $9,500, Carl Latenser, who is 64, told the Commission that he wished to retire from the broadcasting business in order to devote all his time to his music company. The Carl Latenser Music Co., music and home appliance concern, operates stores in Acheson and Leavenworth, Kan. and Fall City, Neb.

Rev. Patterson, who is sole owner of KSAN, San Francisco, operating on 1450 kc., 250 watts, has announced that his son-in-law, Gordon K. Peterson. will become assistant manager of KVAK, and that Paul Roscoe is to continue as manager. Mr. Patterson's son Norwood is chief engineer of KSAN and is also to act as chief engineer for KVAK.

Oshkosh Broadcasting Corp. has acquired WOSH from Howard H. Wilson, head of the station representative firm of that name, for $45,000. President of the corporation is Myles H. Johns, Wayne, Ill., who holds 165 shares or 55%; vice-president and secretary is Fred W. Renshaw, Chicago, with 45 shares or 15%. Wm. F. Johns Jr., Chicago, vice-president, and Wm. F. Johns, Chicago, treasurer, each holds 45 shares. All are directors. William F. Johns is vice-president of WTCN Minneapolis, and president of Ridder-Johns, Chicago newspaper representatives.

Dubuque Broadcasting Co., a new corporation of local business men and a financing organization, purchased WKBB, Dubuque, from Walter E. Klauer, owner, for $25,000. Mr. Klauer, president of the Klauer Mfg. Co., a plant engaged in war work, had earlier revealed his intention to retire from radio to give all his time to his war plant. Last December he announced that WKBB would go off the air, but later notified the FCC that he was reconsidering. [BROADCASTING, Jan. 11, Dec. 7]. He had believed, erroneously, that the FCC had decided to permit stations to suspend operation without prejudice during the war.

The new corporation, organized by James D. Carpenter, WKBB manager, is controlled by Interstate Finance Corp., which holds 50% of the stock and has two members on the board of directors. [BROADCASTING, Feb. 9]. The remainder of WKBB stock is split 12 ways, with Mr. Carpenter holding 7.15%. A BLUE affiliate, the station operates on 1490 kc. with 250 watts, and was a participant in the celebrated "free competition" case in the Supreme Court.



AN OFFICIAL SENDOFF was given John Sample (left) as he joined the Marine Corps and left the radio department of Blackett-Sample-Hummert, Chicago, for the Marine training base at San Diego. Bidding him bon voyage are H. M. (Mix) Dancer (center), B-S-H president, and Col. Chester L. Fordney, Officer in Charge, Central Division USMC Recruiting. Pvt Sample, who is holding one of the ads prepared for the Marine Corps by B-S-H, is the nephew of Lt.-Com. Glenn Sample, B-S-H partner, who is serving in the Navy at Great Lakes, Ill.

Control of WGST May Go to School

Proposed Plan Gives College Entire Interest in Station

AN AGREEMENT, to be effective April 1, is expected toward the end of this month as a reseult of negotiations now in progress between representatives of the Georgia School of Technology, licensee of WGST, Atlanta, and Southern Broadcasting Stations Inc. whereby the school would acquire the entire interest of the corporation, which has controlled the operation of WGST under a management contract signed in 1930 [BROADCASTING, March 29].

The amount involved was not revealed by attorneys for WGST, as the agreement must finally be passed upon by the board of regents, which meets later this month. But it was indicated, that the compensation would be based on a percentage of the station's net receipts over a period of approximately eight years. The board is expected to approve.

Conforms to Order

The proposed agreement, in eliminating all interest of Sam Pickard and Clarence H. Calhoun, owners of Southern Broadcasting Stations, would according to WGST attorneys, fulfill conditions of the FCC in proposed findings of fact and conclusion adopted March 23, which required in effect the withdrawal of the Pickard-Calhoun interests from management of WGST before the Commission would consider the question of license renewal.

The Commission found at that time that Mr. Pickard, a former member of the old Radio Commission, and Mr. Calhoun, Atlanta attorney, had controlled the actual operation of the station since the signing of the management contract in 1930, "to the almost complete exclusion of the station licensee." The FCC in its March 23 findings ordered WGST to file within 60 days a further application for renewal of license "setting forth the plan of the station for the acquisition of the necessary facilities and equipment, and for the business management, representation, and control of the future operations, together with a list of all persons to participate therein."

Full NBC Net for Three

GENERAL MILLS, effective May 31, will expand its three NBC Monday-thru-Friday daytime serials, 2 to 2:45 p.m., from 34 stations to the full 125-station network. Programs are *Light of the World* (Cheerioats), *Lonely Women* (Gold Medal Kitchen Tested Flour) and *Guiding Light* (Wheaties). These programs will be discontinued on a transcribed lot basis on approximately 30 stations. A quarter-hour news program three to five times weekly will be placed also on an undetermined number of stations for Wheaties. Agency for Cheerioats and Gold Medal Flour is Blackett-Sample - Hummert, Chicago; for Wheaties, Knox Reeves, Minneapolis.

BILL STERN, NBC sports commentator, has been cited by Post No 14 of the American Legion, St. Petersburg, "for outstanding services rendered the community during the national emergency."

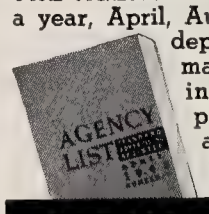
ORDER NOW... NEW 194
Standard Advertising Registe

In these days of rapid fire shifts, the ne 1943 Standard Advertising Register ar Service will keep you abreast of the changes.

The Register lists over 11,000 nation and sectional advertisers. It gives t executive personnel of each includi advertising manager, sales manage buyer of printing. It shows the agency agencies placing the account, territo covered and types of media used. In fa it gives all information necessary to effe tively solicit the advertiser or agen either by mail or in person.

• • •

THE AGENCY LIST—issued three tim a year, April, August and December. dependable source of info mation on 1600 advert ing agencies with the personnel, recognitio and the 30,000 clien they serve.



NATIONAL REGISTER PUBLISHING CO., Inc.
330 W. 42nd St. New York
333 N. Michigan Ave. Chicago

Cigarette Hearings Of FTC to Begin In New York April 19

False Advertising Charged To Philip Morris, Many Others

HEARINGS on Federal Trade Commission charges of false advertising for Philip Morris and Camel cigarettes have been set for April 19-20 in New York and Washington. This represents the first action on the FTC complaints involving most of the well-known brands of cigarettes.

The Philip Morris hearing is scheduled in New York April 19, with Allen C. Phelps representing the FTC and Floyd F. Toomey of Alvord & Alvord, Washington law firm, representing the Philip Morris Co.

The Camel hearing is set for Washington April 20 with the Reynolds Tobacco Co. represented by the Washington firm of Davies, Richberg, Beebe, Buswick & Richardson, and the FTC by Edward L. Smith.

Challenges Claims

Hitting nearly all claims made in radio and other advertising by the firms, the FTC issued complaints last August and in October received replies in general denying the sweeping FTC complaints and branding some charges obsolete and others unfair. Also cited in August were the American Tobacco Co., makers of Lucky Strike cigarettes, and its subsidiary, the American Cigarette and Cigar Co., makers of Pall Mall cigarettes. In March three more cigarettes, Old Golds, Sensations and Beech-Nuts, and Friends smoking tobacco, all products of the P. Lorillard Co., Jersey City, were cited. As in the earlier cases, the Commission challenged almost all of the leading claims in the advertising. [BROADCASTING, Aug. 10, Sept. 7, Oct. 5, 1942, March 8, 1943].

The Lorillard Co. had been granted an extension to April 12 for filing answer, and the American Tobacco Co. answer is due April 20. Mr. Phelps, in charge of the Lucky Strike case, told BROADCASTING that he was to confer with attorneys for American Tobacco Co. in New York over last weekend in an effort to set the hearing for the latter part of April or early in May.

It is reported likely that FTC lawyers may attempt an agreement to consolidate the parts of the cases involving medical and scientific testimony which would require the expert testimony of many of the same witnesses. Lawyers for the firms involved could not be reached for a statement as to their attitude on this question should it arise.

An important decision affecting use of broadcast advertising technique is expected to result from the Reynolds hearing, inasmuch as the company's use of simulated voices purportedly giving testimonials for their product was questioned in the FTC's complaint. In some FTC quarters the opinion is held that the advertiser can still be cited for misrepresentation even though persons give permission for their voices to be simulated on programs and in testimonials.

The Philip Morris Co. in its answer disposed of several items in the complaint by saying they did not correctly represent the substance of its advertising and defended its claim that advertising is based on scientific tests by eminent medical authorities and denied that tests were made by persons without training and experience sufficient to make them accurate and scientific. Advertising for Reynolds also involves certain scientific and medical considerations in connection with advertising concerning the effect of Camels on digestion, on the throat, etc.



TWO AWARDS from satisfied sponsors went to WHKC, Columbus. Here the station's General Manager Carl M. Everson (l) and Business Manager Harry H. Hoessly (r) observe with pride a "First Award" from General Mills for "best merchandising support" and a "C for Cooperation" from the F. & R. Lazarus & Co., leading Ohio department store.

De Pree Places

DE PREE Co., Holland, Mich. (Wheatamins vitamin capsules), is sponsoring a quarter-hour of news on WKZO, Kalamazoo-Grand Rapids, five times weekly; and five-minute newscasts 32 times weekly on WIND, Chicago. Agency is Roche, Williams & Cunnyngham, Chicago.

McClintock to Take Countrywide Tour

To Meet Agency, Advertiser And Affiliate Executives

ITINERARY of a business trip by Miller McClintock, president of Mutual, to start after the April 26 meeting in Chicago of Mutual's board of directors and stockholders, was announced last week by MBS as having a three-fold purpose: To give Mr. McClintock an opportunity to speak before advertising clubs in cities from coast to coast, to investigate the facilities and meet the staffs of Mutual's key affiliates, and to meet agency men, Mutual advertisers, and potential clients outside New York.

Mr. McClintock will meet the Mutual board and stockholders in Chicago during the morning and afternoon of April 26, after which Mutual affiliates will meet at the Hotel Drake to see a preview of Mutual's Kodachrome film presentation. This film, which tells history and development of MBS, will be used this fall as a sales presentation to agencies and advertisers.

From May 2 through May 15, when he returns to New York, Mr. McClintock will make the following stops: May 2-4, Hollywood, where he will meet Southern California advertising executives, the staff of KHJ, and will address the Los Angeles Advertising Club; May 5, Mutual's president will speak to the San Francisco Adv. Club, and a luncheon of 40 advertising executives; after resting in Colorado Springs May 7-10, Mr. McClintock will arrive in Kansas City to confer with executives of WHB, speak at the city's Adv. Club, and meet with radio editors and radio executives of all Kansas City stations; May 11, he visits St. Louis, meets staff of KWK, speaks to the Adv. Club, and is introduced to radio editors in the city; May 12 he addresses the Cleveland Adv. Club, and is guest of honor at a dinner given by WHK; May 13, the same schedule is followed in Cincinnati, and May 14, he meets the staff of WHKC, and speaks to the Columbus Adv. Club.

Lester Gottlieb, MBS director of publicity, will accompany Mr. McClintock on the business tour.

CBS Affiliates to Meet

FRANKLIN M. DOOLITTLE, general manager of WDRC, Hartford, has called a meeting of the 11 stations in District No. 1 which he represents on the CBS Affiliates Advisory Board for April 14, at the Hotel Statler, Boston. This will be the first meeting of the District No. 1 CBS station group, which includes stations in all of New England and CHAC, Montreal. Mr. Doolittle, who recently attended a CBS Affiliates Advisory Board meeting in New York, announced a general discussion of station problems would be held. The meeting was slated for 10:30 a.m., to be followed by luncheon.

KFEL, Denver, and KGKO, Dallas, have notified the radio programs department of Time Inc. that they plan to present in the very near future the thrice-weekly transcribed series *Let's Learn Spanish*, which *Time* has been conducting on WQXR, New York, since January. Five stations now carry the quarter-hour Spanish lessons.



Noted War Garden expert gets amazing mail response on KGO

KGO's war garden editor, Rolly Langley (who also writes garden news for 27 California newspapers), aired his first "V for Vegetables" program on KGO February 17. One announcement on the initial program pulled 1425 letters from 43 California counties and three neighboring states . . . two later announcements brought the mail response to 3457. Such heavy mail proves the popularity of gardening in Northern California where planting is done year 'round. Too, it proves the pulling power of our editor. This program is available one or two nights weekly. See your Blue Spot Rep. or write us for details.

KGO
SAN FRANCISCO-OAKLAND
810 K. C. 7500 WATTS
Blue Network Company, Inc.



Actions of the
FEDERAL COMMUNICATIONS COMMISSION

APRIL 3 TO APRIL 9 INCLUSIVE

Decisions . . .

APRIL 6

KPQ, Wenatche, Wash.—Granted extension special service authorization to August 25, 1943.

WJW, Akron—Granted mod. CP, as mod., move transmitter locally, measure nuisance contour under actual operating conditions, extend commencement and completion dates.

KAST, Astoria, Ore.—Granted license renewal for regular period.

KVAK., Atchison, Kan.—Granted license renewal for regular period; vol. assgt. license from Carl Latenser to S. H. Patterson for $9,500.00.

WKBB, Dubuque—Granted vol. assgt. license from Sanders Bros. Broadcasting Station to Dubuque Broadcasting Co., for $25,000.00.

WOSH, Oshkosh, Wis.—Granted assgt. license from Howard H. Wilson to Oshkosh Broadcasting Co. for $45,000.00.

KWSC, Pullman, Wash.—Designated hearing application for mod. license change 1250 to 1030 kc., 5 kw. to 1 kw., share KTW to unlimited; (requests facilities of KOB).

KFMB, San Diego—Designated hearing application for vol. transfer control of Worcester Broadcasting Corp. from Warren B. Worcester, deceased, to The First National Trust & Savings Bank of San Diego, as trustee; license renewal to be heard in same proceeding.

WASH, Grand Rapids, Mich.—Dismissed application for mod. license, since call was deleted by FCC March 16, 1943.

APRIL 7

WLW, Cincinnati—Dismissed without prejudice application mod. license operate 500 kw. D, 50 kw. N, 700 kc., using W8X0 transmitter.

WERC, Erie, Pa.—Granted motion dismiss without prejudice application mod. license operate 1330 kc., 100 w. N, 250 w. D, unlimited.

Applications . . .

APRIL 5

WSAY, Rochester, N. Y.—Mod. CP, as mod. authorizing change frequency, power increase, DA-DN, new transmitter, move transmitter to extend completion date.

KVOO, Tulsa—License cover CP as mod. for power increase, change hours, new transmitter, DA-N.

KGDM, Stockton, Cal.—License cover CP as mod. for change frequency and hours, power increase, DA-N, new transmitter.

APRIL 8

WNBC, Hartford—Transfer control from William J. Sanders to Arde Bulova (2200 shares of common stock).

W8XCT, Cincinnati—Mod. CP as mod. for new television station, extend completion date.

WDAK, West Point, Ga.—CP move transmitter West Point to Columbus, Ga.

KINY, Juneau, Alaska—Mod CP for power increase, change equipment and antenna, amended: install new transmitter, omit request change frequency; extend commencement, completion dates.

Reinstatement of FM applications (April 3-9: **Globe-Democrat Publishing Co., St. Louis**—CP for new broadcast station, 44700 kc., coverage 13,083 sq. mi.; NEW, **Mercer Broadcasting Co., New Trenton, N. J.**—CP new broadcast station on 49900 kc., coverage 3,200 sq. mi.; NEW, **WDAS Broadcasting Station, Inc., Philadelphia**—CP new broadcast station on 47700 kc., coverage 9,300 sq. mi.

A LETTER from Donald Nelson commending the war production drive program of the Stromberg-Carlson Co. was read at the recent anniversary meeting of the company's Labor Management Production Drive Committee. The WPB Chairman congratulated every member of the organization.

HELP WANTED

THREE AVAILABLE OPENINGS ON ALERT, PROGRESSIVE STATION FOR

- **ANNOUNCER**
- **SALESMAN**
- **TECHNICIAN**

GOOD SALARY • EXCELLENT WORKING CONDITIONS • OPPORTUNITIES FOR ADVANCEMENT

Write, giving background, draft status, and details to

HOWARD H. WILSON CO.

75 E. WACKER DRIVE CHICAGO, ILL.

TEN TOP TUNES

THE top ten tunes from the standpoint of network audience coverage during the week ended April 7, according to the copyrighted Audience Coverage index survey of the Office of Research-Radio Division, New York, are as follows:

As Time Goes By
I've Heard That Song Before
That Old Black Magic
Brazil
You'd Be So Nice To Come Home To
Don't Get Around Much Anymore
Taking A Chance On Love
What's The Good Word, Mr. Bluebird
It Can't Be Love
Moonlight Becomes You.

Goodyear Back on Air With Full NBC Hookup

RETURNING to network radio after a ten-year absence, Goodyear Tire & Rubber Co., Akron, on April 20 will start a weekly institutional series on the full NBC network in the 7:30-8 p.m. period on Tuesdays.

Titled *Salute to Youth*, the program will feature eye witness comments on the war by William L. White, former foreign correspondent for *Collier's* magazine, music by Raymond Paige's orchestra and Nadine Conner, and a dramatized story of war production with a Goodyear technician selected each week for his outstanding work. Berry Kroeger will narrate the dramatic sequence and Ben Grauer will handle institutional announcements. Agency is Arthur Kudner Inc., New York.

Mutual - Gillette Again Sign For Boxing Bouts

FOR THE THIRD consecutive year Mutual will cover the nation's top flight boxing bout attractions, including championship contests staged by promoter Mike Jacobs, under sponsorship of Gillette Safety Razor Corp., Boston, according to an announcement last Thursday, by J. P. Spang Jr., Gillette president. Renewal, as of June 1, 1943, is good for one year. Gillette and Mutual first acquired the rights June 1, 1941, and since have presented 58 fights. Purchase price of rights was not disclosed.

The bouts will be aired on over 150 Mutual stations, with Don Dunphy and Bill Corum again handling the blow-by-blow and color accounts respectively. Championship bouts are shortwaved to our armed forces abroad with a four-minute resume of each fight recorded by Dunphy following the event for release to American troops abroad through the Office of War Information. Agency is Maxon Inc., New York.

Hinds Quiz Plans

LEHN & FINK PRODUCTS Corp., Bloomfield, N. J., which has not used network radio for Hinds Honey & Almond Cream since 1939-40 when it sponsored *Burns & Allen* on CBS, has purchased a half-hour on Mutual for a series, probably of the quiz type, to start April 28. Time will be Wednesdays, 8:30-9 p.m., and it is rumored that Wally Butterworth will serve as m.c. No further details on the program were available from Wm. Esty & Co., New York, agency in charge.

Network Accounts

All time Eastern Wartime unless indicated

New Business

GILLETTE SAFETY RAZOR Corp., Boston, on Saturday, May 1, 6:15-6:45 p.m. will sponsor broadcast of Kentucky Derby on 122 CBS stations. Agency: Maxon Inc., N. Y.

LAURA SECORD CANDY shops, Toronto (chain stores), on April 5 started *Rex Battle*, pianist, on CFRB, Toronto, and CFCF, Montreal, Mon. 7:45-8 p.m., and on CFRB, Toronto. CFCF, Montreal; CKCO, Ottawa; CKWS, Kingston, Ont.; CHML, Hamilton, Ont.; CFPL, London, Ont., Fri. 7:45-8 p.m. Agency: Cockfield, Brown & Co., Toronto.

PRESBYTERIAN CHURCH in Canada, Toronto, on April 17 has one-time speaker on 34 stations, Sat. 7:15-7:45 p.m. Agency: R. C. Smith & Son, Toronto.

CONSOLIDATED RAZOR BLADE Co., Jersey City, on April 12 starts *Better Half*, quiz program, on 13 MBS stations, 8:30-9 p.m. Agency: Grey Adv., N. Y.

GOODYEAR TIRE & RUBBER Co., Akron (institutional), on April 20 starts *Salute To Youth* on 126 NBC stations, Tues. 7:30-8 p.m. Agency: Arthur Kudner Inc., N. Y.

HARVEL WATCH Co., New York, on June 6 starts *John B. Hughes* on 19 MBS stations, Sunday. 10:10-15 p.m. Agency: A. W. Lewin Co., Newark, N. J.

Renewal Accounts

FIRESTONE TIRE & RUBBER Co., Akron (institutional), on May 31 renews for 52 weeks *Voice of Firestone* on 124 NBC stations, Mon., 8:30-9 p.m. Agency: Sweeney & James Co., Cleveland.

BELL TELEPHONE System, New York, on April 26 renews for 52 weeks *The Telephone Hour* on 124 NBC stations, 9-9:30 p.m. (rpt. 12 midnight-12:30 a.m.). Agency: N. W. Ayer & Son, N. Y.

COUNCIL ON CANDY as Food in the War Effort, Chicago (institutional), on May 16 renews *Washington Reports on Rationing*, 3-3:15 p.m., for 13 weeks on 46 NBC stations. Agency: BBDO, Chicago.

Network Changes

B. T. BABBITT Inc., New York (Bab-O) on May 14 discontinues *David Harum* on 13 CBS stations, Mon. thru Fri., 3-3:15 p.m. and on May 30 starts an unnamed serial on NBC, Mon. thru Fri., 10-10:15 a.m. Agency: Duane Jones Co., New York.

ANACIN Co., Jersey City, on April 12 starts promotion of Freezone on *Front Page Farrell*, on 50 NBC stations, Mon. Tues., and alternate Wed., 5:45-6 p.m. Hill's Cold Tablets and Bisodol continue as products promoted Thurs. and Fri. Agency: Blackett-Sample-Hummert, N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on April 5 added to *True or False*, Mon., 8:30-9 p.m., a West Coast transcribed repeat on 12 BLUE Pacific stations, Mon., 9-9:30 p.m. (PWT), with repeat on 4 BLUE Western stations (KUTA KVOD KGHF KFBC), Mon., 5:30-6 p.m. (PWT), a total of 81 BLUE stations. Agency: J. Walter Thompson Co., N. Y.

Blissful Earfull

FOR WAR workers, many of whom are women, and soldiers, who make up more than 60% of the WLW, Cincinnati, listeners from midnight to 5 a.m., Bliss Harris, newcomer to the staff, is announcing the new series of early morning programs started last week. She is also to write and present the *Home Forum* series and will create other early features for women war workers.



Miss Harris

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

nouncer—Draft deferred. Want stable, experienced staff announcer with good voice who can handle limited continuity assignments. Opportunities for talent fees if you have production ability. 5 kw NBC affiliate. WIS, Columbia, South Carolina.

lesman—Permanent position with opportunity for advancement with 5 KW station. Network affiliation. Give experience and references. Box 512, BROADCASTING.

ief Engineer—With knowledge Western Electric low power equipment, Blue affiliate Western New York. Good salary, good living conditions. Permanent. WHDL, Olean, N. Y.

nouncer — Experienced; commercial, news, ad lib, emcee. Draft deferred. Permanent. Regional network affiliate. Detail experience, draft status, date available, salary expected, phone number. Box 501, BROADCASTING.

les Promotion Manager—Clear channel station in midwest desires man well versed in promotion, publicity, merchandising and public relations. Excellent opportunity for advancement with one of nation's most prominent broadcast organizations. Send details, including draft status, experience, photo, etc., to Box 496, BROADCASTING.

nnouncer—For general staff work. Some news experience desirable. Good pay and permanent job for right man. Five KW NBC affiliate. Send full details to WSJS, Winston-Salem, N. C.

xperienced Announcer—Capable of handling news and do good commercial selling job. Write giving full particulars, draft status and salary desired. Send audition record to WHBL, Sheboygan, Wisconsin.

apable Announcer—For local network station with heavy schedule. Please furnish all information with first letter. Box 508, BROADCASTING.

ngineer—First class only—draft deferred. For network local in East. Want better than average man for assistant chief engineer. Give all information and salary desired. Box 507, BROADCASTING.

perators Wanted—Radio telephone FIRST or second class for transmitter duty. Write Station WMBO, Auburn, New York.

adio Home Economist—One of the midwest's most prominent radio stations seeks woman past 25 to take over our established, highly popular home economics program pulling about 100,000 pieces of mail a year. Prefer girl with college education, at least two years radio experience and familiarity with mail pull accounts. No drifters. Enclose complete details, including picture. Box 494, BROADCASTING.

alesman—Here is fine opportunity for aggressive, experienced salesman with CBS affiliate—full schedule—in the beautiful Rockies where summers and winters are ideal. Salary good. Apply with complete details to Box 498, BROADCASTING.

ersonal Shopper—Local station in midwestern city of 125,000 needs woman 25 or over, college education preferred, also year radio experience. Should be capable of handling announcer's shift and must be able to contact accounts. Send your story, including picture, to Box 495, BROADCASTING.

OMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 513, BROADCASTING.

Help Wanted (Continued)

Announcer—Man to handle Musical Clock program, 50,000 watt station in New York State. Applicant must have experience. Please state age and draft status. Box 521, BROADCASTING.

SALESMAN—For 5 kw NBC affiliate in Southern city, adjacent to major military posts. Offer permanent connection, excellent earning ability, to high type man with good sales record. Box 520, BROADCASTING.

Studio Control Operator—Experienced RCA 76B1 console. Deferred. 5 kw. network station. Advise experience, salary, draft status. Box 502, BROADCASTING.

Program Director—Experienced, draft deferred, capable of assuming full responsibility. Permanent connection, with live 5000 watt network station, located midwestern city. Salary open. Must have proven record of programming, that built listeners and sold merchandise. Give full particulars, including previous experience, salary expected, draft status, when available, phone number. Snapshot helpful. All replies confidential. Box 500, BROADCASTING.

Announcer—Opportunity to make name for yourself on small station that's listened to. Must have good homey punch and ideas. Salary, plenty to live on plus fees. Require references and draft status. Permanent to right man. Will consider experienced woman. Northern New York. Box 510, BROADCASTING.

Sales Manager—Broad knowledge all departments. Draft deferred. Salary plus commission. Small New York station. Excellent opportunity right man. Box 515, BROADCASTING.

General Sales Manager—For Regional Network of five Mutual stations. Give experience and references in original application. Permanent position for some one progressive and promotional minded. Box 511, BROADCASTING.

Situations Wanted

Station Manager—Program and sales. 15 years' experience. Available after May 1st. Can furnish three announcers. Also continuity writer. All experienced and draft exempt. Box 518, BROADCASTING.

Draft exempt—Station or commercial manager available. Twelve years' radio includes all phases regional and local operations. Married. References. Box 519, BROADCASTING.

Woman—College graduate; wants continuity writing and program participation in Middle Western station. Experienced. Box 517, BROADCASTING.

Versatile Continuity Writer—Write anything; newspaper, advertising background; married, 4-F draft. Available 60 days. Minimum $60. Box 509, BROADCASTING.

Salesman-Announcer-Ticketman — Wants job on board odd hours, sell straight commission. Good record, capacity for results, good voice, news, ad lib, restricted license, responsible, 3B. Interested only Pacific Mountain states, opportunity make $300. and better. Smith Mathews 47 Risel, San Francisco.

ORGANIST—Experienced Hammond organist and pianist wishes position as staff musician. Married. 4-F. Box 505, BROADCASTING.

PROGRAM DIRECTOR—With metropolitan network affiliated station would like permanent position with progressive station in smaller city. Would like to establish home. $100 per week minimum necessary. Will attend Broadcasters meeting in Chicago April 27. Available for interviews. Married, children, draft deferred. Box 497, BROADCASTING.

Situations Wanted (Continued)

SUPERVISOR—First-class license, draft 4-H, twelve years experience, ten years present employer, seeking permanent position Pacific Coast or Mountain States. Box 504, BROADCASTING.

Experienced Announcer—Single. 25. 4-F. BA in Music-Vocal-Instrumental. Wants steady job. Available June 10. Box 499, BROADCASTING.

Engineer-Announcer — First Class phone. Experienced, transmitter and studio controls. Some announcing. Draft exempt. $40.00 weekly. Box 493, BROADCASTING.

CHIEF ENGINEER — Desires immediate change, seven years' broadcast experience. Three years supervisor 5000 watt NBC outlet. Former RCA transmitter testing engineer. References. P. O. Box 821, Winston-Salem, North Carolina.

Time Salesman—Neat, aggressive. Successful one and five kw record. Best references. Draft deferred. Box 506, BROADCASTING.

Program Director—Announcer-writer. Presently employed as station program director. Would like connection with agency or station. Box 516, BROADCASTING.

Program Manager—Well established in industry. 10 years well-rounded experience in every phase of work. Making change for personal reasons. Box 503, BROADCASTING.

Wanted to Buy

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

For Sale

Complete Broadcasting Plant—Consisting of modernized 1,000-watt RCA transmitter with rectifier, 180-foot Blaw Knox self-supporting tower with obstacle lights. Plenty of spare tubes, etc. Everything in A-1 shape, ready for use. Box 514, BROADCASTING.

Versatile Voice

WHAT HUMS like a dynamo, crows like a rooster, sings like a yodeler, mimics the tones of the lowly harmonica or the noble harmonies of the organ? Sonovox does—in 14 station breaks on WCKY, Cincinnati. The station is the second to use the Wright-Sonovox transcriptions for station breaks and identifications. KOMA, Oklahoma City, also uses them. New breaks were obtained through Free & Peters, exclusive representative.

KTAR Easter Service

GRAND CANYON'S "Shrine of the Ages" for the ninth consecutive year will, on Easter Sunday, be the setting for the nation's outstanding sunrise service broadcast. Originating over KTAR, Phoenix, the service will be carried coast-to-coast by BLUE at 6:30 a.m., MWT, April 25. J. Howard Pyle, KTAR program director, who originated the Grand Canyon service, is writing and producing the broadcast.

Larus on WOR

LARUS & BROS. Co., Richmond, is augmenting its current spot campaign for Edgeworth Tobacco, Chelsea and Domino Cigarettes, with the addition of three one-minute announcements weekly on WOR, New York, for a 39-week period. Agency is Warwick & Legler, New York.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
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Munsey Bldg. District 8456
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EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Increased Output in April of Batteries For Farm Radios Is Foreseen at WPB

PRODUCTION of farm radio type batteries will show an increase in April, WPB officials predict, but they will not commit themselves on the extent to which they will be able to meet the B battery needs of the nation's 3,200,000 sets.

WPB recognized several weeks ago [BROADCASTING, March 29] that a serious shortage of dry cells was threatening to silence millions of rural radio sets, cutting farmers off from essential market information, and other war reports.

Serious Shortage

At that time, the Consumer's Durable Goods Division explained that production of dry cells could be increased only if needs of competing war claimants showed a lag. Officials report that such a lag has now developed and that April figures are likely to reflect some relief for the farmers.

Seriousness of the battery shortage was admitted by WPB which said that batteries were now being made at a rate of only 200,000 monthly. The Office of Civilian Supply is reported to have told WPB that almost 6,500,000 batteries should be made this year.

Little chance is seen for completion of the Civilian Supply program, since production until recently was below the modest rate previously authorized. WPB had permitted manufacturers to meet 62% of their 1942 commitments for civilians, but because of material shortages, the industry had only been able to maintain about 52% of its 1942 output for home radios.

Although several state legislatures have passed resolutions urging Congress to intervene to speed battery production, no action has been taken in either House. Rep. Karl Stefan (R-Okla.) who brought up the battery shortage in a talk to the House Feb. 6 said that his personal inquiries have convinced him that WPB is taking every possible step to promote production.

Meanwhile, however, the House of Representatives of Minnesota passed a resolution introduced by Lawrence Haag, representative from Hennepin County, and farm director of WCCO, Minneapolis, calling on WPB to increase the number of A and B batteries manufactured. The resolution pointed out that over 40% of the state's farm listeners depend on batteries to operate their sets.

Ray Hamilton, of BLUE, Takes Job With Airline

RAY V. HAMILTON, veteran of 14 years in radio sales and management, has joined Transcontinental & Western Air as special assistant to the executive staff, with headquarters in Kansas City, the air line announced last week. Mr. Hamilton for the past 14 months has been with BLUE central sales division in Chicago.



Mr. Hamilton

A graduate of the U. of Iowa school of journalism, Mr. Hamilton had been with the sales staff of WTMJ, Milwaukee. Subsequently, he became assistant sales manager of WLW, Cincinnati, and then for seven years was general manager of the St. Louis *Star Times* radio properties. He joined BLUE Feb. 1, 1942.

Jorgensen, Law Editor, Named Secretary to Fly

NORMAN E. JORGENSEN, until recently editor-in-chief of the *U. of Chicago Law Review*, has been appointed secretary to FCC Chairman James Lawrence Fly. He succeeds Edward M. Brecher, who reesigned last August to take a post at the Board of Economic Warfare and then returned to the FCC in February as a member of the legal division.

Mr. Jorgensen, before coming to the FCC, worked in the sales department of Firestone Tire & Rubber Co. and later became sales manager of Chalmers & Co., merchandise distributors of Iron Mountain, Mich. Born July 23, 1908 in Chicago, Mr. Jorgensesn was educated in Chicago schools, receiving the degree of Ph.B. from the U. of Chicago in 1933 and the law degree of J.D. in 1943. He is married and has two children

Wine in Midwest

ITALIAN SWISS COLONY WINE Co., San Francisco, has started *Colony Serenade*, a thrice-weekly live quarter-hour evening musical program originating on WBBM, Chicago, and fed to WISN, Milwaukee. Agency is Leon Livingston Adv. Agency, San Francisco.

WAAC at Last

IT HAD to come. Someone, sooner or later, was going to name a station WAAC. The distinction goes to Ronald B. Woodyard. The WAAC call has been assigned Mr. Woodyard's station at Fort Myers, Fla., formerly WFTM. Mr. Woodyard, general manager of WING-WIZE, Dayton and Springfield, O., said he changed the call because of his "admiration for the fine work of the WAACs." He added: "Every time these call letters go out over the air it will honor the WAACs; it's a privilege to be authorized use of the letters."

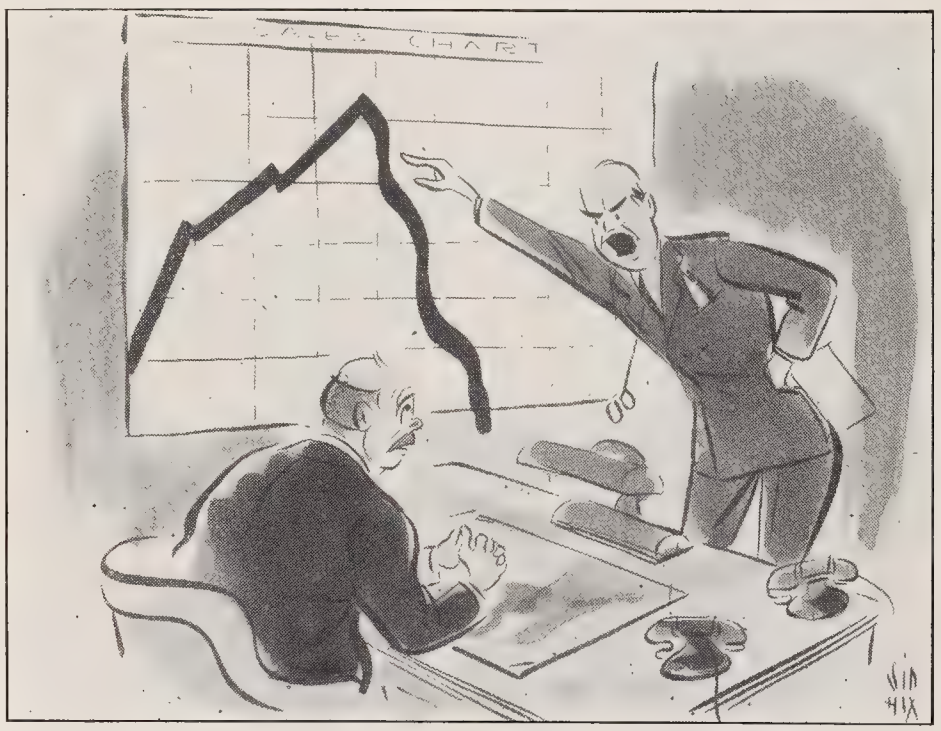
Burbach Goes to WNOX As Commercial Manager

APPOINTMENT of George M. Burbach Jr., NBC salesman in New York for the last eight years, as commercial manager of WNOX, Knoxville, was announced last Friday by Richard B. Westergaard, vice-president of Scripps-Howard Radio Inc. and general manager of the Knoxville station. Mr. Burbach is the son of the general manager of KSD, St. Louis.

For the last few years, Mr. Westergaard has acted both as commercial manager and general manager of WNOX. Expansion of the station's activities, however, indicated the need for a separate sales executive, Mr. Westergaard said.

A native of St. Louis, the younger Burbach for a time served on the sales staff of KSD. In 1935, he joined the staff of BROADCASTING in Washington and participated in the preparation of the publication's first Yearbook. He reports to WNOX April 18.

WENDELL L. WILLKIE, 1940 Republican candidate for President, will be heard on CBS April 21 in a two-way discussion on the London blitz with Rt. Hon. Herbert Morrison, British Minister of Home Security, the latter speaking from London.



Drawn for BROADCASTING by Sid Hix

"And You Still Claim Your Wife's a Radio Singer!"

Maintenance Tube Gets Special Mark

'M. R.' Designation Selected For Civilian Product

A SPECIAL identifying mark will be stamped by all manufacturers on tubes made from materials intended for maintenance of civilian radios, the WPB Radio & Radar Division said last week. The mark will consist of the letters "M.R.", standing for "maintenance and repair".

Tube makers have adopted the marking as a means of signifying tubes earmarked for civilian use. These tubes are not subject to military inspection, but in the past have frequently been used to fill military rush orders, thus depleting the civilian supply, and contributing to shortages of some types.

Double Protection

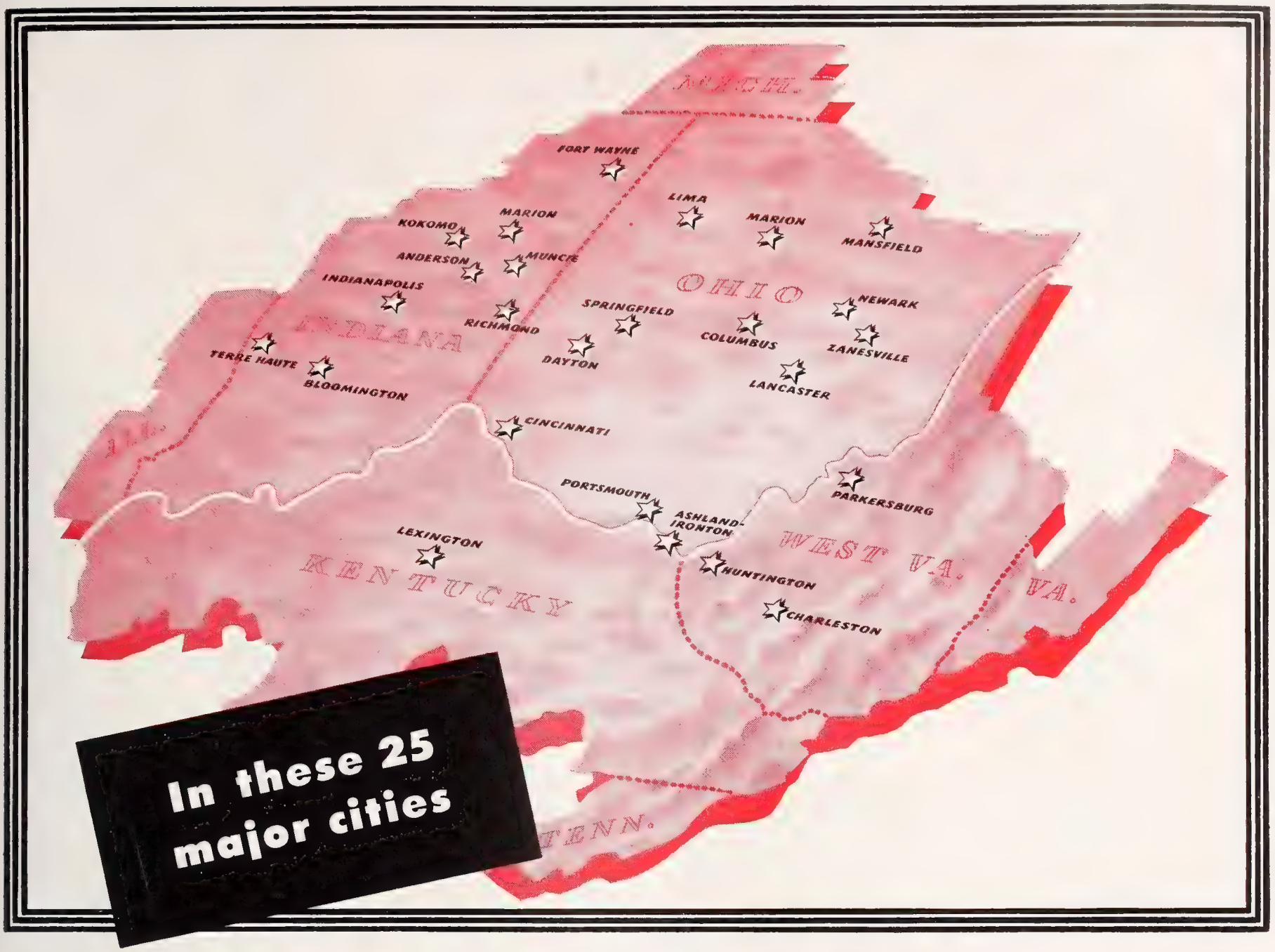
The "M.R.", it is argued, on civilian tubes will protect both the civilian and the military, since officers in the field will be protected against obtaining tubes which have not been subject to inspection of military authorities. Initials "M.R." will not signify any relaxation of engineering standards, the WPB points out, but merely marks the tube as specifically intended for civilians.

Meanwhile, WPB officials also stated last week that brand names would be used on civilians tubes for at least the next 90 days. The division is still considering a "Victory Line" label, but there is no immediate indication that a change in labeling is imminent.

New Series at Midnight Features CBS Affiliates

NEW POLICY instituted by CBS of devoting the time between 11:30 p.m. and 12:30 a.m. to special programs conceived by the network's New York headquarters and its affiliates got under way last Tuesday night 11:30-12 midnight with *Invitation to Music*, featuring Howard Barlow and the Columbia Concert Orchestra. As announced by Douglas Coulter, CBS director of broadcasts, such programs, produced and directed by the CBS program department in New York, will occupy the first section of the special hour, while broadcasts from key CBS stations in other parts of the country will be heard on different nights from 12:05-12:30 a.m.

Second series in the group from New York, titled *Good Listening*, a comedy quiz show which has been temporarily off the air, starts April 15, while a series of romantic dramas titled *Romance* begins April 19 in the 11:30 p.m. period. First of the new productions by CBS affiliates will originate from WCAU, Philadelphia, April 12 under the name of *95 Minutes From Broadway*. Featured will be humorous comments by Powers Gouraud, chronicler of Philadelphian night life, music by Johnny Warrington's orchestra and the Jericho Quintet, with guest stars.



WLW delivers 47.7% of All Nighttime Listening*

IN ONE OF THE WORLD'S LARGEST MARKETS: twelve million people . . . nearly 10% of the country's total population . . . almost 13% of the nation's rural radio families. In this WLW dominated market, sales of drug and grocery stores are greater than the five boroughs of New York and the City of Chicago combined.

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. SPECIALTY SALES enables you to maintain dealer contacts or introduce new products at a fraction of the cost for man-power.

* *Based on Hooper Mid-Winter WLW Area Rating, 1943; a weighted average figure which does not represent the size of our audience in any one city. Remainder of the audience is divided among fifty-one other stations identified by call letters in the Hooper report.*

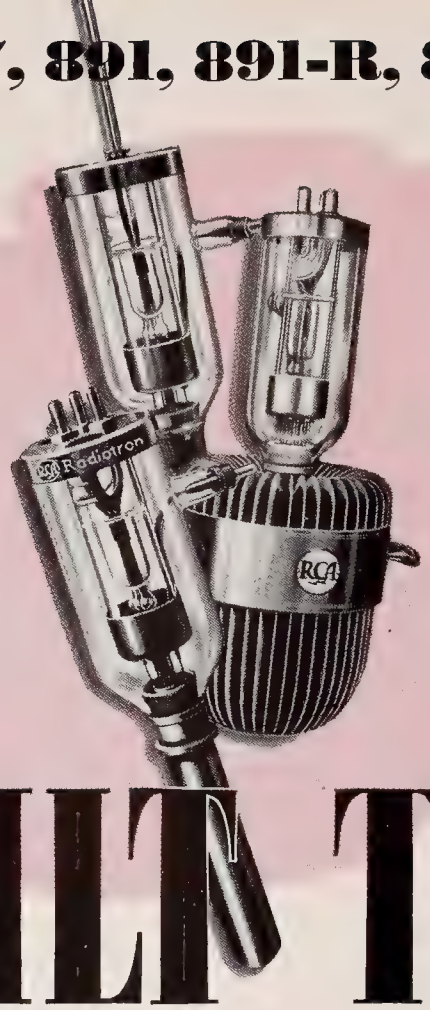
WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

RCA TYPES 207, 891, 891-R, 892 and 892-R



REBUILT TUBES

An RCA Emergency Service to Help Keep Broadcast Stations on the Air

Through experience gained in RCA services, RCA has proved that it is entirely feasible to rebuild certain old tubes which, although worn out electrically, are still in good mechanical condition. This wartime service is now offered broadcast stations covering RCA Transmitting Tube types 207, 891, 891-R, 892, and 892-R.

Under this plan, old tubes of the five types listed are returned accompanied by a suitable priority order which will enable us to ship rebuilt tubes in replacement. At present, an A1J priority under terms of WPB Order P133 is required.

Actual use in RCA services over a long period of time has proved the efficiency of RCA Rebuilt Tubes beyond question. They are fully guaranteed against defects in workmanship, materials and construction, and any adjustments will be made on the basis of 85% of the adjustment that would be made on new tubes of the same type. Similarly, prices are based on 85% of the price of new tubes. Ratings or characteristics are in no wise impaired or changed.

Although even this service must be carefully managed to avoid any interference with RCA's all-out war effort and is subject to WPB regulations, it is one that we believe will play an important part in keeping vital broadcast services on the air during these critical times when new tubes for civilian uses are difficult to obtain promptly.

If your station utilizes any of the five listed types, we suggest that you write today for full details on the RCA Rebuilt Tube Plan.

Do Not Send Tubes
Without Return Authorization!

Return authorization including specific shipping instructions will be issued by RCA covering old tubes to be turned in for rebuilt ones. Do not return any until such authorization has been obtained.

BUY
U. S. WAR
BONDS

RCA TRANSMITTING TUBES

Proved in Communications Most Exacting Applications

RCA Victor Division, **RADIO CORPORATION OF AMERICA,** Camden, N. J.

PRINTED IN U.S.A.

APRIL 19, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



FIRST IN PUBLIC SERVICE

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THE L. B. Wilson STATION

50,000 WATTS

CBS

DOING THE REAL JOB FOR THE ADVERTISER



THERE'S WORK TO BE DONE ON THE *Farm*

All winter long, the feeding and the milking; then spring, to plow and plant. Throughout the year — spring, summer, fall and winter — there's work to be done on the farm.

And every year, every season, Radio fills a need, helping the farm family with their work, with their planning and their living.

Many of these rural Americans depend exclusively on clear channel stations for this help . . . such clear channel stations as WLS. In Midwest America for the past 19 years, WLS has met the farmer's needs. We are the farmer's friend and partner. We have his confidence . . . his loyalty — another reason why WLS Gets Results.

★ ★ ★ ★ ★ ★

WLS

The PRAIRIE FARMER STATION

Burridge D. Butler, *President*

Glenn Snyder, *Manager*

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

★ ★ ★ ★ ★ ★

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH THE ARIZONA NETWORK ★ KOY, PHOENIX ★ KTUC, TUCSON ★ KSUN, BISBEE-LOWEL

PROOF *of Power to Pull!*

IT'S WHAT OTHERS SAY THAT COUNTS MOST!

J. L. Stewart Agency
ADVERTISING

664 North Michigan Avenue
Telephone Superior 6183-6184
Chicago, Illinois

February 23, 1943

Mr. George Smith
Radio Station W W V A
Wheeling, W. Va.

Dear George:

The results from using your station are amazing and here's the facts to prove it.

Out of thirty of the nation's best stations that were used to solicit inquiries in the fall campaign we were very well satisfied when the inquiry cost on W W V A was around a dime.

But what astounded everybody was the high percentage of sales to these radio inquiries. Actually, in terms of goods sold, W W V A had the lowest sales cost in the entire list.

Your listeners believe in your station and readily respond to offers advertised on W W V A.

Yours very truly,

J. L. STEWART AGENCY

Fred W. Swanson

Fred W. Swanson
Account Executive

FWS:m

P.S. We are making up the schedule for next season and W W V A is at the top of the list. F.W.S.

MAIL
FIRST THREE MONTHS 1943
266,901
PIECES
(96½% COMMERCIAL)

Same Period 1942
124,691
PIECES

Represented by
JOHN BLAIR & COMPANY

50,000 WATTS

— BASIC BLUE —
W W V A
WHEELING, WEST VA.

A FORT INDUSTRY STATION

If it's a Fort Industry Station You can Bank on it!

KOIL
is the most
economical
buy
in
OMAHA

For Outstate
Nebraska -
KFAB
is a
must!



BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Vol. 24 • No. 16 APRIL 19, 1943

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Published every Monday, 53rd issue (Yearbook Number) Published in February

AND IN
FEBRUARY →
TAMPA JANUARY DOLLAR VOLUME SALES LEAD '42
47 Pct. Gain Reported
TAMPA LEADS STATE AGAIN ON SALES GAIN
Increase of 64 Percent
Reported
WFLA TAMPA NBC
JOHN BLAIR & CO. NATIONAL REPRESENTATIVE

RADIO WAR-GRAM

PUBLISHED BY

Western Electric

IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT



BROADCASTERS HELP "GREATEST MOTHER"

In addition to giving invaluable nation-wide support to the Red Cross in its recent War Fund campaign, broadcasters are furthering the work of this great organization in many other ways. Below are two splendid examples.

WHOM went after blood in seven languages

Broadcasting from the American Red Cross Blood Bank in New York City, WHOM put on a series of 16 programs running from 11 A.M. to 8 P.M. one day. In Yiddish, Lithuanian, Russian, Polish, German, Italian and English, announcers stressed the painlessness of giving blood and the great need for blood donations. Not content simply to sell the idea to their large foreign language audience, 35 WHOM staff members each gave a pint of blood themselves. As a result of this intensive schedule, the Red Cross received scores of telephone calls from listeners requesting appointments to give their blood.

• • • —



WGN sells Bonds for new cruiser

In six days, WGN, Chicago, sold $323,100 in War Bonds—all to go toward a fund for building a new U.S.S. *Chicago* to replace the cruiser of that name lost in the Pacific. This special drive carries on the fine job which the WGN Bond Wagon has long been doing. This three-times-a-week program—featuring top rank bands, theatrical and radio stars, leading industrialists and business men—has been instrumental in selling well over a million dollars' worth of War Savings Bonds and Stamps.

NBC got nurses by the thousand

The Red Cross-NBC show, "That They Might Live," has caused a sharp up-swing in recruitment of nurses. Figures for a seven-week period were: 1794 graduate nurses; 4327 nurses' aids; 15,672 home nursing students. Complete reports were not available—so the total was probably quite a bit higher!

• • • —



The fair Marines have been landed —thanks to KDKA

When Marine Corps officers in Pittsburgh faced a new problem—enlisting women in the Marine Corps Reserve—they turned to KDKA for help. Station manager Rock and members of the program, promotion and publicity departments gave it with a will. They planned a "Marine Day" climaxed with a "Free-A-Marine Party" in the ballroom of the William Penn Hotel—handled the preliminary publicity—secured the cooperation of other Pittsburgh stations—put on a broadcast of the mass induction of 38 women who enlisted during the first week of the drive. Result: the Marines got enough enlistees to more than fill their first month's quota.

• • • —

Graybar (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.

What's NEW with YOU?

If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York, N. Y. If suitable, it will be used in one of this series of War-Grams.



That's a heap of readin', WOR!

When WOR had a Victory Book Party in New York City recently, listeners to Bessie Beatty's program turned in more than 3500 books for the boys in service. Not just old, unwanted books, either—but the kind the givers would have liked to keep themselves and the boys will like to read!



News from Home

News from home—that's what our forces 'round the world want more than anything else. And Broadcasters help to give it to them. Not individual home news, of course, but news of their homeland and the rest of the world.

A fighting Marine correspondent, back from the South Pacific, tells how the boys at Guadalcanal gathered around portable radios during the lull between day and night fighting to get the news. And, in spite of Jap attempts to create interference, programs were received from KGEI, KNX and KWID with remarkable fidelity.

• • • —

WIOD helps soldiers

A servicemen's recreation room was recently equipped with free furniture thanks to an appeal broadcast by WIOD, Miami. Listeners promptly came through with tables, chairs, couches and radios.

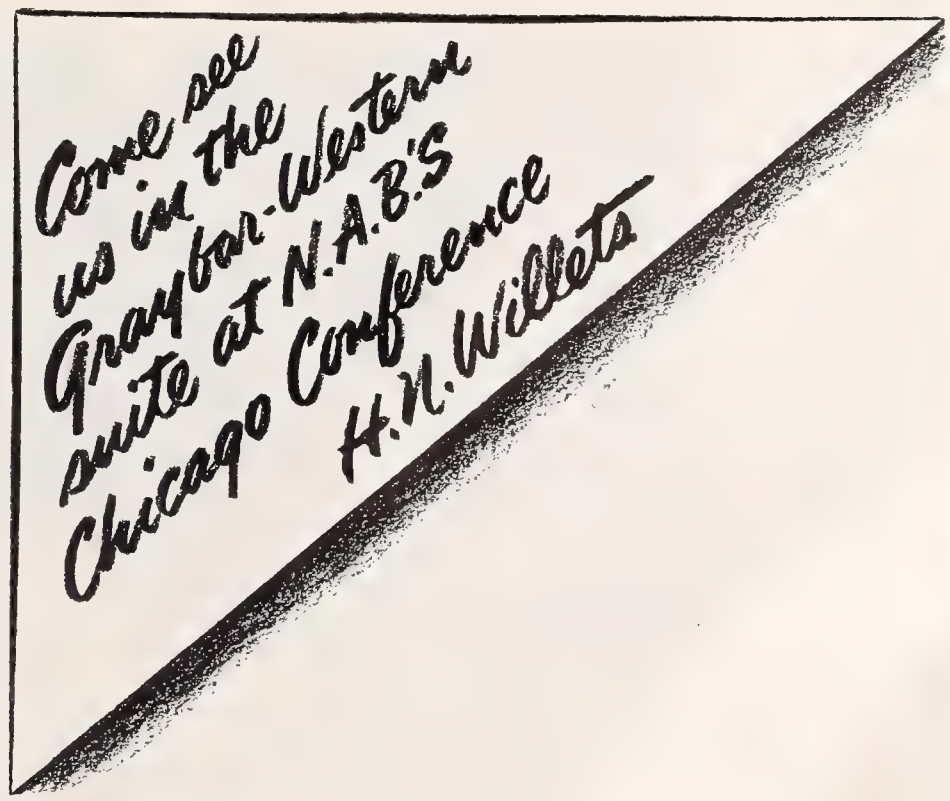


PHOTO-GRAPHING A

WJZ'S ALL-NIGHT SHOW—

"Say It With Music" has a big, loyal, responsive audience. We knew that. But we wanted a life-size photo of that audience — to show just how big and responsive.

So we asked, "Shall WJZ continue its all-night, all-music show?"

Votes representing 19,381 listeners answered yes—and the yesses came from Times Square, Tampa and Toledo and points between.

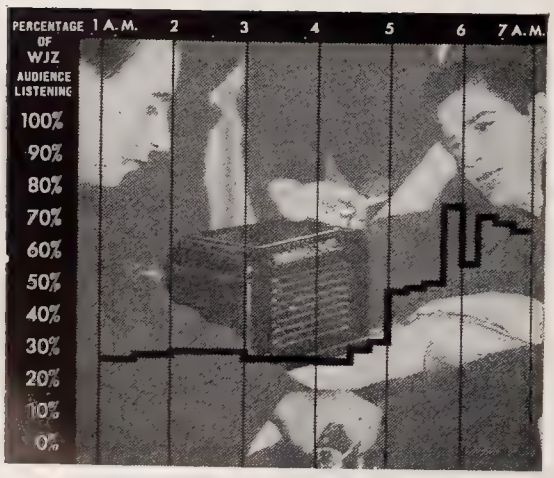
But we weren't completely satisfied. We went back to these people and asked more questions: Who are you? Where do you live? When do you do your late listening? What are you doing up between midnight and 7 A. M.?

Back came replies from 47% of those we questionnaired. On these two pages are some of the findings "photo-graphed" for your convenience.

Want more details? Write us for the complete survey. We'll also tell you about the low cost of reaching these stay-ups who listen to WJZ's "Say It With Music"—all through the night.

LATE NEWS FROM THE LATE SHIFT!

Pepsi Cola and O'Sullivan's Heels have just swung into line with WJZ's all night sponsors.



ARMED FORCES 35% of audience. They're hot present prospects for many products—A-1 future buyers of almost everything. Here's how they listen in their lonely posts at night.



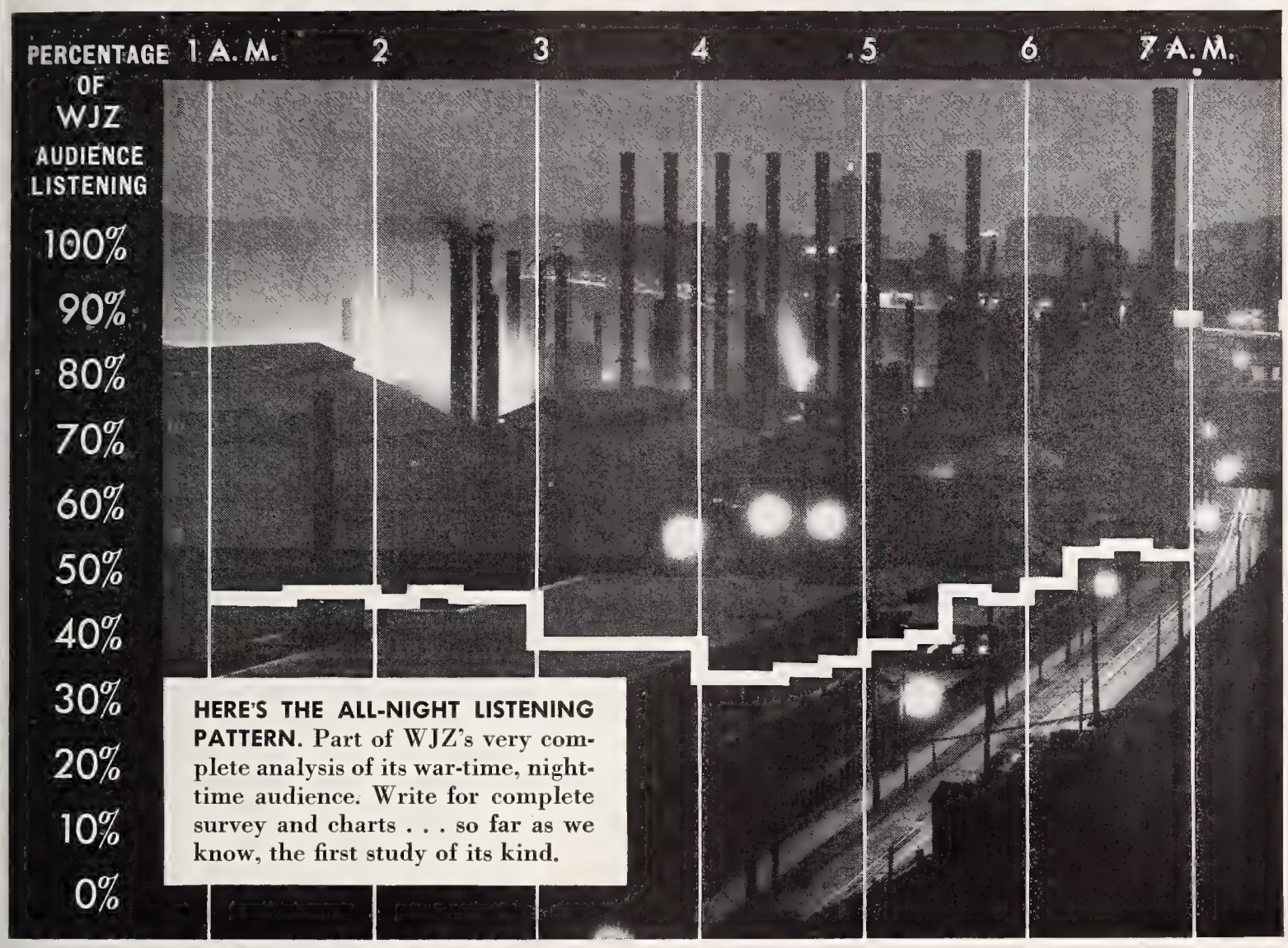
INDUSTRIAL WAR WORKERS 31% of audience. These in-the-money listeners tune in car radios to and from the job... listen with fellow workers at plants... listen at home after work.



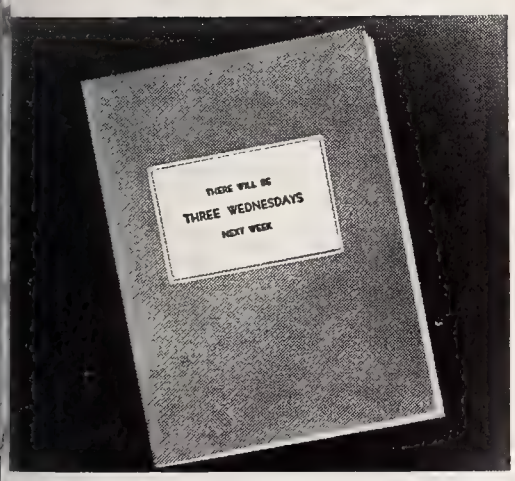
FAMILY GROUPS 15% of audience. Many wome stay up while their husbands or fathers wo the graveyard shift. Here's the listening patte from 1 to 7 A. M. in these all-night homes.

WARTIME RADIO BUY

"SAY IT WITH MUSIC"



HERE'S THE ALL-NIGHT LISTENING PATTERN. Part of WJZ's very complete analysis of its war-time, night-time audience. Write for complete survey and charts . . . so far as we know, the first study of its kind.



OW ABOUT FARMERS, STUDENTS, HOUSEWIVES? sk for this first, detailed study of the rich, ght-time market. A meaty, human statistical cture of America working for Victory.

NEW YORK'S FIRST STATION

★

KEY STATION OF THE BLUE NETWORK

★

With primary coverage of more than one-sixth of the Nation's Radio Homes.

REPRESENTED BY

BLUE SPOT SALES

WJZ

NEW YORK

50,000 WATTS • 770 K.C.

SONOVOX—

A NEW

AND

BASIC ART...

The other day an advertiser told us that he was *not a prospect for Sonovox because his competitor uses it.*

Lord help us, what kind of foolishness is this?!?

Would he also have to forego a human announcer, or music, or the English language "because a competitor uses it"?

Sonovox is a new basic art by which words are articulated in new and more arresting voices—are therefore made more dramatic, more memorable *and more effective.* Witness the Lifebuoy foghorn, the Woodbury singing violins, the Bromo-Seltzer talking train, etc., etc.

If *you* are searching for ways to make your commercials more dramatic and effective, drop in at our New York, Chicago or Hollywood office, and let us give you a live demonstration.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*



CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *247 Park Ave.* Plaza 5-4131 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *1512 N. Gordon* Gladstone 3949 | ATLANTA: *322 Palmer Bldg.* Main 5667

SONOVOX PIONEERS

Allied Mills, Inc. (Wayne Feeds)
Louis E. Wade, Inc.

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann Erickson, Inc.

Bismarck Hotel
Smith, Benson & McClure, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Chick Bed Company (Chick Bed Litter)
The W. D Lyon Co.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Chr. Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Mitchel Faust Advertising Company

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra (in all broadcasts)

Shell Oil Company, Inc.
J. Walter Thompson Co.

U. S. Treasury Dept.

Universal Pictures Company, Inc. ("Larceny With Music")

Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)

Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 16 WASHINGTON, D. C., APRIL 19, 1943 $5.00 A YEAR—15c A COPY

AFM-Recording Negotiations Again Fail

Recorders Dubious At New York Meetings

IN AN abrupt and complete reversal, negotiations between AFM and phonograph recording companies broke down late last Friday, with no immediate hope seen for settlement of the recording strike in effect since last August. Transcribers earlier in the day had envisioned a compromise and a disposition on the part of AFM for an accord.

Ralph Colin, counsel for Columbia Recording Corp., said as the conference broke up, that after two days of discussion "we find that James C. Petrillo sticks to his original proposal and only that proposal, and on that we have been unable to reach an agreement."

Mr. Petrillo said his group had made the proposal, and it was now up to the recorders to make a counter-proposition. "It seems to us they are not anxious to make a settlement at this time", he complained.

The recorders were to meet with the transcription companies at noon Saturday to decide whether to carry the case to the War Labor Board, or pursue separate courses.

At earlier conferences Thursday and Friday at the Ambassador Hotel in New York, the transcribers and the AFM czar appeared to be progressing nicely. Mr. Petrillo, who was accompanied by his staff and by the union's full international executive board, sat down with a score of representatives of the companies who produce most of the country's phonograph records and transcriptions. Friday morning the union executives conferred with the transcription men alone; Friday afternoon with the record people.

Friday morning meeting between transcribers and AFM was described as "largely educational." The company representatives explained to the union officials what a transcription library service is, how transcriptions are made and distributed to stations, how used by the stations and how much the stations pay for these records. It was explained that the total library services income does not exceed $1,000,000 a year, with $400,000 of that being paid to AFM members, by far the largest proportion to any single group.

Cannot Charge More

They further told the union it would be impossible for them to put into effect any appreciable increase in rates to stations because of the competition between transcriptions and phonograph records, which stations can obtain at the same rate as any individual purchaser, or frequently at a wholesale rate through a local distributor, and to which the smaller stations who are the largest users of recorded music will turn entirely if the transcription costs become too high.

Following the morning session Mr. Petrillo said they "were beginning to understand each other" and announced that following the afternoon meeting the AFM board would discuss the matter and would then either make a proposal to the two groups of recorders or would request these groups to submit proposals to the union.

Harmonious atmosphere of the meetings came as somewhat of a surprise as recent exchanges between the union and the recorders have been somewhat less than cordial. Union's mid-February proposal for a fixed fee on each record, to be paid by the manufacturing companies to the AFM for the establishment and support of a relief fund, was rejected by the recording industry as embodying "a startling new kind of social philosophy" which could not be accepted without Congressional approval. The union, in turn, rejected the counter proposal of the recorders that they be allowed to employ AFM members pending the winning of this Congressional approval and accused the recording companies of not acting in good faith.

To this communication from the AFM the recorders responded by denying the allegation and by inviting Mr. Petrillo and the union board to a meeting March 24 to "confer and bargain with you on the question of wages, hours and working conditions which, under both the National Labor Relations Act and universal practice, are the appropriate subjects for collective bargaining, and to enter into a written agreement for a definite term which will provide for the immediate resumption of recording."

"Real Progress"—Petrillo

Mr. Petrillo said that his group could not meet that early date and suggested that the meeting be held April 12 in Boston. When the recording companies demurred at that city, he agreed to a meeting in New York on the 15th. Thus it had been expected that the current meetings would be fruitless and settlement would be through the War Labor Board, to which the dispute could legally be taken since both the District Federal Court in Chicago and the United States Supreme Court had held the AFM ban on recordings to constitute a labor dispute.

Three-hour opening session Thursday afternoon, attended by 16 AFM members including President James C. Petrillo and the full international executive board and by 20 representatives of the transcription and phonograph record industries, produced two important results. First, following a frank discussion of their problems, both sides left the session satisfied that a satisfactory solution can be worked out through negotiations and without recourse to the War Labor Board or other Government agencies. Second, and scarcely less important, was the decision to conduct separate negotiations for the transcription and phonograph record industries.

Speaking to the press at the conclusion of the session, Mr. Petrillo said: "We've had a very nice meeting here this afternoon. We all feel we're making real progress and we are satisfied that somewhere along the line we will come to a satisfactory agreement." Announcing the decision to "separate the phonograph and transcription companies as they are separate businesses," he said that the AFM group would meet with the transcription company representatives the following morning and at the

(Continued on page 37)

Wheeler Calls Hearings May 6 On FCC Reorganization Bill

HEARINGS on the White-Wheeler Bill (S-814) to reorganize the FCC and sharply restrict its regulatory functions have been called for Thursday, May 6, by the Senate Interstate Commerce Subcommittee, Chairman Wheeler announced last Friday. With unusual celerity, the subcommittee evidently proposes to hold swift hearings preparatory to reporting out legislation for reorganization of the Commission.

Would Separate Functions

Basically, the White-Wheeler bill would divide the FCC into two autonomous divisions of three members each—one to handle broadcasting and related matters and the other common carrier activities. The chairman would be the executive officer. Since the legislation would amend rather than supersede the existing Communications Act, it would not necessarily entail changes in FCC membership, since existing offices would not be abolished.

The hearing call was another step in the sequence of developments on the Washington front auguring reorganization of the FCC at this session. The Cox Select Committee inquiry into the FCC shortly is expected to get under way at formal hearings also, with much preliminary work being done by the committee and its legal and investigating staff, headed by Eugene L. Garey, of New York (see page 50).

Determination of the Senate committee to hold hearings is expected to expedite action by the House Interstate & Foreign Commerce Committee, which has agreed to establish a standing committee on communications to be headed by Rep. Bulwinkle (D-N.C.). The full membership of this committee has not yet been selected, but announcement already has been made that plans for legislation at the current session will be devised by the committee.

There is thought to be little like-

(Continued on page 45)

Continued Vigilance Expected Of Newspaper-Radio Group

On Eve of ANPA Meeting, Kaye Says Ownership Question Can Come to Life 'Any Time'

NEWSPAPER-RADIO Committee will meet at 3:30 p.m. Tuesday (April 20) at the Waldorf-Astoria Hotel, New York, where most of the committee's publisher-broadcaster members will be attending the 57th annual convention of the American Newspaper Publishers Assn., beginning that day and continuing through Thursday.

The NRC was organized during the ANPA convention two years ago with the original purpose of representing newspaper-radio interests in the FCC's investigation of the newspaper-ownership situation. Full group met again during the ANPA sessions last year and decided to continue the organization as long as might prove necessary. Similar action is expected from this year's meeting, despite the recent statement of James Lawrence Fly, FCC chairman, that the ownership issue is "academic at the moment". Sydney Kaye, associate counsel of the committee, told BROADCASTING last week that while this expression has generally been interpreted to mean that the question of the suitability of newspaper-ownership will not be raised for the duration of the war, it might come to life again at any time if the present owner of any station were to apply to the FCC for permission to transfer his license to a newspaper publisher. It is almost certain that the matter will cease to be "academic" after the end of the war, when the normal flow of applications for new or expanded facilities is resumed, Mr. Kaye said.

Members Enter Services

During the two-year life of the committee, both it and the nine-man steering committee have been headed by Harold V. Hough of the *Fort Worth Star-Telegram*, operator of WBAP and co-owner of KGKO. The original members of the steering committee have also served for the two-year period, with the exception of replacements for members who have resigned upon entering Government service.

Members of the steering committee, in addition to Mr. Hough, are: Walter J. Damm, *Milwaukee Journal* (WTMJ), vice-chairman; H. Dean Fitzer, *Kansas City Star* (WDAF), treasurer, who was elected last year to succeed Tenant Bryan, *Richmond News Leader* (WRNL) when Mr. Bryan went on active duty with the Navy; Gardner Cowles Jr., *Des Moines Register & Tribune* (KSO, KRNT, WMT, WNAX); Guy Hamilton, McClatchy Newspapers (KFBK, KMJ, KERN, KWG, KOH); Jack Howard, Scripps Howard Radio (WMC, WNOX, WMPS, WCPO); John E. Person, *Williamsport* (Pa.) *Sun* (WRAK); A. H. Kirchhofer, *Buffalo Evening News* (WBEN) elected last year to succeed Nelson Poynter, *St. Petersburg Times* (WTSP) who is now with the OWI; Col. Harry M. Ayers, *Anniston* (Ala.) *Star* (WHMA) elected to succeed James M. Cox Jr., Cox Newspapers (WHIO, WIOD, WSB) who is now in the armed forces.

During the past year Mr. Cowles has joined the OWI, Mr. Howard has joined the Navy and Mr. Hamilton has resigned from the McClatchy organization, so the NRC meeting this year will probably authorize the steering committee to appoint new members to fill these vacancies. Steering committee will meet Monday at 4 p.m. for a final session before reporting to the full committee membership the following day. At this latter meeting Mr. Hough and Mr. Kaye will review the history of newspaper-ownership regulations during the last year and the full group will then decide on future plans.

Radio Not on Program

Since the formation of the Newspaper-Radio Committee, the ANPA has dropped its own radio committee and radio has no part in the advance agenda of the convention. Meetings will follow the usual schedule, with Tuesday devoted to the problems of newspapers of less than 50,000 circulation and general sessions on the following two days. ANPA's president, Walter M. Dear, *Jersey City Journal*, will deliver his annual report Wednesday morning and that afternoon the convention will present to Donald M. Nelson, chairman of the War Production Board, the report of the newspaper scrap metal salvage drive. Mr. Nelson is expected to be present to receive the report in person.

The remainder of that afternoon's meeting will be under the auspices of the ANPA Bureau of Advertising, with Frank E. Tripp, Gannett Newspapers, presiding. William A. Thomson, director of the Bureau, will give the annual report; Gerard Swope, president of General Electric Co.; R. W. Brown, president of the Lehigh Valley Railroad Co., and Chester J. La Roche, chairman of the Advertising Council, are guest speakers, and Frederick Dickinson, sales manager of the Bureau, will close the session with an address on "What Do People Think?"

The Bureau's annual dinner, climaxing the convention on Thursday, will feature six veterans of battle from the armed forces as speakers, with Chairman Tripp presiding and with John Kieran, of *Information Please* fame, as toastmaster.

The Associated Press will hold its annual meeting on Monday, April 19. The National Newspaper Promotion Assn. will hold its annual convention, April 19-21. All meetings of the various organizations are to be held at the Waldorf-Astoria.

Schmidt's 3 Million

GEORGE SCHMIDT, account executive of WOR, New York, who holds what is probably an all-time high in sales for his eight years with the station, was especially commended for his work by the station management last week and was given a silver cigarette box as a token of appreciation. Mr. Schmidt has a total of $3,000,000 in time sales on WOR to his credit.



SUCCESSOR to George B. Storer in the management of the Fort Industry Co. is George W. Smith, managing director of WWVA, Wheeling, who was named executive vice-president of Fort at a meeting of company heads in Atlanta [BROADCASTING, April 12]. Front row (l to r): J. H. Ryan, head of the radio division, Office of Censorship, on leave from duties as vice-president; Mr. Storer, whose commission as Navy Lt. Com. was received during the meeting; Mr. Smith, and L. A. Pixley, who was named general manager.

Standing, Ralph Elvin, managing director of WLOK, Lima, Ohio; Charles A. Smithgall Jr., general manager of WAGA, Atlanta; E. Y. Flanigan, managing director of WSPD, Toledo, elected to the board of directors; Stanton P. Kettler, managing director of WMMN, Fairmont, W. Va.; Allen Haid, managing director of WHIZ, Zanesville, Ohio.

Freeze Is Thawed On WSAY Chang

WPB Appeals Board Rule It Essential to War

IN A RULING that may open the way for other cases involving construction or modification of broadcast facilities, the WPB Appeals Board Wednesday approved an application from WSAY, Rochester, N. Y., to install equipment enabling it to operate as a regional with 1000 watts on 1370 kc, in lieu of its local assignment.

Granting of the WSAY appeal marks the first time the Appeals Board has permitted new construction since the L-41 freeze order went into effect a year ago. Some installations under the order were approved by the WPB Construction Board, but the WSAY case is the first in which an appeal has been granted over the Construction Board's veto.

Had FCC Okay

The FCC had approved a change in power and frequency for WSAY and issued a construction permit on March 23, 1942. The station obtained the equipment, but failed to get permission from the WPB to proceed.

A new application was argued this week by Reed Rollo, Washington attorney, and on Wednesday the appeal was granted as essential to prosecution of the war effort. Mr. Rollo told the Board that Rochester would need additional broadcast facilities in case of air raids.

Since September, 1936, WSAY has operated on 1240 kc. with 250 watts. It is owned and operated by Gordon P. Brown, and is a Mutual affiliate.

19th Year for WLS

WLS, Chicago, on April 12 celebrated its 19th year on the air. Edgar Bill, now owner of WMBD Peoria, was the first manager of the station, while among the notables at the inauguration on April 12, 1924 in the Hotel Sherman were William S. Hart, Gloria Swanson, Ethel Barrymore, H. B. Warner, Sears, Roebuck & Co., the original owner of station, established the call letters WLS after the "World's Largest Store". Burridge D. Butler, now president, purchased the station in 1928. Charter employes of WLS are Grace Wilson, vocalist; Thomas L. Rowe, chief engineer; Charles Nehlsen and Burr Whyland, engineers; Grace Cassidy, head of traffic; Bill O'Connor, vocalist.

Sewing Book on 200

FOLLOWING the completion of a test campaign, Book Presentations, New York, new to radio, is now starting a spot drive for *Complete Book of Sewing*. Schedule for the mail order campaign calls for five-minute transcriptions, participations, and announcements, and will expand to a total of 200 stations. Drive will last about three months according to Raymond Spector, New York agency in charge.

Record Attendance Seen at Chicago

Elmer Davis To Speak On Government Ad Proposals

DESPITE efforts to hold down attendance at the NAB War Conference in Chicago this year, because of the transportation and hotel accommodation squeeze, indications are that the annual meeting at the Palmer House April 27-29 will equal or eclipse the records of the last two years.

1,000 Registrants Expected

With the tentative agenda restricted to war operating problems which concern every broadcast station owner and executive, advance registrations indicate that the attendance probably will exceed 1,000 NAB members and nonmembers. Last week, advance registrations (paid up) aggregated more than 300 as against about half that number at the same time last year. The overall attendance at the last convention was approximately 1,200.

Flanking Byron Price, Director of Censorship, and James Lawrence Fly, FCC Chairman, as keynote speakers at the conference, will be Elmer Davis, Director of the Office of War Information and former network news analyst. Mr. Davis has accepted the invitation of NAB President Neville Miller to address the Tuesday luncheon session. [See tentative agenda, BROADCASTING, March 22.]

At the closing session Thursday, an inspirational address by a prominent military figure is expected. While no definite announcement has been made, it is understood Gen. H. H. Arnold, chief of the Army Air Forces, has been invited to make the closing address. A veteran Army airman, he was one of the early experimenters of radio communication between plane and ground and plane and plane.

Aside from previously scheduled subjects on the agenda, covering virtually all aspects of wartime station operation, President Miller announced last Thursday that a special session on the role of advertising in time of war has been scheduled for Thursday morning, April 29. Problems involved in Government purchase of time, to alleviate the plight of smaller stations, will be fully explored at the session, following submission of a report by a special committee named by President Miller.

Pro and con discussion of the advisability of Government purchase of time, opposed by OWI Director Davis but supported by some stations, resulted in Mr. Miller's decision to schedule the special session. The NAB is on record, through its special war committee, as opposed to sale of time to the Government for any purpose on the ground that it would tend toward subsidy. Disclosure of plans by Senators Bankhead (D-Ala.) and Willis (R-Ind.) to sponsor a bill for a 25 to 30 million dollar appropriation for purchase of space in small newspapers by the Treasury has resulted in pleas from many small stations which have suffered economic adversities for similar treatment for radio.

La Roche on Agenda

Among those scheduled to address the Thursday session on the role of advertising in time of war are Chester LaRoche, director of The Advertising Council, and William B. Lewis, assistant director of the OWI Domestic Branch. One or more representatives of small stations also will discuss the problem.

"Many in the industry have expressed keen interest in the small station's problems and many solutions have been suggested, including Government payment for time," said President Miller. Mr. Miller announced the appointment of the following committee to consider the overall subject and report to the conference:

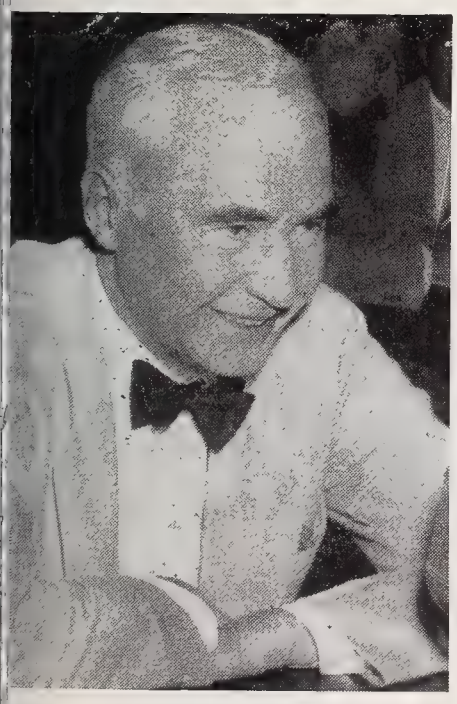
James W. Woodruff Jr., WGPC, Albany, Ga., chairman; James R. Curtis, KFRO, Longview, Tex.; John Elmer, WCBM, Baltimore; Leo Fitzpatrick, WJR, Detroit; John J. Gillin Jr., WOW, Omaha; Herbert Hollister, KANS, Wichita; Robert Hudson, Rocky Mountain Radio Council, Denver; William F. Maag, WFMJ, Youngstown; Marshall H. Pengra, KRNR, Roseburg, Ore.; Fred Schilplin, KFAM, St. Cloud, Minn.; H. E. Studebaker, KUJ, Walla Walla, Wash.; Art Thomas, WJAG, Norfolk, Neb.

This committee will meet at 6:30 p.m. Tuesday, April 27, to discuss the subject and prepare its report for the conference. It was suggested that broadcasters interested in the topic convey their suggestions to the committee. Mr. Woodruff, an NAB director-at-large representing small stations, will also preside at the Thursday morning War Conference session at which the topic will be considered.

Fly to Open Up

IN ADDITION to his address to the NAB War Conference in Chicago Wednesday, April 28, during which he proposes to "let my hair down", FCC Chairman James Lawrence Fly will speak over a nationwide CBS network the same day 2:15-2:30 (CWT), on radio's contribution in the war effort. Arrangements for the broadcast were completed last week. Queried last Monday at a news conference on the value of the War Conference, Chairman Fly commented it would be "perhaps more constructive than last year".

KEYNOTE SPEAKER



ELMER DAVIS

Lt. Tom Harmon Missing In Army Bomber Flight

LT. TOM HARMON, Michigan U. all-American football star, and sports commentator for WJR, Detroit, before he entered military service, has been reported missing in a bomber flight in the Latin American area. Secretary of War Stimson wired Lt. Harmon's perents in Ann Arbor that he had last been heard from April 8.

After graduation from the U. of Michigan in 1940, Tom Harmon took a brief fling at pro football, made a movie, and then returned to his real interest—sports broadcasting. He was sports announcer at WJR when he enlisted in the Army Air Corps, March 22, 1942, and was sworn into the Army on his evening roundup from the station.

Price, Falk, Richards To Attend NAB Session

OFFICIALS of the Office of Censorship, including its director, Byron Price, will speak at the Foreign Language Broadcasters Breakfast session at the NAB War Conference, Chicago, April 28. Also present will be Lee Falk, director of the Censorship foreign language section, and Robert Richards, assistant to J. Harold Ryan, director of censorship for broadcasting.

Presiding at the meeting will be Arthur Simon, general manager of WPEN, Philadelphia, and chairman of the Foreign Language Radio Wartime Control Committee. Breakfast will be held at 8:30 a.m., and is expected to feature a hard-hitting "plain talk" from Mr. Price.

In addition to Mr. Simon, members of the FLRWC are James F. Hopkins, WJBK, Detroit, vice chairman; Joseph Lang, WHOM, Jersey City, secretary-treasurer; Arnold Hartley, WGES-WSBC, Chicago; William Reilly, KOY, Phoenix; Merwyn Dobyns, KGER, Los Angeles; William Welch, WSAR, Fall River, Mass.; David Baylor, WGAR, Cleveland.



ON MANEUVERS with the Tennessee State Guard under supervision of the U. S. Second Army at Camp Forrest, Tenn., are Lt. Henry W. Slavick, manager of WMC, Memphis, and Sgt. John Cleghorn, WMC program director. The WMC manager commands the State Guard signal corps, with E. C. Frase Jr., WMC chief engineer as a technical sergeant in his unit.

RINGLING CIRCUS AGAIN BUYS SPOTS

RINGLING Bros., Barnum and Bailey Circus, is using spot announcements on a staggered schedule on key stations in the New York area to promote its current engagement in New York. Campaign, consisting of 50 and 100-word announcements at varying frequencies per week, started April 12 and will continue until May 15, closing date for the stay in Madison Square Garden.

Ringling Bros. used spot announcements on a paid basis for the first time last year, giving preference to stations which had cooperated in the past in giving free circus promotion. Caples Co., New York, is agency.

Sul-Ray Test

TO PROMOTE Sul-Ray, a colloidal sulphur mineral bath in powder form, Sante Chemical Co. is using news and musical programs and spot announcements in six Eastern markets in a test campaign which started towards the end of March, and will continue for about three months. The radio campaign in each area follows up department store newspaper ads featuring Sul-Ray. Product is new to the market. H. A. Salzmann Inc., New York, is handling the account.

Test for Post-Tens

GENERAL FOODS Corp., New York (Post-Tens), has purchased a five-minute news program on WQXR, New York, for a seven-weekly broadcast. Contract for the 6:25 p.m. period is effective April 19, and continues for 52 weeks. The WQXR schedule is the first radio advertising for the package. Other stations may be added later. Agency is Benton & Bowles, New York.

Bleachette on WOR

CALCO Chemical Division of American Cyanamid Co., New York, has started five-weekly participations in Bessie Beatty's program on WOR, New York, for Bleachette. The 13-week contract went into effect April 10. Calco is also using a five-weekly news program on WCAU, Philadelphia. J. M. Mathes Inc., New York, is agency.

Davis Opposes Advertising By U. S.

NAB War Conference Will Take Stand For Industry

WITH government purchase of time slated as a major issue at the NAB War Conference next week, OWI Chief Elmer Davis clearly states that his organization "has always been and continues to be opposed to Government paid advertising." Mr. Davis was commenting on legislation now being prepared by Sen. Bankhead (D-Ala.) to place Government advertising in rural newspapers.

The OWI chief extended his remarks to cover radio as well as the newspapers included in the Bankhead proposal. He explained that government advertising leads "to all kinds of difficulties" resulting from potential discrimination in placing the advertising.

No Radio in Bill

Despite the Davis position, Sen. Bankhead's office said Friday that the bill alloting $25,000,000 for advertising in newspapers would probably be introduced after the holiday recess. The Senator said that he had decided not to include radio in this appropriation "but that there might be something for radio once the program got underway."

At Chicago next week small station operators who have pressed the demand for a Government subsidy are likely to advance a resolution to supercede NAB's present policy on Government time. The small station operators have sent several proposals to OWI Radio Bureau chiefs, including a letter from George McGinley, manager of WKNY, Kingston, N. Y., suggesting that the Government use time at half card rate, [BROADCASTING, April 12].

Don Stauffer, chief of the OWI Radio Bureau, said that his organization has been impressed by the many letters but that individual opinions could not be accepted as indicative of the position of the industry. He said the Radio Bureau would look to the NAB war conference for a concrete indication of the industry's sentiments on paid time.

Mr. Stauffer indicated that his organization would prepare a memorandum for Elmer Davis based on the broadcasters' decision. Mr. Davis said last week, however, that so far as he was concerned, OWI would continue to oppose paid advertising and that he had not requested any memoranda on the subject.

He said that to his knowledge OWI has not bought any time on stations in this country. He added that the Government had assisted Alaskan stations with some paid time but that was done "because it was essential to maintain them as a means of communication, otherwise they would fold up."

Division of opinion among broadcasters was reflected by a letter from James R. Curtis, president of KFRO, Longview, Tex., who wrote Sen. Bankhead, outlining radio's contribution to the war and the industry's economic problems. Mr. Curtis commented "I am sure that you appreciate their efforts and that you will want to make radio stations eligible to receive this advertising under your Advertising Bill."

Sen. Bankhead last week had no explanation of the omission of radio stations from the bill. His office commented however that the Senator was aware of radio's problems and that these would undoubtedly be considered when the program got underway.

Clapper Goes to Europe, Sullivan Airing Program

RAYMOND CLAPPER, syndicated columnist and radio news analyst on Mutual for General Cigar Co., New York, on April 14 left for a month's visit to Stockholm, Sweden, after which he will go to England and probably on to North Africa.

During his absence Paul Sullivan will review the news on Clapper's Monday and Thursday 10 p.m. period on MBS, each broadcast to feature a cable from Clapper. Later on, when Clapper reaches England, he will handle his own programs with Sullivan standing by in case of transmission difficulties.

As promotion for the Clapper-Sullivan tie-up, J. Walter Thompson Co., New York, agency for General Cigar, has sent out one-minute recordings of a conversation about the trip between Clapper and Sullivan, together with suggested live announcements for announcers at the 84 Mutual stations which carry the series.

OWI Announcement Demands To Be Cut May 10; Breaks Eyed

ADJUSTING Government radio activities to immediate needs, Donald D. Stauffer, chief of the OWI Radio Bureau announced last week that the number of daily spot announcements on both affiliate and non-affiliate stations will be reduced May 10 for an indefinite period. At the same time, Mr. Stauffer said OWI was examining its spot program with the object of replacing spots with station breaks wherever possible.

Beginning May 10, Mr. Stauffer said, non-affiliated stations will use 12 instead of 16 spots daily; affiliates, 9 instead of 12. Revision of the station announcement plan had been promised at the OWI regional consultant's meeting April 5 when the Radio Bureau chief assured that "the Government will ask only as much time as is necessary to get across Government information.

"If a reduction in terms of needs seems to be in order," he promised, "the OWI will effect such proposals. The OWI will not fill in announcements just to complete a quota."

Mr. Stauffer said last week that increased use of station breaks is under consideration, particularly since regional offices report these 30-word announcements are effective. He pointed out that there was a definite limit to the types of Government messages which could be "sold" in 30 words, however. Spot announcement appeals, running one-minute, offer greater opportunity for special messages.

The bureau chief denied that OWI would discontinue its present production activities. He said the office keeps production at a minimum and that each production is designed to do a special job but not to duplicate work assumed by advertisers and radio people. A production reduction report had circulated last week after 15 writers resigned from the OWI domestic branch in protest of policies o Gardiner Cowles Jr. and Willia Lewis, radio men holding top polic jobs in the Domestic Branch. M Cowles was quoted as saying tha in the future OWI would concen trate on factual reports to be mad available through established chan nels.

According to the writers, hov ever, the chief issue was the ado tion by OWI of ballyhoo technique which make it "impossible for us t tell the whole truth." The writer complained that OWI activities c the home front "are now dominate by high pressure promoters wh prefer slick salesmanship to hones information."

OWI Chief Davis replied tha OWI deals in facts and that "al facts must be presented accurately and in proper proportion. Emo tional appeals of the type usually associated with promotional ac tivities are not applicable to wa problems."

Commenting on the opposition t advertising men on OWI jobs, M Cowles, station owner and deput director of OWI said, "It seem laughable if I am to be condemne for persuading private industry t contribute as much as possible fo the war effort.

"For instance," he said, "if th food people spend some of the money to publicize point rationin that's all to the good."

Mr. Cowles expressed confidenc that radio, newspapers and maga zines would be able to give OW material all the attention it needs without creating "new informatio channels."

The OWI expressed confidence i radio and newsmen last week, whe Elmer Davis issued a statemen commending more than 600 radi commentators, writers and other who have become accredited co respondents since Pearl Harbor.

At the same time, Mr. Davis re vealed that OWI is recruiting up wards of 300 writers, reporters an radio production men for propa ganda activities with the Army a the front. The men will for th most part be deferred from th draft but will live under militar regulations and wear uniform They will work directly under th Army.



THE PHILADELPHIA STORY of Westinghouse Station KYW was the topic when Westinghouse representatives met in Chicago with officials of the Central Division of the NBC Spot Sales Department to discuss operations. Seated at the conference table, clockwise, are: Phil Steitz, NBC Spot Sales; Frank B. Webb, assistant advertising and sales promotion manager, Westinghouse Radio Stations, Inc.; Harold M. Cou ter, sales promotion manager, KYW; Oliver Morto NBC national spot sales manager, Chicago; Leslie Jo general manager, KYW; B. A. McDonald, sales man ager, KYW; Rudi Neubauer, NBC Spot Sales; Jame P. Begley, program manager, KYW; Louis E. Tilde and M. R. Tennerstedt, NBC Spot Sales.



Wanted!

A WAR SUBSTITUTE

manufacturer who feels that he is not getting sufficient concentration of his advertising in such great, war-active cities as Hartford, New Haven, Philadelphia, Trenton, Jersey City and eleven other industrial centers of more than 100,000 people each covered by WOR—that power-full station.

WOMAN'S PRODUCT MAKER

who should prefer the station that thousands of women recently interviewed by Crossley, Inc., said, "Brings us programs which are of the most help in our household work." The station is WOR. Complete breakdown of the results of this check may be had on request. Address WOR, 1440 Broadway, New York.

GARDEN ACCESSORY

distributor or manufacturer who might want to be able to say what the P. J. Ritter Co. recently told WOR; i.e., "WOR produced more orders than any other major media used."

SPOTBUYERS

to write to WOR for its interesting and informative booklet, "Speaking of Spots."

IMPORTANT!

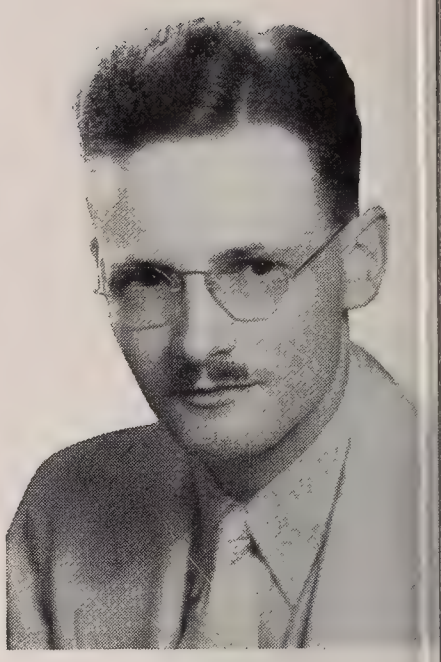
Timebuyers; advertisers; agencies . . . call the WOR Sales Department today for the complete, dramatic story of WOR's unique coverage of the 16 greatest war-active cities on the Eastern Seaboard. They are—Bridgeport, New Haven, Trenton, Newark, Allentown, Philadelphia, New York, Jersey City, Paterson, Yonkers, Camden, Elizabeth, Reading, Wilmington, Waterbury, Hartford. Each contains more than 100,000 people each. Amazing success stories to back WOR's selling power in this important territory. Write, wire or phone WOR, 1440 Broadway, New York (PE 6-8600) today. Facts, proof, other data supplied pronto!

Radio Not Callous to Spot Users

Time Clearance Irks Station As Well As The Advertiser

By CLAIR B. HEYER
Assistant Advertising Manager, Armour & Company

AGENCIES can save spot advertisers confusion and unhappiness, if they take trouble to explain the problems of time clearance, says Clair Heyer, assistant advertising manager of Armour & Co., explaining the troubles of station men who might seem callous in kicking spots around the schedule. Mr. Heyer, once national sales manager of WHBF, Rock Island, Ill., and now an active user of radio himself, has seen the problem from both sides. He answers the complaints of Walter Guild, Sidney Garfinkel Agency vice-president and radio director, who wrote in BROADCASTING, April 5, that stations favor network clients.



MR. HEYER

I AM AFRAID many radio advertisers and timebuyers have gone through the same miseries experienced by Mr. Guild on spot campaigns. And all wonder what can be done about it. However, I don't agree with his statement that the "station seldom unbends even to the extent of feeling sorry for the advertiser . . ."

In fact the broadcaster and his national representative are pretty much embarrassed themselves, and notification that the time has been sold network usually is accompanied by numerous apologies.

Kicked Around

After having a spot program kicked all over the schedule, it is easy to imagine villainous hah-hahs in the background, especially where said notices arrive by mail or wire. Or if station men seem callous, other daily griefs probably have forced them to assume a protective outer shell of seeming indifference. We don't expect an over-worked doctor to blubber all over his place every time a patient dies. And if a broadcaster ever let his emotions out of control, he'd never be able to carry on for bawling.

However, time clearance and availability problems are not confined to spot broadcasting. The sales department will ask for a change from spot to network on the theory that they'll have time for something besides approving time changes recommended by the agency and advertising department —and then come the requests from various stations for permission to transcribe and rebroadcast at another hour.

And we are right back on a spot basis. Such requests on network are fewer in number but are more difficult to clear when the uninitiated sponsor thought network meant the same time on all stations—100%.

It may be true that a small percentage of the stations do not realize how much extra work a time shift in one market causes the advertiser—the explanation to salesmen and managers, and merchandising material that has to be handled separately.

Should Understand

But I wonder if agencies themselves are not responsible for much of the sponsor's confusion and unhappiness by selling him the radio campaign on its good points only, without explaining in advance what may be involved in time clearance, and hoping it won't be too difficult. If the client understands how spot (or network) programs have to be handled, *before he approves the campaign,* then most of the problems can be solved with a minimum of anguish. After all, the advertiser doesn't always get the number one preferred position in magazine and newspaper.

In the meantime, maybe the NAB and the networks can do something to improve the situation. It is encouraging to see them renew interest in standard coverage data following publication of John Gillin's new WOW map.*

* The WOW standard mail map was compiled from 120,000 items of mail showing listener strength in primary, secondary and tertiary areas and the contour of 164 field strength tests. Map will be sent by NAB to all broadcasting stations. [BROADCASTING, March 22].

AMOCO SELLS BONDS IN WAKE OF JAP SUB

AMERICAN OIL Co. is following the Treasury's exhibit of a captured Jap submersible and buying radio time for War Bond plugs in cities where the sub is shown. The petrol company buys a 1-minute daytime spot and a nighttime station break for two days at each stand to publicize the sub exhibit and make a bond appeal.

Begun early in March, spot campaign has already hit all Baltimore stations; WBT and WSOC, Charlotte, N. C.; WBIG, WGBB, Greensboro, N. C.; WTAR, WGH, Norfolk, Va.; WPTF, WRAL, Raleigh, N. C.; WMBG, WRNL, WRVA, Richmond, Va.; all stations, Washington; WDNC, Durham, N. C.; all stations in Wilmington, Del., and Harrisburg, Pa. Now in Pensylvania, the exhibit is heading north through principal cities in New England. American Oil will continue to buy spots and newspaper space as long as the exhibit stays in the company's territory along the Eastern Seaboard, probably another 6 or 8 weeks.

Net Option on Half of Each Day Hour, 45 Minutes Each Night Hour Proposed

By A. J. MOSBY
GENERAL MANAGER, KGVO, MISSOULA, MONT.

THE FCC frowns at radio's present system of network pre-emption—and we in radio have reason to feel a trifle uncomfortable when the FCC frowns. Agency executives, timebuyers and spot advertisers resent having their spot programs kicked around because of present pre-emption privileges of the network advertiser.

The bewildered listener, tired of trying to follow his favorite program as it jumps here for 13 weeks, there for four more, and into still another slot for another period, gives up and reads a good book instead. Don't say those aren't definite radio problems, mister; you *know* they are!

An Easy Answer

The funny part about it is that there's an easy solution—so simple and obvious that we've overlooked it entirely up to now—straining instead over complicated systems that would create more problems than the condition they were created to alleviate. During daytime hours, from 6 a.m. to 6 p.m., the networks will preempt the first 30 minutes of every hour, leaving the remaining half-hour to the affiliate. From 6 p.m. to 12 midnight, the networks preempt the first 45 minutes of every hour, leaving the remaining quarter-hour to the affiliates.

This plan permits, without conflict, the operation of state and regional networks, regardless of the affiliation of the stations of such a group, and local affiliates can *guarantee* time to local and national spot accounts during the last half-hour of any hour during the daytime, or the last quarter-hour of any hour after 6 p.m. This means a great deal during state political campaigns and other regional spot business.

This plan will also permit delayed ET presentations from other networks, in line with FCC suggestions, thus doing away with the monopoly cry.

Such a system also breaks up the steady daytime parade, hour after hour, of soap operas, permitting the local station to present programs of relaxation in the intervening periods, and granting the listener surcease from too many quarter-hours of emotional anguish.

Under this plan the same desirable periods will be available in all time zones. Many programs now suitable for national sponsorship because of the element of time variation—such as children's programs, which, when presented at a proper time in New York are too early for the West Coast—may have guaranteed time in all time zones. Every station could thus present its children's program between 4 and 6 p.m.

Plan Would Build Sales

The only objection brought forth to the idea so far is that network advertisers will be reluctant to buy time following a local program. This can easily be overcome by publicizing the fact that network programs are broadcast by affiliated stations "on the hour every hour". It will not take long for the listening public to adjust itself to this schedule.

Finally, few networks—few stations, have consistently intensive listening anyway. If the local show which intervenes between the network offerings is no good, the listener can take time out to read "Radio Plug Uglies" in the *Reader's Digest,* or light up a cigarette, relax, and await the network's next super-collossal.

If the networks gain nothing from the plan except having a happy family of affiliates, it is worth their while. The development of regional and national spot advertisers under the plan will build more network business, for when they're big enough, the spot advertisers will go network as they have before.

This simple plan of pre-emption offers the answer to network individuality — station individuality—spot broadcasting opportunities—and equality of availabilities. Moreover, it offers the best means of taking advantage of listener habits, which vary from time zone to time zone—from city to city.



This little budget went

to WORL, Boston

WSJS
Winston-Salem
N. C.

Coverage of North Carolina's Rich "Heart of the Piedmont" with a punch signal of

5000

Watts—Full Time

Delivered at that choice spot on the dial—

600 KILOCYCLES

Blanketing the Tar Heel "Tri-Cities" with programs from "The Network MOST People Listen to MOST"!

(250 watt rates still in effect—for a short time!)

●

Representatives

Headley-Reed Co.

NBC
Station For
Winston-Salem
and
Greensboro
and
High Point

Brown Passes Ball On Grade Labeling To Hostile Congress

Says He Lacks Authority, Virtually Killing OPA's Order

REPEAL of an OPA order requiring grade labeling of the 1943 pack of fruit and vegetables became virtually certain last week after Price Administrator Prentiss Brown told the Smith Investigating Committee of the House that he was not sure that he had the authority to enforce the order, and said that he would adopt other steps if Congress did not act to clear up the doubt.

In view of a declaration by the House Agriculture Committee last week that grade labeling seemed impractical this year, there appeared to be little likelihood that legislation would be adopted in time to permit enforcement of the regulation on this year's crop [BROADCASTING, April 12].

Mr. Brown indicated to the Smith Committee that in place of compulsory grade labeling of cans, OPA might compromise by requiring that grades be marked on dealer's invoices, and that retailers make these invoice grades available to the public. Under such an ararrangement, grade might be marked on store price tags instead of on cans.

The plan which the OPA chief described to the Smith Committee was similar to a proposal advanced by Rep. Voohris (D-Cal.) in House debate last Saturday, when the Halleck resolution (H. Res. 98) authorizing another inquiry into grade labeling and standardization plans of Government agencies was adopted by voice vote. Rep. Voohris remarked that he was not sure OPA had power to require grade labeling, but that he felt consumers were entitled to protection under price ceilings. He suggested that invoices bearing the grade of merchandise be made available to the public.

Defending his resolution on the floor Saturday, Rep. Halleck visualized grade labeling as only the beginning of social reform through administratitve measures. He cited efforts to standardize work clothes and women's hosiery, and declared these were attempts to "satisfy the long-standing economic and social theories of those whose proposals would never stand the light of day."

Support for the Halleck resolution was bi-partisan, with leading Democrats insisting that no official who violated his authority should be spared.

KFDA Joins Blue

KFDA, Amarillo, Tex., on April 19 becomes affiliated with the BLUE as a member of the southwestern group, bringing the total of BLUE stations to 151. Owned and operated by the Amarillo Broadcasting Co., KFDA operates fulltime with 250 watts on 1230 kc. Network rate per evening hour is $80.



FAMILY AFFAIR is the weekly NBC *People Are Funny*, when this familiar production staff goes into high gear. Trio, relatively speaking, are John Guedel (at microphone), vice-president in charge of radio for Russel M. Seeds Co., and agency writer-producer of the show; Beth Guedel, his wife and assistant producer; and Walter Guedel, his father and gag writer. Brown & Williamson Tobacco Corp. (Kools) sponsors the half-hour series.

KPO 21st ANNIVERSARY

San Francisco Station Went On Air in 1922

KPO, San Francisco, NBC 50,000-w. outlet, came of age April 17. Started in 1922 as a novelty by the Hale Bros. department store, KPO spoke its first piece from the store's roof top with a 100-w. transmitter. Because 11 other stations in the city shared the same wavelength, each was allowed to broadcast only an hour or so daily.

In the 21 years of its history, the station claims to have been first to broadcast football games as well as grand opera direct from the stage. The *Standard Hour* is the modern result of KPO's broadcasts of San Francisco Symphony concerts.

Under general management of John W. Elwood, KPO programs now originate in San Francisco's Radio City.

Ward's Chicago Test

MONTGOMERY WARD & Co., Chicago (mail order house), in an intensive one-week test, is using radio in Chicago for "Help Wanted" promotion. Company placed a quarter-hour Sunday program on WLS and WGN on April 11 and continued through the week with five nightly quarter-hours on WCFL, three to four one-minute announcements on WLS, three participating announcements on WGN, and one-minute announcements daily on WBBM. Copy is slanted for secretaries, comptometer operators, stenographers, other office workers needed by the company. Agency is Foote, Cone & Belding, Chicago.

ASSOCIATED Music Publishers has notified all U. S. broadcasters that the composer of "Estrellita" has vested his renewal rights with AMP and the tune may now be broadcast only by AMP licensees. During the original term of the copyright stations with ASCAP licenses were also authorized to broadcast this composition.

Distribution of Stan-B Backed by Radio In West

WITH plans for distribution of Stan-B in six West Coast states completed, Standard Brands, New York, is preparing a spot schedule in that area for the new vitamin product containing vitamin B complex with iron. Introductory drive starts May 17 in California, Washington, Oregon, Idaho, Arizona and Nevada, using spot announcements on a number of stations.

Ted Bates Inc., New York, agency for Stan-B, is also handling a campaign for Stamms, another Standard Brands vitamin product. Schedule of network and local station announcements in six mid-Western states started in February [BROADCASTING, Jan. 25].

FM Meeting

FM BROADCASTERS Inc., created several years ago to further development of the art, will hold its annual meeting in Chicago April 27 in conjunction with the NAB War Conference. The general session will be held at 4 p.m. at the Ambassador Hotel (East). The meeting was called by Walter J. Damm, WTMJ-W55M, Milwaukee, FMBI president. Routine business of the trade group and current FM problems will be considered.

Chevrolet Regional

GENERAL MOTORS Corp., Detroit, Chevrolet division, has started a quarter-hour evening newscast with Manny Marget, Tuesdays and Thursdays, on six stations of the North Central Broadcasting System, originating out of KVOX, Moorhead, Minn., and fed to KABR, Aberdeen, S. D.; KSJB, Jamestown, KGCU, Mandan, KLPM, Minot, KDLR, Devils Lake, N. D. Contract is for 20 weeks. Agency is Campbell-Ewald, Detroit.

CHARLES O. DABNEY, formerly of the sales and merchandising department of Montgomery Ward & Co., Chicago, has been appointed sales service manager of WLS, Chicago. Mr. Dabney, a former salesman of KHBG, Okmulgee, Okla., replaces Wells Barnett Jr., who is joining the Army Air Forces on May 1.

PORTRAIT of the late Frank Cuhel, MBS correspondent killed in the Lisbon Yankee Clipper crash, Feb. 22, was hung last week in Mutual's reception room. Painting was done by Mrs. Doris Cross, wife of Christopher Cross, of the network's publicity department.

Row-mell

ROY PORTER, BLUE newscaster, has come out on top in the controversy stirred up by his unique way of pronouncing German Marshal Erwin Rommel's name. Attacked by a number of listeners, including Ogg Fitzgerald of the *Wall St. Journal*, for his persistence in referring to the Afrika Corps chief as "Row-mell," Porter was able to parry with the retort that the pronunciation was given to him by none other than the general himself. Porter met Rommel personally several years ago.

here is factual evidence of

WDOD'S AMAZING DOMINANCE IN CHATTANOOGA!

As one time buyer put it, "The Hooper figures for Chattanooga Show an amazing dominance for WDOD in this market." See for yourself.

C. E. HOOPER, INC.
MIDWINTER 1943
STATION LISTENING INDEX, CHATTANOOGA, TENN.

	WDOD	"B"	"C"	OTHERS
MORNING INDEX (8 TO 12 P. M.)	52.7	23.4	22.2	1.7
AFTERNOON INDEX (12 TO 6 P. M.)	45.5	29.5	23.5	1.5
EVENING INDEX (6 TO 10:30 P. M.)	44.4	39.5	13.2	2.9

the time-buyers' station

A RECENT survey of national spot business shows WDOD with 76.9 per cent of all national business placed in Chattanooga. Station B was awarded 18.3 per cent, Station C 4.8 per cent. Here is conclusive proof of WDOD'S dominance.

THE TIME BUYERS' STATION



NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

WDOD

CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT

Army Stiffens Program Rules, Moves 'Wings' Show to MBS

WITH future broadcasts coming under more direct guidance of the War Dept. Bureau of Public Relations, according to that Bureau's director, Maj. Gen. Alexander D. Surles, the weekly half-hour program, *Soldiers With Wings*, formerly on CBS stations, shifted to MBS network April 14, Wednesday, 9:30-10 p.m. (EWT).

Directive was contained in a wire to Kenneth Thomson, chairman of Hollywood Victory Committee, organization clearing film talent for appearances on that show.

Program transfer was effected after CBS had attempted to spot the series opposite weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Grape-Nuts Flakes). HVC protested at that time because the sustaining feature competed with a sponsored network program whose talent contribute services generously to the war effort. An early Saturday afternoon spot subsequently offered by CBS was also declined.

Entering the controversy when the issue of film guest stars was raised, Gen. Surles in a wire to Kenneth Thomson recommended resumption of the guest talent format and approved the recommendation of Col. William Nuckols, public relations director of Army Air Forces, that the half-hour spot offered by MBS be accepted, latter being subject to HVC approval. He further suggested that a reexamination be made of the situation in 13 weeks.

Soldiers With Wings was a CBS weekly feature for the past year. When Pabst Brewing Co. bought the Saturday night time for its *Blue Ribbon Town*, the network was forced either to move the Army program to another spot or cancel it. The series originates from the West Coast Army Air Forces Training Center at Santa Ana, Cal.

Thousands of Pins

OVER A thousand bobby pins have poured into WNYC, New York's municipal station, because a ballerina in an interview on that station had casually mentioned the difficulty of obtaining them. Ted Cott, m. c., gallantly suggested that listeners help out the dancer by sending her one or two of the now scarce hair clips. Extra pins will be donated to the salvage drive, the ballerina promises.

Agency Is Censor, Winchell Charges

Lennen Radio Manager Says All 'Tempest In Teapot'

DESPITE front-page prominence given by PM last week to Walter Winchell's disagreement with Lennen & Mitchell, New York, over reputed "censorship" of scripts for his Sunday programs on the BLUE, the whole matter seems a "tempest in a teapot" and will probably be settled amicably, according to S. J. Andrews, radio director of the agency, which handles the program for Andrew Jergens Co., Cincinnati.

Mr. Andrews denied a report that Philip Lennen, president of the agency, planned to see executives of Jergens in Cincinnati last week to work out a compromise to Mr. Winchell's request that his scripts should not be "censored." The radio director intimated that the situation would work itself out and that Winchell probably would not carry out the threat reported in PM that "you fellows better begin looking around now for another show."

Option Due in May

Winchell is under contract to Jergens until Dec. 31, 1945, with yearly option renewals due by May 31 for the ensuing year, effective Jan. 1. His current salary for the Sunday night series on the BLUE is reported as $260,000 a year, at the rate of $5,000 per broadcast.

According to the facts in the dispute, as reported in PM and confirmed by the agency, Winchell complained to Mr. Andrews because some sentences praising President Roosevelt were changed in his April 11 script. He queried Mr. Andrews: "Is it because there's a Presidential campaign coming up pretty soon and you're all afraid I'm too pro-Roosevelt?"

On April 4, when some other parts of his script had been changed or deleted, Winchell unexpectedly signed off the show with "With lotions of love and oceans of censorship", a line definitely not in the script.

According to the agency, Winchell's scripts are gone over in the same way the scripts of other radio talent are checked. Mr. Andrews defined for PM the "editing" given Winchell's scripts, as follows:

"Supposing Walter is talking about a group of people. He might say, for example, 'Washington politicians . . .' In that case we put in a qualifying word so the script will read 'Some Washington politicians . . .' After all, you can't include everybody when you speak about a group of people like that. Roosevelt is a politician. But he may not be in the group Walter is talking about."

Mr. Andrews further pointed out that the agency naturally wanted to avoid Winchell's drawing "more fire on himself than is necessary."



BLUE, MUTUAL GET MEMBERS ON FREC

MILLER McCLINTOCK, president of MBS and Dr. H. B. Summers, manager of BLUE's public service division, were appointed last week as additional broadcasting representatives on the Federal Radio Education Committee executive committee, Dr. John W. Studebaker, U. S. Commissioner of Education announced. FREC promoted cooperation between the industry and educators.

Two additional educator members on the committee are Bruce E. Mahan, director of Iowa U. extension service and Dabney S. Lamcaster, Virginia superintendent of public instruction. Previous radio appointees to FREC are: Lyman Bryson, CBS director of education; John Elmer, president WCBM, Baltimore; Harold B. McCarty, director of WHA, Madison, Wis., representing NAB; Neville Miller, NAB president; Judith C. Waller, NBC central division education director. George P. Adair, assistant chief engineer, represents FCC.

Dr. Studebaker has been nominated for education director of the State of New Jersey [BROADCASTING, April 5]. His appointment awaits approval of the legislature which has been hostile to Gov. Edison's appointees.

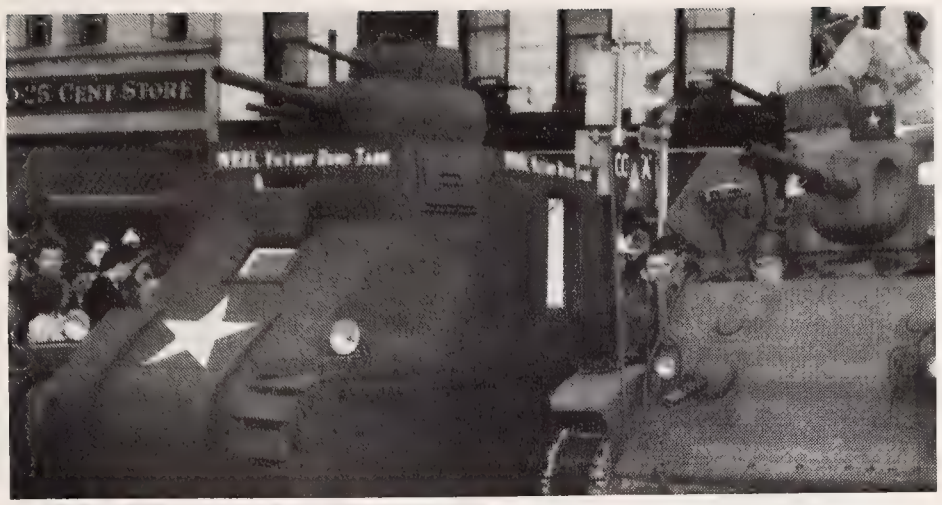
CARR AND ORE
Develop Government Employe Bond Selling Guide

TWO RADIO men have developed a salesmanship guide which will soon be used to sell Bonds to Government employes. They are Eugene Carr of the Broadcasting Division, Office of Censorship, and former sales manager of WGAR, Cleveland and Leigh Ore, public relations officer for the Interdepartmental War Bond Savings Committee, and one-time manager of WLBW, Oil City, Pa. (now WHIO, Dayton) and general manager of WWVA, Wheeling, W. Va.

To teach Treasury "Minute Men" how to sign Government workers for the 10% Payroll Savings Plan, Mr. Ore is producing a film strip on good sales technique. Idea for the 58-frame strip originated with Mr. Carr when he was asked to talk to Censorship's Minute Men. He dramatized the job and based the dialogue on arguments he used to persuade Geraldine Klancke, of the Broadcasting Division, to pledge 10% of her salary to Bonds. Miss Klancke is secretary to Robert K. Richards, assistant to J. Harold Ryan, Assistant Director of Censorship. In the film strip, which has transcribed sound track, Mr. Carr and Miss Klancke take the same roles.

The strip will be circulated among Minute Men in every Government agency. Coca-Cola Co. will contribute the use of projectors and projectionists.

Mr. Carr explains that the film strip teaches Bond salesmen to capitalize on the tremendous War Bond advertising—and to close the sale. "We learned in radio that an advertising campaign can't be 100% effective unless the sales organization—which does the actual selling—is properly trained," he said.



TWO TANKS that serve different purposes. The one on the right is the real thing. One on the left is the Victory Bond Tank of WRBL, Columbus, Ga., designed by J. W. Woodruff Jr., manager, as a bond and stamp selling booth. WRBL's tank was dedicated with Brig. Gen. Robert W. Grow, of Ft. Benning, reading the official order of Maj. Gen. Neugarden, commanding officer of the 10th Armored Division, recognizing the vehicle as an "armored auxiliary". Bond tank is in heart of downtown section and manned by beautiful ladies—wives of Army officers—as regular members of the WRBL staff.

BONDS ARE SOLD
By Millions in H. W. Davis' San Antonio Drive

IN THE FACE of competing demands for money, such as the Red Cross, income taxes, a WAAC drive and new auto licenses, Howard W. Davis, owner-manager of WMAC, San Antonio, recently got his forces rallied for a two-week Bond drive and hit a ceiling of almost 7 million dollars.

Highlight of the campaign was the General Kreuger Victory Concert in the San Antonio auditorium at which thousands were turned away (6,000 got seats) and a broadcast over the Texas Quality Network which was transcribed and rebroadcast by NBC to armed forces overseas, particularly those of the General Kreuger who formed the central attraction of the drive.

Cooperating with Mr. Davis were WOAI, which originated the network program, and KTSA, KABC and KONO. Newspapers featured large space on the campaign.

Dutch Boy Using 40

NATIONAL LEAD Co., San Francisco (Dutch Boy paints) recently started an extensive spring and summer campaign for 30 weeks on approximately 40 stations throughout the West. Account is using one-minute transcribed announcements and station breaks. The campaign will be augmented in May when Alaska stations KEQD, Anchorage; KINY, Juneau and KTKN, Ketchikan are added to the list. Agency handling the account is Erwin, Wasey & Co., San Francisco.

N. Y. Office for NCBS

NORTH CENTRAL Broadcasting System has opened a New York office at 8 East 41st St. under the direction of Katherine Silverthorne. John W. Boler, president, expects to divide his time between the New York office and the recently opened Chicago office in the LaSalle-Wacker Bldg. NCBS telephone number in New York is Lexington 2-6892.

NEW West Coast music publishing company, Walton Goldman Inc., supplementing National Music Corp. and Carmichael Music Publications, has been formed at 6425 Hollywood Blvd., Hollywood. Walton Goldman is president and general manager.

Two Changes Announced In War Savings Staff

STAFF CHANGES in the Treasury War Savings Staff have been announced by Vincent F. Callahan, director of the advertising, press and radio section. Jack Delehanty, present chief of the art and production section, has been named assistant director of Mr. Callahan's section. Walter A. Shead, a member of the press section, has been named acting chief of the Press Section, replacing A. R Williamson who resigns to return to a public relations position in Illinois.

The new assistant director of advertising, press and radio, Mr. Delehanty, will continue to supervise the work of the art and production section.

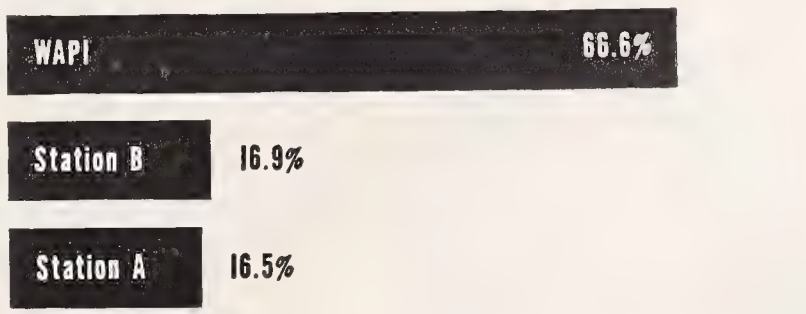
Mid-Continent Revue

MID-CONTINENT OIL Co., Tulsa, has started a Saturday evening quarter-hour variety program titled *D-X Melody Revenue* on WLS, Chicago. Avis Leone, Rusty Gill, the Diamondeers and Howard Peterson, organist, are featured on the program, placed for 52 weeks by R. J. Potts-Calkins & Holden Adv. Agency, Kansas City.

WAPI non-stop record completes 63RD MONTH

In Birmingham, national advertisers buy *more* spot quarter-hours on WAPI than they do on the *two other local stations combined*. This record reaches back to January, 1938.

During March, 1943, (the 63rd consecutive month) national spot quarter-hours in Birmingham were distributed like this:



Ask Radio Sales why WAPI is this unfailing first choice of experienced advertisers.

WAPI★BIRMINGHAM

CBS NETWORK. Represented nationally by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte

Rousing Radio Day Contributes To Success of Second War Loan

Reports of Full Schedules and Special Features to Promote Bond Sales Still Coming in

AS BOND sales surpassed expectations at the close of the first week of the Second War Loan, special network and station promotions were credited with much of the Drive's success. Reports of network and local features on Radio Day (April 12) and during the week are still coming in.

NBC and WEAF carried bond appeals on almost every show last Monday. Stars followed their appeals on WEAF by going on duty in a telephone room to answer all phoned pledges in person, while 60 operators assisted from dawn to midnight.

Willkie Appears

NBC's *Information Please* picked up last Monday from WTIC, Hartford, sold one-quarter of a million dollars in War Bonds as admission to the broadcast. Wendell Willkie was guest star and Connecticut's Governor Baldwin also appeared. Paul W. Morency, general manager of WTIC, and Dan Golenpaul, owner and producer of the program, arranged the Hartford broadcast.

BLUE and WJZ scheduled Treasury appeals and programs round-the-clock from 1 a.m. Monday morning to 1 a.m. Tuesday. Interviews with American service men by George Hicks were broadcast from London on *Men of Land, Sea and Air*.

CBS also used War Bond themes on a 24-hour schedule. *Joe and Ethel Turp*, for example, had the Second War Loan as the episode theme. From the Aberdeen Proving Grounds in Maryland and the Washington Navy Yard, CBS presented a special feature broadcast to describe war equipment and tell how much money is needed to keep it on the move. Stars of *95 Minutes From Broadway* plugged the drive.

After introducing the drive on several Sunday programs, Mutual gave most of last Monday's schedule to bond tie-ins and programs. On Sunday, the weekly *Stars and Stripes in Britain*, originated by BBC for re-broadcast over Mutual, was devoted in whole to the War Loan Campaign, with Navy, Army and Air Forces stories in dramatic form, and bond plugs to replace commercials. A broadcast from the Naval Training Station at Sampson, N. Y., described the bond selling activities there. Mutual's *Overseas Reports* aired bond appeals from Sydney, Australia, and Honolulu, with other news broadcasts also carrying campaign plugs.

Announcers Offer Gifts

WBYN, New York, featured pick-ups from City Hall, with councilmen acting as bond pitchmen, and station announcers offering inducements of nylon hose, fight and movie tickets, and gift certificates.

Listeners of WQXR, New York, heard writers, actors, war correspondents, and seamen who have seen action. On WBNX, New York, leaders of seven major language groups got the drive under way. WOR, New York, highlighted its aid to the campaign by two broadcasts. The first, from a U. S. Ordnance Dept. Exhibit, told the cost of war in tanks and guns, and the second originated in an Army hospital with invalided soldiers telling of battle experiences.

WRC, Washington, turned over its three-hour *Your Timekeeper* to War Bond sales messages. WMAL, Washington, renamed its *Blandwagon* morning program *Bondwagon* for the drive. Outstanding Illinois citizens appeared on WGN, Chicago, to add their support. WBBM, Chicago, rang its Victory Bell to open Radio Day and to mark bond messages and purchases.

On its *Bonds for Victory* hour, KXOK, St. Louis, used transcribed interviews from an Army barracks, Navy flying station, Coast Guard barracks, and Marine station.

KOA, Denver, broadcast direct from airplanes of the Civil Air Patrol which bombarded Colorado cities with Second War Loan literature and other bond messages.

WKY, Oklahoma City, worked out a War Bond auction, sponsored by a local dry goods company. Articles selected from the store went to members of the radio audience who pledged the highest sums for bonds.

Almost the full schedule of KOB, Albuquerque, was devoted to Radio Day, with the mayor, the governor and local dignitaries appearing on the station.

Governor Takes Orders

WAOV, Vincennes, Ind., turned its entire schedule on Radio Day over to Treasury messages, with some commercial sponsors using only War Bond copy. Most important special show on WRNL, Richmond, Va., was the *Governor's Program* on which Governor Darden took orders for bonds.

WTAG, Worcester, and WTOP, Washington, both set up posters with strips of paper representing bond purchases used to blot out the picture. WTOP's poster caricatured Hitler, Hirohito and Mussolini, while WTAG displayed a poster of a Japanese battleship with bond buyers entitled to pin on strips of ocean until the ship was "sunk."

Stars appearing at local theaters and night clubs, including Jack Haley, George Jessel, Ella Logan, the orchestras of Xavier Cugat and Teddy Powell, and the cast of *Porgy and Bess*, broadcast in a five-hour War Bond variety program on WIP, Philadelphia. Station raised over $700,000 in one day.

KRNT-KSO, Des Moines, campaigned for bonds to buy fighter planes to avenge heroic Iowans now dead, in hospitals and in Axis prisons.

FM stations also cooperated in the opening of the Second War Loan. W47A, Schenectady, carried a speech by Mayor Mills Ten Eyck from the W47A Bond Wagon at a downtown intersection.



MR. CALLAHAN

Alberti Changes Job

JULES ALBERTI has left the job of Chief of Station Relations, Radio Section of the Treasury Dept., to be in charge of booking and routing of all shows for War Savings and to handle requests for talent and war heroes. His new job is in the Motion Pictures & Special Events Section of the Treasury, under Carlton Duffus, who heads the section.



AXIS BLOT-OUT for Second War Loan was launched by WTOP, Washington, as Arthur Godfrey reported progress. The station's "Blot Out the Axis" drive found Program Director Martin D. Wickett (left) tallying pledges phoned in by listeners. Grace Mydland, hostess, paints out Hitler, Hirohito and Mussolini by squares representing bond purchases.

TREASURY THANKS RADIO

The Secretary of the Treasury, Henry Morgenthau Jr., has asked me to thank the radio industry in behalf of the Treasury for the tremendous success of Radio Day which was so gratifying to all of us associated with the 2nd War Loan Campaign.

The enthusiasm with which the entire radio industry responded to our request to help inaugurate this drive to raise 13 billion dollars to help finance the war, is deeply appreciated. If it were possible, I would write a personal letter to each and everyone who had a part in Radio Day. But since it is not possible, I welcome the offer made by BROADCASTING Magazine to reach you in this way.

I wish to thank the managers and program directors of all the radio stations and networks who without hesitation and without reservation offered the full cooperation of all their facilities and directed the dedication of this day to the campaign; the war program managers and special events directors whose ingenuity made special broadcasts possible; the commercial sponsors who so generously relinquished their time so that that time could be devoted to the 2nd War Loan; the advertising agencies who made possible guest appearances and special scripts on commercial programs; commercial managers of stations who acted as liaisons and coordinators; the script and continuity writers whose ideas gave a varied and new approach to our message; the production men and music consultants for thoughtful planning and direction; the engineers whose alertness made possible the smooth coordination of many additional pick-ups; the announcers whose messages were sincere and convincing; the secretaries and office personnel behind the scenes who untiringly helped and devoted many extra hours; the artists for their generous giving of time and talent; and the stations' press departments as well as all newspapers and radio publications which so successfully publicized Radio Day.

Our thanks to the National Association of Broadcasters for their support and endorsement of the campaign and for their dissemination of special material to all radio stations through their regular and special bulletins.

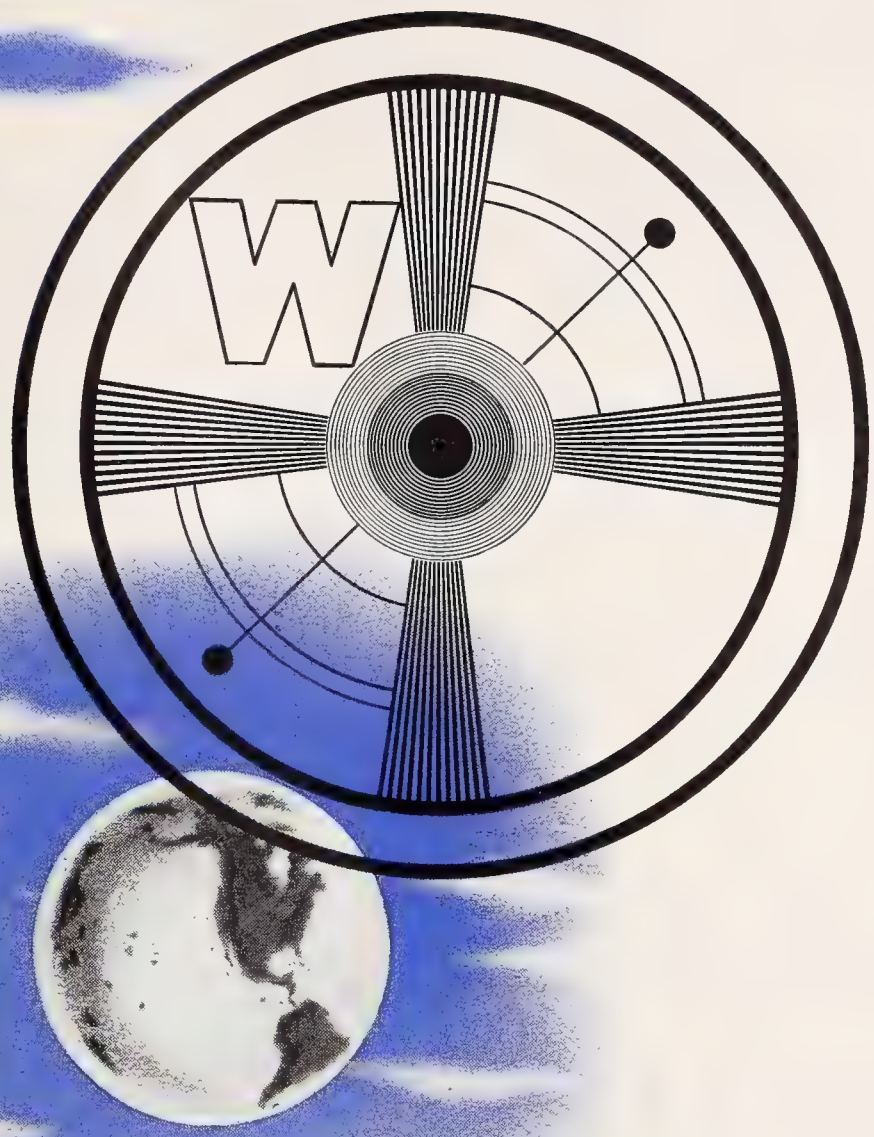
Our thanks to the Office of War Information for clearing additional time and making every effort to place effective messages.

And I should like to publicly thank my own staff—Marjorie Spriggs, Chief of the Radio Section, for her valuable suggestions and competent direction; as well as Emerson Waldman, Ruth Girard, Estelle Broderick, Mort Milman, Jules Alberti, Charles Alsup, Everett Opie and William Rainey who make up the radio section.

Radio again made, and I know will continue to make throughout the entire campaign, a tremendous patriotic contribution by sending out the vital message of how urgently financial resources are needed by our Government to help win the war.

Sincerely yours,

VINCENT F. CALLAHAN
Director of Radio, Press and Advertising.



PATTERN FOR A PEACEFUL TOMORROW

When the bells toll again for peace in our time, you will come to know some such design as this one—of bull's-eye, concentric circles, and cuneiform lines. It will be Westinghouse Radio Stations' test-pattern for television in the home . . . an optical device for focusing the image on the screen, comparable to tuning-in a radio program. ● Commercial television was sidetracked by the war, but it will emerge at war's end as the eighth wonder of the modern world . . . the ability to hear and *see* what is happening *as* it happens! ● Westinghouse Radio Stations will be ready with television, you may be sure. They will have had the obvious benefits of first-hand radio-electrical knowledge and experience, learned and earned in the furious crucible of war's laboratories. When the curtains part on a new, exciting world, Westinghouse will be well down-stage.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

HAROLD FAIR HEADS NEW NAB COMMITTEE

HAROLD FAIR, program director of WHO, Des Moines, has been appointed chairman of the newly organized program directors executive committee of NAB. He will assume his chairmanship when he convenes the committee at the NAB Radio War Conference in Chicago next week. The committee's purpose is to stimulate activity in the program field of broadcasting.



Mr. Fair

Mr. Fair's career began after graduation from Northwestern U. in 1925. He joined several prominent bands as pianist, did "time" in vaudeville and early day radio, sold bonds and then went to work for KOIL, Council Bluffs, Ia., as announcer and producer. After a year he went to WBBM, Chicago, and in 1939 joined WBEN, Buffalo. From 1932-34 he was a production man and announcer for CBS.

Radio Silence Is Ordered On Coast in Red Alerts

NEW rules on radio silence during West Coast alerts, apparently designed to avoid confusion such as followed the March 16 mid-day alarm in Los Angeles, have been announced by Gen. John L. DeWitt, of the Western Defense Command, in San Francisco. "Radio silences," the order said, "will be ordered whenever the Fourth Fighter Command causes the red air raid warning to be given."

The order explained further that radio silences, as previously in effect, may be imposed at any time during an alert, either at the first (yellow), or second (blue) warning. The great percentage of the Los Angeles area populace ignored the air-raid alarm on March 16 because radio stations were not silenced. Many considered it a practice drill.

TOO MUCH FREE TIME

Given by Small Stations

—Says WSKB Manager—

FREE RADIO time requests are reaching new heights, according to George Blumenstock, manager of WSKB, McComb, Miss. Recently he received a letter from MacFarland, Aveyard & Co., handling the Stewart-Warner account, asking for publicity on a double spread war message by its client in the *Saturday Evening Post.*

"Some advertising men lie awake nights thinking up plans on how to get free time on radio stations," writes Mr. Blumenstock. "They seem to know the value of the coverage of our stations, but they have gotten into a bad habit which is not entirely their fault because too many small stations fall for this sort of thing hoping to win favor with the agency." As a matter of fact, he declared, they are destroying the value of station time by giving it too freely.

WBRC Is Silenced As Engineers Quit

But Station Returns to the Air After Third Day

AFTER three days of silence, WBRC, NBC outlet in Birmingham, Ala., returned to the air Wednesday following the walkout of its six-man technical staff in protest of a decision of the Atlanta Regional War Labor Board rejecting a general wage increase, and several other adjustments of the contract between the station and Local 253 of the International Brotherhood of Electrical Workers (AFL).

Had Come to Terms

The shutdown occurred Sunday morning when the technicians failed to report. The union, through its secretary, Rex White, notified K. G. Marshall, owner of the station, that the men were not on strike but had quit their jobs.

Trouble arose suddenly over the week end after the union and WBRC apparently had come to terms on a new contract. A few weeks ago WBRC, together with WAPI, CBS station in Birmingham and WSGN, MBS-BLUE outlet, had completed three identical contracts with the union and had submitted them to the regional WLB for approval.

Members of the IBEW who left WBRC jobs accused the station of duplicity in submitting information to the board which influenced a decision handed down April 10, rejecting the proposed contracts. The union met the evening of April 10, and on the 11th the men failed to report for work.

With the station off the air, on Monday members of the union and officials of the station met with WLB representatives in Atlanta. WLB agreed to reconsider the decision in light of additional information supplied by the union.

Lawson Wimberly, international representative of IBEW, said that the station had resumed operation Wednesday with two of its six men on hand. Mr. Wimberly said IBEW would try to get the others to return and failing in this, would supply substitutes to the station. The local union said every effort was being made to complete a staff of technicians for the station.

Officials of WBRC denied that the station had participated in any duplicity in submitting the additional information to the Board. They explained the material was sent to Atlanta at the request of the WLB.

Leslie Salt on 20

LESLIE SALT Co., San Francisco (table salt) is using approximately 20 stations on the West Coast and three in the Hawaiian Islands. Transcribed minute and half-minute spots are being used. Contract is for 52 weeks and business was placed through Erwin Wasey & Co., San Francisco.

Retail Sales up 50% in Nashville



Whether aiming at sales today or public acceptance tomorrow, you want a LIVE market to advertise to.

With retail sales in Nashville running 50% ahead of 1942, you will have a hard time finding a more active market.

For broad and intensive coverage of the entire Nashville trade area, you will have a hard time finding a better buy than WSIX, "the Voice of Nashville".

Spot Sales, Inc.

National Representatives

Member Station

The Blue Network and

Mutual Broadcasting System

5000 WATTS

WSIX "The Voice of Nashville" NASHVILLE, TENN.

980 KILOCYCLES

WQXR asks:
Why Stop at 8 P.M.?

Here's How New York's Five Leading Independent Stations Rank When You Include the Top Evening Hours:

Percentage of "Station Quarter-Hours" in Which Each Station Leads
(Monday-through-Friday Average)

	The Pulse of New York — From 7:00 a.m. to midnight, The Pulse, in the month of March, surveyed 340 quarter-hours of entertainment broadcast by these 5 stations. Here's the result:		C. E. HOOPER, Inc. — During January and February, C. E. Hooper, Inc. surveyed 290 quarter-hours of entertainment broadcast by these same 5 stations between 8:00 a.m. and 10:30 p.m. Here's the result:	
	6:00 p.m. to midnight	7:00 a.m. to midnight	6:00 p.m. to 10:30 p.m.	8:00 a.m. to 10:30 p.m.
WQXR Leads	**82.2**	**75.3**	**80.5**	**64.1**
Station "A" "	64.5	77.8	63.8	77.6
Station "B" "	37.5	43.7	62.4	59.4
Station "C" "	48.9	45.1	57.0	55.5
Station "D" "	18.7	20.5	was not surveyed for full period	was not surveyed for full period

WQXR numbers among its sponsors dozens of the nation's leading advertisers—most of whom have big network shows with a New York outlet. But these advertisers have also found that it pays handsomely to cultivate *independently* WQXR's large audience of music-lovers here "in the heart of the world's richest market." And the above figures show you why they continue to buy WQXR.

WQXR
730 FIFTH AVENUE, NEW YORK
In Chicago:
THE FOREMAN COMPANY
WRIGLEY BUILDING
"New York's High Fidelity Station"

Merchandising & Promotion

WGKV Movies—Heavenly Shower—Fairy Tale—Romance—Blue Glass Symbol

LOOKING ASKANCE at the figures used in an advertisement the Metropolitan Group of newspapers ran March 24 in *The New York Times*, CBS has superimposed its "daily average circulation" figures on a photostat of the *Times* ad, and is releasing the piece with a memo signed by William C. Gittinger, CBS vice-president in charge of sales. Headed "We didn't start this—but now it's up, look at FACTS . . . ", the CBS box asserts its circulation per day is 21,173,000 radio families, or 102% greater "family circulation" than that claimed by the Metropolitan Group.

* * *

Whiteman's Welcome

FURTHER welcome to the BLUE's new director of music, Paul Whiteman, was given last week in a folding brochure, with a picture on the front of Mark Woods, president of the BLUE, shaking hands with Whiteman. Copy tells facts about Whiteman's history, and points out how more and more people are turning to music for wartime morale.

Fairy Tale

PUT ONE PENNY—just one—into an envelope and send it to me for the Red Cross, said the Magic Lady on her *Streamlined Fairy Tales* program on WFIL, Philadelphia, for the Lit Brothers department store. And 2,000 kids did just that. Undoubtedly inspired by the *Truth or Consequences* cavalcade of pennies, the idea for this new kind of Red Cross solicitation came from a child listener, that children who listen to the *Magic Lady* should do something to help the Red Cross to help others. As a result, the station presented a sack containing 2,000 shiny pennies to Benjamin Rush, Jr., chairman of the Red Cross War Fund Drive in Philadelphia.

Color War Map

RAND McNALLY & Co., Chicago, has published a four-color global war map for merchandising by stations. In addition to two general and three detail maps of the war areas, the piece contains up-to-the-minute data on territorial changes. Among the stations using the map for promotional purposes are WENR, Chicago, and WEAF, New York.

* * *

Pull Out

NEW mailing piece of KXOK, St. Louis, is a French fold which features its news services and on a strip of paper which pulls up from a slit in the picture of a teletype machine is listed the leading programs heard throughout the week.



IT WAS A BIG DAY for both Frost and frosting at WBML, Macon, recently when Announcer Don C. Frost and Margie Hobby were wed. The frosting, of course, refers to the cake. The bride is offering the first slice to Manager Charles W. Pitman. The bridegroom is at the right.

* * *

Heavenly Shower Analyzed

ONE OUT of every 31 families listening to the Jan. 30 broadcast of NBC's *Truth or Consequences* which resulted in a deluge of pennies on Mrs. Mullane for having missed a question, sent money so that she might buy War Bonds for her soldier son. This was revealed in a brochure, released by NBC this week, in which mail response to Mrs. Mullane's "consequence" was analysed. It was also disclosed that 84.1 of all counties in the East and Central time zones sent one or more letters to Mrs. Mullane. Mail was received from 48 states and 6 Canadian provinces.

* * *

WGKV Movies

DISPLAY window of the S. Spencer Moore Co., Charleston, W. Va. is fitted with a 16mm movie projector which each night after sundown flashes news on a screen for 15 minutes followed by a 4-minute trailer for a product advertised on WGKV. An automatic switch enables the film to be rewound for continuous showing throughout the night. Moore's, an office supply house, stocks the products advertised. Subject of the trailer is changed weekly.

* * *

Blue Glass Symbol

WHEN WSAZ, Huntington, W. Va., announced it had joined the BLUE network, a small folder was sent out covering a piece of blue Blenko glassware. Piece received by BROADCASTING was a blue water jug. Folder told of Blenko ware in 175 words, explaining that Milton, W. Va., where the glass is made, is only one of many cities within the area of WSAZ. Back cover was given over to listing of stations of West Virginia Network.

* * *

Remember Romance

AS A "Reminder of a Spring Evening, April 18," radio editors last week received boxes of Evening in Paris face powder from the House of Bourjois, New York, which started its new series *Here's to Romance* on the BLUE that evening. Details of the show were outlined on a white "Reminder" card inserted in the blue boxes. Foote, Cone & Belding, New York, is agency. Tom Fizdale Inc. is handling publicity.

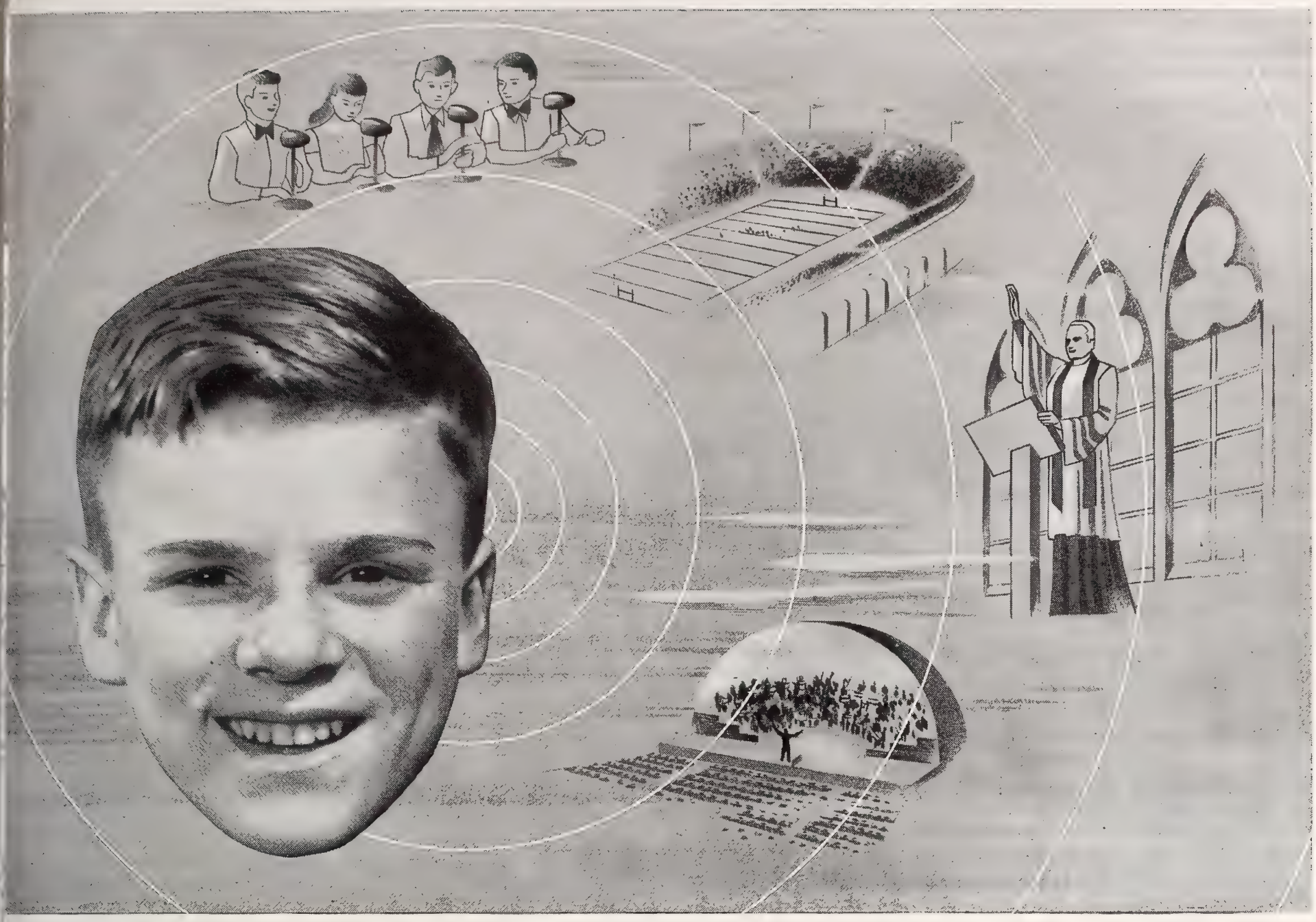


Livestock production in Kansas has smashed every existing record. Farm pocketbooks (already bulging) will soon be swollen by an added 352-million dollars.

Similar production figures exist in surrounding states that are reached daily by WIBW's penetrating 580 kc frequency and friendly, persuasive sales personalities.

WIBW's farm and small town listeners are RICH! They're BUYING whatever you have to sell! So far, we're not rationing WIBW's productive times and programs. BUT—better get in touch with us soon.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO



A WORLD WE NEVER KNEW...

Our children are growing up in a new and wonderful world . . . a world in which *radio* is a natural part of their lives . . . a world we never knew in our youth.

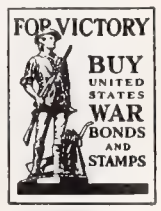
For, to our sons and daughters, radio has always been there . . . radio belongs . . . radio is a part of the American way of life they have always known.

And in the future, radio will be an even greater force for them—a natural part of their communication, their education, their growth, their most significant activities.

This is a responsibility that the broadcasters of America are well prepared to meet. And RCA is proud that its resources and its skill have contributed in some measure to the swift and certain forward march of radio.

Today, those resources and that skill are devoted to the task of Victory. Tomorrow, they shall again be turned to the service of American broadcasters . . . so that they can play, to the fullest measure, their important role in America's peacetime progress.

Meanwhile, you may have technical problems of immediate concern. You may need advice on equipment and service *right now.* RCA invites you to consult with our engineers on these problems. For whatever skill and labor and resources we can possibly spare from the task of Victory—is yours to command!



RCA

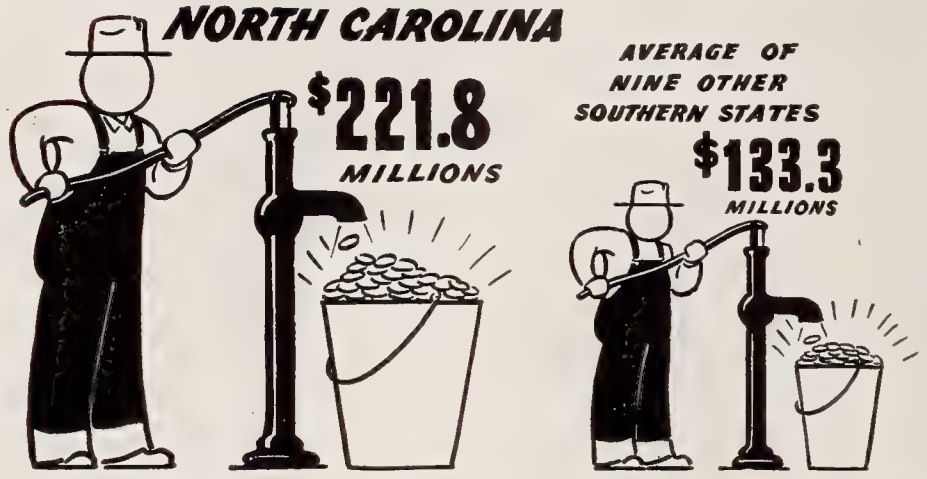
RCA BROADCAST EQUIPMENT

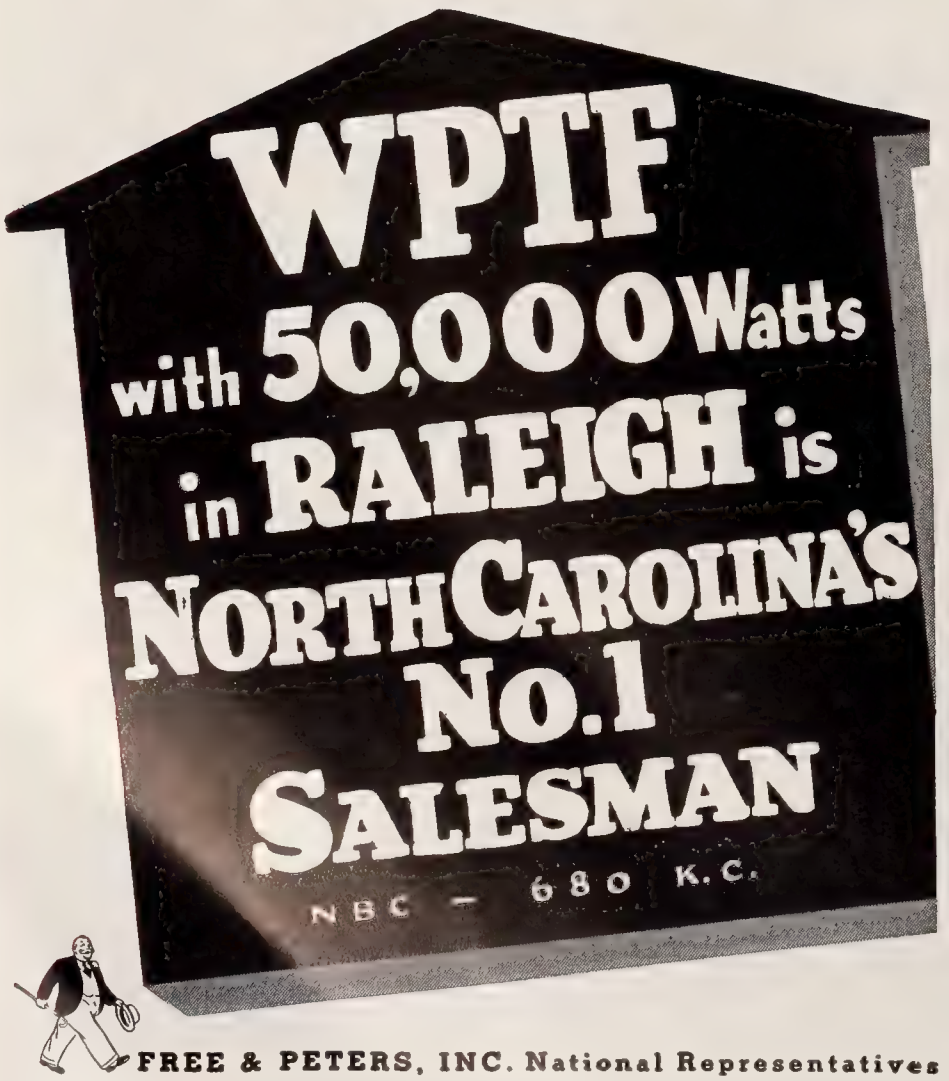
RCA Victor Division

RADIO CORPORATION OF AMERICA, Camden, N. J.



CASH INCOME and GOV'T PAYMENTS





FREE & PETERS, INC. National Representatives

Power Not a Factor in Technicians' Pay, Arbiter Holds in Ruling on KPAS Case

ACCEPTING almost all the arguments advanced by Local 40 of the International Brotherhood of Electrical Workers (AFL), George Chaney, U. S. Conciliation Service arbiter, last week ruled that eight technicians and technical supervisors of KPAS, local in Pasadena, Cal., were entitled to a pay scale equal to the highest in the Los Angeles economic area.

The arbiter's ruling was based on his statement that "the work performed by these artisans in each station is absolutely the same notwithstanding differentials in the broadcasting power of the stations." Stating that equal work warrants equal pay, Mr. Chaney said that inequalities existed between the KPAS scale and that of other stations.

Would 'Injure Morale'

In ordering KPAS to pay at a rate equal to the highest in the area, he said, "to continue this inequality will most certainly injure morale and militate against effective prosecution of the war by a most important industry, as well as put the stamp of public approval on inequalities."

As soon as the terms of the arbiter's award became known in Washington, Joseph L. Miller, NAB labor relations director, telegraphed the Regional War Labor Board in San Francisco for permission in appear or file a brief in behalf of NAB when the case is reviewed. The fate of the award was put in doubt Tuesday when the National War Labor Board ordered its regional boards to deny wage increases in inequality cases.

The arbitration had begun several weeks ago when Local 40 and KPAS were unable to agree on renewal of a contract that expired Feb. 16. The contract covers six full time technicians and two technical supervisors. Under the proposed new scale the technicians would get $291.67 monthly and the supervisors $322.

Mr. Chaney's report showed that Local 40 included 180 technicians. He claimed that broadcast technicians possess the same skill and ability as journeymen electricians, and they worked alongside of them on installation and maintainance and repair work.

The decision explained that commercial radio in the Los Angeles area has grown "like Topsy" with "little or no guidance or direction in so far as wages and working conditions are concerned." At the time of the first radio technicians agreement in the area, in April, 1938, Mr. Chaney said, employers hired technicians at the market price, the same as they bought equipment.

Now, he said, "the Government has the responsibility of fixing a ceiling price for the services which these workers furnish in producing this commodity.

"The work performed by these artisans is substantially the same notwithstanding differentials in the broadcasting power of the station," he said.

Pointing to the OWI wage of $316.66 per month for regularly employed technicians in the San Francisco area, Mr. Chaney said the Government had provided a yardstick for technician's wages. He observed that KPAS, which started operations in February, 1941, had voluntarily granted increases of 8.3% for supervisors and 6.8% for technicians within a year, and he found a wide variety of wages in Los Angeles stations, ranging from a low of $195 to $291.67 per month.

Using as authority the Price Control Act and the President's wage freeze order of Oct. 3, 1942, he said gross inequities and inequalities must be eliminated. "It would be both unfair and unwise," he wrote, "for the Government to say that if a technician sells his services to KPAS, he shall receive not to exceeed $235 per month, while he shall receive $291.67 from KMPC for the same services."

He therefore ordered KPAS to pay $291.67 for technicians and $322 for supervisors, the rate paid by KMPC, highest paying station in the area.

Helen Murray Directs KPO Sales Promotion

HELEN F. MURRAY, assistant sales promotion manager of NBC Western Division, Hollywood, on April 15 became sales promotion director of KPO the network's owned and operated San Francisco station. She succeeds Henry Schaffer, who resigned to freelance. Anne Joseph, who had been assistant to Jack O'Mara, sales promotion manager of WOWO-WGL, Fort Wayne, Ind., has taken over Mrs. Murray's former Hollywood post.



Miss Murray

Mrs. Murray joined NBC in 1938 and a year later assisted Charles B. Brown, now the network's director of advertising and promotion in New York, in establishing the Hollywood sales promotion division.

New Marlin Product

A NEW SHAVE cream product has brought Marlin Firearms Co., New Haven, back to the air, after having cancelled virtually all spot broadcasting for its Razor Blades early this year, due to limited supplies for civilians [BROADCASTING, Jan. 18]. Campaign of spot announcements for the shave cream is already under way in some areas and will expand further as marketing and distribution plans are completed. Craven & Hedrick, New York, handles the account.



In insert above Sam Schneider, KVOO farm editor, is shown assisting Judge Oras A. Shaw place a "War Production Plant" sign on his farm near Tulsa. Judge Shaw is chairman of the Farm War Plant Production committee of Northeastern Oklahoma.

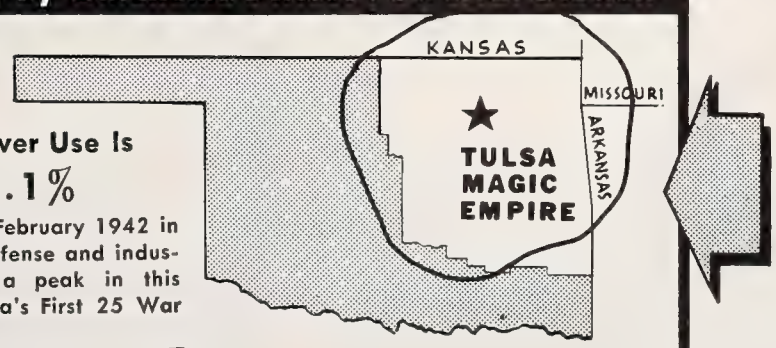
KVOO TO PRESENT AGRICULTURE "E" AWARD AT HARVEST

It's getting to be a habit for Oklahoma farmers to call on KVOO when there's an important job to be done. So, when a number of farm leaders got together recently to discuss how to meet the farm war production goals for Oklahoma, KVOO's genial farm editor, Sam, was naturally called in.

Farm leaders felt the job would be easier, if the farms were designated as the industrialized food plants that they have become since the war. KVOO was called upon to carry the appeal for super production on farms to her vast agricultural hinterland. To designate the 47,000 Northeastern Oklahoma farms as War Production Plants, KVOO supplies signs, such as the above, which are being distributed by neighborhood leaders to those who desire to participate in the program.

An agricultural "E" award will be made to farms exceeding their quotas.

Blanketed Only by Oklahoma's Most Powerful Station



Industrial Power Use Is
UP 50.1%
February, 1943 over February 1942 in Tulsa and vicinity. Defense and industrial plants are at a peak in this area—one of America's First 25 War Projects Markets.
A 1943 WAR TIME MUST



50,000 Watts Day — 25,000 Watts Night
1170 Kilocycles
Edward Petry & Co., National Representatives

LaRoche Calls Ads Best War Medium

Says That Unlike Handouts, Editors Cannot Color

ADVERTISING is a much more effective medium for the Government to use in presenting its wartime messages to the public and in achieving a unity of purpose than the usual procedure of speeches or handouts, which are subject to editorial interpretation colored by the political views of the editor, Chester J. La Roche, chairman of the Advertising Council, told an advertising press conference last Monday.

He pointed out that whereas favorably influencing 51% of the voters is enough to elect a candidate for a political office, convincing 75% of the people of the soundness of any government war program is not enough, since a 25% minority is enough to support a black market or otherwise block the complete adoption of the plan.

The meeting, following a luncheon given by the Council at the Cloud Club in New York, was designed as a "progress report" of the activities of the Council, Mr. La Roche said. He explained that the Council's primary function is to serve as contact between the Government, which wants to instruct the public, and the advertising profession, which is voluntarily donating its skills and facilities to this task. He estimated that the contribution of the nation's advertisers, advertising agencies and media currently amounts to between $300,000,000 and $400,000,000 a year, of which radio time and talent account for $100,000,000.

It is necessary that the time and space be given by the advertising industry and not purchased by the Government, for political reasons, he stated. Citing the "howl" of protest that arose from an OWI booklet which "mentioned President Roosevelt," he pointed out the uproar that would be created if the Government attempted to buy radio time or publicaion space.

Currently, Mr. La Roche said, the Council is developing a "Community War Advertising Plan" to make it easier for local advertisers and advertising media to cooperate with the Government, without the necessity of constant solicitations. Basis of the plan is the pledging by local advertisers of a certain amount of time or space each week or each month on a regular basis. A local advertising committee will then allot this time and space to the various war drives in accordance with the national priorities established by the OWI and also with the local needs of the community.



'TO BRING OUR BOYS HOME'—Mrs. R. B. Smithson of Denver accepts a $50 check from Bert Mitchell Jr. of KOA, Denver, for Brown & Williamson Tobacco Co. after she answered correctly the question of the week on *People Are Funny*, NBC Friday evening program. Mrs. Smithson will buy War Bonds for her two sons in service, one a wounded hero of Corregidor now a prisoner of the Japs. In the Smithson parlor are (l to r): Iris Smithson, daughter; Mrs. Smithson; Mr. Mitchell; Joe Pulliam, Brown & Williamson district manager; Duncan McColl, KOA salesman. She correctly answered that the Bible is the year's best seller.

PEABODY AWARDS AT OHIO MEETING

PRESENTATION of the Peabody Awards will not be made at the NAB Radio War Conference, but has been transferred to the Ohio Radio Educational Conference, Columbus, May 1, to fill the NAB's portion of the Conference agenda.

Award winners this year include: NBC Pacific Coast network; CBS network, Charles Collingwood, CBS correspondent; stations WCHS, Charleston, W. Va.; WHA, Madison, Wis.; KOAC, Corvallis, Ore.

Dr. S. V. Sanford, Chancellor, University System of Georgia, will make the presentation. The George Foster Peabody Awards are jointly administered by NAB and the Henry W. Grady School of Journalism, University of Georgia. Dean John E. Drewry will represent the Grady school and Earle Glade, Salt Lake City, NAB member of the Awards Committee, will speak on "What is Public Interest, Convenience and Necessity?" as applied to radio.

The Ohio Conference is for public service program producers, station and network operators, and Government officials.

From BORDER to BORDER And COAST to COAST

other radio stations ask WCPO - excerpts from letters on file at WCPO

"We would greatly appreciate the opportunity of discussing some of the phases of your operation with you and your program director, and promotion man."

"We would appreciate your helpful suggestions very, very much. Tell us how you do it?"

"We like to think that we are in the process of doing the job here that WCPO is doing in Cincinnati."

"I was just wondering if you had some secret program formula and would not mind giving another station a bit of advice. I want to build our listening audience as high as WCPO's."

"I am taking the liberty of enclosing our station log, so that you may pencil such notations on it as you see fit, and believe, any suggestions will be most welcome."

"Sincere personal congratulations for the splendid rating you have at WCPO. May it grow more powerful."

"Quite frankly here in a locality that does not have quite as severe competition as you do, we have not been able to achieve anything approaching your audience figures."

"The fame of WCPO is well known way out here in California."

"I have heard from many sources over a considerable period of time about the job that WCPO does competing with other Cincinnati stations."

"It seems that every place I go in the East I hear what a terrific job WCPO is doing in Cincinnati, do take yourself a bouquet. If you don't mind, will you give me the benefit of your thoughts and experience."

"Knowing what a splendid record WCPO has made in Cincinnati in reaching the people, we are trying the same program formula in our city."

"I would appreciate it very much if you would drop me a line as to the policy you pursue in getting your high WCPO rating."

"---expect to come to Cincinnati, specifically for the pleasure and profit of observing your operation at WCPO."

"---Would like to come out to Cincinnati for a couple of days to observe at first hand some of the operation of WCPO AS A GUIDE to aid us in our attempt to build greater audience."

"May we come to Cincinnati to observe and profit by your successful experience?"

C. E. HOOPER Cincinnati Audience Measurements — Percentage of Listeners — Oct. 1942 thru Feb. 1943

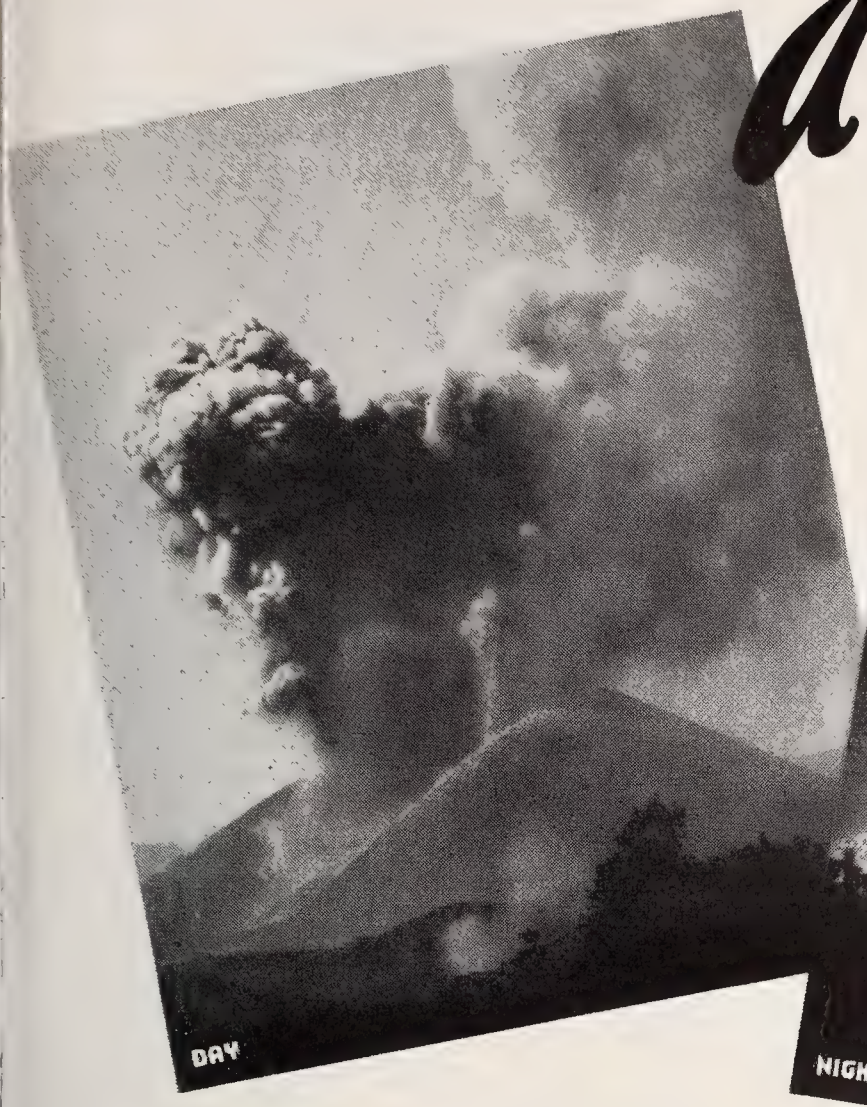
	"B"	WCPO	"C"	"D"	"E"
MORNING INDEX MON. THRU FRI. 8:00-12:00 A.M.	38.2	26.1	13.3	12.3	9.9
AFTERNOON INDEX MON. THRU FRI. 12:00-6:00 P.M.	41.3	30.1	9.2	8.3	11.1
EVENING INDEX SUN. THRU SAT. 6:00-10:30 P.M.	50.8	10.7	8.6	20.4	9.2

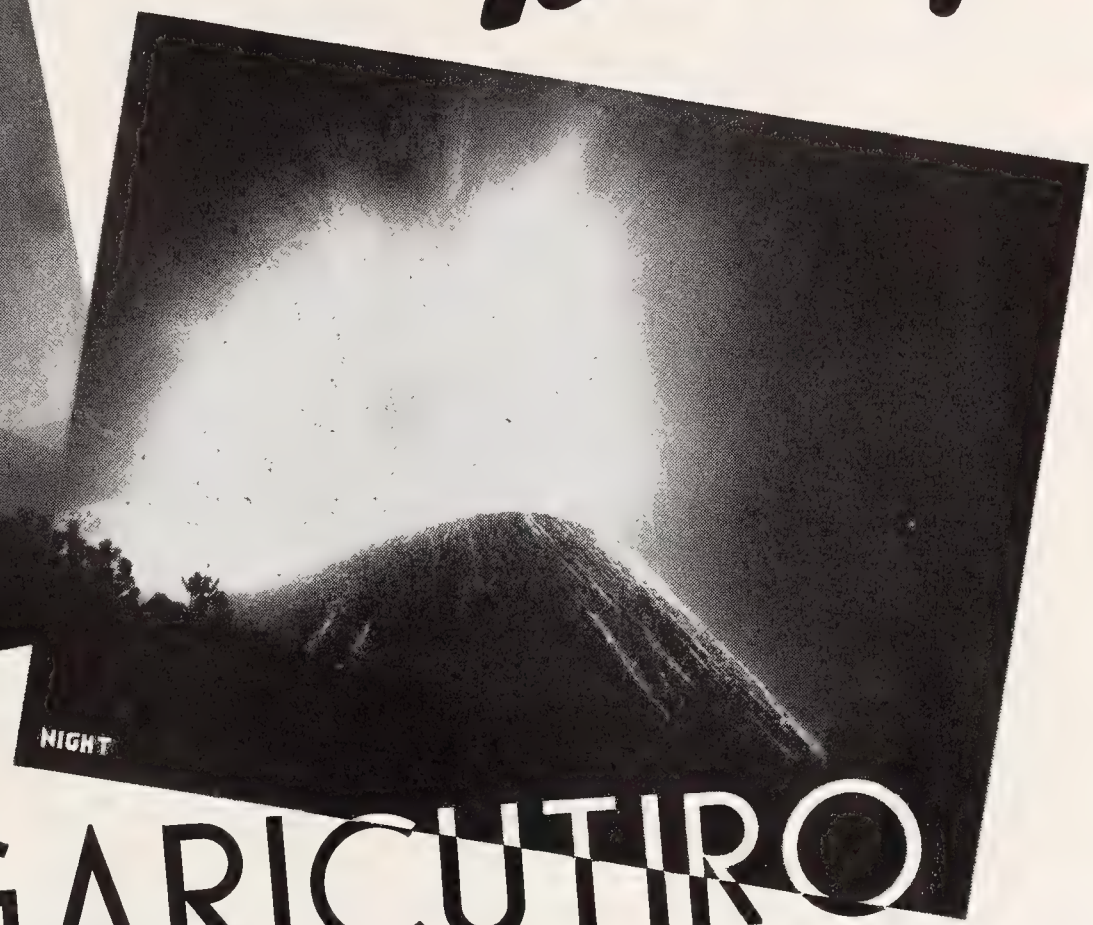
Now More Than Ever the Talk of the Agencies

WCPO CINCINNATI'S NEWS STATION

AFFILIATED WITH THE CINCINNATI POST

A Volcano is Born!





AT PARANGARICUTIRO

A small Mexican town with a "big" name!

WE HANDLE

85% of the money spent in Mexico in radio advertising.

90% of the recorded programs produced in Mexico.

90% of the telephone hook-ups.

70% of the spot announcements.

OTHER BIG THINGS ARE

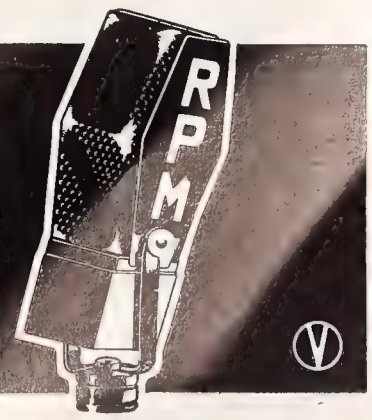
- The market of Mexico with it's twenty million buyers.
- Our network with seventy affiliated radio stations headed by NBC's outlet (XEW) and CBS' (XEQ) which guarantees a perfect nation-wide coverage.

RADIO PROGRAMAS DE MEXICO

LARGEST LATIN AMERICAN BROADCASTING SYSTEM

P.O.BOX 1324 MEXICO, D.F.

EMILIO AZCARRAGA *Pres.* CLEMENTE SERNA MARTINEZ *Mgr.*



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Broadcast Advertising

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HENRY S. LIEBSCHUTZ, Art Director

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Remember?

MORE THAN two years ago—on March 20, 1941—the FCC issued its celebrated order calling for an "immediate investigation" to determine policy on newspaper ownership of broadcast stations. There was great commotion. Hearings were held over an eight-month period from July 1941, until February 1942. Since then not a wheel has turned.

This week, the Newspaper Radio Committee, organized by newspaper-owned stations in self-defense after announcement of Order No. 79, holds its third annual meeting in New York in conjunction with the convention of the American Newspaper Publishers Assn. As far as the record goes it can report only that the FCC's investigation was "recessed" on Feb. 6, 1942, subject to call. The investigation record is still open. Beyond that it can observe that FCC Chairman James Lawrence Fly, spearhead of the newspaper divorcement proceedings, recently commented he thought nothing would be done until after the war, and that newspaper ownership "tends to be an academic question right now".

That is the state of the "immediate investigation" ordered by a majority of the FCC. There are still numerous applications from newspaper-owned or affiliated companies in the Commission's "pending" files—aside from those withdrawn following the war-dictated equipment freeze order. The whole question of policy is in suspended animation.

It is estimated that upwards of $300,000 has been spent in the proceedings to date. The record covers 3,500 pages of testimony and 407 exhibits. There were 24 hearing days during which 52 witnesses appeared, 42 of them for the Government, at taxpayer's expense. And the record still languishes before the FCC.

On Dec. 31, 1941, the Newspaper Radio Committee formally petitioned the FCC to adjourn the investigation for the war's duration. On Jan. 21, 1942, the Commission formally announced denial of the petition, and held that the war effort would be aided, not hindered, by completion of the investigation.

Then why hasn't the Commission completed the inquiry? Mr. Fly feels now that nothing should be done until after the war—yet the last formal action of the FCC was denial of the petition of Harold V. Hough, as chairman of the Newspaper Radio Committee, for precisely such a ruling.

We do not regard this as a case of letting well enough alone. The FCC staff isn't overburdened these days. We think the FCC is duty-bound to terminate the investigation. If the conclusion is to end the inquiry for the duration (and six months thereafter) then FCC should so state in a formal opinion. If it concludes that the policy question should be decided, then the hearing record should be closed and a decision reached. Based on the Constitution, the statutes, legal precedent and the record, it is evident the question can be decided only in one way.

As it stands now the inquiry is just another travesty in Government administrative procedure.

One Horse—One Rabbit

SOMETHING NEW in the line of labor decisions appeared last week when a U. S. Conciliation Service arbiter in Los Angeles discovered that "work of all radio technicians is substantially the same, regardless of the power of the station." On that thesis, the arbiter ruled that an IBEW local at KPAS, Pasadena, was entitled to a scale equal to the highest paid by any other station in the area.

Needless to say, the decision has been widely protested, among the first to respond being NAB's labor relations director, Joseph L. Miller, who has asked leave to file a brief. As Mr. Miller points out, never before has a Government official or anyone else claimed that engineers in all stations performed the same work, and are therefore entitled to equal pay.

The arbiter's ruling will probably not be enforced for the present. It would have to be approved by the Regional War Labor Board, which only last Tuesday was deprived of authority to act in these so-called "inequity cases". But even if the WLB were to consider the ruling, it is hard to understand how such a novel line of thinking could stand in the light of definite instructions issued by the National WLB under the President's Wage Freeze of Oct. 3, 1942, stating bluntly that "wage differentials which are established and stabilized are normal to American industry and will not be disturbed by the Board."

Even though the present ruling may be stopped, the NAB Labor Director is right in filing his brief and putting the industry on the record as unalterably opposed to any determination that work in all stations is equal. The tasks and environments of the small station technician are far different from those of the large station technician, just as the duties of the neighborhood newspaper reporter are totally different from those of the metropolitan reporter.

This decision is based on faulty knowledge of the radio business on the part of the arbiter. This lack of knowledge might easily have resulted from some one's failure to offer at preliminary hearings a complete and competent presentation of the broadcasters' case. NAB should be able to accomplish this, so that potentially dangerous social theory may be nipped before it can cause endless trouble for the little station operator.

Programmers' Program

THERE HAS never been a time in radio's meteoric history when resourceful, heads-up programming was more needed. Action of the NAB in establishing a program directors executive committee as a permanent and recognized unit of the overall trade association, therefore, is something to cheer about.

For some years there has been in all too many instances a barrier between the program and commercial departments of stations. Some feel it is a situation carried over from the newspaper industry, where the editorial and advertising departments continue an ancient and picturesque friction.

The cause, however, is more likely another of those Topsy developments which just growed. There was a time, as commercial broadcasting was becoming established, when the station manager and the sales manager performed all operations of selling, and programming as well. It was a quick step from a habit to a practice of ignoring the program department.

A salesman or manager got a client on the string and sold him whatever he thought was wisest and at the best price the traffic would bear. What was the value, then, of the program department? In time the sales manager became a program man, to the extent at least that he planned programs for accounts.

Today in many stations the program director who should be the closest ally of the sales department, is instead consistently a long, dismal step behind. His best ideas are often looked upon with indifference by the sales force, unless one happens to coincide with the strategy already in the sales mind. The program director thus, in many cases is relegated to handle arrangements for non-salable special events.

Sales managers, through the NAB committee set up several years ago, have been successful in ironing out many problems which had beset them by exchanging ideas and by creating a consciousness of their problems in station ownership and management. The program committee, properly guided and encouraged, should be able to accomplish similar results. And, equally important, there should ensue a complete understanding between these two most important departments within a station.

To Harold Fair, veteran program director of WHO, Des Moines, goes a most responsible assignment. In becoming chairman of the new program directors executive committee, he breaks new ground. He is well-qualified for the task, however, with his excellent background as a musician, announcer, producer and salesman. Moreover, he has been trained by one of radio's young "old masters"—Joe Maland, WHO's vice-president and general manager.

We Pay Our Respects To —



CHARLES BERNARD BROWN

SOME of the many hundreds of radio station executives who heard Charles B. Brown, NBC's director of advertising and promotion, put on his one-man show during NBC's recent War Clinic tour of the country, were not surprised by his aplomb. Wise ones knew that the stage was Charley Brown's first amphitheatre of serious business and that as a youth, slightly more than 25 years ago in Canada, he had learned how to attract and hold an audience.

Those early days of spangles and spotlights are now far in the past, but he likes to recall their changing scenes and picturesque atmosphere.

For when Charley Brown was only 17, he toured Canada as part-owner of a vaudeville show of eight acts, one of which was top-billed as "Hall and Brown—America's Premier Barrel Jumpers." Not only did Charley thrill his audiences with acrobatic capers but as the co-author of the scripts and olio for the other acts in the show, his was also the job of rounding out an evening's entertainment.

With the coming of World War I, Charley turned his last stage somersault and enlisted in the Canadian army. He was sent overseas, where he saw heavy action on several fronts and was severely wounded at Lens. Invalided home, he decided to pass up the life of grease paint and one-night stands for a business career. He moved to the West Coast, studied at the Universities of California and San Francisco, took up sales work with the International Magazine Co. Followed several years successively with the Hodgkinson Film Co., Borden Sales Co., Westgate Metal Products Co., Chevrolet Motor Co., and Commercial Soap Co., always in sales.

From 1928 to 1938, he was sales promotion manager of Foster & Kleiser Co., West Coast outdoor advertising concern. As he says: "It was an easy transition from 'open-air' advertising to 'on-the-air' advertising."

While conducting billboard campaigns he found time in his spare hours to free lance as a radio script writer and actor. He wrote and produced his own programs on KFBK, Sacramento, and appeared frequently in their casts. Two of his serials were "Dorothy and Bert" and "Wisdom's Half Hour." Another of his opuses was a dramatic show titled "Uncle Henry's Will."

Three years of microphone training and writing experience led Charley to the National Broadcasting Company which he joined in 1938 as sales promotion manager for KPO-KGO, San Francisco. Hollywood (radio, not the films) called him a year later and he took over the promotion of sales for NBC's Western Division.

From the West Coast to Radio City was just a good barrel jump for the still agile Charley Brown. He made the leap in 1940 and became NBC's stations promotion manager, followed three months later by a move to the Red Network as promotion manager. In 1942, when Ken Dyke, NBC's director of advertising and promotion, left the network for a wartime assignment with the government, Charley assumed the Dyke portfolio, the position he now holds.

Away from the problems of advertising and promotion, Charley Brown finds his relaxation in writing occasional articles on sales, advertising, economics and literature. Two recent analytical essays: "Four Freedoms and 60 Seconds," and "Maybe It's Just Old-Fashioned Lumbago," the latter a humanized reply to critics of daytime serials, evoked wide comment from advertising and sales fraternities.

Before coming to Radio City, he lectured frequently on sales and advertising, appearing at Stanford U., U. of San Francisco and U. C. L. A.

His topics are not always concerned with sales and advertising. Recently he appeared before advertising clubs from San Francisco to Washington, D. C., where his talk on "Tomorrow Is Here" was received with enthusiasm by audience and press alike. His subject, dealing with post-war socio-economic problems and their solutions, includes the place advertising people can and must occupy in bringing about an orderly and permanent peace.

Charley Brown qualifies for the ranks of those who have no outstanding hobbies. The nearest he can come to a favorite pursuit is as a spectator at hockey games. When he watches the fast action on an ice rink he wishes he could stretch his legs and, just once more, get into the game as a player. Married to the former Rosalie De Hoff of Crestline, O., Charley lives in Manhattan.

Personal NOTES

JOHN ELMER, president of WCBM, Baltimore, and Mrs. Elmer have announced the marriage of their daughter, Bette Lee, to Ensign John Kearns Healy on April 18 at Towson, Md.

SAM NORRIS, sales manager of Amperex Electronics Products Co., leaves for a tour of midwest stations April 19 and will attend the NAB War Conference in Chicago, April 27-29.

BEVERLY BARNES, for two years on the staff of WLW, Cincinnati, has joined the sales promotion department of CBS Hollywood to handle West Coast exploitation.

LUCILLE MYRICK, sales promotion and merchandising assistant of WOAI, San Antonio, is engaged to Cpl. Meredith Peters, of the Observation Battalion station at Camp Bowie, Tex.

LEWIE V. GILPIN, radio information specialist in the Radio Branch of the Army's Bureau of Public Relations for the last 14 months, and before that a member of *Broadcasting's* Washington news staff, last week was inducted into the Army. It was his second induction, having been rejected on minor physical grounds on March 10, 1941, while on *Broadcasting's* staff.

W. DONALD ROBERTS, newly-appointed western sales manager of CBS (Broadcasting, March 8), took over his duties in Chicago last week. He will work with Leonard Erikson, who has been appointed CBS sales manager, for the next two months until Mr. Erikson transfers to New York.

HAROLD BISSON, NBC manager of promotion production, is undergoing treatment at Nassau Hospital, Mineola, N. Y., following a heart attack.

CHESTER J. LaROCHE, chairman of the Advertising Council, spoke April 14 before a luncheon-meeting of the sales promotion and advertising division of the Fashion Group in New York. His topic was "Is Fashion Advertising in on This War?"

Promotion Job at KMBC Goes to Ed P. Shurick

ED P. SHURICK has been named director of promotion and publicity of KMBC, Kansas City, Mo., replacing Frank Barhydt who is now with the OWI, Arthur B. Church, president of the station, made the announcement.

Shurick, who starts his new job April 21, has been sales and promotion manager of KLO, Ogden, Utah, and the Intermountain Network of Salt Lake City. For a four-year period he was national advertising manager of the *Standard Examiner*. He was active in radio work in the Twin Cities as radio director of Addison Lewis & Associates and as sales promotion manager of the Minneapolis Honeywell Regulator Co.

A. D. WILLARD Jr., general manager of WBT, Charlotte, N. C., has been chosen to head the membership drive by the YMCA. Mr. Willard was on the Washington YMCA board of directors at the time he was general manager of WTOP, Washington, before joining WBT last November.

ADM. LUKE McNAMEE, president of Mackay Radio & Telegraph Co., and Henry C. Roemer, vice-president and comptroller of Federal Telephone & Radio Corp., have been elected to the board of directors of International Telephone & Telegraph Corp.

GLADSTONE MURRAY, former general manager and director-general of broadcasting of the Canadian Broadcasting Corp., has opened offices as a public relations counsel in the Victory Bldg., Toronto.

GEORGE CHANCE, former salesman and announcer at KILO, Grand Forks, N. D., has joined the staff of KFBB, Great Falls., Mont., as salesman.

FINN HOLINGER, general manager of KDB, Santa Barbara, is the father of a baby boy.

WILLIAM A. BANKS, of the sales staff of WIP, Philadelphia, was elected president of the Lincoln Lodge of the B'nai Brith for 1943-44.

FLOYD MACK, news editor of WOR, New York, has joined the Overseas Branch of the OWI. Gerry Murray, of the editorial staff of *Printer's Ink*, joined the staff as copy editor April 15.

JAMES M. KENNEDY, a member of the local sales staff of WBAL, Baltimore, for eight years, has been appointed assistant salesmanager. Mr. Kennedy is a former newspaper man and a native Baltimorean.

FRANK R. McDONNELL, former national sales manager of KSFO, San Francisco, has joined KGO, San Francisco, as account executive, replacing Cliff Ogden, resigned. He was at one time with Radio Sales in New York and eastern sales manager for WBBM.

DON STALEY, account executive of KPO, San Francisco, has been commissioned an ensign in the navy and is scheduled to leave for active duty soon.

MILLER McCLINTOCK, president of Mutual, has been elected vice president of Bundles for America, group organized to help servicemen.

LLOYD FISHER, formerly with Lawrence Fertig & Co., New York, and Harry Michaels, New York, has joined the New York sales staff of Weed & Co., station representative.

THOMAS J. CLARK Jr., Chicago newspaper representative, will join the sales staff of the BLUE in Chicago April 15.

1ST
on the Dial
in Georgia!
590 KC.
WAGA
Atlanta
A FORT INDUSTRY STATION
5,000 WATTS
DAY & NIGHT
NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

BEHIND the MIKE

MARTIN LANGWEILER, new to radio, has joined the promotion department of WFIL, Philadelphia, succeeding Lois Andrews, who resigned because of illness.

TONY WHEELER, announcer of WFIL, Philadelphia, has been promoted to night supervisor.

HERB NEWCOMB has resigned from the announcing staff of WCAU, Philadelphia, to go Hollywood for a screen test.

CARYL COLEMAN, producer of NBC, San Francisco, has been shifted to the network's Hollywood headquarters. He replaces Dave Elton who resigned to join Young & Rubicam, as producer of the NBC *Time to Smile*.

ED BLOODWORTH has been assigned as writer for Barton A. Stebbins Adv., Los Angeles agency, on the weekly quarter-hour dramatized *News Makers*, sponsored by Packard Bell Co., on 5 NBC Pacific stations.

EDWARD I. GRUSKIN, freelance writer, is co-author with Walter Gibson of *The Return of Nick Carter*, which appeared in radio form for the first time April 11 on Mutual. Mr. Gruskin also writes *Doc Savage*, half-hour adventure program heard weekly on WMCA, New York.

GEORGE BRANDENBURG, for 12 years editorial manager of the Chicago office of *Editor & Publisher*, on May 1 will join the Curtis Publishing Co., Philadelphia, as editorial promotion manager of the *Saturday Evening Post*.

BOB REYNOLDS, sports and news director of WEIM, Fitchburg, Mass., has been appointed chief announcer.

ROGER BAKER, who with Dick Bray broadcasts the Cincinnati Reds baseball games over WSAI, was the featured speaker at the Cincinnati Ad Club last week.

HELEN DYSER BURT, previously publicity director for KXA, Seattle, and a freelance writer, has joined the continuity staff of KGW-KEX, Portland, Oreg. John Lally, formerly of NBC Hollywood, has joined the staff as announcer.

HARRY M. HESS, Jr., former continuity writer of CBS and newswriter of United Press, has joined the continuity department of BLUE central division.

GORDON GRAY, formerly announcer of WCFL, Chicago, and WCKY, Cincinnati, will join WBBM, Chicago, April 26.



BASEBALL broadcasts for 1943 are signed for KXL, Portland, Ore., by Hal Wilson, the station's general manager, as (l to r) Rollie Truitt, baseball announcer, and Bill Klepper, manager of the Portland Beavers, look on. KXL will turn sustaining games over to OWI

MARGARET HALLIGAN, formerly in the BLUE continuity acceptance division, has been made a member of the networks script division.

JOHN PATRICK COSTELLO, NBC announcer, will receive an honorary Doctorate Degree from St. Bonaventure College at commencement exercises April 19, in recognition of his work on NBC's *The Catholic Hour*.

ALBERT MORGAN, former announcer of W75NY, FM station of Metropolitan Television Co., New York, and previously freelance script writer, has joined WABC, New York, as writer and producer.

GOULD CASSAL, for three and a half years general assistant to Bessie Beatty, women commentor on WOR, New York, reported for duty at Fort Dix, April 15.

JACK WILLIAMS, traffic manager of NBC's international division, on April 7 was inducted into the Army.

HERB SHELDON has been promoted from assistant production manager of WINS, New York, to production manager and program director.

HAROLD DAVIS has resigned as program director of WDAS, Philadelphia, to join the announcing staff of WCAU, Philadelphia.

DON PRYOR, San Francisco head of the CBS news division, news commentator, and before that with United Press in the Middle West, has been transferred to CBS New York news bureau. Replacing him in San Francisco is Philip Woodyat of the Overseas Branch of the OWI in San Francisco, formerly with CBS.

SGT. MERRITT (Bud) FINCH from WELI, New Haven, where he was commercial traffic manager, is announcer for the Fort Jackson, S. C. radio programs originating on WIS Columbia, S. C., and director of an orchestra that entertains at benefit shows sponsored by various service organizations. He is attached to the 100th Infantry Div. at Fort Jackson.

DOROTHY LEFFLER, former publicity director and assistant to the editor of Bobbs-Merrill Publishing Co., and recently assistant to the publicity director of the war production fund to conserve manpower, has joined the CBS press information department, assigned to the writing staff of the magazine division.

BRUCE BUELL, announcer of KFAC, Los Angeles, has resigned to join the Army.

CEDRIC FOSTER, Mutual commentator, has received the Order of the Memorial Cross from the National Legion of Greek War Veterans.

CHARLES HODGES, war editor of Transradio Press and professor of international politics at New York U., has started a weekly commentary on Mutual, titled *Memo for Tomorrow*.

EDITH BARISH has left WNYC, New York's municipal station, to join the production staff of WLIB, Brooklyn.

GRACE MARSHAL has left the publicity department of WJJD, Chicago, to join WEDC, Chicago, as film director.

WILLIAM B. RAY, NBC central division manager of news and special events, was inducted into Sigma Delta Chi, national honorary journalism fraternity, at recent initiation ceremonies in Chicago.

VAN PATRICK, sports director of WHBF, Rock Island, is visiting spring training camps of major league baseball clubs of the Cubs, White Sox, Browns, Cards, Indians, Tigers, Reds, assembling background for *Baseball Roundup*, a five-minute daily program broadcast throughout the baseball season by MBS from the studios of WHBF.

GILBERT PALTRIDGE, promotion and publicity director of KGO, San Francisco, has been appointed promotion-merchandising director of KFI-KECA, Los Angeles.

KYW
PHILADELPHIA
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc

in BALTIMORE
and the Central Atlantic States
WBAL PROMOTION
is building more
and more listeners
for your programs
Edward Petry & Co., National Representative

"TODAY, IN BUSINESS AS IN LIVING, THE ESSENTIAL THINGS COME FIRST!"



A Match...and the New York Market

What's a match got to do with the New York market? The answer to that one is easy . . .

The American people know that a match is essential . . . or back they all go to raw meat and bundling!

And American business men know that advertising in the *right markets* is *essential*—particularly today . . . or back they all could go to pushcarts and the like!

New York is one of those *right* markets... and WEAF is the *essential* station . . . because WEAF, the key station of the NBC network, dominates this market . . . a market where 15,000,000 people (12% of the nation) spend 8 billion dollars yearly for retail merchandise alone — a market where WEAF's superior signal carries the finest programs on the air to every corner of this vast area.

WEAF...NEW YORK

One Of Eleven Stations in
Eleven Essential Markets
Represented by NBC Spot Sales

Eleven stations that broadcast the nation's most popular programs to 55% of the radio families in the United States (primary areas only) . . . eleven *essential* stations where the buying power is 34.2% greater than the average for the whole country.

Yes, eleven stations as essential to American business for the maintenance and growth of war and peacetime sales as a match is essential to the American people for the maintenance of their way of life.

WEAF • NEW YORK

WRC • Washington	KPO • San Francisco
WMAQ • Chicago	WBZ-A • Boston-Springfield
KDKA • Pittsburgh	WGY • Schenectady
WTAM • Cleveland	KYW • Philadelphia
KOA • Denver	WOWO-WGL • Fort Wayne

NBC SPOT SALES

One of a series on America's fastest-growing Victory Markets—New York City

WILLIAM SPIER, executive producer of CBS New York, has been shifted to the network's Hollywood studios.

BILL STROTHMAN, of KGVO, Missoula, Mont., resumes his announcing duties when Hal Moon on April 12 takes over the post of news editor which Strothman has been filling temporarily.

WILLIAM ELLIOTT, announcer at WICC, Bridgeport, Conn., before joining the Army, is now in OCS at Fort Monmouth, N. J. Pvt. Louis La Haye, announcer, is in the Air Forces at Lincoln, Neb. Lt. Lawrence Gruza, assistant news editor, is somewhere overseas.

JERRY SOESBEE, announcer of WPTF, Raleigh, N. C., is the father of a boy.

RAY GIRARDIN, production manager of WEEI, Boston, is accompanying the WAAC Caravan on its tour of New England in a recruiting drive. Mr. Girardin directs the William Wrigley Jr. Co. broacasts fed to CBS Monday through Friday 5:45 to 6:00.

Taylor Joins BLUE

HENRY J. TAYLOR, author, economist and business executive, has joined the list of BLUE news commentators and has been assigned the 10-minute period at 11:05 p.m. six times weekly on WJZ, New York outlet of the BLUE. A former war correspondent for North American Newspaper Alliance, Mr. Taylor is author of *Why Hitler's Treadmill Will Fool the World, Time Runs Out,* and *Men in Motion.*

HENRY DORF, formerly of WJWC, Chicago, and WIBC, Indianapolis, has joined the announcing staff of WCFL, Chicago.

CARL KENT, formerly of Akron stations, has joined KHJ, Hollywood, as announcer. He succeeds George Martin, commissioned an ensign in the Navy.

BRUCE MacDONALD, news writer of WIND, Chicago-Gary, has been appointed news editor, succeeding Robert Sabin, who has joined the news staff of BLUE Chicago.

DICK WEAVER, formerly of KROD, El Paso, has joined KOY, Phoenix, as writer and newscaster.

JIM FONDA, former Hollywood producer of Foote, Cone & Belding, now in the Army, has been assigned to the Special Services Division, radio section, in New York.

GRACE BYRNES, star of the five-weekly quarter-hour *Love Story Time,* sponsored by Tovrea Packing Co., on Arizona network stations, is the mother of a baby girl.

CHARLES A. BAILIE, for many years director of advertising research and publicity of KOMO-KJR, Seattle, has resigned to become public relations director of the Seattle Chamber of Commerce.

SANFORD H. DICKINSON has rejoined the announcing staff of WJJD, Chicago, after a year's absence at WMCA, New York, and WNAB, Bridgeport, Conn.

CHARLES ATCHISON, announcer of WSGN, Birmingham, before joining the Army Air Forces, is stationed at St. Petersburg, Fla.

LESTER VAIL, director of the NBC-Red Cross series *That They Might Live,* is directing the five-weekly serial *Just Plain Bill,* sponsored on NBC by Anacin Co. Vail replaces Arthur Hanna, who has had to give up some of his radio assignments.

FRANK GOSS, former announcer of CBS Hollywood, has been commissioned a first lieutenant in the Army Signal Corps and is now on special duty at Fighter Command School, Orlando, Fla.

REED CHAPMAN, formerly of CKWX, Vancouver, has returned to the station's announcing staff.

HOWARD CAINE, producer of CKOC, Hamilton, Ont., has joined the Royal Canadian Navy with the rank of sub-lieutenant.

RUSSELL AMBRUSTER, NBC producer, has left the network to join BBDO, New York as a program director. NBC programs handled by Mr. Ambruster included *Abie's Irish Rose.*

JOHN RHYS EVANS, factory representative of the Purex Corp. of Southgate, Cal., for the last nine years, has joined the staff of KOMO-KJR, Seattle, as publicity director in the research-advertising department.

DICK KEPLINGER, news and special events director of KOMO-KJR., Seattle, and Mary Lee Keplinger, the former Mary Lee Barnes, are parents of a baby girl. Mrs. Keplinger before her marriage was on the station's publicity staff.



Christian Science Monito

Globe Shrinkers

WILLIAM EWING, correspondent for the *Honolulu Star Bulletin,* last week started a weekly series of commentaries on Mutual, Saturday, 6:15 6:30 p.m., speaking from KGMB Honolulu.

FLOYD PATTEE, announcer, has been promoted to production director of WNBC, Hartford. Ralph D. Kanna program director, has been made a member of the Civilian Air Patrol of Connecticut.

LEONARD VALENTA, succeeding Joe Corr, who entered the Navy, and Scott MacGregor, both new to radio, have joined the announcing staff of WDAS, Philadelphia.

ANNE MARIE EHLERS has resigned from the program department of WFIL, Philadelphia, to be married to Robert Sefcik, of Detroit, April 24 in that city.

WALTER O. MILES, formerly in the publicity department of MGM, has joined the Los Angeles staff of Paul H. Raymer Co., station representatives, as account executive, working under J. Leslie Fox, Southern California manager.

GUS HAGENAH, program and production director of SESAC, New York, is the father of a baby girl.

CBS Staff Changes

DONALD ARCHER has been transferred from the CBS sound effects department to network operations, where he serves as assistant director apprentice. Before joining CBS in December last year, Mr. Archer did writing and directing for WWDC, WINX and WTOP, Washington. Allan Jackson, formerly of WMC, Memphis, has joined the CBS newsroom as writer and newscaster, replacing Jane Dealy, resigned to take advantage of her Pulitzer traveling fellowship. She will go to Mexico for further studies.

NOW 5,000 WATTS

RAYMOND GRAM SWING • UPTON CLOSE

COMPLETE NEWS COVERAGE . . LOCAL & NATIONAL . . . HITTING WITH

DOROTHY THOMPSON • PORTER • EARL GODWIN

118 NEWSCASTS EVERY WEEK . . . HOLDING THE ATTENTION OF THE

DREW PEARSON • BAUKHAGE • RAY CLAPPER

HOUSTON AUDIENCE . . . INFLUENCING BUYING HABITS 24 HOURS A DAY

JOHN W. VANDERCOOK • GABRIEL HEATER



KXYZ HOUSTON 1320 KC BLUE, MUTUAL

• represented by The Branham Company

BUY BOTH! KXYZ AND KRIS, CORPUS CHRISTI — A MONEY-SAVING COMBINATION

HALIFAX, NOVA SCOTIA

Where more radio sets are located than any other centre of the Maritimes.

Halifax is served by the key station of the Maritimes

CHNS

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

5000 WATTS 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

'Take It Easy' Attitude of Stations Is Decried by WHP Program Director

OFFERING a plan used successfully in Harrisburg for all-industry use, Dick Redmond, director of war programs, WHP, Harrisburg, decried the attitude of broadcasting toward the war effort in a recent communication to Neville Miller, NAB president. Mr. Redmond also asked for the creation of an organized plan of operation and a united front for radio in straightening out what he termed a "take it easy" attitude of broadcasters toward the war.

Pointing to the Office of War Information as a sort of innocent instrument through which stations have assumed an easy-going attitude, Mr. Redmond cited the OWI bulletin which said that the organization was dedicating itself to "reducing Government radio time on the air in order to avoid audience saturation."

Destructive Phrase

"That phrase," Mr. Redmond pointed out, "obviously issued with good intention, was one of the most destructive statements that could have been thrown at the industry. It shows a definite lack of forethought and foresight because buried away beneath its surface purpose is a dangerous possibility which is starting to show itself in many forms."

Mr. Redmond said the average station interpreted this to mean "there is too much war talk on the air" and that was the stop sign for many worthwhile activities which otherwise might be in operation today. Where ambition and interest still flourished, he said, the statement not only aroused resentment but undermined confidence in OWI.

Asserting that this is one thing OWI definitely should take steps to correct, Mr. Redmond said a guiding stimulation to encourage radio minds to think in terms of intelligent programming best suited to their own communities should be substituted and reinstated.

"A year ago I discussed plans for proving locally what can be done nationally," he said. "The plan was given consideration but was regarded as being too ambitious. So without their help—and I might even say encouragement, we set out to prove our point."

Included in these proposals, he wrote, was the offering of WHP ideas and facilities to OWI with the suggestion that Harrisburg be used as a test area. OWI suggested in turn that WHP proceed and report the results.

"By the time we got around to realizing that OWI had lost interest we discovered that our listeners had gained interest and displayed that interest with great approval and enthusiasm," Mr. Redmond wrote.

Mr. Miller's office advised BROADCASTING that he believed the "OWI has done an excellent job." He added that he believed that the WHP plan should again be brought to the attention of the OWI, an admirable opportunity presenting itself at the OWI Round-table at the NAB War Conference in Chicago this month.

PRESIDENT'S office of the American Federation of Musicians in New York City will be moved May 1 to 570 Lexington Ave. New telephone number will be Plaza 8-0600.

WOW Adds News Service

CHICAGO DAILY News Foreign Service, used experimentally for several months at KFEL, Denver, is now offered to listeners of WOW, Omaha, announces John J. Gillin, Jr., the station's president and general manager. The service consists of about 10,000 words per day delivered by 11 a.m. on a leased wire to WOW's newsroom. WOW uses this new feature service to supplement its regular UP service.

Plaque for WOV

SELECTED by *Tune-In* Magazine as the first radio station to receive the publication's annual award for outstanding services, WOV, New York, last Saturday broadcast the presentation of the plaque by Carol Hughes, editor of *Tune-In*.

LEWIS ALLEN WEISS
VICE PRESIDENT AND
GENERAL MANAGER

DON LEE BROADCASTING SYSTEM
THE NATION'S GREATEST REGIONAL NETWORK
AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM
5515 MELROSE AVENUE
HOLLYWOOD CALIFORNIA

February 26, 1943

Mr. Basil A. Caparell
International News Service
235 East 45th Street
New York, N. Y.

My dear Mr. Caparell:

Answering your letter of February 19, we are very happy to attest to the pleasant and satisfactory service that we have enjoyed continuously from INS during the past six years. Our news editors have always found your service to be comprehensive, timely, and all-inclusive and we are undoubtedly indebted to INS in a substantial way for the fact that our news broadcasts not only rate highest on the Pacific Coast, but are among the highest rated news broadcasts in the entire United States.

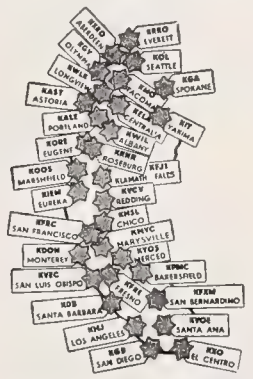
In view of the foregoing facts, we look forward with distinct pleasure to a continuation of our very satisfactory relationship with your organization for a great many years to come.

With every good wish for your continued and well deserved success, I am,

Very cordially yours,

Lewis Allen Weiss

32 PRIMARY STATIONS IN THE
32 PRIMARY PACIFIC COAST MARKETS



MORE THAN 9 OUT OF EVERY 10 RADIO HOMES ON THE PACIFIC COAST ARE WITHIN 25 MILES OF A DON LEE STATION

Thank you, Mr. Weiss

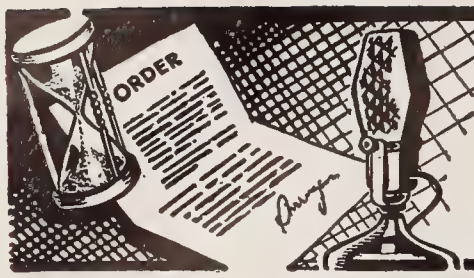
INS

NOTE TO TIME BUYERS!

30,000 population increase since 1940 . . . 23,000 highly paid skilled workers . . . 50,000 officers and men in six military centers.

NBC
BLUE, TOO

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Carter Products Inc., New York (liver pills), 14 *sa* weekly, thru Ted Bates, Inc., N. Y.
Lever Bros., Cambridge, Mass. (Vimms), 17 *sa* weekly, thru BBDO, N. Y.
Feminine Products, New York (Arrid deodorant), 5 *sa* weekly, thru Small & Seiffer, N. Y.
Ex-Lax Inc., Brooklyn, 9 *sa* weekly, thru Joseph Katz Co., N. Y.
Manhattan Soap Co., N. Y., 5 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Good & Reese, Springfield, O. (nursery), 3 *sa* weekly, thru Leo Boulette Agency, Three Rivers, Mich.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 3 *sa* weekly, thru Compton Adv., N. Y.
Pillsbury Flour Mills, Minneapolis, 5 *sa* weekly, thru McCann-Erickson, Chicago.
Chick Bed Co., Cedar Falls, Ia. (poultry house floor covering), 6 *sa* weekly, thru W. D. Lyon Co., Cedar Rapids, Ia.
Ball Bros. Co., Muncie, Ind. (canning jars), 3 *sa* weekly, thru Applegate Adv. Agency, Muncie, Ind.
Crow's Hybrid Corn Co., Milford, Ill. (seeds), 3 *sa* weekly, thru Critchfield & Co., Chicago.
Illinois Bell Tlephone Co., Chicago, 6 *sa* weekly, thru N. W. Ayer & Sons, N. Y.
Vio Bin Corp., Monticello, Ill. (cattle remedies), 3 *sa* weekly, thru Rogers & Smith, Chicago.

WNEW, New York

Miles Shoes, New York, 7 *sp* weekly, 52 weeks, thru Grey Adv., N. Y.
General Baking Co., New York (Bond bread), 11 *ta* weekly, 52 weeks, thru BBDO, N. Y.
Denver Chemical Co., Denver (antiphlogistine), 7 *sp* weekly, thru Badger, Browning & Hersey, N. Y.

WQXR, New York

Bloomingdale's Department Store, New York, 3 *sp* weekly, 52 weeks, direct.
Gruen Watch Co., New York, 120 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.
General Baking Co., New York (Bond bread), *sa*, 52 weeks, thru BBDO, N. Y.
Franklin Simon & Co., New York (department store), *sa*, thru Hirshon-Garfield, N. Y.
Esquire Inc., Chicago (*Coronet*), *sa*, thru Schwimmer & Scott, Chicago
Metropolitan Certified Milk Producers Assn., New York, *sp*, weekly, thru Clements Co., Philadelphia.

WHN, New York

Charm Kurl Co., St. Paul (permanent wave kit), *sa*, 13 weeks, thru Guenther-Bradford & Co., Chicago.
General Baking Co., New York (Bond bread), *sa*, 51 weeks, thru BBDO, N. Y.
Kenmore Publishing Co., New York (*Test Instruction Book for Servicemen*), sa, *ne*, *sp*, 52 weeks, thru Huber Hoge & Sons, N. Y.
Lever Bros., Cambridge (Rinso), *sa*, *ta*, 4 weeks, thru Ruthrauff & Ryan, N. Y.
Adler's Shoe Store (men's shoes), 14 *ne* weekly, 29 weeks, thru Consolidated Adv., N. Y.
Jacob Ruppert Brewery, New York (beer, ale), *sa*, 4 weeks, thru Ruthrauff & Ryan, N. Y.
I. J. Fox, New York (furs), *ta*, 6 weeks, thru Lew Kashuk Adv., N. Y.
Wm. H. Wise & Co., New York (World's Greatest Books), *sa*, 7 *ne*, 21 *sp* weekly, thru Huber Hoge & Sons, N. Y.

WEAF, New York

Grove Labs., St. Louis (Bromo-Quinine, Vitamins), 3 *ne* weekly, 52 weeks, thru Russel M. Seeds Co., Chicago.
Lever Bros., Cambridge (Rinso), 10 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

KPO, San Francisco

Fisher Flouring Mills Co., Seattle (Zoom, cereal), *sp* weekly, thru Pacific National Adv. Co., Seattle, Wash.
Rosefield Packing Corp., Alameda, Cal. (Skippy peanut butter), *t* weekly, thru Sidney Garfinkel Adv. Agency, San Francisco.
New Century Beverage Co., San Francisco (Belfast sparkling water), *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Rohm & Haas Co., Philadelphia (Lethane insecticide), 2 *sa* weekly, thru Newell Emmett Co., New York.
Associated Labs., Long Island City, N. Y. (Kelpamalt & Blondex), 3 *sa* weekly, thru Grady & Wagner Co., N. Y.
Kelite Products, Hollywood (Kenu household cleaner), 5 *sa* weekly, thru Little & Co., Los Angeles.
Brown & Williamson Tobacco Corp., Louisville, Ky. (Avalon cigarettes), 6 *ne* weekly, thru Russel M. Seeds Co., Chicago.

WLIB, Brooklyn

Twentieth Century-Fox Film Corp., New York ("Desert Victory"), 26 *sa*, thru Kayton-Spiero, N. Y.
DeLong Insulation Co., New York (Rock Wool insulation), 18 *sa*, 4 weeks, thru Moss Assoc., N. Y.
Neoderm Health Institute, New York, 7 *sa* weekly, thru Moss Assoc., N. Y.
Ward Baking Co., New York, 21 *ta* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Pepsi-Cola Co., Long Island City, 42 *ta* weekly, 13 weeks, thru Newell-Emmett Co., New York.
Barney's Clothes, New York (men's store), 15 *sp*, 21 *ta* weekly, thru Emil Mogul Co., New York.

KGO, San Francisco

Columbia Pictures Corp., Hollywood, 7 *ne* weekly, thru Weiss & Geller Inc., Los Angeles.
Shasta Water Co., San Francisco (carbonated beverages), *ne* weekly, thru Brisacher, Davis & Van Norden, San Francisco.
Curtis Publishing Co., Philadelphia (Saturdaypost), 7 *sa* weekly, thru MacFarland Aveyard & Co., Chicago.
National Lead Co., San Francisco (Dutch Boy paints), 7 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
California Conserving Co., San Francisco (cucumber seeds), *sp* weekly, thru Brisacher, Davis & Van Norden, San Francisco.
Ridl Labs., San Francisco (Ridd), 2 *sp* weekly, thru Rhoades & Davis, San Francisco.

WOR, New York

Larus & Brother Co., Richmond (Edgeworth Tobacco, Chelsea and Domino Cigarettes), 3 *sa* weekly, 39 weeks, thru Warwick & Legler, N. Y.
Indian River Canners, Inc., Indian River, Fla. (Ind-Rio Brand Indian River Grapefruit Juice), 5 *sa* weekly, 13 weeks, thru Samuel C. Croot Inc., N. Y.
P. Duff & Sons, Pittsburgh (Duff's Mixes for baking), 5 *sa* weekly, 13 weeks, thru W. Earl Bothwell Adv., Pittsburgh.
Pepsi-Cola Co., Long Island City, 15 *ta* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
John Opitz Inc., L. I. City (J-O insect powder), weekly *sp*, 26 weeks, thru Tracy Kent & Co., N. Y.
Chef Boiardi Quality Food Products Inc., Milton, Pa. (Chef Boy-Ar-Dee Spaghetti Dinner), 5 *sa* weekly, 13 weeks, thru McJunkin Adv., Chicago.

KECA, Los Angeles

Omega Shoe Polish Co., Los Angeles, 7 *sa* weekly, 13 weeks, thru John Riordan Co., Los Angeles.
Westland Life Insurance Co., Los Angeles, 6 *t*, 2 *ne* weekly, 13 weeks, thru Ned J. Newman Adv., Los Angeles.
Federal Life & Casualty Insurance Co., Los Angeles, 3 *ne* weekly, 52 weeks, thru Donald A. Rose, Beverly Hills, Cal.
Golden Age Corp., Los Angeles (macaroni), 28 *sa* weekly, 26 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.

WJZ, New York

Phillips Packing Co., Cambridge, Mass. (Phillips soups), 3 *sa* weekly, 52 weeks, thru Aitkin-Kynett Co., Philadelphia.
Spool Cotton Co., New York (*Encyclopedia of Modern Sewing*), 2 *sa* weekly, 3 weeks, thru Kenyon & Eckhardt, N. Y.
Norwich Pharmacal Co., Norwich (Pepto-Bismol), N. Y., 5 *sp* weekly, thru Lawrence C. Gumbinner Adv., N. Y.

KFI, Los Angeles

Golden Age Corp., Los Angeles (macaroni), 7 *sa* weekly, 13 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.
Swift & Co., Chicago (All-Sweet margarine), 3 *sp* weekly, 52 weeks, thru J. Walter Thompson Co., Chicago.
American Chicle Co., Long Island City (Beeman's pepsin gum), 7 *sa* weekly, 8 weeks, thru Grant Adv., N. Y.
Ludens, Reading, Pa. (cough drops), 4 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
Fisher Flouring Mills Co., Seattle (Zooms), 3 *sa* weekly, 2 weeks, thru Pacific National Adv. Agency, Seattle.

Green Praises NBC

TRIBUTE was paid to NBC last week by William Green, president of the American Federation of Labor and a member of the NBC Advisory Council, speaking on the broadcast of the network's *Labor For Victory* program which marked the end of the series' first year on the air. Mr. Green expressed American workers' appreciation of NBC's cooperation in making it possible to "tell America of the contributions of labor through that great medium of free expression, American radio, and specifically, NBC."

Fulton Lewis on WOR

FULTON LEWIS jr., Mutual's Washington correspondent, this week adds WOR, New York, to his Mutual news series, heard Monday through Friday, 7-7:15 p.m. Lewis was heard on WOR a number of years ago, but his New York outlet has been WHN for the past few years. He will go off that station shortly, at the expiration of his contract. Stan Lomax, WOR sportscaster, moves to the 6:45 p.m. period Monday through Saturday.

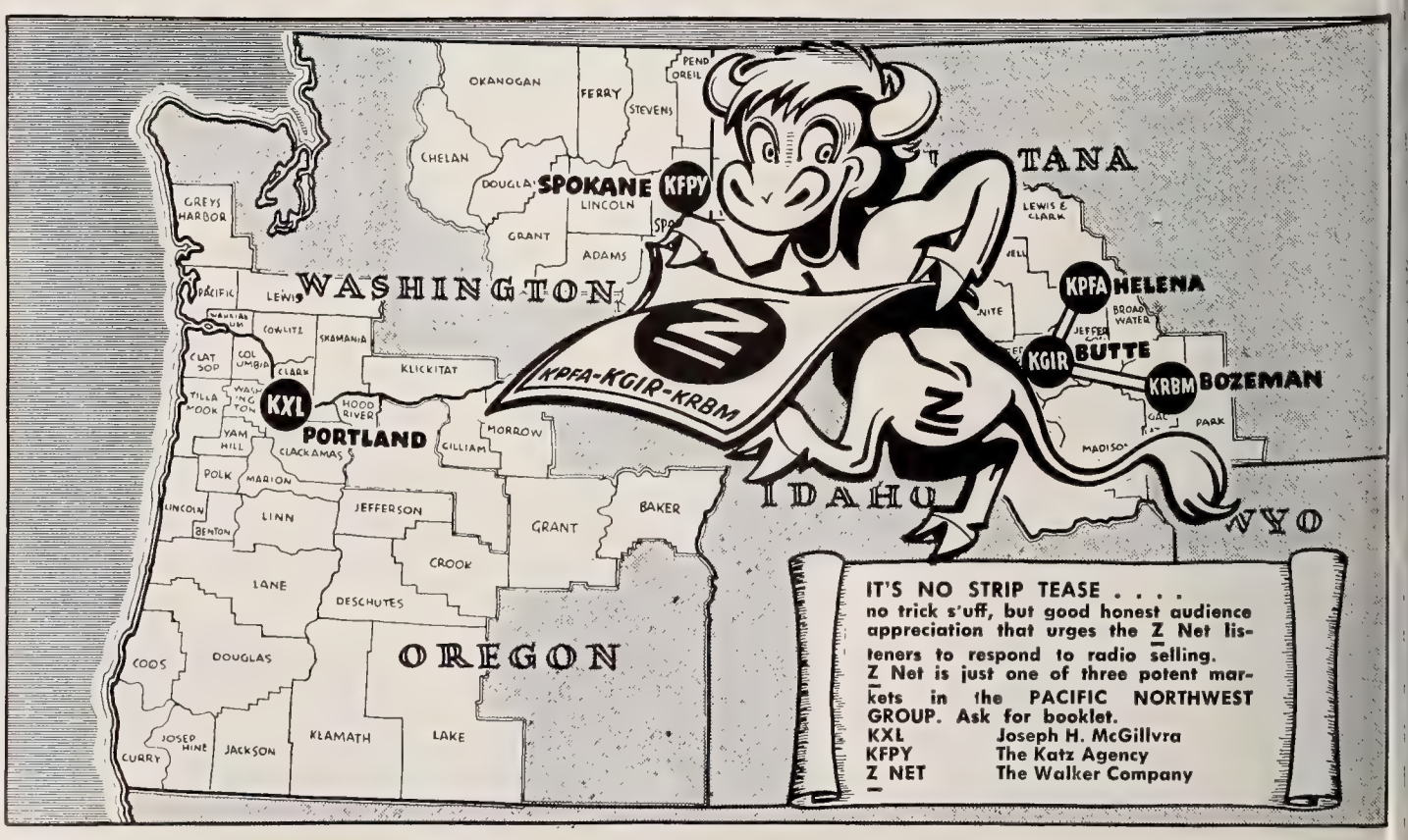
Shefford E on CBS

SHEFFORD CHEESE Co., Green Bay, Wis. (institutional), has purchased a one-time Saturday period, April 22 at 3-3:30 p. m. on the CBS network of 52 stations, for broadcast of Army-Navy E award to the firm. Upton Close is m. c.

Correspondent Discs

PRODUCED in cooperation with Press Assn., *War Correspondent*, transcribed show by Frederic W. Ziv, Inc., bows in on WGN WLAC WESX WFBM KPLC WASK WSLI WCAE KIRO KFTY KARK WREC WBIX WSBD WSGN WGL WHAS WJAR WSPD WSMB WJBO WING WMBD.

Based on exclusive reports of the AP and featuring John B. Kennedy, Jimmy Wallington and a dramatic cast, the show dramatizes stories of war correspondents like Larry Allen, Vern Haugland, C. Yates McDaniel. Sponsors include *The Pittsburgh Sun Telegraph, Nashville Banner, Dayton Journal Herald, Birmingham News Age Herald*. Show will run 52 quarter hours.



Radio Advertisers

ADAMS CLOTHES, Philadelphia (men's clothing), has taken local sponsorship on WFIL, Philadelphia, for *Counter Spy*, the new BLUE network weekly drama. Started April 5, the local sponsorship will continue indefinitely. John Surrick, sales manager of WFIL, signed the firm for the account. Agency is H. M. Dittman, Philadelphia.

VIC ORSATTI, Philadelphia distributor for Rheingold Beer, the first local beer distributor to use radio, started a quarter-hour nightly program April 2 on WFIL, Philadelphia, titled *The Yellow Melody Program*, featuring Gloria French, vocalist, with Rose Gallo at the organ. Placed by Charles Borrelli Agency, Philadelphia.

GENERAL BAKING Co., New York (Bond bread), has renewed for the fourth consecutive year the nightly Jewish-language news commentaries of Nathan Fleisher on WDAS, Philadelphia. Agency is Ivey & Ellington, Philadelphia.

WARREN S. WARNER, former assistant sales manager of National Biscuit Co., New York, has been appointed sales manager of the company, according to F. K. Montgomery, vice-president in charge of sales and advertising. Urban A. Kreidler, former sales manager, will be Mr. Montgomery's assistant.

CAPWELL, SULLIVAN AND FURTH, Oakland, Cal. (department store) recently started *Five O'Clock Final* with newscaster Douglas Gourlay, on KPO, San Francisco, three times weekly.

RAINER BREWING Co., San Francisco, on April 18 started sponsorship of all games played by the San Francisco "Seals" in the Pacific Coast Baseball League. Home games will be described by Jack MacDonald and Carroll Hansen, while out-of-town games will be re-created by the sportscasters. Agency handling the account is Buchanan & Co., Los Angeles.

GROVE LABORATORIES, St. Louis (Grove's vitamins), on March 27 renewed for 52 weeks Robert Fasson, news commentator, weekly on KPO, San Francisco. Agency is J. Walter Thompson Co., Chicago.

WESTLAND LIFE INS. Co., Los Angeles, is sponsoring the daily quarter-hour program, *Time Clock*, as well as twice weekly the 15-minute commentary, *Between the Lines*, on KECA, that city. Contracts are for 13 weeks, started March 29. N. J. Newman Adv., Los Angeles, has the account.

Successful Test

RESPONSE to a test radio appeal for truck drivers broke through the manpower shortage recently when the American Trucking Associations sponsored a call for driver applicants, broadcast seven times daily on WINX, Washington. The messages told how the men behind the wheels do war jobs as essential as those in war plants. So many applicants responded that the appeal was changed to include applications for freight checkers and truck helpers.

VALLEY NATIONAL BANK, Arizona (investments), is sponsoring a six-weekly quarter-hour morning newscast, *Let's Look at the Headlines*, with Edwin McClough, on three Arizona stations (KOY KTUC KSUN). Contract is for 52 weeks. Advertising Counselors, Phoenix, has the account.

GOLDEN AGE Corp., Los Angeles (macaroni), on April 25 starts for 13 weeks using daily announcements on KFI, that city. Firm also continues its four spots per day on KECA. Agency is Brisacher, Davis & Van Norden, Los Angeles.

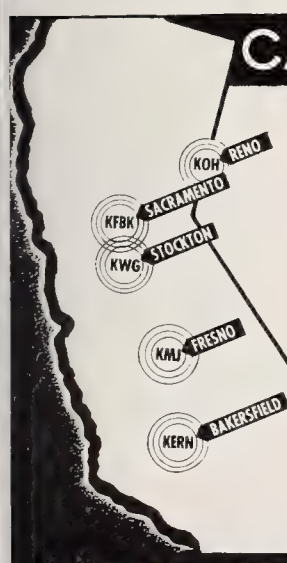
FEDERAL LIFE & CASUALTY Insurance Co., Beverly Hills, Cal., on a 52-week contract which started April 1 is sponsoring 11 quarter-hour newscasts per week on KECA, Los Angeles. Firm has tripled its radio advertising appropriation for April, May and June, and is also sponsoring 36 quarter-hour newscasts weekly on KMTR; 14 per week on KFWB; with 5 a week on KPAS. A twice-weekly quarter-hour commentary is scheduled on KFI starting in late April. Don A. Rose, Beverly Hills, has the account.

AMERICAN PARACHUTE school, Los Angeles (training for riggers), in a 30-day test campaign is using a heavy schedule of announcements on KFVD KMPC KRKD and KHJ. Agency is the Mayers Co., Los Angeles.

DOUGLAS AIRCRAFT Co., Santa Monica, Cal., is using a series of 35 transcribed five-minute instructive announcements per week on KFI KNX KHJ KMPC. Featured are Art Baker and Bill Hay. Agency is the Essig Co., Los Angeles.

INDEPENDENT DRUGGISTS of California, San Francisco, in an institutional campaign, on May 1 starts a daily five-minute transcribed program on KYA and KSAN, that city. Contracts are for 13 weeks. Group now sponsors a five-weekly quarter-hour morning newscast on KFWB, Hollywood. Agency is W. J. Jeffries Co., Los Angeles.

CALIFORNIA COVERAGE



FIRST IN FRESNO!
HOOPER STATION LISTENING INDEX
AFTERNOON LISTENING
Mid-Winter, 1943

KMJ	"B"	"C"	"D"	Others
57.2	21.8	15.7	3.7	1.6

12:00 N. - 6:00 P.M.—Mon. thru Fri.

NBC KMJ BASIC
5000 WATTS on 580 Kc.

THE McCLATCHY GROUP

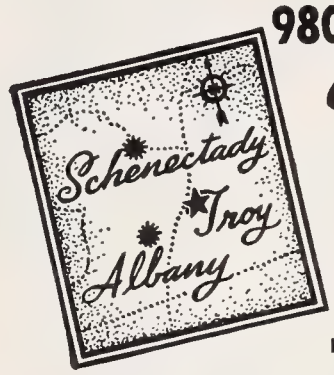
...the "Crack" of a Baseball Bat in His Voice!



...the excitement of hoofs thundering at Goshen and Saratoga!

In Troy, Albany, Schenectady, FIVE STAR FINAL means just two things—Fitzgerald's Brews and ROY SHUDT, ace sports commentator of WTRY. *He's a sizzling streak of verbal lightning who sets nerves atingle and buying imaginations on fire.* There's the "crack" of a baseball bat in his voice, the excitement of hoofs thundering at Goshen and Saratoga, the breathless suspense of a rolling putt!

Roy knows the power of the human voice—he was trained for courtroom pleadings at Albany Law School. But baseball, basketball and track were in his blood from high school days. He turned to his old love, the sports pages—wrote a sports column for 13 years until we brought him to WTRY. Fitzgerald Bros. Brewing Company of Troy snapped up his 6:15 FIVE STAR FINAL. Fans of baseball, basketball, bowling, golf and harness racing took him as their own. But that's the usual thing with WTRY's top-flight talent, the reason why WTRY's local and Blue Network shows are the sales leaders in the Tri-City area.



980 Kc in the center of the dial . . .
WTRY
TROY, N. Y.
Covering TROY, ALBANY, SCHENECTADY
1000 WATTS
H. C. Wilder, Pres. Represented by Raymer
Only BLUE Network Station Covering Eastern New York

VITROPHANE Corp., Brooklyn (decorating paper), has started announcements on a number of Canadian stations. Account is handled by Rubin & Lesser Adv., New York.

CANADIAN GOVT., Dept. of Finance, National War Finance Committee, Ottawa (Fourth Victory Loan), on April 12 started for five weeks weekly transcribed half-hour drama *This Is War* on 20 Canadian stations. Account was placed by Advertising Agencies of Canada. War Finance Group, Toronto.

DOWNTOWN BUSINESS MEN'S Assn., Los Angeles (retail stores), in a one-week pre-Easter campaign ended April 18 used 50 announcements on 6 Southern California stations, KNX KFI KECA KFWB KMPC KFAC. Placement was through Mays & Bennett Adv., Los Angeles.

ASSOCIATED TEXTILES of Canada, Montreal, has started a weekly wartime program *New Women* on CBF and CBM, Montreal. Account was placed direct.

CONSOLIDATED MINING & SMELTING Co. of Canada, Trail, B. C. (company store), has started *Service Diary*, weekly interviews with airmen, soldiers and sailors home on leave, on CJAT, Trail, B. C. Account was placed by A. McKim, Vancouver.

RICHARD M. COMPTON, who joined Quaker Oats Co., Chicago, last January, has been appointed manager of Quaker Puffed Grains advertising.

FIBBER McGEE & MOLLY, NBC comedy team, last week began their ninth year for the same sponsor—S. C. Johnson & Son, Racine, Wis. Agency is Needham, Louis & Brorby, Chicago.

Song Index Enlarged

IN ADDITION to the Audience Coverage Index figures showing the relative standings of popular musical compositions as measured by their network broadcasts, the weekly reports issued by the Office of Research—Radio Division, New York, now show Audience Trend Indices, an average of the ACI's current week and the two preceding weeks. The ATI, says the Office of Research, "is a better index of trend in the general popularity of a song than is the ACI alone because of the time lag in sheet and record sales. Radio popularity usually anticipates consumer demand and general popularity of songs."

SESAC Service

TO ASSIST stations, agencies, transcription companies and other users of SESAC music in their selection of the music published by the 140 SESAC affiliated publishers, SESAC has created a program service department under the direction of Gus Hagenah. Mr. Hagenah will work out programming problems with production executives, musical directors and artists, and will advise them on their music needs.

ONE MAN'S FAMILY, written and produced by Carlton E. Morse and sponsored by Standard Brands (Fleishmann's yeast), on NBC Sunday, 7-7:30 p.m. (EWT), with broadcast of April 11 started its 12th year.



NOT CITY FATHERS but instrumental none-the-less in success of th weekly CBS Pabst *Blue Ribbon Town*, is this agency-sponsor-talent quin tet. Series started for 26 weeks on March 27 (Saturdays, 10:15-10:4 p.m. EWT). Pabst Brewing Co. is sponsor. Jovial group (l to r) ar Groucho Marx, star of the series; Philip G. Gregory and E. L. Morri West Coast sales manager and vice-president in charge of sales, respe tively, of Pabst; Henry Legler, vice-president of Warwick & Legler Inc New York agency servicing the account, and Dick Mack, agency's Holly wood director.

Grant Advertising Opens New Rio Branch Office

OPENING of a Rio de Janeiro branch of Grant Advertising, S. A., a subsidiary of Grant Advertising, Chicago, has been announced by Will C. Grant, president. Arrangements for the new office were completed by David Echols, who is in charge of Grant Latin American operations, with headquarters in Mexico City, and who, with L. G. (Bucky) Harris has just returned to Mexico City after a tour of South American cities.

Chester Hendry, executive vice-president of the Mexico City office, who has been serving in Washington as executive secretary of the Inter-American Development Commission, will be in charge of the Rio office. Assisting Mr. Hendry will be account executives Antonio Rojas, formerly in the Mexico City office and before that in charge of foreign broadcasts at WLWO, Cincinnati, and John C. Vianna. Juan De Faros has been appointed radio director. The opening of the Grant Rio office is part of hte Grant expansion plan ot establish offices in major Latin American cities.

Two Join Biow

WILBUR SELDEN TODMAN has left the CBS program department to join Biow Co., New York, where he will work under Bernard Prockter, radio time buyer. His present assignment is production on the P & G Lava and Teel accounts. Harry Spears, audio supervisor for CBS on the West Coast, has joined the Hollywood branch of Biow as radio director of *Johnny Presents Ginny Simms*, CBS program sponsored by Philip Morris & Co., New York. He replaces Myron Dutton.

NBC Summer Symphony

NBC's Summer Symphony Orchestra starts its annual series of concerts April 18, with Dr. Frank Black, NBC general music director, as conductor. In previous years different conductors have been assigned to each broadcast.

Agencies

FOLLOWING the dissolution of 55th St. Assoc., New York, 12 members of the agency have gone over to Pettingell & Fenton, New York. Horace Titus, president and treasurer of the defunct firm, has been placed in charge of creative planning at Pettingell & Fenton. Other members of M. Titus' former agency and their new positions at P & F include: Martha Maslin, promotion and publicity; Courtnay Marvin, Eileen Nolan and Mary Keller, copy staff; Milton Robertson, radio scripts, and Tom Sokol, production staff.

MARVIN MANN has resumed his position as account executive of Weiss & Geller, Chicago after an honorable discharge from the Army Air Forces, which he joined as a lieutenant last July. He will service the Selby Shoe Co., College Inn Food Products, and Wrigley car card.

HARRY G. OMMERLE will resign from the radio department of William Morris Agency, New York, in mid-May, to join Ruthrauff & Ryan, New York, as account executive and vice-president. He has been with Morris for the last six years.

FRANK PALMER, formerly of the media department of Benton & Bowles, New York, has returned to the agency as spot time buyer.

BERNE ABELEW, former copy writer of the United Adv. Cos., Chicago, has joined Stanley Pflaum Assoc., Chicago.

JULIAN G. POLLOCK, president of the Julian G. Pollock Adv. Agency, Philadelphia, and Janet Lehman, of Dayton, O., stationed in Philadelphia as a U. S. Navy auditor, are to be married on May 26.

ERWIN D. SWANN, vice-president of Foote, Cone & Belding, has been placed in charge of copy and art in the agency's New York office.

HARRY SPEARS, audio supervisor of CBS, Hollywood, has joined The Biow Co., that city, as writer-producer of the weekly NBC *Johnny Presents Ginny Sims*, sponsored by Philip Morris & Co. He succeeds Myron Dutton, resigned.

ROBERT J. DAVIS, vice-president of Brisacher, Davis & Van Norden, Los Angeles, is conferring with agency clients in New York and Chicago.



PAUL H. RAYMER CO., *National Sales Representative*

HERBERT S. WETZLER, former freelance merchandiser, advertising and radio script writer, has joined Brisacher, Davis & Van Norden, Los Angeles agency, as plan executive.

VERNON DAVIS, formerly in charge of sales promotion for Royal Farms Dairy, Los Angeles, has joined The Mayers Co., that city, as copywriter and assistant to Dean L. Simmons, radio director.

HASSEL SMITH, vice-president and radio director of Botsford, Constantine & Gardner, Los Angeles, has recovered from a major operation.

ERIC STRUTT, former radio director of General Adv. Agency, Hollywood, has joined Hixson-O'Donnell Adv., Los Angeles, as copywriter. Lee Williams, former Southern California newspaper editor, has also joined the latter agency as copywriter.

VICTOR RANKIN, formerly of the Hollywood office of Russel M. Seeds Co., has joined the Overseas Branch of the OWI at San Francisco.

NATHAN BINDEMAN has been transferred to the staff of Robert J. Enders, radio director of Kal Adv. Agency, Washington. He had been in charge of the production department.

AGENCY Appointments

KENMORE PUBLISHING Co., N. Y., to Huber Hoge & Sons, N. Y. To use radio and magazines.

CARBONA PRODUCTS Co., N. Y., to Friend Adv. Agency, N. Y.

JOHN LUCAS PAINT Co., Philadelphia, to Seberhagen Inc., Philadelphia. ,

SONORA RADIO & TELEVISION Corp., Chicago, to Weiss & Geller, Chicago, to promote its catalog of recordings. Using business papers, may use radio later on.

ANTHRACITE INDUSTRIES, New York, to N. W. Ayer & Sons, New York.

LUTHERAN LAYMENS LEAGUE, St. Louis, to Gotham Adv., New York, for *Lutheran Hour* program. Series will continue throughout the summer on Mutual and a number of other stations, totaling 300.

BOOK PRESENTATIONS, New York, to Raymond Spector, N. Y., for *Complete Book of Sewing*. Test campaign completed, national spot campaign under way.

TIDE WATER OIL Co., Western Div., to Buchanan & Co., effective May 1.

BEACON CHEMICAL Co., Philadelphia, to James G. Lamb Co., Philadelphia, for Zero, a new all-purpose cleanser, and other household products.

JOHN MIDDLETON, Inc., Philadelphia, manufacturers and distributors of Walnut, Regimental, and other brands of smoking tobacco, Middleton Cigarettes, various cigar brands, pipes and smoking accessories, to Gray & Rogers, Philadelphia.

THOMPSON PRODUCTS Inc., West Coast plant, Bell, Cal., to Lockwood-Shackelford Adv. Agency, Los Angeles. David R. Fenwick is account executive.

CALO DOG FOOD Co., Oakland, Cal., to G. A. Cummings Adv., Oakland.

STICKNEY & POOR SPICE Co., Boston, to Ingalls-Miniter Co., Boston. Media plans not set.

JOHN McSCHAIN Inc., Philadelphia (builders), to Richard A. Foley Adv. Agency, Philadelphia.

21
YEARS AGO
WE STARTED
TO GROW
KPO
SAN FRANCISCO

COPE JOINS BATES AS PROGRAM CHIEF

DON COPE, of the director staff of Benton & Bowles, New York, has resigned to join Ted Bates Inc., April 19, to supervise program production. Lillian Steinfeld, formerly of the production staff of McCann-Erickson, has joined Benton & Bowles, to direct *Woman of America*, NBC program formerly handled by Mr. Cope, for Procter & Gamble. Miss Steinfeld has been directing the CBS shows, *Death Valley Days* and *Dr. Christian* at McCann-Erickson.



Mr. Cope

Mr. Cope's other assignment at B & B, *The Family Hour* on CBS, has been taken over by Bill Rousseau, director-producer, who comes to the agency from Transamerican, where he worked on the CBS *Readers Digest* programs. He was previously with Young & Rubicam, New York, where he handled the Fred Allen and Ben Bernie broadcasts.

Also joining Benton & Bowles is Herb Leder, formerly of WMCA, New York. He has been placed in charge of all new radio material submitted to the agency.

Open Coast Office

BRANCH office has been established in the Rialto Bldg., San Francisco, by West-Marquis, Los Angeles, and Spencer W. Curtiss Inc., Chicago and Indianapolis, to handle advertising, market research and industrial relations. Office will operate under firm name of West-Marquis & Curtiss and serve clients in Northern California as well as national accounts. Los Angeles, Chicago and Indianapolis staffs of the firms will not be affected, since each office will maintain its separate identity. New branch will operate under joint direction of Spencer Curtiss and John R. West.

FRED WARING was to broadcast his 1,000th consecutive *Pleasure Time* program, Friday, April 16. Liggett & Myers Tobacco Co., New York, sponsors the program for Chesterfield Cigarettes. Agency is Newell-Emmett Co., New York.

9,218 FAMILIES
TELL ALL ABOUT
LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

New Chicago Agency

STANDARD ADV. AGENCY, Chicago, has been organized under the direction of George J. O'Leary, with offices at 222 N. Wells St. Telephone is State 1858. Mr. O'Leary is a former account executive and copywriter of First United Broadcasters and Ruthrauff & Ryan, and was at one time on the Chicago sales staff of William G. Rambeau Co., station representatives. The company is handling the Northern Mutual Casualty Co., Chicago (insurance).

EARL B. THOMAS, formerly vice-president of McKee & Albright, New York, has joined the outpost service bureau of the Office of War Information, as senior regional supervisor.

Elected 4-A Governors

J. C. MORSE, vice-president of Dan B. Miner Co., and Harwin T. Mann, media director of Foote, Cone & Belding, have been elected to the board of governors of Southern California Chapter, American Assn. of Advertising Agencies. Mr. Mann also becomes secretary-treasurer. They replace Jack Smalley, Hollywood manager of BBDO, and John H. Weiser, executive of Ruthrauff & Ryan, in Hollywood, whose terms are expiring. Continuing on the board are chairman H. E. Cassidy, vice-president of the McCarty Co.; vice-chairman Norman W. Mogge, Los Angeles manager of J. Walter Thompson Co., and Arthur W. Gudelman, manager of Barton A. Stebbins Adv., in that city.



NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

** Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE
FOR DEFENSE Buy U.S. Bonds Today!

AFM Local 802 Votes to Abolish 3% Relief Tax; Rejects Radio Proposals

MEMBERS of the New York local (802) of the American Federation of Musicians last week voted to abolish the 3% relief and organization tax which working members have paid on all steady or single engagements since 1935. Resolution to cancel the tax was put through by an overwhelming majority of the more than 700 members attending the meeting, although the report of Harry Suber, treasurer of the local, opposed this course.

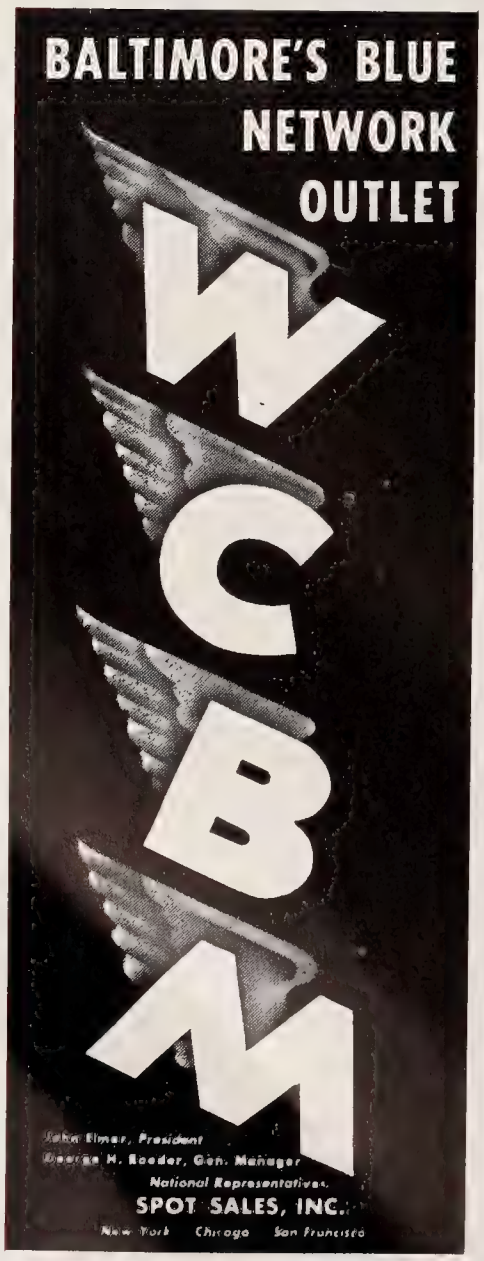
Meeting, held at Carnegie Hall, New York, on April 12, rejected several proposed resolutions affecting radio, chiefly the "one steady job to one man only" plan, which would have prevented any steadily employed musician from accepting any other employment, including guest appearances on radio programs, recording dates, etc. Other resolutions which did not pass included proposals that no member be permitted to work more than five days in any week and that whenever an electric organ is used on a radio program a minimum of eight instrumentalists, exclusive of the organ, be required to be employed.

Balance sheet of the local as of the end of 1942 revealed total net assets of $415,000 and liabilities of $29,122, leaving a surplus of $386,378. Treasurer's report, however, states that dues on 1942 were $18,365 less than in 1941 because 2,497 members entered the armed services during the year, adding that this total will probably reach 5,000 before the end of 1943, causing a further decrease in dues received by the union.

Application fees decreased $16,899 from 1941, the report states, and will continue to fall off as young musicians are going into the armed forces or into war work rather than becoming professional musicians. The total drop in income of $41,406 from the previous year was more than offset, however, by reduced expenses of $54,794.

Speaking specifically of the relief and organization fund, the report states that "increase in income into this fund in 1942 over 1941 was $49,673, due mainly to stand-by collections which increased by $29,767, and radio remote control charges, which increased by $23,120. Because some relief members have been absorbed by the military services, others by war industries and others have taken the places of previously employed members now in the armed forces, the report says, relief disbursements were decreased by $64,635 for the year as compared to 1941. Despite certain increased expenditures, the total of the fund's disbursements for the year was $27,006 less than in 1941.

Over the period since April, 1935, when it was established, the relief and organization fund has collected $2,927,325 in 3% taxes, Mr. Suber said, continuing that in that period the union has paid out for relief disbursements only the sum of $3,296,024, the difference of $368,699 coming from other sources such as notes, stand-bys and donations.



Prentiss Brown Thanks Radio for Cooperation

THANKING radio for cooperation in informing the people about the essential facts concerning ration programs, OPA Chief Prentiss M. Brown last week wrote the NAB that "the industry has responded magnificently" and has been "a vital factor in the success of home front measures related intimately to the winning of the war."

The Price Administrator wrote that radio, through its news programs, commentators, and the gift of time for OPA officials, had informed householders and thousands of merchants "with a minimum of delay" about complex rationing programs covering footwear, processed foods, and meats.

Faced with these problems, Mr. Brown said, "we turned, of course, to our free system of radio for aid." For this cooperation, he said, OPA extends its grateful thanks and appreciation.

REVENUE of WMAQ, Chicago, for the first three months of 1943 is 45% above same period last year, according to Oliver Morton, WMAQ sales manager and head of local and spot sales of NBC Chicago. Gross billing of March 1943 was the largest month in WMAQ history.



FIRST WOMAN in Chicago to enter the myriad intricacies of sound effects, with no previous commercial radio experience, Genevieve Capstaff, 24, has after three weeks' training been assigned by WGN, Chicago, to regular duties. She was engaged by the station as an experiment in training a woman as a sound effects technician to help replace three technicians who have entered military service.

A SMALL WORLD

Three WCAO Announcers Meet in Mississippi

ONCE upon a time there were three young men announcers on the staff of WCAO, Baltimore. In due course all three were inducted into the U. S. Army.

Nothing unusual about that—until Mysterious Coincidence began to work on the combination. First PFC Hal Proctor and Sgt. John Ademy found themselves stationed at Keesler Field, Miss. And then one night 2d Lt. Raymond Moffett, on a bivouac, walked into the nearby town. Sgt. Ademy leaves reunion details to your imagination.

WGR Basic Blue Outlet

WGR, Buffalo, effective June 1, 1944, will become a basic BLUE affiliate, replacing WEBR, current Blue outlet in that city, the network has announced. WGR, owned and operated by the Buffalo Broadcasting Corp., is the present Mutual affiliate in Buffalo. It operates on 550 kc, 5,000 watts day and 1,000 watts nighttime power.

Tuned to BBC Programs

MORE THAN one third of New York's radio homes surveyed by the Pulse of New York during the first two weeks of March, were tuned in to rebroadcasts of BBC programs at some time during the seven days preceding the interviews. Survey, conducted under the direction of the BBC research department, also revealed that on the average a BBC program reached an estimated 22,000 radio homes in New York. A total of 1,466 homes in the New York area were covered in the survey.

FULTON LEWIS jr., Mutual's commentator on political affairs, has just been signed by Newsreel Distributors Inc., to do a series of special newsreels, first two of which will be made April 20.

JOHN NESBITT, narrator on the weekly NBC *Westinghouse Program*, has been assigned the role of an announcer in the MGM film, "Russia".

B-S-H Urges Spot Discount Change

Agency Is Asking for Renewal Rate After Initial 52 Weeks

BLACKETT - Sample - Hummert, Chicago, in a letter to stations is requesting industry-wide adoption of the continuing discount principle which provides that the spot advertiser be given the maximum discount if he continues on a station after 52 consecutive weeks. Most station contracts are on an annual basis whereby the client earns a frequency rate within the fiscal year.

Thus if an advertiser is on for 52 weeks and continues for an additional 13 weeks, the advertiser in most cases is billed for the straight 13-week rate for that period. Under the B-S-H clause the advertiser would be entitled to the 52-week rate. The continuing discount principle, as well as the self-renewing contract clause, providing for automatic 52-week renewal at the end of each 13-week period, is practised by a number of stations, including the NBC M & O and the CBS O & O stations, the Yankee Network, and others.

40 Have Agreed

The letter, signed by James Neale, chief timebuyer of B-S-H, enclosed a copy of the clause which the agency is asking to be inserted in future contracts. B-S-H reports that out of 44 returns thus far, 40 stations have agreed to include the clause in their contracts. Mr. Neale pointed out in the letter that an advertiser who remains on a station 52 weeks and then decides to extend for an additional 13 week period is entitled to a better rate than the advertiser who goes on the air for a total of just 13 weeks.

It would also encourage the client, he said, to buy additional time if the maximum discount were received on the basis of having been on the station for the 52 week period. The self-renewing clause would obviate the necessity of writing new contracts every year, as well as simplify bookkeeping. It has been suggested in industry quarters that the matter be discussed at the NAB War Conference.

KYA Shift

DON FEDDERSON, vice president of Palo Alto Radio, has succeeded Wilifred Davis, president, as manager of KYA, San Francisco. KYA was purchased a few months ago by Palo Alto Radio from Hearst Radio. No explanation was offered for Mr. Davis' retirement from active participation in management of the station.

TAKING a two-week layoff, Bing Crosby, star of the weekly NBC *Kraft Music Hall*, will spend a late April vacation in Mexico City. Pinch-hitting on the April 22 and 29 broadcasts will be Fibber McGee & Molly. Aiding them will be Bob Crosby, band leader and brother of Bing.

WDRC, Hartford, on April 19 begins a new early morning news program—a steady half-hour of news, 7-7:30.

Deferment Record Of FCC Attacked

Costello Committee Reports 1,035 Are of Draft Age

DISPLAYING obvious dissatisfaction over the deferment records of FCC employes, the Costello Committee, investigating draft deferment of government employes, reported to the House last Friday that 840,578 persons of military age, "an alarming number", were employed by the Federal government.

The committee specifically singled out the FCC for criticism pointing out that nearly 50% of its personnel consisted of men between 18 and 38. "It is fortunate," the committee commented, "that this percentage does not hold good throughout the government."

Reporting in detail testimony presented by Chairman James Lawrence Fly, Chief Engineer E. K. Jett, and Dr. R. D. Leigh of the Foreign Broadcast Intelligence Service, the Committee pointed out that of 2,299 Commission employes, 1,035 were men of draft age. Of these 391 were deferred to class 2A and 2B. Of deferred men, 267 were appointed before Pearl Harbor and 114 since the U. S. entered the war [BROADCASTING, March 29].

The report showed that the FCC deferred employes were for the most part monitors and intelligence officers who were stationed at outposts in this country and abroad to patrol the radio spectrum.

After citing Chairman Fly's testimony that the Commisison was unable to find women who were trained for the job, or to get additional operators even with the aid of the American Radio Relay League, the Committee concluded that "there are too many deferments in the FCC and felt in the light of testimony that the Commission had been content to show that certain employes are skilled and difficult to secure with little effort having been made to demonstrate where the Commission had ever taken preliminary steps to train replacements."

EXCEPTIONAL ANNOUNCER WANTED

● NBC basic station in large midwestern city has opening for staff work for an experienced man. He must be far above the average in ability and performance and we are willing to pay accordingly. Only men having highest qualifications will be considered. In replying give full information regarding experience, education, draft status and salary you are now receiving. Address Box 552, BROADCASTING.

Way Paved for Disc Agreement

(*Continued from page 9*)

conclusion of that meeting would set a time later that day for a meeting with the phonograph record people.

Judge Lawrence B. Morris, vice-president and general counsel of RCA Mfg. Co., speaking for the phonograph record industry, and A. J. Kendrick, vice-president of World Broadcasting System, spokesman for the transcription manufacturers, endorsed Mr. Petrillo's statement without amplification. In response to questions it was said that the meeting had not reached the point of discussing specific plans for a settlement. Mr. Petrillo declined to answer a question regarding the union's proposed plan of settlement through a tax on all records, to be paid by the manufacturing companies and utilized by the AFM to provide employment for its needy members.

Senator Clark Spotted

An amusing interlude in the meeting occurred when reporters, waiting in the lobby for the meeting to adjourn, spotted Sen. D. Worth Clark (D. Ida.), chairman of the Senate Interstate Commerce subcommittee authorized to investigate the union's ban on recordings, and Herbert L. Pettey, general manager of WHN, New York. Sen. Clark disavowed any knowledge of the meeting and explained that he always stays at the Ambassador when in New York and that Mr. Pettey is an old friend and that their meeting was purely social.

When Mr. Petrillo learned of Sen. Clark's presence, he invited the Senator into the meeting, saying that he wanted to express publicly in the presence of Sen. Clark and the union board his appreciation for the fair treatment he had received from the investigating committee when he appeared before it in January [BROADCASTING, Jan. 18]—"as fairly as I would be treated in my own home."

Upon leaving the conference, Sen. Clark said that his subcommittee was inactive at this time and that no move would be made to reopen its hearings until he had been apprised of the outcome of the present negotiations between the AFM and the makers of records and transcriptions.

Representatives of the transcription and recording industries who attended the meeting were: L. B. Morris, J. W. Murray, RCA-Victor; Edward Wallerstein, Ralph Colin, Columbia Recording Corp.; Jack Kapp, Milton Diamond, Decca Records; C. M. Finney, J. R. Andrus, Associated Music Publishers; Gerald A. Kelleher, Empire Broadcasting Corp.; C. O. Langlois, A. Walter Socolow, Lang-Worth Feature Programs; C. L. Egner, R. P. Myers Jr., NBC Radio-Recording Division; Gerald King, M. M. Blink, Standard Radio; Tom Kelleher, WOR Recording Studios; A. J. Kendrick, H. J. Quillman, World Broadcasting System; Sam Oliphant, William F. Crouch, Soundies Distributing Corp. of America.

AFM representatives were: James C. Petrillo, president; C. L. Bagley, vice-president; Leo Cluesman, secretary; Harry E. Brenton, treasurer; Joseph N. Weber, general adviser; Oscar F. Hild, J. W. Parks, A. Rex Riccardi, Chauncey Weaver, Walter M. Murdock, members of the international executive board; William Kerngood, secretary emeritus; Joseph A. Padway, Henry A. Friedman, attorneys; Thomas F. Gamble, Edward Canavan, Harry J. Steeper, Eddie B. Love, assistants to the president.

OCD Series Based on Bombing of Cities Reported Available for Local Sponsors

WITH Axis leaders boasting of raids to come on American cities, the Office of Civilian Defense is releasing a series of transcribed programs made in England portraying what it means to be on the receiving end of enemy bombs. The series is reported to be available for local sponsorship and clearance through regional offices of OCD.

Programs feature men and women of British Civil Defense forces who tell personally of the experiences, problems and dangers when backyards become the front line. Titled *We Have Met the Enemy*, the series was recorded in England by the London Transcription Service of BBC, and the records were brought over by cargo plane and transport vessels. According to Marvin Beers, chief of the OCD radio section, several were lost enroute.

Each program begins with the clump of bombs on London, transcribed during a raid, against the background of ack ack, and wail of sirens. Then the ordinary man of Britain tells his story, interviewed by Lindsey Harrie of the American Red Cross and Brewster Morgan of OWI. There are 26 shows in the series.

Florida Time Change

VOTING to put all of Florida into the Central Wartime zone, the Florida House last week adopted legislation which in effect puts the state on Eastern Standard Time. At present, Florida is operating in two time zones, with all Florida west of the Apalachiaola River on Eastern War Time, and the remainder of the state on Central War Time. The change would occur Sept. 1.

WFMJ, Youngstown, is going "all out for victory" with a new patriotic rate card in red, white and blue.

Transposition

BIRTH of a baby girl to Lowell C. Smith, announcer of KGVO, Missoula, was reported last March 29 in BROADCASTING, and since then C. Lowell Smith, bachelor with MBS on the West Coast, has had to protest to Mr. Smith of Missoula at being expected by friends on the Coast to pass out cigars for an event to which he is related only by transposition.

Bellaire Joins Blue

ROBERT BELLAIRE, former foreign correspondent for United Press, who returned to America recently after being interned in Tokyo by the Japanese, has joined the BLUE Network's staff of commentators. Mr. Bellaire, who served in Shanghai and Tokyo as manager of the UP bureau, will start a 9 a.m. review of the news Sundays on the BLUE May 2.

Cudahy on CBS

CUDAHY PACKING Co., Chicago, starting May 24 will sponsor *Something to Talk About*, featuring Chuck Acree, on 13 CBS midwestern stations, Monday through Friday, 3:45 p.m. Program built around odd news items and general commentary will advertise Delrich, the Cudahy margarine. Agency is Grant Adv., Chicago.

Holland on CBS

HOLLAND FURNACE Co., Holland, Mich., has purchased the 9:45-10 a.m. period Mondays, Wednesdays, Fridays on a split midwestern network of 24 CBS stations. Program, which will start May 3, has not been determined. Copy will stress Holland Furnace Repair service. Agency is Roche, Williams & Cunnyngham, Chicago.

Grove Tests

GROVE LABS., St. Louis, last week started a test campaign on two stations in each of four major markets for Grove Vitamin products. Chainbreak announcements of 25 and 40 words are being used. Donahue & Coe, New York, has been appointed to handle the vitamin campaign.

Griffin Using 70

GRIFFIN MFG. Co., Brooklyn, has renewed its spot schedule for shoe polish, and is using approximately 70 stations. Renewals went into effect on a staggered schedule, February through April, Bermingham, Castleman & Pierce, New York, is agency.

Would Probe OWI

AN INVESTIGATION of policies, methods and practices of Government agencies relating to control of information during the war was proposed in the Senate Friday by Sen. O'Mahoney (D-Wyo.). The inquiry would be made by the Senate Judiciary Committee. Admitting his move was prompted by recent resignations from OWI, Sen. O'Mahoney said "I have the utmost personal confidence in Elmer Davis."

FULL TIME ON 5 KW. AT KQW EXTENDED

An extension of license to operate unlimited time on 740 kc. with 5 kw., to Feb. 1, 1944, was granted KQW, San Francisco, outlet of CBS, by the FCC last week marking another step in the bitter contest between KQW and KSFO, San Francisco, for this facility. This license for one year, which replaces the temporary authorization under which KQW has been operating since 1940, contains a clause which stipulates that the granting of the regular license is not to be construed as a determination that KQW will ultimately be assigned 740 kc. with 50 kw. when conditions after the war permit lifting of the equipment freeze.

Such a clause concerns the competitive applications of KQW and KSFO for this frequency and power, a case which will not be decided until after the war. The Commission also denied without prejudice the applications of both KQW and KSFO for construction permits for new transmitter and other equipment.

In its new action, announced April 13, the FCC adopted proposed findings of fact with a revised proviso, as follows:

"The Commission deems it appropriate to point out that the denial of the instant applications and the granting of a regular license to KQW does not resolve the question as to which, if either, of the applicants may be ultimately authorized to effect the maximum usage of the 740 kc. channel permitted by the Treaty."

KQW, originally a non-network station, was earmarked for assignment on 740 kc. under the Havana Treaty allocations. [BROADCASTING, Nov. 15, 1940]. It replaced KSFO as the CBS outlet on Jan. 1, 1942. KSFO, owned by Wesley I. Dumm, had applied for the 740 kc. assignment with 50,000 watts, and the competitive applications resulted in a protracted hearing. By virtue of the new action, the applications are held in suspension until after the war.

EDGAR KOBAK, BLUE executive vice-president, gave a dinner at the Town Hall Club last week for members of the network's legal, treasury and general service staffs. The event was one of a series of informal gatherings at which Mr. Kobak described the origin and development of the network.



FULL RADIO SEASON of major baseball will be sponsored by Cincinnati Gas & Electric Co., which has purchased the Cincinnati Reds schedule for 1943 over WSAI. Sponsor will have nothing to sell. Campaign will be straight institutional. Seated at signing ceremonies is H. C. Blackwell, president of the utility. Standing (l to r): Kenneth Magers, utility company's publicity manager; O. R. Bellamy, WSAI salesman; Robert E. Dunville, WLW-WSAI vice-president in charge of sales; Walter Callahan, WSAI general manager.

End Religious Quackery on Air Is Plea Of Church Editor Who Fears 'Racket'

POINTING OUT that radio protects the public from quackery in medicine, L. O. Hartman, editor, writing in *Zions Herald*, makes a plea for closer regulation by radio stations of false and dangerous religious teachings which find their way into broadcasting schedules.

Mr. Hartman concedes that although religion on the air is in its infancy, broadcasting officials have been singularly open-minded and helpful in promoting church broadcasts. And, he says, they have always been generous with respect to time.

"The use of radio for the gospel message, however, is not yet regulated as it should be," says Mr. Hartman. "Any preacher or layman of good character, although he may be sadly deficient in knowledge and training, apparently can either purchase or secure without cost time on the air for his message. As a result, dogmatists, hobby-riders, fanatics, partisans, may gain access to vast audiences and work far-reaching damage."

Zions Herald, Mr. Hartman's publication, is printed in Boston and programs of stations in the Boston area are referred to in the editorial, with particular praise for "The Church School of the Air", broadcast by WBZ-WBZA.

In Mr. Hartman's opinion there should never be permitted appeals for money for the "support of the program" in religious radio programs and warns that dangerous "rackets" will develop unless appeals are governed by the strictest of rules. He recommended that contributions always should be sent to the radio station and that an auditing should be required of the agency using the time.

"There is no 'gold mine' in the world quite like the millions of radio listeners," Mr. Hartman writes.

WAACs Radio Course

WAACs will be trained as radio operators and technicians for the Signal Corps and Air Forces at two additional radio schools. Classes of 50 are being assigned each week for six-week courses at the Keystone Schools Inc., Hollidaysburg, Pa., and the United Radio-Television Institute, Newark. For several months WAACs have been learning radio operation at the Midland Radio School, Kansas City, Mo.

Judging Board to Mak Fire Prevention Award

BOARD OF JUDGES for the sec ond annual gold medal awards t press and radio for outstandin service in the field of fire preven tion was announced last week b W. E. Mallalieu, general manage of the National Board of Fire Un derwriters, sponsor of the award OCD Director James M. Landi Andrew T. Callahan, president o the International Assoc. of Fir Chiefs, and Sol Taishoff, editor o BROADCASTING, comprise the boar

Plans for announcement of win ners next month were complete at the first meeting of the judge Gold medals valued at $500 eac will be awarded to the winnin newspaper and radio station, an honorable mention certificates wil be presented to finalists. Last year' major winners were *The Berkshir Evening Eagle*, Pittsfield, Mass and KFBK, Sacramento, Cal.

Fire at W75NY

W75NY, FM station of Metropoli tan Television Co., New York, wa off the air last week while it transmitter was undergoing re pairs and readjustments following a fire of undetermined origin which broke out in the station's quarter in the Hotel Pierre, New York, o April 10. Fire was discovered a 10:30 p.m., an hour after the sta tion had signed off for the nigh and was extinguished by firemer about two hours later. Other New York FM stations, W47NY and W67NY, broadcast courtesy an nouncements during the week, ex plaining to FM listeners why they could not hear W75NY.

Chicago School Station

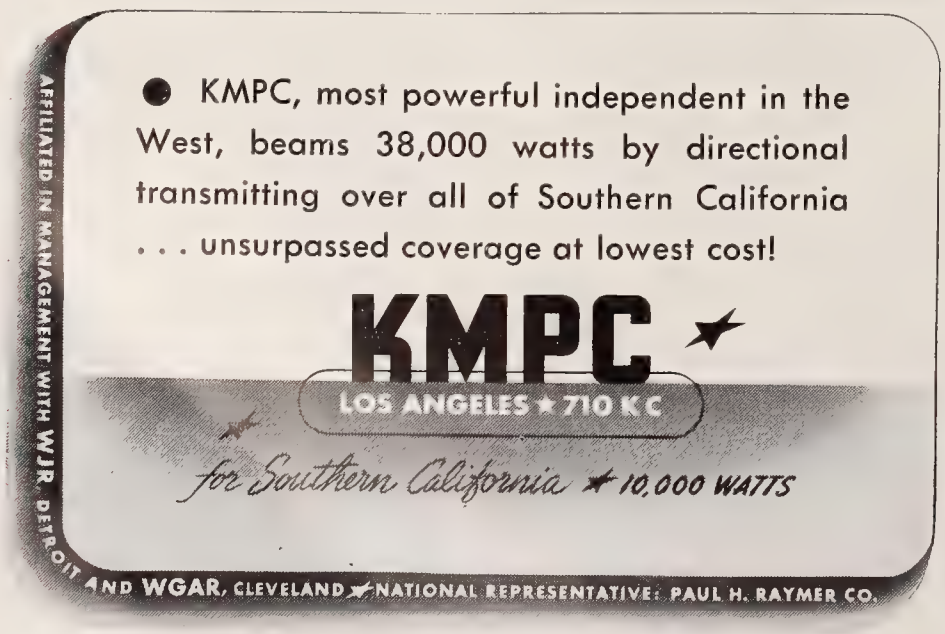
WBEZ, FM station operated by the Chicago Board of Education, started broadcasting April 15 on 42.5 mc. with 1000 General Electric transmitter. The station will operate weekdays 11:30-3 p. m., and on Sundays from 10 a. m. to 5 p.m., and will originate its own programs under the direction of George Jennings, acting director of the Chicago Radio Council, as well as rebroadcast programs of Chicago stations as part of the in-school broadcasts. E. N. Andresen is chief engineer.

More Awards for RCA

FOR THE second time the Harrison, N. J. plant of RCA has won the Army-Navy E flag for meritorious services on the production front. RCA's Victor plant at Camden, N. J., has also received the award for the second time. The E pennant and the Maritime Commission's M pennant and Victory flag have also been presented to Radiomarine Corp. of America.

'The Beam' Is Born

TO MARK the success of its first year, the NAB's Association of Women Directors has begun the publication of a quarterly paper, *The Beam*. First issue, dated April 1943, contains messages from NAB President Neville Miller and Ruth Chilton, president of the association, as well as gossip, news and editorials on the job of women in radio.



American Home Names Ad Board

Company Was Listed Sixth Radio Timebuyer in 1942

TO COORDINATE and advise on the many and varied advertising activities of American Home Products Corp., Jersey City and its subsidiaries, the company has formed an advertising plans board at 22 E. 40th St., New York, it has been announced by Alvin G. Brush, chairman of American Home.

H. W. Roden, President of Harold H. Clapp Inc., an affiliate of American Home since 1939, has been appointed chairman of the plans board and will divide his time directing the operations of the board and serving as chief administrative executive of Clapp. Other executives of the board include Leo Nejelski, former advertising manager of Swift & Co., and William M. Stedman, former advertising coordinator of R. H. Macy & Co., New York department store, both of whom will be assistant directors. Walter F. Silbersack, vice-president of American Home, has been placed on the board to have charge of all companies employing advertising to distribute their products.

Mr. Brush's announcement specified that the plans board would not "in any sense interfere with or usurp the prerogatives of the various advertising departments of the several companies, which will continue their autonomous operation as in the past." As an advisory body, it will sit in on program and budget planning, and assist in coordinating all operations, especially in connection with the company's relations with its advertising agencies.

In Top 10 Advertisers

One of the nation's 10 leading advertisers in 1942, American Home spent $4,543,397 in radio and magazine media in 1942 out of its total media expenditure of $5,217,266, according to P. I. B. figures. Breaking down the radio and magazine figure, radio time received $4,018,313, making the company sixth among all radio time buyers.

American Home's principal products and their advertising agencies are: Anacin, Bisodol, Kolynos toothpaste, Old English household products, Aerowax and others—Blackett-Sample-Hummert; Clapp's Baby Foods, nationally—Young & Rubicam, and on the Pacific coast, McCann-Erickson; Kolynos toothpowder and Aspertane — Compton Adv.; Louis Philippe and Edna Wallace Hopper cosmetics—Erwin, Wasey & Co.; John Wyeth & Bros. Inc. pharmaceuticals, S.M.A. Corp. Petrolagar and other ethical products—John F. Murray Adv. Agency; public relations, institutional advertising, financial, as well as household products on the Pacific Coast—J. Walter Thompson Co. Negotiations are also on the verge of completion by American Home to acquire G. Washington Coffee Refining Co. [BROADCASTING, April 12] agency for which is Cecil & Presbrey.

WASHINGTON—1943

(New York Herald-Tribune, April 5)

Service men swarming in the Union Station;
Mad taxi-hunters growling indignation;
Hotels with crowded dining rooms and lobbies;
Smart-looking soldier girls of Mrs. Hobby's;
Thousands of would-be eaters queued in long lines;
Shortage of foods, but plentitude of strong wines;
Caucuses now, where used to be cotillions;
Excited talk of millions, billions, trillions;
Dangerous crosswalks; wild careening hack rides;
Chair-warming officers with shiny backsides;
Some faces tense, the balance apathetic.
Vast overlapping bureaus alphabetic;
Thousands of members of the New Deal "Yes!" Club;
Veteran by-line "No!" men 'round the Press Club;
Dollar-a-year men, lobbyists and fixers;
Peddlers of isolationist peace elixirs;
Whispering, plotting, rumor, gossip, slander;
Ten little geese for every lonely gander;
Uniforms — soldiers', flyers', marines', seamen's;

* * *

Pervading all, a mad delirium tremens!

CLAY MORGAN,
Assistant to President of NBC

Joins 'Mystery Chef'

CONTINENTAL BAKING Co., New York, will join the list of local sponsors of the BLUE's *Mystery Chef* April 26, bringing to 42 the number of advertisers using the five-weekly program on BLUE stations. Continental sponsors the series on WFMJ, Youngstown, for Wonder Bread. Agency is Ted Bates Inc., New York.

BLUE Selects Durstine In 'True Story' Dispute

ROY S. DURSTINE, head of his own advertising agency, has been named by the BLUE network as a member of the three-judge panel which will decide the dispute between the network and the American Federation of Radio Artists over the status of the *My True Story* series on the BLUE [BROADCASTING, April 12]. Contract between the union and the network provides for arbitration of disputes under the auspices of the American Arbitration Assn.



Mr. Durstine

Mr. Durstine and Robert S. Lynd, member of the Columbia U. Dept. of Sociology, AFRA's appointee as arbiter, will select a third panel member.

Dispute arose when AFRA requested commercial scale payments to actors employed on the *My True Story* programs, which carry announcements crediting *True Story Magazine* as source. BLUE is broadcasting the series on a sustaining basis, and declined to pay talent more than the sustaining rate.

BOB KRIEGHOFF, new to radio, has joined the announcing staff of WTOL, Toledo.

KAY KYSER FAILS IN ARMY PHYSICAL

KAY KYSER, M. C. of the NBC *College of Musical Knowledge* and OWI consultant, was rejected last week by Army medical officers in Los Angeles. An induction center examination revealed that the 37-year-old band leader has a hernia and arthritis of the spine.

OWI Director Elmer Davis had unsuccessfully sought Kyser's deferment, along with seven other radio headliners, because of essential civilian activities for OWI—"developing the mechanics of using radio programs to disseminate war information and helping us to enlist the services of other radio stars and programs," Mr. Davis said.

Appeals from the 1-A classification of Kyser's local draft board at Rocky Mount, N. C., were sustained by State Selective Service Headquarters and later by the White House [BROADCASTING, Mar. 29]. Kyser denied that he had filed the appeals and announced he was "ready to do what my Government wants me to do". Now that he has been rejected, he plans to "keep on doing what I have been doing—and that is everything possible to help in the war effort."

GENERAL STATE ASSEMBLY bill, designed to give radio and film talent agents a separate classification, removing them from legal status of employment agencies, was recommended for passage by the California Senate Labor Committee in early April.



21
YEARS AGO
WE STARTED
TO GROW
KPO
SAN FRANCISCO



PROGRAM MEETING HELD IN CANADA

MORE than 50 Canadian Broadcasting Corp. officials and department heads met in Toronto last week from all parts of the Dominion for a national program conference at the Royal York hotel, the first such gathering since the appointment last November of Dr. J. S. Thomson as general manager.

The meetings were under the chairmanship of Charles Jennings, supervisor of program planning, acting for E. L. Bushnell, general supervisor of programs, who was ill. All sessions were attended by the general manager, Dr. Thomson, and the assistant general manager, Dr. Augustin Frigon. Both urged that all discussions be directed at maintaining and improving standards of CBC's "product —that is, what comes out of the loud-speaker."

Davidson Dunton, head of research and reports branch of the Wartime Information Board, Ottawa, participated in a general discussion on the relation of public opinion trends to CBC public service broadcasts.

Reports were given by the five CBC regional representatives—Ira Dilworth, Vancouver, for British Columbia; H. G. Walker, Winnipeg, for the Prairies; D. Claringbull, Toronto, for Ontario; Omer Renaud, Montreal, for Quebec; and George Young, Halifax, for the Maritimes. Reports were also presented by the various departmental heads of the national program office at Toronto.

CAKE CUT BY KGW

Portland Station Celebrates 21st Birthday

KGW, the NBC affiliate in Portland, Ore., celebrated its 21st birthday last Wednesday with a two-hour show in the city's public auditorium. Arden X. Pangborn, managing director, writes that rain did not reduce a capacity audience of 4,200. Admission was free, by invitation extended through radio, and newspaper space.

The program, by station talent, featured over 100 persons including three orchestras. In one-man skits, m.c. Homer Welch, KGW's program director, portrayed radio 21 years ago, radio today, and radio 21 years in the future. James Abbe, BLUE commentator, spoke briefly on a newsman's responsibility in broadcasting.

Climax was the huge birthday cake, rising to stage level on an electric elevator. The audience shared the cake.

George E. Deming

GEORGE E. DEMING, vice-president and secretary of the Philco Corporation, died last week at his home near Bryn Athyn, Pa. He was 55 years of age. Born in Philadelphia, he was graduated from the U. of Pennsylvania in 1912, joined Philco in 1917 as superintendent of the then small storage battery factory. He is survived by his wife, Mrs. Ethel Beck Deming, and two sons, George E. jr., and John Howard.



Rochester Democrat & Chronicle

"What I want is a snappy tie-up between Swampgrass Hair Restorer and the Battle of the Atlantic."

CBC OVERSEAS UNIT GETS NEW MEN, CAR

OVERSEAS UNIT of the Canadian Broadcasting Corp., headquartered at London, England, has recently added personnel and a new mobile unit, according to John Kannawin, in charge of the unit. Art Holmes, engineer during the 1940 and 1941 blitz, is back with the unit after a year at CBY, Toronto; Paul Dupuis, CBC Montreal, and Andrew Cowan, CBC Winnipeg, have joined the unit, which also includes Peter Stursberg, CBC Vancouver; Paul Johnson, CBK, Watrous, Sask.; and Alex MacDonald, CBC, Toronto.

Kannawin reports that he has attained a new, smaller and more mobile car, to supplement the unit which the CBC took over in 1939 when the first unit went to Great Britain with the first Canadian troop contingent.

The overseas unit produces a number of shows dealing with the activities of Canadians in Britain. These programs are received in Canada at the CBC short-wave receiving station at Ottawa from the BBC and are aired in Canada on Saturdays and Sundays each week. On Saturday, according to the latest listings, starting early in the afternoon, are aired *Khaki Scrapbook*, half-hour army program; *Canadian Sports Review*, quarter-hour program; *Wings Abroad*, air force quarter-hour program; *Canadian Calendar*, half-hour evening feature. On Sunday morning, *Gentlemen With Wings*, 25-minute program on air force activities; and Sunday noon, half-hour army program *Regimental Roundup*.

Needlecraft Series

NATIONAL NEEDLECRAFT Bureau, New York, has started participations on Nancy Booth Craig's *Woman of Tomorrow* on WJZ, New York, and on Mary Maragaret McBride's program on WEAF, New York, for *New Encyclopedia of Modern Sewing*. Drive started on WEAF and extended to WJZ towards the end of March. Agency is Kenyon & Eckhardt, New York. Composed of representatives of the sewing supply industry, the bureau is also engaged in promoting home sewing through sewing lessons and radio scripts sold to department stores for use on programs sponsored by the latter.

Redmond Charge Answered by OWI

Connor, Defense Bureau, Denies WHP Complaints

(*See earlier story on p. 33*)

DENYING that OWI's files contain any record of a plan from WHP, Harrisburg, for coordination of government war messages, Richard F. Connor, chief of the Radio Bureau Station Relations Dept., promised in a letter last week that suggestions for improvement of the Bureau's operations would receive prompt attention.

Mr. Connor was answering a letter from Dick Redmond, director of war programs at WHP, who had written NAB President Neville Miller and OWI Chief Elmer Davis complaining that radio was not used effectively in the war.

Cites Correspondence

Answering the letter, Mr. Connor referred in detail to correspondence between OWI and Mr. Redmond. He said neither the files nor anyone in the bureau had information about plans or offers from WHP to improve the Radio Bureau's effectiveness.

"Any attempt on my part to answer at length your many comments concerning the operations of OWI would be only to repeat what you undoubtedly already know," Mr. Connor wrote. "That is the fact that 21 regional OWI consultants, in addition to the station advisory board, selected by and representing the radio industry throughout the nation, have assisted in guiding the policies of this organization.

"We have very gracefully accepted their suggestions as the barometer of industry thinking. . . . I am sorry your views do not coincide with theirs. They have publicly commended this Bureau and its war time operations. . . .

"You may be sure that every member of this Bureau and the 21 Regional Radio consultants and Station Advisory Board are equally interested in winning this war, and using radio facilities to the utmost in accomplishing that aim. We all eagerly welcome constructive plans and ideas toward that end."

UNIVERSAL MICROPHONE Co., Inglewood, Cal., in anticipation of a post-war market, has appointed Frazar & Hansen, San Francisco, as its foreign representatives.

WHAM
"Your Western New York Salesman"

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative:
GEORGE P. HOLLINGBERY CO.

The Stromberg-Carlson Station

100 WORDS
FOR TWICE THE COST OF A 10 WORD FULL RATE TELEGRAM
NEW Postal Telegraph
LONGRAM
SAVE TIME AND MONEY

KOIL ON SCENE AS FLOODS HIT OMAHA

KOIL's special events department was on its toes when one of the worst floods in Missouri river history struck Omaha and the Council Bluffs, Ia., area last week. With hundreds of thousands of acres already inundated earlier in the week throughout the valley, thousands of soldiers, Civilian Defense workers and high school boys worked frantically all day and night Thursday to reinforce weakened dikes.

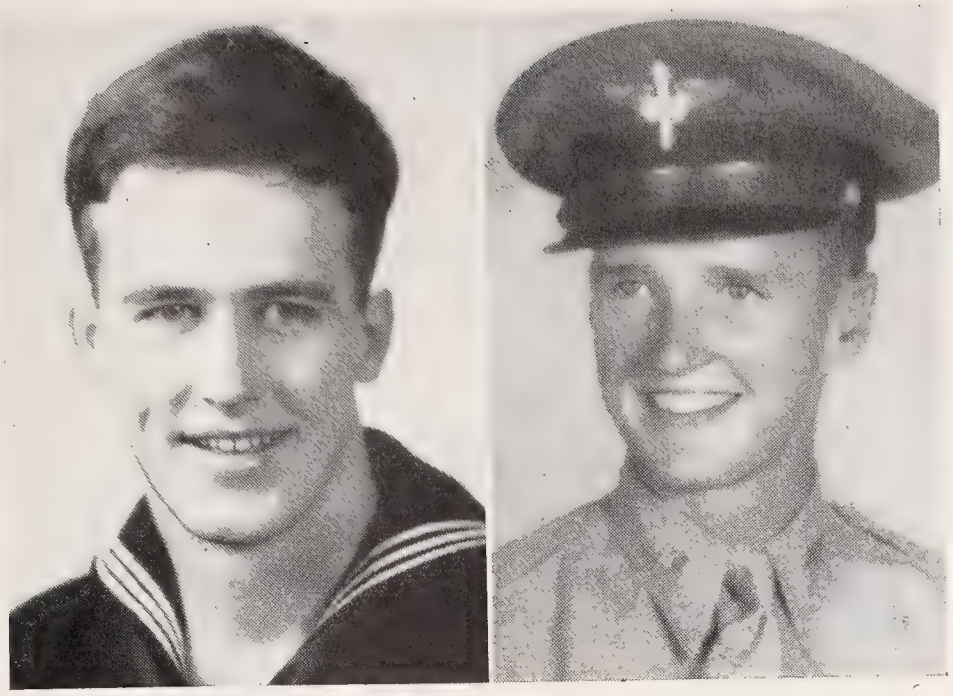
The climax came when dikes on both sides of Omaha's vital municipal airport broke and a wall of water rushed across the field and into the residential district of East Omaha. With Foster May, widely-known midwest radio reporter at the mike, KOIL's special events department presented a series of graphic word-pictures telling of the evacuation of hundreds of families from the stricken area.

Meanwhile, the station turned over its facilities to the Army, Red Cross, Civilian Defense and other relief agencies in order to assist in rescue work.

FREE VITAMINS
To Employes of CBS With Vimms Getting Call

FREE VITAMINS to CBS employes desiring to take them over a four-month period is the latest plan to be tested at CBS, following a survey among the personnel which revealed that nine out of 10 persons approved of the idea.

Of the large selection of vitamin pills now on the market, CBS has chosen Vimms, the Lever Bros. Co. product, to feed its staff. Idea is not new around New York, it is understood, as BBDO, the Vimms agency, gives its employes three a day, while Ruthrauff & Ryan and J. Walter Thompson Co., both handling products made by Lever, supply Vimms to their staffs on request.



BROTHERS IN SERVICE, both former employes of WSMB, New Orleans, 2d Lt. John E. Wheelahan [right] was radio operator for two years, is now in training for the Army Air Corps. Aviation Cadet Harold M. Wheelahan, who did clerical work in summer vacations, is training for the Naval Air Corps after being recalled from active duty on a PC Boat in North Africa.

Kem to Extend

AS THOUSANDS of amateur gardeners join the nation's farmers in this year's spring planting, a consumer campaign for Kem Liquid Plant Food, and Kem Automatic Feed Units gets under way, starting off with thrice-weekly sponsorship of *Woman's Radio Bazaar* on WTIC, Hartford. Drive, which started April 13, will extend to other markets, according to J. M. Mathes Inc., New York, agency in charge. Firm is Kemical Corp., Oradell, N. J.

NATIONAL TOOL & Mfg. Co., Kenilworth, N. J., bought one hour last Friday on WAAT, Jersey City, to broadcast ceremonies at the plant, according to Victor A. Bennett, the station's national sales director. Company, Navy and State officials participated in proceedings which included demonstration of a 20-mm anti-air craft gun by three Navy veterans of the Pacific campaign. National Tool is making parts for the gun.

Script Pickled

SELECTED scripts of NBC's *Snow Village*, P & G serial, will be preserved for study and posterity in the archives of radio of Princeton U. Series presents stories of life in a typical New England town. Ford Manley is script writer. Compton Adv., New York, handles the White Laundry Soap for P & G.

MBS Rate Card

MBS has just issued Rate Card No. 11, dated March 1, 1943, which supersedes Card No. 10 issued last summer. Network now includes 209 stations, with a total full evening hour gross rate of $22,358. Format of the new card is the same as that of No. 10, classifying stations by "A," "B" and "C" groups in accordance with Mutual's volume discount plan.

Suit Dismissed

DISMISSAL of a $100,000 damage suit, brought by Irving Bibo, Hollywood songwriter-publisher, against ASCAP for alleged violation of the Sherman anti-trust law and asserted discrimination against his efforts to be taken into the organization as a publisher-member, was ordered April 15 in Los Angeles Court by Judge Ben Harrison.

Concurrently an anti-ASCAP bill proposed by New Mexico state legislators was killed in committee on April 13 when proponents failed to enlist sufficient support to bring it to a vote.

Mullen Lauds Free Air

SUPPORT given American radio by American companies sponsoring programs is "American cooperation in the best tradition of free enterprise," Frank E. Mullen, NBC vice-president and general manager, told the radio audience April 11. Mr. Mullen spoke at the conclusion of the final broadcast in the current series of NBC Symphony Orchestra concerts.

KILO Joins CBS

KILO, Grand Forks, N. D., on May 1 will become a CBS bonus outlet, available with KDAL, Duluth, the network announced last week. KILO, owned by Dalton LeMasurier, operates on 1440 kc., with 1,000 w. daytime power and 500 watts nighttime.

21
YEARS AGO
WE STARTED
TO GROW
KPO
SAN FRANCISCO

"DO YOU KNOW THE ANSWER?"

(COPYRIGHT 1943. THE W. E. LONG CO., CHICAGO, ILL.)



This radio feature outpulls all "Telephone" or "Money" shows 4 to 1 over national network stations after more than one year's run.

All negotiations for this radio feature must be conducted with:

THE W. E. LONG CO.
155 NORTH CLARK STREET • CHICAGO, ILLINOIS

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Coming Soon!*

Some astounding figures on the Effective Buying Income in WDRC's Primary Area . . . Connecticut's Major Market. More than ever before, Hartford is a "must" for your spot campaign.

* *See Sales Management, May 10th, Survey of Buying Power Issue.*

WWL

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

"We consider it a highlight among our local musical presentations." WDNC

• Expertly written and commercially proved radio programs are available to any ASCAP-licensed station without cost. If you are not using these programs write or wire us at once, as a new series is ready.

ASCAP

Radio Program Service

30 Rockefeller Plaza • New York

Retail trade? $78 million in two "home" counties alone!

WHBF The 5000 WATT *Voice of the Tri-Cities*

Affiliate: Rock Island ARGUS

MUTUAL NETWORK · 1270 KC

Studio Notes

WFIL, Philadelphia, sponsoring a "Basketball Tournament of Champions" for the benefit of the Red Cross War Fund Drive, realized $10,000. The Tournament brought together for the first time the champions of four school-boy leagues. Tom Moorhead, WFIL sportscaster, conceived the plan and succeeded in bringing these teams together in two evenings of basketball at the Palestra of the U. of Pennsylvania, attracting 13,000 people to the games. Mr. Moorhead, who is also a member of the station's public relations department, is director of sporting events for the Red Cross Drive in the area.

CKY, Winnipeg, on March 13, 1943, completed 20 years of continuous broadcasting. Experimental broadcasts started in 1922. Because of the war no special celebrations were held. Latest figures show that 70% of CKY's staff at the outbreak of the war are now on active service.

WICC, Bridgeport, Conn., in a recent war bond drive conducted by Joseph Lopez, supervisor, and featuring matches with the WICC Bowling Girls, sold $80,000 worth.

WITH A GROWING number of American troops in the Edmonton, Alberta, area, CFRN, Edmonton, has completed arrangements with the Special Services Division of the United States Army to air big-time U. S. network transcriptions for the entertainment of the American Army and civilian personnel in the district.

UP has installed in its Denver bureau a new major relay on its transcontinental radio news wire. All radio news for stations in the Rocky Mountain region will be transmitted through the relay center, in a move to release the basic world report to western stations at maximum speed, and to make possible an intensified regional coverage. Jerry Fitch, former assistant to the central division radio news manager in Chicago, has been transferred to Denver to manage the bureau.

THREE STATIONS to acquire the AP radio news wire from Press Assn. are: WGCM, Gulfport; WCAP, Asbury Park, N. J.; and WDEV, Waterbury, Vt.

WHIO, Dayton, has assigned regular weekly spots to the shows heretofore produced on alternate weeks by Wright Field and the Air Service Command. The Wright Field show will be heard every Thursday at 8:00 p. m. (CWT) and the Air Service show the same night at 10:15.

WSAI, Cincinnati, was to originate *America's Town Meeting of the Air* to 129 Blue network stations on April 15, with Charles P. Taft, native Cincinnatian now assistant director of the Defense Health and Welfare Services of the FSA in Washington, as principal speaker.

KTUL, Tulsa, has made its facilities available once a week for an all-soldier broadcast from Camp Gruber, 80 miles away in the Cookson Hills region of Eastern Oklahoma. Candidates will be auditioned by Capt. William H. Terrell and Eddie McKean, program director of KTUL, and Mr. McKean will act as m.c. First of the half-hour programs, which were arranged by public relations officer Maj. Troy Coffman and John Esau, station manager, was on April 8.

WLS, Chicago, in a drive under the direction of Burridge D. Butler, president, and Glenn Z. Snyder, manager, is conducting an intensified campaign among its agricultural listeners for improving production, conservation, and distribution of food. The station has adopted the theme "Food for Humanity; Produce—Save—Share." The drive will be made in cooperation with *Prairie Farmer*, affiliated with WLS.

START of a Victory Garden in the forecourt of CBS Hollywood was given an auspicious dedication with Mayor Fletcher Bowron of Los Angeles, Donald W. Thornburgh, Pacific Coast vice-president of the network, Maureen O'Hara and Groucho Marx attending. Ceremonies were broadcast on KNX.

WMRN, Marion, O., recently aired the Army-Navy E ceremonies for the Swann Rubber Co., marking the sixth time in seven months for such ceremonies, all public service presentations of WMRN. Transcriptions of each program were presented to the company involved.

KLS, Oakland, has returned to a 24-hour schedule as a wartime service. From its newsroom in Fox News Theatre, Oakland, KLS presents *Off Stage Interviews*, with Orpheum Theatre Talent, twice weekly.

WCKY, Cincinnati, and the local Red Cross are sponsoring a downtown Red Cross Blood Donor Service center. The opening ceremonies rededicated the Fountain Square Destroyer *USS Victory*, war effort headquarters, in which local WAVES and SPARS took part and opened a new recruiting station.

WAAT, Jersey City, which devoted more than 18 hours air time to the Red Cross drive in March, is extending use of its facilities to North Jersey communities whose drives are continued in April to meet their Red Cross quotas. Daily broadcasts thruout March originated from an outdoor theatre at Military Park, Newark, featuring nationally known orchestras and stars of radio, stage and screen. All soldier programs were aired directly from Fort Monmouth.

KFUO, St. Louis, Mo., operated by the Evangelical Lutheran Synod, in an annual report for 1942 reveals progress of the station, including increase in time on the air, boost of power from 1 to 5 kw., and instaliation of new transmitter and other equipment costing over $100,000.

CKW, Vancouver, Canada, has signed for *Funny Money Man*, syndicated series produced by Allen A. Funt, New York. Negotiations are now under way for sale of the series in South America and New Zealand.

VOLNEY HURD, *Christian Science Monitor* analyst aired three times weekly on WNAC, Boston, is now also heard on W43B, Boston and W39B, Mt. Washington, Yankee Network FM stations covering the six New England states.

TED COLLINS, radio producer, has organized a film production unit which will produce two RKO pictures, one of them, "The Life of Marie Dressler," starring Kate Smith, whose programs on CBS are handled by Mr. Collins. Later, the movie unit will produce "The Minstrel Man," starring George Jessel.



COOKING UP A GAG for initia broadcast of the new CBS *Cam Comedy Caravan*, were Jack Ca son (left), m.c. of the half-hou program, and Thomas Luckenbil New York vice-president in charg of radio for William Esty & Co Mr. Luckenbill was in Hollywoo to open the new series sponsore by R. J. Reynolds Tobacco Co (Camel cigarettes).

WEEKLY instructions for Victor Gardeners are given on WEEI, Bos ton by Jesse H. Buffman, WEE Agricultural Director, on the *Farm er's Almanac of the Air*. Program tell the proper time to plant each vege table.

WJBK, Detroit, and WPEN, Phila delphia, have acquired the AP radi news wire from Press Assn.

WSM, Nashville, recently broadcas the induction of 47 Nashville wome who joined the WAAC in the firs such ceremonies to be held in th South.

WCED, DuBois, Pa., recently broad cast the presentation of the Army Navy E to the Elliott Co. of Ridgway Pa. and the Sylvania Electric Product Co. of Emporium, Pa. Army and Navy officers attended the ceremonies, including Lt. Gen. Joseph T. McNarney, who made the award to the Sylvania Co., and Com. R. G. Walling and Lt. Col. Thomas H. Eddy, who made the presentation to the Elliott Co. Chief Announcer Bill Sutherland of KDKA, Pittsburgh, was master of ceremonies.

A NEW half-hour late evening sustaining comedy show titled *Hot Air*, broadcast at 12:05-12:30 a.m., has been started on CBS, originating from WBBM, Chicago, written by Sherman Marks and directed by Les Mitchell.

KDAL, Duluth, is broadcasting *Stump Us*, a show Monday through Friday, 12:45-1:00, in which Ev and Joe, studio musicians, identify old published tune titles which are sent in by listeners. The prize for stumping them has been until recently a rayon taffeta quilt and now is $5.

WISN

MILWAUKEE

5,000 WATTS DAY & NIGHT

COLUMBIA

The Katz Agency, Inc. — Representatives

PHILA. STATIONS USE JOINT SURVEY

A CROSSLEY survey rating for Philadelphia stations was started April 12 on a cooperative basis.

The Philadelphia Plan, as the Crossley survey is known, is said to have come from a suggestion made by Roger W. Clipp, vice-president and general manager of WFIL. Mr. Clipp was instrumental in getting three of the four major network stations and two independent stations to agree on their definition of the proper criteria for a survey of their market as to areas to be surveyed, what hours are to be covered and what survey techniques are to be used. They jointly employed Crossley Inc., New York, to make regular monthly market analysis. The agreement is on a yearly basis.

The cooperating stations include WFIL, BLUE; WCAU, CBS; and WIP, Mutual, among the major network stations. KYW, NBC outlet, had not announced its decision last week. The independent stations subscribing to the general plan of audience measurement are WPEN, affiliated with the regional Atlantic Network, and WDAS. The other Philadelphia stations, WIBG, WHAT and WTEL, are part-time independents.

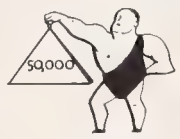
The Philadelphia Plan calls for emphasis on a personal interview system rather than the telephone technique, since only 46% of the homes in the market to be studied have telephones. The interviews will be based proportionately on the distribution of income strata.

WCOP Hearing Continued

HEARING on the application of WCOP, Boston, for renewal of its license, originally set for May 17, has been continued by the FCC on motion by the licensee, Massachusetts Broadcasting Corp., and set for June 16. A petition to take depositions was passed over to the motions docket to be held May 12. WCOP, independently operated station and member of the Bulova operated Atlantic Coast Network, was cited last December [BROADCASTING, Dec. 21, 1942] with respect to its foreign language programs. Commission investigators have studied the activities and connections of Italian language announcers, and the hearings will cover methods of selecting and investigating personnel, their qualifications, and supervision of programs and sales.

WLAW Petition

APPLICATION for transfer of control of Hildreth & Rogers Co., licensee of WLAW, Lawrence, Mass., from Alexander H. Rogers, deceased, to Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, co-executors under the will of Alexander H. Rogers, was made last week to the FCC. Alexander H. Rogers was president of Hildreth & Rogers, publishers of the Lawrence *Daily Eagle* and *Tribune*. Irving E. Rogers is vice-president and Harold B. Morrill assistant treasurer of the publishing firm, which in 1941 became the Eagle-Tribune Publishing Co. and was separated from the radio business.

21 years ago  we started to GROW. In 1922  KPO was a tiny 100 watt station. Today KPO's power  popularity  market coverage  and low cost-per-listener  make KPO the most productive (draft-exempt) salesman  in the rich Northern California market.  Alert advertisers are enjoying a rich slice of KPO's 21st birthday cake.  Are you? 



REPRESENTED BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

KPO
50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

BRITISH COLUMBIA
LAND OF OPPORTUNITY

FIRST WITH NATIONAL BUSINESS, TOO

CJOR

VANCOUVER, CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST

ENGLAND TO MID-WEST DIRECT

Series Particularizing War Time Life to Be Shortwaved to 'Local' Audience of WLW

A NEW TYPE of program shortwaved from Britain to the United States will be scheduled in series by WLW, Cincinnati, beginning Sunday, April 25, when an English clergyman talks on "'Church By the Side of the Road".

Idea is to reduce feature material of life in England under war conditions to a regional area such as is covered by WLW and to bring small communities in England into close touch with similar communities in this country.

Plan grew out of conferences a year ago between James D. Shouse, Crosley vice-president, and Noel Newsome, BBC. It was felt that use of WLW, in a "local station" sense, would enable the BBC to particularize its message to a given section of the country instead of taking in everybody—and the resultant wide range of interests.

Opening the new series, WLW will broadcast Saturday, April 24, a "Truly American" half-hour to Britain. Governors of Ohio and Indiana will appear and also Sir Norman Angell, Nobel prize winner in 1933, and Dr. James J. Mallon, of the BBC Board of Governors.

James Cassidy, WLW special events director, worked out a plan with BBC whereby the programs are to be shortwaved to New York and carried from there to Cincinnati by wire.

WLOL MANAGERSHIP TO E. S. MITTENDORF

EUGENE S. MITTENDORF, veteran midwestern station executive and formerly part owner of WKRC, Cincinnati, becomes general manager of WLOL, Minneapolis, control of which recently was sold to Ralph L. Atlass, owner of WJJD, Chicago, and WIND, Gary, Ind., for approximately $80,000. An application for transfer has been filed with the FCC.



Mr. Mittendorf

Mr. Mittendorf, who acquires a minority interest in the station, is one of radio's pioneer executives. He was part owner and manager of WKRC from 1925 until 1934 and managed WIND from 1935 until 1941. He has already brought his family to the Twin Cities.

WLOL is being acquired by Mr. Atlass, brother of the Chicago CBS vice-president, from Charles J. Winton Jr., president of WLOL; his brother, David J., and Beatrice L. Devaney, executrix of the estate of Judge John P. Devaney. Previously the probate court in Minneapolis approved transfer of 46% of the stock held by the Devaney estate [BROADCASTING, April 12].

Mr. Atlass will have controlling interest with the remainder of the stock to be divided among John Carey, manager, and Art Harre, commercial manager of WIND, and Mr. Mittendorf.

Hedda Hopper Sues

CHARGING breach of contract in two separate radio deals, Hedda Hopper, Hollywood commentator and columnist, filed suit on April 13 in Los Angeles Superior Court for $495,000 damages, naming Andrew Jergens Co. (lotion), and Lennen & Mitchell, New York, as defendants. Complaint claims breach of two agreements with the agency.

BURNET HERSHEY, commentator and foreign correspondent, is preparing a book on postwar commercial aviation, tentatively called *Tomorrow We Fly*. Duell, Sloan & Pearce, New York, will bring out the book this summer.

REP. WASIELEWSKI DEFENDS WAR TIME

WARNING that other more burdensome measures will be necessary to curtail the use of electricity if wartime is repealed, Rep. Thad F. Wasielewski (D-Wis.) urged in a talk on WTMJ, Milwaukee, last Sunday that state legislatures discontinue their efforts to overrule the concurrent Congressional resolution that established fast time.

He pointed out that fast time saves electricity, and in addition eliminates confusion resulting from certain States and localities having daylight-saving time while others remain on standard time. He said that farmers who are clamoring for fast time may have a just grievance in peace time, but during war "they are sabotaging the war effort," and that legislators who agree with them are "rendering a disservice to the farmers and their country."

Wartime is used by Canada, New Zealand, the countries of Europe, and China as well, he pointed out. "They are people of practical experience," Rep. Wasielewski said, and "they do not make a change in time just to make changes."

Oppose Liquor Bill

A SPECIAL meeting of the Board of Directors of the Advertising Club of Washington (D.C.) was called to oppose a bill pending in Congress to prohibit the use of prices in liquor advertising in the District of Columbia. The directors pointed out in a resolution addressed to Congress that no offering is complete that does not protect the public on the price to be paid and that such a prohibition would be contrary to good trade practices.

Sound Appetites

TOO REALISTIC are the sound effects of *Pete's Kitchen*, Bud Baldwin's Saturday morning program on WHIO, Dayton. While he rambles on with commercials, mythical patrons are served, via sound, with doughnuts and coffee and drop nickels in the "juke box" to provide music. Baldwin has had to turn down listeners who telephone to ask whether they may come in for a cup of coffee.

Petri Wine on MBS

PETRI WINE Co., San Francisco, will sponsor a half-hour on Mutual based on the Sherlock Holmes detective stories, starting April 30. Firm has been using spot radio for the past year. Basil Rathbone and Nagel Bruce will be featured in the dramatizations, produced by Glenn Heisch. Program will be heard Friday, 8:30-9 p.m. on 56 stations. Agency is Erwin Wasey & Co., San Francisco.

Paramount Spots

PARAMOUNT PICTURES, New York, in addition to special network and spot campaigns for individual pictures as they are released, is using spot radio on a regular basis for local showings. Film company is using 35-word live announcements between chainbreaks on a varying basis per week, on one or more stations in 35 cities throughout the country. Schedule went into effect last September. Agency is Buchanan & Co., New York.

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

Where Sales Multiply
Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and
BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
BOSTON N.Y.
CFNB Signal strength increased 25%

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

Labor Freeze Limits Employe Hiring

Provision Is Made for Essential Industries In New Order

A FREEZE order limiting the hiring and transfer of employes in all American industry, but providing special benefits for broadcasting and other essential activities, was announced by War Manpower Chief Paul V. McNutt Saturday, as Washington administrators moved to put the President's anti-inflation "hold the line" order into effect.

Earlier in the week, the War Labor Board had clipped the power of its regional offices to approve wage and salary adjustments based on gross inequities and inequalities, a step which will hold up pay raises anticipated by many hundred radio employes.

Executive Edict

The McNutt action was designed to carry out a direct edict from Mr. Roosevelt that the Chairman of the WMC should forbid employment of new employes, except as specifically authorized, when the transfer involved a wage or salary higher than that received by such employe in his last employment, unless the change will aid the effective prosecution of the war.

To put these policies into effect, Mr. McNutt ordered:

1. Employers engaged in essential industries shall be free to hire at any wage workers now engaged in industries not included in the list of essential activities.

2. Employers operating industries not listed as essential may not hire men from essential industries if the wage rate exceeds the rate most recently earned.

3. Employers engaged in essential activities may not hire workers from other essential activities if the wage or salary to be paid exceeds that most recently received.

The McNutt order leaves wide authority in the hands of local WMC officers, permitting them, for instance, to declare activities "locally essential", thus extending to them advantages of essential activities.

Major result of the order, however, is to freeze workers at their present earning level, except in areas of critical labor shortages, where operators of essential activities are still free, under Government observation, to offer wage incentives. In the remainder of the country, however, broadcasting employes and others may change jobs within the industry, but must not accept increased wages or salaries.

The result of such regulations would be to give operators of essential activities, such as broadcasting, a pick of the manpower of industries not included on the essential list, WMC officials point out. At the same time, it is intended to prevent "pirating" of help within and between essential industries, and to prevent operators of industries not on the essential list from hiring men away from essential activities.

The WLB curtailed activities of its regional offices a few hours after Mr. Roosevelt rescinded its power to grant increases in cases involving "gross inequities and inequalities". Under the anti-inflation program, WLB continues to grant adjustments within the "Little Steel formula" and in so-called "substandard cases".

35 Radio Cases Held Up

According to Lawson Wimberly, international representative of the International Brotherhood of Electrical Workers (AFL), at least 35 cases between IBEW and radio stations are likely to be held up under the new regulations. The WLB has ordered that all cases involving inequalities, which cannot be decided within the range of the Little Steel formula, or substandards of living, must not be approved.

In issuing the order, WLB said that even arbitrators' awards made prior to April 8 but not approved by the regional WLB must now be discarded.

IBEW has not yet decided how to dispose of its pending "inequity" cases, Mr. Wimberly said. The union is awaiting further clarification and reexamining the cases to see if they can be brought within the Little Steel or substandard categories.

AFL members of the WLB last week challenged the order as a breach of faith by the Government with the no-strike agreement of Dec. 23, 1941. They said the WLB would no longer be an effective instrument of cooperation among labor, industry and public groups, since its powers to deal with disputes involving inequities and inequalities was withdrawn.

At a WLB press conference last week, Chairman William H. Davis said regional boards would return applications submitted by employers and unions seeking increases on the basis of inequalities and gross inequities. Employers of fewer than nine persons are exempt from the new order, he said, and other employers may continue to make wage and salary adjustments in individual cases for promotions, reclassifications, or merit.

RMA Plans Study Of Postwar Radio

Committee to Make Plans for Civilian Radio Production

A SPECIAL committee of the Radio Manufacturers Assn. will be named shortly to study postwar problems, Paul V. Galvin, RMA president announced Friday following the spring meeting of the RMA Board of Directors. The survey will cover renewed production of civilian radio as the military program declines, and related problems.

The Committee on Postwar Planning will look into the whole postwar radio service, Mr. Galvin said, including television, FM, and production problems such as peacetime employment, termination of war contracts and disposition of inventories.

Making Civilian Tubes

The Directors also discussed current problems of military production, with manpower getting special attention. M. F. Balcom, chairman of the RMA Tube Devision reported that tube makers had assumed responsibility for approximately 2,000,000 replacement tubes monthly for civilians, and that production was underway. The tube program was arranged with WPB.

Two other items of business included a decision to retain the name "Radio Manufacturers Assn." and discussion of arrangements for the RMA War Production Conference. Substitution of "radionic" for "electronic" had been considered, but the Board decided the present name was adequately descriptive.

RMA's War Production Conference will be held in Chicago June 10. War production problems will keynote the meeting, with prominent government officials invited to take part in the discussions.



"WFDF Flint Michigan says I should give up my gasoline for you men in uniform."

PROVIDENT SAVINGS BANK, Baltimore, has purchased 20 one-minute announcements produced by NBC's Radio Recording Division, for use on a Baltimore station through Muir & Co., New York.

WCHS
CHARLESTON, W.VA.

Recipient of the Peabody Award "for outstanding public service" by a regional station in 1942.

Probe to Start

(*Continued from page 9*)

lihood of protracted hearings on the Senate side. While committee members said definite plans had not been formulated, it was thought that the subcommittee would be disposed to incorporate the record on the Sanders bill introduced last session, which generally parallels the White-Wheeler measure. Extensive hearings were held on this bill, with testimony from FCC Chairman Fly and Commissioner T. A. M. Craven, as well as representatives of the industry and other groups identified with radio. Chairman Fly opposed the bill in toto; Commissioner Craven favored most of it.

In all likelihood representatives of the FCC will be asked to testify. The committee, however, is expected only to seek non-repetitious testimony relating to those aspects of the White-Wheeler Bill which differ from the original Sanders measure. These deal largely with the question of equality of time for discussion of controversial issues. It was indicated the committee preferred not to consume time traversing ground already covered in the House proceedings last year.

Members of the committee, in addition to the two authors, are Hill (D-Ala.), majority whip; Clark (D-Idaho), and Austin (R-Vt.).

SALES SORTA DULL IN SHARP (Ky.)?

We hate to be blunt, but it would take a lot of stropping to whet your sales in Sharp (Ky.)! You see, 57.5% of Kentucky's buying power is concentrated in the Louisville Trading Area, where folks do 17.1% *more* retail buying than the rest of the State *combined!* . . . To give your business an edge in the Louisville Area, you need only WAVE—the station that gets 'em lathered up, around here, at lowest cost. See what we mean?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

Education by Radio Institute To Meet in Columbus April 30

Chief Topic Is "Radio In War and After;" Many Government Officials on Program

INSTITUTE for Education by Radio meets in Columbus, O., April 30 through May 3 with leading representatives of educational and commercial stations alike in attendance. Topic this year is "Radio in the War and After."

Government as usual will be well represented with the following participating: James L. Fly, FCC chairman; Ray C. Wakefield, FCC commissioner; William B. Lewis, Philip H. Cohen, Elmo C. Wilson, Robert Martin, Elaine Ewing, of OWI; Charter Heslep, Office of Censorship; Lt. Col. E. M. Kirby, War Dept. Public Relations Bureau; Lt. Com. M. S. Reichner and J. Harrison Hartley, Navy Department Public Relations Department.

From Dept. of Agriculture

Also, from the Department of Agriculture: Maurice L. DuMars, Office of Information, and Morse Salisbury, Director of Information. From the Office of Education, R. R. Lowdermilk, and from the War Manpower Commission, W. W. Charters, chief of training division.

As usual a broadcast will originate from the conference. This year it is titled "Answering You" and will be handled by Mutual and the BBC Friday, April 30, at 10:30 a.m.

Large delegations will represent the network companies: BLUE includes Edgar Kobak, executive vice-president; Grace Johnsen, women's and children's program director; John Vandercook, commentator; H. B. Summers, public service division director.

CBS: John K. Churchill, research director: Lyman Bryson, director of education; Leon Levine, assistant education director; William N. Robson, producer; Charles Worcester, farm editor; Deems Taylor, music consultant; Robert J. Landry, director of program writing; Prof. John T. Frederick, literary critic, and Gilbert Seldes, television director.

The program follows:

FRIDAY, APRIL 30
10 a.m. Ballroom

Demonstration and Discussion

Sterling Fisher, presiding, assistant public service counselor and director Inter-American U. of Air.

Demonstration of "Answering You" (broadcast in part) with Stephen Fry, traffic manager, BBC, New York; Alistair Cooke, special correspondent, *The London Times*, chairman; two Americans, two Canadians and prominent British people.

Following broadcast, discussion by: Mr. Bryson; Elsie Dick, Mutual educational programs representative; R. S. Lambert, CBC educational advisor.

5 p.m. Room 1648

Informal Tea for Newcomers

I. Keith Tyler, director, Institute for Education by Radio, chairman.

8 p.m. Hall of Mirrors

Radio's Wartime Strategy

Arthur J. Klein, dean, College of Education, Ohio State U., presiding. Participants in symposium: Sherman H. Dryer, director of radio productions, U. of Chicago, chairman; Mr. Fly; William Burke Miller, manager, public service department and of war programs, NBC; Mr. Robson, and others. Citations for the Seventh American Exhibition and Citations of Educational Radio Programs will be made.

10:15 p.m. Room 1648

Meeting for Chairmen

Mr. Tyler, chairman. For chairmen of work-study groups, section meetings, roundtables.

SATURDAY, MAY 1
9 a.m. Ballroom

Problems of Wartime Operation

Howard L. Bevis, president, Ohio State U., presiding. Mr. Kobak stating the problem. Participating: Robert J. Coleman, director, WKAR, East Lansing, Mich.; Lawrence J. Heller, president, WINX, Washington; Charles Jennings, program planning supervisor, CBC; Mr. Lewis; M. S. Novik, director, WNYC, New York; Mr. Seldes; Mr. Wakefield.

Problems of News Broadcasting

Harvey H. Davis, vice-president, Ohio State U., presiding. Participating: W. W. Chaplin, NBC foreign correspondent; Mr. Heslep; Lt. Col. Kirby; Lt. Com. Riechnere; Cesar Saerchinger, NBC historical commentator; Mr. Vandercook.

Work-Study Groups

Religious broadcasts; "Of Men and Books" demonstration.

2:30 p.m. Room 1440

Agricultural and Homemaking Broadcasts

Mr. DuMars, chairman. Participating: Mr. Salisbury; Ed Mason, WLW, Cincinnati; Eleanor Hanson, WHK-WCLE, Cleveland; Richard B. Hull, WOI, Ames.

2:30 p.m. Room 1279

Broadcasting by National Organizations

Tom Stewart, assistant to National Director, American Red Cross, Chairman.

2:30 p.m. Parlor A

Children's Programs

Gloria Chandler, Children's Theater and Radio; Assn. of Junior Leagues, chairman. Participating: Bernice Foley, WSAI; Mary Grannan, children's programs supervisor, CBC; Helen Platt, scriptwriter, Portland, Ore.; Olida Schrottky, Girl Scouts of America, New York.

12:15 p.m. Room 1340

Religious Broadcasts

Albert W. Palmer, president, Chicago Theological Seminary, chairman.

Recordings for School Use

Mr. Lowdermilk, chairman.

Research in Educational Broadcasting

Mr. Summers, chairman.

2:30 p.m. Room 1540

School Broadcasting

George Jennings acting director, Radio Council, Chicago Public Schools, chairman. Participating: Genevieve Parre, CBC; Chester R. Duncan, KOIN-KALE, Portland, Ore.; Mary Elisabeth Gilmore, KBPS, Portland, Ore.; William B. Levensen, directing supervisor of radio, WBOE, Cleveland; Charles Urquhardt, production manager, NBC, Chicago, and others.

2:30 p.m. Room 1479

College Courses in Radio

Albert Crews, radio department, Northwestern U., chairman.

2:30 p.m. Room 216

Music Broadcasts

Burton Paulu, manager, WLB, U. of Minnesota, chairman. Participating: Mr. Taylor and others.

1:50 p.m. Hall of Mirrors

Radio and Reading

Wilfred Eberhart, assistant professor of education, Ohio State U. chairman. CBS "Of Men and Books" will originate from this work-study group.

5 p.m. Ballroom

Documentary Reporting

T. C. Holy, director, bureau of educational research, Ohio State U., presiding. WOR will demonstrate the streamlined production of recorded documentary broadcasts. Participating: Dave Driscoll, war services and news division director, WOR, New York; Mr. Cohen; Mr. Fry; Mr. Hartley; Lt. Col. Kirby.

8 p.m. Room 1440

In-School Broadcasting

Marguerite Fleming, Radio Workshop, South High School, Columbus, presiding. Participating: Mr. Cohen; Major Harold W. Kent, War Department; C. Wilbert Pettegrew, WOSU, Columbus, and others.

8 p.m. Room 1479

National Assn. of Broadcasters

Neville Miller, president, presiding.

National Assn. of Educational Broadcasters

(Closed Meeting)

Gilbert D. Williams, program director, WBAA, Lafayette, Ind., presiding.

National Assn. of Women Directors, NAB

Ruth Chilton, WSYR, Syracuse, presiding. Participating: Miss Johnson; Miss Ewing; Lewis H. Avery, NAB; Peggy Cabe, KSD, St. Louis; Victoria Corey, KDKA, Pittsburgh; Ann Ginn, KTCN, Minneapolis; Ruth Lyons, WLW, Cincinnati; Mary Mason, WRC, Washington; Rhea McCarty, WCOL, Columbus; Lavinia Schwartz, WBBM, Chicago; Jane Weaver, WTAM, Cleveland.

Teacher Education in Radio

Luella Hoskins, radio department, New York U., presiding.

The Negro and Radio in Education

Walter N. Ridley, director, Audio-Visual Center, Virginia State College for Negroes, Petersburg, presiding.

Radio Editors

Wauhilla La Hay, radio editor, *Chicago Sun*, presiding.

Public Health Broadcasts

David Resnick, director of publicity National Society for the Prevention of Blindness, presiding. Participating: Miss Dick; Mr. Levine, others.

SUNDAY, MAY 2
9:30 a.m. Room 1440

Agricultural and Homemaking Broadcasts

Mr. DuMars, presiding. Participating: Mr. Wilson; Lawrence Haeg, WCCO Minneapolis; Harriet Hester, WLS, Chicago; Mr. Worcester; others.

2:30 p.m. Ballroom

Radio Interpreting a Region

Mr. Charters, presiding. Participating: Ira Dilworth, CBC; Robert Hudson, director, Rocky Mountain Radio Council; Luke Roberts, education director, KOIN-KALE Portland, Ore.; Charles A. Siepmann OWI.

3:30 p.m. Ballroom

Radio and Manpower

Judith Waller, director, Public Service NBC, Chicago, presiding. Participating: Howard Frazier, NAB; Edmund Linehan program director, KSO-KRNT, Des Moines, others.

7 p.m. Ballroom

Institute Annual Dinner

Speaker, Sir Gerald Campbell, British Minister and Special Assistant to the British Ambassador.

MONDAY, MAY 3
9:45 a.m. (Round Tables)

Kenneth W. MacGregor, program director, WGN, Chicago, chairman, roundtable on "Production Techniques; Jennings Pierce, manager of public service, NBC, Hollywood, chairman, roundtable on "Promotion of Educational Programs"; Joseph H. Wright, director, publicity and station WILL, U. of Illinois, chairman, roundtable on "College Public Relations Broadcasting"; W. S. Hendrix, Ohio State U., chairman, roundtable on "Foreign Language Teaching by Radio"; John L. Carpenter, director, special events, KOIN-KALE, Portland, Ore., chairman, roundtable, "Public Events Broadcasts in the War Effort"; Mr. Landry, chairman, roundtable on "Radio Writing Under War Conditions"; Paul Thornton, educational department, RCA Victor Division, chairman, roundtable on "Television and Education"; Carl Friedrich, Communications Seminar, Harvard U., chairman, roundtable on "Hate Propaganda and Its Effect Upon War and Peace"; Miss Hester, chairman, roundtable on "Children's Program Idea Exchange"; B. H. Darrow, Information Officer, OCD, Cleveland, roundtable on "Radio and Civilian Defense"; Alice Sterner, author, Newark, N. J., chairman, roundtable on "Teaching Radio Program Discrimination".

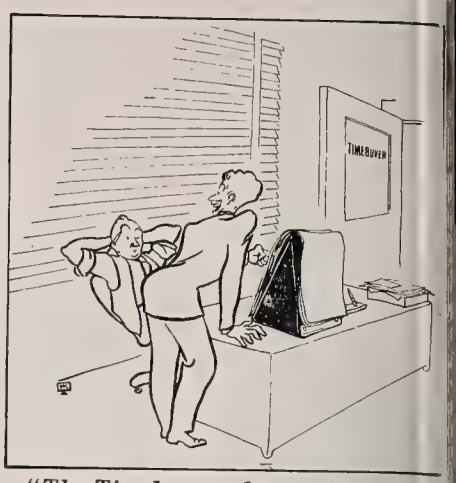
2 p.m. Ballroom

Radio and the Post-War World

Mr. Tyler presiding. Participants: Mr. Kobak; Mr. Bryson; Mr. Siepmann, others.

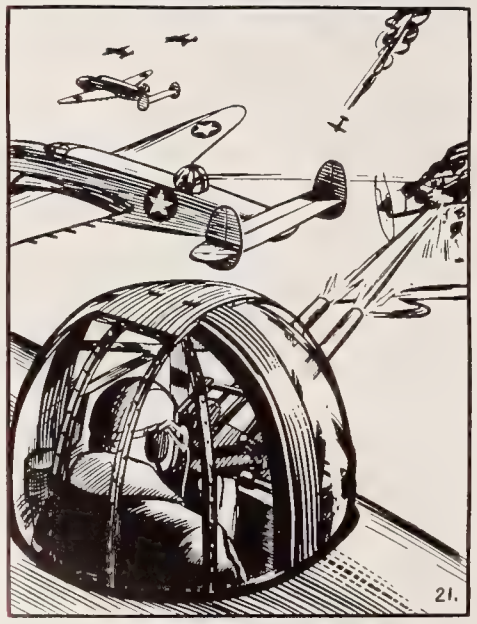
Other meetings held in conjunction with the Institute include Association of Women Directors, NAB; Association for Education by Radio; Chicago School Broadcast Conference.

Room numbers refer to the Deshler-Wallick hotel.



"The Timebuyer who was here before the fellow who replaced the chap just drafted got pretty hot on our market when he saw these figures last week!"

IT'S A WBIG JOB



The MAGIC CIRCLE

And this job takes priority over All —with W B I G!

A Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

RETAIL SALES UP 58%
Feb. 1943 Over Feb. 1942
In
POCATELLO, IDAHO
KSEI
National Representatives
The Walker Co.
Homer Griffith Co.



KECA EARLE C. ANTHONY, INC.
790 KC • 5000 WATTS DAY AND NIGHT
LOS ANGELES • BLUE NETWORK
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

...n the CONTROL ROOM



GEORGE RITCHIE and Tommy ...wis, operators of CKY, Winnipeg, ...e joined the Royal Canadian Air ...rce, Ritchie as wireless mechanic, ...d Lewis as aircrew.

JUL CRAM, chief engineer of WSGN, Birmingham, has been teaching a class in radio engineering at ...mingham-Southern College and ...s now been asked by the college ...thorities to teach a class in higher ...thematics.

JOHN A EVANS, technician, August ... Bierwirth and Linus Murray, ...intenance men, have joined WTMJ, ...lwaukee.

HARO RAY, chief engineer of WICC ...til he joined the Army, has been ...mmissioned a Captain and is sta...ned at Fort Monmouth.

CLINTON CARR, technician of ...FMB, San Diego, Cal., has joined ...BS, Hollywood. A. L. Alexander of ...PAS. Pasadena, Cal., has joined the ...twork's technical staff as transmit... engineer.

THOMAS M. KELLEHER, in charge ... sales and services at World Broad...sting System, New York, has been ...med manager of the recording stu...os of WOR, New York, and Ray ...on, who supervised construction of ...e studios, has been made technical ...rector.

FRANK RIDGEWAY, chief engineer ... WTOL, Toledo, has been commis...oned a first lieutenant in the Air ...rces and was to report for active ...ty April 13.

ED R. WOODARD, WFIL engi...er and shop steward of ACA East...n branch, has been commissioned a ...utenant in the Army and was to ...ave for Fort Monmouth, N. J., ...pril 16.

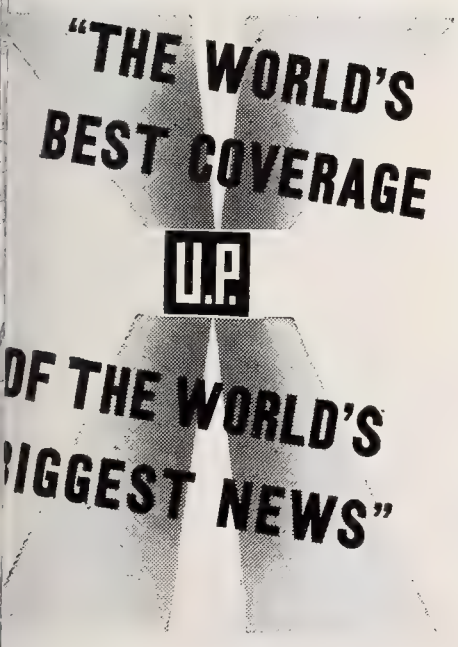
HOMER OBUCHON has joined the ...chnical staff of KGFJ, Los Angeles, ...cceeding Malcolm P. Mobley Sr., who ...signed to join KFAC, Los Ange...s.

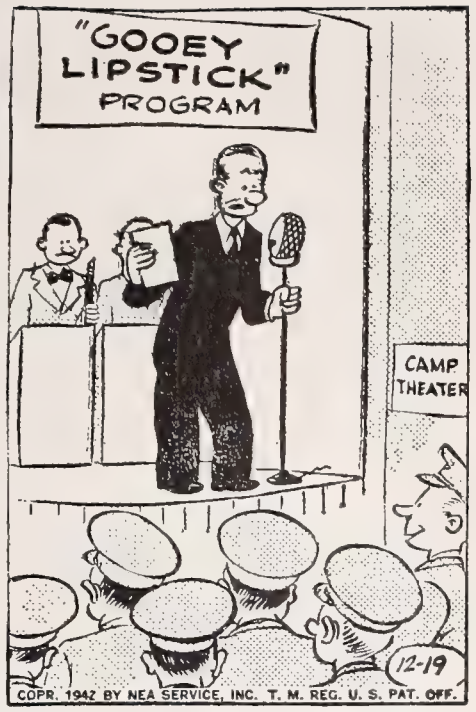
LUTHER CRUMBAUGH, technician ... KGER, Long Beach, Cal., has ...ined shortwave station KWID, San ...rancisco, with Carl Dilman of ...FAC, Los Angeles, replacing him ... KGER.

BOB WEEKS has joined the engi...ering staff of KFBK, Sacramento, ...placing Lewis Heinzmen, who has ...ined the armed forces.

DON HOOVER, announcer-operator ... KIUP, Durango, Col., is to take ...ave of absence to enter aviation ...adet training in the Army Air Forces.

FRANK KIRTON, operator of ...KOC, Hamilton, Ont., has joined ...he Royal Canadian Air Force as ...ireless operator.





Schenectady Union-Star

"This broadcast does not constitute an endorsement of our product by the Army!"

STREAKLESS VIDEO
Better Scanning Claimed in Bell Patent

NEW FORM of television scanning, patented by Dr. Herbert E. Ives, Bell Telephone Laboratories, is said to remove streaks, according to Science Service. Patent is 2,315,-621. Dark streaks in present-day television transmission are due to the narrow, rapidly moving beam of light passing over imperfections in the sensitive screen.

Dr. Ives' invention uses one of two methods. Either the beam is made wider in one dimension by passing through a cylindrical lens or it is caused to oscillate very rapidly up and down. It is later restored to its normal state by being put through a second lens or by having the kinks ironed out by a second oscillating device in phase opposite to the first.

The imperfections in either case are averaged out of the wider path before the beam is made narrow again.

EUGENE V. BURROWS, engineer of KGGF, Coffeyville, Kan., has joined the local CAA War Training Service in the radio maintenance department. He will continue a parttime schedule at the KGGF transmitter.

BYRON WINGET has left WLW-WSAI, Cincinnati, to join the CBS sound effects department. Walter Pierson, now head of sound effects for CBS, and Don Winget, brother of Byron Winget, is now head of that department at WLW-WSAI.

BOB JENSEN, field engineer of NBC Chicago, has been transferred to NBC Hollywood. Wilson Knight, formerly of BLUE Chicago, has joined the engineering staff of NBC Chicago.

Blue Graduates

FOLLOWING completion of a six-months course at the BLUE's announcing school, 35 former pages and guides obtained positions on the announcing staffs of independent stations last week. A second six-months course will begin shortly.

EX-RADIO PEOPLE SOUGHT FOR JOBS

EXPERIENCED radio personnel not now employed in broadcasting are invited to sign up with the NAB for full or part-time work. The call was issued by Howard S. Frazier, NAB director of engineering, who says the manpower situation in the industry, and especially in technical positions, is more critical every day.

Wanted particularly are persons with radio telephone operators licenses or other qualifying radio experience. Women and physically handicapped men are acceptable. Amateurs, retired technicians or others outside the professional ranks are requested to register name, age, experience, preferred job location, time available, salary requirements and other data with Mr. Frazier at NAB headquarters, 1760 N St. N.W., Washington, D. C.

War Manpower Commission has designated broadcasting an industry essential to the war effort. Mr. Frazier says that personnel have already been registered from 37 states and the District of Columbia.

Navy Day at Club

DESCRIPTION of the Marines' fight to take Guadalcanal, Tulagi and other South Pacific islands, as told by a Marine who was there, was highlight of last Wednesday's meeting of the Radio Executives Club, designated "Navy Day". Mc. was Lt. Arthur Deutsch, Radio Section, Navy's Office of Public Relations. Lt. Bob Edge, New York public relations division, Coast Guard, and former hunting and fishing expert, spoke. Out-of-town guests were Ted Arnold, WHBF, Rock Island, and John Carey, WIND, Gary.

Engineers Off to War

THREE ENGINEERS at KMOX, St. Louis, have joined the armed forces. Raymond P. Barnes is now second lieutenant in the Signal Corps, Fort Monmouth, N. J. Paul J. Shock is now at Harvard U. as a lieutenant (j.g.), Navy Communications. Walter R. Cleary is stationed in Miami as second lieutenant in the Troop Transport Command, Army Air Forces.

Keystone Totals 89,053 Hours

UNDER a special allocation plan worked out with the OWI and the Treasury Department, and put into effect last August, stations affiliated with the Keystone Broadcasting System have broadcast an aggregate of 89,053 hours of sustaining war effort programs prepared by the transcription network.

IN A THREE-WEEK tour of eastern cities starting April 19 *Hobby Lobby*, CBS program sponsored by Colgate-Palmolive-Peet Co., Jersey City, will visit Paterson, N. J., Washington, and Baltimore. Ted Bates, Inc., New York, handles Palmolive Shave Cream, C-P-P product advertized on the program.

GEORGE E. STEWART, NBC recording supervisor in New York, is in Hollywood for conferences with NBC's West Coast headquarters. Silvo Caranchini, recording engineer, has been transferred to Hollywood from NBC's New York offices.

The End of the Rainbow

Let WAIR guide you to that evasive pot of gold. Winston-Salem workers are well paid, sure of their jobs, easy to sell when you use the right medium. In this great market, the right medium is—

WAIR

Winston-Salem, North Carolina

THERE'S NOT ANOTHER LIKE IT!

WSC

50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

KGW

PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

KXOK

ST. LOUIS MISSOURI
630 KC. 5000 WATTS FULL TIME
Represented Nationally by
WEED & CO.
BLUE NETWORK

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

APRIL 10 TO APRIL 16 INCLUSIVE

Decisions . . .

APRIL 13

KGDM, Stockton, Cal.—Granted license cover CP as mod., change frequency to 1140 kc., hours to unlimited, power to 5 kw., DA-N, new transmitter.

WBRW, Welch, W. Va.—Granted license renewal for regular period.

KQW, San Jose, Cal.—Granted license renewal to Feb. 1, 1944, unlimited on 740 kc., 5 kw.; denied without prejudice application for CP.

KSFO, San Francisco—Denied without prejudice application for CP.

APRIL 15

WORK, York, Pa.—Granted mod. CP extend completion date March to June 18, 1943.

WJAS, Pittsburgh—Granted license cover CP as mod. for power increase, DA-N.

WTOC, Savannah—Granted license cover CP as mod. for power increase, DA-N.

KVOO, Tulsa—Granted license cover CP as mod., for power increase, change hours, new transmitter, DA-N.

WCOP, Boston—Continued hearing scheduled May 17 to June 16, 1943 (action on motion).

Applications . . .

APRIL 13

WLAW, Lawrence, Mass.—Involuntary transfer control of licensee corp. from Alexander H. Rogers, deceased, to Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, co-executors under will of Alexander H. Rogers, deceased (501 shares common stock).

APRIL 15

W75C, Chicago—License cover CP, as mod. for new FM station, in part.

Westinghouse [illegible]ions, Springfield, Mass.—Reinstatement license for FM station, formerly W81SP.

Requests for reinstatement of applications for FM stations: **James F. Hopkins Inc., Detroit**—CP new station, 46500 kc., coverage 6,790 sq. mi.; **Pulitzer Publishing Co., St. Louis**—CP new station, 45500 kc., coverage 13,391 sq mi.

KGEZ, Kalispell, Mont.—Mod. CP to change 1460 to 1590 kc., dismissed without prejudice at request of applicant.

APRIL 16

Baylor U. and Carr P. Collins, Corpus Christi, Tex.—CP new station 1010 kc., 50 kw., unlimited, DA-DN, amended to change name to Baylor University and Carr P. Collins; from unlimited, to D to sunset at Little Rock, Ark.

Tentative Calendar . . .

WMAM, Marinette, Wisc.—Hearing on mod. license for 570 kc., 100 w. N, 250 w. D, unlimited. **WNAX, Yankton, S. D.**, participating. Petition reconsider and grant, opposition thereto, pending (April 21).

WKBW, Buffalo—Hearing on license renewal (April 20).



You keep customers *when you* KEEP SPOTS BEFORE THEIR EARS!

• ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

Network Accounts

All time Eastern Wartime unless indicated

New Business

DWIGHT EDWARDS Co., San Francisco (coffee), on April 12 started for 52 weeks, *The World Today*, plus commentary by Chet Huntley, on 9 CBS West Coast stations (KNX KARM KROY KGDM KQW KIRO KFPY KFBB KGVO). Mon., Wed., Fri., 3:45-4 p.m. (PWT). Agency: McCann-Eriskson, San Francisco.

MacMILLAN Petroleum Corp., Los Angeles, on May 17 starts for 52 weeks, H. V. Kaltenborn, on 6 NBC Pacific stations (KFI KPO KHQ KGW KMJ KOMO), Mon., Wed., Fri., 4:45-5 p.m. (PWT). Agency: Logan & Arnold, Los Angeles.

SHEFFORD CHEESE Co., Green Bay, Wisc., on Thurs., April 22, 4-4:30 p.m., sponsors Navy 'E' award ceremonies on 56 CBS stations. Agency: Leo Burnett Co., Chicago.

DR. FLOYD B. JOHNSON, Los Angeles (religious), on April 11 started for 52 weeks, *Dr. Floyd B. Johnson*, on 30 Mutual-Don Lee stations. Sun., 4-4:30 p.m. (PWT). Agency: Broadcast Adv., Hollywood.

WRIGHT AUTOMATIC Machinery Co., Durham, N. C. on April 17 sponsored an E award broadcast on 62 MBS stations, 4:15-4:45 p.m. Agency: Harvey Massengale. Atlanta, Ga.

PETRI WINE Co., San Francisco, on April 30 starts *Sherlock Holmes* on 56 MBS stations, Fri., 8:30-9 p.m. Agency: Erwin, Wasey & Co., San Francisco.

McKESSON & ROBBINS, Bridgeport, Conn. (Bexel-Vitamin-B) recently started William Winter, West Coast news analyst, on 7 CBS Pacific Coast stations, Tues., Thurs., Sat., 12:30-12:45 p.m. (PWT). Agency: J. D. Tarcher Co., New York.



Parkers Replace Dinah For Bristol-Myers' Mum

BRISTOL-MYERS Co., New York (Mum), through Pedlar & Ryan, that city, on April 30 replaces the weekly quarter-hour program, *In Person—Dinah Shore*, with the *Parker Family* on 121 BLUE stations, Friday, 8:15-9:30 p.m. (EWT), with transcribed West Coast repeat, 8:15-8:30 p.m. (PWT). Recently signed to a term contract by Warner Bros., Miss Shore will devote more time to film assignments. She will retain for balance of the current season her spot as featured vocalist on the weekly NBC *Time to Smile*, sponsored by Bristol-Myers Co. for Ipana, Sal Hepatica. With completion of the latter radio contract it is understood she will not return when the program resumes in the fall. Miss Shore is slated to head her own variety program next season. Young & Rubicam, New York, services the latter account.

Perfume One-Timer

PRINCE MATCHABELLI Perfumery, New York, last Sunday followed up its first venture into radio in December, with another one-time broadcast on CBS. The full network was used in the 1:30-1:45 p.m. period April 18 for a concert by an ensemble featuring genuine historic string instruments, tying in with the trade name of one of the perfumes—Stradavari. Agency is Morse International, New York.

RCA Sells RKO Stock

SALE by RCA of its holding of the securities of Radio-Keith-Orpheum Corp. was announced last Thursday by David Sarnoff, president of RCA, who stated the selling price was approximately $6,500,000 in a cash transaction. Purchasers are a group headed by Dillon-Read & Co., New York.

Renewal Accounts

PURE OIL Co., Chicago on May 10 renews *Kaltenborn Edits the News* on 33 NBC stations, Mon. thru Fri., 7:45-8 p.m. Agency: Leo Burnett Co., Chicago.

Network Changes

SERVEL Inc., New York (institutional), on April 17 shifted *Fashions in Rations* on 68 CBS stations, Sat., 11:30-12 noon, from New York to Hollywood. Agency: BBDO, N. Y.

E. I. duPONT de NEMOURS & Co., Wilmington (institutional), on April 26 shifts *Cavalcade of America* from New York to Hollywood on 53 NBC stations, Mon., 8-8:30 p.m. Agency: BBDO, N. Y.

S. C. JOHNSON & SON, Racine (floor wax), on April 20 adds KTSM El Paso, Tex., to *Fibber McGee & Molly* making a total of 128 stations, Tuesdays, 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

CALIFORNIA FRUIT GROWERS Exchange, Los Angeles (Sunkist oranges, lemons, grapefruit), on May 3 adds Mon. and Wed., 6:15-6:30 p.m. to *Today at the Duncans*, heard on 41 CBS stations, Fri., 6:15-6:30 p.m. Agency: Foote, Cone & Belding, N. Y.

SPERRY FLOUR Co., San Francisco (flour, cereal), on April 26 shifts *Dr. Kate* on 6 NBC Western stations from Mon., thru Fri., 10:45-11 a.m. (PWT), to Mon., thru Fri., 4-4:15 p.m. (PWT). Agency: Westco Adv. Co., San Francisco.

LOS ANGELES SOAP Co., Los Angeles (Scotch soap), on April 26 shifts *Art Baker—News*, on 13 NBC Western stations, from Mon., thru Fri., 10:30-10:45 a.m. (PWT), to Mon., thru Fri., 10:45-11 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

TEN TOP TUNES

THE top ten tunes from the standpoint of network audience coverage during the week ended April 1 according to the copyrighted Audience Coverage index survey of the Office of Research-Radio Division New York, are as follows:

Brazil
As Time Goes By
That Old Black Magic
It Can't Be Wrong
What's The Good Word, Mr. Bluebird
You'd Be So Nice To Come Home To
I've Heard That Song Before
Taking A Chance On Love
Don't Get Around Much Anymore
Let's Get Lost

Falstaff Buys Baseball

FALSTAFF BREWING Corp. will sponsor play-by-play baseball again this summer over KWK, St. Louis. Dizzy Dean, once pitcher for the Cards, and Johnny O'Hara, the station's senior sports announcer, will handle the mike. Contract calls for broadcasts of all home games by the St. Louis National League and American League teams from Sportsman's Park, daily except Sundays and holidays. Enlarged local network of eight stations will carry the broadcasts: KWK WTAM WSOX WDWS KHMO KFRU KGBX WMBH.

MacMillan News

MacMILLAN PETROLEUM Corp., Los Angeles, through Logan & Arnold, that city, on May 17 starts sponsoring H. V. Kaltenborn, news analyst, thrice-weekly on 6 NBC Pacific stations (KFI KPO KHQ KGW KMJ KOMO) Monday, Wednesday, Friday, 4:45 5 p.m. (PWT), with a transcribed repeat over those individual stations later in the evening. Contract is for 52 weeks.

Newscast on WDRC

BEGINNING today, April 19 WDRC, Hartford, airs *An Interpretation of the News* by George Brooks Armstead, retired managing editor of *The Hartford Courant*, to be heard 10 minutes every weekday at 6:05 p.m. Mr. Armstead, former New Haven, Conn. newspaper executive, served abroad with the AEF in the first World War. Franklin M. Doolittle is general manager of the station.

FAMOUS American stars who are coming to Canada to help in the Fourth Victory Loan drive for *Victory Loan Hour*, network variety show, include Charles Boyer, Frank Parker, Dick Powell, Joan Blondell, Margaret Speaks, Edward Arnold and Claude Rains.

The Northwest's Best Broadcasting Buy

WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC — Natl. Rep.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

ef Engineer—Or combination man. Network station splendid Southern city. $75 eekly. Permanent, not succeeding draf- ee. References required. Box 531, ROADCASTING.

nouncer — Experienced. Permanent job. ood pay. Full details to WALA, Mobile, labama.

nouncer—Must be dependable and ambi- ious. Good pay and permanent job for ight man. Write, wire, or telephone VDNC, Durham, N. C.

esman—For 5 KW regional in large outhern city. Must have good sales rec- rd and good background. Drawing ac- ount against commissions. Possibilities nlimited for good man. Give full details nd draft status. All replies will be held n strict confidence. Box 533, BROAD- ASTING.

perienced Chief Engineer—For 1000 watt tation. Practically new RCA equipment hroughout. Comfortable living quarters or family. Good salary and opportunity or advancement. Ideal working condi- ions. Permanent. Radio Station WTJS, Jackson, Tennessee.

ief Announcer—Draft deferred, perma- ent position. Good pay, excellent oppor- unity for right person. Progressive Illi- ois station, not Chicago. Box 525, BROADCASTING.

pable Announcer—For local network sta- ion with heavy schedule. Please furnish ll information with first letter. Box 537, BROADCASTING.

nouncers and Combination Men—Blue Network station in Western town of 75,000 population. Prefer 4F deferments. Unless good, don't answer. State salary and details in first letter. Box 522, BROADCASTING.

gineers—Several openings for transmitter and studio engineers with midwestern network station. Requires car and license. Beginning salary $47.50 week. Box 542, BROADCASTING.

ief Engineer—With knowledge Western Electric low power equipment. Blue affiliate Western New York. Good salary, good living conditions. Permanent. WHDL, Olean, N. Y.

gineer—First class only—draft deferred. For network local in East. Want better than average man for assistant chief engineer. Give all information and salary desired. Box 536, BROADCASTING.

xperienced Announcer—Capable of handling news and do good commercial selling job. Write giving full particulars, draft status and salary desired. Send audition record to WHBL, Sheboygan, Wisconsin.

OMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 538, BROADCASTING.

nnouncer — Give experience, abilities. Permanent. Box 539, BROADCASTING.

Situations Wanted

he Experienced Man You Need—For public relations, publicity or station relations director. Desire position metropolitan station, network. An Experienced announcer and newscaster. Exempt. University. Employed. Box 529, BROADCASTING.

nnouncer—Four years' experience. Also experience in acting, as musical director, and assistant program director. Will consider worthwhile proposition with future. Large station. Transcription upon request. Box 527, BROADCASTING.

Situations Wanted (Continued)

Licensed Technician—Desires permanent change, 14 years' experience, busy studios, transmitter, water cooling, frequency modulation. College man, family, draft OK. Consider supervisor or assistant manager. Be pertinent in first letter. Box 541, BROADCASTING.

LOOK!—Move forward with an aggressive young manager. Business and all around radio experience. Write please and we'll confer. No draft. Box 532, BROADCASTING.

WOMAN ANNOUNCER - PRODUCER — Limited experience. Executive ability. Excellent educational, musical and dramatic background. Available May 25. References. Box 523, BROADCASTING.

Versatile—Musician, program director, arranger, piano, guitars, eight other instruments. Feature soloist. 15 years radio. Age 44 (3 dependents). Prefer southern coastal city. Box 526, BROADCASTING.

Program Director-Announcer—Outstanding background. Musician and arranger. Eight years' key network station experience. Interested in permanent connection. Box 543, BROADCASTING.

Engineer-Announcer — First Class phone. Experienced, transmitter and studio controls. Some announcing. Draft exempt. $40.00 weekly. Box 534, BROADCASTING.

PROGRAM DIRECTOR—With metropolitan network affiliated station would like permanent position with progressive station in smaller city. Would like to establish home. $100 per week minimum necessary. Will attend Broadcasters meeting in Chicago April 27. Available for interviews. Married, children, draft deferred. Box 535, BROADCASTING.

Available Immediately—3A versatile man who can do an all around showmanship job on the air. Now working as commercial manager. Have good sales record, six years in radio. First class announcer and can do traffic, production, management, write continuity and selling. Hold third class ticket. Have network experience. Will go anywhere, large or small station. Minimum salary $60.00 weekly. State all first letter. James McGowan, WLOG, Logan, West Virginia.

Radio Technician—First class telephone license, several years' experience, desires position in Southeast. Address Box 530, BROADCASTING.

Sales and Station Manager—From Eastern city of two million. Seventeen years in newspaper, advertising agency and radio. Draft status 4F. Box 551, BROADCASTING.

Chief enginer—Eastern network station desires change. 4-F draft, 34, married. Ten years' experience, including maintenance, purchasing and supervision. Some knowledge of labor relations. References. Will leave the country. Mild or warm climate preferred. Available about June 15th. Box 545, BROADCASTING.

SALESMAN—Employed Basic station. Married, 3-A. $65 week and commission, opportunity for advancement. Box 546, BROADCASTING.

Draft Exempt Engineer—Nine years chief of 5 kilowatt station. Experienced Doherty Transmitter, field intensity and bridge measurements. Desires permanent connection. Best References. Walter Selden, 2512 Monument Avenue, Richmond, Virginia.

Secretary—Six years' experience metropolitan station specializing publicity, promotion, merchandising. Interested in agency or station connection. Box 549, BROADCASTING.

Wanted to Buy

Station in Secondary Market—In states of New York, New Jersey or Pennsylvania. Reliable party. Everything confidential. Send full particulars to Box 540, BROADCASTING.

Pennsylvania Radio Station—Experienced operator interested in securing full or half interest in station located in Pennsylvania. Box 528, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

Will Buy—250 Watt Radio Station complete if priced right. Box 547, BROADCASTING.

For Sale

Wurlitzer 3 Manual Pipe Organ—Used in network broadcasting. Will now sacrifice for quick sale. Located in Pennsylvania. Inquiries invited to Box 524, BROADCASTING.

175 Ft. Truscon Self Supporting Tower—With all lighting equipment, insulators, leveling plates, etc. Excellent shape. Immediate shipment. WHKY, Hickory, North Carolina.

WANTED

STATION MANAGER for station located in the east. 1000 watts, daytime, local, independent. Must have management background, thorough knowledge of FCC rules and regulations, some technical knowledge, and experience in handling personnel. Those of draft age need not apply. Substantial salary. Write full details in first letter.

Box 550, BROADCASTING

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

3rd Highest in the Nation

MISSISSIPPI had a 375.8 per cent INCREASE in individual income tax receipts in 1942 as compared with 1941. (Only two states had higher increases: N. Dakota, 398.1—Kansas, 387.7).

THIS is additional proof that MISSISSIPPI is "In the Money"—is one of the most profitable markets in the South!

CASH farm income in MISSISSIPPI in 1942 was $993,910,000—more than two and one-half times the 1940 cash farm income.

ADD—record breaking industrial and commercial employment — numerous military camps with their thousands —and you have MISSISSIPPI—YOUR NO. 1 OPPORTUNITY MARKET IN 1943!

AND, WJDX, The Voice of Mississippi, dominates this profitable, growing market!

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of
the World
Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Cox Committee Names Ex-FBI Agent Its Chief Investigator

Drew Pearson Article Stresses Alleged Reprisals By Committee Against Edward J. Lord

WITH ITS FORMAL inquiry still perhaps a month away, the Select House Committee to investigate the FCC continued preliminary activity on several fronts last week and announced the appointment of William Larson, Chicago investigator of FBI fame, as its chief investigator.

Additional questionnaires covering activities of members of the FCC were dispatched, it was learned at the Commission, and several field inquiries are being conducted. Chairman E. E. Cox (D-Ga.), in announcing the Larson appointment, said that "considerable progress" is being made and that many aspects of the FCC's broadcast operations are being covered.

Pearson Story Draws Fire

Criticism of the Cox inquiry in the syndicated Washington Merry-Go-Round column of Drew Pearson was branded at Cox Committee headquarters as having emanated from "one of the FCC members." It was pointed out that Rep. Cox is not on trial before the committee.

The Pearson article said that the Cox investigation had been launched because the FCC had recommended criminal action against Rep. Cox as an outgrowth of his purported improper representation before the FCC of WALB, Albany, Ga. Somewhat similar reports, obviously emanating from the same source, were published elsewhere.

Particular reference was made in the Pearson article to alleged reprisals by the Cox Committee against Edward J. Lord, former manager of WALB, and now in Florida. Mr. Lord, he recited, had been indicted by a Georgia grand jury on the charge "larceny from a house," based on contentions that he had copied a number of documents in the WALB files pertaining to Congressman Cox's activity and had also removed one letter.

Expense Accounts Questioned

The additional questionnaires sent to FCC members related to long-distance telephone calls made by and to commissioners, and to radio sets purchased by the FCC for use of commissioners. It was ascertained that N. F. Cureton, chief of the FCC Supply Section, was interrogated by Cox Committee investigators in executive session last Monday regarding the radio set purchases, after which the questionnaire was dispatched.

Travel vouchers of commissioners, dating back to their appointments, also are being examined. Information of this character, it was reported, has been requested from the General Accounting Office covering dates of trips at Government expense, destinations and objectives. Similar data, along with details on functions of the individual commissioners, previously had been requested by the committee [BROADCASTING, April 5-12].

Meanwhile, Eugene L. Garey, chief committee counsel, and his staff of a half-dozen assistants were investigating FCC past actions in field studies restricted almost entirely to broadcasting. Practically all of the committee's staff were away from Washington last week. Chairman Cox would set no date for the opening of the inquiry, but indicated that perhaps another month would elapse before the committee actually got under way.

In announcing Mr. Larson's appointment as chief investigator last Thursday, Judge Cox declared Larson was a former Federal official of wide experience and reputation. For the last two years he has been operating a private investigation firm in Detriot.

Larson With Fisher Body

Mr. Larson served as an agent of FBI from 1925 to 1935 and handled a number of important cases, including participation in the Dillinger capture. He posed as a prisoner for four months in Leavenworth to get first-hand information on internal conditions.

Mr. Larson joined FBI in 1925, just three months after J. Edgar Hoover became its chief. He served successively in New York, Spokane, Seattle and Nashville. In 1929 he became agent in charge at Kansas City and headed the Denver office a year later. Afterward he was agent in charge of the Southern States, with headquarters in Birmingham. From 1932 until 1935 he was in charge of the Detroit office.

Leaving FBI in 1935, Mr. Larson for five years was chief of plant protection forces of the Fisher Body Division of General Motors. Since 1940 he has conducted his own consulting investigating firm.

No word was forthcoming from the FCC regarding the replies to the questionnaires from the committee. It was understood last week, however, that the questionnaires had not been returned to the committee, presumably because of the mass of detail to be covered.



Drawn for BROADCASTING by Sid Hix

"Wot an Army! You Wuz a Radio Announcer Back in the U. S. A. . . . I Wuz a Truck Driver!"

KVOO GETS LICENSE FOR FULLTIME 50 KW

KVOO, Tulsa, last week formally joined the select group of fulltime 50,000-watt stations with the granting of a regular license to cover its high-power construction permit by the FCC.

Authorized under the reallocation of 1941 to operate with fulltime on 1170 k.c. with 50,000 watts, the station has been using the maximum allowable power during the daytime, with 25,000 watts at night. By virtue of directional antennas used by the Tulsa station, along with WWVA, Wheeling, on the same frequency, both stations now operate fulltime with the maximum power. WWVA began its 50,000-watt operation several months ago.

WJAS, Pittsburgh, last Wednesday was granted a license by the FCC to cover its construction permit for 5,000-watt fulltime operation on 1320 kc.

'Esquire' Expands

ESQUIRE PUBLICATIONS, Chicago, has expanded current promotion started in December on the monthly publication, *Coronet*, with 15-30 one-minute spot announcements one week each month preceding publication date on a total of 35 stations. Markets include Chicago, Cleveland, San Francisco, Seattle, Houston, Jacksonville, Toronto, Boston and New York. Agency is Schwimmer & Scott, Chicago.

April 18 May See Monopoly Decision

Docket Priority Given Under Urgent Deficiencies Act

POSSIBILITY that the Supreme Court will hand down its decision today (April 19) on the highly controverted network monopoly case was seen in Washington. If the court does not act, the ruling cannot come until May 3 at the earliest, in view of the Easter recess of the tribunal.

Argued in February, the court had been expected to announce its decision a fortnight ago because the case had taken priority on the docket having been brought under the Urgent Deficiencies Act. There was considerable speculation in Washington over the highly important ruling, affecting the right of the FCC to regulate contractual relations of networks and stations, with the predominant view that the court would be divided.

Seven of the nine members of the court sat for the argument Feb. 12. Associate Justice Black disqualified himself because his brother-in-law, C. J. Durr, is a member of the FCC. Justice Wiley B. Rutledge, newest member of the court, had not yet taken his seat.

KOA-WHDH Case

The court also has before it the KOA-WHDH case, involving the clear channel breakdown and the right of the FCC to exclude stations from intervening in cases of this character. This case was argued April 8-9. A decision is not expected for several weeks.

A Jefferson bi-centennial statement by Associate Justice Felix Frankfurter also aroused considerable interest because of his reference to purported abuse of the media for the dissemination of information. He alluded to the effect upon our industrial civilization through "misuse and manipulation of modern devices, chain newspapers, cheap magazines, popular polls, radio and the movies," declaring these have enlarged opportunities for "arousing passions confusing judgment and regimenting opinion."

An ardent New Dealer, Justice Frankfurter's comments drew sharp editorial criticism from David Lawrence, well-known newspaper columnist. He attacked the whole New Deal concept of suppression of freedom of the press, radio and the other media.

WHIT's First Year

FIRST ANNIVERSARY of WHIT, New Bern, N. C., will be observed Wednesday with ceremonies at the New Bern USO Club, with Gov. J. Melville Broughton of North Carolina as principal speaker. Talks will be broadcast over three other stations of the Tobacco Network. Also attending will be commanding officers of adjacent military camps. Officers and directors of the station will observe the event with a special dinner.



This may sound like one for Ripley, but it's true: A group of top, year-round Salesmen is available on any time basis, as you may desire.

They are prepared to cover every phase of sales operation, from introduction of new products to distribution of point-of-sale merchandising.

If the manpower shortage has crippled your field operation, curtailed dealer contacts, or delayed introduction of a new product, Specialty Sales can help. Specialty Sales offers the short-term services of experienced high-type salesmen who cover all druggists and grocers in Ohio, Indiana, Kentucky, and West Virginia. Specialty Sales does not conflict with established sales organizations, brokers, or agents. Specialty Sales is independent, but has the advantage of full access to all WLW research and merchandising material. Specialty Sales service is extremely flexible . . . can be bought on per call or per week basis . . . helps you keep men in the field at a fraction of the usual cost. For further information, write or wire Lou E. Sargent, Specialty Sales, 140 West 9th Street, Cincinnati, Ohio.

WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.

LISTENER DOMINANCE. In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION



SHUCKS! IT LOOKED DEEP ENOUGH!

A program needs more than coverage in order to go places in a sales way. It needs *depth* . . . something not always visible on the surface.

When cruising the Oklahoma City vicinity with your radio advertising, check the *depth* of radio coverage from the charts of C. E. Hooper, Inc.

WKY is the station that gives you coverage . . . more coverage with its center-of-the-dial 930 kilocycle frequency than any other Oklahoma City station. And WKY's coverage is *deep* . . . from 70% to 300% deeper than any other Oklahoma City station.

WKY has 43.5% of the morning listeners, 56.8% of the afternoon listeners, and 60.6% of the evening listeners. Those are the 5-months averages, October, 1942, through February, 1943, as measured by Hooper.

That's the kind of coverage that gives radio advertising a chance to go places and return home loaded to the gunwhales with results.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

PRINTED IN U.S.A.

APRIL 26, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

"WE DECIDED STATISTICS WERE THE NUTS . . . WE BUY SALES!"—W. E. LONG CO.

"THE best survey of Denver (we think) is the sales of Town Talk bread." This is the conclusion arrived at by the Chicago advertising agency placing the Town Talk bread account, the W. E. Long Co., in a clever presentation sent to KLZ recently reversing the direction which promotion usually takes.

It was the unique response to a salvo of station statistics received recently from the Denver region.

KLZ in no way denies the importance and necessity of valid statistics in the buying of station time. But, after all, *sales* and not statistics are what count. And when an advertiser satisfies himself concerning the *sales* effectiveness of KLZ, all other data, of course, become superficial.

It is interesting to note, therefore, that local advertisers in Denver, to whom sales are vastly more important than statistics, spend more of their money with KLZ than with any other major network station . . . and the trend in national spot, too, is shifting rapidly in KLZ's direction.

KLZ

Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

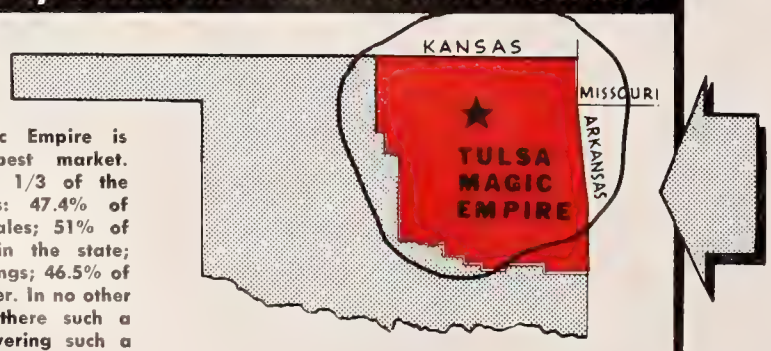


Yes, the Tulsa Magic Empire Market is a luscious sales cake to eat now . . . and your advertising to this booming area *today* will help bring you even greater sales *tomorrow* in the greater post-war market it will become.

Tulsa is given a No. 1 rating (boom war markets with the best chance to retain war growth in the post-war period) by Philip M. Hauser, assistant director of the U. S. Census in a release Jan. 15, 1943. But, the Tulsa market isn't just sitting back rejoicing over this rating. It has set up under the Tulsa Chamber of Commerce a post-war planning board, with Mr. Clyde A. King, former bank official and industrial development leader, as paid secretary, to definitely work on war industry conversion. We're going to make sure of a greater post-war market.

Get the benefits of two cakes by making the Tulsa Magic Empire market a MUST on your schedule today. And, remember 50,000 Watt KVOO is the only single medium *blanketing* Oklahoma's best* market.

Blanketed Only by Oklahoma's Most Powerful Station



* The Tulsa Magic Empire is truly Oklahoma's best market. Concentrated in but 1/3 of the state's area it has: 47.4% of Oklahoma's retail sales; 51% of the bank deposits in the state; 52.2% of Postal Savings; 46.5% of Effective Buying Power. In no other Oklahoma area is there such a powerful station covering such a rich concentrated market.



50,000 Watts Day—25,000 Watts Night

1170 Kilocycles

Edward Petry & Co., National Representatives

from

the 124 stations

of the Columbia

Broadcasting System ★ ★ ★ ★ ★




men a
CBS

omen have joined the colors of their country ★ ★ ★



★ ★ ★ in the following detachments:

CFRB	Toronto	★	10
CKAC	Montreal	★	6
KARM	Fresno	★	9
KDAL	Duluth	★	8
KFAB	Lincoln	★	21
KFBB	Great Falls	★	2
KFH	Wichita	★	20
KFPY	Spokane	★	9
KGDM	Stockton	★	4
KGGM	Albuquerque	★	12
KGLO	Mason City	★	11
KGMB	Honolulu	★	7
KGVO	Missoula	★	9
KIRO	Seattle	★	12
KLRA	Little Rock	★	12
KLZ	Denver	★	8
KMBC	Kansas City	★	20
KMOX	St. Louis	★	36
KNX	Los Angeles	★	119
KOIL	Omaha	★	13
KOIN	Portland, Oregon	★	19
KOMA	Oklahoma City	★	25
KOY	Phoenix	★	13
KQW	San Francisco	★	18
KRLD	Dallas	★	14
KRNT	Des Moines	★	21
KROD	El Paso	★	7
KROY	Sacramento	★	16
KSL	Salt Lake City	★	30
KTRH	Houston	★	16
KTSA	San Antonio	★	17
KTUC	Tucson	★	3
KTUL	Tulsa	★	15
KVOR	Colorado Springs	★	8
KVSF	Santa Fe	★	3
KWFT	Wichita Falls	★	5
KWKH	Shreveport	★	21
WABC	New York	★	327
WABI	Bangor	★	9
WADC	Akron	★	7
WAIM	Anderson	★	7
WAPI	Birmingham	★	13
WBAB	Atlantic City	★	8
WBBM	Chicago	★	47
WBIG	Greensboro	★	15
WBNS	Columbus, Ohio	★	17
WBRY	Waterbury	★	5
WBT	Charlotte	★	9
WCAO	Baltimore	★	8
WCAU	Philadelphia	★	30
WCAX	Burlington	★	5
WCCO	Minneapolis-St. Paul	★	19
WCHS	Charleston, W. Va.	★	13
WCKY	Cincinnati	★	15
WCOC	Meridian	★	2
WCOV	Montgomery	★	6
WCSC	Charleston, S. C.	★	6
WDAE	Tampa	★	6
WDBJ	Roanoke	★	8
WDBO	Orlando	★	10
WDNC	Durham	★	6
WDOD	Chattanooga	★	15
WDRC	Hartford	★	11
WEEI	Boston	★	23
WEOA	Evansville	★	6
WERC	Erie	★	2
WFBL	Syracuse	★	18
WFBM	Indianapolis	★	14
WFMD	Frederick, Md.	★	5
WFOY	St. Augustine	★	3
WGAN	Portland, Me.	★	4
WGAR	Cleveland	★	18
WGBI	Scranton	★	5
WGPC	Albany, Ga.	★	12
WGST	Atlanta	★	16
WHAS	Louisville	★	23
WHCU	Ithaca	★	7
WHEC	Rochester	★	8
WHIO	Dayton	★	10
WHP	Harrisburg	★	6
WIBW	Topeka	★	10
WIBX	Utica	★	9
WISN	Milwaukee	★	7
WJAS	Pittsburgh	★	11
WJNO	West Palm Beach	★	4
WJR	Detroit	★	27
WKBN	Youngstown	★	11
WKBW	Buffalo	★	33
WKNE	Keene	★	9
WKWK	Wheeling	★	5
WKZO	Kalamazoo-Grand Rapids	★	8
WLAC	Nashville	★	8
WLAW	Lawrence	★	10
WLBC	Muncie, Ind.	★	3
WMAS	Springfield, Mass.	★	11
WMAZ	Macon	★	11
WMBD	Peoria	★	19
WMBR	Jacksonville	★	7
WMBS	Uniontown	★	12
WMMN	Fairmont	★	3
WMT	Cedar Rapids	★	8
WNAX	Sioux City-Yankton	★	15
WNBF	Binghamton	★	15
WNOX	Knoxville	★	16
WOKO	Albany, N. Y.	★	16
WPAR	Parkersburg	★	7
WPRO	Providence	★	4
WQAM	Miami	★	10
WRBL	Columbus, Ga.	★	10
WRDW	Augusta, Ga.	★	7
WREC	Memphis	★	4
WRVA	Richmond	★	22
WSBT	South Bend	★	9
WSPA	Spartanburg	★	8
WTAD	Quincy	★	10
WTAG	Worcester	★	4
WTAQ	Green Bay	★	19
WTOC	Savannah	★	7
WTOP	Washington	★	25
WWL	New Orleans	★	28
WWNC	Asheville	★	9
WWNY	Watertown, N. Y.	★	11

KHBC, Hilo; and WKAQ, San Juan are actively represented with the colors to an extent which affords no aid or comfort to the enemy.

this is ★ ★ ★ THE COLUMBIA BROADCASTING SYSTEM

Our Second Variety Award in four years!



A briefed report on our wartime activities last year is available upon request from you.

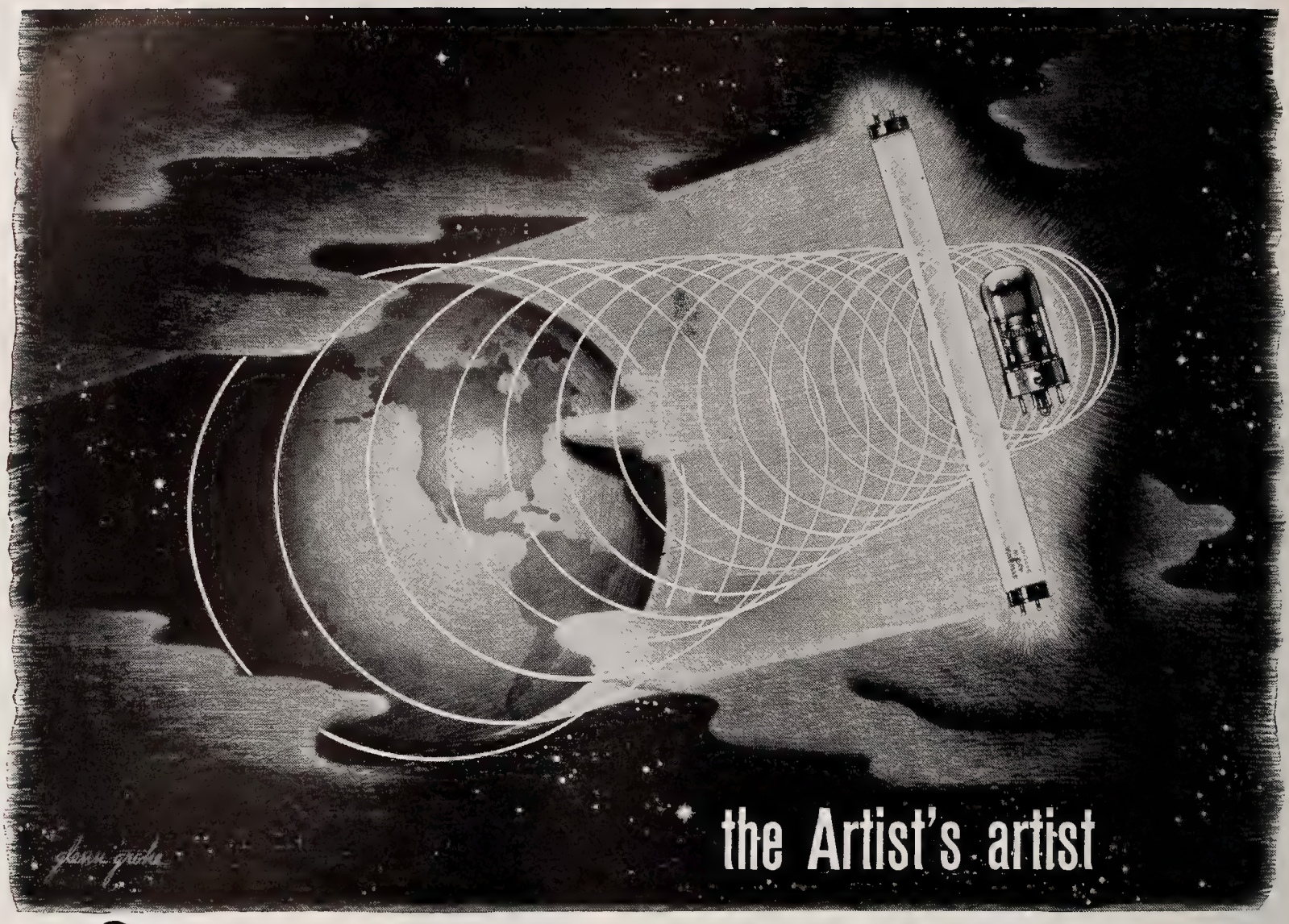
...This time for "outstanding war service"—reflecting our all-out effort for Victory during 1942. Perhaps the most significant point to advertisers is this...whether for our Government or for the advertiser, KMBC has the personnel, the facilities and the alert "know-how" to get it done—and to get it done right!

KMBC
OF KANSAS CITY

FREE & PETERS, INC.

INCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS

ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.





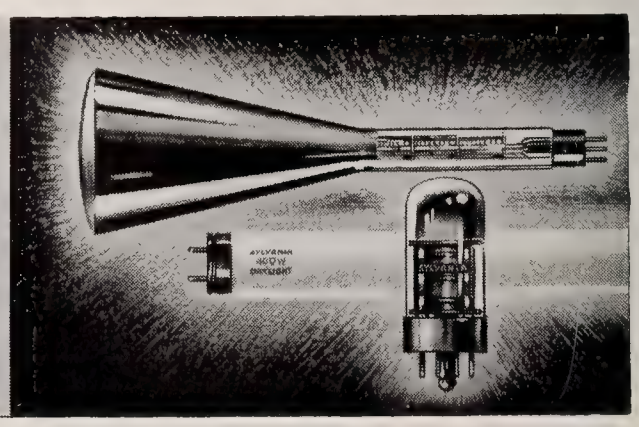
We are not zealous here at Sylvania to be the largest in our field. We had rather be known for excellence than for size. You have heard of the man so painstaking that to his talented fellows of larger fame he is known as the writer's writer, or the painter's painter, or the singer's singer. We understand that, and it seems to us there could be no higher praise. So in all the things we build – incandescent lamps, fluorescent lighting equipment, radio and electronic tubes – we aim uncompromisingly high, high as we possibly can. The function of these things, conceived as they are to amplify the indispensable miracles of human sight and hearing, seems to us to deserve the very best that can be given. So believing, it is only natural we should seek in all our work to attain the highest standards anywhere known.

SYLVANIA ELECTRIC PRODUCTS INC.

EMPORIUM, PA.

MAKERS OF INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, RADIO TUBES, CATHODE RAY TUBES AND ELECTRONIC DEVICES

INDUSTRIAL ELECTRONICS is doing much to help win the war on the production front, but can do a great deal more by more widespread application. Sylvania Electronic Tubes for devices that can automatically gauge, count, control, actuate, test, detect, protect, guide, sort, magnify, heat, transform, "see," "feel" and even "decide" are tested and available. The more electronic "know how" is put to work to make precision war production speedier and more precise, the sooner the Victory.



In St. Louis

It's

KSD

Exclusive Outlet in St. Louis for

N.B.C.

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

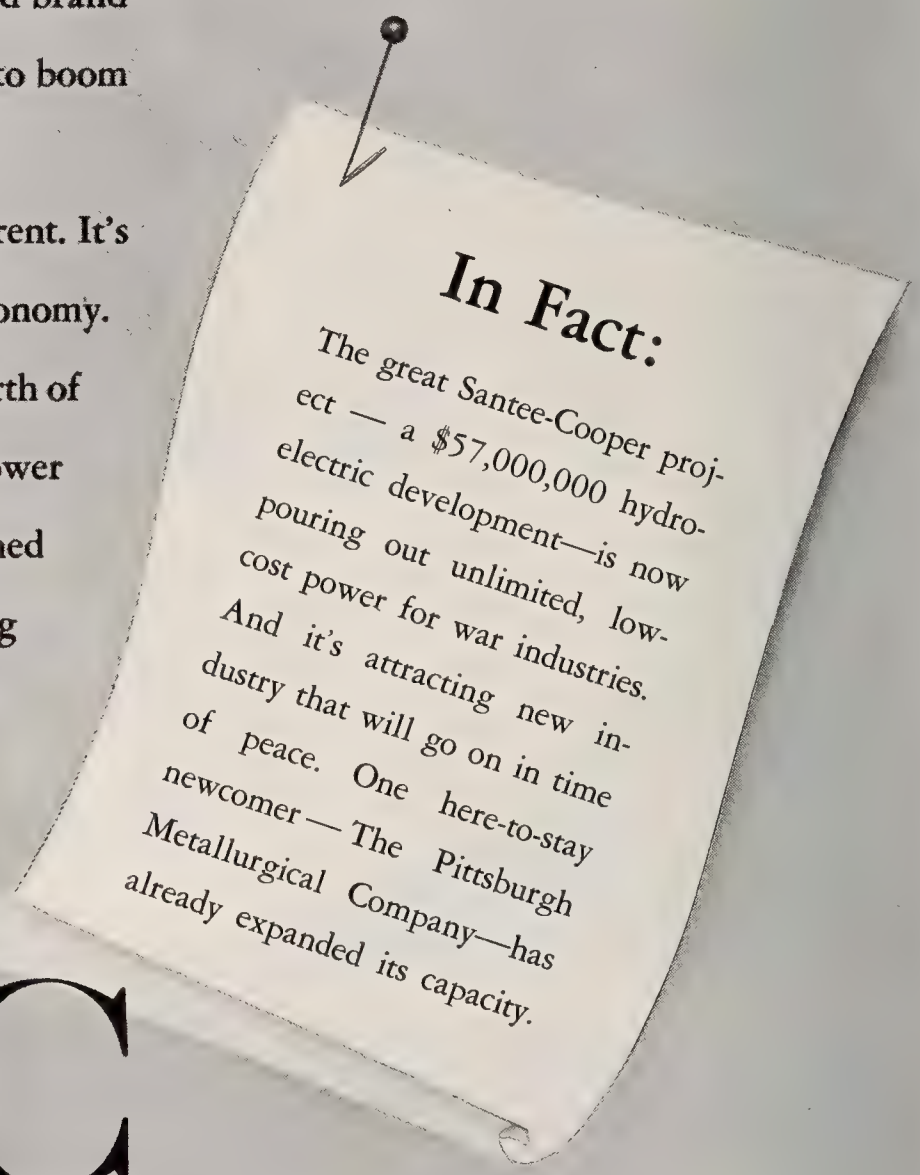
National Representative

FREE *and* PETERS INC.

Now—and one year after Victory

The advertising dollar you invest with WCSC gives double value. You make sales today throughout a thriving boom market. And you build brand preference in a market that will continue to boom long after Victory.

Because the Charleston "boom" *is* different. It's no flash-in-the-pan based purely on a war economy. What has taken place is the industrial rebirth of an entire area. New methods, new super-power facilities and new plants have transformed Charleston into a big, aggressive, growing market. The conclusion is obvious: Charleston—a major market today—is a "must" market for the future.



WCSC

CHARLESTON, S. C.

The CBS Station for the Coastal Carolinas. Represented Nationally by Free & Peters, Inc.



NASHVILLE is listening to WSIX

IF you are looking for a medium to cover the booming Nashville market, WSIX is the answer.

WSIX WILL carry your message not only into the hearts of Nashville's homes but into the entire Nashville trade area of Middle Tennessee and Southern Kentucky.

WRITE or wire for coverage map, rate card, availabilities and any other information.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

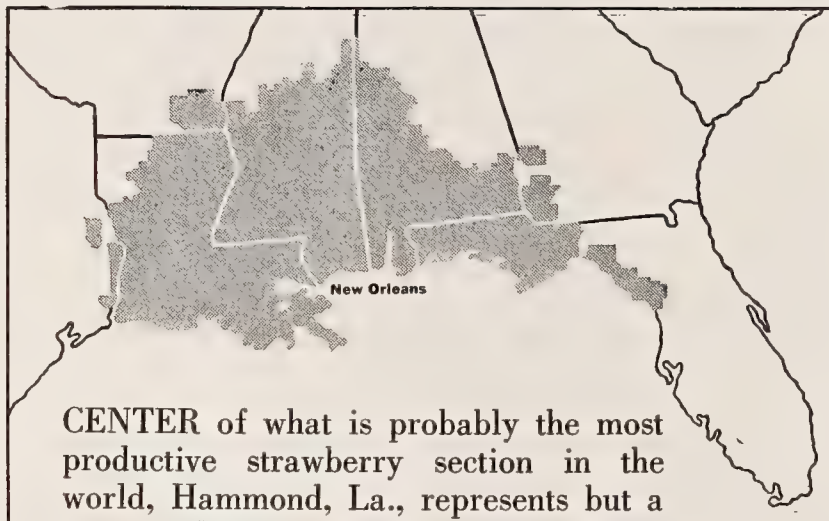


The Strawberry Capital

—AT HAMMOND, LOUISIANA—

IS IN WWL-LAND

and so are 10,000,000 customers from five different states



CENTER of what is probably the most productive strawberry section in the world, Hammond, La., represents but a very small part of the prosperous Deep South, dominated by WWL.

NO OTHER station can compete for Deep South supremacy against WWL's clear channel, 50,000 watt signal, unrivalled within a radius of hundreds of miles. To sell the Deep South, buy—

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Vol. 24 • No. 17 APRIL 26, 1943

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February

KOIL is the most economical buy in OMAHA



For Outstate Nebraska - KFAB is a MUST!

"...THREE SPONSORS ARE FLIRTING WITH IT"

"MARCHING TO MUSIC" is marching to sponsorship at WHBQ as it is in many other alert radio stations. Like any ASCAP RADIO PROGRAM SERVICE show, it was written *to be sold*...by writers who are acknowledged leaders in their field. Any ASCAP-licensed station may have these programs without cost. Write or wire us today and learn how *music costs* are being turned into *music profits* by aggressive stations throughout the country.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City

THE FRIENDLIEST SPOT ON YOUR DIAL

WHBQ

PHONE 8-6868

January 16, 1943

Mr. Robert L. Murray,
Radio Program Service,
American Society of Composers, Authors & Publishers,
New York City, N. Y.

Dear Mr. Murray:-

We are tremendously well pleased with the 10-minute ASCAP scripts MARCHING TO MUSIC. This program has been spotted at 12:05 to 12:15 PM following our noon news summary, and while it is on a sustaining basis at present and was inaugurated just last Monday, our sales force already reports three sponsors as "flirting" with the program.

Sustaining or commercial, the program is a welcome addition to our schedule, and we appreciate the material that we have so far received from the service ASCAP has so recently inaugurated.

With all good wishes, we are,

Sincerely,

BROADCASTING STATION WHBQ INC.

E A Alburty
MANAGER

E A Alburty/C

BROADCASTING STATION WHBQ, INC. • HOTEL GAYOSO MEMPHIS, TENNESSEE



BLAZING THE

HOW ELECTRONIC TELEVISION WAS CREATED BY RCA LABORATORIES . . . HISTORIC STEPS IN THE EVOLUTION OF THIS NEW SCIENCE

BACK IN 1929 a modest man with a quiet voice calmly announced two inventions . . . two amazing, almost magic devices that made it possible for radio to "see" as well as to "hear."

This man was Dr. V. K. Zworykin of RCA Laboratories. And his research in electronics gave radio its electronic "eyes" known as the Iconoscope and the Kinescope. The former is the radio "eye" behind the camera lens; the latter is the receiver's screen.

Since that red-letter day in television history, ceaseless research in the science of radio and electron optics has established RCA Laboratories as the guiding light of television.

The decade of the thirties saw television's coming-of-age. It brought new scientific instruments and discoveries; it developed new techniques of showmanship; it even created new words—televise, telecast, teleview, and telegenic.

In the evolution of television there have been "high spots"; historic milestones of progress; definite "firsts"—made possible by the services of RCA.

1928—1932—FROM THE FIRST EXPERIMENTAL STATION TO ALL-ELECTRONIC TELEVISION



Station W2XBS, New York, was licensed to RCA in 1928 to conduct television experiments. Transmitter located at laboratory in Van Courtlandt Park, was later moved to Photophone Building, 411 Fifth Avenue; then to New Amsterdam Theatre until 1931, when operations were transferred to Empire State Building.

On Jan. 16, 1930, Television pictures were transmitted by RCA from W2XBS at 411 Fifth Avenue and shown on 6-foot screen at RKO-Proctor's 59th Street Theatre, New York.

Television station W2XBS, operated by National Broadcasting Company, atop New Amsterdam Theatre, New York, opened for tests July 7, 1930, with the images whirled into space by a mechanical scanner.

Empire State Building, the world's loftiest skyscraper, was selected by RCA as the transmitter and aerial site for ultra-short-wave television experiments using both mechanical and electrical scanners. Operation began October 30, 1931.

Field tests of 240-line, all-electronic television were made by RCA at Camden, N.J., with television signals relayed by radio from York through Mt. Arney, N.J., for the time, May 25, 1932.

1936—OUTDOOR TELEVISION



Television outdoors was demonstrate RCA at Camden, N. J., on April 24, 1936 local firemen participating in the pro broadcast on the 6-meter wave.

All-electronic television field tests of began June 29, 1936, from ultra-short- transmitter in Empire State Building and on the pinnacle releasing 343-line pictu

Radio manufacturers saw television de strated by RCA on July 7, 1936, with artists and films used to entertain.

1937—ELECTRON "GUN" AND MO TELEVISION DEMONSTRATE



Electron projection "gun" of RCA was de strated on May 12, 1937, to Institute of R Engineers, with pictures projected on 8 foot screen.

Television on 3 x 4-foot screen was de strated by RCA to Society of Motion Pi Engineers on October 14, 1937; pictures transmitted from Empire State Buildin Radio City.

Mobile television vans operated by NBC appeared on the streets of New Yor first time, December 12, 1937.

1938—BROADWAY PLAY TELEVISED



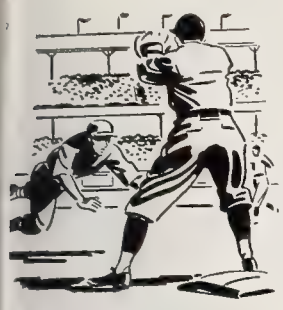
Scenes from a current Broadway play, "S and God," starring Gertrude Lawrence, telecast on June 7, 1938, from NBC st at Radio City.

RCA announced on October 20, 1938, public television program service would inaugurated and commercial receiving offered to the public in April, 1939.

1939—BASEBALL—KING GEORGE VI FOOTBALL

Opening ceremonies of the New York Wo Fair televised by NBC on April 30, 1939

TELEVISION TRAIL



cluded President Roosevelt as first Chief Executive to be seen by television.

"A first from the diamond." Columbia vs. Princeton, May 17, 1939, televised by NBC.

Improved television "eye" named the "Orthicon," introduced by RCA on June 8, 1939, added greater clarity and depth to the picture.

Television spectators in New York area on June 10, 1939, saw King George VI and Queen Elizabeth at the World's Fair, telecast by NBC.

Brooklyn Dodgers-Cincinnati game telecast by NBC on August 26, 1939, was the first major-league baseball game seen on the air.

First college football game—Fordham-Waynesburg—televised by NBC, September 30, 1939.

Television from NBC station in New York was picked up by RCA receiver in plane 20,000 feet over Washington, D. C., 200 miles away, October 17, 1939.

Television cameras of NBC scanned the scene in front of Capitol Theatre and in lobby at premiere of motion picture "Gone With The Wind," December 19, 1939.

1940—HOCKEY—COLOR—TRACK BIRD'S-EYE TELEVISION



Color television was demonstrated on February 6, 1940, to Federal Communications Commission by RCA at Camden, N. J.

First hockey game was televised by NBC camera in Madison Square Garden, February 25, 1940.

Basketball: Pittsburgh-Fordham, also NYU-Georgetown at Madison Square Garden were televised by NBC, February 28, 1940, as first basketball games seen on the air.

First Intercollegiate track meet at Madison Square Garden telecast on March 2, 1940.

Using RCA's new, compact and portable television transmitter, a panoramic view of New York was televised for the first time from an airplane on March 6, 1940. Television sightseers as far away as Schenectady saw the bird's-eye view of the metropolis.

Premiere of television opera on March 10, 1940, featured Metropolitan Opera stars in tabloid version of "Pagliacci."

First telecast of religious services on March 24, 1940, from NBC Radio City studios, were seen as far away as Lake Placid.

Ringling Brothers-Barnum and Bailey circus viewed on the air, April 25, 1940, through NBC electric camera in Madison Square Garden.



Television pictures on 4½ x 6-foot screen were demonstrated at RCA annual stockholders meeting May 7, 1940, at Radio City.

Republican National Convention was televised on June 24, 1940, through NBC's New York station via coaxial cable from Philadelphia.

Democratic National Convention films rushed by plane from Chicago for NBC were telecast in New York, July 15, 1940.

President Roosevelt was seen by television throughout the Metropolitan areas as he addressed Democratic rally, October 28, 1940, at Madison Square Garden.

Election returns on November 5, 1940, televised for first time by NBC, showed teletypes of press associations reporting the news.

1941—HOME RECEIVERS—PRIZE FIGHT —COMMERCIAL TELEVISION

Television progress demonstrated to FCC on January 24, 1941, included: home-television receiver with 13½ x 18-inch translucent screen; television pictures 15 x 20 feet on New Yorker Theatre screen; pictures relayed by radio from Camp Upton, Long Island, to New York; also facsimile multiplexed with frequency modulation sound broadcast.

Television pictures in color were first put on the air by NBC from Empire State Building Transmitter on February 20, 1941.

Large-screen television featuring Overlin-Soose prize fight on May 9, 1941, at Madison Square Garden was demonstrated by RCA at New Yorker Theatre; also, on following days, baseball games from Ebbets Field, Brooklyn.

Commercial operation of television began July 1, 1941, on a minimum schedule of 15 hours a week. NBC's station WNBT, New York, the first commercially licensed transmitter to go on the air, issued the first television rate card for advertisers, and instituted commercial service with four commercial sponsors.

Entry of the United States in World War II, enlisted NBC television in New York to aid in illustrating civilian defense in air-raid instructions in the New York area.



1943—AMERICA AT WAR!

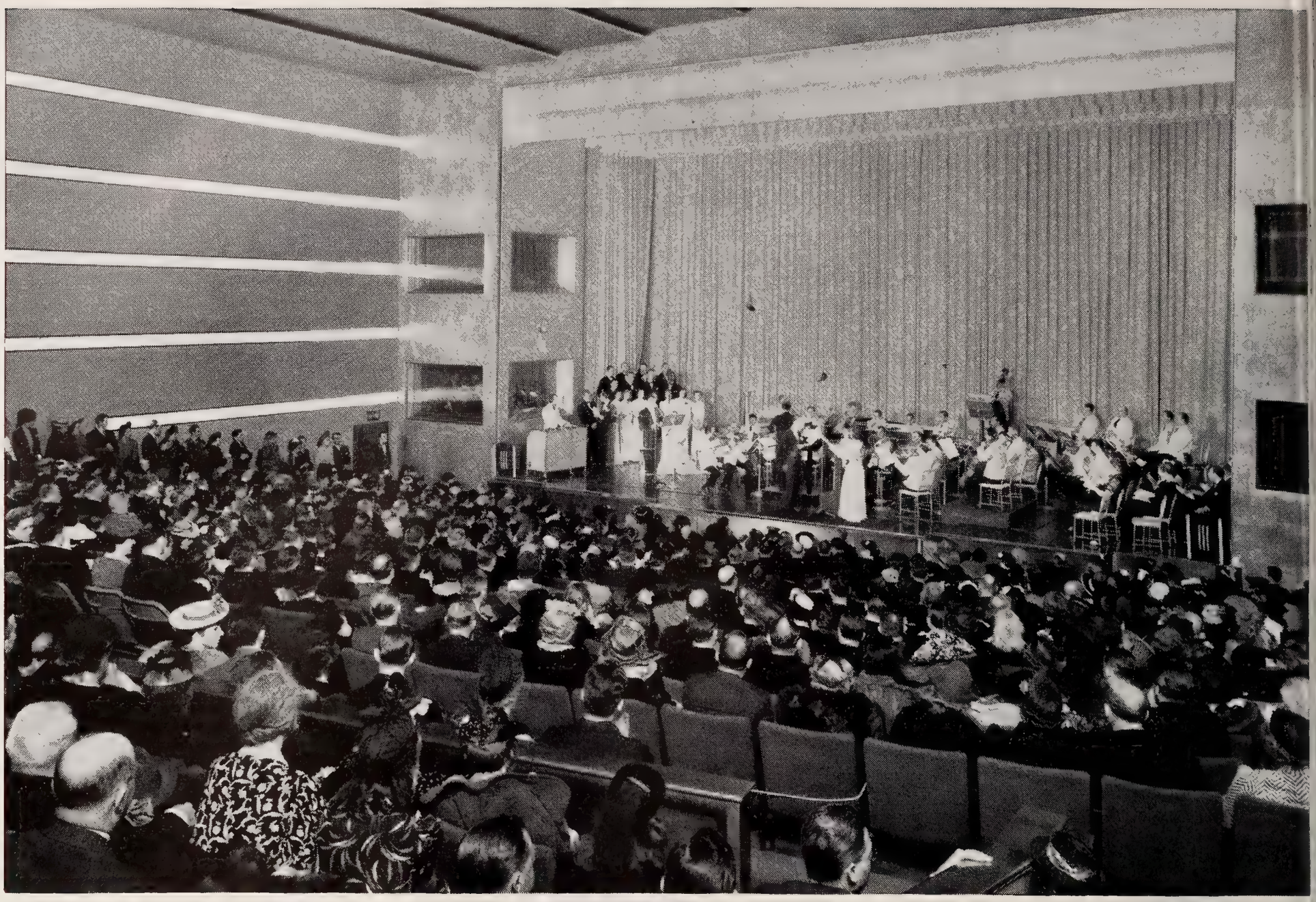
Today RCA Laboratories, pioneer in the science of electronics, is devoting all its efforts to the war.

Yet, from the discoveries, developments and inventions made under the urgency of war, will come greater wonders for the Better Tomorrow of a peacetime world.

RADIO CORPORATION OF AMERICA

RCA BUILDING, NEW YORK

CREATOR OF ELECTRONIC TELEVISION



A PROPER SETTING FOR YOUR SHOW



WGN provides mechanical perfection, production ability, creative showmanship—all working facilities complete in every detail for the best production of the advertisers' programs.

But WGN is not content with technical excellence alone.

As a valuable jewel is best exhibited to the public in a case designed to bring forth its brilliance, so WGN provides a showcase which adds lustre to your program.

WGN's studios are known countrywide for their beauty of design, luxuries of comfort, and ultra-modern broadcasting facilities. They form a fitting background for your show.

A Clear Channel Station

50,000 Watts — *720 Kilocycles*



WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.



here is a THEATRE

HERE IS A THEATRE with aisles that cross a continent ...a stage the size of a World's Series ball park or a world war battleground . . . an orchestra pit which can shift in 30 seconds from symphony to swing . . . and seats for 25,000,000 families, to be filled at the twist of a dial.

This is the Mutual theatre, opened in October, 1934. Scene of some of the greatest successes in radio, it is being continuously enlarged and improved by those who know the American audience firsthand—the individual members of the Mutual Network.

No wonder more and more advertisers are stepping to the Mutual footlights these days. Some have a message for the full house; for others Mutual assembles audiences from specially selected markets. In either case, this theatre can now be leased at the lowest rates in radio—and the box-office response is terrific.

★ ★ ★

Current milestone in Mutual progress is the opening, May 1, of the newest and finest radio playhouse in New York, as outstanding as the network's studios in Chicago and Hollywood.

THE MUTUAL BROADCASTING SYSTEM



PHOTO BY EWING GALLOWAY

A NEAR MISS

. . . DOESN'T COUNT IN RADIO!

That's the experience of smart advertisers. Particularly in Baltimore . . . today the country's 6th largest market.

If you want to hit this Baltimore trading area target, when you aim at it . . . here are three reasons why advertisers interested in reducing sales costs . . . are swinging to Radio Station WFBR:

1. WFBR covers Baltimore DAY and NIGHT with an efficiency known to few stations in so big a city. There are no dead spots. That isn't magic . . . it's just good engineering.

2. There is no waste with WFBR. We do not use a hopped-up signal to cover the surrounding states in which you may or may not have sales . . . or states in which you have already bought time. Our job is the Baltimore trading area. Not Pennsylvania, West Virginia, Delaware, New Jersey, Virginia.

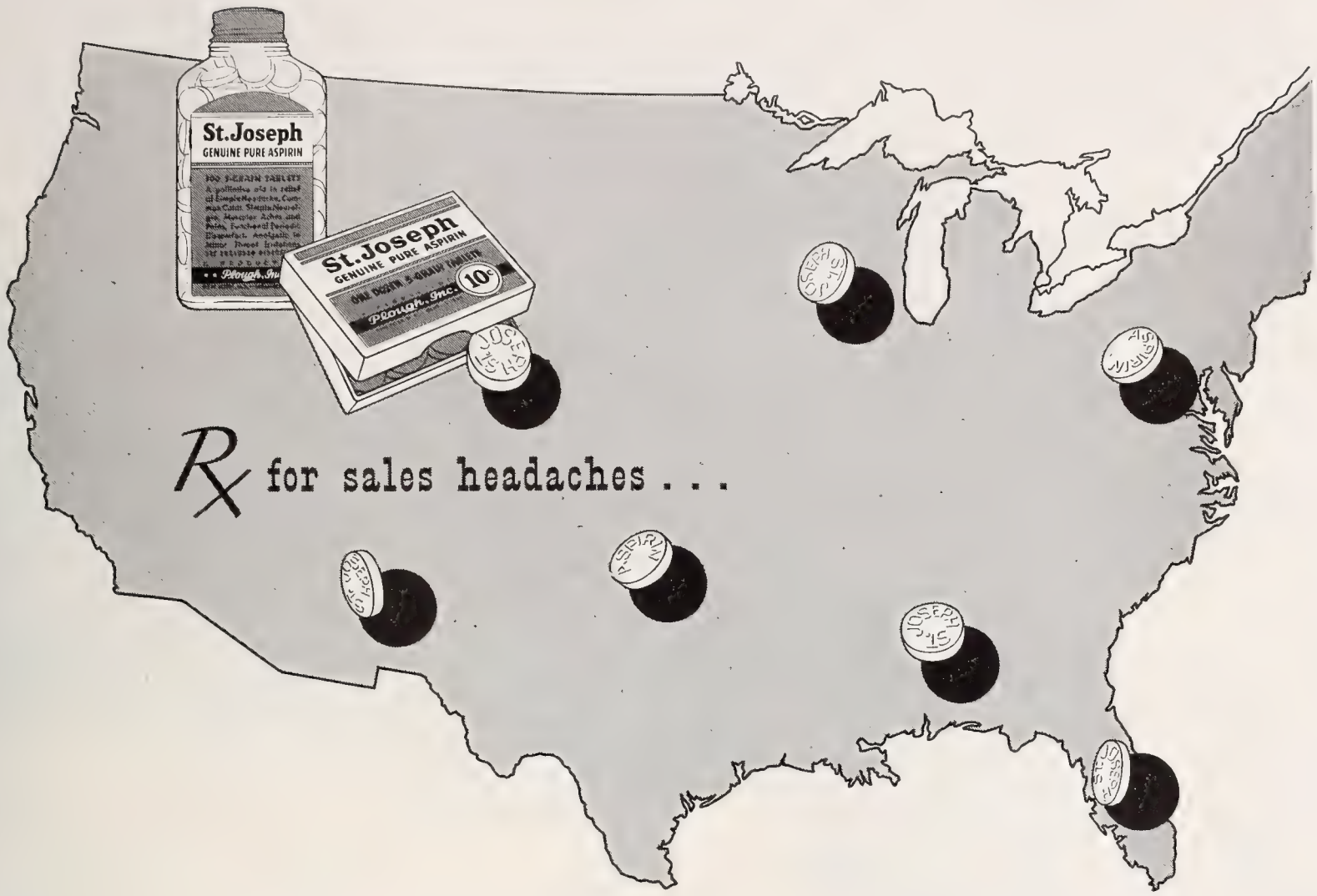
3. WFBR is the station all Baltimore has been listening to for 21 years. In the last 3 years over one half million people have visited our studios or participated in sponsored shows.

It's good business to get on the target in Baltimore. WFBR makes it automatic.

RADIO STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

(*This advertisement, appearing also in* FORTUNE *Magazine for May, is one of a* FORTUNE *series published in the interest of Radio Stations represented by John Blair & Company.*)



Plough, Inc. keeps spots before your ears

with SPOT BROADCASTING*

On 325 radio stations from coast to coast, Plough, Inc. is selling millions on St. Joseph Aspirin, Penetro Products and Mexsana. Spot Broadcasting gives them a group of markets far larger than any network offers—with budgets in each precisely parallel to sales potentials, product by product. There's nothing wasted on barren areas—no profitable territories inadequately covered. And everywhere, Plough, Inc. can freely select the best station and the best broadcast times with ready-made audiences . . . to make their advertising more effective, more efficient.

Equally important today, Spot Radio gives advertising the speed to keep pace with rapidly changing sales conditions, production problems and war-time regulations. As a result, Spot Broadcasting is now the fastest-growing form of radio advertising.

Fast, flexible Spot Radio may well be the solution to your current advertising problems, and we suggest you talk to your John Blair man about it. He can give you quickly the benefit of his merchandising experience, his knowledge of radio and his familiarity with many of the nation's leading stations.

*Spot Broadcasting is radio advertising of any type (from 25-word announcements to full-hour shows) planned and placed on a flexible market-by-market basis.

JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Chicago
New York
St. Louis
Los Angeles
San Francisco

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

NBC and the War



THE size and character of the job that has been done by radio for the nation since the United States entered the war is at once a tribute to the enterprise of free American radio and the patriotism of the advertisers who support it. For, from the day the first bomb fell on Pearl Harbor, this great instrument of mass communication has been used intelligently and efficiently in the prosecution of the fight against the Axis.

NBC war programs, for instance, have carried the civilian to the actual fighting fronts—into the army camps—to foreign countries for a better understanding of our allies and our neighbors—and to every corner of the nation, into factories and homes, wherever production wheels were humming and civilian activities were focused on the war.

NBC's worldwide news gathering facilities have been augmented, and thousands of broadcasts have kept the American people fully informed of the daily progress of the war at home and abroad.

From NBC's studios, hundreds of specially prepared war programs, designed to serve the government and its war activities, the production and home fronts, and "good neighbor" and inter-allied relations, have been broadcast to the nation.

Listen for the NBC chimes



And, with equal enthusiasm, NBC advertisers have been giving valuable time to the government for important messages to the huge and responsive audiences their programs have built up over the years.

In all, since Pearl Harbor, NBC has broadcast more than 6000 vital war messages, and government officials and bureaus have been given complete cooperation in taking these messages into the homes, factories and army camps of the nation.

The following programs are outstanding examples of NBC's share in backing and furthering the nation's war effort—

THE WAR
The Army Hour
It Happened in the Service
"The Murder of Lidice"
"Dear Adolph"
Day of Reckoning

INTER-ALLIED RELATIONS
Lands of the Free
Music of the New World
Pan-American Holiday
Britain to America

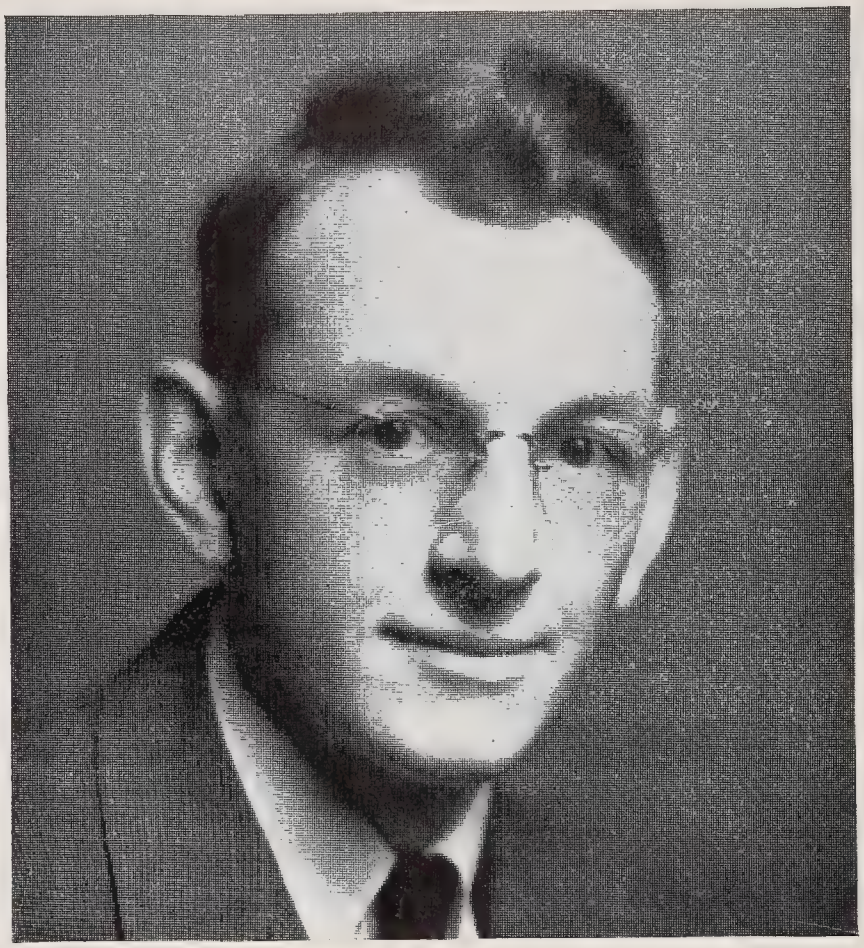
THE HOME FRONT
Doctors at War
Listen America
Consumer Time
Air Youth for Victory
Commando Mary
Neighborhood Call
Engineers at War
Labor for Victory
We Believe
Call to Youth
Plays for Americans

This is the NATIONAL BROADCASTING COMPANY

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

LOREN STONE

ASSISTANT MANAGER, KIRO, SEATTLE



1931 Graduated, University of Washington (Degree in Journalism)
1931 Commercial Department, KOMO, Seattle
1934 Commercial Department, KOL, Seattle
1935 Sales Manager, KIRO, Seattle
1941 KIRO increased to 50,000 watts
1941 Assistant Manager, KIRO

BE NOT deceived, ladies and gents — Loren's name is Stone, but not his heart (or head!). On the contrary, Loren Stone's genial efficiency, his easy friendliness and his enthusiastic co-operativeness are by-words in Seattle. As Assistant Manager of KIRO, Loren has played no small part in making that station one of the real stand-outs on the Pacific Coast. . . .

It's a funny thing, come to think about it, how profoundly any radio station reflects its *management*—and how impossible it is for you or you or *you* to buy the best of radio stations unless you know their managements. Of course a certain percentage of stations limp along with perfectly "sound" but uninspired operation, just as do a certain percentage of all other businesses. But oh, *what a difference good management makes!*

Here at F&P we have always believed that "management *makes* the station". What's more, we never forget it, either from your standpoint or ours. Which is doubtless another reason why both the present and future look pretty good to us, here in this group of pioneer radio-station representatives!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 17 | WASHINGTON, D. C., APRIL 26, 1943 | $5.00 A YEAR—15c A COPY

Critical Problems Await NAB Conference

800 Expected to Hear Price, Davis, Fly; Post-War Thinking Dominant Topic

A WAR-HARDENED, more worldly-wise broadcasting industry convenes in Chicago, April 27-29, for the 21st time under the aegis of the NAB, to speed its war mission, learn first-hand from Government spokesmen immediate prospects in war rationing of manpower, materials and programs and to dip into post-war planning.

This was to have been the 21st annual convention of the NAB—its coming of age. Emergency conditions caused abandonment of the convention, however, and the War Conference, along with the legally requisite annual meeting of the association's membership, was called as a "military assignment" to take stock of the job since Pearl Harbor and talk shop with Washington's officials who direct radio's war effort.

Geared to War Tempo

Practically the entire condensed agenda, covering only 2½ days instead of four, is geared to the wartime tempo. All classes of broadcasters, NAB members and nonmembers alike, are on hand, for this transcends a trade association session. With presence of all but key station officials discouraged, the attendance is still expected to be substantial—about 800. Advance registrations were in excess of 600 last Friday.

There are no burning issues or internecine quarrels this year—in contrast to past annual meetings. All peacetime problems have paled into relative unimportance, under the stress of wartime operations.

Applauded for its accomplishments since the war began 16 months ago in carrying the burden of the Government's direct contacts with the public, the industry nevertheless is aware of the tortuous road ahead and of the tremendous task it must shoulder in the face of depleted personnel, deteriorating equipment and business uncertainties.

Despite absence of customary convention frills, the agenda arranged by NAB President Neville Miller will hold the attention of the delegates from the opening gavel to adjournment. Heading the list of Government speakers are Elmer Davis, OWI director; James Lawrence Fly, FCC chairman, and Byron Price, director of censorship. They are flanked by spokesmen from the War Manpower Commission, War Labor Board, Army, Navy, War Production Board and OWI.

William S. Paley, CBS president, whose outstanding success in network development is now legendary in all industry, will make his first appearance before an NAB convention as a scheduled speaker. He will discuss, from the practical operations angle, radio problems engendered by the war, in a panel along with Mr. Price; Don Stauffer, chief of OWI's radio branch; Andrew Dudley, OWI campaigns chief, and Dr. James R. Angell, public service counselor of NBC.

Petrillo Ban a Topic

Aside from the strict war topics, the crisis precipitated by AFM czar James C. Petrillo's recording ban will come into focus. The trend toward new legislation at this session of Congress also is on the agenda with industry support regarded as certain. President Miller last year urged amendment of the Communications Act to define clearly the regulatory functions—a position supported by the NAB board. Hearings on the Wheeler-White bill (S-814) to that end are scheduled to begin May 6.

Failure of the Supreme Court to hand down its opinion in the network monopoly proceedings prior to the conference eliminates that hot topic altogether. Argued before the Supreme Court last February, the appeals of NBC and CBS from the FCC's regulations designed to control option time and exclusive network affiliations, strike at the fundamental relationships between networks and affiliates. MBS supported the Government's position throughout these proceedings.

Chairman Fly Talks

If the opinion had been forthcoming prior to the War Conference, it would have been the main issue in pre-convention meetings between the networks and their affiliates. The whole fabric of prevailing business operations would of necessity undergo sweeping revision—and still will if the court affirms the Commission's position. The decision can't be forthcoming now until May 3 at the earliest, since the court is in recess.

More than cursory interest is displayed in the scheduled appearance of Chairman Fly—his first before an NAB gathering since the St. Louis convention in 1941, which ended in a furore. It was then that Mr. Fly sharply condemned the NAB and sought to inspire efforts toward creation of a new, competitive trade association.

That this situation has changed was evidenced in Mr. Fly's acceptance of President Miller's invitation to address the conference as the luncheon speaker on Wednesday. He also will talk over a nationwide CBS network the same day 2:15-2:30 (CWT) on radio's contribution in the war effort.

In his luncheon address, at which Mr. Fly proposes to "let his hair down," the chairman advised President Miller he would discuss "the manpower, materiel and small station question as well as other aspects of wartime operation." He commented that the meeting should prove valuable both to the Government and industry in providing an opportunity for joint discussion of problems confronting wartime broadcasting.

"More than ever before," he said, "it is essential that we have a sturdy broadcasting industry because of its important role in military and civilian morale. Both the Government and the individual broadcasters are determined that broadcasting service shall be maintained unimpaired. I believe that this meeting will help us all in doing that job."

Post-war Planning

Mr. Fly has devoted considerable time to the economic plight of small stations. It is expected he will bare to the conference the results of the Commission's recent quick audit of station business in 1942, which revealed that some 280 small stations are in the red with perhaps another 100 practically on the borderline.

The whole subject of small station operations comes before the conference at the closing business session Thursday, with a committee of 12 broadcasters named to present a report and recommendations. James W. Woodruff Jr., president of the Georgia Broadcasting System (WRBL, Columbus; WATL, Atlanta; WGPC, Albany) and an NAB director-at-large representing small stations, is chairman of this group (see agenda for committee).

Aside from discussion of these problems, post-war planning will figure prominently. Chairman Fly has made an exhaustive study of it, and it is presumed he will relay to the conference his proposals for establishment of a permanent committee to explore thoroughly impending technical developments. Presumably Government and industry leaders would be asked to participate.

What the industry may expect in

(*Continued on page 124*)

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'As Free as the Press' — *An Editorial*

A YEAR ago, radio went to its first wartime convention. There were grave doubts then about censorship, equipment shortages that might throw stations off the air, manpower drains, fighter command blackouts cutting sharply into revenue, business generally on the hot seat, and government programming inroads. These aside from the conventional convention headaches relating to copyright, musicians, legislation, internecine strife and the rest of the peace-time menu.

Today broadcasters go to their first War Conference, because this is no year for conventions. Despite the hardships of travel and the difficulties of leaving home, it's a good guess that more owners and executives will attend than ever before. That's because radio broadcasting has graduated since the war's outbreak. Its ownership is more cognizant than ever of the war-imposed responsibility and more mindful of the future.

Let's look at the year in retrospect!

Censorship, which might have been radio's thorniest problem (aside from complete Governmental operation), has been practically no problem at all, thanks to the voluntary system introduced by Chief Censor Byron Price and his able corps of assistants.

Not a single station has been forced to close because of lack of tube or other essential equipment, despite dire predictions and an overdose of interference from certain Government quarters. Here thanks goes to WPB and to Frank H. McIntosh, its civilian radio chief, who made technical ends meet by being old-fashioned enough to study the problem and get the result, without benefit of counsel or industry meetings in Washington's marble meeting halls.

The manpower problem has been tough, but it hasn't forced wholesale closures. Army fighter commands haven't had to snuff stations off indiscriminately. OWI, despite some internal discord and the time-grasping methods of many Government agencies, has done more than a respectable job. And business, save for the deplorable plight of some smaller stations in secondary markets, hasn't gone to hell in a hack.

The current state is a tribute to radio, for it constitutes recognition of the value and indispensability of the medium, in private hands, during the nation's greatest trial. Had it been otherwise, the industry would not have fared so well. But sight should not be lost of the fact that all this didn't just happen. For radio helped itself. It was in there pushing. Its trade association acquitted itself well. It operated on every front. Neville Miller pulled his weight.

It isn't suggested here for a moment that the job is done. It's only begun. We're headed to complete victory, but the end isn't yet in sight. Things happen fast in wartime.

In this issue we publish a series of articles on radio's war-time job and the post-war outlook. Most intriguing are those on technical developments and what they hold for radio. Broadcasters can't lose sight of the concommitant social, regulatory and poltical aspects. There is ever-present the danger of the crack down rigid regulationists getting a firmer hold with the ultimate end of Government ownership.

There are those on the FCC who, despite denials, feel that a microphone constitutes too much power in the hands of just an average citizen—that the Government should control it and own it. They feel the same way about the power of the press, but the press isn't licensed because there's no problem of allocation or technical interference.

There might well in this post-war era be a licensing of the press. Facsimile's full development will eliminate the printing press in the newspaper process. Radio will deliver the newspaper to the home. The newspaper then must be licensed. Television will mean the same thing for the motion picture industry.

Freedom of the press is inextricably interwoven with freedom of radio. Congress must decide how these media are to be regulated in this post-war era. Regulation there must be because orderly allocations are essential. We think it shouldn't extend beyond the physical job of policing the ether and of assuring qualified licensees.

Broadcasters are interested now in contributing their mite toward swift, complete annihilation of a ruthless enemy. They're doing that.

Broadcasters can assure themselves of their post-war security, by fighting, demanding and exhorting all within earshot that radio must be kept as free as the press.

NAB DISPLAYS

ALTHOUGH there will be no formal displays at the NAB War Conference, "display room" assignments at the Palmer House made to date are:

NAB Headquarters and Press Room	402
General Electric	736
INS	734
Schwimmer & Scott	733
Blaw-Knox	743
RCA Recording	742
Chicago Management Club	738
NAB Sales Managers	739
Keystone Broadcasting System	744
NBC Thesaurus	740
Standard Radio	731

Agency Breakfast

CHICAGO Radio Management Club, a group of Chicago agency radio and station executives, will hold forth in Suite 738, Palmer House, at the war conference. Buckingham Gunn, radio director of J. Walter Thompson Co., Chicago, is president. Jack North, media director of Aubrey, Moore and Wallace, Chicago, is in charge of the club's War Conference arrangements.

Headquarters of BROADCASTING Magazine will be maintained in the Palmer House during the NAB War Conference. Suite 703-704.

ADVANCE REGISTRATION FOR WAR CONFERENCE

For late registrations see page 32.

A

Abeloff, Irvin G., WRVA, Richmond, Va., Palmer House.
Adams, Mort, Keystone Broadcasting Co., Palmer House.
Adams, William J., WCHS, Charleston, W. Va. Palmer House.
Albertson, Roy L., WBNY, Buffalo, Palmer House.
Alburty, E. A., WHBQ, Memphis, Palmer House.
Allen, Edwin C., WIBA Madison, Wis., Palmer House.
Allen, Philip P., WLVA, Lynchburg, Va.,
Alley, J. Lindsey, WHIS, Bluefield, W. Va. Palmer House.
Appell, Louis J., WSBA, York, Pa., Palmer House.
Arnoux, Campbell, WTAR, Norfolk, Va.
Ashbacker, Mr. and Mrs. G. F., WKBZ, Muskegon, Mich., Palmer House.
Atteberry, Ellis, KCKN, Kansas City, Kan., Palmer House.
Azcarraga, Emilio, XEW, Mexico City, Palmer House.

B

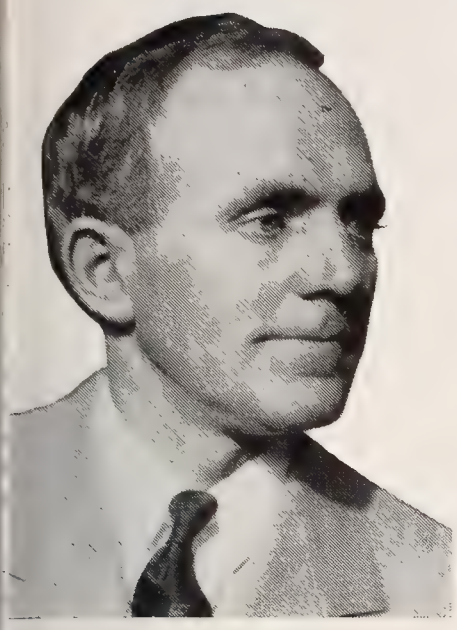
Bailey, Mildred, WTAG, Worcester, Palmer House.
Balch, Owen, KSAL, Salina, Kan., Palmer House.
Baltimore, Abe C., WBRE, Wilkes-Barre, Pa., Palmer House.
Barber, James A., KGVO, Missoula, Mont., Palmer House.
Bartley, Robert T., WNAC, Boston, Ambassador Hotel.
Baldwin, J. M., KDYL, Salt Lake City,
Bausman, Robert E., WISH, Indianapolis, Ind., Palmer House.
Baylor, Dave, WGAR, Cleveland, Palmer House.
Becker, Aurelia S. (Mrs.), WTBO, Cumberland, Md., Palmer House.
Bell, J. C., WMBR, Jacksonville, Fla., Palmer House.
Bennett, Sam, KMBC, Kansas City, Palmer House.
Berk, S. Bernard, WAKR, Akron, Palmer House.
Berk, S. Bernard (Mrs.), WAKR, Akron, Palmer House.
Bill, Edgar L., WMBD, Peoria, Ill, Palmer House
Birdwell, Jay W., WBIR, Knoxville, Tenn., Palmer House.
Bishop, Frank L., KFEL, Denver, Col., Palmer House.
Bissell, George F., WMFF, Plattsburg, N. Y., Palmer House.
Blink, Milton, Standard Radio, Chicago.
Bliss, Sidney H., WCLO, Janesville, Wis.
Boice, Hugh K., WMBD, Peoria, Ill., Bismarck.
Bondurant, E. H., WHO, Des Moines, Palmer House.
Bonebrake, Matthew H., KOCY, Oklahoma City.
Booton, Fran H., WDZ, Tuscola, Ill., Medinah Club.
Born, Hiram H., WHBL, Sheboygan, Wis., Palmer House.
Borroff, E. R., WENR, Chicago, Palmer House.
Bowden, James L., WKBN, Youngstown, Palmer House.
Bowes, Frank, WBZ and WBZA, Boston, Drake.
Brackett, Quincy A.. WSPR, Springfield, Mass., Palmer House.
Bradham, Douglass M., WTMC, Ocala, Fla., Palmer House.
Brandon, William M., WOC, Davenport, Palmer House.
Breen, Edward, KVFD, Fort Dodge, Ia.
Broderick, Mrs. Gertrude G., Federal Radio Edu. Com., Washington, Palmer House.
Brunton, Ralph R., KQW, San Jose, Cal., Palmer House.
Brown, Kenyon, KOMA, Oklahoma City, Palmer House.
Burbach, Mr. and Mrs. George, KSD, St. Louis, Palmer House.
Burke, Harold C., WBAL, Baltimore, Palmer House.
Burke, Harry D., WOW, Omaha, Drake.
Burton, Don A., WLBC, Muncie, Ind., Palmer House.

C

Callahan, Leonard D., SESAC, New York, Palmer House.
Callahan, Vincent F., U. S. Treasury, Washington, Palmer House.
Camp, Harry, WGAR, Cleveland, Palmer House.
Campbell, Martin, WFAA and KGKO, Dallas, Palmer House.
Carlson, Leonard T., WKBB, Dubuque, Ia., Palmer House.
Carpenter, James D., WKBB, Dubuque, Ia., Palmer House.
Carpenter, Johnny, KALE, Portland, Ore., Palmer House.
Carpenter, Ollie, L., WPTF, Raleigh, N. C., Palmer House.
Carr, Eugene, Office of Censorship, Washington, Palmer House.
Carrigan, Joe B., KWFT, Wichita Falls, Tex., Palmer House.
Cavanaugh, C. C., KTBI, Tacoma, Wash., Palmer House.
Chernoff, Howard L., WCHS-WPAR-WBLK-WSAZ, Charleston, W. Va., Palmer House.
Chilton, Ruth, WSYR, Syracuse, Palmer House.
Church, Arthur B., KMBC, Kansas City, Palmer House.
Church, Ken, WKRC, Cincinnati, Palmer House.
Clark, Plez, KFH, Wichita, Kan., Palmer House.
Clements, C. C., KYSM, Mankato, Minn.
Clipp, Roger W., WFIL, Philadelphia, Palmer House.
Coffman, Dale, WGY, Schenectady, N. Y., Palmer House.
Conley, John B., WOWO and WGL, Fort Wayne, Ind., Palmer House.
Cook, Charles R., WJPF, Herrin, Ill., Palmer House.
Coons, Sheldon R., New York, Palmer House.
Corken, Maurice J., WHBF, Rock Island, Ill., Bismarck.
Cosby, Clarence G., KXOK, St. Louis, Palmer House.
Coulson, W. Lee, WHAS, Louisville, Palmer House.
Covington, Bill, WCOV, Montgomery, Ala., Palmer House.
Craig, William F., WLBC, Muncie, Ind., Palmer House.

(*Continued on page 139*)

War Conference Dedicated to Victory



MR. MILLER

Program Is Devoted Entirely to Industry And Its Part in National Crisis

By NEVILLE MILLER
President, National Association of Broadcasters

WE ARE approaching the first War Conference in the history of radio. This young industry, born soon after the first World War, has achieved tremendous stature and virility at a time when it is most needed in the cause of a free people. Its strength has come from the spirit and traditions of a free America. Broadcasters realize their responsibility in this war. They realize that this war threatens civilization and must be won speedily. They realize that every day saved in the length of the war means saving thousands of lives as well as millions of dollars.

Therefore, this War Conference has replaced our usual annual convention. The program is devoted entirely to war problems; the speakers are mostly government representatives. Exchange of views between government representatives and broadcasters — and between broadcaster and broadcaster —will be the order of the day.

Voice of the Nation

When war came, radio's voice was the first to bring the electrifying news. Soon after, for the first time in the history of this country, America heard its united war cry echoing in every corner of the land through the magic of radio.

Then up and down our broad expanse, leaping mountains, spanning prairies, this giant stirred the United States of America to action, recruiting, reporting, selling bonds, driving for salvage, pleading for conservation, urging every home, every person to get into the war. The results are well known and are still piling up. There was undreamed-of power in radio's friendship with America.

Radio entered the war with a vast backlog of experience gained during the preceding two decades but war created new conditions and with them new problems. Loss of manpower, shortage of equipment,

(*Continued on page 131*)

PROGRAM OF THE NAB WAR CONFERENCE

Palmer House, Chicago, April 27-29

MONDAY, APRIL 26

Pre-Conference

9 a.m.—Registration, Corridor, 4th Floor
10:30 a.m.—Sales Managers Committee, Room 6
10:30 a.m.—Accounting Committee, Room 3
12:30 p.m.—American Federation of Musicians Steering Committee, Room 4.
2 p.m.—NAB Bureau of Copyrights board of Directors, Room 2
2 p.m.—Public Relations Committee, Room 1
2 p.m.—Research Committee, Room 3
2 p.m.—Engineering Committee, Room 5
2:30 p.m.—Code Committee, Room 793
3 p.m.—Retail Promotion Committee, Room 6
3 p.m.—Labor, Wage and Hour Committees, Room 4
4 p.m.—BMI Board, Room 3
7 p.m.—NAB Board of Directors Dinner and Meeting, Room 18

TUESDAY, APRIL 27

7:30 a.m.—Staff Breakfast
8:30 a.m.—Registration, Corridor, 4th floor.
8:30 a.m.—C. E. Hooper, Inc., Breakfast
10:30 a.m.—Business Session, Red Lacquer Room
President's Report
Secretary-Treasurer's Report
Appointment of Conference Committees
Proposed Amendments to By-Laws
10:45 a.m.—Manpower — a National and Industry Problem
Speakers: Lawrence A. Appley, executive director, War Manpower Commission; Almon Roth, wage stabilization and manpower director, War Labor Board; Lindsay Wellington, North American manager, British Broadcasting Corp., and Lt. Com. Patrick H. Winston, assistant executive, Selective Service System.
12:45 p.m.—Luncheon, Grand Ball Room. Elmer Davis, Director, Office of War Information, speaker.
Memorial to Radio War Dead
2:30 p.m.—Business Session, Red Lacquer Room. Navy and Radio. Speakers: Com. Morgan Reichner, Navy public relations, Washington, and Lt. Holman Faust, Navy public relations, Chicago. Needs of the Army—Officer, U. S. Signal Corps, Frank McIntosh, assistant director, Radio & Radar Division, War Production Board; Problems of the War—Col. R. Ernest Dupuy, chief, News division, War Dept, public relations; Col. E. J. F. Glavin, 1st Army command, 1st Corps area, New York; The War Dept. and Radio—Lt. Col. Edward M. Kirby, Radio, Division, War Dept. public relations; Capt. Frank E. Pellegrin, Radio Division, War Dept. public relations.
4:30 p.m.—Clear Channel Broadcasting Service, Room 8
4:40 p.m.—Network Affiliate Inc., Crystal Room
6:30 p.m.—Program Directors Executive Committee dinner, Room 18
6:30 p.m.—Small Stations Problems Committee, Room 7
8:30 p.m.—Program Managers Round-Table, Room 18

WEDNESDAY, APRIL 28

7:30 a.m.—Staff Breakfast
8:30 a.m.—Breakfast Round tables.
1. Manpower and Selective Service, Room 18. Speaker: Lt. Col. Ernest M. Culligan, War Manpower Commission and Lt. Com. Patrick H. Winston.
2. Foreign Language, Club Lounge. Speakers: Byron Price, director, Office of Censorship; Arthur Simon, WPEN, Philadelphia, chairman of the Foreign Language Wartime Control Committee, and Robert K. Richards, assistant, radio division, Office of Censorship.
3. Tubes, Equipment, Batteries, Receiving Sets, Club Dining Room —Frank McIntosh; Morris Weisz, industry consultant branch, labor production division, War Production Board, special consultant.
4. Music, Room 7—Merritt Tompkins, vice-president and general manager, BMI
5. Radio Management Club of Chicago, Room 14—Sales and Program Managers.

10:30 a.m. Business Session, Red Lacquer Room—Radio Problems and the War. Speakers: Byron Price, director, Office of Censorship; Don Stauffer, chief, radio branch, Office of War Information; Andrew Dudley, chief, campaigns section, Office of War Information; William S. Paley, president, CBS; and Dr. James R. Angell, public service counsellor, NBC.
12:45 p.m. Luncheon, Grand Ball Room. James Lawrence Fly, chairman, FCC, speaker.
2:30 p.m. Business Session, Red Lacquer Room — Sales Problems During Wartime. Speakers: Lewis H. Avery, director, department of broadcast advertising, NAB; Sheldon R. Coons, advertising consultant, and Paul W. Morency, WTIC, Hartford, Conn., chairman, Retail Promotion Plan Committee.
NAB Annual Meeting
1. Election of Directors-at-Large and Network Directors
2. Vote on By-Law Amendments

7:30 p.m.—"Desert Victory"—motion picture, Grand Ball Room
8:30 p.m.—"Sales—A Wartime Necessity," Room 14. Speakers: Lewis H. Avery, Helen Kennedy, Kroger Grocery & Baking Co., Cincinnati, and John A. Garber, Strawbridge and Clothier, Philadelphia.
8:30 p.m. — NAB Association of Women Directors, Room 7. Speakers: Mrs. Dorothy Lewis, NAB coordinator of listener activity; Willard D. Egolf, NAB assistant to the president, and Ruth Chilton, WSYR, Syracuse, New York, president, AWD.

THURSDAY, APRIL 29

7:30 a.m.—Staff Breakfast
8:30 a.m.—Breakfast Round-Tables, Room 7
1. Censorship—Speakers: J. Harold Ryan, Fort Industry stations, assistant director, Office of Censorship, and Gene Carr, WGAR, Cleveland, assistant, radio division, Office of Censorship.
2. Manpower; Women; 48-Hour Week; Wage Stabilization, Room 18—Speaker: William M. Newton, middlewestern representative, British Broadcasting Corp.
3. Office of War Information, Rooms 15-16—Speakers: Don Stauffer, chief, Radio Branch, Office of War Information; Philip H. Cohen, assistant chief, Radio Division, Office of War Information, and Richard Connor, acting chief, industry relations division, Office of War Information.
4. Sales Managers; Audience Measurement, Room 14—Speaker: Carlos Franco, vice-president, Young and Rubicam, Inc.
5. The Recording Ban, Club Dining Room—Speaker: Sydney Kaye, NAB music counsel.
6. Legislation and Taxation, Room 8. Speaker: Alger B. Chapman, lawyer, Alvord & Alvord, Washington, D. C.

10:30 a.m. Business Session, Grand Ball Room—Role of Advertising in Wartime
1. Recommended Standards for Coverage Maps—Speakers: Roger Clipp, WFIL, Philadelphia, chairman, NAB Research Committee; John M. Outler, Jr., WSB, Atlanta, chairman, NAB Sales Managers Executive Committee, and John Hymes, Foote, Cone & Belding.
2. The Small Stations Problems—Marshall Pengra, KRNR, Roseburg, Ore., speaker. Panel: Harold B. Thomas, president, Centaur Co.; William B. Lewis, assistant director, plans and production, Office of War Information, and James W. Woodruff, Jr., WATL, Atlanta, chairman, Small Stations Problems Steering Committee.

1:30 p.m. Luncheon, Grand Ball Room. Military speaker—Name withheld for military security.
Resolutions and Adjournment of Conference
2:30 p.m. Meeting of new NAB Board of Directors, Room 11

List of Group Meetings on page 28.

Future of FM Is Viewed by Its Inventor

Like Story of the Superheterodyne, A Set for Every Purse

By EDWIN H. ARMSTRONG*

I HAVE been asked to make a prediction about the course which Frequency Modulation broadcasting is likely to follow during the postwar period. It is not possible, however, under present conditions to make a study upon which to base the type of forecast which most of your readers would like to have. No one has the time today to search out the facts and assemble the statistics to do that. Nor is it wise to enter into a contest in fantastic prophecy of which, in the field of radio, we have had too much of late.

It is, however, possible for me to indicate a method of appraising the future, which will enable each of your readers to make his own judgment of what is likely to happen. The best method of forecasting the future of FM is to look back over the history of its development, examine its position in the art when it was first introduced, study the predictions which were made for it at that time and compare its position in the art then with now.

Greeted With Skepticism

Applying this method to the development of Frequency Modulation broadcasting, and starting, for the sake of simplicity, with the first announcement of it in the press in April, 1935, we find that the statement of the elimination of static was greeted with extreme skepticism. By June of 1935 the skepticism had begun to disappear in responsible engineering circles, as shown by the following excerpt from an article in *Electronics* Magazine concerning the system:

"There appears to be no doubt that the system used actually does give a vastly better signal-to-noise ratio than conventional amplitude modulation methods. Several highly competent observers have witnessed demonstrations in which two receivers, one for amplitude modulation and the other for frequency modulation, were placed in operation side by side at Mr. Armstrong's laboratory at Haddonfield, N. J. Seven meter transmissions from the Empire State Tower in New York City were sent alternately by amplitude and frequency modulation. The amplitude modulation was buried in the noise, while the frequency modulation came through at the receiver with only barely perceptible noise background. The quality of the frequency modulation signal is comparable in every way to that of the best amplitude modulated systems." †

The curiosity as to how the result was accomplished, however, remained until a presentation of a technical paper before the Institute of Radio Engineers in November of 1935, when the system was fully explained. Although the presentation of this paper removed the word "impossible" from its hitherto inseparable connection with the problem of static elimination, a series of objections as to the system's practicability in broadcasting were immediately raised.

Two weeks after the presentation, a syndicated article of an interview with a prominent engineer labeled it as a visionary dream and stated that the search for a practical noise reducing system must go on. As time went on, other objections were raised against the system. It was pointed out that the transmitters were too complicated for practical use, that the receivers would be too costly and that broadcasting, in any event, was now established and the idea of changing over the complete system was entirely unthinkable. Ultrahigh frequency waves were said to be extremely limited in range and not capable of competing with the standard system. They were supposed, for some mysterious reason, to stop at the horizon. This last statement, if true, would of course have relegated FM to a purely auxiliary role in the scheme of things.

FCC Influenced

The system, because it operated in the wave range of automobile ignition interference, was supposed to be particularly vulnerable to such interference. Last, and most important, it was argued that it required 200 kilocycles instead of the usual 10 kilocycles which was supposed to be all that was necessary for good amplitude modulation broadcasting; therefore, there simply could not be room enough for such a wasteful system of communication when the needs of television were taken into account.

Just what part of these objections resulted from honest errors of engineering opinion and how much of it was due to wishful thinking by some members of the legal profession, will probably never be known. Both factors were present. The important point is that such objections were made and that they had their effect in the assignment of channels by the FCC in 1936.

It is difficult to put one's self back in the atmosphere of 1936, so as to realize the weight which these objections had at that time. A reference to the literature of the art is perhaps the best way to do it. It will be found that of all the industry representatives who appeared before the Federal Communications Commission in the June hearing of that year, with the exception of the writer, the sole support that FM received was the testimony of Paul de Mars, chief engineer of the Yankee Network.

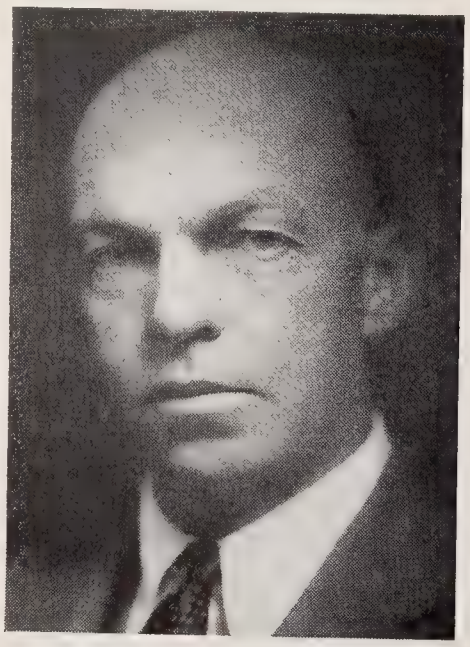
What an extraordinary effect the constant reiteration of a plain misstatement of scientific fact can have will never be appreciated until one has experienced it. How seriously these continued statements of the line-of-sight limitation were taken appears from an article of as late a date as June 15, 1938. In that issue of BROADCASTING, referring to the possible performance of the Alpine transmitter then in process of construction, we find the following statement (no reflection, of course, on hard-working nontechnical editors who must get their information second-hand):

Spoke for Itself

"Whereas previous experience seemed to indicate that apex broadcasting was useful only for limited local areas, the claim is made for the Armstrong system that by catapulting the signals from substantial heights, very wide rural coverage can be procured, even exceeding that of stations in the conventional broadcast band . . . he (Armstrong) predicts coverage of the entire metropolitan area of New York, as well as extended contiguous rural territory. This result, if accomplished, would prove revolutionary."

There are numerous similar references in other publications.

All the objections were swept away by the simple engineering process of building transmitters and receivers and letting the system speak for itself. Transmitter manufacture was initiated by turning over to a small concern the necessary design data, and receiver manufacture was initiated by turning over to a large concern the necessary design data and subsidizing an initial order.



EDWIN H. ARMSTRONG

Yankee Enters

While this development was going on, a new phase had begun with the entry of the Yankee Network and Station WDRC into the field duly signified by the filing of applications with the FCC. Some hundreds of demonstrations to the now interested broadcasters resulted in additional applications, that culminated in the final rush during the winter of '39-40. The 1940 hearing, which resulted in placing FM on a commercial basis, in the expansion of the spectrum available, and in the solution of the troublesome problem of providing additional facilities for both commercial and educational stations is such recent history as to be known to all. Coincidentally, there were being constructed a large number of FM transmitting stations.

This ushered in a second stage of the development, wherein practically all the important manufacturers, with a single exception, started the production of combination FM-AM receivers.

Receivers Bought

The third and final stage was the purchase of many hundreds of thousands of these receivers by the public. Despite the fact that relatively few of the transmitters are operating at more than a fraction of their rated power and antenna efficiency and that few can be maintained under present conditions at top performance, surveys show the response of the public to be overwhelmingly favorable.

The most comprehensive of these indicated approximately half the listeners believed noise suppression to be FM's most important advantage. Another half selected the better quality of transmission. Geographical location of the sets may have played a part in this opinion. The approximately 10% who were not favorably impressed by FM can largely, I think, be accounted for by the existence of about that percentage of spurious FM sets.

Early Errors

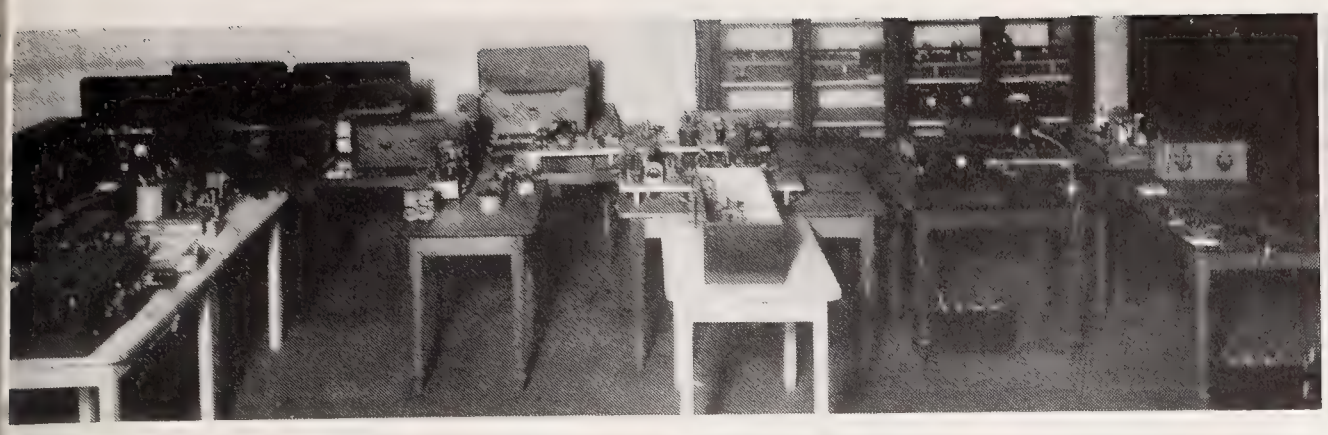
The actual practice of the new art has shown the errors in some widely held opinions of a few years ago. One of these revolved about the belief that the majority of listeners had a defective sense of appreciation of music, as exemplified in their practice of setting the tone control of standard broadcast receivers to exclude the higher frequencies. The failure of several attempts in the past to successfully market so-called high fidelity re-

(*Continued on page 62*)

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* The author, an oustanding engineer, is the inventor of the regenerative, superregenerative, and super-heterodyne circuits, which are basic in standard broadcasting, as well as FM.

† The complete article resulting from inquiries instituted by the editorial staff of *Electronics* Magazine, with only a few weeks time to carry out the investigation, is so remarkably correct as an appraisal of the situation that it is reproduced in its entirety on the opposite page.





BEFORE AND AFTER IN FM is depicted in these illustrations which show the way simplification inevitably follows in the wake of any new development. At the left is shown the first experimental receiver set up by Dr. Armstrong in the Marcellus Hartley Research Laboratory more than a decade ago. All of the equipment shown constituted the "receiver", embracing nearly 100 tubes. At the right is shown a modern receiver (G. E. Translator) revealing the extent to which the purely "frequency modulation" part of a receiver has been whittled down. "Those who learned their radio before the advent of broadcasting and who saw some of the earlier revolutions, never doubted what would take place in the present one," says Maj. Armstrong. "Witness Paul Godley's accurate appraisal of the FM situation in BROADCASTING of July 1, 1936."

Story in 1935 Told of FM Theory

System's Advantage Is "a Discrimination Against Noise"

Reprinted with permission from Electronics, June, 1935.

ON FRIDAY, April 26, 1935, Maj. E. H. Armstrong, famed for his work on the regenerative, super-regenerative, and superheterodyne circuits, announced in the daily press that he had developed a system of frequency-modulated radio transmission for use on the ultra-high frequencies which reduced the noise level to such an extent that the range of seven-meter signals had been extended from 25 to 100 miles.

The announcement was received with great interest by radio engineers, all of whom wished to know more about how it was done than appeared in the newspaper accounts. Maj. Armstrong has consistently refused to go into the details of his system until he has presented a paper on the subject before the IRE, which will not be possible until next fall.

The main question aroused by Maj. Armstrong's announcement was not how the frequency-modulated signals were transmitted and received, but how the use of frequency modulation discriminated against noise, which heretofore has been the ultimate limitation of all radio transmission. There appears to be no doubt that the system used actually does give a vastly better signal-to-noise ratio then conventional amplitude modulation methods. Several highly competent observers have witnessed demonstrations in which two receivers, one for amplitude modulation and the other for frequency modulation, were placed in operation side by side at Mr. Armstrong's laboratory at Haddonfield, N. J. (about five miles from Philadelphia). Seven-meter transmissions from the Empire State Tower in New York City were sent alternately by amplitude and frequency modulation. The amplitude modulation was buried in the noise, while the frequency modulation came through at the receiver with only barely perceptible noise background. The quality of the frequency-modulated signal is comparable in every way to that of the best amplitude modulated systems.

AM vs. FM

The concept of frequency modulation, while not difficult in itself, is sufficiently unfamiliar to have caused many misconceptions. In pure frequency modulation, the amplitude of the transmitted wave is kept constant, at the maximum power output of the transmitter. The modulation of the wave is accomplished by changing its frequency, in much the same way as if a condenser microphone were used as the tuning condenser in the tank circuit in an ultra-high frequency oscillator. By speaking into such a microphone, the frequency of the output would be swept through a band of frequencies, centering about the carrier frequency (the frequency when no modulation is present). The width of the band swept through depends upon the depth of modulation; for 100 per cent modulation the maximum band-width would be used.

If the modulation frequency is 1,000 cycles, the frequency of the transmitter is swept through the frequency range 1000 times per second, for 5000 cycles, 5000 times per second, and so on. It can be seen that 100 per cent modulation can occur within any desired bandwidth, depending upon the range of the frequency changing device (in our example, the maximum and minimum capacity of the condenser microphone).

Each frequency modulated transmitter has two distinct characteristics. One is its carrier (unmodulated) frequency. The other is the ratio of the maximum frequency displacement on each side of the carrier to the highest modulation frequency. In Armstrong's equipment this ratio is 10. Hence, since the highest modulation frequency used is 10,000 cps, the frequency displacement each side of the carrier is 100,000 cps, making a total band width of 200 kc.

It will be noticed, however, that the band width does not vary with the modulation frequency, but only with the depth of modulation. If this wide band width were used in the broadcast range (550 to 1500 kc.) it would constitute anywhere from 10 to 35 per cent of the carrier frequency. In the seven-meter (40 megacycles) range, however, it represents only one half of one per cent of the carrier frequency. This percentage is smaller than that consumed by broadcast stations (10 kc in 1000 kc, or 1 per cent).

Reception Signals

A frequency-modulated transmitter makes much more efficient use of its equipment than does an amplitude modulated transmitter. The power output of a frequency modulated transmitter is constant. For a 1-kw output, only 1 kw equipment is necessary, regardless of the depth of modulation. In the amplitude modulation system, however, where the peak power is four times the unmodulated power, 4 kw equipment (tubes and power supply) are required for a 1 kw signal.

If a pure frequency-modulated signal is received on a conventional receiver designed for operation on amplitude modulated signals, no response is obtained. It is necessary, therefore, to convert the frequency-modulated signals to amplitude-modulated signals, before they can be detected. The conversion is accomplished by a tuned radio frequency stage operating at one side of resonance.

When so operated, the output of the stage is proportional to the frequency of the input. To make use of the frequency modulation on each side of the carrier, two such circuits are required, operated in push-pull. One half of the system supplies increased output as the frequency goes higher than the carrier, while the other gives an increased output as the frequency goes lower than the carrier. The combined output is an amplitude modulated wave which can be amplified and detected in the usual manner. Specially designed circuits are required to have a response linear with frequency over the wide band-widths required; and it is supposed that Major Armstrong's development of these circuits is one of the most difficult of the entire system.

According to well-established theory, the radio frequency components of noise are fairly equally distributed throughout all wave lengths. Thus, the wider the band-width received, the more noise components there are present. Maj. Armstrong has found with his apparatus, on the contrary, that the wider the band-width received, the lower the noise level in relation to the signal received. This fact has been established beyond doubt. In fact, the wide band-width of 200 kc for full modulation was chosen because only by so doing could the noise be reduced sufficiently to permit satisfactory reception over the distances required (about 80-90 miles).

Noise Reduction

The explanation of this seeming direct contradiction of the theory is not yet forthcoming. Either the theory is not correct or else some unsuspected effect has been introduced by the use of frequency modulation. Maj. Armstrong, in upholding his right to explain the system in a carefully prepared paper, has not released any information on this point. Several published explanations of the noise-discrimination effect are in error, according to Mr. Armstrong. It is evident that the new system has revealed a new phenomenon; whether it resides in the physical distribution of noise components in the ultra-high frequency region, or in the method of transmission and reception, will be made clear in the forthcoming paper.

The fact of Maj. Armstrong's demonstrations is that noise from any source (including tube and circuit noises introduced before conversion) is greatly reduced, when a wide band is received, and that the weak underlying signal can be amplified up through the noise to a useful level.

McNutt Draws New Job Switch Rules

Government Revealed Controlling Most Transfers

GOVERNMENT control of virtually all job transfers was revealed last week as the real meaning of the so-called "job-freeze" announced April 17 by War Manpower Commission Chief Paul V. McNutt under the President's "hold-the-line" proclamation. [BROADCASTING, April 19.]

At news conferences on Monday and Thursday last week, officials of the WMC explained that additional explanatory regulations were still being prepared. These rules will permit some mobility for men in essential industries in non-stabilization agreement areas, but will make such job transfers subject to government consent.

Effect of Order

Revisions in the WMC program were largely influenced by an intense grilling which newsmen threw at the Manpower Commission chief when he announced his order. They showed that the original freeze denied men in essential industries in non-stabilization agreement areas opportunities to get jobs where their services would contribute more effectively to the war effort, and gave far greater freedom to workers in stabilization areas.

Mr. McNutt's order provides that employers engaged in essential occupations, such as broadcasting, may not hire men from other essential industries or other broadcast stations at higher pay without permission of the local WMC or within the rules of a stabilization agreement. Broadcasters and other employers in essential activities may hire persons not now engaged in essential work at any wage permitted under War Labor Board regulations.

At present, Mr. McNutt said on Monday, only 60 areas, mostly in the 35 critical labor shortage regions, have stabilization plans. The WMC envisions, however, that the entire country will eventually be covered with these employer-employe-government agreements to control hiring.

The coming regulations are expected to explain rights and duties of employers in handling "certificates of availability" which employes must get to transfer to new jobs. These certificates, according to the WMC, will be issued generally by the employer. They consist of a statement that the man is available; the name of the employer and employe, and his social security number. The regulation prohibits the employer from stating any further information.

Fowler Harper, assistant to Mr. McNutt, explained Thursday that the WMC is anxious to enforce its regulations with a minimum of red tape. He said employers should take initiative to issue the "certificates of availability". When they refuse workers may appeal to the USES.

Certificates of Availability, the WMC explains, are to be issued for the present only in areas where the WMC has stabilization plans in effect.

Certificates are now to be issued when a man is discharged; when he is laid off for more than a week; or when it can be established that his present employment does not utilize him at his highest skill or that he is not employed at full time. Further explanations of what "is in the interest of the war effort" may be included in the new rules.

Essential Industries

Despite labor criticism of the manpower program, officials point out that it merely carries out the President's instructions to prevent workers from taking jobs merely to get higher pay. They say no repeal can be ordered while the President's instructions stand. They admit, however, that by broad interpretation of what "is in the interests of the war" the freeze could be softened.

Mr. McNutt said last week that all 35 "essential industries" on the list are considered equally essential. He said however that area manpower directors have authority to establish priority lists of locally critical trades.

Radio broadcasting appeared on the essential list under Communication Services, number 29 on the list. Included were magazines of general circulation which are devoted primarily to the dissemination of public information; newspapers and news syndicates; production of motion pictures; protective signal systems which supplement fire and police protection to military, public and private industrial and commercial establishments; radio broadcasting; radio communications; submarine cable; telegraph; telephone; television. Production of communications equipment was listed in another group.

Union-management negotiation services were listed as essential. On Saturday a reporter asked Mr. McNutt if that included the attorney for the AFM. The WMC Chief laughed it off with a remark that, "It didn't. The union has to be performing an essential war job." Advertising men and advertising agencies were not on the essential list.

If Walls Could

IF WALLS could talk, the NAB War Conference breakfast session on censorship Thursday April 29 at 8:30 would be the feature attraction of the Conference. The breakfast roundtable will be held in Palmer House Room 8 where a few weeks ago James C. Petrillo and his AFM were huddled for three days and emerged with his "bad faith" accusation against the transcription and recording companies.

Transcribers Invited to Meet At New AFM Quarters, May 10

Negotiations Will Be Resumed With Hope That Mutual Understanding Will End Impasse

TRANSCRIPTION industry representatives will meet with James C. Petrillo, president of the American Federation of Musicians, and his executive board in the union's new headquarters in the General Electric Building, New York, on May 10, to resume negotiations for a solution to the AFM ban on the making of transcriptions.

New meeting date was set at a session between the two groups held in AFM's present headquarters on April 17, from which both sides emerged expressing the conviction that they were at last on a status of mutual understanding and that while they have not as yet arrived at a formula for solving the problems of both the transcribers and the union there is considerable hope that further conferences will produce a satisfactory solution to the present impasse, which has halted the manufacture of new musical recordings for nine months.

The April 17 meeting, an all-afternoon session, was the third AFM-transcriber conference in three days. On April 15 the union officials met with a combined group of the manufacturers of transcriptions and phonograph records, at which session it was agreed to split negotiations, with each group meeting separately with the AFM. While progress was made on the transcription talks, those between the union and the phonograph record contingent broke down on April 16, when, after a five-hour meeting, it was announced that no plan for a settlement had been reached and that the situation, as far as the phonograph record makers were concerned, was just where it had been since Aug. 1, 1942 [BROADCASTING, April 19].

When their meeting the following day had a happier outcome the transcription companies would have preferred to continue negotiations without interruption, but a number of the union's board members had to return to their home cities, making that impossible, and the May 10 date was agreed upon. There is a slight possibility that this date may be pushed forward to the week of May 3.

Spokesmen for both sides declined to reveal any details of their proposed plan of settlement or even to say such a plan has been formulated. They did, however, express confidence in their mutual sincerity in desiring to work out a settlement and in their willingness to meet as often and as long as may be necessary to bring about a resumption of the production of musical transcriptions.

Affiliates to Meet

NETWORK AFFILIATES will hold a general meeting during the NAB War Conference at the Palmer House on Tuesday, April 27, at 4:30 p.m. The directors will meet with Eugene Pulliam, president of the trade group, at the Drake Hotel for dinner and directors meeting, Monday, April 26.

GROUP MEETINGS AT WAR CONFERENCE

MONDAY

10 a.m.—BLUE Advisory group, Club Lounge, Palmer House
10:30 a.m.—CBS owned and operated stations and Radio Sales meeting—Dr. Frank Stanton, presiding—Room 7, Palmer House
10:30 a.m.—MBS Executive Committee meeting, Drake Hotel.
12:30 p.m.—MBS Board of Directors luncheon, Drake Hotel
2 p.m.—BLUE affiliates meeting, Club Lounge, Palmer House
4 p.m.—BLUE affiliates reception, Club Lounge, Palmer House
5:30 p.m.—MBS press conference with Miller McClintock, MBS president, Parlor C, Drake Hotel
6:30 p.m.—Network Affiliates Inc. board of directors dinner, Drake Hotel
8:30 p.m.—MBS affiliates meeting. Showing of Kodachrome film, "Mutual Policies and Plans." Speakers: Miller McClintock; Ed Wood Jr., sales manager; Robert Schmid, sales promotion manager, French Room, Drake Hotel

TUESDAY

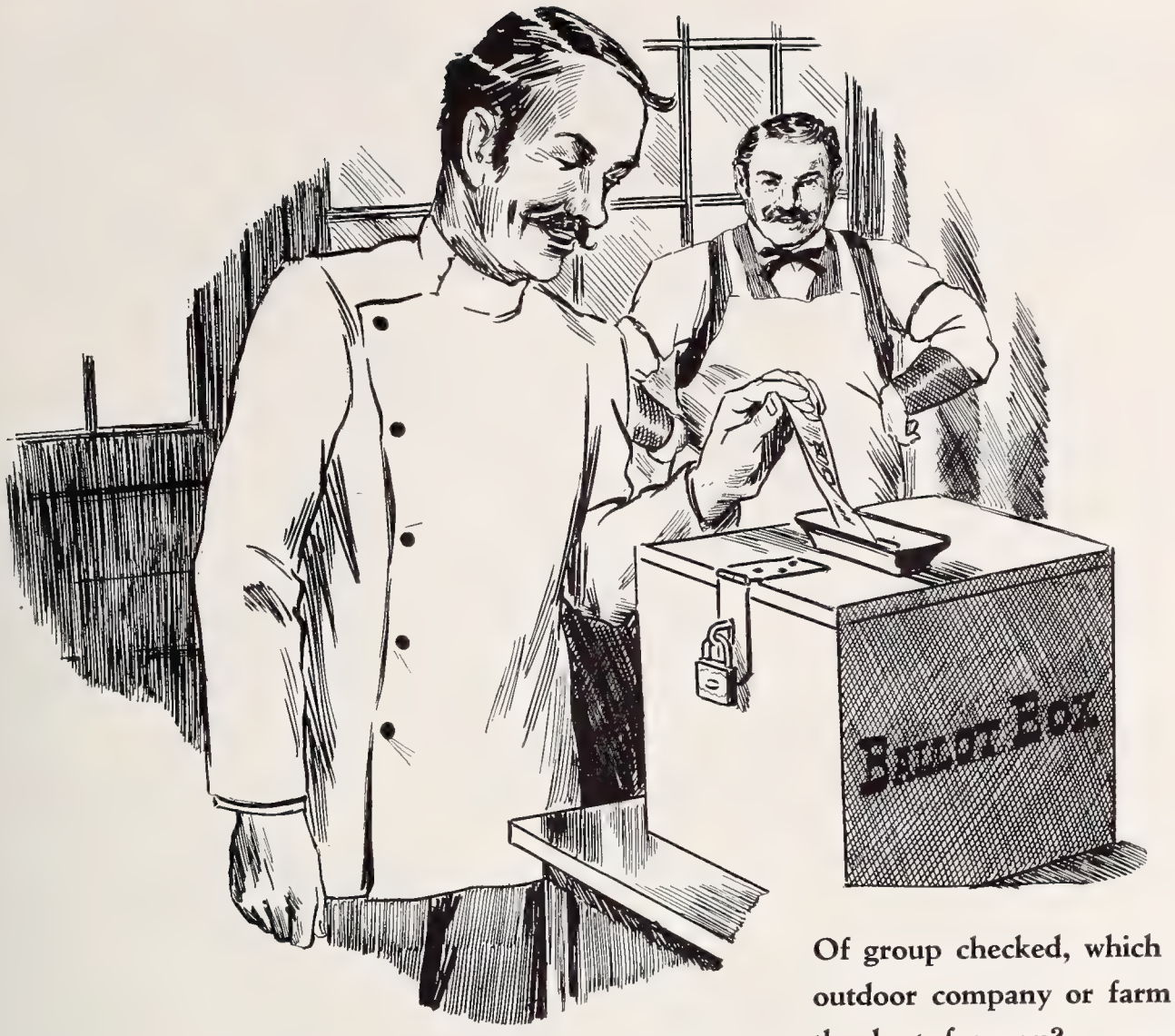
8:30 a.m.—Hooper Audience Measurement Clinic and Breakfast, Crystal Room, Palmer House
4 p.m.—FM Broadcasters Inc., Polo Room, Ambassador East
4:30 p.m.—Clear Channel Broadcasting Service, Room 8, Palmer House
4:40 p.m.—Network Affiliates Inc. general meeting, Eugene S. Pulliam, president, presiding; Crystal Room, Palmer House
6:30 p.m.—CBS affiliates, advisory board dinner and meeting, Room 9, Palmer House

WEDNESDAY

8:30 p.m.—CBS affiliates meeting

THURSDAY

1:00 p.m.—MBS luncheon for agency executives and advertisers
5 p.m.—NBC affiliates and advisory committee meeting Room 6, Palmer House



IOWA DRUGGISTS VOTE EVEN HEAVIER THAN GROCERS FOR RADIO!

● A few weeks ago we described the Iowa Retail Grocers & Meat Dealers Assn. poll in which Iowa grocers voted overwhelming preference for Station WHO over all other media.

Now, results are in for a similar poll made by the Iowa Pharmaceutical Association. 1251 Association druggists were asked:

"Which state-wide advertising medium helps sell most goods for you? *Please check only one:*

- ☐ Radio Stations
- ☐ Large Daily Newspapers
- ☐ Outdoor Billboards
- ☐ Farm Papers

Of group checked, which *one* station, newspaper, outdoor company or farm paper do you consider the best for you?_____"

Here's how druggists voted their preferred media:

Radio Stations	87.4%
Daily Newspapers	7.8%
Farm Papers	4.5%
Billboards	0.3%

Radio in general got nearly seven times more votes than *all other media combined!*

The one most popular *radio station* got 65.1% of all votes for specific stations—nearly five times more votes than its next competitor!

Of course that "one most popular radio station" was WHO! . . . May we send you the *complete report?*

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Let's Plan Now for Post-War, Says Jett

FM, Video Allocations Need Prompt Attention; Pre-Peace Prospects

By E. K. JETT

Chief Engineer, Federal Communications Commission

SOME WEEKS ago Prime Minister Churchill was heard by millions of radio listeners to say:

"When the fetters of wartime are struck off and we turn free hands to the industrial tasks of peace, we may be astonished at the progress in efficiency we shall suddenly find displayed. . . . The ceaseless improvement in wireless and the wonders of radio-location applied to arts of peace will employ the radio industry, agriculture and the cottage home."

This and similar statements of top-ranking officials regarding the future of radio will grow in importance as peace draws nearer. It is, therefore, important that we take full advantage of the opportunities that lie ahead by planning for the orderly development of engineering standards which will form the basis of all post-war operations in the various fields of communications.

Radio Planning

We shall, of course, continue to devote our greatest effort toward the winning of the war. Some of our best qualified experts will have no spare time worth mentioning to devote to postwar planning. There are, however, a number of government and industry experts prepared to assist in this work to the greatest extent possible. As you may already know, plans have been prepared for the formation of just such a group which will be announced shortly. Participation in the work will be extended to all interested industry and governmental organizations.

Back in November of last year Chairman James Lawrence Fly of the Commission, who also heads the BWC, spoke at the Rochester fall meeting of the RMA and IRE and urged these groups to initiate the necessary post-war planning. He predicted a great expansion of television and frequency modulation broadcast and general communications services, and pointed to the great surplus of radio equipment which may figure prominently in post-war planning. "There will be many thousands of men with new skills", said Mr. Fly—skills gained in the armed forces "which have to find a place". He mentioned the allocation and interference problems and stressed that we must look to the upper portion of the radio spectrum—the very high, ultra-high, and super-high frequencies—as the locus for expanding most of the domestic radio services.



E. K. JETT

Because of the secrecy which surrounds our wartime military operations it will be necessary to make haste slowly. We must not expect the release at this time of any technical data which may have a direct bearing upon the operations of the armed forces. However, it is possible, though no assurances whatever have been given, that the armed forces and civilian research specialists may offer some worthwhile assistance by steering the work of the planning groups along specific lines. Later, when peace is definitely in sight, we may expect the gradual relaxation of rules governing the disclosure of information; therefore, as we pass from one phase of the war to the next our planning groups should be able to develop more specific data and thereby keep the plans up-to-date and ready for almost immediate use.

It is dangerous at this time to speculate too much with respect to the future. On the other hand, it may be helpful to list some of the questions to be answered before any definite policy is adopted. The following questions, relating to broadcasting only and not intended to be an exhaustive list, may serve to outline some of the areas which must be explored:

Standard Band

1. *Standard band.* The stability of any broadcasting service can, for the most part, be measured by the number of sets in the hands of the public. A year ago the production of receivers was stopped by the WPB and, at that time, it was reported that nearly 60,000,000 sets were in operation in this country alone.

The new sets—certainly the better models—will incorporate FM and possibly television. The demand for such receivers will be very great. To back up this prediction, we need only look back to a normal year when 10,000,000 sets were produced, and consider the additional demand immediately following the end of the war when money will be more plentiful, when millions of obsolete sets will have to be replaced, and when millions of new families will want the latest and best model radios. Will the rapid growth of FM and television thus made possible affect adversely standard band broadcasting? Or alternatively, will the stabilizing effect of 60,000,000 standard band receivers load the scales against FM and television?

Standards Be Modified?

While the foregoing matters are being debated, the engineers will in all probability wish to consider the following questions:

(a) Should the Standards of Good Engineering Practice be modified, particularly with respect to allocation and the use of directional antennas?

(b) Should principles of allocation also take into account average static levels in various portions of the United States, sky wave propagation in different directions and different latitudes, F layer as well E layer reflections, etc.?

(c) Is there any need to extend the standard broadcast band, either up or down, during, say, the next five years?

(d) Is there any reason to change the restrictions on power for different classes of broadcast stations?

FM Problems

2. *FM:* According to reliable estimates approximately 500,000 FM sets are now owned by the public. Nearly all of these can also be used for standard band reception. In any case, the total number of FM receivers is less than one per cent of the total sets in service. It is, therefore, important that we take one more look at the present allocation of FM channels before new designs are made standard for production in the post-war period.

As I have pointed out above, the factor which most effectively freezes standards and allocations is the number of sets owned by the public; if the number of FM receivers goes much beyond the present figure of 500,000 it may be too late to standardize on new frequency bands.

In this connection, some of the questions to be studied are:

(a) Is the present allocation (43-50 Mc) the best for FM broadcasting?

(b) Should the present FM band be extended either up or down and, if so, how much?

(c) What new or modified standards should be adopted?

(d) Are mileage separations hertofore recognized for licensing purposes for same and adjacent channel operation, satisfactory?

(e) What degree of interference may be expected from sky wave propagation if the present FM band is retained?

(f) In view of the fidelity characteristics of the receivers manufactured, has too much stress been placed on high fidelity in FM transmission and programming? See also Question 7(b) below.

(g) Should allocation on the basis of trade areas be continued or is there a more satisfactory method?

(h) Should FM boosters be permitted and, if so, should they be allowed to operate unattended, and on channels different from the channel of the originating transmitter?

(i) What should be the standards for synchronous operation?

About Television

3. *Television:* The public investment in television receivers is relatively small as compared with

***EVERY STATION** executive has done something more than muse about radio after the war. FM, television, facsimile! Should he venture into those uncharted domains now? The author, engineer of renown, often described as an ideal public servant, poses in non-technical fashion, current problems of allocation, regulation and planning. He urges planning for the orderly development of engineering standards for post-war operations, and tells why. His comments are timely and highly important. It is MUST reading for anyone with a stake in radio. The writer has been chief engineer of the FCC since 1937; chairman of the Coordinating Committee of the Board of War Communications since its formation in 1941. His radio service dates back to 1911 when, a stripling of 18, he enlisted in the Navy and specialized in "wireless" while in that service.*

There's a "ROAR" In the South!



It's not a boom. Boom means a spasmodic burst, suddenly started and suddenly ended. Down South it's a drone. A steady, constant industrial drone that began its rumbling roar in 1930.

Since then Dixie has showed 42.8 per cent of the nation's population increase. In the past 43 years the value of Southern manufactured products has increased 338 per cent. In the past two years, drug sales have zoomed up five per cent better than the rest of the nation. Rural retail sales have topped the national average.

This is the market where 50,000 watt WSM is blasting messages 18 hours a day. High power, low frequency and one of Radio's largest talent staffs combine to make WSM the Southern medium for mid-war sales and post-war opportunities. Send for case histories.

WSM — Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL

NASHVILLE, TENNESSEE, HARRY L. STONE, Gen'l Mgr.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

EXECUTIVE PERSONNEL OF THE NAB



SEATED (l to r): Arthur Stringer, C. E. Arney Jr., Neville Miller, Willard D. Egolf, Paul F. Peter. **Standing:** Howard S. Frazier, Lewis H. Avery, Everett Revercomb, Walt Dennis, Russell Place, Joe Miller.

NEVILLE MILLER
President, NAB

Born Louisville, Ky.; Princeton, A.B. 1916; Harvard Law School, LL.B., 1920; lawyer; law teacher; Louisville law dean, 1930-33; Mayor of Louisville, 1933-37; assistant to president of Princeton U., Jan.-July, 1938; first full-time president, NAB, 1938-. Active in Democratic party circles in Louisville. Clubs: Pendennis, Elks, Louisville Bar Association; Kentucky Bar Association; American Bar Association; Rotary, Audubon C. C., Law, Salmagundi, Hyannis Port Yacht, Ivy, Princton of N. Y., Metropolitan of Washington, D. C.

CHARLES ELWOOD ARNEY, JR.
Secretary-Treasurer, NAB

Born Idaho Falls, Idaho; U. of Washington, LL.B., 1915; assistant to attorney general, State of Washington, 1915-18; assistant counsel, U. S. Shipping Board Emergency Fleet Corp., 1918-20; assistant manager, Seattle C. of C. 1920-23; executive secretary, Washington State Taxpayers association 1923-32; radio commentator, KOMO-KJR, 1932-35; public relations director, KOMO-KJR, 1936-40; assistant to president, NAB, 1940-43; secretary-treasurer, NAB, 1943-. Member, Sigma Nu; Phi Delta Phi.

LEWIS H. AVERY
Director of Broadcast Advertising, NAB

Born Seneca Falls, N. Y.; Union College; announcer, WGY, 1926; assistant to advertising manager, Mohawk Power Corp., 1928-30; promoted to advertising director, 1930; radio account executive, BBDO, 1930-32; manager of planning and service, WGR-WKBW, 1932; dircetor of sales, WGR-WKBW, 1933-39; account executive, Free & Peters, Chicago, 1939-42; director of broadcast advertising, NAB, 1942-. Member, Theta Delta Chi, Pi Delta Epsilon.

WALTER L. DENNIS
Chief, NAB News Bureau

Born Chicago, Illinois; Crane College; Northwestern U.; Sears, Roebuck mail order, Chicago, 1926-33 (three terms of employment); newspapers in Chicago, New York, Denver, Oklahoma City, Tulsa, 1933-41; associate farm editor, KVOO, 1941; sales promotion and merchandising manager, KVOO, 1941-43; chief, NAB News Bureau, 1943-.

WILLARD DURRE EGOLF
Assistant to the President, NAB

Born Kansas City, Missouri; Oklahoma U., LL.B., 1924; advertising business, Florida, 1925-28; account executive, Rogers, Gano Advertising agency, Tulsa, 1928-32; commercial manager, KVOO, 1932-43; assistant to the president, NAB, 1943-. Member Phi Gamma Delta, Phi Delta Phi; vice-president, Advertising Federation of America; Oklahoma Bar association; American Bar association.

HOWARD S. FRAZIER
Director of Engineering, NAB

Born Bridgeton, N. J.; operated station 3WI in 1919; control operator, WCAU, 1925-27; chief engineer, WABQ, 1927 - 29; chief engineer, Tauble-Haron stations (WPEN, WRAX, WTNJ, WFAB), 1929-34; private consulting radio engineer, 1934-37; president and general manager, WSNJ, 1937-42; sales engineer, RCA (1937-42); director of engineering, NAB, 1942-.

JOSEPH L. MILLER
Director of Labor Relations, NAB

Born Uniontown, Pa.; Haverford College, A.B., 1930; AP, 1931-38; director of labor relations, NAB, 1938-. Member, National Press Club, Arts Club.

PAUL F. PETER
Director of Research, NAB

Born Washington, D. C.; George Washington U.; Syracuse U., B.S.; office management, General Motors Acceptance Corp., 1928-29; chief statistician, NBC, 1929-35; chief statistician, RCA, 1935-36; executive secretary and research director Joint Committee on Radio Research, 1937-38; director of research, NAB, 1938-. Member Scabbard and Blade, Sigma Chi, American Marketing Association, American Statistical Association.

RUSSELL P. PLACE
General Counsel, NAB

Born Dover, N. H.; Harvard College, S.B., 1919; Harvard Law School, LL.B., 1922; lawyer, 1922-28; assistant trust officer, Lee, Higginson Trust Co., Boston, 1928-30; general agent, Aetna Life Insurance Co., 1930-35; insurance broker, 1935-38; associated with Raymond Whitcomb Co. (travel), 1939; general counsel, NAB, 1939-. Ensign, U. S. N. Reserve Flying Corps, 1918. Member, Masonic Order.

EVERETT EUGENE REVERCOMB
Auditor, NAB

Born Washington, D. C.; George Washington U., Duke U., A.B., 1935; office manager, Washington Golf and Country Club, 1934-35; auditor, NAB, 1935-.

ARTHUR STRINGER
Promotion Manager, NAB

Born Battle Creek, Michigan; U. of Michigan, U. of Chicago. Ph.B.; promotion manager, NAB, 1939-.

Late Registrations

Alley, J. Lindsey, WHIS, Bluefield, W. Va.
Barnham, Charles, WLAY, Muscle Shoals City, Ala.
Beaver, C. K., KARK, Little Rock, Ark.
Bell, Hillis, KVSO, Ardmore, Okla.
Bennett, Andrew W., Washington.
Field, Wm. J., KWFC, Hot Springs, Ark.
Ford, Marie, *Radio Showmanship.*
Garber, Milton B., KCRC, Enid, Okla.
Gleeson, William L., KPRO, Riverside, Cal.
Hayek, E. L., KATE, Albert Lea, Minn.
Keachie, J. K., RCA Service Co.
Laisms, Dr. E. W., KPRO, Riverside, Cal.
Lasker, George, WORL, Boston.
Martin, Reggie, WIZE, Springfield, Ohio.
Miller, C. W., Westinghouse.
Miller, Capt. Ruth, War Dept., Washington.
Newman, Lewis, The Daven Co.
S. H. Patterson, KSAN, San Francisco.
Richards, Robert E., Office of Censorship.
Riesen, Albert, KVSO, Ardmore, Okla.
Shannon, Ray, KQV, Pittsburgh, Pa.
Sperry, E. J., W. E. Long Co., Chicago.
Storer, Lt. Com. George B., Fort Industry Stations.
Ward, G. Pearson, KTTS, Springfield, Mo.
Winner, Lewis, *Communications Magazine.*
Zimmerman, C. E., KARK, Little Rock, Ark.

Weiser Named V-P

JOHN WEISER, Hollywood manager of Ruthrauff & Ryan, was recently elected a vice-president of that firm.

Edgar Bill Heads Public Relations

NAB Committee to Meet First At Conference April 26

FORMULATION of an active public relations campaign for radio by the NAB moved closer to fruition with the appointment last week of Edgar L. Bill, owner of WMBD, Peoria, as chairman of the Association's newly formed public relations committee.

NAB President Neville Miller last Tuesday announced appointment of Mr. Bill as chairman, along with membership of the full committee. Others are Kern Tips, manager, KPRC, Houston; Craig Lawrence, vice-president and general manager, Iowa Broadcasting Co., Des Moines; John F. Patt, general manager, WGAR, Cleveland; Leslie Joy, general manager, KYW, Philadelphia; Edgar H. Twamley, director, WBEN, Buffalo; Frank M. Russell, vice-president, NBC, and Dr. Frank Stanton, vice-president, CBS.

Works Under Egolf

Mr. Bill, one of the industry's best-known figures, was chairman of the NAB Code Committee several years ago when the industry's code of ethics was drafted. The committee will function through Willard D. Egolf, assistant to the president of NAB, who is in charge of public relations.

The first meeting of the committee was scheduled for the NAB War Conference in Chicago today (April 26). The NAB public relations plan, as approved by the board of directors last October, will be discussed and implemented at this meeting. It calls for a fully integrated campaign with the establishment of a staff at Washington headquarters for that purpose.

Meetings Draw Interest Of Agency Timebuyers

ADVERTISING agencies will be well represented by their timebuyers and radio directors at the NAB War Conference. Registered at the Palmer House are Linnea Nelson, J. Walter Thompson Co., N. Y.; Margaret Wylie, J. Walter Thompson Co., Chicago; Thomas Lynch, William Esty & Co.; Carlos Franco, Young & Rubicam; John Hymes, Foote, Cone & Belding; all of New York; and George Duram, K. W. Kastor & Sons Adv. Co.; Walter Schwimmer and R. J. Scott, Schwimmer & Scott; all of Chicago. MacFarland, Aveyard & Co., Chicago, will be represented by Evelyn Stark, radio director, and her assistant Bergliette Boe. Stanley Boynton, president of his own Detroit agency, is registered at the Drake.

Pond's Expanding

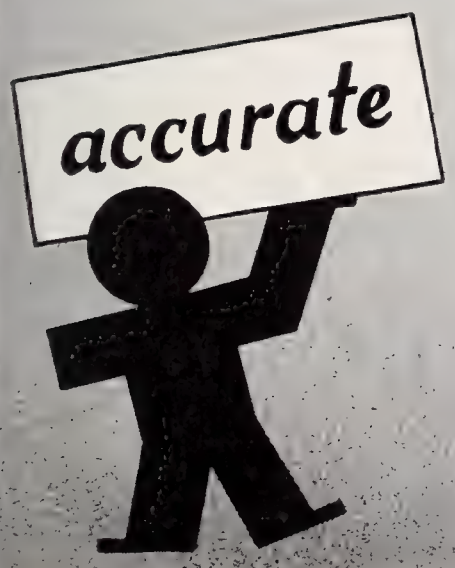
LAMONT, CORLISS & Co., New York, distributors for Pond's Extract Co., has completed a successful test for Pond's Cold Cream, and is now expanding its spot campaign to a number of stations. J. Walter Thompson Co., New York, is agency.

PERFORMANCE

DEPENDS UPON ACCURATE WORKMANSHIP



EACH OF OUR DEPARTMENTS IS TRAINED TO BE ACCURATE



WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

Organize Local War Information Job

Trend Is Toward Total Utilization Of Sponsored Programs

By CHESTER J. LaROCHE

Chairman of the Advertising Council

CHAIRMAN of the board of Young & Rubicam, Chester J. LaRoche a little more than a year ago announced the formation of the Advertising Council, sponsored by leading industry associations and representatives of advertisers and agencies. Mr. LaRoche had been commissioned by the AAAA and ANA as committee chairman to form the Council. Among the sponsors was the NAB. Recently Mr. LaRoche was awarded a gold medal "for distinguished services to advertising and for his efforts on behalf of advertising in wartime through the Council."

RADIO'S important role as a weapon of "psychological warfare" underlines a striking contrast between today's job of keeping the home front informed and inspired, and the record of performance set down during World War I.

Until the current conflict flared, the United States had no precedent for organizing information and propaganda to meet the needs of total war. The nearest thing to a pattern was the job performed in 1917-18 by the Creel Committee—a job that seemed big at that time, but which seems almost infinitesimal when placed alongside the task faced by government and industry in this war. Pearl Harbor made us take stock quickly.

New Way of Life

It was clear that the old pattern was obsolete, that if everybody in the nation was to be transformed into a "civilian fighter" every one had to be taught a new way of life. It was obvious that the job could be accomplished only by the complete and coordinated use of all available channels of communication.

Radio, an experimental device in 1918, is now a national institution. In 1917 there were few widely circulated publications, nor were there numerous magazines of more-than-a-million circulation. And where there was comparatively little counter propaganda in 1917, competing and confusing the government's story, this time we had to meet a long established and effective enemy propaganda campaign.

In 1918, the Division of Advertising of the Public Information Committee was a small volunteer group of advertising writers, artists, and advertising club members. Its contribution, though effective, involved the contribution of space in periodicals amounting to $159,275.64 per month. "On an annual basis," the Division's report stated, "this would have meant $1,811,307.82." In addition, advertisers purchased and gave to the committee space worth $340,981.12. The total donation amounted to $2,250,000, but only about $1,594,000 was used before the Armistice.



MR. LaROCHE

For comparison, it can be pointed out that this entire effort amounted to less than the appropriation involved in the metal and fats salvage campaigns financed in 1942 by the iron and steel, and soap industries. And advertisers, through the radio allocation plan, and the radio industry, are now contributing time and talent estimated by OWI at $100,000,000 a year.

Order from Chaos

The wartime contributions of the radio broadcasting industry and radio sponsors are too well known to readers of BROADCASTING to need retelling here. But it is interesting to look back over the past year and observe how the use of this important advertising medium has passed through several evolutionary stages.

The development of the radio allocation plan brought order out of chaos. It eliminated the flood of urgent appeals for time by government departments, each of which had an important war message to transmit to the people. The plan brought into being a workable pattern, with priority ratings issued by OWI as the authoritative guide. The plan also established a more orderly flow of war information, spread out over programs which command large audiences.

Initially, the task of converting radio advertising to war needs was a quantitative one. Numbers of listeners was the early objective. But as the allocation pattern moved ahead, the qualitative phase of the problem came in for more and more attention. Thus, brief war "commercials" inserted in programs at random, gave way to a concerted effort to weave the essential war theme into the fabric of the program itself.

Total Utilization

The new trend which I believe is necessary—and in the making—lies in the direction of devoting the sponsored program in its entirety to an explanation of home front needs. This can take the form of guest appearance by top government officials who can present needed information directly to the nation, or dramatization of the problem as the feature of the show.

This trend toward the utilization of commercial radio time entirely for war information, is consistent with the development that is taking place in other major media. In conveying to advertisers the information needs of the Government, the Advertising Council stresses the conversion of existing schedules. Thus, in newspapers, magazines and outdoor, more and more space is being devoted exclusively to war messages. Food rationing information, manpower needs, absenteeism, and other urgent current themes are being covered in this way.

Advertising Pool Plan

At first advertisers shied away from the *"idea"* of such advertising. On the surface it seemed to be purely philanthropic. The advertising council pointed out that such advertising was really not so philanthropic, that here was a sound way for business with little to sell to keep before the public names in which it had invested millions, that serving the people's interest was the best form of "public relations," but more important—that it would reap the *greatest profit in the world,* a profit far more important than money in the bank—the profit that will come from helping to save institutions that are so important to the American way of life.

All of us are inclined to look toward Washington for the solution of our warborn problems. Washington can set down the background pattern. Washington can specify information needs in national terms. But, dislocations in war occur locally—right in your own living room, kitchen, factory and office. When the same ones occur in enough places, the problem beomes serious and *national*—and it is called an economic, political or social problem and is dropped in Washington's lap. But even though a problem becomes national, still the corrections must come locally.

It is here that the greatest challenge to advertising lies, and it is here that advertising has its greatest opportunity for public service.

The Advertising Council has in preparation a community war advertising plan designed to "organize the local war information job" along orderly lines. The plan would eliminate the steady stream of appeals for information assistance that pours in daily on local advertisers, radio stations, newspapers and outdoor plants. By setting up a community advertising pool, the local effort can assume an orderly pattern. Radio stations have an opportunity to demonstrate leadership and appreciation of their public service responsibility by working hand in hand with other media and with local advertisers.

The plan should in no way interfere with the normal, healthy competition between media. But, in essence, it symbolizes the *new* competition of our wartime way of life—to see who can do the most for America.

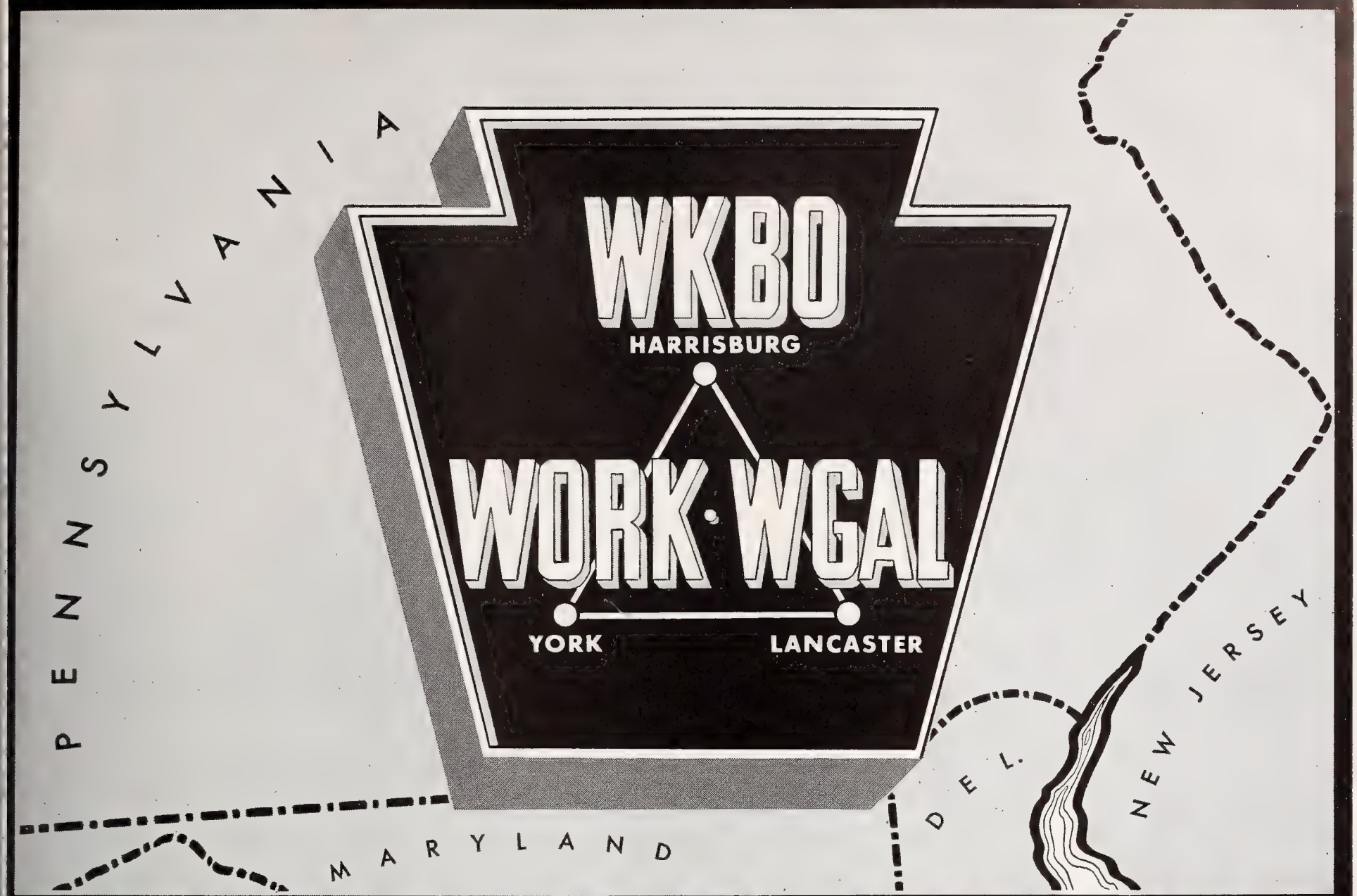
No Monopoly Decision Possible Before May 3

THERE CAN be no decision in the network monopoly case pending before the Supreme Court until May 3 at the earliest, by virtue of failure of that tribunal to decide the fundamentally important appeals of NBC and CBS against the FCC's regulations, at its session April 19. The court promptly recessed until May 3.

A ruling had been expected as early as mid-March, since the case had been argued Feb. 12. Brought under the Urgent Deficiencies Act, the appeals were from the decision of the statutory three-judge court in New York last fall, upholding the FCC's right to regulate network-affiliate contractual relations. Representatives of the networks and of the FCC have been present at every decision day since March 15, awaiting the opinion.

Columbia Film Newscast

COLUMBIA PICTURES Corp. sponsors *An Interpretation of the News* on WDRC, Hartford, three times weekly to promote the new movie "The More the Merrier". News commentator on the 10-minute feature, broadcast every night but Sunday, is George B. Armstead, Connecticut newspaperman.



TRI-PENN MARKET

THE *PLUS* BUY IN THE HEART OF PENNSYLVANIA

The Tri-Penn Market, composed of the trading areas of Harrisburg, York and Lancaster, is located right in the heart of the rich industrial and agricultural section of Pennsylvania. It is a responsive market which presents to advertisers an outstanding sales opportunity. Here's why.

WKBO in Harrisburg, WORK in York and WGAL in Lancaster blanket this market. No other station or stations service this area with *Primary* coverage. WKBO, WORK and WGAL are friendly, close to their individual communities. They make a definite contribution to the lives of the people they serve. The listeners are loyal and have complete confidence in these stations. The Pennsylvania Tri-Penn Market offers you a responsive, ready-made audience for your sales message.

Present your story in this market—you'll realize rich returns in both sales and good will. Linked by land wire, you can buy these three stations as a package—at an exceptionally attractive, combined low rate. Or, they can be purchased individually to suit your particular needs.

Let us *tell* you how we can produce sales for you in Pennsylvania's Tri-Penn Market. Wire or write direct to main office, 8 West King Street, Lancaster, Penna., or to *Sales Representative:*

PAUL H. RAYMER CO.
New York Chicago San Francisco

NBC • BLUE • MUTUAL

Post-war Spectrum Alteration Seen

Elbow Room Vital as Old Services Meet New Demands

IMPENDING changes in allocations for broadcast service, which may see both FM and television move up in the high frequency spectrum consistent with the trend toward the microwaves, are being discussed in both Government and industry engineering circles as a fundamental part of post-war radio planning.

While it is yet too early to predict just where these services will move, the tremendous development of the very high frequency portion of the spectrum in war uses augurs for removal of many post-war services to upper reaches of the spectrum. FM, now in the 45 megacycle band, might find better service and more elbow room above 100 megacycles. Some reports have indicated skip distance effects in the present FM band which might be remedied higher up. Moreover, with a virtual stampede for FM facilities seen after the war, additional space unquestionably will be needed.

Color Television

For television, which now has reserved 18 channels ranging up to approximately 300 megacycles, it is thought now that allocations above that area will be desirable so that bands may be available for color television transmission.

The whole question of post-war planning for radio and the electronic art now is an important topic among elements in these industries and in Government. FCC Chairman James Lawrence Fly has been devoting considerable attention to this field and it is assumed that such organizations as the Radio Manufacturers Assn., which already has set up a planning committee [BROADCASTING, April 19] and the Institute of Radio Engineers will become active participants in post-war planning under programs now being projected.

Reapportionment of the spectrum entails a far-reaching job because of the many new and revolutionary uses to which electronics and radio have been put in military communications operations. This preliminary planning goes to standardization of systems of service, particularly in the public fields like FM, television and facsimile. Both research and manufacturing, obviously, would have to fit into this scheme—hence the inevitable participation of the manufacturers of RMA and IRE in any broad-gauged plan.

Regarded as inevitable is a world conference of communications and radio experts of all nations following the war. New domains in the ether, heretofore unusable, must be staked off. Aside from the purely domestic services, the bands for international broadcasting must be enlarged for post-war operation since such international service will become commonplace.

Aviation communication, which has received phenomenal impetus since the war's outbreak, must be cared for with new ether space for domestic as well as international service. The present medium high frequencies largely used for this purpose commercially are not considered adequate or desirable. Maritime services also will undergo vast expansion using not only the long waves—below the existing broadcast band, which starts at 540 kc. —but also other frequencies up the scale.

Aviation, Maritime Needs

With the development of new broadcast services such as FM, according to this type of thinking, maritime services may take over some portions of the broadcast band —but not until adequate service is provided elsewhere.

With all these impending uses, most of them still ephemeral and undeveloped, it appears evident that the big post-war allocations will be the same as the pre-war situation —excruciating congestion over the entire spectrum. But the research in military, industry and university laboratories, now shrouded in secrecy, may open new portions of the spectrum heretofore regarded as wholly illusory and out of reach.

New Methods Coming

Multiplexing of frequencies, use of radio in lieu of cable or telephone line links for networking and numerous other innovations are regarded as practically assured even now.

At the international communications conference which will convene with peace, old methods of international allocations will have to be discarded. The problems have changed entirely. Heretofore allocations of facilities having international interference ranges have been in terms of exclusive rights. It is felt in informed Washington circles that the new allocations must be based on coordinated use of facilities and coordinated engineering standards of greatest possible efficiency. The United States is expected to provide leadership in this conference.

Washington observers look for a cooperative Government-industry planning group, to cut the pattern and fit global telecommunications.

Miller Proposes NAB Research On Advertising Post-war Role

A BROAD-gauged project to plan advertising's overall role in the post-war reconstruction period will be proposed to the NAB War Conference in Chicago at its opening session Tuesday by NAB President Neville Miller.

Disclosure last week of the decision of the National Industrial Conference Board, of New York, to drop the project for the present resulted in Mr. Miller's decision to initiate plans for prompt follow-through under NAB auspices. Mr. Miller cited the urgent need for such a study, to parallel consideration being given to technical developments in the radio and electronics fields.

Postponement Regretted

"We wholeheartedly supported the Conference Board project," Mr. Miller said, "and I believe NAB was one of the first organizations to contribute. I regret the decision to postpone the study, because I deem the work of such fundamental importance at this time. Rather than await developments, I propose to recommend a definite plan to the War Conference, feeling that the opportunity for action at this Conference should not slip by."

The original advertising study, projected by an important group of national advertisers and media representatives, was to appraise advertising as an instrument of economic and social progress, with special reference to its relation to the reconstruction of the consumer market after the war. The Conference Board had been requested by the sponsoring group, headed by James F. Bell, chairman of the board of General Mills, to undertake the research, for which a fund of approximately $100,000 was to have been raised. Radio was called upon to contribute $25,000, the press $25,000 and national advertisers $50,000.

The NAB last fall, upon recommendation of Niles Trammell, NBC president, and Mr. Miller, promptly approved a $2500 contribution to the fund, in behalf of the association. Each of the networks contributed separately to make up the $25,000 budget.

Mr. Miller was advised April 21 by George E. Shaw, controller of the Conference Board, that it had been agreed that conditions resulting from the increased pressure of the war would probably delay completion of the project within a reasonable period and that it appeared desirable to postpone the project and defer further solicitations until the situation is "more favorable for its prompt and expeditious accomplishment." The NAB contribution was returned, along with those of other contributors.

After outlining his plans to the War Conference in a general way, it is expected Mr. Miller will seek NAB Board concurrence and appointment of an industry committee. Whether other media will be invited, following the pattern of the original plan, is undetermined.

Durr Spurns Garey On Finance Quiz

Refuses to Submit Data to Cox Probe Committee

FIRST signs of real fireworks in the Cox Select Committee investigation of the FCC came last Friday with blunt refusal of Commissioner C. J. Durr to answer a committee questionnaire inquiring into his financial and personal affairs.

In a letter to Eugene L. Garey, Committee general counsel, Mr. Durr said that while he had absolutely nothing to conceal" if the purpose of the questionnaire was to ascertain "whether or not I have been guilty of accepting bribes or of similar misconduct in the performance of my official duties," the matter should be referred to the Department of Justice. (See text of statement and of questionnaire on page 116.)

For several days the atmosphere about the FCC has been tense, as a result of several letters of inquiry from Mr. Garey. Washington's radio fraternity has been awaiting pyrotechnics both as to the Cox inquiry and the scheduled May 6 hearings before a Senate Interstate Commerce subcommittee on new radio legislation.

Nothing Beyond Date

Beyond setting the May 6 hearing date, the Senate committee, of which Senator Wheeler (D.-Mont.) is chairman, has made no announcement. It is expected FCC witnesses will be called along with any industry spokesmen who care to testify. The committee plans brief hearings—perhaps not more than two weeks. Testimony adduced last year during the hearings on the Sanders Bill before the House Interstate and Foreign Commerce Committee by reference will be incorporated in the Senate committee's record.

Coincident with the announcement by Chairman Cox, of the House committee, of the appointment of three new staff members, it was learned at the FCC that additional inquiries had been received from the committee regarding financial and business holdings of individual members of that agency.

Garey Names Aides

Latest appointees to the committee staff, bringing its total to 11, are Ambrose V. McCall, former head of the Fraud Bureau of the Attorney General's office in New York, named a senior attorney; Harvey D. Walker, Detroit attorney and former FBI special agent, as attorney-investigator, and Harry S. Barger, attorney for the last 20 years and a specialist in investigations since 1934, as investigator. Mr. Barger served with the General Accounting Office in Washing-

(*Continued on page 121*)

WOR's "Bessie Beatty" is today the highest rated* woman's service program in Greater-New York . . .



and "Bessie Beatty," we might add,
has a limited number of openings
available on her show

Advertisers, timebuyers, agencymen—the big trend in woman listening *is* to WOR. Square, root, or divide it by individual shows, or women's attitude about WOR in general; the answer's the same—WOR has what women want. In fact, asked Crossley, Inc. recently, "What New York radio station has programs that you feel give you the most help in your household work?" First choice with the 6,420 women asked was WOR.

—that power-full station
at 1440 Broadway, in New York

WOR

★ according to the "WOR Continuing Study of Radio Listening." The rating? 5.0!

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

OWI, Censorship Agree On Authority

Jurisdictions Defined Relating to Press And Radio

AN AGREEMENT between the Office of Censorship and OWI was released last week, defining the jurisdiction of each in dealing with radio and press. Based on a working arrangement that has existed between the agencies since Nov. 5, 1942, the agreement says that OWI's function is "to disseminate and publish information" and Censorship's is "to keep from the enemy information that could be used to damage the United States."

Under the arrangement, OWI is recognized as an "appropriate authority" for the release of news. Any news cleared by such an "appropriate authority" may be published under both the radio and press codes. "As such an appropriate authority," the agreement says, "OWI is expected to know the limitations of the Code and accept responsibility for each instance in which Code limitations are exceeded."

Censorship Interprets

Censorship, under the agreement, is the exclusive authority for interpreting the code and for determining appropriate authorities. It may therefore exercise negative control over publication of information pertaining to the war effort. It may not, however, undertake to interpret the type of material appropriate for informational purposes.

OWI, the agreement says, has no power to prevent publication or broadcast of any material. Its staff in Washington and in the field is under instructions that OWI must confine itself to suggestions. Elmer Davis' office retains power, however, to exercise a veto on press releases from Government agencies.

Censorship is given principal regulatory power over domestic foreign language broadcasts, with OWI assisting by suggesting programs and stations that warrant monitoring and personnel requiring investigation. The two agencies will collaborate on international radio broadcasts, with OWI deciding foreign news and broadcast policy where military and naval security are not involved.

Official Agreement

Following is the agreement:

The Office of War Information and the Office of Censorship are charged by the President with certain related responsibilities. Expressd broadly, the responsibility of the OWI is to disseminate and publish information about the war effort which could be used to damage the United States.

The OC is concerned with two broad fields: domestic press and radio, and international communications. In the the censorship of international communications, the Director of Censorship has absolute discretion. Censorship discretion presumes the exercise of judgment, not the automatic application of a set of fixed rules. In a peoples' war such as this, an informed public—both our own and that of the enemy—is an asset of great offensive value. An intelligent and realistic censorship requires that in many instances the censor weigh the merits of a case to determine whether information might be more valuable to the war effort, if published, than harmful to it.

One of the responsibilities of the OWI is to make available to the masses of the people among our allies and our enemies facts about the American war effort, the American philosophy, American war aims and objectives. This means that much government-originated information must cross our borders as international communications. Conceivably many items of information might be considered either as information which should be disseminated and published for its positive value in the war effort, is held to be dangerous information which should be suppressed. This allows for a conflict of interpretation which could nullify the effectiveness of one or the other of the two agencies in executing the President's orders.

The purpose of this agreement is to establish a practical working arrangement between the two agencies which will prevent such conflicts of interpretation. Its spirit is a genuine respect by each agency for the problems and responsibilities of the other.

Domestic Press and Radio

Censorship of domestic press and radio is voluntary. The charter by which voluntary censorship operates is the Code of Wartime Practices. There is a separate code for the press and for radio, although both are based fundamentally on the same concepts. These codes were prepared in collaboration with all of those agencies of the Government which originate or release war news for publication or broadcast, and additionally in collaboration with the newspaper and radio industries.

In both codes all of the classifications of news considered restricted are appropriate for publication if the information is officially made available for publication by an appropriate authority in the Government. The departments, or responsible agents of the departments, which originate or release war news are considered "appropriate authority."

The OWI, vested with the authority to release, disseminate and publish war information, is an "appropriate authority" within the meaning of that term in the Code. As such an appropriate authority the OWI is expected to know the limitations of the Code and accept responsibility in each instance in which Code limitations are exceeded.

In order to avoid unnecessary inquiries of other war agencies and of the press by the OC, the OWI will notify the Press or Broadcasting Division, as the circumstance may determine, of any release or authorization to publish information which goes beyond the restrictions of the Code. This can be done either by phone, or by mailing a copy of the release. Key personnel of the operating bureaus of the OWI will be instructed by the Director to inform the OC promptly of its release or authorization to release matter which exceeds the restrictions of the Code.

When the OWI issues a release which concerns any other war agency, OC will take it for granted that the OWI is speaking authoritatively for the agency in question.

It is understood that in its relations with other departments of the Government, the OWI may elect to function either negatively or affirmatively. It may decide what a given Government agency should not release as well as what a given agency of the Government should or must release.

The OWI recognizes Censorship's exclusive responsibility for press and radio censorship, for interpreting the press and radio codes and for determining the validity of an alleged appropriate authority.

The OC, likewise, recognizes OWI's responsibility for the accomplishment of U. S. information objectives, a responsibility which frequently requires that the OWI advise press, radio and motion pictures on certain aspects of war information. In order to avoid the exercise of Censorship controls, the OWI does not itself tell press, radio and motion pictures what *cannot* be presented, but confines itself to suggestions, avoiding the implication of a negative authority which it does not possess.

OWI employes, both in Washington and in the field, are specifically instructed in situations of this kind to state that the OWI has no authority regarding what *cannot* be published.

It is agreed therefore that neither the OWI nor any of its representatives will exercise any of the functions of the OC with regard to press and radio. By the same token neither the OC nor any of its representatives will undertake to interpret what type of material is to be considered proper for informational or other purposes, the determination of which is the responsibility of the OWI.

Close day-by-day liaison will be maintained by the Press and Broadcasting Divisions of the OC, under N. R. Howard and J. H. Ryan respectively, and the OWI.

Foreign Language Radio

In the field of domestic foreign language radio the Office of War Information recognizes the OC as the principal regulatory authority.

In recognition of this responsibility of the OC, the OWI will itself refrain from regulatory activity in matters of radio station personnel, transmitting to the OC all the information in its possession about foreign language programs, personnel and radio station policy relevant to Censorship's regulatory duties. The OWI, in addition, will make suggestions to the OWI concerning programs and stations which, in its opinion, warrant monitoring attention and will consult with the Office of Censorship in determining which of the several available regulatory procedures are indicated in specific cases of broadcasting malpractice.

The OC recognizes the proper interest of the OWI in the field of domestic foreign language radio, in matters other than mere program content. The effectiveness of foreign language broadcasting in the United States can, it recognizes, be nullified by such factors as the personal history of the announcer, voice inflection, and the nature of preceding and following programs. While the OC cannot be responsible for systematic detection of these malpractices it will cooperate to the fullest extent with the OWI in the examination of evidence assembled by the OWI or by other government agencies and will initiate prompt regulatory action in accordance with this evidence, in those cases which come under its jurisdiction.

The OC will arrange for the audition of recordings and the reading of translations by the OWI of foreign language programs monitored for the OC. In addition, the OC will give consideration, wherever possible and reasonable, to suggestions as to stations and programs which should, in the judgment of the OWI, be monitored.

Responsibility for the censorship of international communications is vested in the Director of Censorship. It is the desire of the OC, however, to allow the OWI the greatest possible freedom in the use of international communications for disseminating information beyond our borders. To ensure maximum freedom of action, it is agreed that censorship of material for international dissemination will be accomplished through a system of close collaboration, rather than by arbitrary independent action, although final responsibility in any irreconcilable difference must rest with the Office of Censorship.

Close collaboration by the OC with the OWI will be based upon the recognition by the OC that the OWI is the principal propagator of overseas information for the United States Government and as such is considered by the OC to be the competent authority on foreign news and broadcast policy when military and naval security values are not involved.

For these reasons the OC will put the weight of its appraisal of the content of material transmitted by the OWI on tangible security considerations as disinct from intangible psychological or policy considerations. Considered requests made by the OWI for the passage of material will be weighed by the OC as judgments based upon a careful evaluation of the informational advantages to be gained from its distribution.

In the timing of international news transmission the OC will honor the judgments of the OWI in the manner described in the following paragraph.

The OC will approve the passage, two or three hours in advance, of official speeches and news releases intended for controlled distribution overseas, provided the OWI adopts adequate security measures both to and within the country in which the controlled circulation takes place. Specifically, the security applied by the British Ministry of Information in England under the Defense of the Realm Act, and its stricture, "Not for publication or broadcast, not to be cabled abroad or broadcast in any country before——— hour," shall be deemed adequate by the OC for advance distribution by the OWI.

International Mail

It is understood that the OC shall not censor interoffice communications between the OWI and its outposts or representatives abroad when such communications are transmitted in code.

The OC will designate a censor through whom matter destined for the official use of the OWI in London shall pass. This censor shall be made familiar with the unusual requirements in official and semi-official information of the London office of the OWI. The OC shall retain final authority for the passage of material, but it is understood that the usual restrictions affecting the export of official and restricted documents will not be applied, except when such documents affect military security.

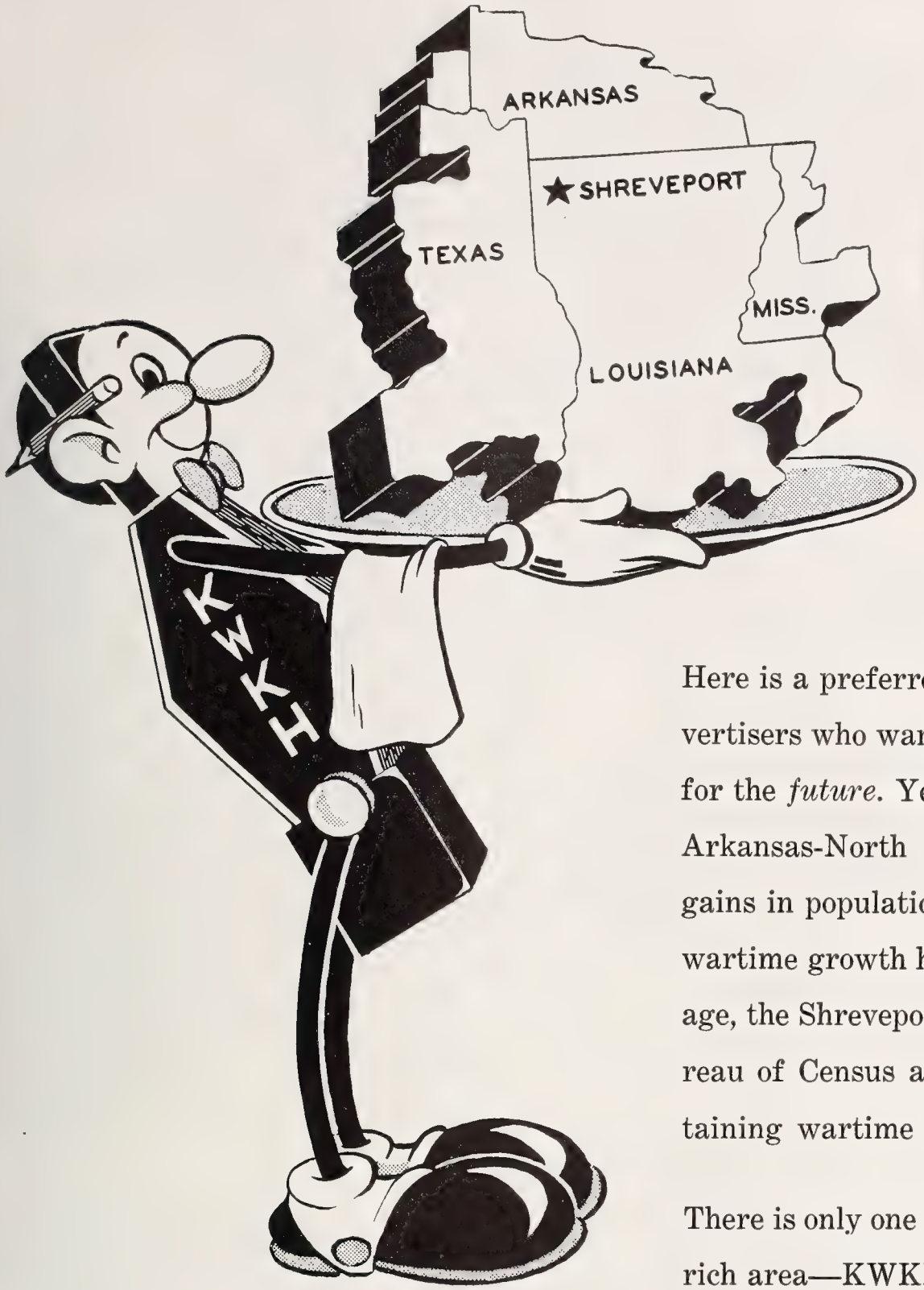
The OWI will present all such material to the designated Censorship desk, ready for shipment, and will make itself responsible for the security of the material in the British Isles.

This agreement is based upon the collective experience of the two agencies to date and serves to clarify existing areas of interaction between the two agencies. It cannot, however, describe in detail every contingency which may arise in the future and require clarification.

When new areas of interaction develop it is understood that they shall be examined in the spirit and in accordance with the precedent of this agreement by consultation between representatives of the two offices.

Helpmate

NOBODY expects manpower shortages after the war, but good planning meets every contingency. Wilton Cobb, general manager of WMAZ, Macon, Ga., and a man of vision, has prepared against any future scarcity of engineers. For Mrs. Cobb has joined the WAACs and is now immersed in the study of radio operation at the Midland Radio and Television School, Kansas City.



HERE IT IS!

Here is a preferred market . . . preferred by alert advertisers who want to build sales *now* and insure sales for the *future*. Year after year the East Texas-South Arkansas-North Louisiana area has shown steady gains in population and spendable income. And, while wartime growth has been far above the national average, the Shreveport area has been classified by the Bureau of Census as "having excellent prospects of retaining wartime growth."

There is only one station big enough to cover all of this rich area—KWKH with its 50,000 watts. It's the preferred station by advertisers and listeners alike. Advertisers choose it for results it brings—listeners depend on it for its good programming and high standard of service.

CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000.

Member South Central Quality Net.

Ask Branham Company for details.

CBS
50,000
WATTS

cover it with
KWKH
A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

The
SELLING POWER
in the
BUYING MARKET

Beyond the dark clouds of war,

Things look bright for Radio!

As you in the Broadcasting Industry know, radio today plays a constantly growing part in our job of licking the Axis.

Every plane, tank and ship must have radio. Western Electric is making vast quantities of this mobile equipment, as well as facilities for keeping Washington in communication with a global war.

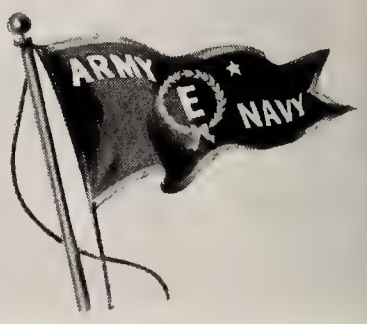
Bell Telephone Laboratories have developed and Western Electric has produced many new kinds of equipment to pierce distance and darkness. Much of our success over enemies on land, at sea and in the air has been achieved through the use of these uncannily accurate devices.

The limitless peacetime possibilities of these wartime developments assure a bright future for radio.



Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT





Plan Today For Post-War Broadcasting

Good Opportunity For Industry Tomorrow

By T. A. M. CRAVEN

NO ONE can predict with accuracy either the future course of technical developments or the economics which will affect scientific progress. While there are inherent dangers in embarking upon predictions into the future, recent scientific achievements and a knowledge of the historical technical development of radio enable one at least to visualize possibilities and perhaps probabilities of significant interest.

Naturally, no one is capable of stating when the war will end, what the purchasing power of the public will be after the war or even what will be the capacity and ability of the radio industry to manufacture the radio of the future. Nevertheless, in a democracy such as ours we should be able to assume that natural economic forces will be permitted to function, that private capital will be attracted by the potentialities of a vast new business involving service to the public, and that the public will demand the application of new achievements in a radio service designed to win public acceptance.

Sorely Needed Channels

Recent inventive activities have centered around electronic research in the micro waves. The useful radio spectrum has been extended considerably, thus making a little more space not only for some sorely needed radio channels but also for new and improved uses of radio. The most interesting development is that which includes "wide band transmission". This improvement will facilitate television and electrical methods of transmitting quantities of printed matter. Improvements in frequency modulation are likewise of significance to the future of radio broadcasting.



COMMISSIONER T. A. M. CRAVEN

In fact, it can be said with some degree of safety that the quality of reception and the range of individual radio broadcasting stations in the future will more closely approximate practical demands than the radio broadcasting organization in operation today.

The day will come when we shall have color television broadcasting stations all over the country. People living in rural areas will be able not only to hear and see radio news commmentators but also the newspaper itself will be delivered to them by radio. It is entirely possible that each radio broadcast station will perform a triple service, either simultaneously or consecutively, to their respective communities, depending upon the needs and desires of the communities and the economic support which they are capable of giving broadcast stations. This service will embrace television, sound broadcasting and facsimile. The "coverage" of the station may easily correspond with the normal trade area of the community in which the station is located.

While these are possibilities or even probabilities, it cannot be said their practical realization will be immediate. It is more logical to assume that the development of a nation-wide broadcasting service of the future will be gradual. There will be many problems to solve.

Avoid Regimenting Future

The fact stands out that today's problems in radio will be obsolete and forgotten. Tomorrow we may wonder why we worried so much about them. Therefore it seems essential that we do not attempt to solve the problems of the future by means which may appear to be a good detailed solution of today's relatively minor problems in radio. Likewise we should avoid the danger of regimenting the future along the grooves of today's thinking. We should think in broad terms and attempt to insure the development of the future radio as a free American enterprise in which the public has confidence.

We must realize that the ability to have one's newspaper printed in the home by radio, to see and hear news in the making and to see and hear in the home sports events and plays transmitted from points thousands of miles away, must have a marked effect upon the daily life of anyone living in this modern age. That this may affect the social habits and daily routine of an individual family or the economic welfare of the nation as a whole cannot be overlooked.

It may be expected that these new developments will speed up ordinary life and business and will affect certain existing industries such as motion picture, newspaper and advertising as well as the existing radio broadcasting system.

In spite of the problems brought about by these new developments it seems obvious that the application of these modern broadcasting facilities will not result in a decrease in employment but rather in an increase. There is a great probability that an entirely new industry will be created, giving employment to thousands. That this will be of benefit to post-war economics of the country cannot be doubted.

However it is possible that failure to prepare in time for the post-war radio will have an adverse effect upon the ultimate usefulness of the new developments as well as on the economic stability of the business structure based thereon. For example, many wonder how much more valuable radio could have been today if, in 1920, we could have coordinated radio design with radio frequency allocation or, in other words, secured in 1920 comprehensive and coordinated general planning by the design engineers, the radio station licensees and the Government radio regulatory agency.

We cannot blame anyone for lack of foresight in 1920. We cannot blame radio design engineers and manufacturers for producing equipment for various kinds of radio services using exactly the same portion of the radio frequency spectrum for these services.

Threat to New Bands

Our experience in the past indicates that the potentialities for uncontrolled interference can threaten the very usefulness of newly developed portions of the radio frequency spectrum. When the time came to unscramble a chaotic situation in the past, it was found that municipalities could not obtain additional appropriations to change equipment and that the government already had large investments in equipment and that private and commercial services were faced with the problem of making new investments in order to change existing equipment to meet the new frequency allocation. In the past no plans were made, no coordination attempted; and we learned that when the radio spectrum became congested by interference, compromises had to be made between practicalities of invested capital and an ideal scientific radio frequency allocation.

Golden Opportunity Returns

Tomorrow another golden opportunity will be presented to the radio industry. An entirely new radio horizon will be open to the public. Progress in radio development in World War II has been and will be of tremendous significance. As a result new uses of radio will be available after the war. Again there will be greater demands than ever before for space in the ether. Once more there is before us the question of whether in radio we shall be unprepared for

(*Continued on page 94*)

SEARCH through the pages of radio history and you will find the name of T. A. M. (for Tunis Augustus Macdonough) Craven as often as that of any other figure identified with technical development of the art. A Naval Academy graduate, class of 1913, he has specialized in radio engineering since. After 17 years in continuous radio service in the Navy he resigned in 1930 to enter private consulting practice. He was instrumental in installing the first directional antenna for broadcast service. In 1935 he was asked by President Roosevelt to become the FCC's chief engineer—a post he had held with the original Federal Radio Commission on loan from the Navy. In 1937 he was named a member of the FCC by President Roosevelt and has served continuously since that date. Though burdened with the administrative functions of a Commissioner he has kept abreast of technical radio developments and is admirably qualified to discourse on broadcasting's post-war prospects.



NBC Basic Network

WDEL

WILMINGTON, DELAWARE

5000 WATTS • 1150 KC

WDEL, with 5,000 Watts Day and Night, effectively covers a wealthy industrial and agricultural market (Delaware, southern New Jersey, and parts of Maryland, Pennsylvania and Virginia) which is now booming with war production. Because of this greatly increased business activity, the WDEL market has shown substantial growth since 1940, and retail sales have soared accordingly.

WDEL occupies a definite place in the daily life of its listeners because of the individual, local services it renders to all the communities it serves. This, coupled with its popular NBC Basic Network programs, produces consistent listener loyalty and rich response. To the advertiser this means excellent returns for every dollar spent—*profitable* sales.

For information as to how WDEL can do a standout selling job for you, write direct, or to *Sales Representative:*

PAUL H. RAYMER CO.

New York Chicago San Francisco

THE NBC STATION IN THE "LAND OF PLENTY"

Maintaining Civilian Radio In War Time

WPB Insures Future Operation While Hearing Owners' Woes

By FRANK H. McINTOSH

**Assistant to the Director, Radio Division
War Production Board**



MR. McINTOSH

MATERIALS, manpower, and dozens of other things which nobody thought about before the war are the troubles of the radio broadcaster. Before the war all of us were used to prompt service, whether it was in ordering a cup of coffee at lunch time, getting a railroad ticket or buying a transmitting tube. After Pearl Harbor the way was cleared for the Army and Navy. Everybody—indeed the armed services themselves—stands in line.

Radio broadcasters face difficulties in their valiant efforts to remain on the air. Although every individual is supposed to be best informed on his own troubles, it is fair to say that the War Production Board has greater awareness of the troubles besetting the broadcaster than any individual operator of a station. The WPB hears only of the woes. It listens to the troubles of the whole industry.

To Anticipate Difficulties

Broadcasters can be assured that every effort is made to cure existing difficulties and to anticipate and ward off others before they materialize.

The point of view of WPB is that broadcasting must and will be maintained. Broadcasters have successfully provided knowledge of daily events from which Americans form opinions based on evidence and which obviously is essential since the public is being called on to sacrifice. The Government, and WPB particularly, is aware that any loss in broadcasting facilities would be a loss of contact with large sections of the population.

Fortunately, broadcasting is efficient. It requires relatively small amounts of materials compared with the large job it does. Its efficiency for transmitting intelligence to large numbers is unsurpassed.

The Radio Division of WPB will use its powers to maintain radio, to keep in repair not only the transmitters but also household receivers.

First call on the radio manufacturing industry obviously belongs to the military. The swift growth of the radio and allied industries since Pearl Harbor represents production for Army and Navy use.

As military demands for radio equipment are satisfied it is also our task to maintain civilian radio. In addition to approximately 900 broadcasting stations in the United States there are to be kept in operation about 30,000 licensed transmitters in other services—as communication among the United Nations, ships to shore and overall police service. In addition, it should be noted that the United States must supply radio equipment to the United Nations and friendly neutrals.

In maintaining domestic radio the broad policy of WPB is to treat broadcast stations alike, as exemplified in the blanket preference rating given all stations in obtaining materials for maintenance and repair. The small station which broadcasts to its immediate neighbors participates equally in this rating with the most powerful transmitter. There are no differences among stations insofar as the right to exist is concerned.

Preference Rating Order P-133 with its rating of AA-2X exemplifies the status of individual stations in relation to each other and the AA-2X indicates the high standing of the industry.

With the adoption of the Controlled Materials Plan it became necessary to assign allotment symbols in addition to preference ratings in order to obtain controlled materials. To accomplish this CMP Regulation No. 5 was issued with the dual purpose of providing an allotment symbol to be used in conjunction with assigned preference ratings and to apply a reasonably uniform preference rating system to all essential industries. Insofar as broadcasters are concerned the only change brought about by this regulation is the assignment of allocation symbols to be used in connection with Preference Rating Order P-133.

Tube Life Expectancy

A station needs a great many devices to keep operating. Most equipment, fortunately, has a life expectancy somewhat like that of people—relatively long but subject to sudden end. WPB has set up life expectancy tables for transmitting tubes, and we know rather closely the number of tubes of each type in existence and in production, and roughly, the length of time these tubes can be counted on to last under operating conditions. Based on these figures, manufacturers have been given allotments of materials to make tubes for the use of broadcasters and other services.

Problems of the broadcaster do not end with that statement. Manufacturers are working against a large backlog of transmitting tube orders. Their production schedules are frequently interrupted by directives telling them that some certain batch of tubes must be delivered before anything else which has been scheduled. The manufacturer, too, must stand in line waiting.

The operator of a station, like everyone else in business, must use his own judgment in deciding from whom to purchase tubes. This source for the most part can be his own choice. To improve manufacturing and production efficiency, however, it has been necessary to assign certain transmitting tube types to manufacturers so as to impose the least effect on military production.

Supplier Has Obstacles

The broadcaster best knows his own situation in buying necessary maintenance equipment. He should appreciate that his supplier, too, faces obstacles. For instance, the fabrication of anodes and cathodes for transmitting tubes calls for the use of materials in great demand. Whereas the war program generally centers around the big three metals—steel, copper and aluminum—the tube maker is interested in tungsten, molybdenum and tantalum. All are hard to get.

Copper used in large copper tube anodes must be specially treated. The tube manufacturer has all the manpower, materials and equipment problems common to all those in war work. In addition, he faces the problems created by schedules interrupted by urgent directives to place certain orders first on hi list.

If a broadcaster meets with slov deliveries he may reflect that no on in civilian life gets better servic on the particular equipment h needs.

As many know, even with th highest ratings that Preferenc Rating Order P-133 affords broad casters, some deliveries are no satisfactory and special assistanc has been given in some instances b WPB's Radio Division, on reques In this connection the facilitie for the repair of transmitting tube should not be overlooked. Evidenc available indicates that very satis factory results have been obtaine from repairs made by the severa organizations equipped for thi work. There will be times whe such repair services will be th only means of making availabl some certain specific types of tube

The microphone not complement ed by the radio receiver is obv ously useless. The broadcaster als wants to know that people havin radio receivers can tune to his sta tion.

Set Production Stopped

A year ago WPB Orders L-4 and L-44-a stopped the productio of radio sets and phonograph Action did not freeze the possessio of units manufactured before th order's date and stores still hav some for sale. With the productio of new radios stopped, manufa turers converted their plants an launched into war work.

The limitation orders put int effect by WPB were carefully wri ten to permit the continued pr duction of tubes and their com ponents to keep existing home set in repair. It is not generally ap preciated that production in 194 of radio receiver tubes, that is, th tubes available for replacement i home sets, was as high or slightl higher than in peace years. Curren production of tubes in this sam

(*Continued on page 104*)

SANTA CLAUS to broadcasters faced with maintenance problems is Frank H. McIntosh, civilian radio's representative in the WPB Radio Division, the man who sees that vital parts get to the proper place in the least possible time. Mr. McIntosh, on leave as technical supervisor of Fort Industry Co., is assistant to Ray C. Ellis, chief of the Radio Division, the unit handling the tremendous job of filling military electronics needs, and keeping civilian radio going. Before joining Fort Industries in 1940, Mr. McIntosh was Pacific Coast District Sales Engineer for Graybar Electric, and a member of the technical staff, Radio Development Dept., Bell Labs., New York.



HERE, MR. ADVERTISER, IS THE PROOF!

C. E. HOOPER, INC. SURVEY

CONTINUOUS LISTENER INDEX MADE
FROM OCTOBER, 1942, TO MARCH, 1943.
MONDAYS THROUGH FRIDAYS

✕ = WFMJ LEADS IN LISTENERS

A-B-C-D-E=OTHER STATIONS HEARD IN YOUNGSTOWN AREA	WFMJ vs. A	WFMJ vs. B	WFMJ vs. C	WFMJ vs. D	WFMJ vs. E
8:00- 8:30 A. M.	✕	✕	✕	✕	✕
8:30- 9:00 A. M.	✕	✕	✕	✕	✕
9:00- 9:30 A. M.	✕	✕	✕	✕	✕
9:30-10:00 A. M.	✕	✕	✕	✕	✕
10:00-10:30 A. M.	✕	✕	✕	✕	✕
10:30-11:00 A. M.	✕	✕	✕	✕	✕
11:00-11:30 A. M.	✕	✕	✕	✕	✕
11:30-12:00 A. M.	✕	✕	✕	✕	✕
12:00-12:30 P. M.	✕	✕	✕	✕	✕
12:30- 1:00 P. M.	✕	✕	✕	✕	✕
1:00- 1:30 P. M.	✕	✕	✕	✕	✕
1:30- 2:00 P. M.	✕	✕	✕	✕	✕
2:00- 2:30 P. M.	✕	✕	✕		
2:30- 3:00 P. M.	✕	✕			
3:00- 3:30 P. M.	✕	✕	✕	✕	
3:30- 4:00 P. M.	✕	✕	✕	✕	
4:00- 4:30 P. M.	✕	✕	✕	✕	✕
4:30- 5:00 P. M.	✕	✕	✕	✕	
5:00- 5:30 P. M.	✕	✕	✕	✕	
5:30- 6:00 P. M.	✕	✕	✕	✕	✕
6:00- 6:30 P. M.	✕	✕	✕	OFF AIR	✕
6:30- 7:00 P. M.	✕	✕	✕		
7:00- 7:30 P. M.	✕	✕	✕		
7:30- 8:00 P. M.	✕	✕			

MORE LISTENERS MORE HOURS OF THE DAY THAN ANY OTHER STATION HEARD IN THE YOUNGSTOWN AREA

A concentrated coverage of a concentrated market serving America's fourth largest steel center. The 34th United States Metropolitan District, also Ohio's third largest trade area, with a population of 372,428 and retail sales of $198,600,000.

National Representatives
HEADLEY-REED CO.
NEW YORK, CHICAGO, DETROIT,
ATLANTA, SAN FRANCISCO

W·F·M·J

YOUNGSTOWN, OHIO

Blue Network Affiliate
ASSOCIATED PRESS
UNITED PRESS
ASCAP—BMI

Vacuum Tube Radio Usage Only Begun

Electronic Idea Will Play a Varied Role in Huge Post-War Industry

By O. H. CALDWELL

Editor, 'Radio Retailing Today' and 'Electronic Industries'; Former Member, Federal Radio Commission

A GROUP of broadcasting men were talking post-war radio in a New York elevator the other day. The receiving set of tomorrow assumed form as an intriguing box containing the best we have today, plus television, frequency modulation, an electro-mechanical phonograph, and a dash of facsimile on the side.

Said one of the broadcasters: Of course in post-war industry planning there's electronics, too. Adding: Whatever electronics may be—precisely.

At that moment the elevator car leveled off to a faultless seam with an upper floor as though to give illustrative answer. Two hundred feet below the operator had pushed a panel button and the car automatically leveled—electronically, so to speak.

Applications Are Concealed

All around are uses of the electronic idea. But without special knowledge and information these applications are concealed even from radio men who know the place of the vacuum tube in broadcasting. For it was the vacuum tube that leveled the elevator automatically.

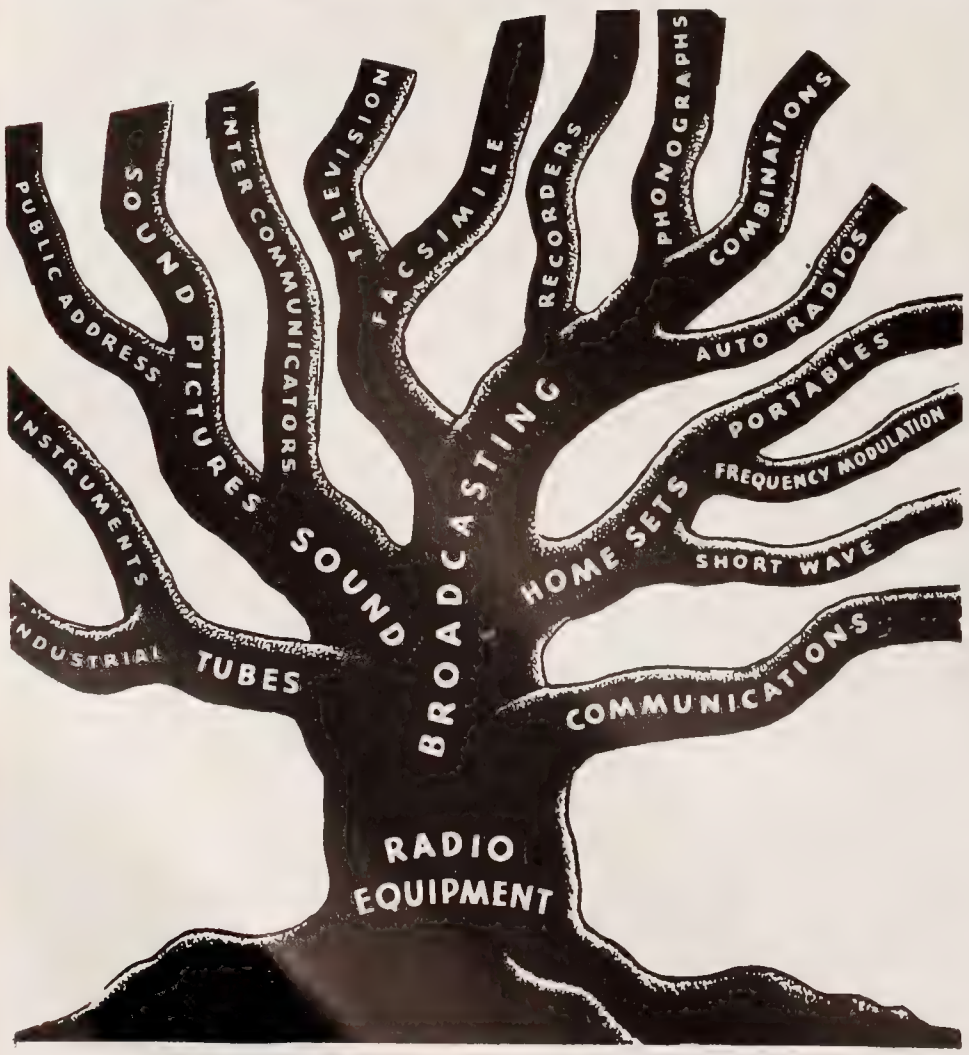
It was the timing flow of electrons through a vacuum tube that caused you to be halted by the traffic light at the corner this morning. And it was because of the electron tube that this morning you saw a picture in your paper of an event in London last night.

Electron tubes turn on lights when it gets dark. The tube works in conjunction with photo-cells or "electric eyes." It's an "electric eye" that sounds off a burglar alarm because it responds to the slightest shadows. The eye is a good guardian of property because it will operate a bell when set off by even a tiny wisp of smoke.

When you run for your train at Penn Station in New York electrons open the door into the concourse for you and your burden of baggage. Your shadow made the "eye" operate in the same way that doors are pushed open automatically for workers pushing hand trucks. A shadow on a sensitive plate of a photo-electric cell controlling the current—and the door opens.



ELECTRONIC TUBES date back to 1883 when Thomas Edison discovered the effect which underlies all later electronic and radio discoveries and inventions. A network broadcast was once made by Mr. Caldwell (left) and the late Dr. Clayton H. Sharpe using a replica of the original Edison-effect lamp of 1883. The tube, or lamp (above Dr. Sharp's wrist), was reconstructed from Mr. Edison's drawings and worked perfectly, producing a flow of electrons from the hot filament to the "plate" or exploratory electrode—the effect which so surprised Mr. Edison.



Courtesy Radio Retailing Today

THE TREE OF RADIO

Another illustration of the place of the electronic tube in post-war business and one readily understood by broadcasting people is the time-saving recording for long distance telephoning. The recording is made before the call is placed. As soon as the circuit is open the record, made at 16 rpm, is played at 64 rpm. This gibberish is recorded at the other end and in turn played back at 16. Thus the cost of the message is reduced to 25 per cent.

Similarly, sound - amplification plays an important role in the electronic apparatus field in anti-trespassing protection, safety alarms, air-raid signals and playing of music in industrial plants where employe morale is so very important.

Just think of the electrons in a radio tube as being infinitely tiny "gears", speeding around often at a hundred million revolutions a minute. No thicker than a soap-bubble film, they can control and move giant machinery in huge masses. They can stretch out around the world. They can detect our actions and even our thoughts.

After the War

To date great industries have been founded on these little electrons, these vacuum tubes. Long-distance telephone is one, and of course, radio broadcasting and sound movies.

With the end of the war great new industries will spring into vital existence employing the same type tubes that have made radio. They will not be entirely commercial in their implications. The advantages will be felt most importantly in the enhancement of ease and comfort in our lives. Particularly in our homes.

The door that opens automatically for the factory hand truck, the siren that sounds when a trespasser enters an industry's no-man land, the eye that counts the items whizzing along a production line—these will be translated into peacetime benefits to every day living. These developments stem from what the broadcasting man calls "his" vacuum tube. They are—"electronic applications"—electrons at work!



IMPLEMENTS
for Winning a War

America is at war—to win. And she *will* win—a final and complete victory which will assure lasting peace. For America is blest with an abundance of planes, of guns, of ships and tanks, and other implements of war. And not the least of these is Radio.

For free Radio—the American way—is dedicated in all its activities to the winning of the war. Radio sells bonds, recruits men and women for our armed services and labor for our war production. Radio informs and entertains—important contributions to civilian and military morale. In every war activity, Radio has done and is doing its share —*and more.* At this War Conference of the National Association of Broadcasters, WLS and KOY join in saluting stations throughout the nation, proud to be of them and with them in a job well done.

TO SELL ARIZONA——
The Arizona Network
KOY, Phoenix ★ KTUC, Tucson ★ KSUN, Bisbee-Lowell

KOY
PHOENIX ARIZONA
550 KILOCYCLES

and

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS
CHICAGO
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER *President*
GLENN SNYDER *Manager*

BOTH REPRESENTED BY JOHN BLAIR & COMPANY

Amnesia



Has Her Points

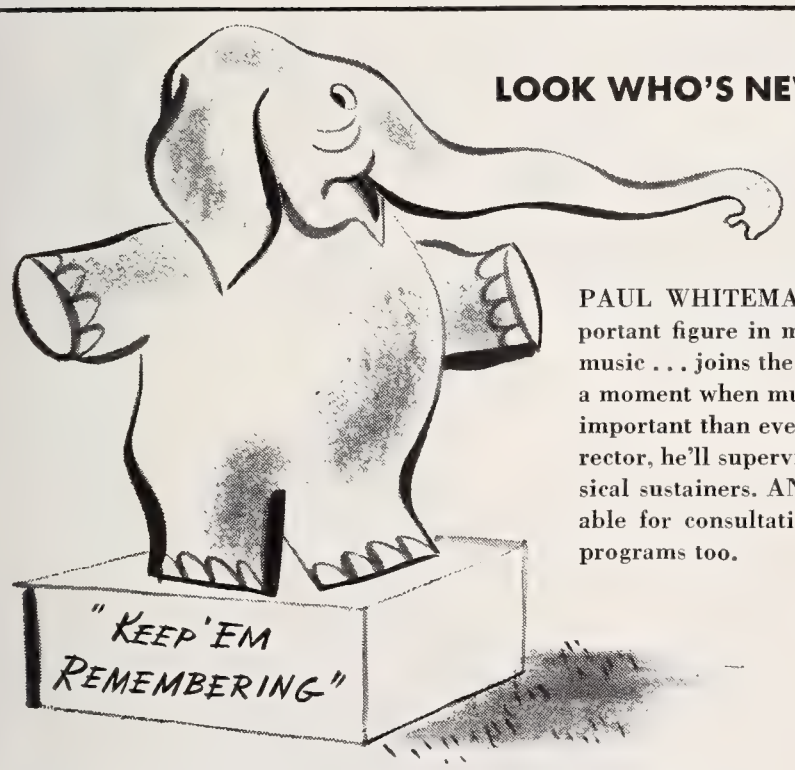
...BUT MEMORY ISN'T ONE OF THEM!

Amnesia (that consummate consumer) always was a gifted forgetter. And now the complexities of point rationing threaten to stamp out what little memory she had.

So, when war removes somebody's baked beans from the store shelf . . . well, it's natural enough if those beans become "the forgotten brand."

And Amnesia has no monopoly on disremembering. There are 130,000,000 men, women and children who are similarly gifted. Why, even the storekeepers are apt to forget an absentee product . . . unless the manufacturer finds some way to "keep 'em remembering" until peace and his product return.

That's a job for wartime advertising. And especially for broadcasting. And most especially for the Blue Network. Because . . . whether you're reminding people to buy now or after the war . . . *The Blue can carry your message into more homes per dollar than any other national medium.*



LOOK WHO'S NEWS ON THE BLUE!

PAUL WHITEMAN . . . most important figure in modern American music . . . joins the Blue Network at a moment when music itself is more important than ever. As Musical Director, he'll supervise all BLUE musical sustainers. AND he'll be available for consultation on sponsored programs too.



The Blue Network

A RADIO CORPORATION OF AMERICA SERVICE

Radio Is Vital to Air Success in War

Unifies Mechanics of Modern Battle and Coordinates Operation of Weapons

By COL. A. W. MARRINER
Director of Communications, U. S. Army Air Forces

TWO INSTITUTIONS that have tremendous significance to a World at Peace for a World at War are aviation and communications. The initial discoveries made by the Wright brothers and Marconi were only a few years apart and soon the development of aviation became directly associated with the development of radio.

The continuous development of radio has been one of the greatest factors in the development of flying as we know it today. Modern warfare hits hard and fast. Coordination by radio enables the fighting forces to synchronize their efforts to function at high tempo without interruption.

Timely and efficient transmission of military orders and information, and the use of highly secret electronic devices have introduced a new development in warfare. We are engaged in global conflict which requires our forces to fight from many scattered points. Radio unifies them as a worldwide fighting mechanism. It coordinates the striking power of our Air Forces, Naval Forces and Ground Forces with each other and with our Allies.

375,000 Men Engaged

In the Army Air Forces, communications is particularly vital due to the great speed and distances involved and due to weather and other conditions. In the Army Air Forces today nearly 375,000 men are engaged in communications.

In 1942 over $600,000,000 worth of radio equipment was purchased for the Air Forces and over $1.-800,000,000 worth of equipment is scheduled for delivery in 1943. As much as $44,000 worth of radio equipment is frequently installed in heavy bomber planes known as B-17s. These figures give some indication of the scope of the part that communications play in aerial warfare.

The striking power of our Air Forces must be co-ordinated and directed by instantaneous and dependable communications. Without adequate and infallible radio contacts, Air Units cannot be properly controlled and they lose a large part of their combat efficiency. Planes would be scattered all over the map. Co-ordinated action would be impossible. Fighters would go haphazardly aloft, hoping to find someone to fight; perhaps missing out on their missions of interception and destruction of enemy raiders. Bombers would have to operate on their own, dropping bombs on such casual targets as presented. In order to control our bombing and fighter missions, we must have communications between planes, and between planes and the ground.

In Air Transport and Ferrying operations, Army Air Forces planes fly throughout the world. When these planes are in the air between control points, they operate on radio ranges and utilize communications facilities maintained and manned by Air Force personnel. On all overseas flights, transport planes carrying cargos of ammunition, equipment, and so forth are constantly under control by radio communications.

The phrase "Air Forces communications" covers a thousand factors. We deal principally with radio between ground stations, between planes in the air and between air and ground. We have developed new equipment in the Air Forces to cope with the problems of weather, distance and natural interference.

Radio Laboratory

At Wright Field, Dayton, O., the Aircraft Radio Laboratory has been organized to handle all research and development, procurement, inspection, storage and issuance of aircraft radio and ground radio used for navigational purposes.

As Army airplanes are operated in all parts of the world, from the frigid temperatures of the poles to the torrid climate of the equator, extensive tests must be made to make sure that radio equipment will give satisfactory operation under all conditions of altitude, temperature and climate. These tests include flight tests in order to determine the performance of equipment in the air and also to locate and eliminate any "bugs" which may develop. All equipment is required to meet the rigid standards of the Air Forces which include extreme temperatures, high altitudes, ninety per cent humidity, stringent electrical and mechanical tests, and finally, extensive flight tests of the equipment.

Radio equipment is also used in connection with an automatic radio compass which is now standard equipment on bombardment and transport airplanes. This device makes navigation easy on routes where ground direction finder stations are available. The pilot has an indicator calibrated from zero to 360 degrees, zero being from the heading of the plane. To "home" on a radio station, the pilot keeps the needle of the indicator on zero. To take side bearings the desired station is tuned in and the needle swings automatically and points towards the station indicating the bearing between the heading of the airplane and the airplane's station line.

We must, of course, remember that the enemy is also using radio. Each side is seeking maximum efficiency of apparatus and proficiency in its use.

Enemy Used Radio, Too

German signal equipment is good and is being produced in large quantities. But we believe we are one step ahead of the enemy and we intend to increase this lead. Research is pitted against research; engineering against engineering; production against production.

Mindful of the tremendous importance and unlimited possibilities of the radio electronic tube, research has concentrated on its development. Today there are hundreds of different tubes serving many purposes. Radio research is closely associated with the science of electronics chemistry and physics.

The weapons are infinitesimal electrons, high frequency currents and electric eyes that see at a distance. Increasing emphasis is being placed on the use of radio airborne and ground communication, navigation and detection devices. We do things with radio that we wouldn't have dreamed of two years ago. By means of radio one airplane is enabled to perform a tactical mission which would require the use of several airplanes not so equipped. As the airplane has greatly intensified the uses of radio in warfare, so has it placed new and trying demands upon engineering and manufacturing.

In comparison to any other art to receive new impetus from our war effort the art of radio is demonstrating astonishing applications of principles of which previously we had only superficial knowledge. Though it is too early to predict the ultimate form these applications are taking, it can safely be said that in addition to offering great improvement in aerial operation they are opening wide avenues of use in the field of broadcasting and other civilian pursuits.

In this war, aviation is taking the lead and is bearing the brunt of the fighting. To accept this rule our Air Forces must have the best possible aircraft and equipment. The airplane without proper equipment is of little value. It must have guns, bombs, radio, navigational equipment and many other items which make up the modern fighting machine. Without efficient radio and its allied developments the airplane cannot promptly report what it sees, its orders cannot be changed, it is denied valuable navigational aids and it cannot be properly directed in battle. Thus, no matter how well the plane is designed, or how good its performance, our forces are severely handicapped unless their planes are properly equipped with radio.

Must Have Radio

Aircraft without radio are badly crippled. The information on the enemy obtained by a flight of planes must be transmitted promptly to the officer in tactical command if it is to be of value. It is readily evident that accurate information promptly transmitted may be the deciding factor in any operation and may far outweigh in real value the damage that the particular flight of planes could possibly do with bombs or other methods of attack. Time and again we see a numerically inferior force come away with a smashing victory. Of-

(*Continued on page 106*)



COL. MARRINER



QUICK AS A FLASH!

GET THE SPEED AND FLEXIBILITY OF RADIO FOR YOUR WAR-TIME MARKETING PROBLEMS

1. War-time ad-news has to be timely as a radio flash. That's why, to keep pace for the duration, advertisers make radio their first choice today.

2. On any list for radio, Hartford is a "must". Connecticut leads the 48 states in Effective Buying Income, and Hartford leads all cities in Connecticut.

3. Leadership like that calls for action, and you'll get it as quickly as you can say Hartford! Just phone or write Wm. Malo, Commercial Mgr., WDRC, for present availabilities.



BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Navy's Radio Interests Date to Marconi

Equipment Building and Installation Are Now Huge Activity

By LT. COM. S. P. SASHOFF*
Radio Division, Bureau of Ships, Navy Dept.

SEVEN-EIGHTHS of the world's surface is covered by water. Today, fighting ships of the U. S. Navy patrol a large part of these great seas and oceans. Radio communication makes possible the coordination of fleet and air arm activities all over the globe.

It is the medium through which the plans of grand strategy are instantly made known to the widely scattered units of our Naval forces, to be translated into effective action. Radio, thus, is a tactical weapon of great importance to the Navy. Its usefulness extends not only to long distance communication but also to short range work between the ships and planes of a modern task force. It may be recalled that the shelling of the *Jean Bart* at Casablanca was directed by radio from planes flying directly over the battle zone.

The Navy at present is taking advantage of the other uses of this type of communication as well. Chances of sinking merchantmen and transports are improved through being able to radio positions. Smaller transmitting units, installed on lifeboats and even rafts, are proving their value in the saving of life at sea. Entertainment receivers aboard ships combine operating safety with amusement and furnish a badly needed link to home for the sailor.

Part of Electronics

Outside the field of radio communications, but related to it, lie many broad applications of vacuum tube apparatus. This neighboring field of which we hear so much today is the field of electronics. While radio was used to a quite considerable extent during the last war, electronics as such has only recently come into its own. This is reflected by the increasing rate at which the Navy is purchasing non-communication electronic equipment. Many of the new electronic devices are so important to the war effort that they are held as closely guarded military secrets. Others, less vital, still add to our striking power and contribute to the effective running of our ships.

The Navy now uses to advantage such diverse apparatus as submarine and aircraft detection devices, improved radio direction finders, intercommunication systems and controls for electromechanical apparatus—to name just a few.

The design, construction, installation and maintenance of electronic equipment for all branches of the armed services represents, in both man-hours and dollars, one of the largest of the present war activities. Some 500 plants, employing about 200,000 men and women, are engaged in manufacture alone. A large part of this effort, of course, is spent on work for the Navy.

Oldtimers will recall that our Navy has been interested in radio and vacuum tube apparatus since the first work of Marconi, that it fostered many early developments in the field and was for years the biggest user of such equipment.

This early period is worth reviewing if one is to trace the growth of Naval communications and electronics from their small beginnings to the important part they play at present.

The history of Naval radio dates back to 1901 when it was proposed to replace homing pigeons with wireless telegraphy. By 1903 work on wireless installations had begun. The year 1912 saw a number of stations ashore and afloat in operation and the Navy, working in close collaboration with private concerns, engaged in many developmental projects in the field. Out of this work came the adoption of the arc and the Alexanderson alternator systems. Out of this collaboration came many original contributions to vacuum tube art.

At the time of our entry into the first World War, the following stations were in operation:

U. S. Navy
Cavite, P. I.
Pearl Harbor, Hawaii
San Diego, California
Arlington, Virginia
Darien, Canal Zone

Federal Telegraph Co.
Lents, Oregon
S. San Francisco, California
Heeia Point, Hawaii

Marconi Company
Bolinas, California
Kahuku, Hawaii
New Brunswick, New Jersey

German Owned
Sayville, Long Island

Other
Tuckerton, New Jersey

Both the foreign owned and the private stations were taken over by the Navy when we entered the war in 1917 and either converted to Government use or closed down. At this time, too, the Navy assumed charge of the radio personnel and facilities for all Government departments except the Army. Research and development underwent rapid acceleration.

From Wartime Necessity

Among the many contributions to come out of wartime necessity were radio equipment designed for aircraft having from 100 to 500 miles range; the directional loop antenna for use as a navigational aid and in locating enemy stations, acoustic methods of detecting the presence of submarines and radio telephone equipment.

During this period in the history of Naval Radio there emerged a man who today is Rear Admiral Stanford C. Hooper, U. S. N., (Retired).

In the course of his career, Rear Admiral Hooper organized fleet radio communications, established discipline on the air and initiated the plan for battle radio installations. He successfully advocated that radio stations in this country

For trans-Pacific communication
" " "
" " "
For trans-Atlantic communication
Other services

For trans-Pacific communication
" " "
" " "

For trans-Pacific communication
" " "
For trans-Atlantic communication

For trans-Atlantic communication

For trans-Atlantic communication

and in our possessions be American owned and controlled and was responsible for the construction of many high-power Naval transmitters. He furthered and inspired radio research which led to advanced developments in broadcasting, direction finding and high-frequency communication.

Serving in many capacities, he became the first Radio Officer of the Fleet in 1912, was placed in charge of the Radio Division of the Bureau of Engineering (now the Bureau of Ships) in 1915 and was appointed Director of Naval Communications in 1928. In addition to this work, he represented the United States as Delegate to the International Radio Conference at The Hague in 1929, Lisbon in 1934 and Bucharest in 1937.

In recent years Rear Admiral Hooper has held the post of Head of the Radio Liaison Division, Office of the Chief of Naval Operations, and subsequently that of General Consultant for Radio with offices in New York City. In 1943 he was transferred to the retired list of the Navy.

The many contributions made by Rear Admiral Hooper during his period of active service form an important chapter in the history of radio in the Navy. His foresight, and that of the many prominent engineers and administrators who worked with him, was responsible for the high degree of Naval preparedness in electronic equipment before the outbreak of this war.

The Present Organization

Several Naval departments are at present concerned in meeting the radio needs of the Fleet and Air Arm. Of these, the Naval Communication Service, under the Vice Chief of Naval Operations, is charged with the administration of the operation of all United States Naval communication systems including radiotelegraph, radiotelephone and radio direction finder.

The present Director of Naval Communications is Rear Admiral Joseph Reasor Redman, U. S. N. Admiral Redman was born at Grass Valley, California, April 17, 1891, and was appointed to the Naval Academy from Nevada in 1910. After graduation he served in the *USS South Dakota* and other ships of the Pacific Fleet until June 1916, when he joined the *USS Montana* for torpedo instruction. That training was followed by submarine instruction in the *USS Fulton*.

During the World War, he had duty in submarines, in the *USS C-3*, in command of the *USS C-5* and in the *USS O-14*. He completed a post graduate course of instruction in Electrical Engineering at Columbia University in 1921 and after further instruction at Navy

(*Continued on page 123*)



Admirals Redman, Hooper; Capt. Dow

*The opinions expressed in this article are those of the author and should not be construed to reflect the opinion of the Navy Department.

KXOK Works All Shifts



On the air 24 hours daily*, KXOK offers sponsors an opportunity to economically reach and sell the rich St. Louis and Mississippi Valley Market. Serving its listeners 24 hours daily with United Press and International News Services, *KXOK is working all shifts* to present radio programs that build a greater listening audience and move merchandise. New low rates are now in effect for sponsors after midnight, and mail on the "after midnight" shows has been received from 47 of the 48 states. Let KXOK point the way to get more out of your radio dollar when you spend it in the St. Louis and Mississippi Valley Market. KXOK is owned and operated by the St. Louis Star-Times.

With the exception of a 3-hour maintenance period on Wednesday.

KXOK

ST. LOUIS, MISSOURI

Blue Network **630 Kilocycles** **5000 Watts Full Time**



Blossoms Galore!

50,190

FRUIT TREES

Sold as a result of
eight 15-minute
broadcasts

Just More Convincing Proof
of Power to Pull!

ASK A JOHN BLAIR MAN

50,000 WATTS

If It's a Fort Industry Station, You Can Bank on It!

WWVA
A FORT INDUSTRY STATION
WHEELING, W. VA.

Two Sponsors Buy Sardi's Breakfast

Kellogg Pep, Hydrated Soup on 130-Plus BLUE Stations

POPULARITY with advertisers on the West Coast of the BLUE program *Breakfast at Sardi's* will be repeated on a national network basis May 3 when Kellogg Co., Battle Creek, and Alaska Pacific Salmon Co., Seattle, take over consecutive portions of the half-hour five-weekly show. The program was started October 1941, on 13 Pacific BLUE stations, and was given a national audience in August 1942. The BLUE introduced then a second presentation of the series, 11-11:30 a.m., EWT, with both parts originating from the famous Hollywood restaurant.

Kellogg began sponsoring 5-minute participations for Pep on the show Jan. 4 and under the new contract increases its promotion for Pep by sponsoring the 11:15-11:30 a.m. portion on 130 stations, extending from the Eastern coast through the Rocky Mountain area. Agency is Kenyon & Eckhardt, New York.

Minute Man Soup, to be promoted on the first quarter-hour of the program on 134 stations, is manufactured by Alaska Pacific Salmon Co., a subsidiary of Skinner & Eddy Corp., and is the first dehydrated soup to be radio advertised on a national basis. Compton Adv., New York, handles the Eastern half of the account for Wm. S. Scull Inc., Camden, distributing agent for Alaska Pacific, and J. William Sheets, Seattle, handles the Western portion in behalf of Alaska Pacific.

Both Kellogg and Alaska Pacific will continue their 5-minute participations in the Pacific Coast *Sardi's*. As an appropriate sendoff to the expanded schedules of the two advertisers, the BLUE will present a "preview" of the program May 1, 7:30-8 p.m.

Serious Mistake, Miller Says of Food Meet Ban

JOINING the chorus of newspaper criticism of the Administration's edict barring news coverage of the United Nations Food Conference at Hot Springs, May 18, NAB President Neville Miller last week characterized the action "a serious mistake". Radio newscasters and the press, under current plans, will not be permitted to cover the conference largely at the instance of the White House, it is understood.

Declaring the conference was of great importance to the public and is not military in character, President Miller pointed out that radio and the press working under voluntary censorship "have demonstrated that they can be relied upon not to release information giving aid and comfort to the enemy." He added the right of the poeple to the remainder of the information "coming out of such a conference must not be abridged."

Work Glutton

"YOU'RE a day early," said Edward Obstrist, WFIL program director, on meeting Elwood Childs, whom he had hired as an announcer, in the corridor. "No I'm not," Childs replied. "I'm an engineer." Seemed that Louis E. Littlejohn, the Philadelphia station's chief engineer, had also interviewed Childs and had hired him. Childs, learning the shifts were different, figured he would do both jobs. Arbitration awarded the work glutton to Littlejohn.

EVENING AUDIENCE IS UP 11%—HOOPER

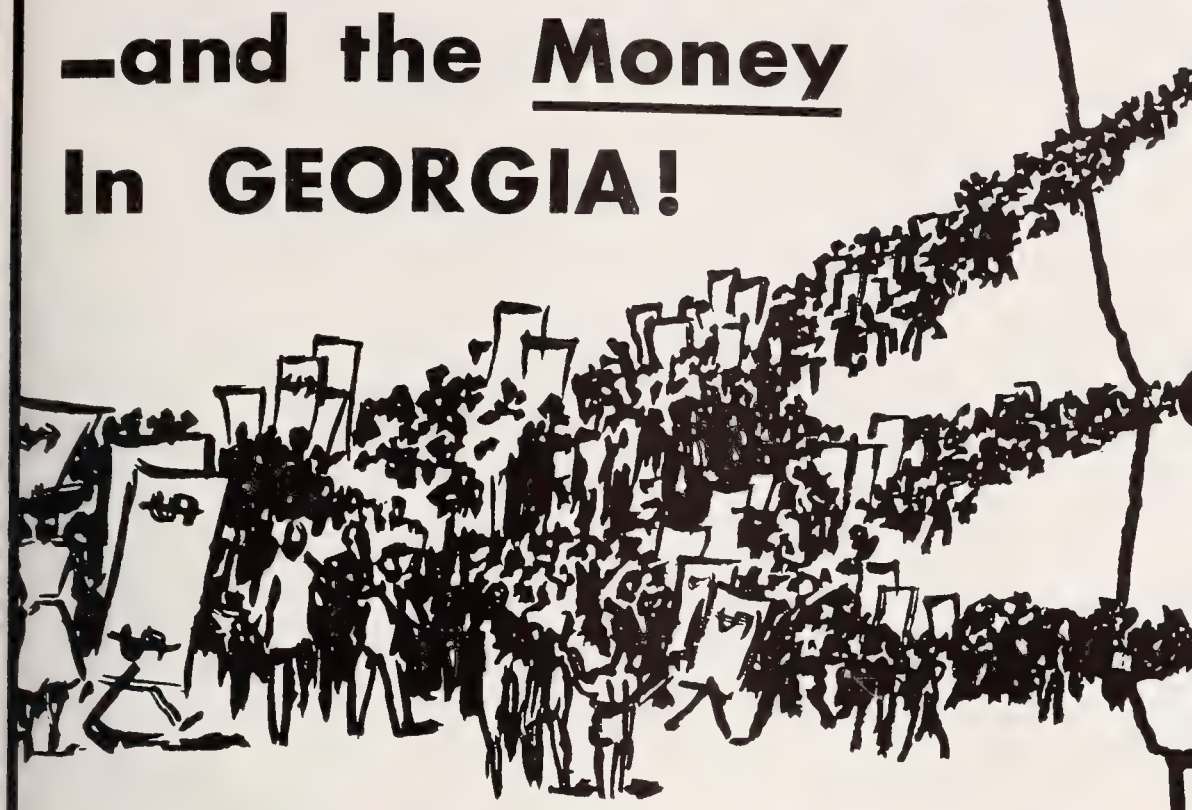
AVERAGE AUDIENCE for commercial evening network programs has increased 11% over a year ago, according to the April 15 report on "National Program Ratings," released by C. E. Hooper Inc., New York. Average audience index is shown at 10.7 in the current report. The "Available Audience Index," also released in the Hooper ratings report, stands at 79.7, marking the highest record for April for the number of people "at home and awake." Also reaching a new high was the total number of sponsored network evening shows rated by Hooper—124, or three more than a year ago. There was also a fractional increase in the number of hours occupied by sponsored network programs, bringing the total to 78½. Only 18.6% of the programs reported on showed significant losses compared with the last report. A year ago, the figure stood at 49.6%.

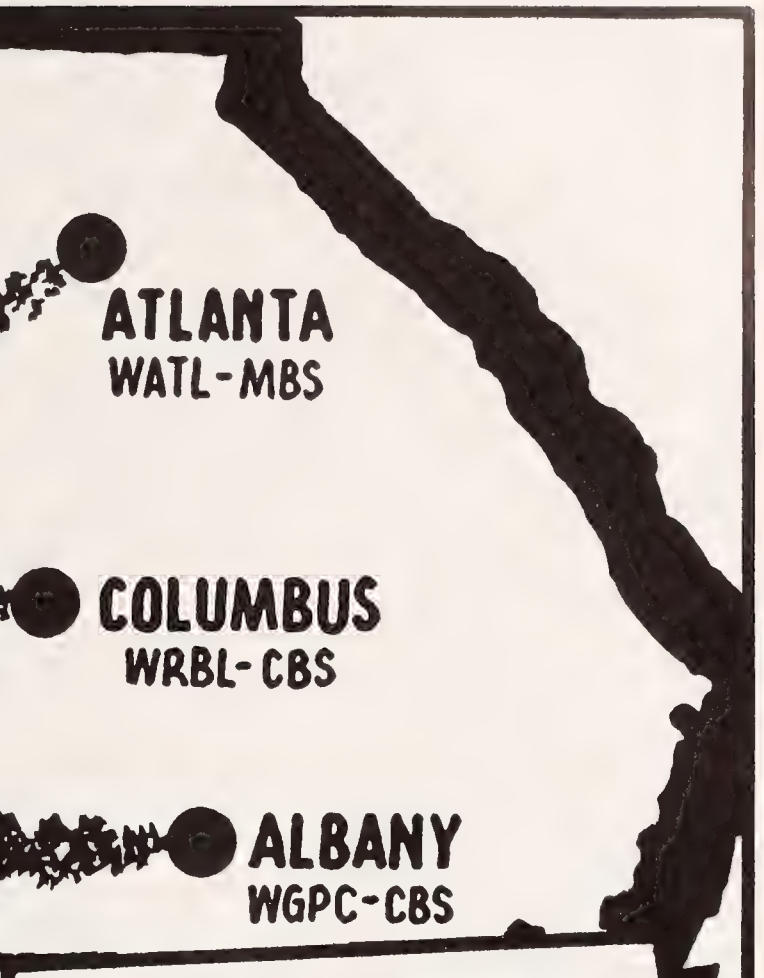
Fibber McGee and Molly rank first in the April 15 report on "First 15" evening programs, while Bob Hope takes second place and Charlie McCarthy third. Radio Theatre is fourth on the list. Other evening programs in order of their rating follow: Aldrich Family, Walter Winchell, Frank Morgan-Fanny Brice, Mr. District Attorney, Jack Benny, Rudy Vallee, Take It or Leave It, Kay Kyser, Screen Guild Players, Eddie Cantor, Truth or Consequences. Red Skelton heads the list of programs broadcast after 10:30 p.m. [EWT].

Coast Chain News

McMAHAN FURNITURE Co., Santa Monica, Cal. (retail chain), on April 15 started sponsoring a six-weekly quarter-hour commentary, *Phil McHugh—News Analyst*, on 5 Don Lee California stations (KHJ KPMC KFRE KFXM KYOS), Monday through Saturday, 7:30-7:45 a.m. (PWT). Contract is for 52 weeks. Firm in addition sponsors a daily quarter-hour early morning commentary featuring Fleetwood Lawton on KFI and KECA, Los Angeles, with transcribed version of that program six times weekly on KERN, Bakersfield, and KMJ, Fresno, Cal. Newscasts and spot announcements are also being used on other California stations. M.C.M. Agency, Santa Monica, Cal., has the account.

Follow the Crowds —and the Money In GEORGIA!





In Georgia's Big-Four Counties-

Of Fulton and DeKalb (Atlanta), Muscogee (Columbus), and Dougherty (Albany)

POPULATION

Increased from 583,900 in 1940 to 662,035 in 1943*—raising their percentage of Georgia's population from

18.69% to 21.65%

RETAIL SALES

From 1941 to 1942, these four counties' percentage of Georgia's total retail sales increased from

37.26% to 39.53%

EFFECTIVE BUYING POWER

From 1941 to 1942, these four counties' percentage of Georgia's total Effective Buying Power increased from

33.78% to 37.35%

★ This figure taken from the actual count of No. 2 Ration Book, distributed in March 1943.

WATL ATLANTA

WRBL COLUMBUS

WGPC ALBANY

The GEORGIA BROADCASTING SYSTEM

No Rules for Breakfast at Sardi's

But Successful Selling Is the Rule On Famous Coast Broadcast

By JOHN MASTERSON
Manager, Breakfast at Sardi's Hollywood

TO REGISTER a success in radio, as in anything else, the rule is to follow established success patterns. Notwithstanding, the success story of *Breakfast at Sardi's* is based primarily on one thing: Tossing rulebooks out the window!

Back in January 1941, 60 housewives were invited to have breakfast one morning at Sardi's famed restaurant at Hollywood and Vine. While they were having their second cup of coffee, a big, easy-going chap introduced himself as Tom Breneman and started a flow of relaxing jocular conversation.

In the middle of his laugh-provoking remarks, an announcer stepped to a mike, signed the breakfast party on the air and thus inaugurated the daily morning program over KFWB, Hollywood. Meanwhile, Tom had picked up a hand mike and was walking around the tables, chatting with the ladies, letting his and the guests' remarks fall where they might.

Flouts Success Pattern

That was the way it began, and that's the way it has gone now for more than two years. There isn't a corps of producers semaphoring wildly in the usual Hollywood tradition. Nor are there bulky scripts engineered by the traditional troupe of writers to guarantee laughter. There is no trace of the daily serial, which has proved its success thesis by monopolizing the morning air. There never have been any planted gags, which are the stock-behind-the-counter of most "ad lib" shows. There is no orchestra or singers. And there haven't been *any of those things* since that far-off January morning.

Consistently the show has gone on in that same fashion day after day, Monday through Friday. Despite flouting of the usual success pattern, it has managed to do pretty well on its own simple thesis: that maybe people would get a kick out of a lot of spontaneous laughter and fun of a morning.

As a matter of fact, it did so well by its original thesis that after nine months on the independent station of its inception, Hollywood's KFWB, the BLUE network bought it as a package show for Pacific Coast release. After another nine months, BLUE executives decided to release *Breakfast at Sardi's* transcontinentally.

Records Fall

Since its modest beginning and throughout its still modest history, the program—on the local as well as Pacific Coast broadcasts—has turned in such interesting miscellaneous statistics as these:

A total of more than 650,000 letters and cards received.

A request backlog that makes it harder to get tickets to *Breakfast at Sardi's* than to any other program in Hollywood.

A record of attracting 13,087 women to San Francisco's Civic Auditorium—the greatest audience ever to witness a radio show in that city's history.

A Hooper that exactly doubled from May to August of last year.

Sponsoring product sales increases of as high as 300% in some markets.

Mail pull prowess capable, for example, of piling up in excess of 70,000 requests for a simple canning booklet, after 24 announcements.

Elaboration of some of the above items might prove interesting.

Though *Breakfast at Sardi's* went on the Pacific Coast BLUE in October 1941, because of the broadcast time changes it didn't receive a Hooper rating until the April-May 1942 report. This is how the Hooper picture unfolded:

Report	Sets in Use	Rating	% Listeners
April-May	14.0	2.1	15.1
May-June	14.6	2.8	18.9
June-July	14.7	3.5	23.6
July-Aug.	15.2	4.2	27.4
Aug.-Sept.	15.	4.2	30.3

That steady climb has now placed *Breakfast at Sardi's* ahead of a host of well-known longtime favorites on all networks of the West Coast.

Mail pull prowess is based on not one but numerous instances. For example, one morning Breneman asked his listeners if they would buy a coffee he recommended. He suggested they write him, pledging themselves to buy "at least one pound". From three requests he received 7889 answers from listeners, pledging the purchase of more than 14,000 lbs. of coffee. On another occasion—during five broadcasts in the first week of July 1942—Breneman announced a "baby poll" and asked women with children under three years of age to write him giving the child's name. *With no inducement* these five requests brought 6820 letters.

Terrific Selling

One of *Breakfast at Sardi's* first participating sponsors on the West Coast, Skinner & Eddy Corp. (Minute Man soup), realized early during its sponsorship the selling possibilities of the program. Breneman sold so much soup for the firm that its vice-president, Mr. H. G. Seaborn, asked that strength of the commercials be eased up temporarily. With the unprecedented volume increase, the company couldn't supply the demand!

One morning in late July, the head of Kerr Glass Mfg. Corp., Los Angeles (Mason jars, caps, lids), was a breakfast guest at Sardi's. What happened that morning and later is related in a letter sent by J. F. Kerr, advertising manager of Kerr Corp.

As you know, Mrs. Alexander H. Kerr, president of Kerr Glass Mfg. Corp., was interviewed over your program some time ago, and at that time there was a very brief mention of Kerr's free booklet, the Modern Homemaker. This two second plug brought in over 3,000 inquiries.

In looking for the right media for the Pacific Coast, we were led to believe, through this experience, that our best bet for covering the homemaking market was the very popular *Breakfast at Sardi's* show.

We have been broadcasting over this show since August 10th. To date we have received over 60,000 requests for the free booklet offer and they are still coming in strong. These 60,000 requests represent a large majority of every town in the states of California, Oregon and Washington, and our records show that we have received requests from 43 states and a good number from Canada.

In looking over the requests that come to this office it is easy to note that the coverage gained through *Breakfast at Sardi's* is of the utmost value to any advertiser wishing to reach the West Coast homemaker. The women writing in for this booklet are not booklet seekers, but are as vitally interested in the keeping of their homes as they are in their favorite program, *Breakfast at Sardi's*.

Our latest inquiry cost report showed *Breakfast at Sardi's* had an unbelievably low cost per return.

Touch of Sentiment

Present sponsors besides Skinner & Eddy Corp. on the West Coast broadcasts over 13 BLUE stations are Fisher Flouring Mills (Biskit Mix, Wheat Germ); Washington Cooperative Egg & Poultry Assn., (Lynden canned chicken foods); A. S. Boyle Co. (Old English products, Harmony vitamins); Sales Builders Inc., (Max Factor cosmetics); L. B. Laboratories Inc., (hair oil, shampoo); Kellogg Co. (All Bran). Recently, in addition, Chlorine Solutions (Hy-Pro bleach and cleanser) requested that we put on a Saturday morning program to include four Arizona stations (KTAR KVOA KGLU KYUM). So a Saturday broadcast was added. Stokely Bros. & Co. (Van Camp's Tenderoni) is another Saturday sponsor. Calavo Growers of California (avocados), has just concluded twice-weekly participation in the program on the 13 BLUE Pacific stations.

Thus a program that began as

(*Continued on page 126*)



PREVIEWING PROGRAM are this New York agency executive and wife, with production staff standing by during recent broadcast of the six-weekly BLUE *Breakfast at Sardi's*, half-hour cooperatively sponsored series. Kellogg Co. (Pep), through Kenyon & Eckhardt, New York, on May 3 starts sponsoring 15 minutes of that program on 130 BLUE stations, Monday through Friday, 11-11:30 a.m. (EWT). Firm in addition currently sponsors a five-minute unit in the West Coast repeat of that show five times per week, on 13 BLUE Pacific stations, Monday through Friday, 9:30-10 a.m. (PWT). Smiling quintet (l to r) are (seated) Dwight Mills, New York executive vice-president and radio director of Kenyon & Eckhardt, agency servicing the Kellogg Co. account; Mrs. Mills; Tom Breneman, m.c. of the show; (standing) Carl Pierce, Hollywood producer of the series, and Charles Lewin, BLUE producer.

THERE'S SOMETHING IN THE AIR!

FOR TWO MILLION LISTENERS IN AMERICA'S SIXTH MARKET

WJW BRINGS TO CLEVELAND

- A 5000 WATT INTERFERENCE-FREE SIGNAL
- ON THE COVETED 850 KC SPOT
- NEW AND GREATER SHOWMANSHIP
- SALES-PLUS MERCHANDISING
- A PROGRAM SERVICE SECOND TO NONE
- 24 HOURS A DAY

THERE'S SOMETHING IN THE AIR FOR ADVERTISERS IN THE TREMENDOUS BUYING POWER OF THIS GREAT AUDIENCE AWAITING WJW IN CLEVELAND

WHAT DO YOU WANT IT TO BUY?

WJW BASIC BLUE FOR CLEVELAND

BILL O'NEIL, PRESIDENT

Elmer Davis Meets Reporters, Senators at Unique Conference

Judiciary Committee Sits In to Study Technique Of OWI Chief in Handling Newsmen

SOMETHING new in the line of investigating techniques was tried in Washington last Wednesday when the Senate Judiciary Committee sat in on an Elmer Davis press conference to learn how the OWI chieftain handled his relations with the radio and press corps.

The session was held by mutual agreement of Sen. Van Nuys (D-Ind.), chairman of the Committee, and Mr. Davis, after Sen. O'Mahoney (D-Wyo.) had introduced a resolution authorizing the Judiciary Committee to look into methods and practices of Government agencies relative to the control of information.

With more than 100 newsmen present, Mr. Davis conducted the conference according to his custom. He reviewed military developments, then introduced Robert E. Sherwood, Director of OWI Overseas Activities, who described his recent duties in South Africa.

Senators Silent

After Mr. Sherwood had explained OWI's propaganda work in North Africa, including an admission that no medium wave broadcasts were yet reaching enemy territory from there, the session was opened to general questioning, in what Mr. Davis calls "The War Against OWI." Although nine Senators were at the table, none asked any questions.

Mr. Davis reaffirmed his position of last week that OWI would not sacrifice fact for ballyhoo in dealing with the public. He distributed a statement on operating policies of the Domestic Branch which said in part, "all facts must be presented accurately and in proper proportion. Emotional appeals of the type usually associated with promotional activities are not applicable to war problems."

Commenting on the resignation recently of 15 writers from the Domestic Branch, Mr. Davis said he felt they were excited at the time, and that they were wrong in saying OWI would sacrifice fact for effect. He said the organization was content to be judged by its output.

Replies to Taft

At one point in the conference, which dealt with almost every aspect of OWI activities, Mr. Davis pointedly remarked that Sen. Taft (R-O.) was misinformed in his attacks on the agency. Early in the week, Sen. Taft had introduced two resolutions, (SRes.-140, SRes.-141) requiring OWI to file with the Senate "propaganda" sent to troops and foreign countriees.

The OWI chief remarked that OWI sent no propaganda to troops, and only carefully selected information to other countries. He said that the directives governing broadcasts abroad were approved by the State Dept., and the War and Navy Dept., and that content of programs conformed to these directives.

Returning to the Taft Resolutions, Mr. Davis said OWI would be glad to submit its broadcast material to the Senate, except that there are 2500 radio scripts a day, "and we would have to ask the Senate to intercede with ODT to get a couple of freight cars to ship them down here. If we made enough copies of these scripts to satisfy everyone who wanted to read them, the Senate would probably be right in challenging our waste of paper," he remarked.

4th Term—"Hot Air"

Asked how much political news was sent abroad in news broadcasts to the armed forces, Mr. Davis said none at all. He remarked that there was no political news at this time, "fourth term talk being nothing but hot air on both sides."

The statement on operating policies of the Domestic Branch also said that OWI is not charged with maintaining morale; that OWI has no authority to make Government policy except in dissemination of information; that OWI could not at any time say that any information cannot be printed or broadcast; that OWI will not curtail the open-door policy that enables reporters to reach news sources in the Government.

In the Senate last week, OWI had been subjected to criticism by both Senator Taft, and Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, which originates radio legislation. In introducing his two resolutions, Sen. Taft declared that "ugly rumors are abroad that much of this shortwave broadcasting is futile and idiotic and very inferior to that of other nations. It is said that some of it is Communist and some of it is Fascist and that much of it tries to play European politics, about which we know nothing."

Senator Wheeler, commenting on a disagreement between Mr. Davis and Rubber Czar William Jeffers said he would be glad to see OWI abolished, for "this would be a blessing to the country".

Elsewhere, Rep. Woodruff (R-Mich.) said in the House that OWI was destroying the morale of the Polish people, and preparing them to accept partition of their country. Mr. Davis said statements like Rep. Woodruff's were instigated by partisan groups of exiles from occupied countries who were angry because OWI did not play their politics.



A GOOD BEGINNING for Hugh Feltis, new manager of KOIL, Omaha, and Arthur Weaver, former KOIL general sales manager, who recently started his own advertising agency. Mr. Feltis signs his first contract, offered by Mr. Weaver, handling his first account.

WSJS UPS TO 5 KW. WITH NO FANFARE

WSJS, Winston-Salem, N. C., began operating last week on new power of 5,000 watts and simultaneously began its fourteenth year of operation. No special ceremonies were scheduled, the station's owners, the Piedmont Publishing Co., holding that all efforts should be continued in behalf of the war effort.

Station also opened a new transmitter building seven miles north of Winston-Salem. Original 100-watt transmitter was atop the Journal and Sentinel office, operating on 1310 kc. Studios were on the building's second floor. Studios now are housed in the WSJS Radio Center completed two years ago.

Highlights of WSJS's operation also include affiliation with CBS in 1932; assumption of presidency of Piedmont Publishing Co., by Gordon Gray in 1937; affiliation with NBC in 1940; authority to shift from 1310 to 600 kc. in 1941.

New Amos 'n Andy Show Booked by Lever Bros.

LEVER BROS., Cambridge, Mass. (Rinso), through Ruthrauff & Ryan, New York, in mid-April completed negotiations for a new weekly half-hour series featuring Freeman F. Gosden and Charles J. Correll who portrays Amos 'n' Andy, respectively. With network as yet undesignated, program is scheduled to start late in September. Format will include film guest stars, it was understood. Team on Feb. 14 last by mutual agreement discontinued their nightly quarter-hour series after five years under sponsorship of Campbell Soup Co. Faced with restriction of can supplies, that firm decided a weekly half-hour broadcast would be more feasible, and submitted plans to the comedy stars. Latter declined to change program format at that time and agreed to terminate their contract [BROADCASTING, Feb. 1].

CIAA Radio Men To Latin America

Arrangements Made for Disc Programs on Mexican Border

TO CHECK the effectiveness of the radio activities of the Coordinator of Inter-American Affairs and to consult with the CIAA fieldmen working in Latin America for the past several months, four executives of the CIAA radio division will make survey tours of the various Latin American republics and report their findings prior to the start of the division's new fiscal year.

First to go this week will be Wilfred S. Roberts of the radio programming division in New York, who will visit Chile, Colombia, Ecuador, Peru and Bolivia. In May, Walter Krause of the Washington office, will travel to the Dominican Republic, Haiti, Cuba and Venezuela. A week later, Don Francisco, Director of the CIAA radio division, will visit the Hollywood Office, followed by a tour of Mexico, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama.

When each of these men has returned, either William Hillpot, director of the New York radio office, or John Ogilvie, assistant to Mr. Francisco, will visit Brazil, Uruguay and Paraguay.

The CIAA also announced last week that it had made arrangements in cooperation with the OWI, ASCAP, SESAC, AFRA and the AFM, to send five specially transcribed programs to 30 American stations located on or near the Mexican border for broadcast to Spanish and Mexican speaking peoples in those districts. Programs are *Eljuventude Combattente* [fighting youth], *Alejandro Sux Habla*, [commentary by Mr. Sux], *El Verdadero Enemigo* [this is our enemy], *El Radioteatro de America* [dramatizations], and *Contra Espionage* [counter spy].

Paramount Plans

PARAMOUNT Pictures Inc., for two years a leader in pre-selling films by tieups with sponsored network programs, is slated to reach for new peaks on future products. An extensive radio pre-selling campaign is planned for the picture "China" with decision based on box office aide such exploitation gave "Star Spangled Rhythm" and "Road to Morocco". Currently "Happy-Go-Lucky" and "Reap the Wild Wind" are getting heavy air plugs. Martin Lewis, formerly editor of *Movie Radio Guide*, is in charge of radio exploitation for Paramount.

Lt. Col. Pierre Lorillard

LT. COL. PIERRE LORILLARD (retired), 61, of the Lorillard family long associated with the tobacco company of that name, died April 18, at Tuxedo Park, N. Y. Last of the family to be active in the affairs of P. Lorillard Co., New York, was Lt. Col. Lorillard's father, Pierre Lorillard Sr.

U.P. U.P. U.P.

No. 1 Worldwide News Service



The United Press is the largest and most far-reaching news service in the world.

Clients receiving news direct from United Press number 2014—hundreds more than those of any other service.

United Press dispatches reach every country outside the Axis. This includes all the Americas, Britain and all her empire, Iceland, Sweden, Switzerland, Finland, Iraq, Iran, Palestine, Turkey, Egypt, Portugal, Russia and Free China.

The United Press was founded in 1907 to provide an independent source of world news. Its steadfast loyalty to this purpose has been a fundamental factor in achieving first place among the world's news services.

FOREMOST BECAUSE IT OFFERS MOST

UNITED PRESS

Here's what we mean by "A TREASURE HOUSE of Recorded Programs"



NBC THESAURUS... *it's built*

A Complete NBC program service with big names, fine music, great programs . . . PLUS the sales ammunition that gets you those contracts!

NBC THESAURUS is built to just one specification: to enable you to land the most sponsors for the longest periods with the least cost and trouble to you. . . . That's how we planned it, and that's how it works.

THESAURUS not only pays its own way, but it builds up your station, supplements your production staff, bolsters your sales staff, and actually helps you sign up your sponsors!

Does THESAURUS have the big names?—You can have Sammy Kaye, Horace Heidt, Xavier Cugat, Dr. Edwin Franko Goldman, Lawrence Welk, Dick Jurgens, Allen Roth, Vincent Lopez, Harry Horlick, and dozens of others!

Does THESAURUS give you fine music? — Just take your pick from these great music-makers: Norman Cloutier's "Memorable Music," Rosario Bourdon's Symphony, Allen Roth's "Symphony of Melody," Richard Leibert at the Radio City Music Hall Organ, the thrilling baritone of Thomas L. Thomas—and many, many more!

Does THESAURUS offer you great programs? — The line-up includes: America Marches with the Goldman Band, Church in the Wildwood with John Seagle, Novatime with Ted Steele, I Hear the Southland Singing with the Golden Gate Quartet, Jesting with the Jesters, Concert Hall of the Air,—and the list goes on and on and on!

And does THESAURUS offer you help in selling? — And how! You get a Sales Manual, a Portfolio of Programs for each member of your sales staff, weekly con-



Each member of your sales staff gets a set of these program sheets in THESAURUS' Portfolio of Programs — a piece of potent sales ammunition!

to SELL...and it DOES!

tinuity for 28 programs series, special Holiday Shows for one-time shots, Production Aids including a comprehensive Sound Effects Library, Special Bulletins about hot ideas that have worked, a Complete Publicity Kit—with photographs, mats, and publicity releases for all THESAURUS artists.

Yes, THESAURUS is made to SELL—and you get everything it takes to sell it! Here is the complete, effective, perfectly produced package—and it's packed with profits for you!

Let's talk about saleable THESAURUS Programs and our other NBC Recorded Features at

NAB WAR CONFERENCE

PALMER HOUSE, CHICAGO

April 26th - 29th

Thesaurus Programs Work For Every Type of Sponsor

MEAT PACKERS, SHOE DEALERS, TAXI COMPANIES, BAKERS, FINANCE COMPANIES, PRODUCE DEALERS . . . are among the sponsors of MUSICAL CLOCK . . . 5 times weekly.

RADIO DEALERS, INSURANCE BROKERS, STEEL MILLS, UTILITIES, BANKS, NEWSPAPERS, JEWELERS . . . are among the sponsors of CONCERT HALL OF THE AIR . . . 3 times weekly.

WOMEN'S SHOPS, BOTTLERS, CLOTHING STORES, JEWELERS, RESTAURANTS, FOOD MARKETS, FURNITURE AND DEPARTMENT STORES . . . are among the sponsors of popular THESAURUS DANCE ORCHESTRAS such as Sammy Kaye, Xavier Cugat, Lawrence Welk, Dick Jurgens, Tony Pastor and Vincent Lopez . . . 1 to 5 times a week.

LAUNDRIES, MEAT PACKERS, COAL COMPANIES, FUNERAL HOMES, PAINT STORES, OPTOMETRISTS, GROCERY CHAINS . . . are among the sponsors of CHURCH IN THE WILDWOOD . . . 5 times a week.

MUSIC COMPANIES, DEPARTMENT STORES, HOME SUPPLY COMPANIES, FUEL COMPANIES, CLOTHING STORES, FURNITURE STORES, UTILITIES . . . are among the sponsors of ALLEN ROTH and the SYMPHONY OF MELODY . . . 3 times a week.

CONSTRUCTION COMPANIES, LAUNDRIES, DEPARTMENT STORES, GAS COMPANIES, COAL COMPANIES, MOTOR SERVICE COMPANIES, MEDICAL SUPPLY HOUSES . . . are among the sponsors of NORMAN CLOUTIER and his MEMORABLE MUSIC . . . twice a week.

NBC *Radio Recording Division*

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, New York • Merchandise Mart, Chicago

Trans-Lux Building, Washington, D. C. • Sunset & Vine, Hollywood

Future of FM–Armstrong

(*Continued from page 26*)

ceivers was pointed to as additional proof thereof. The reason for the way the average listener set the tone control was, of course, that he wanted to exclude the distortion and noise prevalent in the upper frequency ranges of the reproduction. The error was made, however, of passing judgment on the state of the listener's auditory perceptions, instead of examining the deficiencies of amplitude modulation systems.

The failure to recognize the fact that FM systems may be made with much lower distortion than AM systems is still quite widespread, as shown by the absence of any appreciation of this difference in a recent textbook devoted to the subject of Frequency Modulation. On this subject some of the engineering profession might well have paid more attention to the enthusiastic comment of our master conductors on FM reproduction, rather than to place reliance solely on its measuring instruments and on theories imperfectly understood.

Surprise Performance

A second error was in the failure of the communications branch of the industry to realize the efficiency with which programs could be relayed to and between mountaintops by very high frequency FM links. The performance of the Boston-Mount Asnebumskit relay was a rather startling surprise to the proponents of wire line transmission. Experience has proven these links far superior to wire transmission and infinitely less costly. Their effectiveness is still underestimated.

It is not generally known that for well over a year a regional FM network has been set up and operated from Alpine to Mt. Washington several times a week. (Alpine, Meriden, Paxton, Mt. Washington and Schenectady.)

The program on which all stations are linked originates at the Muzak station in New York. Various interchanges comprising a smaller number of these stations occupy several hours of time daily. Despite the fact that in all but one instance reception and retransmission is accomplished by going down to audio on the incoming signal and remodulating a transmitter on the outgoing signal, the quality on the far end of the link is superior to wire line transmission.

At the Meriden station, however, there has been in use for several years a frequency conversion system which changes the incoming frequency of Alpine to the transmission frequency of W65H. This current is then amplified up to excite the power amplifier stages of W65H. Operation has been so reliable that remotely controlled relays of this type are engineering possibilities.

With this historical background of the record of difficulties overcome and of a widespread industry and public acceptance, it is easy for anyone to form his own judgment of what will happen in the postwar period. The difficulties which have been overcome, whether real or fancied, were of a nature that required time and effort. Such problems as remain are principally those of degree and involve manufacturing technique rather than invention or pioneer mountaintop engineering of the type so brilliantly carried out by de Mars.

With sufficient wave lengths available, so as to accommodate every community capable of supporting a station, the way is opened for a mass production of moderate powered broadcasting transmitters on a scale that has never been dreamed of. This is bound to result in substantial reductions of initial costs. The ever increasing reliability of operation of the FM type of transmitter means an ever decreasing cost of maintenance and operation. Transmitters in the lower power class, remotely controlled from the studio, are engineering possibilities.

In respect to tube cost, it may be a matter of more than passing interest to note that the latest design power amplifier tubes at the Alpine transmitter gave a life of 8500 and 8600 hours respectively. For 5000 hours of their life these tubes were operated at 40 kilowatts output; during the remaining part of their life they were operated at 30 kilowatts. The initial model of these tubes cost twice as much as the present one and the guarantee was limited to 1000 hours at plate voltage of 9000. Fifty percent higher voltages can now be effectively used, with many times the guaranteed life. This very substantial improvement has come about as a result of expenditures of a very minor nature.

Program Costs Lowered

Even reduction in the cost of programming is in sight. It will not take too long to put into effect those improvements in the technique of transcription recordings that had progressed so favorably before Pearl Harbor and which, in those areas where live shows cannot be put on, will furnish a satisfactory and inexpensive substitute.

To the question of the availability and cost of receivers, it is not necessary to give a moment's thought. With the standards now set by the FCC, with most of the receiver manufacturers now thoroughly experienced in FM set design, and with the new mass production techniques now being learned, it will be the story of the Superheterodyne all over again—a receiver suitable for every pocketbook.

An enormous replacement demand is being built up daily, both by general obsolescence and the breakdown of sets. It is certain that most of these sets will be replaced by FM-AM combinations. With the increase in the number of FM receivers, it follows automatically that it will no longer be possible to withhold the popular programs from FM stations. The listener will determine that.

The one field which is not yet on a solid engineering and commercial basis is the rebroadcasting and relaying field. Herein exists great opportunity for ingenuity in working out the interchange and relaying of programs within regions. Apparatus for covering substantial areas can be quickly supplied. Long links will take more time.

Surprises in Store

The industry will unquestionably accept as self-evident these things which have been here set down. Were I to make any predictions, however (and they would be made entirely on the basis of work carried out before the war), it would be that the ease with which relaying can be accomplished and the excellence of the performance will be the next surprise. The difficulties are of quite a different order from those encountered in the relaying of television programs.

In the original paper presented before the Institute of Radio Engineers in 1935 the following statement appears:

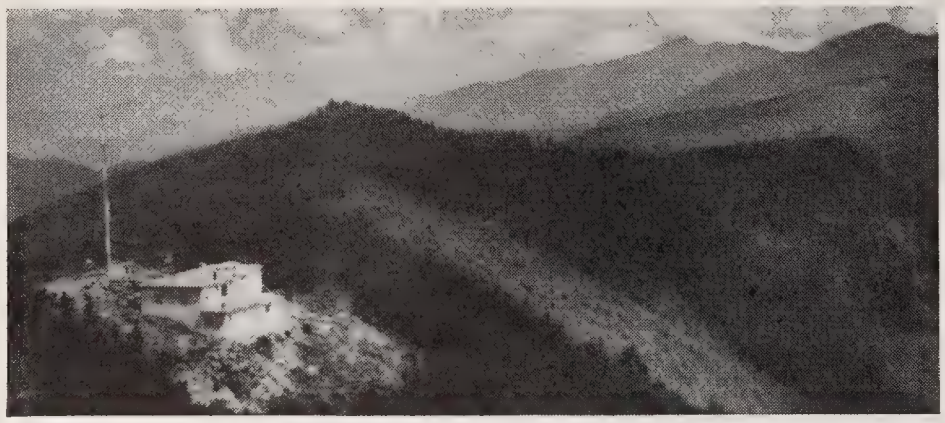
"The conclusion is inescapable that it is technically possible to furnish a broadcast service over the primary areas of the stations of the present-day broadcast system which is very greatly superior to that now rendered by these stations. This superiority will increase as methods of dealing with ignition noise, either at its source or at the receiver, are improved."

The conclusion is likewise inescapable that within five post-war years the existing broadcast system will be largely superseded.

Watchman Free

HERE IS one Victory Garden in which not a bean, not a pea, will be bothered by prowlers or even a casual kleptomaniac. WCCO engineers at Anoka, Minn., have had plowed 20,000 square feet of transmitter ground for everything ranging from radishes to potatoes. Since the grounds are guarded 24 hours a day and have powerful searchlights as an added protection—it is safe to say not a single scallion will be filched.

W41MM—'LAND OF THE SKY'



"A MILE-and-a-quarter high, in the Land of the Sky." So is described the transmitter of W41MM, North Carolina's frequency modulation station, atop Clingman's Peak adjacent to Mt. Mitchell, 6,600 feet above sea level, and the country's highest FM transmitter.

W41MM, operating as an affiliate of WSJS, Winston-Salem, is owned by Gordon Gray, president of the Piedmont Publishing Company, licensee of WSJS. Gray is now on leave of absence as a lieutenant in the United States Army, stationed at Fort Benning, Georgia. He had enlisted as a buck private a year ago when 33. Harold Essex, managing director of WSJS, serves in the same capacity for W41MM.

The FM outlet is programmed from studios in Winston-Salem with programs beamed the 116 airline miles to Clingman's Peak by a 25-watt ST link operating on 337 megacycles. Present operating schedule is six hours daily, seven days a week, from 4 to 10 p.m., EWT. Authorized for 50,000 watts, W41MM is broadcasting on a reduced power of 3,000 watts for the duration by special authorization of the FCC. Programs include local originations, transcriptions and NBC sustainings. A recent survey has shown approximately 3,000 FM receivers in the present coverage area of the station.

Philco Output Rockets

PRODUCTION of radio and electronic equipment and other war materials increased eight times over production in the corresponding period last year, according to James T. Buckley, president of Philco Corp., following the annual meeting in Philadelphia last week He pointed out that Philco subcontracted with or purchased from other producers over 50% of its total Government radio billings in the last five months of 1942, orders being placed with about 600 companies. At the annual meeting the number of directors were reduced from 17 to 16 and present directors were re-elected for the ensuing year.



This is
AMERICA'S TALLEST RADIO TOWER

The BIG AGGIE Station has done it again! To better serve the midwest farmer, WNAX is now broadcasting from its new 927-foot tower...higher than a 90-story building...*the tallest in America.*

This important Columbia outlet has long served an area embracing nearly four million people in Iowa, Minnesota, Nebraska and the Dakotas. Four out of five of them are farmers...tillers of the soil...producing food that will help win the war...and the peace.

Now with America's Tallest Radio Tower, and a five-fold increase in night-time power, additional thousands can hear WNAX...and receive the war-time service that it affords.

Farms are vital Defense Plants. Farmers are Defense Workers. It is to them...that WNAX proudly dedicates America's Tallest Radio Tower...and its potent, more powerful voice.

"The Billion Dollar Market"

570 ON YOUR DIAL

Affiliated with C.B.S.

WNAX

SIOUX CITY YANKTON

Represented by the Katz Agency

A Cowles Station

5000 WATTS NIGHT AND DAY

1943 YEARBOOK CHANGES AND CORRECTIONS

THE list that follows, though mostly made up of changes and additions that occurred since publication of the 1943 YEARBOOK number, will also serve to correct several typographical errors and omissions. This information is based mostly on stories and items in the weekly issues of BROADCASTING and as reported to us by the concerns involved. Since changes, particularly in personnel, are now extremely frequent, the most satisfactory way of keeping your YEARBOOK data up-to-date is to make these changes from the information carried in the magazine from week to week.

Page 32—Headquarters Staff, NAB, insert Walt Dennis, news and information chief; Willard D. Egolf, assistant to the president and director of public and industry relations. Under Board of Directors, (District 3) delete Isaac D. Levy, inserting Roy F. Thompson, WFBG, Altoona, Pa. Show James W. Woodruff Jr., WRBL, Columbus, Ga., replacing Frank King, District 5.

Page 64—William G. Rambeau Co., New York office, Paul S. Wilson replaces Dana F. Baird. Under Reynolds-Fitzgerald Inc., New York office, eliminate Harry D. Reynolds.

Page 65—Weed & Co., Hollywood address should read 6253 Hollywood Blvd., Lincoln Simonds replacing Haan J. Tyler as manager.

Pages 73-156—News services in Directory of Broadcasting Stations of the United States, PA should read AP.

Page 76—Chief Engineer for KGER, Long Beach, is Lon Oakley. Delete Loyd Sigmon as chief engineer of KMPC, Beverly Hills. A. V. Bamford succeeds Philip G. Lasky as general manager of KROW, Oakland, and Mercedes Prosser is program director.

Page 78—Insert Don Searle as general manager of KGO, San Francisco. Ray Buffum is program director of KPO, San Francisco. Edward J. Jansen replaces Lincoln Dellar as general manager of KSFO, San Francisco. Mrs. Janet Franke becomes program director of KYA, San Francisco. Delete Ken Peters and Jess Jones of KTMS, Santa Barbara, inserting Frank Weltmer as program director.

Page 80—Delete Austin Williams and Elmer Fondren under KLZ, Denver, showing Pete Smythe as program director and Roger Rambeaux as promotion manager. Under WTIC, Hartford, Leonard J. Patricelli is program director.

Page 82—Change WJSV, Washington, to WTOP and show Martin D. Wickett as program director. Under WOL, Washington, Henry V. Seay is commercial manager. Carleton D. Smith succeeds John H. Dodge as commercial manager of WRC, Washington. Change WFTM, Ft. Myers, Fla. to WAAC.

Page 84—Insert Headley-Reed as representatives for WAGA, Atlanta. Delete Blair. Show Charles McClure as promotion manager of WSB, Atlanta.

Page 88—WIND, Gary, Ind. Fred Willson becomes program director. Under WJJD, delete Al Hollender as program director. Delete all particulars on WJWC, Hammond, Ind., now off the air.

Page 92—WTAD, Quincy, Ill., delete Jack Sexton as program director. Delete Alva E. Smith, chief engineer, of WOWO-WGL, Fort Wayne. Delete all particulars on WJWC, Hammond, Ind. Change program director of WIBC, Indianapolis, to Bert Julian.

Page 94—As network for WLBC, Muncie, Ind., insert CBS. L. von Linder replaces Don Inman for WMT, Cedar Rapids, Ia. Delete Robert Dillon as commercial manager of KSO-KRNT, Des Moines. Change licensee of WKBB, Dubuque, Ia., to Dubuque Broadcasting Co. and delete Walter E. Klauer as chief owner.

Page 96—Robert K. Lindsley replaces Ray Linton at KFBI, Wichita. Change licensee of KVAK, Atchison, Kan. to S. H. Patterson, showing S. H. Patterson as chief owner and Norwood Patterson as chief engineer.

Page 98—Show L. D. Newman as general manager of WCMI, Ashland, Ky. G. F. Bauer as commercial manager of WINN, Louisville.

Page 100—Show Arthur Owens as general manager of WRDO, Augusta, Me. Albert W. Smith is commercial manager and Linwood T. Pitman promotion manager of WCSH, Portland, Me. Insert CBS as network for WFMD, Frederick, Md. Show Lew Walker promotion manager of WCOP, Boston.

Page 102—Burn-Smith represents WEIM, Fitchburg, Mass., and Earle Clement is general manager instead of Milton H. Meyers. Horace W. Nichols succeeds James L. Spates as general manager of WHAI, Greenfield, Mass., with Ann Erickson replacing Warren M. Greenwood, and Hugh Ralston becoming chief engineer. Under WORC, Worcester, eliminate CBS. Eliminate NBC under WTAG, Worcester.

Page 104—Burn-Smith represents WJLB, Detroit. Delete all particulars on WASH, Grand Rapids.

Page 106—Dick Loughrin is program director of KYSM, Mankato, Minn. Harry McTigue is program director of WLOL, Minneapolis. Insert MBS as network for WCBI, Columbus, Miss., and change frequency to 1340 kc. Change program director of KDAL, Duluth, to C. Alden Baker, and promotion manager to June Lange.

Page 108—Insert Dave Brown as promotion manager of KCMO, Kansas City. Dave Mars is promotion manager of KXOK, St. Louis.

Page 110—Delete Biddick as representative of KFBB, Great Falls, Mont. Delete Don Searle in the listings for KFAB, and KFOR, Lincoln, and KOIL, Omaha. Lyle DeMoss is program director of WOW, Omaha. Show Hugh Feltis as general manager of KOIL, Omaha.

Page 112—Delete Radio Adv. under WKNE, Keene, N. H., showing Headley-Reed as representatives. Martin Avery replaces Earle Clement at WLNH, Laconia, N. H. Show Charles Baltin as promotion manager and Theodore Gemp as chief engineer of WHOM, Jersey City. Sidney Flamm becomes general manager of WPAT, Paterson, instead of George H. Jaspert who is also succeeded as commercial manager by A. Lewis King; Ted Webbe is program director. Delete George S. McGinley as commercial manager of WTTM, Trenton.

Page 114—Show Martha Summers as program director of KOB, Albuquerque.

Page 118—Replace listed personnel of WKNY, Kingston, with the following: Norman Furman, chief owner; George S. McGinley, general manager; Martin Weldon, program director; Louis Stekete, program manager, and Francis Boisvert, chief engineer. Insert Shirley F. Woodell as program director of WEAF, New York. William F. Carley is promotion manager of WINS, New York. Robert I. Garver becomes commercial manager of WJZ, New York. C. Nicholas Priaulx is general manager of WMCA, New York.

Page 120—Show Raymond C. Gantter as program director of WFBL, Syracuse. Delete Walter Lardner as chief engineer of WTRY, Troy. Show CBS as network for WWNY, Watertown, N. Y. Change frequency of WFAS, White Plains, to 1230 kc. Delete John E. Thayer as chief engineer of WWNC, Asheville, N. C. Change name of licensee of WHAM, Rochester, to Stromberg-Carlson Co.

Page 124—WPTF, Raleigh, change address to Durham Life Bldg. and show O. L. Carpenter as commercial manager.

Page 126—Fred Palmer is general manager of WCKY, Cincinnati; Delete Al Bland. Insert Ted Hanna as promotion manager of WGAR, Cleveland. Delete Deane S. Long as program director of WAKR, Akron.

Page 128—Change network affiliation of WCOL, Columbus, O., to Blue. Show Austin Williams as program director of WFMJ, Youngstown. Insert MBS under network for KWON, Bartlesville, Okla.

Page 130—Delete Raymond Ruff as promotion manager of KOMA, Oklahoma City. Change general manager of KGFF, Shawnee, Okla., to Joseph W. Lee and commercial manager to Maxine Eddy. Change commercial manager of KVOO, Tulsa, to Gustav Brandborg, and promotion manager to Manton Marrs. Insert John Esau under general manager of KTUL, Tulsa, and change commercial manager to R. P. Akin and program director to Eddy McKean.

Page 132—Change program director of KXL, Portland, to Barbara Forest. Delete Earle W. Headrick as commercial manager of KSLM, Salem, Ore.

Page 136—Change commercial manager of WPRO, Providence, to George L. Jaspert. Show Thomas L. Means as promotion manager of WCSC, Charleston, S. C., and delete James M. Weaver, chief engineer. Change commercial manager of WFBC, Greenville, S. C., to Robert Glass. Change chief engineer of WSPA, Spartanburg, to Harold Beckholt.

Page 138—Change general manager of WJHL, Johnson City, Tenn., to Ken Marsh. Change commercial manager of WNOX, Knoxville, to George M. Burbach Jr., and insert George Smith as chief engineer.

Page 142—Delete Winston S. Dustin as commercial manager of WSM, Nashville, and show Bob Shimbaum as promotion manager.

Page 144—Change address of KMAC, San Antonio, to National Bank of Commerce Bldg.

Page 148—KRGV, Weslaco, Tex., delete Guy W. Bradford as general manager and commercial manager, inserting Archie Taylor in his stead.

Page 150—Delete all particulars on WPID, Petersburg, now off the air.

Page 152—Change program director of KIRO, Seattle, to Arthur W. Lindsay. Show Alan Hale as promotion manager of KOMO-KJR, Seattle. Change commercial manager of KOL, Seattle, to Archie Taft Jr.

Page 153—Change promotion manager of WCHS, Charleston, W. Va., to Sam Molen. Insert Blue as network for WSAZ, Huntington, W. Va. Show Allen Curnutt as general manager of WCLO, Janesville, Wis., and James Robertson as program director.

Page 154—Change promotion manager of WTMJ, Milwaukee, to Bob Carman. Change licensee of WOSH, Oshkosh, Wis. to Oshkosh Broadcasting Corp., showing Myles H. Johns as chief owner.

Page 156—Change licensee of KFQD, Anchorage, Alaska, to Alaska Broadcasting Co. and insert CP. 1,000 under power. Change news service of KGMB, Honolulu, to UP and delete UP as news service for KGU Honolulu.

Page 158—Change general manager of CJAT, Trail, B. C., to Walter Dales.

Page 195—Insert Mrs. Mary Sutherland under Board of Governors, CBC. Delete W. E. Gladstone Murray under National Programme Office, and H. W. Morrison.

Page 196—In program department, change script manager of Blue Network to Stuart Buchanan, and production manager to Raymond Knight. Under network sales department show D. R. Buckham as eastern sales manager, and Maury Rider as special events and news manager of the western division. Insert Paul Whiteman as director of music.

Page 197—CBS, Margaret Kennedy now director of publicity for Latin American network. Insert Lawrence S. Haas as shortwave editor, and Leonard F. Erikson as network sales manager in the network sales department. Show Roy S. Langham as assistant to director of broadcasts under program department, and W. Donald Roberts as western sales manager with Kenneth L. Yourd as assistant director at WTOP, Washington. Insert James Fleming as CBS correspondent in Ankara, Turkey, and insert Horace Guillotte, network operations department. Show Jerome Sill as director of promotion service instead of manager of station service under CBS.

Page 198—NBC, show Paul Rittenhouse as manager of guest relations department, deleting assistant manager. Insert Richard H. Close as sales service manager under national spot sales department. Show Willan C. Roux as assistant manager, NBC spot sales in charge of sales development, and show Max Jordan as also director of religious broadcasts; Robert W. Friedheim as business manager, and Oscar C. Turner as program manager of Radio-Recording Department, deleting eastern sales manager. Show Ralph Howard (Ralph Peterson) as foreign representative in Africa.

Page 216—Add transcriptions and recording service under nature of service for Rockhill Radio Inc., New York.

Page 246—Voice of Prophecy Inc., delete Jack Parker & Associates.

Page 258—Delete M. H. Collins as manager of Collins Radio Co.

Page 262—Delete R. G. McCurdy in the St. Louis office of Graybar Electric Co.

Page 270—Delete I. R. Baker, Camden office of RCA.

Page 308—Delete Atlanta and Dallas field offices of FCC.

Page 313—Delete WASH, Grand Rapids, Mich. Change WFTM, Ft. Myers, Fla. to WAAC.

Page 314—Change WJSV, Washington, to WTOP, and delete WJWC, Hammond, Ind., and WPID, Petersburg, Va.

Page 318—Change frequency of WFAS, White Plains, N. Y., to 1230 kc. and delete WPID, Petersburg, Va. under 1240 kc. and WASH, Grand Rapids, under 1300 kc. Add WCBI, Columbus, Miss., under 1340 kc. Under 1240 kc. change WFTM to WAAC.

Page 320—Delete WCBI, Columbus, Miss., under 1400 kc. and change WJSV, Washington, to WTOP under 1500 kc.

Page 330—Consulting Engineers, delete Edwards & Martin. Change address of Raymond M. Wilmotte to 1469 Church St., N.W.

Page 333—Correct corporate name of Midland Radio & Television Schools Inc., Kansas City, under Television Laboratories.

Page 334—Market Research and Marketing Groups, add Robert S. Conlan & Associates, New York Life Bldg., Kansas City, telephone Victor 1973. Also include Elliott-Haynes Ltd., Canadian Bank of Commerce Bldg., Toronto. Branch: Sun Life Bldg., Montreal.

1943 MAP—Youngstown, O., erroneously listed in Columbiana County, should be placed in Mahoning County.

WGKV'S 'MUSICAL PICTURES'

Series Designed to Stimulate Imagination

Draws Interest of 27,000 Children

SOMETHING NEW in education by radio is reported favorably by WGKV, Charleston, W. Va., following a three months series of half hour programs called "Musical Pictures." WGKV had the cooperation of the Charleston Junior League and the schools of Kanawha County with 27,000 children participating.

In the series, music was played and children gathered about the school receiving sets were asked to express their reactions by means of a pencil sketch, a poem, story, painting or otherwise. No competition was announced although at the end of the season a second grade pupil's painting won a scholarship for the child at a local music and fine arts school.

Music for each program was classified by subject such as animals, folk dances, toys, the sea, cowboys, trees, etc.

"The purpose of the series was to stimulate imagination, creative ability and expressive thought," says Worth Kramer, WGKV general manager. "It was not a music appreciation series. A good illustration of its effectiveness is the work turned in by pupils. Exhibits now are being shown all over Charleston of the creative art developed through this series."

Mr. Kramer said he believed that the series had demonstrated radio's effectiveness as an education medium.

Mistaken Identity

ROD CUPP, producer of the *National Barn Dance* on WLS, Chicago, got his victory garden in real shape by completely covering the surface with what appeared to be lime fertilizer, which he found in a sack in the cellar. Came rain and sunshine, the fertilizer became as hard as street pavement. Cupp then discovered that what he had actually spread on the garden was Portland cement which he had transferred to the fertilizer sack last summer.

COMMUNITY LEADERSHIP

. . . established in peace
. . . continues in war

KOIN'S position of leadership in community service started long before the war . . . but war has increased the extent to which it is this station's privilege to serve.

Such community service KOIN conceives to be a duty and public trust . . . how well it does this job is attested by awards received from time to time. These include:

1935 . . VARIETY *Showmanship Survey*

In a nationwide survey of leading cities VARIETY found KOIN first for showmanship in the Portland area.

1938 . . McNINCH AWARD

KOIN placed first among stations from 1000 to 5000 watts power for co-operation in the NATIONAL AIR-MAIL WEEK EDUCATIONAL CAMPAIGN—sponsored by the National Association of Postmasters.

1939 . . VARIETY *Award For Social Service*

In this year VARIETY made a national survey covering the service of stations to their communities. KOIN was classed as the country's No. 1 Social Service Station.

1941 . . SPECIAL CITATION

At the Fifth School Broadcast Conference in Chicago a Special Citation was awarded KOIN for a local program series, "Dutch Uncles".

1942 . . VARIETY AWARD *for*
OUTSTANDING WARTIME SERVICE

The kind of 24-hour-a-day service that earned this national award continues for the duration. A "Personal Palm" was also won by Clare Hays for her nightly "Wartime Women" programs on KOIN.

KOIN

CBS Affiliate In

PORTLAND, ORE.

A GOLD MINE FOR SPOT ADVERTISERS

Kaiser's three shipyards—plus scores of other war industries—have made the Portland market a bonanza for spot advertisers. Payrolls and population have skyrocketed . . but rates remain the same for advertising on KOIN—Portland's first choice station.

FREE & PETERS, Inc., *National Representatives*

Radio Promotion Big Factor In Second War Loan Campaign

Networks, Stations Still Airing Special Shows to Boost U. S. Over the Top as Drive Nears Close

WITH ABOUT one week remaining to close the Treasury's Second War Loan, networks and stations continue to air special stunts and features to help sell $13,000,000,000 in Government securities before the end of the drive.

Using all its resourcefulness in every conceivable promotion, radio has adapted suggestions supplied by the NAB, OWI and Treasury to local interests and facilities. Many of the programs reported are based on ideas in *Selling More War Savings*, a promotion guidebook supplied to all media by the Treasury's War Savings Staff.

Quiz, Auction Shows

Quiz and auction programs have been especially good money raisers, with the Hartford, Conn., broadcast of *Information Please* selling a fifth of a billion dollars in Government securities. The *Dr. I. Q.* show, travelling since the first of the year on behalf of War Bonds, reports more than $12,000,000 in bond sales to date, with a recent spurt under the impetus of the Second War Loan.

Early shots in the Peoria, Ill., area War Loan campaign were fired by WMBD with a nine-hour continuous show from the Court House Square. Radio, newspaper and special stunt publicity preceded the rally.

KSO-KRNT, Des Moines, tied bond sales to war planes, using the slogan "Fighting Planes for Fighting Iowans." First three days brought over $300,000 at the station. WHO, Des Moines, reported War Bond sales of $3,000,000 on the first day.

Commercial firms in Beaumont, Tex., area contributed $1,000 to be used for War Bond prizes in KRIC's bond-selling contest. The station counted only those bonds purchased at its studios and based the count on number of buyers rather than size or number of bonds sold.

At Clarksville, Tenn.

More than 50 Clarksville, Tenn., merchants sponsored programs and announcements on WJZM on the opening day of the Second War Loan, with every program and announcement linked to some phase of the bond drive.

Financial response to the Radio Day schedule on WKNY, Kingston, N. Y., was so encouraging that last Friday the station began a new weekly series of bond selling variety shows called *Let Freedom Ring*.

Tanks, jeeps and Army amphibian cars rallied Schenectady to WGY's Bond program on opening day. Buyers were rewarded by a ride and were also introduced on the air. Jeeps also proved a stellar attraction at KPRO, Riverside, Cal., where purchasers received jeep rides as a special dividend. It was discovered that many people—particularly elderly ladies—had been harboring a secret desire to ride in one of the bouncing buggies.

In Roanoke, Va., WSLS went all-out for Uncle Sam with five remotes from war plants, the airport and a hospital. To get the script approved by OWI, the whole show had to be previewed and interviews taken down in short-hand.

Circus Assists

As the drive continues, circus stars, speaking from New York's Madison Square Garden, make personal appeals to listeners to buy bonds in a daily five-minute program on WHN, New York, in cooperation with the Barnum & Bailey Ringling Bros. Circus. Purchasers receive signed autographs from the circus artists.

KFI, Los Angeles, climaxed a four-day campaign last week with a satirical half-hour birthday party for Adolph Hitler with bond purchases as birthday gifts. The station presented buyers' names inscribed on a scroll to an Army Air Forces bomber pilot for overseas delivery during an April 21 broadcast originating from March Field, Cal.

In the second edition of *Newsreel-of-the-Air*, a unique progam which presents the news as reported by men and women in the headlines, WBZ-WBZA, Boston, aired late reports of Second War Loan activities. Governor Saltonstall's annual "Patriots' Day Proclamation" at the State House was heard on the program.



EMERGENCY HELP taking War Bond pledges after *This — The American Way*, Bond review and rally on WIP, Philadelphia, included Benedict Gimbel Jr. (l), WIP president, who aided the Emergency Aides at the telephones, taking orders for $782,000 in Bonds.

Twelve-year-old "Superboy Bond Salesman" Gerald Clemans Jr. appeared on a recent *Clair Wilson Reports* program on WOR, New York, to tell how he sold enough bonds at a school meeting to present the Army with 16 jeeps.

In addition to 31 bond drive programs on Radio Day, WSPA, Spartanburg, S. C., in cooperation with a local department store, ran a contest for best reasons to buy bonds. Purchasers gave their reasons and the most patriotic won prizes. First prize was a young Berkshire pig and 50 pounds of feed.

WIOD, Miami, working with the *Miami Daily News* and 17 local organizations, is running a downtown Bond Booth, manned on different days by Naval and Army units, department store clerks and members of clubs and civic associations. Visiting celebrities and night club entertainers appear on special programs at the booth.

Rochester's stations, WHAM, WHEC and WSAY, got together for a big show, *Your Money Fights*, which all broadcast on the drive's opening night. Fulton Lewis Jr., Larry LeSeuer and Lowell Thomas made special transcriptions for the show, which included remote pick-ups from an Army Air Corps training center and a Naval Training Station.

WDEF, WAPO and WDOD, Chattanooga, are duelling in a "Battle of Bonds." The three stations will continue the competition until that city's $8,000,000 goal has been reached.

With sports commentators and baseball men participating, WHIO, Dayton, broadcast a baseball bond rally at the Victory Bondwagon during the first week of the campaign.

Passed Million Mark

Martin Block's *Make Believe Ballroom* on WNEW, New York, passed the million dollar mark early in the drive. A single purchaser ordered $90,000 in bonds in response to the program's appeal.

During the first week, every station break at KSAL, Salina, Kan., was a transcribed message from the city's leading business men to promote the sale of bonds.

WQAM, Miami, opened its part of the drive with all-day broadcasts from its War Bond studio, where mikes and a public address system were set up near a roped-off light Army tank. Military and civic leaders and station artists made appeals throughout the day from this sidewalk studio.

As part of its campaign, WNLC, New London, Conn., also featured naval and municipal officials

In a thrice-weekly series, personalities and announcers at WBT, Charlotte, N. C., build, produce, direct and announce their own 15-minute surprise programs to promote bond sales. WBT keeps a record of sales, and the producer whose program shows the greatest pulling power will receive an award. Air plugs and local publicity keep up listener interest in the series.

ONE FIFTH OF ONE BILLION

That's Right We're Wrong—WTIC (Hartford) House Did Buy That Many Bonds

THE "BOYS in the back room" of BROADCASTING's editorial department couldn't believe their eyes when the wire came from Mr. J. F. Clancy, of WTIC, Hartford. The wire said that one-fifth of a billion dollars was represented by "the house" at the performance of *Information Please*, April 12.

As a result of the general conversation the paragraph in the Second War Loan story in BROADCASTING, April 19, got completely balled up and WTIC was credited with a quarter of a million. That's exactly $199,775,000 off.

The Clancy wire read as follows:

"One fifth of billion dollars was represented by 'the house' at *Information Please* last night and Hartford set shining mark over NBC coast-to-coast broadcast for sister cities in United States to shoot at on opening day of Second War Loan Drive. A gasp went up when Clifton Fadiman, master of ceremonies, announced individual purchases in amounts of $25 to $5,000 had obtained seats for a total of $2,497,150.

"But then came surprise in astronomical figures that shattered all campaign records in city's history. One hundred and fifty seats, said Fadiman, had been allocated to corporate subscriptions, to securities by banks, insurance companies and industries and they represented $200,850,000. 'We consider this a phenomenal achievement on part of Hartford,' Mr. Fadiman told the radio audience. 'And we'd like to have you know the entire population of Hartford is 167,000. Every one a good citizen'."

The telegram added that Wendell Willkie, guest star, said the only reason for coming was to help Connecticut sell bonds. Governor Baldwin also appeared on the program in which he announced the state government had subscribed $9,300,000. The wire said that Paul W. Morency, general manager of WTIC, arranged to have the program broadcast from Hartford.

Communications Yearbook

FINANCIAL and operating data have been compiled from the annual and monthly reports received by the Accounting, Statistical and Tariff Department of the FCC from communication carriers and their holding companies and from standard broadcast stations and networks, subject to the Communications Act, for the year ending Dec. 31, 1941. Titled "Statistics of the Communications Industry in the United States", the yearbook is now on sale by the Superintendent of Documents, Government Printing Office, Washington, at 30 cents a copy.

PA THE PACEMAKER

with

AP NEWS FOR RADIO

Press Association, Inc.

Radio subsidiary of The Associated Press

50 Rockefeller Plaza, New York, N. Y.

Broadcast Serial Audience Not Typed

Comprehensive Data on Iowa Listening Released

APPROXIMATELY one-half of all women living in the state of Iowa are regular listeners to daytime radio serials. There is no recognizable "daytime serial listening type" of woman and there are only minor differences between regular listeners and non-listeners, in the proportions of women as to age, education and place-of-residence.

These conclusions are drawn from a new study by Leda P. Summers, in cooperation with the Office of Radio Research of Columbia U., New York. The work was published by WHO, Des Moines. "It's a good job even though there is no sales promotion for the station in it," says J. O. Maland, WHO vice-president, in releasing the data in a 50-page pamphlet under the title of "Daytime Serials and Iowa Women."

The study also proves there is evidence of close relationship between the amount of serial listening and the amount of magazine reading. That is, both the number of daytime serial listeners and the average number of serials heard per listener increase with each increase in magazine reading.

Also, as the amount of serial listening increases the listening to programs of classical music, audience participation shows and discussions of current events decreases. On the other hand religious music and complete dramatic programs are more popular with serial listeners than women who do not listen to serials.

Church-going Decreases

Although serial listeners attend church services less frequently than non-listeners, almost no difference is found between the two groups in the amount of attendance at other social gatherings. Conclusion is drawn that no evidence of any major psychological or social difference exists between the two groups. Two women out of every five who listen regularly to the serials believe that the listening helps them solve the problems of their own everyday lives.

The study also proves that the audience of any individual serial is affected by such physical factors as station coverage, hour of broadcast and position in the broadcasting schedule. These, in fact, appear to be in some cases more important than the quality of the program. As a result, the popularity of individual serials within a given area may differ widely from that shown in national ratings.

Age, education and place-of-residence all influence listening. Among the leading 25 serials, proportions of listeners under 35 years of age range from 30.4 to 46.4 per cent; proportions of women with college training range from 7.5 to 14.9 per cent; proportions of women living in urban communities range from 30.2 to 54.8 per cent.

Type of plot apparently influences audience and produces the greatest variations in composition with setting, age of leading character, type of problems introduced and extent of "moralizing" next in order. Greatest variations produced by these are found in the proportions of women of various educational levels, with place of residence and age of listeners taking second and third places.

Not an Average State

Bearing in mind that this study was made wholly in Iowa and represents only the listening habits of a state preponderantly agricultural, the figures nevertheless are important and significant in light of industry debates on the present value and the future consideration of serials.

In recent months sociologists and others have given attention to the daytime "soap opera" and to the effects of these serials on the women who listen to them. It is argued that the serialized stories give listeners companionship, a feeling of contact with others, an escape from every day worries and problems and a gratification of desires probably not to be realized otherwise.

On the other hand critics say the stories present a distorted picture of life; that by presenting heroines always involved in constant excitement they stir up dissatisfaction in listeners. The charge is made that the familiar triangle plot encourages a repetition in the listeners' lives, and that the constant portrayal of emotional stresses and strains make listeners neurotic.

With serials constituting about one-third of the day-time programs offered by the networks, with audiences of millions, the "soap opera" must be regarded as an important element in our daily lives, says the pamphlet's introduction.

Half Year Serials

Data collected is credited to Dr. Forest L. Whan, of the U. of Wichita, in connection with a more general study of the Iowa audience made in 1942. Interviewed were men and women in more than 9,000 Iowa homes, weighted accurately as to geographical location, size of community and economic status of occupants. The study covers replies given by the 5,324 women interviewed who live in radio homes.

Approximately one-half the women interviewed listened to one or more serials regularly. More than 50 women said they heard regularly 20 or more serials. The average was 5.

The study proved residence is an influence. Of 2,622 urban women who listen regularly, 15.3% listen to 1 or 2 serials; 19% to 3 to 6 serials. Of 1,551 farm women, 17% listen to 1 or 2; 24.7% to 3 to 6 serials. Obviously farm women (and village women similarly) listen more regularly in an agricultural state.

Age is a factor only to the extent that more women, 21 to 35 years, listen to 7 or more serials regularly. Otherwise the three groups—21-35, 36-50 and over 50 are about a draw.

As to influence of education: less college women listened than those who stopped with high school or earlier. It should be remembered, however, that in a farm state college trained women are less numerous. College women who listen to 1 or 2 serials, 14% of total; high school only, 15.8%, and less than high school, 17.1%. For 3 to 6 serials: college, 15.7%; high school only, 21.7%; and less than high school, 23.7%. Only 787 of the 5,324 women in radio homes were "college"; high school, 2,762; less than high school, 1,774.

The study shows a consistent relationship between newspaper reading and women who hear serials. The number of serial listeners increases steadily as the extent of news reading decreases. Single exception is that women who listen to 7 or more serials do read two or more papers as well.

A similar question on magazines brought out the fact there are more serial listeners among magazine readers than non-readers.

News Is Preference

A general preference for news above all kinds of radio entertainment is shown by all women interviewed, serial listeners or not. Next in preference was comedians. Beyond these two classifications differences were noted in tastes of the two groups. The women who listened heavily to serial dramas also voted heaviest for complete dramas.

Social contacts apparently have no bearing on serial listening. Of those who reported attendance at one or more social gatherings in the preceding two weeks, 48.4% were regular serial listeners. Regular church goers were 46.2% serial listeners.

Although psychiatrists say serials cannot help but fail to produce an "anxiety state" among women listeners the Iowa women themselves insist through answers on the degree to which they worry, that they worry just about the same as any other women—serials or no serials.

Another question left up to the listener, without aid of psychiatry, was: Do these programs (serials listened to) help you to deal better with the problems in your every day life? Almost 41% said they believed the serials helped; 27.7% said they thought they did not help. The rest had no opinion.

Individual Serials

A large section of the pamphlet is devoted to audiences of individual serials. Tables show breakdowns, with possible stations, of the most popular stories.

A section also gives factors selecting serial audiences. This portion of the study inquired into the influence of setting of the serial's story type of plot, age of the characters, influence of the types of problems and the influence of moralizing. The answers were related to listeners' place of residence, age, education, reading and social activities (see table).

A sidelight worth mentioning tells us that women who worry more than others are little influenced by any of the serial content factors considered; but women who listen to serials whose plots center about a love theme, apparently worry more than those who listen to other types.

WHO, in presenting the facts, sums up, wisely no doubt, that listeners to daytime serials differ in no important respect from women who do not listen. There obviously is no "type."

"The factors which cause one woman to listen while her neighbor has no interest in radio serials are much more subtle and less easy to detect," the pamphlet concludes. "Probably they will not be the same for any two women."

Age, educational and place of residence classifications of women interviewed (raw figures) follow:

	All women interviewed		Urban* Over 25,000		Urban 2,500 to 25,000		Village Under 2,500		Farm	
	L**	NL	L	NL	L	NL	L	NL	L	NL
All women	2544	2780	698	856	449	623	583	564	814	737
Ed'l groups:										
College	300	486	78	153	66	132	72	101	84	100
High school	1348	1414	425	497	244	336	286	357	393	324
Elementary	896	878	195	206	139	153	225	206	337	313
No inf'n		2				2				
Age groups:										
16 to 20	85	182	24	54	15	45	12	29	34	54
21 to 35	824	786	231	269	149	163	193	142	251	212
36 to 50	1116	1223	327	391	170	248	217	231	402	353
Over 50	517	586	116	142	114	164	160	162	127	118
No inf'n	2	3			1	3	1			

* Iowa has 11 cities of more than 25,000 inhabitants and 78 with populations from 2,500 to 25,000. Interviews were secured in each of these cities and towns in proportion to population. Interviews were secured with women living in village (under 2,500) and farm homes in each of Iowa's 99 counties, in proportion to village and farm population in each county.

** "L" refers to regular listeners to serials, "NL" to non-serial listeners.

A-I-R-S-P-R-E-A-D

WCBM

and

BLUE



have Baltimore's Wartime Market in their Grasp!

Wise time buyers choose the station that gets results. WCBM and the BLUE—a perfect combination—really clicks. For economical, concentrated coverage of Baltimore's rich market, WCBM delivers the goods.

WCBM, Baltimore's Blue Network Outlet

John Elmer, *President*
George H. Roeder, *General Manager*

National Representatives
SPOT SALES, INC.
New York—Chicago—San Francisco

Radio As An Implement Of Global War

Communications Role Is Vital From Headquarters to Fox-Hole

By LT. COL. C. J. McINTYRE

Headquarters, Army Special Forces, Office of the Chief Signal Officer, U. S. Army Signal Corps

THERE has been consistent progress in the art and science of warfare since, centuries ago, organized armies engaged in battle. Arms and ammunition, supplies, tactics, strategy—every phase of military operations and equipment—have been developed and improved from era to era. Every phase, that is, with one exception—communications.

From a communications standpoint, George Washington, in the Yorktown campaign of the Revolutionary War, was little better off than Alexander the Great more than two thousand years before him. As was the case with the armies of the ancients, the Colonial troops had to rely on shouts, gestures and message bearers for communicating orders and other information along the line. The limits of human sight, hearing and physical endurance were at the same time the limiting factors of military communications.

Telegraph Important

It was not until the American Civil War, less than a century ago, that electricity was employed in military communications. At that time the U. S. Army Signal Corps had its baptism of fire as builders, maintainers and operators of the electric telegraph. From that time on discoveries and inventions in electricity, which perfected the telegraph, produced the telephone and introduced the marvels of the radio, were applied to the needs of warfare. Radio made its military debut only as recently as World War I. The successes it achieved then—and the phenomenal successes it is achieving now—have affected in many ways the strategic and tactical maneuvers of battle.

Radio plays a crucial role in coordinating our operations in this global war at every stage of the way, from the powerful fixed transmitters of the War Department Signal Center in Washington to the man on the front line reporting the effects of artillery fire over his back transported walkie-talkie, and to the bomber winging hundreds of miles beyond the enemy's lines. At every stage of the way, armies of electrons pulsating between cathodes and anodes of evacuated tubes, setting up magnetic fields in coils and electric fields in the dielectric of capacitors, serve to speed messages of vital military importance to the men waiting upon them for the signal to action.

The Army Networks

The focal point for all communications between the War Department and its task forces in all continents is the War Department Signal Center in Washington. By means of numerous radio networks, messages are sent to and received from all major domestic installations of the Army and the headquarters of all overseas commands.

The War Department Signal Center provides for communication by both wire and radio. The radio section is known as Station WAR, although actually it consists of a number of stations operating on different frequencies and directionally beamed to different parts of the world. Among the distinguishing features of the War Department Signal Center is the high degree of flexibility in the interconnection of equipment to different circuits and the extensive use of high-speed automatic transmitting equipment, not only for wire communication but also for radio communication. This makes it possible to carry a greatly increased volume of traffic for a given number of wires or radio channels.



TEAM-WORK enables planes and tanks to keep in touch with headquarters—and with each other. It was not until the Civil War that such an instantaneous method as the telegraph was used to keep troops on the ground in touch with each other.

Tactical Radio Nets

If we follow a directionally beamed radio wave from the War Department Signal Center to a particular theater of operations, we would find that the distant station on the main War Department radio net becomes in turn the control station of another net which serves the needs of the commanding general of that theater. Whenever a unit or combat team goes into action, smaller radio networks are set up, linking the radio transmitters and receivers housed within its vehicles, in its aircraft and at its stationary command posts.

The Army uses the term "net" in preference to the broadcasting terminology "network." The radio net for tactical purposes consists of two or more transmitters and receivers. A single net may include sets both on the air and on the ground, both stationary and in motion. Usually each net has a net control station which is in turn a secondary station in a larger net serving the next higher unit of the Army. Tactical radio nets vary greatly in accordance with their purpose.

An interesting feature of a tactical radio net, from the standpoint of the engineer, is that the traffic load actually carried may be quite small compared with its message-carrying capacity. This results from the military consideration that the best operated field radio net is usually the one which is least overheard by the enemy intelligence. The value of a radio set in an area of active operations is measured not by the number or length of the messages sent over it, but rather by the importance of those messages which are sent. A single message—an order from a command post, a report from a forward observer—may often mean the difference between success and failure of a skirmish, a battle or a campaign. This means that the Army, by comparison with commercial communications networks, has had to put an enormous capital investment into its communications system. Every communications line must be duplicated, if possible, both by wire and by radio, for there must always be, regardless of possible destruction of equipment by enemy action, an alternative method of getting the message through.

Mobile Force Communication

The most spectacular use of radio communication in active combat occurs in the Air Forces and in the Armored Force. There are quite a few similarities, as far as communications are concerned, between the operation of bombers and fighters in the air and the operation of tanks and tank-destroyers on the ground. In both cases the vehicles have cut loose entirely from wire communication and must depend exclusively (except for short range visual signals) on their radio sets. In both cases, the noise conditions are such that members of the same crew talk to each other by means of an electrical interphone system. Every combat tank and airplane, therefore, is equipped with two or more complete communication sets, in which electronic tubes play an important part.

Because of the speed and stress at which men must carry on their duties in airplanes and tanks, their radio equipment must be of such a design that it can be worked with utmost ease and simplicity. The newest tank radio sets are designed to eliminate the twisting dials. Their channels, crystal-controlled, are pre-set and are selected by simply pushing a button.

FM Used in Tank Radios

Great pains must be taken in advance to guard against the effects of all types of interference—impairment of reception by atmospheric, by unwanted signals and by the effects of electrical apparatus or machinery. To take fullest ad-

(*Continued on page 90*)

FIVE BILLION dollars for Army radio equipment—equal to what the public has invested in radio since its advent in 1920! That is the radio procurement program of the Army thus far in World War II. Directing that gigantic program, together with operating the Army's communications in this Global War is Maj. Gen. Dawson Olmstead, Chief Signal Officer. When the war clouds shifted toward this hemisphere, the Army High Command, on Sept. 1, 1941, selected Gen. Olmstead for the arduous operations and materiel tasks ahead, for radio already was firmly set as a vital implement of modern warfare. A West Pointer and a specialist in communications, Gen. Olmstead has held many important Signal Corps assignments. Now in a foreign war theatre, he was not accessible for an article for this number of BROADCASTING, as originally contemplated.



More tube hours are going into battle



Through a series of design and construction developments tending to prolong normal operating life, we have increased the length of actual service that is being derived from each AMPEREX tube. Basically, our facilities are of laboratory type. And any measure of our war production, computed solely on the number of tubes manufactured, would not be a true indication of our total effort.

We, at AMPEREX, have kept pace with numerical production increases being registered throughout the nation. But we are infinitely more proud of our attainments in building longer life into our transmitting and rectifying tube designs. Each AMPEREX radio and military electronic tube is bringing extra hours of performance to equipment at the front.

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET **BROOKLYN, NEW YORK**

Expansion in 'National,' 'Sectional' Reports Is Announced by C. E. Hooper

AN EXPANSION in its "National" and "Sectional" reports has been announced by C. E. Hooper, with the release of its fall-winter, 1942-43, "Sectional" report. For this report, which is planned for greater visibility and legibility, a total sample base of 1,666,650 homes was used, an all-time high in radio audience measurement history, according to Mr. Hooper.

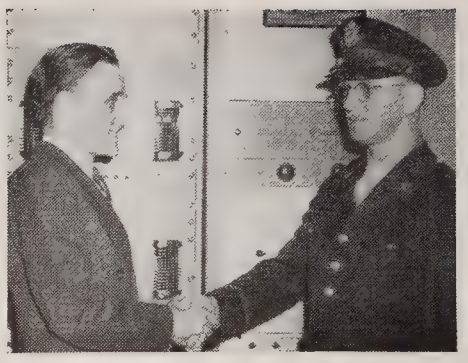
Among the new features introduced in the report is a separate report on the Mountain area for the first time, a comparison of programs in the Basic Area and the corresponding Pacific Coast time period, a division of ratings for five "sectional" areas side-by-side with "national" averages for the period, and a "sets-in-use" comparison for the five areas and the national broadcasting picture.

The highest national "available audience", of the percentage of total homes "at home and awake" when called by Hooper, was found to be Mondays, 9:30 - 10 p.m. (EWT), with the figure of 84.4, as shown in the fall-winter, 1942-1943 report. Highest geographical area "available audience" was 87.8 reported for the Mountain area, Wednesdays, 9-9:30 p.m. (EWT), or 7-7:30 p.m. (MWT).

On Tuesdays, 9:30-10 p.m. (EWT), 45.9 of homes called were listening to the radio, C. E. Hooper reports, marking the highest national "sets-in-use" figure in this report. This same period also marked the highest area of "sets-in-use" when 52.3 of homes were listening in the Hooper North Central area. Sponsored network programs broadcast at that time on Tuesdays are *Fibber McGee & Molly* on NBC, and Coca Cola's *Victory Bands* on the BLUE. Bob Hope attained the highest national rating with 34.8, as well as the highest area rating of 41.0 for the North Central area.

The Hooper Pacific Program Ratings report has also been expanded to include a rating for each period not occupied by a sponsored network program, permitting subscribers to view "open and available" network periods as based on the four Pacific Hooper checking cities. A new index page has been created for the Pacific reports, showing for the first time "available audience," "sets-in-use," "average rating" and "total sponsored hours reported" by individual months.

Following is a list of the "Top 10" programs from the March, 1943, Hooper Pacific Program Ratings report: *Bob Hope, Fibber McGee & Molly, Red Skelton Show, Walter Winchell, Aldrich Family, Charlie McCarthy, Mr. District Attorney, Frank Morgan-Fannie Brice, Abbott & Costello* (substitute, March 18), and *Kay Kyser.*



NUMBER SEVEN on the service flag of KROW, Oakland, Cal., is 1st Lt. Theodore Binder, 10-year veteran of the station's technical staff, now with the Army Signal Corps. C. E. Downey, KROW chief engineer, wishes him luck in front of the control room equipment that Lt. Binder helped to install.

Ladies' Man

UNEXPECTED honors often come to a roving reporter. Program Director Eddie McKean, KTUL, Tulsa, who handles this job for the Page Evaporated Milk Co. of Coffeyville, Kan., takes listeners to women's club meetings three times weekly. As a result, Mr. McKean's autobiography will include innumerable honorary memberships in sewing and knitting clubs.

Dolan on War Mission

PATRICK DOLAN, advertising and sales promotion manager of Columbia Recording Corp., Bridgeport, is leaving the company this month to report to the Government on a special war assignment, the nature of which is undisclosed. In Mr. Dolan's absence, Alex Steinweiss, CRC art director, will manage the company's advertising and sales promotion department in addition to his present duties, CRC announced last week. A graduate of the Parsons School of Design, Mr. Steinweiss has been with CRC since 1940. He has won awards in several art contests, his work has been on exhibit at various colleges and art galleries, and he is well known as the designer of the covers on Columbia's record albums.

'Eye Witness News'

TRANSCRIBED series of quarter-hour dramatizations of current military events based on exclusive Associated Press reports recently performed an unusual service when Mrs. Jacob H. Burley, Port Huron, Mich., heard a character addressed as "Burley" on one of the platters based on Allied prisoners held in an Italian submarine. Checking proved the officer to be her son. The story told how the "prisoners" brought back the Italians ultimately as their prisoners. Series called "eye witness news" is produced by Frederic W. Ziv, Inc. Ziv gives a gold disc to relatives who identify their men in the series. Sponsorship is now on 137 stations.

FRANK KING

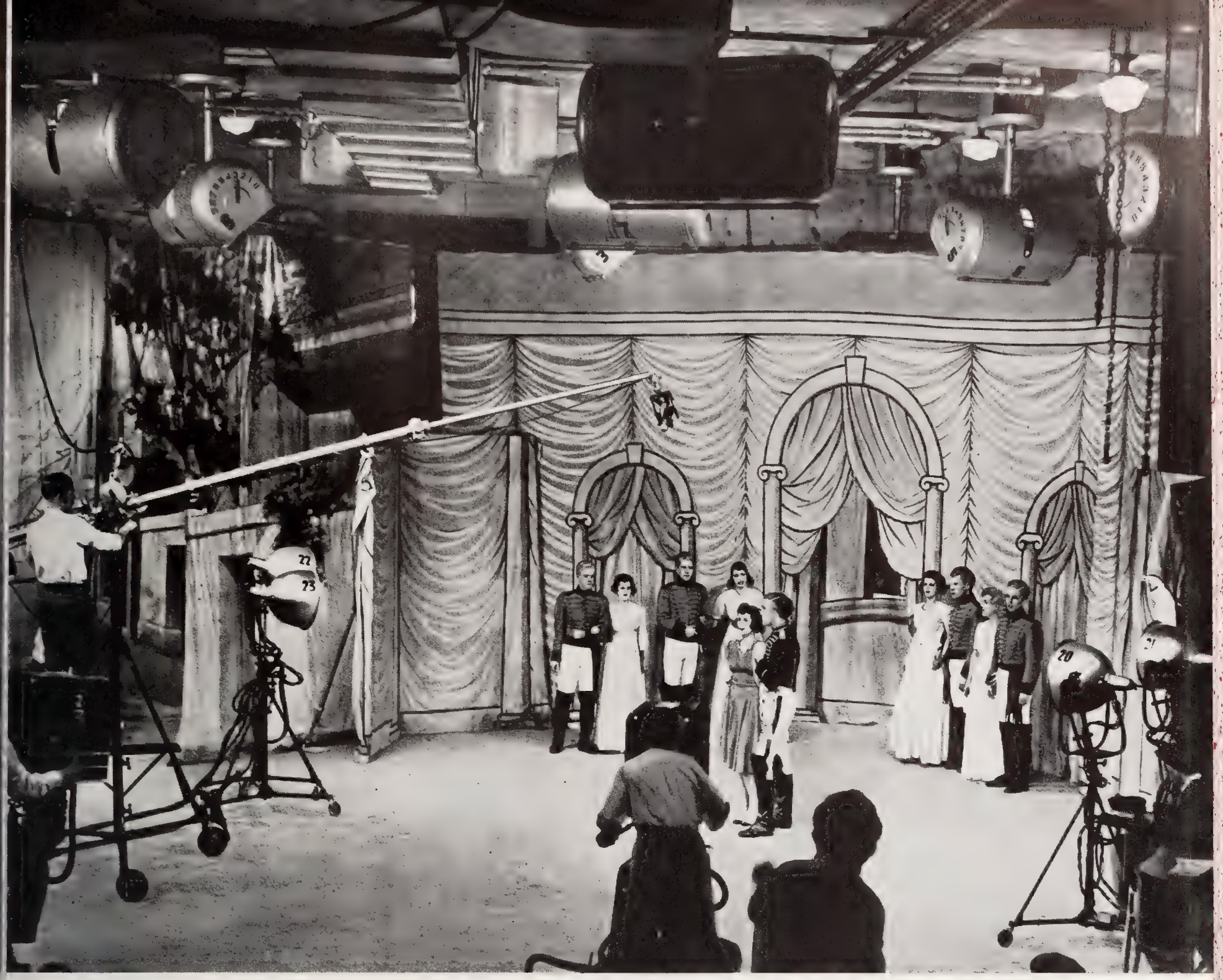
WMBR • JACKSONVILLE

had a problem... "We needed a program idea for a local advertiser with sufficient material to serve six times a week. We auditioned your script, "The Melody Mustangs" and sold it instantly! The program is now in its *seventh* month, six-times weekly, and our client is delighted with the results."

"The Melody Mustangs" is a 15-minute program featuring cowboy music — written by a Westerner. It is furnished free to subscribers with Lang-Worth Planned Program Service.

LANG-WORTH, Inc.

420 MADISON AVENUE • NEW YORK, N. Y.



Bright but cool lights now simplify live-talent programming at G-E Television Station WRGB

Studio lighting bright as daylight . . . and cool

An Example of General Electric's Complete Service to Radio and Television Broadcasters

Once television actors had to work under hot studio lights that brought beads of perspiration through make-up, wilted costumes, caused discomfort, hindered good production.

Today at General Electric's proving-ground Television Station WRGB, Schenectady, made-up faces stay cool, costumes don't wilt. Excessive studio air conditioning is no longer necessary. For the handicap of high heat from studio lights is on its way to being completely licked by G-E developed, mercury-filled capillary lamps. They give illumination of daylight intensity with less than half the heat of the noonday sun. Water-cooled, and three to a unit, they have a light efficiency more than double — and heat output one-tenth — that of incandescent lamps. And one control panel aims a dozen of them, noiselessly, independently, anywhere in the studio.

These lamps that give cool studio lighting are another example of the bold research that will enable G-E electronics engineers to build improved cathode-ray scanning and picture tubes, cameras, transmitters, and other equipment for post-war television.

All this so that television may more quickly find its proper place in the peace-time scheme of things as a vital medium of public entertainment and education. . . . *Electronics Department, General Electric, Schenectady, New York.*

Tune in on Frazier Hunt and the News every Tuesday, Thursday, Saturday evenings over C.B.S. On Sunday night listen to the "Hour of Charm" over N.B.C. See newspapers for time and station.

GENERAL ELECTRIC 160-B3-6912

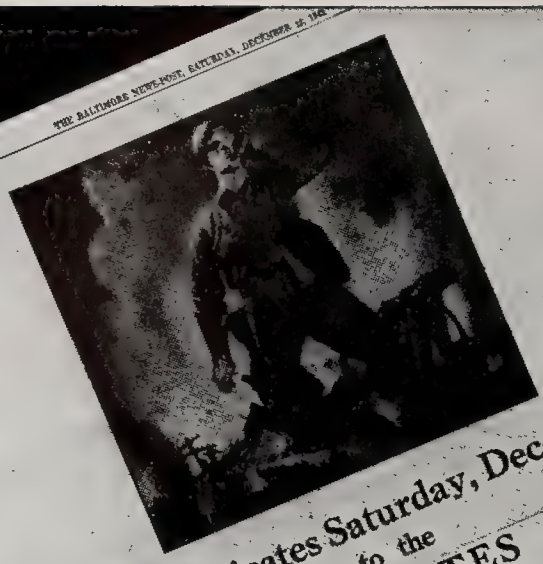
FM RADIO · TELEVISION · AM RADIO

STUDIO EQUIPMENT · TRANSMITTERS · ANTENNAS · ELECTRONIC TUBES · HOME RECEIVERS



WBAL DEDICATES SATURDAY, OCT. 24
TO
"WOMEN AT WAR"

The President of the United States calls, and the women of



WBAL Dedicates Saturday, December 12th
to the
UNITED STATES ARMY

Our Nation's future depends upon our Army.
The future of freedom and liberty everywhere is
in the hands of our Army.

Our sons and Brothers and uncles and cousins
are going back to Bataan. They're going to put
the cocky Jap Army to headlong flight. Immor-
tal Corregidor will again see our flag flying proud-

ly overhead. They're going to hit the Axis in every
part of the world. And some day the streets of
Berlin will echo to the clatter of American tanks.

We salute the traditionally great United States
Army. From Washington to Roosevelt it has
gloried in triumph. Today, as in 1776, it is on
the march to show the world that freedom for
man is the way of God.

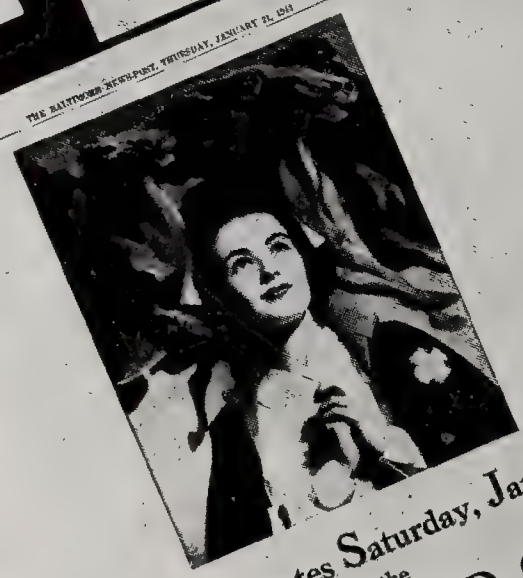
SERVICE DAY"

WBAL
COMMERCIAL BROADCASTING
OF THE BALTIMORE NEWS-POST

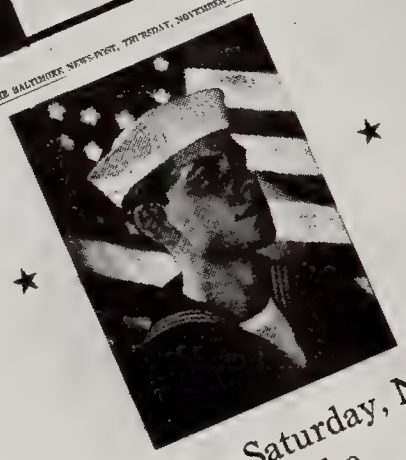
THE PROGRAMS MOST PEOPLE LISTEN TO



WBAL Dedicates Saturday, March 13th, to
CIVILIAN DEF



WBAL Dedicates Saturday, January 23rd
to the
AMERICAN RED CROSS



WBAL Dedicates Saturday, November 14th
to the
UNITED STATES NAVY

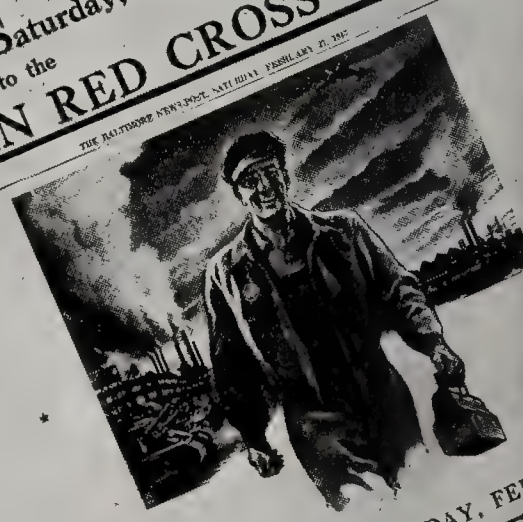
The might of industrial America is laboring night and
day to produce the most powerful Navy the world has ever
seen. Battleships, cruisers, destroyers, aircraft carriers, tor-
pedo boats, sub chasers, submarines, airplanes—we're turning
them out at a rate no enemy can approach. But what really
makes our Navy great are its officers and men.

There are no finer men in all the world than those who
serve in the United States Navy—red blooded Americans who
have got what it takes to fight for their country—men of ac-
tion, of responsibility—men who live up to the glorious tradi-
tion of courage and heroism that has made the United States
Navy the finest in the world. That's the kind of officers and
men who serve in the United States Navy. That's the service
you can join today. That's the opportunity which is yours if
you act now.

WBAL is proud to dedicate Saturday, November 14th to
the United States Navy. Many special programs have been
scheduled to bring you complete, informative and interesting
facts about Naval life and activities in which the Navy is now
engaged.

SPECIAL FEATURES FOR "NAVY SERVICE DAY"
10:30—11:00 A. M.—YOUR NAVY IN THE AIR
11:00—12:00 Noon—NAVY INFORMATION, PLEASE
11:30—12:00 Noon—COAST GUARD ON PARADE
2:00— 2:15 P. M.—THE NAVY CALLS YOUR COLLEGE
2:15— 5:00 P. M.—NAVY COLUMBIA FOOTBALL GAME
BETWEEN THE HALVES — NAVY COLLEGE
LATE BULL SESSION
6:00— 6:15 P. M.—OLD GRADS JOIN THE NAVY
6:45— 7:00 P. M.—NAVY CALL TO WORSHIP
7:00— 7:30 P. M.—THE NAVY PAYS A CALL
10:30—11:00 P. M.—THE NAVY CAVALCADE

WBAL
COMMERCIAL BROADCASTING
OF THE BALTIMORE NEWS-POST



WBAL DEDICATES SATURDAY, FEBRU
INDUSTRY AT

At no other time in history has a nation
leaned so heavily on its industries to produce
the implements of war. Mechanized warfare
means machines—and the war lords of Europe
were building those machines while we were
still enjoying our own democratic government
and personal freedom, while we were produc-
ing peacetime products, not guns and tanks.
It has been a superhuman task for man-
agement. It meant changing over from the
manufacture of automobiles to tanks, refrig-
erators to guns, and showcases to ships'
funnels—with hundreds of other conversions
of peacetime to wartime manufacturing.
It meant the building of new plants and the
rejuvenation of old ones. It meant the train-
ing of new workers and the rehiring of those
retired because of age. It meant new processes,

new products, and
thousands of the
are ever pro-
a scale.

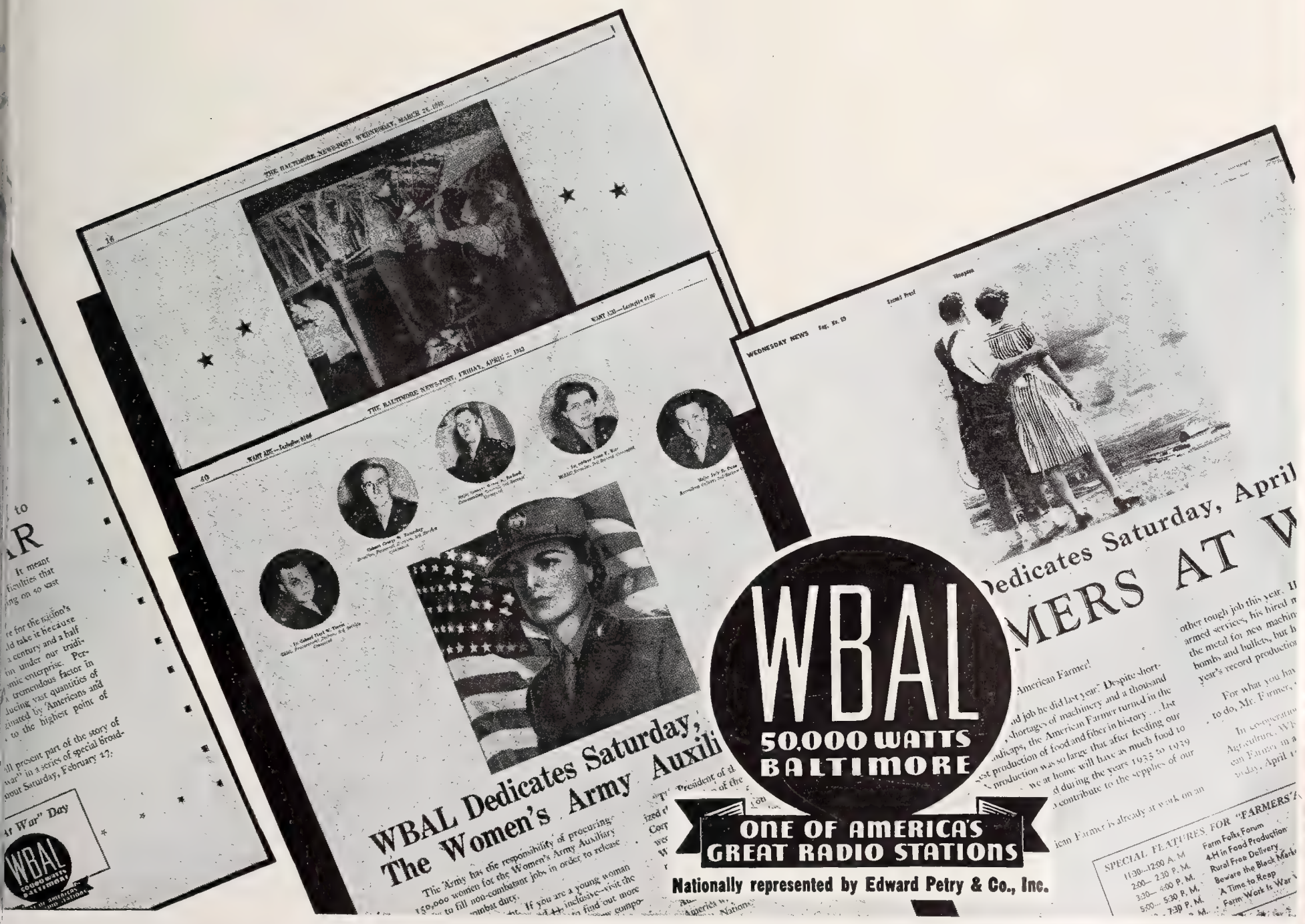
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SPOTLIGHTING *each phase of the* WAR EFFORT

WBAL has set out to give listeners in Baltimore and the Central Atlantic States the facts about every phase of the War Effort by frequently dedicating an ENTIRE DAY to some specific war activity.

These "days" are publicized in full-page advertisements in the Baltimore NEWS-POST.

We, of WBAL, know that the people in our area want to do everything possible to hasten victory, and we are using our facilities enthusiastically to that end.



BROADCASTING
and
Broadcast Advertising

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SOL TAISHOFF, Editor

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WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
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HENRY S. LIEBSCHUTZ, Art Director

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Let's Plan Now

WHITHER RADIO?

That question has confounded broadcasters since Pearl Harbor, and more particularly since inklings of the wonders wrought by radio and its satellite art, electronics, in this global war have made the rounds.

After the war it may well be that the electronics art, offshoot of the radio-developed vacuum tube, supplied the "secret weapon" that brought victory to the United Nations. The story of its versatility, impact and potency must await the war's end.

Radio itself will undergo far-reaching change, but it will be gradual, not overnight. The complexion of that post-war era depends upon the kind of thinking, planning and resourcefulness provided now.

When war struck, FM and television were on the threshhold of full-scale development and public acceptance. Somewhat less active was facsimile—the radio-printing process that lacks television's glamor but has almost fantastic possibilities for the newspaper publishing field. The millions earmarked for this commercial development were translated into the billions being spent for the war machine in the radio and electronics field. That developmental investment will redound to public benefit in the new era.

With what little time out they have had, broadcasters have pondered post-war radio prospects. Will it be FM or television or both in one receiver, along with the conventional AM? Will the standard band go by the boards, or conversely will it even be enlarged? Should engineers be retained to plan for these developments? How about network television, FM, facsimile? All these, apart from the regulatory aspects or the economic philosophy that may then prevail.

Clear thinking and guidance was needed. To supply as much authentic data as possible, and within wartime restrictions, BROADCASTING invited a group of outstanding figures in radio, acquainted with the technical and regulatory aspects, to give their views. In addition, it asked the radio branches of the military establishment to cover, again within war limitations, the scope and extent of war-time communications operations, to give the industry a clearer picture of what transpires in these epoch-making days.

These articles appear in this issue. They constitute essential reading for every man in radio. The writers covering the post-war outlook are of one mind—begin planning now.

Says Commissioner Craven: "The fact stands out that today's problems in radio will be obsolete and forgotten . . . Let us resolve now to coordinate our planning before embarking on a wild scramble of equipment manufacture for the use of new radio channels."

And Maj. Armstrong, inventor of FM: "The conclusion is . . . inescapable that within five post-war years the existing broadcast system will be largely superseded" (by FM).

FCC Chief Engineer Jett advises: "It is . . . important that we take full advantage of the opportunities that lie ahead by planning for the orderly development of engineering standards which will form the basis of all post-war operations in the various fields of communications."

Every comment bristles with confidence. Ample skilled manpower will be available by virtue of military training in these new arts. Factories will be prepared for the conversion process. The trend will be to the micro-waves, those ultra-high frequencies which are destined to eliminate the land-line for network transmission and carry practically all of these new services.

Of course the job is to win the war first. But these new fields may open even *before* the final peace-table conference. Plans should be laid out beforehand. The broadcasting industry, which has the greatest stake and the heaviest responsibility, should start its planning now. A planning board, with competent paid technical help, should be created before the NAB War Conference session ends in Chicago this week.

Manpower Freeze

EVERY employer will want to cooperate in the fight to break manpower bottlenecks, started last week when Paul V. McNutt, chairman of the War Manpower Commission, announced the carefully planned WMC hiring controls. At the same time, employes will realize that Mr. McNutt's program is neither arbitrary nor discriminatory. Its only brake on traditional freedoms of the American wage earner is a provision necessarily limiting his exploitation of windfall job opportunities which exist only because of the war.

Some will question the propriety of enforcing this sweeping order without the sanction of a National Service Act, but that sort of thing should be left to the lawyers and legalists to argue. The patriotic employer and worker, aware of the immediate situation WMC is trying to alleviate, will do everything possible to support Mr. McNutt's effort. Critical situations necessarily entail stringent measures.

The present regulations, outlawing pirating of employees, should make life easier for every business, particularly essential industries like broadcasting. Every employer knows that pirating in itself is a self-defeating process, for in luring a man from another job, he has merely encouraged other employers to raid his staff.

The WMC is attempting to stop wage inflation by lessening competition among employers for a limited labor supply. Its regulations do two things toward this: they kill the incentive for men now in essential industries to take new jobs, and at the same time they leave essential employers free to attract manpower now engaged in unclassified and non-essential industries.

As members of an essential industry, with equal rights along with all other essential industries, broadcasters can still exchange employes so long as they remain in their own pay brackets; it can attract without restraint manpower now employed in unclassified and non-essential industries; it can grant merit promotions to individuals who remain on its staffs.

The "freeze" order is not the panacea for all of radio's manpower ills—far from it. Despite radio's essential industry status, men still will be lost to the military or even to other essential war assignments. But it does mean that pirating is outlawed, subject to fines and other penalties. And it does mean that the draft-exempt are secure in their present jobs.

This is no social reform by administrative edict of the character broadcasters have encountered all too often. It is a battle order on the home front as important as any campaign on the war fronts. Success in Global War depends on beating the manpower problem and in stopping the inflation spiral.

Amen

A SCRIPPS-HOWARD editorial in last Tuesday's *Washington Daily News* discourses on the proposed Bankhead Bill to have the Treasury spend 25 to 30 million dollars a year for advertising war bonds, with not less than half the money in weekly papers. It calls such a subsidy plan "the road to a controlled press, a political press, a kept press". Then:

"Radio and other advertising media have been loyally supporting the war effort, just as the newspapers have. Those fields, too, have members who need help. Many small radio stations are losing money.

"If the Government is to subsidize losing newspapers, then why not losing radio stations? And losing magazines and billboard companies? Thirty million dollars won't begin to cover the bill if Uncle Sam begins doling out money to all these media.

"Get this thing going and we have started on the way that leads to political domination of the agencies of information and opinion. The damage of freedom of expression in America will be incalculable."

To which we add simply "Amen".

We Pay Our Respects To —



DONALD DeREAD STAUFFER

IT TOOK several days of running discussion back in 1931 for Arthur Pryor, now BBDO vice-president in charge of radio, to persuade Donald Stauffer to consider a radio post with Roy Durstine. When Stauffer insisted "I don't want to go into radio," Roy Durstine decided he should—and Don has been in radio ever since.

Recently, at 42, he succeeded Bill Lewis as chief of the OWI Domestic Radio Bureau, taking leave from his job with Rauthrauff & Ryan, where he is vice-president in charge of radio. He was literally drafted into OWI—not that he wasn't anxious to serve the government, but R&R, like many other agencies, has seen so many of its key men whisked away by the long arm of the government that it was understandably disturbed.

Don Stauffer, aside from being one of radio's best known and liked executives, is known as one of the ablest editors in the business. This is due in part to his writing experience which began when he was at Princeton with the Class of '24, and has subsequently included publication of a novel and production of a play.

He's a first class tennis player, and takes an active interest in sports, the record shows, although he protests that he "gave all that up when he went into radio." A few months ago, however, he made a creditable showing in a foursome at golf against tournament players, including Bing and Bob Crosby. He still gets in plenty of tennis, some of it against his brother R&R executive, Heagen Bayles, whom he insists he beats regularly.

Don went into radio with BBDO, where he worked on the original *March of Time*, and produced for Socony, DuPont, Ethyl and Armstrong. Two years later he went over to Young & Rubicam, as joint head of the Radio Dept., with Bill Stuhler. Stuhler moved to A. & S. Lyons, and Stauffer was made vice president in charge of radio for Young & Rubicam.

While there, he developed and produced a conglomoration of shows whose Crossley's added to a figuring rivaling the Treasury War Bond goal. The Crossley hiker-uppers included Jack Benny, Fred Allen, Kate Smith, Burns & Allen, Al Pearce, Phil Baker and *We The People*.

After about five years with Young & Rubicam, Stauffer became associated with A. & S. Lyons for a brief period and from there went to Ruthrauff & Ryan, where he was made vice-president in charge of radio. It was here that he started *Mayor of the Town* on the air, as well as *Lights Out* and the *Bob Burns* and *Gracie Fields* shows. In addition he was responsible for their successful spot campaigns, including the famous Pall Mall spots, and many others.

Here's the way Don Stauffer has expressed his philosophy of the OWI radio operation:

"As I see it our job is this:

"First, to supply the American people with the facts about the war—and I mean facts without 'sugar-coating' or 'bally-hoo.' This was the policy of the Radio Bureau under Bill Lewis and it will certainly be mine.

"Second, to give these facts to the largest possible number of people by means of the established radio structure in such a way as to preserve the enormous listening audience which makes American radio so valuable a channel of war information. We believe that emphasis should be on quality and accuracy of information, not on quantity, and we believe it is our job to see that vital war information reaches all kinds of radio listeners by all the successful radio methods in existence.

"Third, in getting over these facts about the war to the American people to use everywhere possible the radio industry itself. That means that the government states the war needs and problems, and the brains of the industry, which includes networks, local stations, advertisers and advertising agencies, translate those needs and problems into action."

Personal NOTES

MARK WOODS, president of the BLUE, has been named chairman of the professional group of the Manhattan Committee for the Greater New York Fund. Among those serving on the committee to raise funds for New York charities are: A. D. Chiquoine Jr., vice-president, BBDO, New York, and Emerson Foote, president, Foote, Cone & Belding, New York. They are co-chairman of the division seeking contributions from the advertising field.

ELDRIGE PETERSON and Frank Laclave of the editorial staff of *Printer's Ink* have been promoted to managing editor and associate editor, respectively. New member of the editorial staff is Donald F. Briody, former associate editor of *Tune-In*, radio publication.

HARRY O. KING, director of the copper division of the WPB, has been appointed president of the American Arbitration Assn. by the AAA executive committee, to succeed Cornelius Vanderbilt Whitney, now in the Army Air Forces.

GORDON F. HAYES, advertising manager of the *Washington Daily News* for the last six years, has been appointed salesman for WTOP, Washington, effective April 26.

DON SEARLE, co-owner of KANS, Wichita, Kan. and KMMJ, Grand Island, Neb., arrived in San Francisco April 19 to assume his new duties as general manager of KGO. BLUE outlet. Mr. Searle was appointed to the KGO post to succeed William B. Ryan, now general manager of KFI-KECA, Los Angeles.

BEN H. SMITH, former executive vice-president of Critchfield & Co., Chicago, has joined KQW, San Francisco, as account executive.

RUPERT HUGHES, biographer of George Washington, and author of numerous books, plays, films and songs, joined NBC as a commentator April 25, and will be heard on Sundays at 1 p.m., speaking from Hollywood.

RALPH EHRESMAN, former salesman of WMBD, Peoria, Ill., has joined the Chicago sales staff of the Katz Agency, station representatives.

HOWDEE MEYERS, radio director of the Chicago Office of Civilian Defense, has been inducted into the Army and is stationed at Fort Sheridan, Ill.

JOSEPH J. ALVIN has peen promoted to assistant manager of the NBC Western Division press relations department, Hollywood. He will act as aide to Harold J. Bock, who has been manager of that department for six years.

NATHANIEL HOLMES, formerly of CJRC, Winnipeg, has been appointed manager of CFOS, Owen Sound, Ont., succeeding Fred Radcliffe, who has joined a concert orchestra as violinist and music arranger.

PERCE GAYNER, manager of All-Canada Radio Facilities, Winnipeg, broke his ankle while on a visit to CJVI, Victoria, B. C.

ARTHUR J. KEMP, sales manager of Pacific Coast, CBS, San Francisco, is in New York for three weeks.

FRANK REED has left the sales department of WIND, Chicago-Gary, to join the Chicago sales staff of William G. Rambeau Co., station representatives.

PILOT OFFICER W. H. STOVIN, formerly of CKSO, Sudbury, Ont., and son of H. N. Stovin of Stovin & Wright, Toronto, station representative, has arrived safely in Great Britain with Royal Canadian Air Force reinforcements.

J. R. PEARCEY, Toronto, has been appointed Montreal manager for Stovin & Wright, station representative, succeeding Lovell Mickles Jr.

GEORGE BURNS, former manager of KFXM, San Bernardino, has been commissioned a second lieutenant in the cavalry. He enlisted last July.

SHERMAN D. GREGORY, manager of WEAF, New York, on April 17 married Isobel Soden-Irwin, of New York.

ROGER K. HUSTON, Los Angeles manager of CBS Radio Sales division, has been transferred to Chicago headquarters in a similar capacity. Meredith R. Pratt, sales service manager of KNX, Hollywood, takes his place.

JIM S. TYLER, assistant director of advertising-promotion of Mutual is father of a baby girl.

CLIFFORD J. RIAN, for six years an account executive with McCord Co., Minneapolis advertising agency, has joined WTCN, Minneapolis-St. Paul. He will handle sales promotion and publicity and do an early morning newscast. He is a member of the Minneapolis City Planning Commission.

B. M. GROTKOP, commercial manager of KOME, Tulsa, has resigned to go into the photograph business at Braggs, Oklahoma, adjoining Camp Gruber. Lee Abbott, on the sales staff of KOME for the last eighteen months, has been named commercial manager.

KWKH-KTBS Sets Up Sales - Publicity Dept.

NEW DEPARTMENT has been created at KWKH and KTBS, Shreveport, La., to handle sales promotion, publicity and merchandising for both stations. C. W. Doebler, who comes to radio with more than 14 years of experience in advertising, is in charge. He will direct preparation of publicity in newspapers and trade magazines, supervise all station promotion and commercial continuity, and edit the stations' house organ, *On the Level*.

B. G. Robertson, who has supervised promotion in addition to his job as program director of KTBS and special events director of both stations, gives up the promotional work to take on duties associated with the war effort at KWKH-KTBS.

Olive Evans to BBC

OLIVE SHARMAN EVANS, script writer and broadcaster, has joined the British Broadcasting Corp., as assistant in the traffic department, working under the direction of Stephen Fry, New York traffic manager. In 1925, Mrs. Evans was associated with WCX, Detroit, where she originated *Mrs. Page's Household Economics*, a program still heard on WJR. While with N. W. Ayer & Son, Detroit, from 1937 to 1940, Mrs. Evans wrote the continuity and program notes for the *Ford Sunday Evening Hour* on CBS.

BEHIND the MIKE

RALPH BORELLI, announcer of WPEN, Philadelphia, and director of the Italian programs carried by the station, has resigned.

EVALYN SMYLIE, assistant head of script department, KNX, Hollywood, and Peggy Stwalley, also of that department, have resigned to join the WAVES. They report to Hunter College, New York, for training in early May.

MAROLD ROSS, former announcer of Louisville and Indianapolis stations, has joined KHJ, Hollywood.

LEO (Ukie) SHERIN, Hollywood freelance gag writer, has been signed to a seven-year contract by J. Walter Thompson Co., that city. In addition he has been playing bit parts on the NBC *Kraft Music Hall* and NBC *Chase & Sanborn Show.*

WALTER GORMAN, Hollywood producer of Young & Rubicam, has been assigned to the CBS *Kate Smith Hour*, sponsored by General Foods Corp. (Jell-O). He replaced Francis Van Hartesveldt.

WOODROW HATTIC, public relations and war activities director of KMPC, Beverly Hills, Cal., in addition has been placed in charge of station publicity.

ELIZABETH BEMIS, Hollywood news commentator of CBS, will be transferred to the network's New York headquarters May 2.

SEYMOUR KORMAN, *Chicago Tribune* correspondent, has succeeded Arthur Mann, as Mutual correspondent on the North African front. Mr. Korman alternates with John Thompson, also of the *Tribune*. Mr. Mann has returned to his London post for Mutual.

DOUG MELGES, announcer, has joined KSTP, Minneapolis-St. Paul; Blanche Bordeaux, from Chicago, has joined the newsroom.

HUGH GUIDI, chief announcer of WINX, Washington, and Bob Callahan, musical director, are now members of the armed forces. Marion Wise, secretary to Sam Lawder, program director, takes over Mr. Callahan's work temporarily.

SAM LAWDER, WINX, Washington, program director, is the father of a nine-pound girl. Gag announcement on a newscast from the station inviting listeners to phone for a free cigar, cost Lawder 148 smokes.

DAVID FREDERICK TITUS, former producer of Don Lee Broadcasting System, Hollywood, has joined KNX, that city. He replaces Cliff Howell, who has reported to Ft. Douglas, Utah, for Army service.

JERRY McGUIRE, announcer, formerly of Honolulu, is now with KGO, San Francisco.

ART PRIMM, former news editor of KMO and KVI, Tacoma, Wash. and northwestern correspondent for United Press, has joined the news bureau of KQW-KJBS, San Francisco, as editor and newscaster. He succeeds Philip Stearns, recently inducted into the Army.

JIMMY ALLEN, and Cliff Johnson, announcers, formerly with various network stations, have joined KLX, Oakland, Cal.

EDWARD M. BRAINARD, formerly of WTHT, Hartford, has joined the continuity department of WOR, New York, replacing Stella Roth.

AL ROSS, has resigned as commercial program director of WOR, New York. No replacement has been named.

WILLIAM HARDING, former production manager of WINS, New York, and previously of WSYR, Syracuse, has joined the CBS network operations department as assistant director. Henry Blanchard, who joined the department early this year as an assistant director apprentice, has been promoted to assistant director. William Anderson resigns as an assistant director to join the Army April 24.

WILLIAM COSTELLO has taken over the CBS Sunday afternoon show on WTOP, Washington, *World News Today*, for Leigh White, who is on leave of absence. Mr. Costello has had varied experience in radio and newspaper work in this country and the Far East.

HAL LAWRENCE, announcer of CKLW, Windsor ,Ont. left last week to join the RCAF.

FRED KILIAN former program director at WIZE Springfield, O., and other stations and assistant director of Republic Pictures Corp., New York, has joined WBBM, Chicago, as producer. Robert White, WBBM continuity writer, has joined the copy staff of J. Walter Thompson Co., Chicago. Chuck Logan, head of the special events department, has been elected secretary-treasurer of the Headline Club, Chicago. Wayne Nelson, former announcer of KMOX, St. Louis, has joined WBBM.

MAX BROWN, announcer from KHAS, Hastings, Neb., has joined KMYR, Denver.

RAY HUNT, announcer of WBT, Charlotte, N. C., has resigned and is leaving radio to enter the railroad industry on the West Coast.

PFC. R. N. DRUXMAN, former program director and commercial manager of KINY, Juneau, Alaska, and before that associated with KHQ-KGA, Spokane, KPQ, Wenatchee and other Washington state stations, is with the Army Air Forces in Alaska doing Special Service work.



CHECKING UP on the CBS Roll of Honor, which holds some 600 names of ex-CBS employees now in the armed forces are (l to r): Marine Sgt. John Hurley, formerly of the CBS press information department, Pvt. Walter Murphy, former publicity director of WEEI, CBS outlet in Boston, and Jack Hoins of the CBS press information department. Hoins is editor of the CBS Mail Bag, which goes to CBS men in the service and their families, and the Radio Roll Call, mailed weekly to servicemens' newspapers in 212 camps.

TOM BAXTER, formerly of KPPC, Pasadena, Cal., has joined KFAC, Los Angeles, as announcer. He replaces Fred Briggs, resigned.

DON GILLETTE, formerly of the building operations department of CBS, where he has been heard on several Norman Corwin productions, replaces Albert Morgan on the announcing staff of W75NY, Metropolitan Television Inc. FM station in New York.

DOROTHY FEY, formerly of the publicity department of Atlantic Coast Network, has resigned to join the publicity division of Bundles for America.

WES COX, producer of CKOC, Hamilton, Ont., has joined the Royal Canadian Air Force.

KAY MacINTOSH, new to radio, has joined the Canadian Broadcasting Corp. studios at Halifax as an announcer.

GEORGE CORY, with Wyoming and Colorado stations for the last several years, has joined the staff of KIUP, Durango, Col., as salesman-announcer.

ED STANTON and Earl Russell have joined KFBK, Sacramento.

JERRY SAXON, for two years program director of WEDC, Chicago, has left to join the announcing staff of WHFC, Cicero, Ill.

PHILIP STEARNS, newscaster of KQW, San Francisco, recently was inducted into the Army.

CLAYTON C. MAMPA and Lyle C. Timms recently joined the sound effects department of NBC Chicago.

MARTHA BAIRD, continuity writer of WSUI, U. of Iowa station, Iowa City, has joined WGN, Chicago.

LT. (j.g.) FRED WOOD, former announcer of WJNO, West Palm Beach and m.c. of *Dawn Patrol* at WIP, Philadelphia, has received his Navy wings at Corpus Christi, Texas, and is now instructing aviation cadets at the Naval Air Station, Hutchinson, Kan.

CLIFFORD ROBERTS, announcer on WTMJ and W55M, Milwaukee, was inducted into the Army recently, and Douglas Pledger of WSAU, Wausau, Wis., has joined the staff. Also from WSAU comes Beatrice-Ann Gehrung, who joined WTMJ recently as news writer.

OWEN McFARLAND, formerly with WCBM, Baltimore and NBC in New York, recently joined WAAT, Newark, as announcer.

CHUCK MILLER, production manager of WING, Dayton, is father of a baby boy.

LLOYD BECKWORTH has joined KINY, Juneau, Alaska, as announcer, coming from KVOL, Lafayette, La.

FRED DODGE, announcer of WKRC, Cincinnati, was to report last week to the Army in Louisville to enter OCS.

LARRY McCANCE, producer of CJOR, Vancouver, has joined the Royal Canadian Air Force.

MRS. GLORIA GARDNER HILL, secretary to Jack Radford, station relations chief of Canadian Broadcasting Corp., Toronto, has been appointed CBC station relations supervisor of food and drug accounts clearances for the Dept. of Pensions & National Health, Ottawa, succeeding Jack Dunlop, recently appointed CBC commercial representative at Toronto.

JIM ALLARD, continuity and news editor of CJCA, Edmonton, has been appointed merchandising director, succeeding Al MacKenzie, who has moved to CFAC, Calgary, Alta.

RAY GREEN, general manager of Kermit Raymond Radio Productions, is the father of a baby girl.

PAUL MORETTI, assistant "pilot" of the all-night *Dawn Patrol* program of WIP, Philadelphia, left last week to join the Army.

JERRY ORNSTEEN, former chief announcer of W73PH, WPEN's FM adjunct in Philadelphia, and Miriam Lampl, are to be married May 9.

BOB KNOX, formerly of WGAN, Portland, Me., has joined the announcing staff of WIBG, Philadelphia.

HOW TO STAGE AN 'E' AWARD

War Dept. Issues Check List of "Do's and Don'ts" To Help Firms Broadcasting Ceremonies

AVOID ballyhoo and keep announcers and technicians off the platform, the War Dept. Publications Section advises firms staging broadcasts of Army-Navy Production Award ceremonies. These are among the suggested "do's and don'ts" based on accepted policy, which the Army is distributing to guide those responsible for arranging such broadcasts.

A Production Award ceremony is primarily a military event, the War Dept. warns, and should be dignified and simple. Likewise there should be no effort to play up the event's advertising value or appeal to the general listening public.

Clearance of national broadcasts must be arranged through the Radio Branch of the War Dept. Bureau of Public Relations News Bureau, the Army says, but local programs may be approved by the public relations officer assigned to supervise the ceremony. Firms are urged to consult the officer actively supervising the program. The War Dept. says "they will find him well qualified and anxious to help in every possible way."

Here are some of the Army's recommendations:

1. DO limit ceremonies to 30 minutes, keep them dignified and inexpensive.

2. DO emphasize that the award was won by men and women of the plant, not just management and the company.

3. DO limit speeches to a representative of the Army a representative of the Navy, and one representative each for management and employes. A professional radio announcer may be used as m.c.

4. DO use military bands if you like. They are available whether or not the event is sponsored.

5. DON'T follow the ceremony with a social or entertainment function.

6. DON'T have announcers and technicians where they will distract attention. Have them work from the wings and sides.

The Army also suggested recording the broadcast for playback to workers unable to attend or for rebroadcast to the public.

In promoting the broadcast, the Army says that the event may be publicized on regular programs sponsored by the firm providing such publicity is in keeping with the usual War Dept. security and other policies and does not contravene the spirit and dignity of the award.

33 Contracts in 3 months

INTERNATIONAL NEWS SERVICE is growing at this amazing rate

Because

INS is expanding its wire facilities at an unprecedented pace.

INS is dispatching many additional correspondents to the far-flung war fronts.

INS is furnishing more news than ever and condensing it for practical use to meet the space-saving trend.

INS in spite of restrictions and censorship, leads in scoops, beats and exclusives.

Word for Word, I.N.S. Excels in Compactness, Vividness and Accuracy

INTERNATIONAL NEWS SERVICE

REVIEW OF 1942-43 ACTIVITIES OF THE NAB

SECRETARY-TREASURER'S OFFICE

C. E. Arney Jr.

In common with the radio industry which it serves NAB has dedicated itself to an all-out war effort. The Government agencies charged primarily with the many activities incident to wartime operation and civilian morale have leaned heavily upon us for consultation and advice.

The managements of radio stations likewise turn to us for assistance in many of their problems. The NAB staff has kept abreast of these ever-growing demands. In the reports of the several departments will be found information as to the detail of this work.

We feel that we can say with becoming modesty that the NAB staff has established and is maintaining with all of the essential war agencies contacts based upon respect and confidence. We are prepared to serve the membership in the effective discharge of their wartime responsibilities and in meeting the many operating problems which beset them.

To more effectively care for the interests of the industry in meeting the challenge presented by the AFM recording ban NAB established a branch office at 535 5th Avenue, New York. Serving primarily as headquarters for our Legal and Public Relations Counsel in the Petrillo matter. It is also used as headquarters for the Retail Promotion Committee and Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity. Other members of the staff are Carl Haverlin, supervisor (also BMI vice-president in charge of station relations); Constance Mendel and Marjorie Kryske, stenographer.

ASSISTANT TO THE PRESIDENT

The office of Assistant to the President of NAB has been given a new definition. Government contacts and general administrative duties have been added to the primary responsibility of public relations. The new post was filled on March 1, 1943, by Willard D. Egolf, pursuant to the preparation of a Public Relations Plan by a special committee and its adoption by the Board.

In accordance with a resolution adopted at the July meeting of the Board, President Miller appointed a Committee consisting of himself as Chairman; Walter J. Brown, WSPA-WORD, Spartanburg, S. C.; Frank King, WMBR, Jacksonville, Fla.; Leslie W. Joy, KYW, Philadelphia; Gilmore Nunn, WLAP, Lexington, Ky.; Richard H. Manson, WTPF, Raleigh, N. C.; Edgar H. Twamley, WBEN, Buffalo.

The Committee met at NAB Headquarters Sept. 11, 1942, with the following present: Neville Miller, Frank King, Gilmore Nunn, Richard H. Mason and Edgar H. Twamley, with C. E. Arney Jr. acting as secretary.

The public relations activities of NAB were reviewed and discussed and the objects and purposes were outlined.

Detailed recommendations covering the establishment of more intimate relations with various trade groups, such as ANA, AAAA, RMA, AFA, NRDGA, ANPA, the Better Business Bureau and other organizations having many interests similar to those of NAB were suggested.

In the field of women's groups, the work of Mrs. Dorothy Lewis, Coordinator of Listener Activity, was considered, and the Committee felt that this work should be continued and expanded. Active contacts should be established through Mrs. Lewis with the heads of all national women's organizations. Volunteer workers in various areas should be enlisted to assist in organizing councils and listener groups.

Selected broadcasters capable of interpreting radio's story and problems should be encouraged to appear before groups of various kinds at conventions and other meetings. Basic data should be furnished by NAB. This cooperation should extend to local broadcasters appearing before Rotary and civic clubs.

The value of contacts with educational and religious groups was emphasized as highly important and worth steady development.

Labor problems should remain under the exclusive province of the Director of Labor Relations, consistent with NAB public relations policies. Preparation of material on political and legislative problems of the industry was defined as an important service to broadcasters.

Adroit use of radio's facilities in telling its own story was recommended with both network shows and local programs, including transcriptions. Other media were given equal importance, including speeches, printed material and articles in both trade and consumer magazines.

Under this heading, continuing effort was requested in compiling a statistical record of radio's service in the war and publicizing this record most effectively. This should be paralleled by a study of regular public service features such as agricultural, religious, educational and cultural.

General vigilance was urged on behalf of radio as an instrument of public service without equal in America, frequently misunderstood, sometimes maligned and seldom given full credit for its contribution to the cause of a free people.

The Committee concluded by recommending that someone should be engaged to handle these activities and work begun at the earliest possible date.

Mr. Egolf immediately organized the NAB News Bureau, placing at its head Walt Dennis, magazine writer and newspaper man of ten years' experience, with 2½ years' radio background as promotion manager at KVOO.

NAB Membership Holds Level in 1942; Year's Receipts Amount to $315,628

NAB's membership remained practically static last year, with a total of 524 on April 15 as against 525 on May 1, 1942.

While there were some shifts, new members practically offset those who dropped out. In May, 1941, the membership totalled 547 with a number of the resignations occasioned by the walk-out of MBS as a network and the loss of a number of MBS stations who have not returned to the fold.

NBC and CBS are network members. MBS has not yet rejoined although there have been indications that it proposed to do so. BLUE, separated from NBC more than a year ago, has not made known its plans.

Network Stations

The breakdown discloses that 54.7% of network affiliates are members of NAB, representing a total of 370 of the 560 network stations. Of these, however, 19 were duplicates, being on more than one network. There are 129 independent stations holding association membership.

NAB receipts for the period April 1, 1942, to March 31, 1943, aggregated $315,628.55, including approximately $60,000 cash on hand at the beginning of the fiscal year. This compared to total receipts of $377,619 for the period April 1, 1941, to March 31, 1942, including $27,500 of cash on hand.

Aggregate expenses for the fiscal year ended March 31 were $343,075, as against $322,808 for the corresponding period the preceding fiscal year. Cash on hand as of March 31 totalled approximately $37,000 as against approximately $60,000 the preceding year.

The largest single item in the expense category was $122,548 for salaries. For the "musicians controversy", an aggregate of $54,224 was disbursed. Forced to vacate its headquarters in the Normandy Building late last year the NAB acquired its new headquarters at 1760 N St., N. W. for $33,554, which was covered in the expense compilation for the year. The breakdown of expenses follows:

Expenses

Advertising Council	2,500.00
Annual Convention	4,014.76
Board of Directors Meetings	11,542.91
Building Expense	1,041.91
Committee Expenses	20,691.74
Dues and Publications	1,462.05
Furniture and Fixtures	1,974.71
Legal and Accounting Fees	6,225.00
Land and Building	33,554.14
Listener Activities	6,037.43
Miscellaneous	16,121.89
Musicians Controversy	54,224.01
NAB Reports	12,300.92
Office Supplies	2,595.92
Postage	3,231.73
President's Expenses	1,763.36
Printing	9,168.23
Rent	6,846.66
Salaries	122,548.84
Taxes	3,432.50
Tax Fees	7,221.33
Telephone and Telegraph	3,629.93
Travel	10,946.36
	343,075.72
Add: Accounts Payable, March 31, 1943	27,363.80
	9,634.69
Cash on Hand, March 31, 1943	$36,998.49

DEPARTMENT OF BROADCAST ADVERTISING

Lewis H. Avery, Director

A review of the activities of the Department of Broadcast Advertising during the past year begins properly with a deserved tribute to Frank E. Pellegrin who, prior to his appointment as a Captain in the U. S. Army, served as Director from April 1, 1941, to July 3, 1942.

From July 3 to Oct. 1, 1942, the Department was without a fulltime director. Its activities at that time were planned and supervised by S. E. Avery Jr., Secretary-Treasurer, while Miss Geraldine Finnegan, who had served as Secretary for Captain Pellegrin, maintained the routine correspondence with radio stations, advertisers and advertising agencies.

At the NAB Annual Convention in Cleveland, two resolutions were passed unanimously: one condemned the efforts of some organizations and movements outside the government to obtain the free use of broadcasting facilities; the other urged member stations to deny the use of their facilities to advertisers and advertising agencies seeking to place business on a contingent, guaranteed or per-inquiry basis. Copies of these resolutions have been mailed to all who attempted to infringe the standards of good business practice the industry thus sought to establish.

STANDARD CONTRACT FORMS: During the year an ever-increasing number of radio stations adopted the standard contract form to the benefit of advertisers, advertising agencies and stations.

WHAT RADIO BUYERS WANT TO KNOW: Through the generosity of Dr. Herman S. Het-

(Continued on page 84)

Sell the South's Biggest Market

THROUGH

W.R.E.C.

Memphis

★ **First in coverage of the South's biggest and best trade area—first in listener acceptance—first in sales results**

MEMPHIS MARKET HAS SOUTH'S BIGGEST INCOME!

Total Buying income for the 12 months ending Oct. 1, 1942 for Southern Market Areas, shown by *Sales Management's* "Analysis 1942 Income," shows—

1.	MEMPHIS	$963,116,000
2.	Houston	843,108,000
3.	Dallas	841,243,000
4.	New Orleans	821,235,000
5.	Fort Worth	820,921,000
6.	Atlanta	739,877,000
7.	Louisville	729,131,000
8.	Oklahoma City	680,504,000
9.	Birmingham	679,614,000
10.	Richmond	493,629,000

The Memphis market has the biggest population, the biggest area, and the biggest retail sales volume of any Southern Market Area.

—AND YOU CAN COVER THIS GREAT TRADE AREA AT ONE LOW COST THROUGH

BROADCASTING STATION

WREC

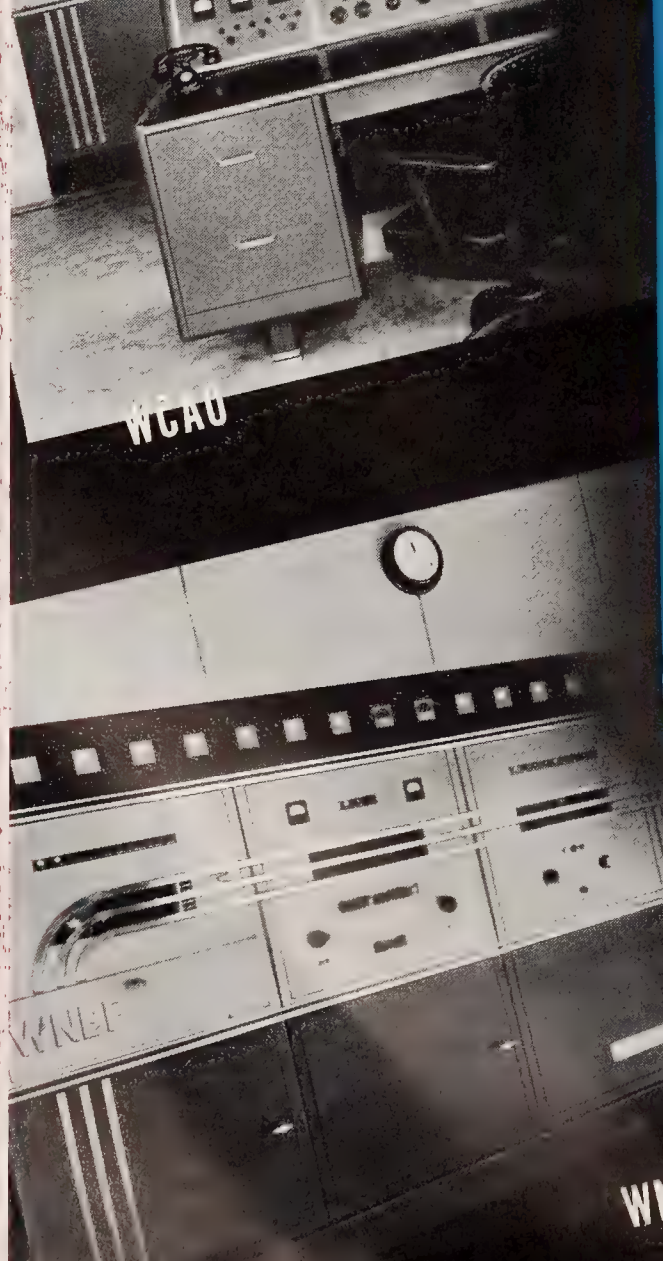
CBS—600 KILOCYCLES—500 WATTS—CBS

Remember—It's the Low Frequencies That Cover



Blueprint





for tomorrow . . .

The design ideas embodied in Westinghouse transmitters have gained them an enviable reputation among progressive radio stations throughout the country. Air-cooled tubes, fuseless protection, surge-proof metal rectifiers and simplified metal unit design are providing these stations with advantages that are particularly valuable at this time.

Today, the skills and abilities that created the economy, simplicity and operating reliability of these fine transmitters are engaged 100% in war production. Westinghouse radio manufacturing facilities are now building "walkie-talkies", radio locators, aircraft transmitters, and many other types of radio apparatus required for war.

In addition, Westinghouse radio research talents are searching the field of electronics—finding new and better methods that will keep this equipment second to none.

From this, comes our blueprint for tomorrow.

Out of these developments veiled in military secrecy and the new discoveries yet to be made, will come peacetime contributions that will make Westinghouse radio apparatus finer than ever.

J-08050

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

(*Continued from page 80*)

tinger, Associate Professor of Marketing, Wharton School of Finance & Commerce, U. of Pennsylvania, a factual study of agency and advertiser desires in station research, together with some arresting and inescapable conclusions, was released to NAB member stations on July 1, 1942.

SALES MANAGERS EXECUTIVE COMMITTEE: To bring the new Director up to date on the activities of the Sales Managers, immediately prior to his association with NAB, the Chairman of the Committee called a special two-day meeting in Chicago on Sept. 23-24, 1942. Special thanks are due each of the following members of that Committee for his advice and assistance during the service of the present Director in the period covered by this report: John M. Outler, Jr., Chairman, WSB, Atlanta; Frank R. Bowes, WBZ Boston; Donald D. Davis, WHB, Kansas City; Dietrich Dirks, KTRI, Sioux City; George H. Frey, NBC, New York; Arthur Hull Hayes, CBS, New York; William Malo, WDRC, Hartford.

DISTRICT MEETINGS: In company with President Neville Miller, the Director attended 18 meetings in the 17 NAB Districts, starting in Philadelphia Oct. 19, 1942, and concluding in Boston Dec. 10, 1942. For this series of District meetings, two booklets were prepared: one contained four charts on the growth of radio ownership and broadcast advertising, and four tabulations of the distinctive advantages of radio as an advertising medium; the other contained summaries of eight topics of discussion at the sales meetings held in conjunction with these District meetings.

Cooperation with Government agencies and other trade groups was maintained.

COVERAGE MAPS: Just prior to the start of the NAB District meeting tour, Paul F. Peter, NAB Director of Research, released the "Recommended Standards for the Determination of Coverage Maps" tentatively approved by the Research Committee. At each of the meetings, these standards were presented for an extended discussion, culminating in a show of hands on the acceptability of the recommendations.

Since this project originated with the Time Buyers Committee of the AAAA and the President of the Radio Executives Club of New York, the Director, following the District meetings, informed this group of the approval of these standards by an overwhelming majority of the station executives to whom they had been submitted. As a result of this meeting, the AAAA agreed to provide a seal or stamp of approval of this method of preparing coverage maps.

Meanwhile, the project was referred to Howard S. Frazier, NAB Director of Engineering, and the NAB Engineering Committee. This group recommended certain changes which were incorporated in the final draft submitted to the Sales Managers Executive Committee at its meeting in New York on March 9, 1943, and to the Research Committee at its meeting in Washington on March 31, 1943. From the latter meeting came a further slight modification and final approval of the standards. The Research Committee also authorized the preparation of sample coverage maps (day and night) based on these standards and the issuance of a booklet outlining the method of compiling and computing such maps. It is hoped that this material will be available for distribution at the NAB War Conference.



A HORSE AND PLOW borrowed from a farmer living near the transmitter of WHIO, Dayton, are used by Engineers Kenneth Weller, seated on the horse, and Jack Hodgkinson, holding the plow, in preparing the ground for a Victory garden at the transmitter site. Jack Peyser, announcer, seems to be bossing the job. All WHIO employees are free to make gardens at the transmitter grounds.

PER-INQUIRY AND FREE TIME: When an analysis disclosed that the number of per-inquiry offers and free time requests received by radio stations during a six-month period in 1942 was substantially above the number of such unethical approaches in the same period of 1941, a somewhat different attack was decided upon. In the "NAB Reports" all such offers and requests were treated facetiously and sarcastically. The immediate result was a doubling and quadrupling of the number of such attempts reported to the department and, favorably, the conversion of several such efforts to standard trade practice.

SALES MANUAL FOR LOCAL ACCOUNTS: The Sales Managers Executive Committee, at its meeting in New York on March 9-10, 1943, instructed the Director to prepare as rapidly as possible a Sales Manual for Local Accounts. This is now in production and a final draft was planned for submission to the Committee at its meeting preceding the NAB War Conference.

RETAIL PROMOTION COMMITTEE PLAN: Acting on a resolution of the Sales Managers Committee, passed at the NAB Annual Convention in 1942, the NAB Board of Directors authorized the appointment of a Retail Promotion Committee (originally termed Department Store Clinic Committee) to investigate the present use of broadcast advertising by department stores and leading retail establishments, and to recommend ways and means of increasing the acceptance of radio in this field.

Plans Approved

After a preliminary investigation, the Committee selected Sheldon R. Coons, business counsel, to make the study and prepare the presentation. An outline of the project and a schedule of the proposed cost of participation for radio stations was submitted to the NAB Board of Directors at a meeting in Chicago Sept. 24, 1942, and approved unanimously. The campaign to raise funds was launched Oct. 30, 1942.

In essence, the Retail Promotion Committee Plan is designed to finance and present a study into the problems of retail selling, retail distribution and the part radio advertising may play in their solution.

It will be presented as a dramatic, four-hour master showing employing motion slide films, animation, sound motion pictures, transcriptions, charts, supplementary exhibits, printed material for distribution.

Jumbo Easel Form

It will be shown at joint meetings of the owners and managers of retail establishments and the executives and salesmen of participating radio stations.

Where it is not feasible to present the Master Showing, complete presentations in jumbo easel form will be available.

In both the study and the presentation, Mr. Coons will draw upon sources of unquestioned stature—men known to all in advertising, business, government, labor, management, retailing and broadcasting. All to the end that there shall be presented to the retail industry and broadcasters alike a sweeping compilation of such authoritative opinion and verifiable facts as to show conclusively how the broadcasting industry may serve the retailer.

Many leaders in the industry have termed this project the most constructive activity ever undertaken by broadcasters. Certainly it is the first industry-wide effort to sell the medium on a thoroughly sound and constructive basis.

For the tremendous energy and unlimited time that Chairman Paul W. Morency, of WTIC, Hartford, has devoted to the development of this project, broadcasters will long be indebted. With the goal in sight, the entire committee hopes to raise, at the NAB War Conference, the additional funds required to complete the study and presentation.

To assist Chairman Morency in the campaign for funds, the Director has devoted more than a majority of his time since the conclusion of the District meetings. To those who are closely associated with the project, no other activity in the commercial phase of broadcasting has ever possessed either the appeal or the possibilities of the Retail Promotion Committee Plan.

ENGINEERING DEPT.

Howard S. Frazier, Director of Engineering

The NAB Engineering Department is now devoted almost exclusively to industry problems of a technical nature created by the war. These activities include the conservation of tubes, spare parts and other materials essential for operation; the recruiting of competent technical personnel from sources outside the industry, the maintenance of home receivers and direct assistance to stations with material and personnel problems.

Neville Miller is chairman of the Domestic Broadcasting, Committee IV and a member of the International Broadcasting, Committee VI and Communications Liaison Committee for Civilian Defense, Committee XII, of the Board of War Communications. The Director of Engineering serves as alternate and technical advisor for the NAB president on these three committees.

It is anticipated that losses of the industry's technical manpower will be one of the most serious problems to be faced by the industry in the near future.

For many months this Department has been preaching the wisdom of training women and men, who because of age or physical fitness are not subject to military

Consistent Daytime Leadership of

WPRO

IN PROVIDENCE

The News Station of Rhode Island

C. E. Hooper Station Listening Index
October 1942 to March 1943
Monday thru Friday

	WPRO	Station "B"	Station "C"	Station "D"
Morning Index	37.0	24.1	18.2	18.2
Afternoon Index	38.2	31.4	16.0	12.6

This is why WPRO consistently carries more local advertising than any other Rhode Island station . . . and is "first choice" of informed National Time Buyers.

Rates: One rate card—the same low rates to every class of advertisers.

630 Kc. 5000 Watts Day and Night Basic CBS

CHERRY & WEBB BROADCASTING COMPANY

15 Chestnut Street, Providence, R. I.

National Representative: Paul H. Raymer Company

Buffalo's Most Powerful Transmitter Plant

GIVES

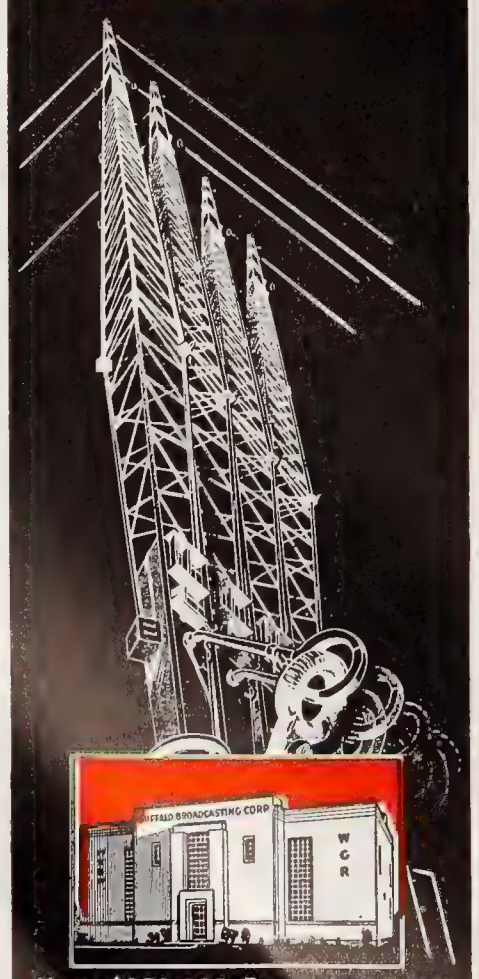
WGR

BUFFALO'S LARGEST REGIONAL COVERAGE

5000 WATTS BY DAY

1000 WATTS DIRECTIONALLY INTENSIFIED BY NIGHT

BASIC MUTUAL 550 K.C.



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

National Representatives: EDWARD PETERS, INC.

service, as replacement technicians and operators. The Executive Engineering Committee has not considered it advisable to undertake an industry operator training program as the operating practices of individual stations vary widely.

The BBC has been extremely cooperative by informing NAB of its experience with technical personnel problems under wartime conditions. Recently the NAB Engineering Department, with the cooperation of the American Radio Relay League, inaugurated a campaign to recruit men and women possessing radio operator licenses or other qualifying experience for technical positions in broadcast stations. Applicants have already been registered from 37 states and the District of Columbia. Upon request, the names of registered persons are forwarded to stations.

No Station Off the Air

Conservation measures instituted by cooperative action of WPB, FCC and BWC together with the exchange of surplus materials, as implemented by the FCC catalog of surplus equipment and the NAB Swap Bulletin, have made possible the continued operation of the industry with a minimum drain upon the nation's stock pile of vital materials. So far as is known by NAB, no station has been off the air for longer than a brief period due to a lack of replacement tubes or parts.

The NAB Swap Bulletin is mailed to all standard broadcast stations regardless of NAB membership. Likewise, the columns of the Swap Bulletin are available to all broadcasters.

The delivery of necessary replacement materials to broadcasters has been expedited by the granting of the preference rating AA-2X which is comparable with the priorities accorded military requirements.

There is a growing realization that the effectiveness of broadcast station operation is dependent upon the continued maintenance of home receiving sets. This problem has been aggravated by the loss of substantial numbers of radio service mechanics to the armed services and other industries, as well as the temporary shortage of some replacement parts and tubes. The Engineering Department has devoted much of its efforts during recent months to this phase of the industry's wartime technical problems.

The work of the Recording and Reproducing Standards Committee has been suspended for the duration of the war.

Among the varied activities of the Engineering Department, the following are worthy of special mention: publication of a directory of tube repairing facilities, priority instructions to broadcasters, the purchase by broadcasters of transmitting tubes from amateurs, relaxation of FCC operator requirements, a continuous review of technical publications with reading recommendations for broadcast engineers and executives, selective service problems and the investigation of new broadcast equipment developments.

Milwaukee Trip

AN INVITATION to NAB War Conference delegates to run down to Milwaukee anytime between April 29 and May 2 and take in the *Milwaukee Journal's* "Radio City" layout [WTMJ and W55M (FM)] has been extended by Walter J. Damm, vice-president and general manager of radio and former president of the NAB. The plant was opened Feb. 15 but no formal dedication was held in view of war conditions. Milwaukee is about 90 minutes from Chicago, with about two dozen trains leaving daily.

LABOR RELATIONS

Joseph L. Miller, Director

The whole field of relations between men and management is now under the control of the Federal Government.

Collective bargaining is only a sham. Either side in labor negotiations can end them at will, knowing that compulsory arbitration must follow. And even if a bona fide collective agreement is arrived at it must be submitted to the federal government for approval.

Wages and salaries have been "stabilized". That means "frozen" with some little leeway.

Labor is forbidden to strike.

Not only does the government now fix maximum hours of employment (without penalty) but also tells management just how long its men shall work.

Some headway has been made toward "freezing" men in their jobs if essential to the war effort and labor conscription within the coming year is the probable development which will complete the governmental grip on this field.

In so doing, if management is wise, it will seek the support and cooperation of organized labor. Most labor unions, like management, are chafing under virtual bureaucratic dictatorship. They will be ready and willing to help management restore economic freedom—if management does not try to define economic freedom as unbridled freedom for management and serfdom for labor.

A start was made toward determining whether radio was responsible for the permanent maintenance of those members of the AFM who could not make a living with their instruments.

James C. Petrillo, president of the musicians union, started the ball rolling when, in June, 1942, he



YOU OUGHT TO SEE THE WAY THEY'RE PACKING PEOPLE INTO BEAUMONT

In 1940, according to the census, Beaumont's city limits encircled 59,063 people. On December 31, 1942, an estimated 80,000 inhabitants dwelled within the same limits. Also, the December, 1942, city directory lists 99,000 residents against 77,000 people who were included in the 1941 city directory. Add to Beaumont's rapid growth the equally great population gains of nearby Port Arthur and Orange and you'll readily understand why it'll be a wise move to use KFDM today to cover the war-busy Sabine area.

KFDM

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

Serving the magnetized Sabine area which is drawing people and industries from other sections.

kglo

MASON CITY, IOWA

Our farm-listeners are getting big dough for producing PORK. Our city-listeners are getting likewise for packing PORK. Why don't you be the little piggy that "goes to town" in this market?

DIP INTO THE PORK BARREL MARKET



NOW 5000 WATTS

F. C. EIGHMEY
General Manager

CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

nounced to his convention that FM members would make no recordings after Aug. 1. Under the committee's pressure he finally stated that he wanted the recording companies to contribute cash to a union-managed "unemployment fund". This they refused to do.

Sooner or later, the issue will be decided, and recording will be remed.

Whatever the decision, it likely will determine in the long run whether the private WPA for musicians which is now maintained by many radio stations must be discontinued. The sooner this question is decided, the better for all concerned.

LEGAL DEPARTMENT

Russell P. Place, Counsel

Following the Cleveland Convention, hearings on the Sanders Bill to amend the Communications Act were resumed May 19, 1942. The reported testimony comprised 1058 pages. In January, 1943, Representative Holmes (R-Mass.) introduced in the 78th Congress a bill virtually identical with the Sanders Bill, and in March Senators White and Wheeler jointly introduced a bill which also included the recommendations of the Federal Communications Bar Assn., but went even further and included, among other provisions, the three proposals advanced by NAB at the hearings on the Sanders Bill last year. NAB had endorsed in principle the Bar Association's recommendations. There is a distinct possibility, it is generally believed, that the present Congress will amend the Act.

Also on the Congressional front are three bills which would prohibit the advertising of alcoholic beverages. The Johnson and Capper Bills in the Senate, and the Sulkin Bill in the House, were referred respectively to the Senate Interstate Commerce Committee and the House Interstate and Foreign Commerce Committee, where they now remain.

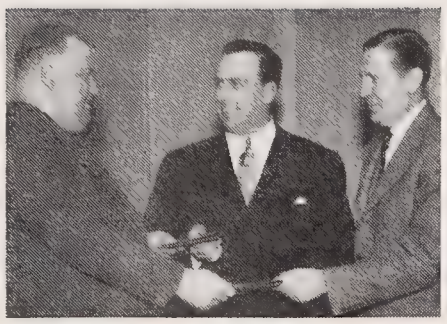
Selective Service Handbook

Preparation of the NAB Selective Service Handbook and Supplements, correspondence with stations relative to occupational deferment of key men, and contact with National Headquarters of the Selective Service System, have consumed considerable time and effort. Activity and Occupation Bulletins issued by headquarters for the guidance of local boards have not prevented induction of many key employes in broadcasting, although the industry as a whole, it is believed, has been accorded reasonably fair treatment.

The training of women, men over 45 and men in 4-F remains, as NAB has repeatedly stated, the safest course to pursue in order to insure sufficient manpower for continued operation. With the drafting of fathers imminent, the picture daily looms more grim.

Under the law the local boards, subject to the right of appeal to the Boards of Appeal, have the power to determine all claims and questions relative to occupational deferment. Under the Selective Service System's basic policy of decentralization, the power of State Directors seems to be increasing with corresponding reluctance on the part of the Director of Selective Service to intervene in occupational cases.

Gen. Hershey and the State Directors have the authority in their discretion to take such appeals, an authority they exercise only infrequently. The local boards, at the grassroots, are virtually all-powerful, and are seldom reversed if they have observed procedural regulations. Counsel has been of some help in a number of cases where stations requested investigation by headquarters; but the prospects for the future appear less bright.



GIFTS OF GRATITUDE to close WGBI's best year of national spot business in 18 years of broadcasting. Frank Megargee (left) president of the Scranton (CBS) station, presents ostrich leather wallets to Vice-President George Bolling (center), and President John Blair (right) of John Blair & Co., the station's representatives for the last six years. Contract has been renewed. WGBI presented a gift to every man and woman in the agency.

PROMOTION AND CIRCULATION

By Arthur Stringer

This department continues to be almost wholly concerned with government departments.

The industry provides a tremendous amount of support to the nation's war effort: 5,556,000 announcements and 601,000 programs of local origination in 1942.

Elmer Davis on March 26, 1943, stated that $86,900,000, divided $71,570,000 for time and $15,330,000 for talent, was the dollars and cents value of the over-all radio effort of bringing war information to the public.

Stations which have not yet safeguarded their operation by placing women, over-age men and 4-Fs in key spots are faced with sizable difficulties now, larger ones in a few months.

By acting promptly stations have one last chance to secure dependable replacements for the duration. It is our feeling that some measure of relief may be afforded by checking lists of nearby students who have been enrolled in the ESMWT-NAB "Fundamentals of radio" courses.

The March-April tube survey undertaken by NAB for Radio & Radar was reported "excellent and most helpful" by WPB.

Over 10,000 copies of a folio dealing with Selective Service were distributed by NAB with the help of broadcast stations, jobbers and service associations and set manufacturers.

Broadcasters must become "circulation" conscious. Unless individual sets (circulation) are maintained in repair, the war effort will suffer.

What happens to the morale of

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

DON'T GO GETTING ANY NOBLE (Ky.) THOUGHTS!

No doubt your intentions are honorable, but even lofty ideas won't get you much business in towns the size of Noble (Ky.)! But in the Louisville Trading Area, buying power is on the grand scale—adds up to 35.5% *more* than the rest of Kentucky combined! . . . It's a princely market, and all within reach of WAVE—the station renowned for complete coverage at lowest cost. In other words, noblesse oblige!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

Buffalo's Most Powerful Transmitter Plant

MAKES

WKBW

Buffalo's only

50,000

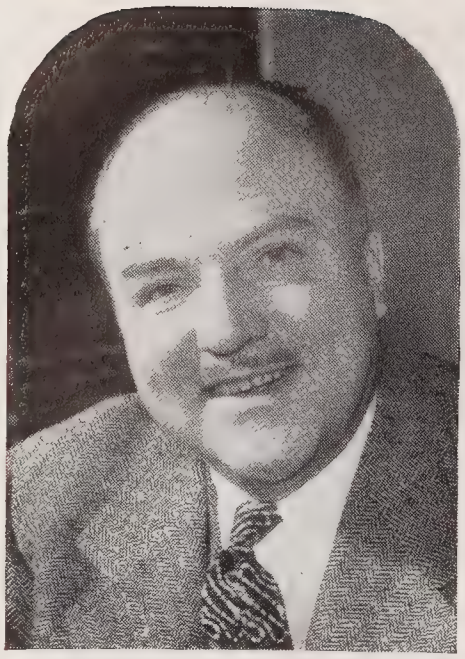
WATT STATION

Blanketing 11 Eastern Seaboard States
227,000 Square Miles
Over 12,000,000 people

BASIC COLUMBIA
1520 K.C.



New $350,000 Transmitter Plant
BUFFALO
BROADCASTING CORPORATION



"KSO Speeds Distribution for Wartime Spread"

. . . says Randall Klein

As head of the Des Moines office of Seavey & Flarsheim, food brokers, Randall Klein has had a hand in many successful Iowa sales promotions. On his recent introduction of Double-Mix, Mr. Klein reports:

"Last October radio launched Double-Mix in Iowa—with daily mention on KSO's home-economics program.

"Thanks to effective broadcasting, Double-Mix is already established with thousands of Iowa families as the wartime spread that makes one pound of butter do the work of two.

"Even in normal times, introducing a new product is a tough test for any medium of advertising. In wartime, it's even harder. So KSO and Helen Watts Schreiber can take a well-deserved bow for helping Double-Mix to obtain such wide distribution in so few months."

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with Des Moines Register & Tribune

Represented by The Katz Agency

families, deprived of accustomed news and other broadcast services, was demonstrated this spring when many farm families were unable to buy radio batteries. Large numbers became resentful, uncooperative and disgusted.

It is unfortunate that farmers were the unwilling guinea pigs whose reactions, when deprived of broadcast service, aroused public indignation. But this experience has clearly demonstrated the importance of maintaining a radio in every American home throughout the emergency.

RESEARCH

By Paul F. Peter

The NAB Research Department, under the direction of the NAB Research Committee, has completed its study of Station Coverage and is preparing a publication of its recommendation on the subject. This will be mailed to the membership as soon as it is printed. The title of the publication will be "How to Determine Station Coverage".

The department has also completed its tabulations and calculations of Census data to be included in the "NAB Market Data Handbook for Broadcasters".

Two surveys were addressed to broadcast stations during the last year which were of particular importance: on use of musicians by broadcast stations and a survey of the manpower situation in the industry.

The NAB recommendation on Station Coverage will contain a recommendation on method of determining the station coverage area, and the manner of handling the calculation of the market data used to interpret the coverage area. Also included will be a sample station coverage presentation presenting a demonstration of maps, titling and copy.

The NAB Engineering Committee prepared a recommendation on "Signal Strength" in 1940 under the title, "National Association for the Purpose of Estimating Field Contours of a Broadcast Station in the Regular Broadcast Band."

Recommendations are given on "Audience Mail" and "Coverage Analysis."

Market Data Handbook

In conjunction with the Station Coverage Recommendation, NAB is preparing a thoroughly complete Market Data Book for Broadcast Stations which will contain basic information for station use.

The importance of the problem of manpower to operate the industry compelled NAB to address a questionnaire to all stations in September, 1942.

The department is currently preparing a simplified questionnaire to revise earlier information on manpower since it is probably the most acute problem facing the industry today.

The department has devoted much time to the collection of information needed in treating the problem of the musicians' ban on music recording.

More than 500 radio stations have consistently submitted reports on the programs and announcements carried on behalf of the war effort each month since the fall of 1941. The department has made the analyses of the reports.

The department undertook to assemble as much information as could be made available for the use of stations in calculating excess profits taxes; assisted in the preparation of a data sheet and instructions for its use to assist stations in critical labor areas in observing the 48-hour week to conform with the Executive Order of the President.

The department assisted the National Retail Dry Goods Association in preparing a questionnaire to its membership on the subject of retail advertising; assisted in preparation of graphic charts of basic radio information for the use of the director of broadcast advertising.

LISTENER ACTIVITY

Mrs. Dorothy Lewis, Coordinator

Principal objective of this department for 1943 is to continue the program of education of the listening audience with principal emphasis on program evaluation, to report on audience reactions and to service all those groups or individuals wishing aid in using radio, when such use is in the public interest.

WLIB-CIO Pact

AMERICAN Communications Assn. (CIO), reports that negotiations with WLIB, Brooklyn, have been completed and a contract is being drawn providing for raises and union benefits for the station's entire staff. At WIBG, Philadelphia, negotiations for a renewal of the technicians' contract ended in a deadlock and the disputed points have been submitted to the U. S. Conciliation Service for arbitration. At KYW, Philadelphia, the technicians' contract has been reopened for discussions of wage adjustments.

Rep. Stewart to Amend Mailing Privilege Bill

AMENDMENT of a bill to preserve second class mailing privileges for publications that suspend during the war (HR-1004), limiting it to publications owned by servicemen, seemed likely last week after Rep. Stewart (D-Okla.) expressed opposition to it in the House Monday.

When the measure was brought up, Rep. Stewart refused to permit its consideration. He explained that he felt the bill should be worded so that it would protect only war victims. He predicted that an amendment would be arranged with the sponsor of the bill Rep. Hagan (P-Minn.).

POST-WAR PLANNING IS BEGUN BY WOR

WITH AN EYE to greater listening pleasure and increased operational efficiency when the war is over, WOR, New York, has organized a post-war planning committee under the direction of its executive committee, with specific studies assigned to appropriate departments. The functions of the committee are still exploratory in nature, but several postwar personnel, engineering and business problems are under consideration.

Specifically, the question of WOR's participation in television is being analyzed as to how soon materials will be available after the war, what materials are available now, and what the possibilities are of placing orders now for equipment needed later. The future of W71NY, WOR's FM station, is another topic under discussion, including problems of expansion, antenna design, transmitter improvement, and the bringing up to date of present studio equipment.

The station's news and program departments are studying the possibility of a reduction in the number of news programs and best replacements after the war, while the sales division is trying to determine the changes in advertising which will probably occur. In connection with the post-war plans of advertisers, Eugene S. Thomas, sales manager of WOR, is working with the larger advertising agencies on a survey which will probably be completed at the end of May.

CBC Excuses Jap Scare Incident, Issues Warning

OFFICIAL CBC investigation of the Jap landing scare on the Pacific coast a few days ago resulted in a release saying "the presentation of the program was an error in judgment committed through excess of zeal for a good cause. (Recruiting for Canada's Reserve Army.) It should be a warning to advertising agencies and radio operators that the use of 'scare' methods to arouse public interest should be used with the greatest of care."

Scare resulted from a program sponsored by Maher Shoe Co., Toronto, through A. McKim Ltd., advertising agency.

Part of show referred to Sinclair Lewis' "It Can't Happen Here." Listeners who misunderstood telephoned newspaper offices and army stations. Some reserves reported for duty.

Corwin to Speak

NORMAN CORWIN, CBS producer and playwright, will present the composite views of radio actors, writers and producers on the relation of their respective fields to the war effort, at the National Wartime Conference of the professions, arts, sciences and white-collar fields, to be held May 8-9 at the Hotel Commodore, New York. Representatives of these groups are now meeting to draw up suggestions for making fullest use of their skills, and the results will be reported by Mr. Corwin at a panel session on "Arts and Letters", Sunday, May 9. Meeting is sponsored by a number of educational, scientific and civic organizations, and by 200 individuals.

WHAT RADIO STATION IN KANSAS CITY IS LISTENED TO MOST-- BOTH DAY and NIGHT?

That was the question asked in the most comprehensive poll in the history of radio—the National Broadcasting Company's 1942 survey, "A Tale of 412 Cities."

Pause . . . For Station Identification!

1. In the daytime WDAF is "listened to most" by 33% more listeners than the second station.

2. At night WDAF is "listened to most" by 64% more listeners than the second station.

610 KILOCYCLES—5000 WATTS—FULL TIME

WDAF

BASIC N. B. C. • KANSAS CITY

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Radio in the Global War

(*Continued from page 70*)

vantage of the most recent developments of electronic science in reducing the effects of interference, frequency-modulation has been adopted for use in tanks, tank destroyers and the Field Artillery.

A complete radio system was put into effect during 1942 for tanks and tank destroyers, permitting short-range communication between tank commanders and the individual tanks under their control. Each tank is equipped with two-way short-wave radio, frequency-modulated and crystal-controlled. The tank carrying the commander of a tactical unit will have two complete radio systems, over one of which he communicates with the men under his command, while the other serves him for communication with the commander of the next higher echelon. Thus, the principal and subordinate radio nets are interlinked to provide continuity in the flow of orders and information even during the heat of a mechanized encounter. The radio system for the armored force includes smaller sets for reconnaissance use which can operate on the same frequency with those in the tanks.

A similar system has been set up for the Field Artillery. The sets operate with frequency modulation on high-frequency channels which, again, are accurately calibrated by crystal control. Some of the sets are permanently installed in vehicles and obtain power from the vehicular electrical system. Others are portable, low-power transmitters and receivers which can be carried like suitcases and are operated from batteries. Auxiliary equipment makes it possible to install these portables in vehicles and operate them off the vehicular electrical system.

Code or Voice Transmitted

Messages may be sent either by radiotelegraph or radiotelephone. Special abbreviations are used in either case to convey the information which an observer, either at a forward vantage point or in the air, is in a position to get through to the fire control station. The Field Artillery radio sets provide communication for purposes of reconnaissance, direction of fire, and warning against impending attacks of enemy aircraft or tanks. One feature of these sets is remote control, enabling an operator to put a set in a physical location which provides for good transmission while he personally can work from a position with less exposure to enemy fire.

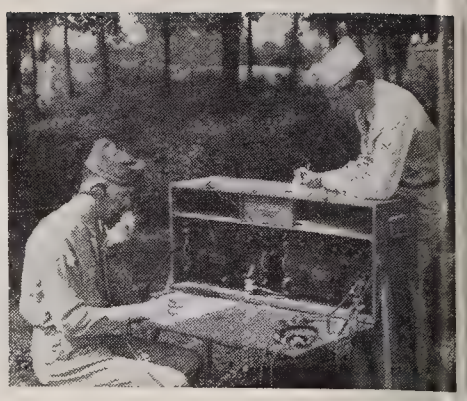
Considerable attention has been paid to the portable radio set carried by one man. The walkie-talkie, carried on a man's back, has already become familiar to all Americans. In the field of combat, it has already performed admirably in front-line reconnaissance and artillery observation. Better and more compact portable radios are under continual development. One of them is the tiny transreceiver which a man can hold in one hand while listening or talking. It is known as the "handie-talkie," although some troops like to call it the "cracker-box radio" because its size and shape resemble the common retail biscuit box.

Aerial warfare has provided a huge and diverse field for the application of radio. Communication itself is only one of many ways in which radio is used in aerial war. Radio plays a major role in helping the navigator plot his course in flying in a definite direction with or without the aid of a radio beam. Radio altimeters tell the pilot how high he is over the nearest terrain obstacles, a tremendous improvement over the pressure type altimeters which indicated altitude above sea level, and even then only after further correction was made in accordance with the barometric pressure variations due to weather conditions at the moment. Radio serves in bringing pilots back to their home base and in guiding pilots to a blind landing under conditions of "ceiling zero." Radio also serves in a very remarkable way in the secret devices used for detecting and locating enemy craft.

Transmitters Record Weather

In preparing for any aerial undertaking, a knowledge of the winds and other meteorological conditions at various altitudes is of the utmost importance. For this purpose, the Signal Corps has applied radio in the form of tiny automatically operating transmitters carried by balloons to the upper layers of the atmosphere and sending signals to the ground to provide a continuous record of temperature and humidity at successively increasing altitudes.

Radio direction finders play an important part in locating enemy transmitters. Special signal radio intelligence personnel are assigned to monitor the enemy wavelengths and keep a record of their transmissions. In our own operations, of course, discretion is observed to prevent the enemy from hearing too much. However, there is one type of radio transmission to which the enemy—both his troops and his people at home—are invited to listen. These are the broadcasts which present factual news and the viewpoint of the United Nations to the people of the Axis nations and the people of nations subjugated by them. The Signal Corps is charged, among other things, with providing these powerful transmitters, although the decision as to what program shall be carried on them is made by other agencies. A notable example was the transportation of a powerful station to North Africa which set up business on a wavelength adjacent to the regular Morocco station and played an important part in putting the American story before the French population during the confused days that followed the initial landing. Technicians of the United States Signal Corps are always prepared to take over radio stations in occupied areas and adapt them to serve the military and political ends of the United Nations.



TRANSMITTERS and receivers are in action. In warfare today every one keeps in touch with everyone else, on the ground, in the air, on the water. This is a receiving set in operation in the field.

Echelons Concept Important

In the organization of military communications, the concept of "echelons" is very important. An echelon is a level of organization. Suppose that a national radio network were so arranged that each local station, instead of broadcasting its program directly to the listener, sent it out to a limited number of sub-stations, and then, in turn, each sub-station covered a number of low-power transmitters located in each city block. We would then have a series of levels through which the broadcast information finally reached the public. Of course, such a system would be unnecessarily elaborate for the broadcasting of public information. Such a system, however, must be used in military operations. Reports and orders are not meant for all ears. They are designed for the exclusive use of particular listeners.

Organization Set-up

In military communications, the responsibility for transmission of information always develops upon the higher echelon. In other words, the commanding general of an overseas theater of operations is responsible for the communications lines by which his orders are transmitted to the separate forces under his command and by which information and reports are transmitted from them to him. His subordinate, say the commanding general of a corps, is responsible for communications down to the headquarters of the divisions under his command. He carries out this responsibility through the use



"C"

RADIO'S FOR

EXCELLENCE

TO

WIRE

. . . which, through the cooperation of the Indianapolis Building and Loan Associations . . .

TOPS the Nation's Stations in selling $10,619,425.00 in War Bonds—on ONE performance of

"TRUTH or CONSEQUENCES"!

BASIC NBC

WIRE

National Representatives:
JOHN E. PEARSON COMPANY
360 N. Michigan Ave., Chicago
FRANKLIN 2359
250 Park Ave., New York City
PLAZA 8-2255

WIREd
FOR
SOUND
ADVERTISING
RETURNS



of several signal battalions and companies which specialize either in radio or wire communication. In turn, the commanding general of each division is responsible for the communications to the regiments and other components of that division. These are carried out by a special division signal company whose commanding officer is the division officer, a lieutenant colonel. The division signal company includes a headquarters platoon which runs the administrative functions of the company, a message center platoon, a wire platoon, and a radio platoon, the latter being divided into sections for radio communications and radio intelligence. In the higher echelons, such as the corps, there will be entire signal companies devoted exclusively to radio repair or to radio intelligence or to some similar function.

Maintenance Set-up

The maintenance of Army Signal Corps radio equipment is also accomplished in a series of echelons. The first echelon is constituted by the using operator. The man who operates a walkie-talkie or a field radio set is not necessarily skilled in the mechanics or theory of radio repair. However, he has available to him as standard equipment a certain number of spare parts such as tubes and extra batteries. When a battery runs down or a tube burns out, it is his prerogative to replace it with a fresh one. Or if a wire gets loose, he may reconnect it to the terminal. However, anything beyond that normally would be sent back to the division signal company for repair. This company's repair section has testing equipment and men skilled in the knowledge and technique necessary for utilizing that equipment to the best advantage. If a set can be put back into shape by additional replacements or by ordinary rewiring, this is done.

However, if the equipment has been badly smashed up or if it is of an extremely complex nature, it might be sent back to the third echelon, which would be a signal repair company installed in a depot or at Army headquarters. Supporting these forward echelons, which are staffed by troops of the Signal Corps, are the rear echelons of repair in the continental United States. These are maintenance shops staffed by civilians in all the service commands. The final echelons are large and elaborate shops, also staffed by civilian mechanics, located in the larger Signal Corps depots such as the Philadelphia and Lexington depots. If they can't salvage a set, it's junk.

In the Camps

Not only do electronic means speed the flow of information and orders on the battlefield, but they figure in the life of the soldier in the training camps. The films by which the new soldier is instructed in many of the fundamentals of Army life are provided with electronically recorded and amplified sound tracks. And electron tubes even serve to get the soldier out of bed in the morning —for the sleep-slaying sound of reveille no longer comes, in the up-to-date training camp, directly from the frost bitten but nevertheless human lips of a bugler, but from an impersonal phonograph record feeding into an electronically operated public address system.



WITH DEVELOPMENT of the vacuum tube the entire scope and range of signalling in warfare change. Here officers on the ground talk, by means of the Army's newer type handie-talkie, with parachutists.

TECHNICAL ADVANCES IN VIDEO

Vast Network of Television Stations Is Seen by Dr. Baker in Post-War Period

PREVIEW of a vast new potential postwar television industry was given the Schenectady Advertising Club by Dr. W. R. G. Baker, General Electric vice-president, who hinted a revolutionary change in television prospects as a result of wartime research activities.



Dr. Baker

Dr. Baker commented that prewar television was worthwhile even if it did nothing more than train engineers for high-frequency work. He said this experience was used so effectively in wartime that the usable frequency band has been broadened so that frequencies never before available to the engineer are now at our command.

Immediately after the war, Dr. Baker predicted, radio manufacturers now devoting all their efforts to war work, will want to produce reasonably priced television sets in huge volumes. He warned that the wartime advances necessitate reconsideration of the television standards adopted before the war by the National Television System Committee.

"The place of television in the frequency spectrum will have to be reconsidered," he said. "What the standards will be will be the big question to decide, for the decision will affect the industry for years."

The GE official predicted that after the war television stations will be built near all large cities, where they can service the most sets. These stations he said will be linked by a network of coaxial cables and television relay stations to overcome picture radio's line-of-sight limitation.

As an example of what can be done, he pointed out the GE relay station in the Hellerberg Mountains near Albany, N. Y., which picks up programs from NBC's television outlet in New York and relays them to the Albany-Troy-Schenectady area through GE's WRGB transmitter.

The post war television set will probably produce black and white pictures 12 x 15 inches, he said. Color television has not yet been perfected to the engineer's satisfaction, Dr. Baker explained, and in addition it would require scrapping most of the equipment of the nation's eight licensed stations. These eight stations, Dr. Baker told the club, will probably begin fulltime programming after the war.

In addition to the great technical advances during wartime, Dr. Baker said that facilities for production of important equipment have been expanded. He pointed out, for instance, that picture tubes had been imported from Holland before the war because they were too expensive to build. When peace comes, he said, U. S. manufacturers will have tremendous capacity to make these tubes in America. Large scale production, he said, will drastically reduce the price of these tubes, and with other elements, will bring about reasonably priced sets.

WDBO, Orlando, Fla., has appointed John Blair & Co., its national sales representative.

Plough on WOR

PLOUGH, Inc., Memphis, will sponsor Fulton Lewis Jr. on WOR, New York, starting May 3. The Washington commentator broadcasts on Mutual five times weekly at 7 p. m., on a local sponsorship basis. WOR began carrying his commentaries April 19. Plough will promote St. Joseph Aspirin. Agency is Lake-Spiro-Sherman, Memphis.

"WAR CORRESPONDENT"

Starring JOHN B. KENNEDY
JIMMY WALLINGTON
AND AN ALL-STAR CAST

In far off places the history of America is being written. And in each of these far off places War Correspondents are facing enemy guns and shells so that we at home may have first hand news of America's Fight for Freedom. The stories of our at-the-front War Correspondents are brilliantly dramatized in this unique series of quarter-hour transcribed programs.

A NEW TRANSCRIBED FEATURE FOR LOCAL AND REGIONAL SPONSORS!



THE STORY OF WORLD WAR II

AUTHENTIC!

FACTUAL!

PRODUCERS OF QUALITY TRANSCRIBED SHOWS

- **THE KORN KOBBLERS . . . 260** fifteen-minute transcriptions featuring the music and comedy of THE KORN KOBBLERS. Master of ceremonies: Alan Courtney. Vocalists: Charlie Wayne, Stan Fritts. Guest stars: Kay Lorraine, Redd Evans.
- **ONE FOR THE BOOK . . . 190** five-minute sports stories transcribed by America's No. 1 coast-to-coast sports commentator, SAM BALTER. 4 years coast-to-coast network.
- **SPARKY AND DUD . . . 66** fifteen-minute musical-variety programs transcribed by those scamps of the army camps. "Private" SPARKY and "Strictly Private" DUD. Featuring Happy Jim Parsons, Fred Hall and Lazy Dan.
- **FORBIDDEN DIARY . . . 130** fifteen-minute episodes in this unusually dramatic continued story. Star-studded array of network talent. Scripted by one of radio's foremost writers of continued stories.
- **THE CAREER OF ALICE BLAIR,** a "white-collar-girl" story, starring Martha Scott, Joe Cotten, an all-star cast. Remarkable record of success. 130 fifteen-minute programs transcribed.
- **THE OLD CORRAL . . .** starring Pappy Cheshire, Sally Foster, the Ranch Boys and a large musical group in an outstanding show of Western music and stories.

FREDERIC W.

ZIV

INCORPORATED

2436 Reading Rd., Cincinnati, O.

485 Madison Ave., New York



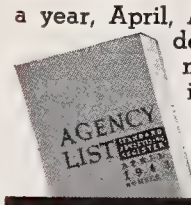
ORDER NOW . . . NEW 1943
Standard Advertising Register

In these days of rapid fire shifts, the new 1943 Standard Advertising Register and Service will keep you abreast of these changes.

The Register lists over 11,000 national and sectional advertisers. It gives the executive personnel of each including advertising manager, sales manager, buyer of printing. It shows the agency or agencies placing the account, territory covered and types of media used. In fact, it gives all information necessary to effectively solicit the advertiser or agency either by mail or in person.

• • •

THE AGENCY LIST—issued three times a year, April, August and December. A dependable source of information on 1600 advertising agencies with their personnel, recognition and the 30,000 clients they serve.



NATIONAL REGISTER PUBLISHING CO., Inc.
330 W. 42nd St. New York — 333 N. Michigan Ave. Chicago

CONSTRUCTIVE CRITICISM

Maxine Keith Crusades Against Own Sponsor's Copy; WMCA Time Increased

'TIS AN ILL WIND, the saying goes, and that goes for Maxine Keith, whose thrice-weekly *From Me to You,* sponsored by Sachs Quality Furniture Stores, New York, has been a feature of WMCA, that city.

As a result of her own campaign against radio "plug-uglies" Miss Keith's sponsor has increased her programs to five-weekly and given her show a new title, *So What,* yet her campaign was directed chiefly at a transcribed commercial on her own show!

Pro and Con

Since *Readers Digest* published its "plug-ugly" article last August, arguments pro and con have been submitted, both orally and in print. Early this year Miss Keith took it upon herself to crusade against "distasteful" commercials. One of her targets was the chanted announcement called "I'm Talkin' About Slip Covers", done by William Woolfolk, who played the part of a Negro crab peddler in the Broadway play "Porgy & Bess".

William Sachs, an executive of the Sachs firm, heard Woolfolk chant his lines "I'm talkin' about fresh crabs" on the stage and signed him to chant the line about slip covers on records for Sachs' radio programs. Miss Keith didn't like the transcription. She wondered if her audience did and she asked them.

The response was unusually large. Most of the listeners objected to the chanted phrase as a "plug-ugly" but there were those who liked it. "A novel idea," said one; "much different from the usual radio advertising," commented another; still another told Miss Keith, "I get a kick out of the slip cover advertisement."

All the mail went direct to Sachs. What impressed the furniture dealers most was not the criticism and commendations but the number of letters. It indicated Miss Keith had a large audience.

That's why today Maxine Keith is m.c. of the recorded music program *So What,* on the air for Sachs at 4:45 p.m. Monday through Friday instead of three days a week. And it increased her daily schedule to two shows—making 10 a week.

What's more, Sachs promised Miss Keith future commercials which wouldn't offend her and her listeners. To make it good, the company has suggested that Miss Keith write her own commercials.

Canadian Press Reelects Arthur R. Ford of CFPL

ARTHUR R. FORD, CFPL, London, Ont., and the *London Free Press,* was reelected president of the Canadian Press at the annual meeting held at Toronto April 15. Mr. Ford was reelected president of Press News Ltd., radio-news subsidiary of Canadian Press. Roy H. Thomson, CKGB, and *Timmins Daily Press,* Timmins, Ont., was reelected vice-president of Press News Ltd. and directors elected were Emile Jean, CHLN, and *Le Nouvelliste,* Three Rivers, Que.; Senator W. Rupert Davies. CKWS and *Whig-Standard,* Kingston, Ont.; H. M. Hueston, *Canadian Observer,* Sarnia, Ont.; W. B. Preston, *Brantford Exposition,* Brantford, Ont.; W. McCurdy, *Tribune,* Winnipeg. Canadian Press directors elected with radio station affiliations are W. A. MacDonald, CJCA and *Edmonton Journal,* Edmonton, Alta.; G. V. Ferguson, CJRC and *Free Press.* Winnipeg; Herve Maior, CKAC, and *La Presse,* Montreal; Senator W. H. Dennis, CHNS and *Halifax Herald,* Halifax, N. S.; H. P. Robinson, CHSJ and *Times-Globe,* St. John, N. B.

WDBO to Blair

NOW CLAIMING complete coverage of Florida, John Blair & Co. has added WDBO, Orlando, to stations already represented in that state, according to announcement by Col. George C. Johnston, president. WDBO, 580 kc. and 5,000 watts 24 hours a day, joins WJAX, Jacksonville; WFLA, Tampa, and WQAM, Miami, as Blair-represented stations.

Post-War Planning

(*Continued from page 42*)

the peace following a war in which radio science has progressed by leaps and bounds. We will have learned much of radio development ere this war ends. Let us resolve now to coordinate our planning before embarking on a wild scramble of equipment manufacture for the use of new radio channels. Let us avoid in radio the possibility of retarding progress by poor planning in the radio frequency spectrum.

It is both possible and practical to coordinate the broad phases of engineering equipment design with a scientific frequency allocation. In so doing, we can likewise avoid the pitfalls of premature standardization and its consequent regimentation of research.

It seems apparent that as soon as the war clouds show signs of clearing the entire radio electronic industry, both the manufacturers and the licensees of radio stations or applicants therefor, including those for all types of radio service, should actively collaborate on the best methods to foster the future development of radio on a basis which will minimize if not entirely eliminate the potentialities of chaos in the ether of the future.

It is likewise hoped that the entire Federal Government, including the Federal Communciations Commission, will be prepared to cooperate with industry in this basic planning for the future.

Many broadcasters have inquired whether they should file applications for television, facsimile or frequency modulation stations now. It appears that in view of the recent developments it would be far better for the radio industry to begin to plan first on more basic factors.

General Tire Would Do Radio Business in Pa.

GENERAL TIRE & RUBBER Co., Akron, O., applied to the Pennsylvania Department of State on April 22 for an amended certificate of authority to engage in the radio business in Pennsylvania. The firm, headed by Wm. F. O'Neil, purchased the Yankee Network last December.

Covered in the amended petition, in addition to regular business in the tire and rubber industry, are the "acquiring, owning, operating and disposing of radio broadcasting, transmission or reception stations and the rights, franchises, patents and properties that are necessary thereto and to purchase, hold and sell stocks or securities of corporations owning such stations."

It could not be ascertained at this time whether General Tire has any plans for engaging in radio business in Pennsylvania.

Bill O'Neil, son of Wm. F. O'Neil, is owner and manager of WJW, Akron.

LOUIS BROMFIELD, novelist and farmer, will substitute on Mutual for Fulton Lewis jr., during the week of April 26, while the MBS Washington commentator takes a vacation.



MOST POPULAR STATION IN THE WEST

CLEAR CHANNEL STATION
KFI
OF LOS ANGELES

Earle C. Anthony, Inc.

N. B. C. AFFILIATE • EDWARD PETRY & CO., National Representatives

Have any of Your Acts Gone to War?



STATIONS • ADVERTISERS • AGENCIES:

Yes—we thought so . . . but here is a solution. Here is nationally-known Hollywood experienced talent . . . vocalists and instrumentalists of network and screen fame . . . running the full gamut of Western entertainment: ballads, classical favorites, topical and sweet arrangements, long-loved hymns.

LET THE TEXAS RANGERS SERVE YOU FOR THE DURATION

An ample number of selections . . . in a flexible arrangement of transcriptions which permit you to build even daily programs for one of your prospects who is waiting for the "right" show. You can buy The Texas Rangers—all eight of them—*EXCLUSIVELY* for your community. Priced amazingly low, according to size of market. Send for details or a sample transcription.

★ ★ ★

TEXAS RANGERS NOW SELLING—

Beer	in 5 States
Dairy Products	in 4 States
Stock Food	in 4 States
Bread	in 1 State
Coffee	in 2 States
Restaurant Chain	in 2 States
Chain Drug Products	in 1 State
Coal	in 2 States

(sustaining in many other states)

THE TEXAS RANGERS LIBRARY

An Arthur B. Church Production • Write George E. Halley, Pickwick Hotel, Kansas City, Mo.

This is . . .

THE WEST VIRGINIA NETWORK

WCHS
CHARLESTON
Columbia Network
5000 on 580

WSAZ
HUNTINGTON
Blue Network
1000 on 930

WPAR
PARKERSBURG
Columbia Network
250 on 1450

WBLK
CLARKSBURG
NBC & Blue Networks
250 on 1400

GIRL SENDS NEWS TO FAR EAST

Lois Gene Burke, San Francisco OWI Deputy, Fights Jamming of Channels by Japs

FROM atop San Francisco's Market one December evening in 1941, Lois Imogene Burke looked over the city and Golden Gate and for 15 minutes gave a running description of a West Coast blackout.

Thus was born what was destined to become the West Coast headquarters of the Office of War Information, today considered one of the key posts in the Government's psychological warfare by radio.

Lois Gene—long ago she dropped the first part of her middle name—left Warner Brothers Broadcasting Corp. in 1934 to become assistant to Murry Brophy, vice-president in charge of Columbia Management of California, the CBS West Coast artists' bureau. In 1941 her boss was called to Washington as special assistant to Col. William J. (Wild Bill) Donovan, then head of the Office of Coordinator of Information.

Headed OCI Office

On Dec. 4, 1941, Lois Gene Burke took a leave of absence from Columbia Management to head up a San Francisco office for the OCI. She hadn't yet established offices when the Japs made their sneak attack on Pearl Harbor.

A few days after the war outbreak the West Coast had its first blackout. President Roosevelt wanted information on morale and the general situation. At 11 o'clock one night he called the home of Col. Donovan where Brophy was a guest.

Within a few minutes Mr. Brophy had located Miss Burke through her hotel. She was on the Market, looking things over. While she described the blackout and gave her chief other pertinent information a stenographer took it down and within a half-hour a report was on the President's desk.

Single-handed Miss Burke quickly set up an office and hired a staff. Those early days of shortwave radio resulted in one headache after the other. The OCI was using one outlet, KGEI—then privately operated. It was on a cooperation basis but the station went all-out to help.

Gen. MacArthur was sending messages for broadcast to the Philippines. As rapidly as Miss Burke scheduled them on KGEI the Japs started jamming. Miss Burke knew of three RCA obsolete circuits. She pressed them into service. That was too much for the Japs. They jammed two of the signals but the third they couldn't and as a result many lives were saved in the Philippines.

From that beginning Miss Burke built the West Coast office of the OCI in a thriving beehive of activity. Then came the OWI and consolidation. Owen Lattimore was named director of the West Coast OWI office but Miss Burke remained as his deputy in charge of radio, news, administration and interpretation of policy.

In the week of March 7-13 the West Coast office beamed 523 units (programs) on the Southwest Pacific and Far East for a total of 95 hours of broadcasting. KGEI has been augmented by KWID and commercial circuits of RCA and AT&T. Today the Japs jam periodically but because of the schedule and circuits set up by Miss Burke a good portion of American news and information is reaching its intended goal.

That the Japanese are worried about the West Coast output is indicated in frequent broadcasts from Tokyo warning the people not to be misled by "American lies". Miss Burke supervises broadcasts in 23 main dialects including four in Chinese, nine Filipino, Japanese and dialects of the Malayas and Java.

Born in Norsehead, Minn., March 11, 1910, Miss Burke started her career as receptionist and PBX operator at KWFB, Warner Brothers Los Angeles outlet. She began writing scripts and after more than six years of writing, producing and general broadcasting work she joined the CBS artists' service, in 1934. In that capacity she made several concert tours, handling promotion and public relations.

In private life Miss Burke's chief hobby has been horseback riding but today she has no time except for work. "My only hobby is working and trying to keep up with reading, so necessary to my job," she said.



MISS BURKE

Education Group Plans For New York Chapter

PLANS for the formation of a New York chapter of the Assn. for Education by Radio were developed at a meeting at *Town Hall Club* last Thursday evening, following a preliminary session the preceding Saturday at the home of Mrs. Dorothy Lewis, NAB coordinator of listener activities. Maj. Harold W. Kent, AER president, currently in the public relations division of the War Dept., participated.

Members of the planning committee, in addition to Mrs. Lewis, include: Jane Monahan, radio director of New York public schools, and her assistant, Madge Dower; Robert McDougal, radio director, New Jersey State Teachers College; Grace Johnson, director of women's activities, BLUE Network; Mrs. Henriette Harrison, National Radio Director, YMCA; Leon Levine, Assistant director of education, CBS; James McAndrew, radio coordinator, New York Board of Education; Harold McCarty, OWI.

Tribute to Radio

LIGGETT & Myers Tobacco Co., Winston-Salem, N. C., sponsor of Harry James dance music on CBS and of Fred Waring's band on NBC, will feature both Chesterfield cigarette programs, and will also pay tribute to the radio industry's contribution to the war effort through entertainment in a series of ads scheduled to run in 1,200 daily newspapers, starting in a few weeks. Agency is Newell-Emmett Co., New York.

CBS Staff Additions

FIVE new members of the CBS shortwave division were announced last week by the network, as follows: joining the news division are Louis Matigot, French news and feature writer, formerly on the editorial staffs of various Paris newspapers; Henry Michaelis, German news writer, who replaces Arsen Okun, out on sick leave. Additions to the production division are George Brengel, former casting director of Compton Adv., New York; Theodore Marvel, formerly of KFH, Wichita, WGN Chicago, and various New York stations, and Bernie Hanighen formerly on the production staff of WNYC, New York's Municipal station.

From Marine Camp

PHILADELPHIA Marines in training at Parris Island, S. C., broadcast on Easter Sunday during a remote program arranged by WIP, Philadelphia. Scheduled at 2:30 p.m., and continuing for an hour, the program included messages and interviews with men from Philadelphia stationed at the Marine base along with music by the Marine band and dance orchestra.

Bonus Bonds

TO SPUR the national representatives—Joseph Hershey McGillvra—to produce more business for his station, Adriel Fried, general manager of KLX, Oakland, Cal., is offering a $25 War Bond every month to the salesman of the representative firm who brings in the most business for KLX.

SESAC

Serving

885 AMERICAN RADIO STATIONS

with

AMERICAN MUSIC FOR TODAY

from the catalogs of

AMERICA'S FINEST PUBLISHERS

★

At the NAB War Conference

for SESAC

Claude C. J. Culmer
Emile J. Gough
Burt Squire
Graham Harris
Leonard D. Callahan
Gus Hagenah

Write Today
for your copy of
The Big Green 1943
SESAC MUSIC GUIDE

THE BEST MUSIC IN AMERICA
SESAC

113 West 42nd St.
New York, N. Y.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

WFIL, Philadelphia

Manhattan Soap Co., New York (Sweetheart soap), 6*sp* weekly, for 22 weeks, thru Franklin Bruck, N. Y.

Gimbel Bros. Department Store, Philadelphia (Trimount Clothing), 1 *sa* weekly, placed direct.

Rockower Bros., Philadelphia (children's and men's apparel), 5 *sa* weekly, for 13 weeks, thru Dan Rivkin, Philadelphia.

Procter & Gamble Co., Cincinnati (Ivory Flakes), 5 *sa* weekly, for 4 weeks, thru Compton Adv., N. Y.

Land Title Bank & Trust Co., Philadelphia (banking service), 1 *sp* weekly, for 4 weeks, thru Stewart-Jordan, Philadelphia.

Fox Weis Co., Philadelphia (furs), 10 *sa* weekly, for 13 weeks, thru Harry Feigenbaum, Philadelphia.

Foster, Miller & Bierly, Inc., Philadelphia (auto accessories), 6 *ne* weekly, for 52 weeks, thru Philip Klein, Philadelphia.

Bell Telephone Co., Philadelphia, 6 *sa* weekly, for 13 weeks, thru Gray & Rogers, Philadelphia.

Freihofer Baking Co., Philadelphia (Perfect bread), 10 *sa* weekly, for 4 weeks, thru Richard A. Foley, Philadelphia.

Adams Clothes, Philadelphia (men's clothing), 3 *sp* weekly, for 13 weeks, thru H. M. Dittman, Philadelphia.

Phillips Packing Co., Cambridge, Md. (Phillips soups), 5 *sa* weekly, for 52 weeks, thru Aitkin-Kynett, Philadelphia.

Blauner's Inc., Philadelphia (department store), 15 *sa* weekly, for 2 weeks, placed direct.

Dalsimer Shoe Co., Philadelphia (shoes), 3 *sa* weekly, for 52 weeks, thru Cassidy Adv., Philadelphia.

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 15 *sa* weekly, for 52 weeks, thru MacFarland-Aveyard, Chicago.

Lever Bros. Co. and/or Thos. J. Lipton, Inc., Cambridge, Mass. (any products of these companies), 52 or more *sa*, thru Ruthrauff & Ryan, N. Y.

Ex-Lax, Inc., Brooklyn, N. Y. (Ex-Lax), 5 *sa* weekly, for 7 weeks, thru Joseph Katz, N. Y.

Walsh's, Philadelphia (department store), 10 *sa* weekly, for 13 weeks, thru Harry Feigenbaum, Philadelphia.

KGER, Long Beach, Cal.

The Knox Co., Hollywood (Cystex, Mendaco), 5 *sa* weekly, 40 weeks, thru Allen C. Smith Adv. Co., Kansas City.

Turco Products Inc., Los Angeles (cleaner), 4 *sa* weekly, 8 weeks, thru Warren P. Fehlman Adv. Co., Los Angeles.

John Brown School, Siloam Springs, Ark., 5 *sp* weekly, 52 weeks, thru Lisle Sheldon Adv., Los Angeles.

Postal Union Life Insurance Co., Hollywood, 5 *sp* weekly, 4 weeks, placed direct.

KNX, Hollywood

Curtis Publishing Co., Philadelphia (*Saturevepost*), *ta* weekly, 3 *sp* weekly, 52 weeks, thru McFarland-Aveyard & Co., Chicago.

Langendorf United Bakeries, San Francisco, 15 *sa* weekly, 52 weeks, thru Ruthrauff & Ryan Inc., San Francisco.

Douglas Aircraft Corp., Santa Monica, Cal., 5 *t* weekly, 13 weeks, thru Essig Co., Los Angeles.

Procter & Gamble Co., Cincinnati (Ivory Flakes), 3 *ta* weekly, 16 weeks, thru Compton Adv., N. Y.

KPAS, Pasadena, Cal.

Consolidated Drug Trade Products, Chicago (proprietary), 6 *sp* weekly, thru Benson & Dall Inc., Chicago.

Fisher Flouring Mills Co., Seattle (Zoom), 21 *sa* weekly, 2 weeks, thru Izzard Co., Seattle.

WOR, New York

Wilbert Products Co., N. Y. (floor wax, shoe cleaner), *sp* weekly, 52 weeks, thru Tracy, Kent & Co., N. Y.

Curtis Publishing Co., Philadelphia (*Saturevepost*), 5 *sa* weekly, 52 weeks, thru MacFarland-Aveyard and Co., Chicago.

Calco Chemical Division, American Cyanamid Co., N. Y. (Bleachette), 5 *sa* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.

Joseph Burnett Co., Boston (Burnett's vanilla flavoring), *sa* weekly, 13 weeks, thru H. B. Humphrey Co., Boston.

Abbott's Dairies Inc., Philadelphia (Jane Logan DeLuxe Ice Cream), 5 *sa* weekly, 26 weeks, thru R. A. Foley Adv., Philadelphia.

Mother Hubbard Distributors Inc., New York (Golden Center wheat germ), 5 *sa* weekly, 13 weeks, thru H. C. Morris & Co., N. Y.

American Dietaids Co., Yonkers, N. Y., (Souplets), 5 *sa* weekly, 52 weeks, thru Small & Seiffer, N. Y.

Bookhouse for Children, Chicago, *sp* weekly, 13 weeks, thru Presba, Fellers and Presba Inc., Chicago.

Reader's Digest Assn., Pleasantville (*Reader's Digest*), 2 *sa* weekly, 9 weeks, thru BBDO, N. Y.

Planned Foods Inc., N. Y. (Rose Mill Pate Gras), 5 *sa*, alternate weeks, 13 weeks, thru Blaker Adv., N. Y.

Bulova Watch Co., New York, 70 *sa* weekly, thru Biow Co., N. Y.

KHJ, Hollywood

Santa Monica Flavor & Extract Co., Santa Monica, Cal., 3 *sp* weekly, 13 weeks, thru Raymond R. Morgan Co., Hollywood.

Maytorena School of Aviation, Los Angeles, 5 *sa* weekly, 4 weeks, placed direct.

National Lead Co., San Francisco (Dutch Boy paints), 3 *ta* weekly, 4 weeks, thru Erwin, Wasey & Co., San Francisco.

Douglas Aircraft Co., Santa Monica, Cal., 7 *ta* weekly, 13 weeks, thru Essig Co., Los Angeles.

Bekins Van & Storage Co., Los Angeles (moving, storage), 3 *sa* weekly, 52 weeks, thru Brooks Adv. Agency, Los Angeles.

WBBM, Chicago

Lever Bros., Cambridge, Mass. (Rinso), 10 *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.

Macfadden Publications, New York (*True Story*), 1 *sa* weekly, 3 weeks, thru Raymond Spector Co., N. Y.

Beacon Chemical Corp., Philadelphia (Zero ammonia substitute), 3 *sp* weekly, 10 weeks, thru James G. Lamb Co., Philadelphia.

KFI, Los Angeles

Bullock's, Los Angeles (department store), *sp* weekly, 26 weeks, thru Dana Jones Co., Los Angeles.

Helbros Watch Co., New York, 2 *sp* weekly, 52 weeks, thru Ray-Hirsch Co., N. Y.

Hy-Trous Corp., Malden, Mass. (plant food), 3 *sp* weekly, 30 weeks, thru Brisacher, Davis & Van Norden Inc., Los Angeles.

Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 10 *ta* weekly, 48 weeks, thru Ted Bates Inc., N. Y.

Purex Corp., Los Angeles (bleaching solution), 3 *sp* weekly, 13 weeks, thru Foote, Cone & Belding, Hollywood.

WAAF, Chicago

Tayton Cosmetic Co., Hollywood, 6 *sp* weekly, 13 weeks, thru Allen C. Smith Co., Kansas City.

Curtiss Candy Co., Chicago (Corn Muffin Mix), 6 *sp* weekly, thru C. L. Miller Co., Chicago.

Pierce's Proprietaries, Buffalo (Golden Medical Discovery), 6 *sp* weekly, 13 weeks, thru Duane Jones Co., N. Y.

Resinol Chemical Co., Baltimore (ointment soap), 6 *sp* thru Courtland D. Ferguson Inc., Baltimore.

Pepsi-Cola Co., Long Island City, 896 *sa*, thru Newell-Emmett Co., N. Y.

WMAQ, Chicago

Morton Salt Co., Chicago (table salt), 16 *sa* thru J. Walter Thompson Co., Chicago.

Esquire Publications, Chicago (*Coronet*), 13 *sa*, thru Schwimmer & Scott Adv. Agency, Chicago.

United Drug Co., Boston (Rexall one-cent sale), 7 *sa*, thru Street & Finney,, New York.

Norwich Pharmacal Co., Norwich, N. Y. (Pepto-Bismol), 260 *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

Columbia Pictures Corp., New York ("The More the Merrier"), 5 *sp* weekly, 6 weeks, thru Weiss & Geller, N. Y.

KMPC, Beverly Hills, Cal.

Wilco Co., Los Angeles (Van's white shoe polish), 30 *sa* weekly, 13 weeks, thru Elwood J. Robinson Adv., Los Angeles.

Douglas Aircraft Co., Santa Monica, Cal., 14 *ta* weekly, 13 weeks, thru Essig Co., Los Angeles.

A 30-MINUTE transcription is being used by a Missoula, Mont., theatre to plug the coming performance by the Boston Light Opera Company of "The Mikado". Transcription is a brief of the G & S operetta.

FTC Disputes Ad Claims Covering Two Products

MISREPRESENTATION in radio continuities and other media is claimed by the Federal Trade Commission in complaints against the advertising of an antifreeze solution called "Antarctic" and a medical device called "Domestic Short-Wave Diathermy".

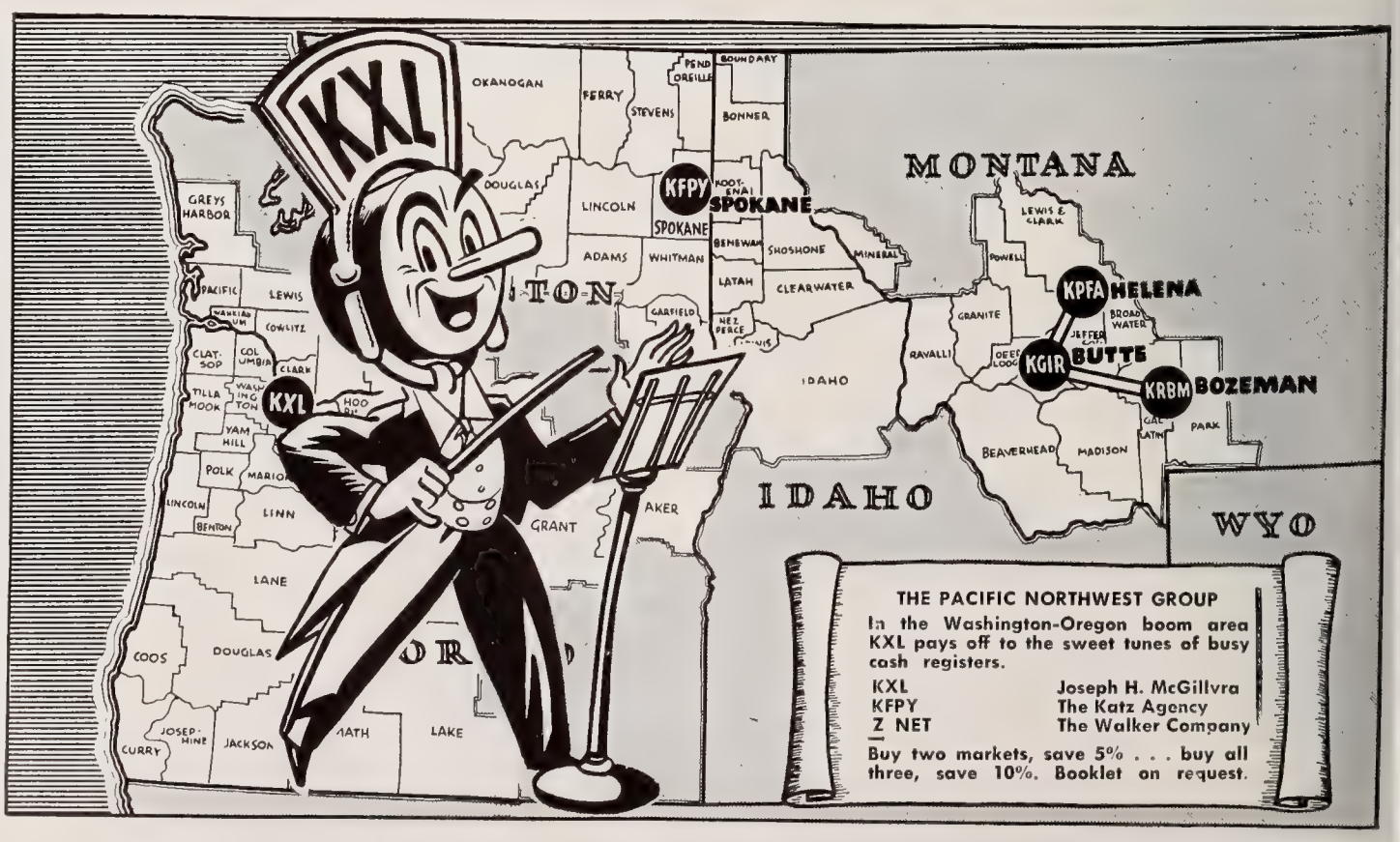
One complaint charges that the diathermy machine, sold and distributed by M. E. Heyman and Maude S. Jaret, trading as Domestic Diathermy Co., New York, is not a scientific, safe, harmless or effective means for use in treating of certain diseases, as indicated in advertising.

The other complaint alleges that advertising of the Winterine Mfg. Co., Denver, for its Antartic antifreeze solution represents that it protects the entire cooling system of automobile and other combustion engines against corrosion, rust and deterioration and that it will not rust or clog passages. The FTC charges that the product will not accomplish these results, and says that Antarctic solution, with a calcium chloride base, is inferior to antifreeze solutions containing glycerine or alcoholic bases, and that it is not a safe or dependable product.

Campaign for Book

AFTER completing a 10-day trial campaign for test instruction book for service men [BROADCASTING, April 19], Kenmore Publishing Co., New York, last week started a national drive for the book on 100 stations. Company is using participations, 5 and 15-minute programs from three to six times weekly. Agency is Huber Hoge & Sons, New York.

CONSOLIDATED DRUG Trade Products, Chicago, in mid-April added a six-weekly quarter-hour program of music and patter featuring Charley Hamp, pianist-vocalist, to its current schedule on KPAS, Pasadena, Cal. Firm also sponsors a six-weekly 60 minute evening transcribed musical program on that station. Benson & Dall, Chicago, has the account.



Radio Advertisers

AVINGS BANKS of New York ute, which currently sponsors par- ipations on nine New York stations, April 19 transferred its thrice- ekly participations on WABC, New ork, from Adelaide Hawley's *Wo- an's Page of the Air* series to six nes weekly on Arthur Godfrey's rly morning program. Agency is thrauff & Ryan, New York.

MERICAN DIETAIDS Co., Yonk- s, N. Y., starts a test campaign for uplets on WORK, New York, May Firm will use five participations eekly on Bessie Beatty's women's ogram. Agency is Small & Seiffer, ew York.

. & J. SLOANE Co., San Fran- sco (home furnishings) recently arted for 52 weeks *This Is Your ome* weekly on KPO, San Fran- sco. Agency is A. E. Nelson Co., an Francisco.

NTERNATIONAL VARNISH Co., oronto (paint), has started three- nd four-weekly spot announcements n five Canadian stations. Account was aced by A. McKim Ltd., Toronto.

EGETRATE Co., Los Angeles Vege-broth, Lax-a-trate, VFI, de- drated products), on April 22 arted using 25 time signals weekly n KGFJ, that city. Contract is for 3 weeks. Firm is using four spot an- ouncements daily on KRKD and lans to expand schedule to include ther Southern California stations. harlie Davis Adv., Los Angeles, has ne account.

AMI YOGURT Co., Los Angeles dairy product), new to radio, in a est campaign on April 15 started sing daily participation in *Art aker's Notebook* on KFI, that city. lacement is through Erwin, Wasey Co., Los Angeles.

NEW WORLD ILLUSTRATED, To- onto (monthly picture magazine) has tarted five-minute transcribed drama- ized program weekly on CFRB, To- onto; CFCF, Montreal; CKY, Win- ipeg. Account was placed by A. Mc- Kim Ltd., Toronto.

C. & S. CURRIE Ltd., Toronto (Too- al Croydon cravats) placed spot cam- aign on 31 Canadian stations, for Easter and Father's Day promotion. Account was placed by Tandy Adv. Agency, Toronto.

YOUNKER BROS. department store, Des Moines, has completed a year on WHO, and plans to continue a second ear. In addition to a general program promoting general store sales, mail order business is promoted with a program called *Jane Wildner—Young- r's Store Shopper.*

Barney's Expands on 7 New York Area Stations

BARNEY'S CLOTHES, New York, has substantially increased its schedules on seven New York stations to take advantage of the spring buying period. Effective March 21, additional purchases will continue for 13 to 15 weeks.

The men's clothing store is using six extra five-minute programs weekly on WNEW, New York, and has supplemented its schedule of programs and announcements on WAAT, New York, with 20 additional announcements, making a total of 57. Hans Jacob's thrice-weekly news program on WOV, New York, has also been added. A 50% increase has been effected in announcement schedules on WHOM, Jersey City, and WLIB, Brooklyn, and programs on the latter station have been expanded to the same extent. WMCA's schedule has been augmented to 12 programs and 13 announcements. Agency is Emil Mogul Co., New York.

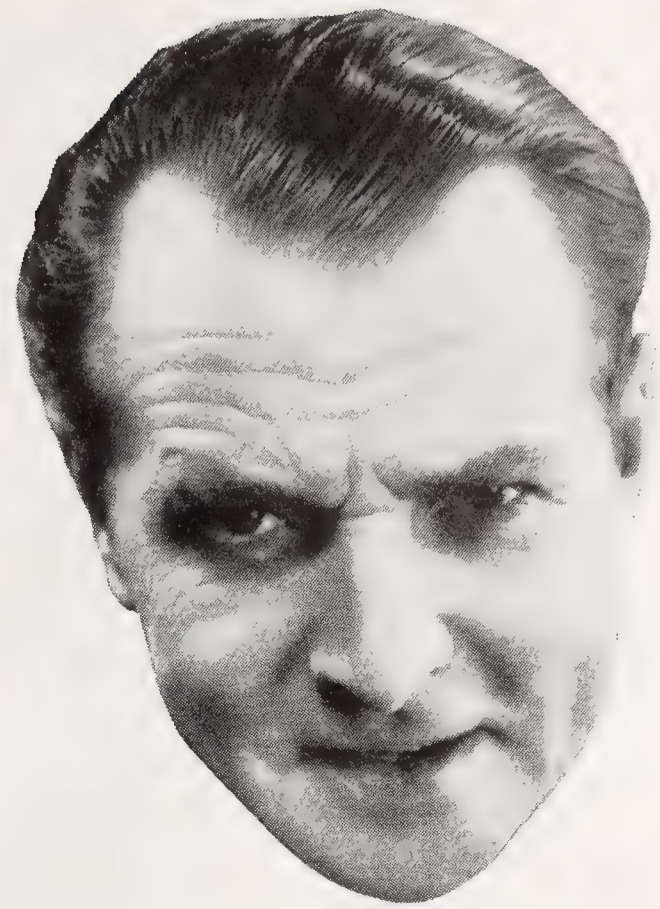
Book Series Impends

STREET & SMITH Publications, New York, has completed a test campaign for a booklet titled *Earn More Money in the Services.* Test was deemed successful and may lead to a regular campaign but plans have not yet been set. Publishing firm used WINS WMCA WNEW WLIB WPAT WOV WCAU WIP WIND KHJ KFWB. Victor van der Linde Inc., New York, handles the account.

DINA-MITE FOOD Co., Los Angeles (Dina-Meal-breakfast food), on April 12 started sponsoring thrice weekly participation in *Polly Patterson's Pantry* on KFAC, that city. Contract is for 26 weeks. Brisacher, Davis & Van Norden Inc., Los Angeles, has the account.

HASKINS BROS. & Co., Omaha, has added KMMJ, Grand Island, Neb., to stations carrying *News, Views and Interviews,* new show for the Mid-west. with Foster May. Show is now heard on WOW, Omaha, KSO, Des Moines, and KMMJ. Sundays at 1:00 p.m. and on WMT, Cedar Rapids, Ia., Sundays at 6:30 p.m. Sidney Garfinkel Adv. Agency, San Francisco, handles the account.

F. STEPHENS Co., Winnipeg, (paint), has started a daily five-minute transcribed program on a large number of Western Canada stations. Account was placed by Norris-Patterson, Winnipeg.



Spartanburg? Yes, I've Heard of It . . .

SURE—but have you heard that this booming South Carolina city is the center of one of the biggest and best markets in the Southeast —the great farming and industrial section of the Piedmont Plateau?

Have you heard that in Spartanburg and adjoining counties alone, nearly half a million people (75% white) annually spend over $100,000,000 in retail stores . . . that industrial payrolls (1941) exceed $52,000,000 . . . that value of farm products (1942) tops $42,000,000?

Yes, the Spartanburg market is big, it's prosperous, and it's growing. And it's all within WSPA's good service area—an area that includes 22 counties, 1,320,302 people, 148,052 radio homes!

Isn't that worth *doing* something about?

Camp Croft's 25,000 soldiers just 5 miles away!

South Carolina's FIRST Station **WSPA** 5000 Watts Day 1000 Watts Night

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollingbery



Agencies

VICK KNIGHT, executive producer of the Biow Co., now in New York looking over talent for new network programs, returns to Hollywood May 4. During his absence, Harry Spears is handling production of the weekly NBC *Johnny Presents Ginny Simms*, sponsored by Philip Morris & Co., with John Ryder producing the weekly CBS *Take It Or Leave It*, sponsored by Eversharp Inc.

NATE TUFTS, Hollywood radio director of Ruthrauff & Ryan, has been elected a vice-president.

ROBERT P. CRANE, who opened the Pacific Coast offices of Lord & Thomas in 1917 to service the Sunkist account, and who has been in retirement several years, has joined the Los Angeles staff of Foote, Cone & Belding.

ATHERTON SEELEY, of James G. Lamb Co., Philadelphia agency, has joined Gray & Rogers, Philadelphia.

FARAON JAY MOSS, formerly head of his own Hollywood advertising agency and now in the Army, has been promoted to captain and personnel officer and is stationed at McCloskey General Hospital, Temple, Tex.

BERNICE BURNS, formerly with the information section of the Food Distribution Administration's regional office in New York, has joined Kenyon & Eckhardt, New York, as publicity director. Position was formerly held by Ruth Oviatt.

LAWRENCE MILLIGAN, former vice-president in charge of radio of Sherman & Marquette, Chicago, and account executive of Blackett-Sample-Hummert, Chicago, has been commissioned a lieutenant in the Navy and is stationed at U. of Arizona, Tucson.

N. Y. 4As Elect Lennen, Ellis To Top Offices

NEW YORK COUNCIL of the American Assn. of Advertising Agencies, last week announced its newly-elected officers with Philip W. Lennen, president of Lennen & Mitchell, named as chairman of the board.

Sherman K. Ellis, president of Sherman K. Ellis & Co., has been elected vice-chairman; H. B. LeQuatte, president of H. B. LeQuatte, Inc., secretary-treasurer, and the following four agency men were elected to the Council's board of governors; Irwin A. Vladimir, president of Irwin A. Vladimir & Co.; Otto Kleppner, partner of the Kleppner Co.; Henry C. Flower, Jr., vice-president of J. Walter Thompson Co., and S. S. Larmon, president of Young & Rubicam.

LEWIS LODIN has joined the copy staff of Brisacher, Davis & Van Norden. He was formerly with the Joseph Katz Co. and previous to that with Esquire Inc.

RODNEY ERICKSON has left CBS to join the radio department of Foote, Cone & Belding, New York.

JOHN E. CORNWELL, copy chief of Gray & Rogers, Philadelphia since 1931, has resigned. T. Harry Thompson has been appointed in his place.

WARREN P. FEHLMAN ADV. Co., Los Angeles, has moved to 4330 District Blvd., that city. Telephone remains Kimball 9296.

FRANELLE KANE, formerly of Botsford, Constantine & Gardner, Los Angeles, has joined Hillman-Shane-Breyer, that city, as production manager.

Best in the Twin Cities!

BLUE NETWORK STATION

WTCN

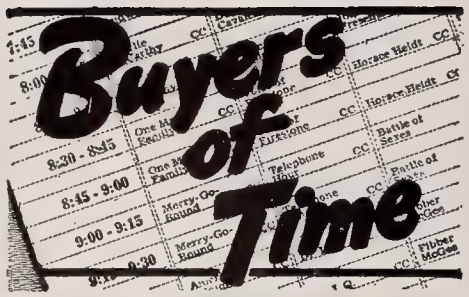
MINNEAPOLIS AND ST. PAUL

offering

2 MARKETS FOR THE PRICE OF ONE . . . . . .

Minneapolis & St. Paul . . . With Population Over 800,000

FREE & PETERS, Inc.
National Representatives
New York Chicago
Detroit Atlanta
Los Angeles San Francisco





MR. BROHOLM

A PIONEER in radio advertising, Ray E. Broholm introduced accounts into radio when the medium was in its own covered wagon stage. Today, the recently appointed director of Guenther-Bradford & Co., Chicago, he applies that experience and knowledge to an expanding program of spot radio for several accounts, one of which is Charm Kurl, St. Paul, at present placed on about 40 stations.

A graduate of Denison U., Granville, O., Mr. Broholm was born in Copenhagen, Denmark, of an American mother and a Danish father. He came to this country in his childhood when his parents returned to make their home in the United States.

Mr. Broholm entered advertising indirectly, when he accepted a position as educational secretary of the Minneapolis Y. M. C. A., handling publicity and promotion as well as administrative work for two years. Then came two years in the advertising department of *Wallaces' Farmer*, Des Moines.

In 1922 Mr. Broholm joined the Coolidge Advertising Co., Des Moines, where he advanced in 12 years to account executive and vice president. It was during those years that he secured acceptance by many of his accounts of radio as a bona fide medium. "I had to plead with my accounts even to give radio a trial," he says, "but once they were on the air they realized its potentialities."

In 1934 Mr. Broholm became advertising manager of the American Gas Machine Co., Albert Lea, Minn., a position he held for six years, during which time he developed the wide use of spot radio for the company. He came to Guenther-Bradford, Chicago, last month from WLS, Chicago, where he was continuity director for the past two years.

Mr. Broholm, when his busy schedule gives him time, is a chess player and philatelist. He has one son, Robert, a chemist and a graduate of the U. of Minnesota.

WILBER S. TODMAN, formerly of the CBS program department, has joined Biow Co. in New York to work under Bernard Proktor on production for the Lava and Teel accounts.

William L. Day to Join Foote, Cone & Belding

JOINING Foote, Cone & Belding as of May 1, William L. Day has resigned as a vice-president, director and head of the creative organization of Benton & Bowles. With Foote, Cone & Belding, Mr. Day will serve in the New York office as a senior executive. For more than a decade Mr. Day was a vice-president, director and creative head of the J. Walter Thompson Company.



Mr. Day

Nedicks Baseball

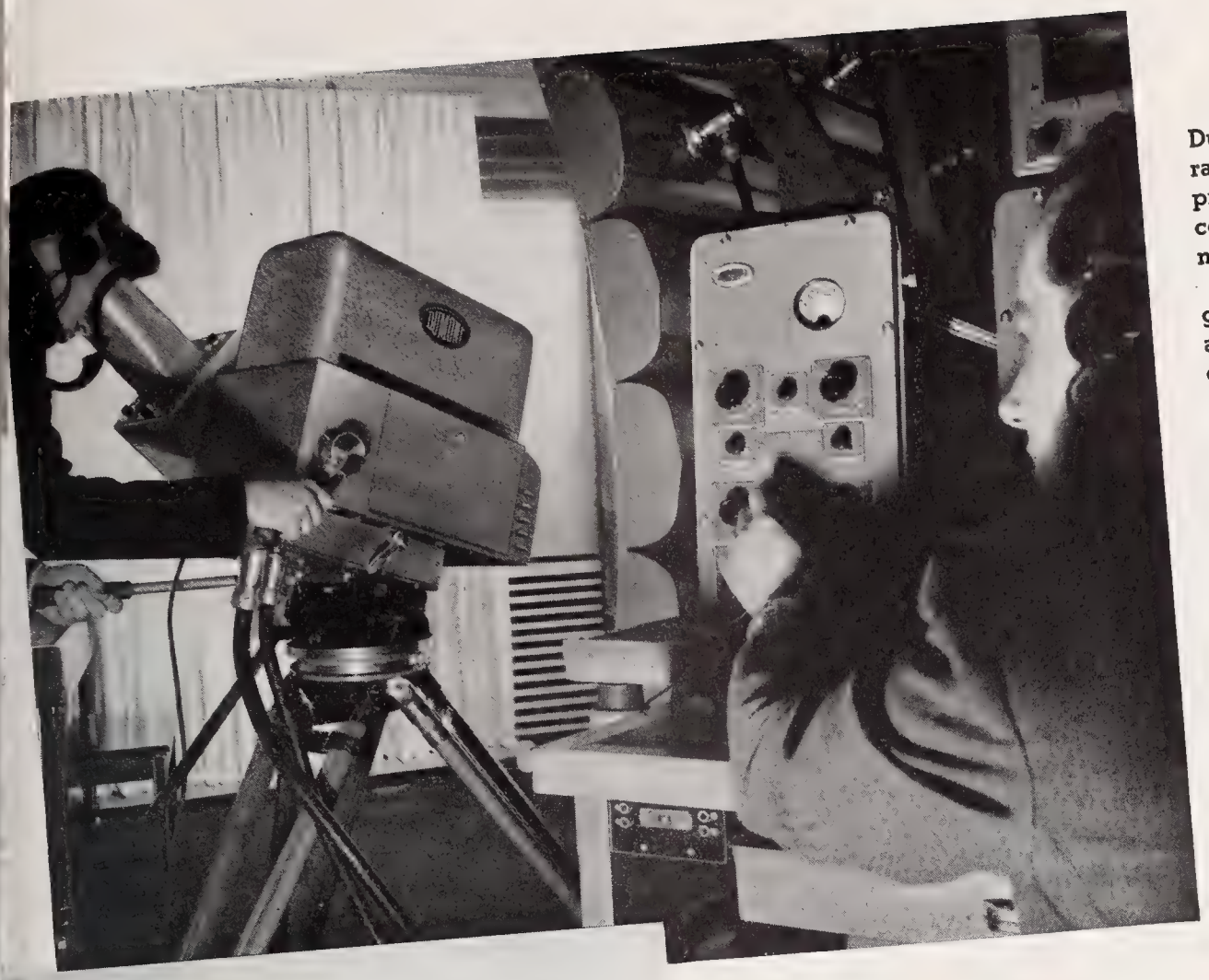
NEDICKS STORES, New York chain of restaurants, sponsors daily dramatizations of major league baseball games on WHN, New York, for the third consecutive year. *Today's Baseball* reconstructs recent games with the aid of sound effects and commentary by Bert Lee, sportscaster. Program started April 21, in the daily 7:15 p. m. period, and will continue for 26 weeks. Agency is Weis & Geller, New York.

CHICAGO sales office of WOR, New York has moved to larger quarters in the Tribune Tower, 435 North Michigan Ave. and will occupy suite 1605. Telephone Number is Superior 5110.

JAMES HILL, formerly of the radio production department of Knox Reeve Adv., Minneapolis, has joined Schwimmer & Scott Adv. Agency, Chicago, as radio producer and writer.



"When she hears the news on WFDF Flint Michigan, I'll be getting two letters every day."



Du Mont—pioneer and specialist in cathode-ray tube equipment—builds and has already provided several pioneer telecasters with complete studio and transmitting equipment, from camera to transmitting tower.

Du Mont television equipment is distinguished by several innovations and marked advances. The electronic view finder; the camera chain of handy, portable units for studio or remote pickup; perfected synchronizing signal generators that stay in "sync" with minimum attention; improved film pickup and chain, etc.

The Du Mont Synchromatic (flexible) television system permits wide range of scanning standards, which are automatically compensated for by a simplified television receiver of lowered cost. Eliminates obsolescence and other economic drawbacks. The Du Mont "memory" screen permits halving the number of frames without flicker, for finer pictorial detail or for narrowed channel.

Standard line of large-image television receivers. 14- and 20-inch teletrons. Table and console models. DeLuxe models with all-wave broadcast reception included.

BROADCASTING AIDS . . .

★ In your present broadcasting work, Du Mont can be of immediate aid. Du Mont cathode-ray tubes and Du Mont oscillographs are widely used for engineering, maintenance and operational activities.

Du Mont Type 213-A Modulation Monitor here shown is a "must" in safeguarding today's high broadcasting standards. Permits monitoring and study of radio-frequency transmissions. Contains own resonant circuit tuned to transmitter frequency and coupled by means of low-impedance link to source of modulated radio frequency. Modulated envelope or trapezoidal modulation patterns. Tune circuit frequency range of from 400 kc. to beyond 40 mc. per second.

Also standard Du Mont oscillographs meeting every need. Special equipment developed and built for unusual requirements.



CONSULT US ON TELEVISION . . .

A cordial invitation . .

to BROADCASTERS, ADVERTISERS and AGENCIES . . .

★ Without the slightest obligation on your part, Du Mont invites you to join in the pioneering of telecasting.

Through the operation of its television station W2XWV in New York City, Du Mont is amassing an invaluable fund of first-hand experience not only in engineering, not only with scheduled entertainment programs, but also in the training of television personnel.

And now Du Mont invites broadcasters, advertisers and advertising agencies to join W2XWV in evolving the eventual television advertising medium. This is a good time to practice, to learn, to prepare for the post-war television boom, *at no cost* for station facilities.

Television is far simpler, much less expensive, and nearer to the commercial stage than most people realize. We believe you will be delightfully surprised at what we can show you. Make it a point to visit our studio and station, by appointment. Or write for further details.

DUMONT

ALLEN B. DU MONT LABORATORIES, Inc.
Passaic • New Jersey
Cable Address: Wespexlin, New York

Plan for Post-War, Says Jett

(*Continued from page 30*)

Standard Band and FM sets in service. Mr. Howard Rutledge, writing for the *Wall Street Journal* (March 30, 1943), reported only 10,000 such receivers. He also reported: "The television industry stated that within five years after the war ends television stations will be serving all the 140 metropolitan districts of the United States in which live 63,000,000 people, or about half of the country's population." It is thus important that we settle on the proper bands for post-war television while it is still possible to cope with this problem.

Considering the possibilities of color, and the band-widths necessary for maximum picture quality, it is reasonable to expect that some important changes will be made in the present allocation and television standards.

The following are but a few of the many problems to be studied:

(a) Are the present television channels adequate for post-war television?

(b) If additional channels are required, should they be in the same general band as the present channels, or should a new band be allocated?

Will We Have Chains?

(c) Should television chains be established? If so, should the intercommunication facilities be by wire or radio, and should they be operated by each chain or should a common carrier provide this service?

(d) What frequencies should be allocated and technical standards established for local relay and intercity chain service?

(e) Should new television facilities be authorized under existing standards or should further expansion be withheld pending the determination of new standards?

(f) Should more than one set of standards be approved?

Facsimile

(a) Should facilities be provided for facsimile broadcasting?

(b) Should special frequencies be provided or should it be accomplished by multiplex methods?

(c) Should facsimile chain service via radio be provided; if so, should the company operating chain service or a common carrier provide the facilities, and should they be incorporated with other chain broadcasting services utilizing relay stations?

Non-commercial Educational Broadcasting

5. *Non-commercial educational broadcasting:*

(a) Is the present allocation of frequencies (42-43 Mc) adequate for this service?

(b) Should provision be made for state, regional, or nation-wide educational networks via radio?

International Broadcasting

6. *International Broadcasting:* Through contractual arrangements with the licensees of existing international broadcast stations, all operating time of such stations has been purchased by the government until six months after the war. The Government is also sponsoring an increase in international broadcast facilities, both in high-powered transmitters and directional antennas. When these contracts expire, the facilities owned by the Government will be available for purchase by private interests.

International broadcasting has proved its ability to perform three functions: (a) as an instrument of national policy; (b) as a means of promoting international good-will and better understanding; and (c) as a vehicle for commercial programs and for stimulating commercial trade. The use of international broadcasting during the post-war period thus gives rise to programming as well as purely engineering problems.

On the engineering side, the question of frequencies will be a vital problem. Many international arrangements will have to be effected in order to reduce to a minimum interference from international broadcast stations of other countries. Considerable pressure will be exerted to increase the number of channels for international broadcasting. In order to obtain maximum efficiency of international broadcast channels, it will be absolutely necessary to insist upon the use of highly efficient and directional antennas.

Some of the questions to be studied are:

(a) Are the present regulations satisfactory for international broadcasting in the post-war period?

(b) What standards, if any, should be adopted relative to antennas, power, etc.?

(c) Considering the needs of all nations for frequencies for general communication purposes, is it likely that additional frequencies can be allocated for this service?

Many General Problems

7. *General:*

(a) Can we determine the suitability of frequencies for various needs without conducting further field tests? If not, how may we best plan such tests in order that all essential data will be available to post-war planning groups?

(b) What steps, if any, can or should be taken to prevent the distribution of inferior receivers incapable of taking reasonable advantage of service provided, or such as to injure the service?

(c) What changes, if any, should be made in the technical requirements of operators and other related questions?

(d) Should the Commission authorize any major construction pending such time as the future course of radio, and particularly broadcasting, is determined?

Interim Matters

While we are giving priority to war matters and at the same time planning for peace, we must also bear in mind that certain interim regulations, such as the equipment freeze policy, must be kept abreast of the times. Sooner or later it may develop, for example, that certain critical materials and presently occupied manufacturing facilities can be released for the production of civilian equipment before the end of the war. If this should happen, we may suddenly be confronted with applications for new stations or changes in existing stations. Likewise, the standards to be adopted for the design and production of new broadcast receivers would raise many questions. These, of course, are only a few of the many problems which would be presented. It is fairly certain, however, that any relaxation of present policies will be slow and gradual but, even so, we must be prepared to meet such changes just as we hope to be prepared for the later changes which will come with peace.

Signal Corps Order

FIRMS holding War Dept. contracts were warned last week by the Chief Signal Officer, Eastern Signal Service, Philadelphia, that no details of their war production activities should be revealed in filling out Form 42A, for deferment of key men. The Signal Officer advised that the plant's war work should be described only in general terms.

☆ IT IS THE patriotic duty of every printer to keep the presses rolling . . . Printing is needed on a thousand fronts, for a million essential purposes . . . It is used to instruct our Expeditionary Forces on how to treat the natives. It is invaluable as a means of keeping the civilian population of occupied territory in line . . . Printing is equally vital on the home front . . . It is needed by the government, by war industries, and to promote civilian cooperation . . . As **"Printers to Washington** business men," this company has served the community since 1872 and has recognized its obligation to our Nation during many national crises . . . During this national emergency, the Rufus H. Darby PRINTING Company stands four square to the all-out support of the war effort, and complete dedication to the serving of those who are fighting on the home front, as well as those who are fighting on foreign battle fields . . . . . .

RUFUS H. DARBY PRINTING COMPANY

WASHINGTON



There it flies
The coveted
Army-Navy "E" . . .

We can't tell you
Very much about
The electronics research
That won it . . .

Such matters are
Wartime secrets . . .

But this we *can* say . . .
In the words of
The Army and Navy
This pennant
Represents
"Great accomplishment
In the production
Of war equipment."

Today
Modern radio equipment
Designed and developed
By the Laboratories Division of
Federal Telephone and Radio Corporation
An I.T.&T. Associate
Is helping Uncle Sam's fighting forces
Work together
On land, sea and in the air . . .

Tomorrow
It will help build
A better world
For every man.

THE LABORATORIES DIVISION OF

Federal Telephone and Radio Corporation

67 Broad Street, New York, N. Y.

AN I T&T ASSOCIATE

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE · FOR DEFENSE
BUY U.S. BONDS TODAY

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

Al. Bland
the popular comedian in
"morn patrol"
WCKY
6 DAYS PER WEEK
WCKY
50,000 WATTS
CBS PROGRAMS

Retail trade? $78 million in two "home" counties alone!
WHBF
The 5000 WATT Voice of the Tri-Cities
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

Maintaining Civilian Radio

(*Continued from page 44*)

classification is almost as high. Despite the granting of materials to manufacturers to continue production intended for replacement in home sets, and despite action to allocate tube types among manufacturers to assure more efficient production, shortages developed many months ago and are still, in certain classifications, to be eliminated.

Analysis of these shortages reveals two interesting facts, the correction of which will greatly alleviate the shortage. First, there has been insufficient concentration by manufacturers on the types of tubes most needed for home set replacement service. The tendency has been to devote greatest effort to the production of those tubes which have present characteristics and eccentricities associated with some particular manufacturer. Second, with not all tube manufacturers fabricating all types of tubes having been able to buy types in which their own production has been deficient, distributors and dealers served by any particular manufacturer obviously have not had a complete lines of tubes. Thus the stocks of dealers has not been well rounded. Present studies, including one made through the cooperation of the NAB, show that the foregoing causes are primary reasons for the difficulty.

Remedies at Hand

We have been able to take the necessary steps to change these conditions and remedies are at hand. Manufacturers have recently been requested to give greater attention to the more popular and therefore the more critical types of tubes. They also have been requested to exchange the tubes among themselves. As dealers associated with a given manufacturer find themselves lacking tubes of a type which that manufacturer does not produce, the manufacturer buys from some fabricator who is in production. If manufacturers trade tubes among themselves, smoother distribution will be possible without changing the normal distribution structure of the industry. It would be too much to say that these steps will prove a complete remedy. In fact, there is no single simple remedy for the tube shortage problem.

Last June WPB made a recommendation to the Board of War Communications for a decrease in operating standards of broadcast stations including a reduction in power, hours of operation and other steps. These were made not only for our country but for Latin American and other countries for which the United States has responsibility for supplying radio needs. The adoption of these modifications resulted in power output reduction by 1 db. Nearly five months of operating under these wartime modifications has proved that there has been no material effect in broadcast station coverage. It has also proved that it has been a great help to the war effort. Some time ago there were almost daily requests to the Radio Division from broadcasters for some special assistance in obtaining condensers, resistors or other components. These requests have almost ceased.

However, WPB's program to assure adequate production of all radio receiver components of civilian radio has resulted in standardization thus bringing far greater efficiency in production. Under peacetime manufacture each component is made in a multiplicity of types. For example, more than 400 types of capacitors have been reduced to nine standard units. The effects of this program are salutary for producer, dealer and home set owner. The producer can work more efficiently, the dealer can keep lower inventories, not having to stock a great many odd components, and the consumer can get satisfactory components more easily.

Other Activities

The work of WPB thus far has not been concerned with the transactions between home set owners and the radio service or shop man. The consumer may buy a tube, capacitor, volume control or anything else without telling WPB. He needs no priority or rating beyond the usual one for cash or credit.

Several months ago the Radio Division announced that it was considering distribution of tubes and parts among consumers. The plan now approved is to require that the set owner turn in an old radio tube or worn out part in buying a new.

It is not expected that any or all remedies will work continuously and automatically without further readjustment. Conditions of war preclude such smooth operations. Demands for radio equipment by the Army and Navy will increase continuously, adding to the burden of the manufacturers for some time to come. New steps may be needed to keep broadcast stations and home receivers in repair. What these steps will be cannot be predicted because what changes the prosecution of the war will force on the radio industry are not known. It can be said that broadcasting will be maintained and whatever action is necessaary to insure this will be taken.

Harvard Alumni Elect Gifford

WALTER S. GIFFORD, president of the American Telephone and Telegraph Co., and Harvard '05, was elected president of the Harvard Alumni Assn., last week in Boston. He succeeds Joseph C. Grew, former Ambassador to Japan. Mr. Gifford has just completed the national chairmanship of the American Red Cross War Fund drive.

ARMY-NAVY E was presented formally last week to the Laboratories Division, Federal Telephone & Radio Corp., Newark, last week. Col. Ira H. Treest was principal speaker.

NAVY AIR MEDAL
For Jack Clinton, Missing In Solomons Action

AWARDED the U. S. Navy Air Medal for meritorious achievement during action in the Solomon Islands area, and reported as missing, is Ensign Jack W. Clinton, formerly of the public relations staff of CBS, Hollywood. He joined the Navy in January 1941. The medal was not awarded posthumously, but was sent to his mother until such time as he returns to active service or other information is obtainable. Citation, issued by Secretary of the Navy Frank Knox, for the President, reads in part as follows:



Ens. Clinton

"For meritorious achievement while participating as member of the crew of a Patrol Plane during action against enemy Japanese forces in the Solomon Islands area from August 5 to September 11, 1942. . . . The heroic conduct displayed by Ensign Clinton throughout these actions was in keeping with the highest traditions of the United States Naval Service."

Radio Executives Club

JOHN CORCORAN, news analyst of WFIL, Philadelphia, and Michael MacDougal, internationally known as "The Card Detective" entertained the Radio Executives Club of New York at its weekly luncheon meeting April 21.

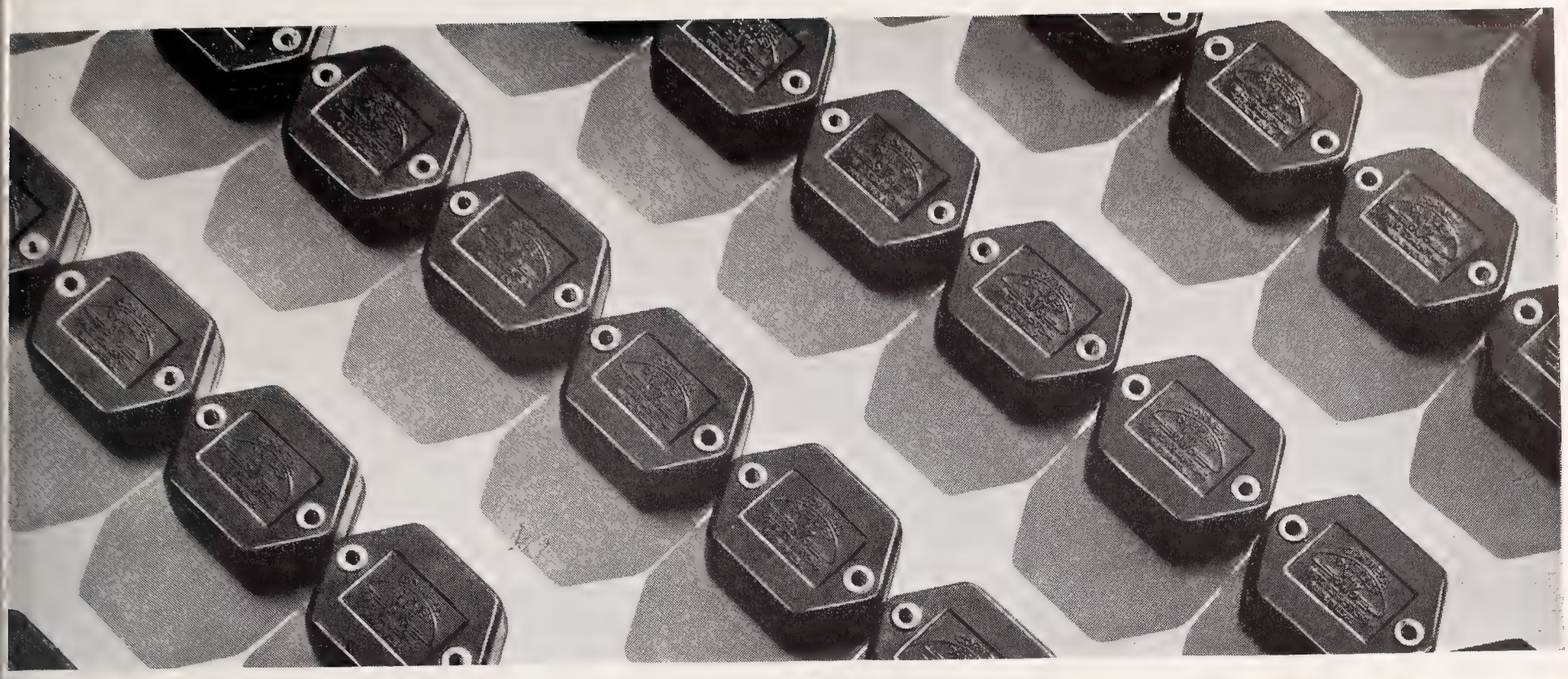
Out-of-town guests included Ben B. Baylor Jr., WMAL, Washington; G. Berry, WENR, Chicago; Richard E. Green, KFPY, Spokane; James Alden Barber, KGVO, Missoula, Mont.; Roger O. Van Duzer, WALB, Albany, Ga.; Jack Wolever Jr., WSIX, Nashville; Flem Evans, WSAZ, Huntington, W. Va.; Howard L. Chernoff, WCHS, Charleston, W. Va.; Hugh Boice, WMBD, Peoria, Ill.; F. Van Konynenburg, WTCN, Minneapolis; and William Dowdell, WLW, Cincinnati.

Capt. Higgins Transferred

CAPT. HUGH M. HIGGINS has been transferred from the Army Air Forces Production Unit at Santa Ana, Cal., to War Dept. headquarters in Washington. He is now liaison officer of the Army Air Forces Group with the Radio Branch of the Bureau of Public Relations. Before entering military service, Capt. Higgins was sales promotion manager for WRC, Washington, from July 1941 to April 1942, coming to Washington from a promotion job with Creighton U., Omaha.

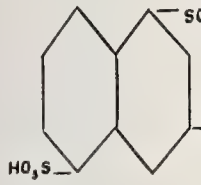
Richfield's 13th Year

RICHFIELD OIL Co., Los Angeles, with April 21 broadcast started its 13th consecutive year as sponsor of the six-weekly *Richfield Reporter* with John Wald on 6 NBC Pacific stations, Sunday through Friday, 10-10:15 p.m. (PWT), and 4 NBC Arizona stations, Sunday through Friday, 9:30-9:45 p.m. (PWT). Wayne Miller has been editor-in-chief for the past eight years. Hixson-O'Donnell Adv. Inc., Los Angeles, has the account.



THE FORMULA FOR A BETTER PRODUCT...

Cornell Dubilier Capacitors!



In chemistry, the key to the qualities of a compound lie in the molecular structure of its components. In radio, too, the formula for a better product is in the quality of the components used. That is why many of the leading manufacturers of radio equipment specify C-D Capacitors. These manufacturers know and recognize the importance of reliable capacitors. You too, can insure the dependable performance of your equipment by specifying C-D capacitors for your manufacturing requirements. Our engineers will be glad to cooperate with you on applications involving the use of capacitors. Cornell Dubilier Electric Corporation, South Plainfield, N. J

Moulded Mica Transmitter Capacitors

Used in power amplifiers and low-power transmitters principally for r.f. by-passing, grid and plate blocking applications, the Cornell Dubilier Type 9 Moulded Mica Capacitor offers these features — typical of all C-D Molded Mica Capacitors:

Special C-D impregnation process, results in a capacitor of extreme stability, high insulation resistance, and impervious to excessive temperature and humidity conditions.

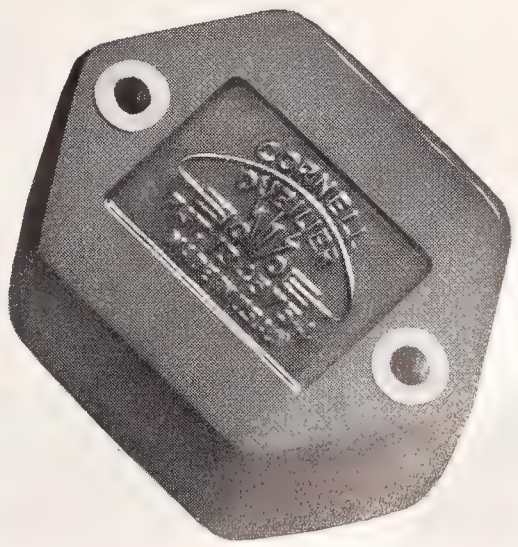
Careful selection of gauged mica, providing a unit of higher breakdown voltage and low power-factor.

No magnetic materials used in construction, reducing losses at all frequencies.

Moulded in Bakelite, producing a mechanically-strong well-insulated capacitor of increased moisture resistance.

Short, heavy terminals result in reduced r.f. and contact resistance. Also available with small mounting insulators.

Cornell-Dubilier Type 9 Capacitors are available in a wide range of capacities in three important voltage ratings. For further information send for Catalog No. 160-T



more in use today than any other make

Cornell Dubilier Capacitors

MICA · PAPER · DYKANOL · WET and DRY ELECTROLYTICS

Newkirk Injured

VAN C.NEWKIRK, program director of Don Lee Broadcasting System, Hollywood, has returned to his desk after being confined home for a week with second degree burns and other injuries sustained when his speedboat exploded April 17. Dexter Haymond, son of Carl Haymond, manager of Pacific Broadcasting Co., Tacoma, who was with Newkirk, received slight burns. The boat was destroyed.

AT A RECENT AFM executive board meeting, the union voted to withdraw from the Canadian Trades & Labor Congress when it was reported that "Brother Arthur Dowell was hooted down and declared out of order" as he objected to the presence of a children's orchestra at a Labor Congress meeting in Winnipeg. The incident was revealed in the minutes of the Board, published in the current issue of the AFM *International Musician*.



FULTON LEWIS JR.

sits on top of 7 o'clock



SINCE AMOS 'N ANDY AND EASY ACES HAVE LEFT THE 7 O'CLOCK SPOT



Watch Lewis' Hooper rating soar now that he owns the seven o'clock spot on the dial. Mutual's top newscaster is headed for new glories . . . and greater sales for sponsors.

Wire, phone or write . . . WILLIAM B. DOLPH, WOL, WASHINGTON, D. C. for sponsorship of Fulton Lewis, jr. in your city. He has more sponsors than any other radio personality. Sell him at YOUR one time quarter hour rate per week.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Radio Is Vital

(*Continued from page 50*)

ten this is attributed, and correctly so, to the element of surprise—but this surprise could not have been possible without accurate and continuous information on the enemy. This information generally must go through by radio.

Very seldom do we hear these days of a "land action" or a "sea action." It is always "land and air" action or "sea and air." Often it is land, sea and air action. With such forces there must be great co-ordination for the operation to be successful. For this co-ordination we must depend on our radio.

Pace in Design Rapid

The designer of aircraft radio is faced with the problem of providing the proper facilities in a limited space with minimum weight and often he must utilize antennas not of the best design but controlled by airplane structural limitations. This is an ever developing problem. New designs of radio must keep pace with new designs of aircraft and the various needs which war operations bring out. As the range of fleet aircraft from their ships and bases increases so must the range of the plane's radio but the weight increase must be kept at a minimum.

Airplanes must be provided not only with facilities for communicating back to their parent ship or base but to other airplanes and to other forces which will co-operate in the campaign.

In addition, other features of radio development are given to the planes to increase their effectiveness in war operations. These include radio aids to navigation such as the radio direction finder. We are all familiar with the radio range beacon, the device which really made scheduled commercial airline operations a reality. Our aircraft must be so provided to utilize these and other facilities when they are available. Thus we have radio not only serving its original function of providing rapid communication, but, by its application, providing many safety and navigational aids and in some cases even offensive aids in the operation of our fleet aircraft.

Training All-Important

Once the equipment has been properly designed and furnished to the service, intelligent use of it must be made certain through training of pilots and aircraft radiomen. They must know when to use their facilities and when to obey rigidly "radio silence." Often the success of a mission may be jeopardized by breaking the radio silence just as it may be jeopardized by improperly observing this silence and failing to report vital information. That is the decision which the pilot must make after carefully weighing the question and deciding whether to open up or keep silent.

WORL and WCOP Announce Changes

Lasker New Manager of Both, With Armstrong Assistant

GEORGE LASKER, general manager of WORL, Boston, has been appointed general manager of WCOP, Boston, in addition to his present duties, effective April 26. A. N. Armstrong Jr., formerly general manager of WCOP, will become assistant general manager of both stations, as announced by Harold A. LaFount, president of the Atlantic Coast Network and owner of WORL.

These new arrangements, Mr. LaFount said, have been made to conserve manpower and to allow both stations more time to devote to public service. A new program structure also will be set up to include many features helpful to the war effort including innovations in bond selling, Red Cross programs and cooperation with the OWI.

Mr. Lasker has been general manager of WORL since 1939, joining that station from WPEN, Philadelphia. He is the originator of the "Kilocycle Club" idea, which has been widely copied by many stations throughout the country. Mr. Armstrong, with WCOP for two years, was formerly with WIBW, Topeka, and previously with the Katz Agency, Chicago.

West Allis Denied

THE FCC took final action April 20 denying the petition of West Allis Broadcasting Co., West Allis, Wis., for a new standard broadcast station. Original hearing on the application for 1480 kc., 250 watts, daytime only, was held August 28, 1941, and a further hearing on April 30, 1942. Although contracts, contingent on the grant of the application, had been entered into with manufacturers, dealers and individuals for the acquisition of material and equipment necessary to construct the proposed station, the Commission held that the application should not be granted in view of the April 27, 1942, order for the conservation of materials and services of skilled persons.

Benny to Tour Camps

BESIDES laying plans for another tour of Army camps during annual summer hiatus of the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Grape-Nuts Flakes), the star and his wife, Mary Livingstone, anticipate an overseas entertainment assignment by USO Camp Shows. Half-hour series ends its season May 30 and returns after an 18-week lay-off on Oct. 3. No summer replacement program has been announced as yet. Agency is Young & Rubicam, New York.

ANDY LOTSHAW Corp., Chicago (Gorjus and Lotshaw Body Rub), has started a quarter-hour Saturday afternoon musical program on WBBM, Chicago, titled *A Guitar and a Girl*. The program features the Les Paul Trio and Mary Ann Mercer, and was placed for 52 weeks by Arthur Meyerhoff & Co., Chicago.



HOW MANY GUNS does a Flying Fortress need? The answer is, she needs enough to give her complete coverage from all angles. And has she got 'em? You bet she has! It's the same with radio coverage on the Pacific Coast. To get complete coverage you need a network that can direct your fire power to *all* the targets from *all* angles. You need the *only* network that can hit *all* the markets every time . . . Don Lee. Most of the markets on the Pacific Coast are surrounded by high mountains (5,000 to 15,000 feet). Long-range broadcasting is unreliable. With 33 stations, Don Lee releases your message at *point blank* range. More than 9 out of every 10 radio homes are within 25 miles of a Don Lee station. If your radio message is important enough for *all* the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-President, General Manager*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

Press-Radio Group Votes to Continue

Unanimously Decides to 'Remain on Alert Indefinitely'

UNANIMOUS vote to continue the Newspaper-Radio Committee indefinitely was given by the approximately 125 publisher-broadcasters attending a meeting of the Committee held last Tuesday afternoon at the Waldorf-Astoria Hotel, New York. The group gave a rising vote of thanks to Harold V. Hough of the *Fort-Worth Star-Telegram*, operator of WBAP and co-owner of KGKO, for his able leadership of both the full Committee and the nine-man steering committee which has directed the NRC activities.

Organized two years ago with the purpose of protecting the radio interests of newspaper publishers and representing them during the FCC investigation of the whole subject of newspaper-ownership, the NRC is determined to "remain on the alert indefinitely until the newspaper-radio situation is settled and settled satisfactorily," Mr. Hough stated following the meeting. The organization has no immediate plans for any specific action, he said, but will continue to maintain an attitude of vigilance on all matters affecting the interests of the group.

Steering committee was authorized to appoint three new members to fill the vacancies left by the resignations of Gardner Cowles, Jr., *Des Moines Register and Tribune* (KSO, KRNT, WMT, WNAX), who is now director of domestic operations of the OWI; Jack Howard, Scripps Howard Radio (WMC, WNOX, WMPS, WCPO), now on duty with the Navy, and Guy C. Hamilton, who has resigned from the McClatchy Newspapers (KFBK, KMJ, KWG, KERN, KOH). Remaining members of the steering committee discussed the selection of new members in a special session following the close of the general meeting and it is expected that the new steering committee members will



MR. HOUGH

be announced within a few days.

Decision to continue the NRC as an active association was made following reports by Chairman Hough and by Sydney M. Kaye, who continues as counsel for the group. Judge Thomas D. Thatcher, formerly head of NRC counsel, resigned from that post following his acceptance of public office as chief corporation counsel of the City of New York. The NRC New York offices at 370 Lexington Ave. will also be continued.

Present members of the NRC steering committee, in addition to Chairman Hough, include Walter J. Damm, *Milwaukee Journal* (WTMJ), vice-chairman; Col. Harry M. Ayers, *Anniston* (Ala.) *Star* (WHMA); H. Dean Fitzer, *Kansas City Star* (WDAF); A. H. Kirchhofer, *Buffalo Evening News* (WBEN); John E. Person, *Williamsport* (Pa.) *Sun* (WRAK).

Radio Contributes

The NRC meeting was set to coincide with the annual meetings of the Associated Press and the American Newspaper Publishers' Assn. at the Waldorf-Astoria last week. AP meeting on Monday was a quiet session, with no resolutions and almost no discussion from the floor.

Radio was mentioned only in the report of the board of directors, which pointed out that Press Association, AP subsidiary, "in the operation of the newscast wire, which now serves more than 300 radio stations, continued to make an increasing contribution toward the cost of news collection and to keep the name of the Associated Press before the radio audience."

Five directors of AP were elected for three-year terms: Paul Bellamy, *Cleveland Plain Dealer* (WHK, WCLE, WHKC, WKBN); E. K. Gaylord, *Oklahoma City Oklahoman* (WKY, KLZ, KVOR); James E. Chappell, *Birmingham* (Ala.) *Age Herald* (WSGN); J. R. Knowland, *Oakland* (Cal.) *Tribune* (KLX; Arthur Hays Sulzberger, *New York Times*. O. S. Warden, *Great Falls* (Mont.) *Tribune* (KFBB), was elected to represent members from cities of less than 50,000 population. Roy Roberts, *Kansas City Times* (WDAF), was elected to fill the vacancy caused by the death of George B. Longan of the *Kansas City Star*, sister paper of the *Times*, for the balance of the term expiring in April, 1945.

At a meeting of the AP board, Robert McClean, *Philadelphia Bulletin*, was re-elected president of the Association. Mr. Bellamy was elected first vice-president, and Houston Harte, *San Angelo* (Tex.) *Standard* (KGKL KRBC KBST K2IS), second vice-president. Lloyd Stratton, formerly assistant secretary, was elected secretary, a post formerly held by the AP's general manager, Kent Cooper. Board broadened Mr. Cooper's duties by naming him executive director as well as general manager of the association. Board also designated Frank B. Noyes, *Washington Star* (WMAL), honorary president of AP, of which he was one of the founders, president from 1900 to 1933 and currently a director.

Linwood I. Noyes, *Ironwood* (Mich.) *Globe*, last year's vice-president, was elected president of the ANPA for the coming year. Other officers elected are: W. G. Chandler, Scripps-Howard News papers (WMC, WNOX, WMPS, WCPO), vice-president; Norman Chandler, *Los Angeles Times*, secretary, and E. S. Friendly, *New York Sun*, treasurer.

As retiring president, Walter M. Dear, *Jersey City Journal*, was automatically elected a member of the ASPA board of directors for a two-year term, with the following directors re-elected for similar terms: David W. Howe, *Burlington* (Vt.) *Free Press;* F. I. Ker, *Hamilton* (Ont. Canada) *Spectator*; W. E. McFarlane, *Chicago Tribune* (WGN), W. F. Schmick, *Baltimore Sun.*

Directors elected last year and remaining on the board until 1944 are: George C. Biggers, *Atlanta*

(*Continued on page 110*)

Just a reminder that you want to see

RAMBEAU

360 North Michigan Ave.

or at

The Palmer House

Federal Paid Ads Opposed By ANPA

Pres. Dear at Convention Says Move "Smacks of Subsidy"

THE TIDAL wave of opposition to proposed Government advertising in small newspapers because of their economic plight gathered new momentum last week with the declaration by Walter M. Dear, president of the American Newspaper Publishers Assn., at its annual convention in New York, that such a move "smacks of subsidy". He referred particularly to the Bankhead proposal for an appropriation of 25 to 30 million dollars for newspaper space to promote Treasury bond sales.

Mr. Dear's comments followed the expression the preceding week by OWI Chief Elmer Davis [BROADCASTING, April 19] that his organization has always been and continues to be opposed to Government paid advertising, whatever its nature.

Bankhead Is Silent

Meanwhile, Senator Bankhead (D-Ala.) has made no further statement regarding his project for introduction of legislation and has not decided whether radio would be included. A fortnight ago he indicated the measure would be introduced promptly and that it would pertain only to newspaper space, with half of the fund earmarked for small newspapers.

In his annual report to ANPA last Wednesday, Mr. Dear commented: "We readily admit that the basic principle of advertising is just as applicable and will be equally as effective for the Government as experience has proven it to be. However, Government advertising must be safeguarded from political influence and directed by independent advertising experts who have demonstrated their ability and the confidence in which they are held by the newspapers. This confidence has been built up by the honorable and businesslike handling of the trust imposed in the expenditure of private funds. There would be no reason to believe that these gentlemen would be any less scrupulous in the proper handling of Government monies.

Sound Policy

"This may sound Utopian but in our judgment it is the only fundamentally sound basis on which Government advertising can operate. Apparently before such an advertising campaign can be undertaken with any degree of dignity and general acceptance, newspapers must learn to regard Government advertising as falling in the same category as a commercial advertising campaign by adhering to the resolution adopted last year. Unfortunately, such a realistic approach does not seem imminent."

★ ALABAMA

HMA	WMSL	WMOB	WJHO
APl	WAGF	WCOV	WHBB
IRC	WJBY	WSFA	WJRD
GN	WALA	WLAY	

★ ARIZONA

UN	KTAR	KGLU	KVOA
)Y	KYCA	KTUC	KYUM
HO			

★ ARKANSAS

CN	KFFA	KGHI	KOTN
LD	KTHS	KLRA	KUOA
PW	KARK		

★ CALIFORNIA

RN	KFI	KPRO	KQW
MC	KFVD	KFBK	KVEC
E	KGFJ	KROY	KVOE
APC	KHJ	KFXM	KDB
ISL	KMTR	KFMB	KTMS
O	KNX	KFSD	KGDM
EM	KMYC	KGB	KWG
ARM	KYOS	KFRC	KTKC
RE	KTRB	KGO	KHUB
AJ	KDON	KJBS	K45LA
EV	KLS	KPO	W6XYZ
OX	KROW	KSAN	W6XLA
GER	KPAS	KSFO	KGEI
CA	KWKW	KYA	KWID
AC	KVCV		

★ COLORADO

OR	KMYR	KIUP	KFKA
EL	KOA	KFXJ	KGHF
Z	KVOD		

★ CONNECTICUT

ICC	WTIC	WNLC	WBRY
NAB	WNBC	WSRR	W53H
DRC	WELI	WATR	W65H
THT			

★ DELAWARE

DEL	WILM		

★ DISTRICT OF COLUMBIA

INX	WMAL	WRC	WWDC
TOP	WOL		

★ FLORIDA

MFJ	WPDQ	WTMC	WSUN
FTL	WLAK	WDBO	WTSP
RUF	WWPG	WLOF	WTAL
JAX	WIOD	WDLP	WDAE
JHP	WQAM	WCOA	WFLA
MBR	WKAT	WFOY	WJNO

★ GEORGIA

ALB	WGAC	WGGA	WTOC
GPC	WRDW	WKEU	WPAX
GAU	WMOG	WLAG	WRLC
AGA	WGAA	WBML	WGOV
ATL	WRBL	WMAZ	WAYX
GST	WMJM	WMGA	WDAK
SB	WBLJ	WRGA	

★ IDAHO

IDO	KFXD	KSEI	KTFI
RLC			

★ ILLINOIS

KRO	WGN	WGIL	WHBF
DWS	WJJD	WEBQ	WCBS
AAF	WLS	WJPF	WTAX
AIT	WMAQ	WLDS	WDZ
BBM	WSBC	WCLS	W59C
CRW	WHFC	WMBD	W67C
EDC	WDAN	WTAD	W9XBK
ENR	WSOY	WROK	W9XBT
GES			

★ INDIANA

HBU	WOWO	WIRE	WBOW
TRC	WIND	WKMO	WAOV
EOA	WFBM	WLBC	W45V
GBF	WIBC	WSBT	W49FW
GL	WISH		

★ IOWA

BUR	KSO	KFJB	KSCJ
MT	WHO	KGLO	KTRI
ROS	KDTH	KBIZ	KICD
OC	WKBB	KMA	KXEL
RNT	KVFD		

★ KANSAS

VAK	KVGB	KOAM	KANS
GGF	KWBW	KSAL	KFH
GNO	KCKN	WIBW	KFBI
TSW	WREN		

★ KENTUCKY

WCMI	WSON	WAVE	WINN
WLBJ	WHOP	WGRC	WOMI
WHLN	WLAP	WHAS	WPAD

★ LOUISIANA

KALB	KPLC	WNOE	KRMD
WJBO	KMLB	WSMB	KTBS
KVOL	WDSU	WWL	KWKH

★ MAINE

WRDO	WCOU	WCSH	WGAN
WLBZ			

★ MARYLAND

WBAL	WCBM	WITH	WJEJ
WCAO	WFBR	WTBO	WBOC

★ MASSACHUSETTS

WBZ-	WORL	WLLH	WAAB
WBZA	WSAR	WNBH	WORC
WCOP	WEIM	WBRK	WTAG
WEEI	WHAI	WMAS	WBOS
WHDH	WHYN	WSPR	W43B
WMEX	WLAW	WOCB	W67B
WNAC			

★ MICHIGAN

WELL	WXYZ	WJMS	WCAR
WBCM	WDBC	WIBM	WHLS
WHDF	WFDF	WKZO	WSAM
WJBK	WLAV	WJIM	WSOO
WJR	WOOD-	WDMJ	WTCM
WWJ	WASH	WKBZ	W45D

★ MINNESOTA

KATE	WCCO	KVOX	WMIN
KDAL	WDGY	KROC	WHLB
WEBC	WLOL	KFAM	KWNO
WMFG	WTCN	KSTP	KWLM
KYSM			

★ MISSISSIPPI

WCBI	WJDX	WAML	WCOC
WJPR	WSLI	WSKB	WQBC
WFOR			

★ MISSOURI

KFVS	KMBC	KMOX	KGBX
KFRU	WDAF	KSD	KWTO
KHMO	WHB	KXOK	KTTS
KWOS	KWOC	WEW	K49KC
KCMO	KFEQ	WIL	

★ MONTANA

KGHL	KGIR	KPFA	KRJF
KRBM	KFBB	KGEZ	KGVO

★ NEBRASKA

KORN	KFAB	KGNF	KOWH
KMMJ	KFOR	KBON	WOW
KHAS	WJAG	KOIL	KGKY
KGFW			

★ NEVADA

KOH	KENO		

★ NEW HAMPSHIRE

WKNE	WFEA	WHEB	W39B
WLNH	WMUR		

★ NEW JERSEY

WBAB	WHOM	WPAT	WTNJ
WAAT			

★ NEW MEXICO

KGGM	KICA	KFUN	KVSF
KOB	KWEW	KGFL	KTNM
KAVE			

★ NEW YORK

WABY	WBNX	WHEC	WNBI
WOKO	WEAF	WHAM	WNBT
WMBO	WHN	WNBZ	WRCA
WNBF	WINS	WGY	W71NY
WBEN	WJZ	WSNY	W75NY
WEBR	WLIB	WFBL	W10XKT
WGR	WMCA	WOLF	W2XWG
WKBW	WNEW	WSYR	W2XWV
WENY	WOR	WAGE	W3XWT
WGBB	WOV	WTRY	W2XVT
WHCU	WQXR	WIBX	W51R



WJTN	WWRL	WATN	WGEA
WKNY	WHLD	WWNY	WGEO
WALL	WSLB	WFAS	WRGB
WGNY	WHDL	WCBX	W47A
WABC	WMFF	WCDA	W2XOY
WBYN	WKIP	WCRC	

★ NORTH CAROLINA

WISE	WCNC	WHKY	WSTP
WWNC	WFNC	WMFR	WRRF
WBBB	WGNC	WHIT	WMFD
WAYS	WGBR	WPTF	WGTM
WBT	WBIG	WRAL	WAIR
WSOC	WGBG	WCBT	WSJS
WDNC	WGTC	WEED	W41MM

★ NORTH DAKOTA

KFYR	WDAY	KGCU	KLPM
KDLR	KSJB		

★ OHIO

WADC	WSAI	WHIO	WSTB
WAKR	WCLE	WING	WSPD
WJW	WGAR	WFIN	WTOL
WICA	WHK	WLOK	WRRN
WHBC	WTAM	WMAN	WFMJ
WCKY	WBNS	WMRN	WKBN
WCPO	WCOL	WPAY	WHIZ
WKRC	WHKC	WIZE	W45CM
WLW			

★ OKLAHOMA

KADA	KBIX	KTOK	KOME
KVSO	KOCY	WKY	KTUL
KCRC	KOMA	KGFF	KVOO

★ OREGON

KWIL	KUIN	KWRC	KXL
KAST	KFJI	KALE	KRNR
KBKR	KLBM	KEX	KSLM
KBND	KOOS	KGW	KODL
KORE	KMED	KOIN	

★ PENNSYLVANIA

WCBA-	WAZL	WPEN	WMBS
WSAN	WJAC	WTEL	WJPA
WFBG	WGAL	KDKA	WBRE
WISR	WMRF	KQV	WRAK
WCED	WKST	WCAE	WORK
WEST	WKPA	WJAS	WSBA
WERC	KYW	WWSW	W49PH
WLEU	WCAU	WEEU	W69PH
WIBG	WDAS	WRAW	W53PH
WHJB	WFIL	WARM	W57PH
WHP	WHAT	WGBI	W75P
WKBO	WIP	WKOK	

★ RHODE ISLAND

WFCI	WEAN	WJAR	WPRO

★ SOUTH CAROLINA

WAIM	WCOS	WFBC	WORD
WCSC	WIS	WMRC	WSPA
WTMA	WOLS	WCRS	WFIG

★ SOUTH DAKOTA

KABR	KELO	KSOO	WNAX
KOBH			

★ TENNESSEE

WOPI	WHUB	WNOX	WREC
WAPO	WTJS	WROL	WLAC
WDEF	WJHL	WHBQ	WSIX
WDOD	WKPT	WMC	WSM
WJZM	WBIR	WMPS	

★ TEXAS

KRBC	KSKY	KOCA	KMAC
KFDA	WFAA	KPAB	KONO
KGNC	WRR	KFRO	KTSA
KNOW	KROD	KFYO	WOAI
KTBC	KTSM	KRBA	KRRV
KFDM	KFJZ	KRLH	KTEM
KRIC	KGKO	KNET	KCMC
KBST	WBAP	KPDN	KGKB
KBWD	KLUF	KPLT	KVWC
KEYS	KGBS	KIUN	WACO
KRIS	KPRC	KPAC	KRGV
KAND	KTRH	KGKL	KWFT
KRLD	KXYZ	KABC	

★ UTAH

KVNU	KEUB	KDYL	KUTA
KLO	KOVO	KSL	

★ VERMONT

WCAX	WSYB		

★ VIRGINIA

WCHV	WSVA	WTAR	WDBJ
WJMA	WLVA	WMBG	WSLS
WBTM	WMVA	WRNL	WLPM
WFVA	WGH	WRVA	WINC

★ WASHINGTON

KXRO	KOL	KFIO	KVAN
KVOS	KOMO	KFPY	KUJ
KIRO	KRSC	KGA	KPQ
KJR	KXA	KHQ	

★ WEST VIRGINIA

WJLS	WBLK	WLOG	WBRW
WHIS	WMMN	WAJR	WKWK
WCHS	WSAZ	WPAR	WWVA
WGKV			

★ WISCONSIN

WHBY	WCLO	WISN	WHBL
WATW	WKBH	WTMJ	WDSM
WEAU	WIBA	WOSH	WSAU
KFIZ	WEMP	WRJN	W55M
WTAQ			

★ WYOMING

KDFN	KPOW	KVRS	KWYO

TERRITORIES AND POSSESSIONS

★ HAWAII

KHBC	KGMB	KGU	KTOH

★ ALASKA

KINY	KTKN		

★ PUERTO RICO

WPAB	WKAQ	WNEL	WIAC

NETWORKS

Arizona Broadcasting Co.
Arizona Network
Atlantic Coast Network
Blue Network Co., Inc.
Columbia Broadcasting System
Don Lee Broadcasting System
Golden West Network
Intermountain Network
KOIN Network
Lone Star Chain
Michigan Radio Network
Mutual Broadcasting System
National Broadcasting Company
Texas Quality Network
Texas State Network
Yankee Network

WMBD

THE ONE MEDIUM THAT BLANKETS THE PEORIAREA

★ A RICH MARKET FOR *right now!*

★ A RICH MARKET FOR *after the war!*

Peoriarea's diversification of industry and agriculture makes it a top market through good times and bad. Industries here have war orders — but not in such volume that upsetting economic reaction will follow peace. And — WMBD is the ONE medium that blankets Peoriarea! Check the figures below — write for further information.

CONLAN SURVEY

36,955 Calls

MORNING LISTENERS

WMBD	65.5%
Station A	11.0%
Station B	5.7%
Station C	9.1%
Station D	3.8%
All Others	4.9%

AFTERNOON LISTENERS

50.7%	WMBD
18.2%	Station A
8.4%	Station B
10.8%	Station C
3.9%	Station D
8.0%	All Others

EVENING LISTENERS

WMBD	41.2%
Station A	32.4%
Station B	8.6%
Station C	10.2%
Station D	4.5%
All Others	3.1%

AVERAGE SURVEY

52.5%	WMBD
20.5%	Station A
7.6%	Station B
10.0%	Station C
4.1%	Station D
5.3%	All Others

PEORIA BROADCASTING CO.

Alliance Life Bldg. Peoria, Illinois

FREE & PETERS, INC.
Exclusive National Representatives

WMBD is a member of CBS

Press-Radio Group to Continue

(*Continued from page 108*)

Journal (WSB); Howard Davis, *New York Herald Tribune;* Ted Dealey, *Dallas News,* (WFAA-KGKO); J. L. Stackhouse, *Easton* (Pa.) *Express;* S. R. Winch, *Portland* (Ore.) *Journal* (KALE, KOIN).

War Is Topic

War and the problems of newspaper publishing resulting therefrom were the main topics of discussion at both the AP and the ANPA sessions, the latter beginning on Tuesday and continuing through Thursday, culminating in the annual dinner of the ANPA Bureau of Advertising dinner Thursday evening. Speakers were six members of the armed forces who related their experiences on battle fronts around the world. A group of 35 heroes, holders of high military honors and many wounded in action, were guests of honor at the Banshee luncheon Tuesday, entertainment high spot of the week.

Heroes of press and radio, American war correspondents, were also honored by the AP and ANPA, each standing in silence a moment in tribute to the 14 representatives of press and radio who have died in line of duty in World War II. When Kent Cooper, general manager of AP, called for this tribute at the association's luncheon on Monday, the AP wires throughout the nation were simultaneously silenced for 30 seconds.

Wednesday afternoon session of the ANPA, conducted under the auspices of the Bureau of Advertising, with Frank E. Tripp, Gannett Newspapers, chairman of the Bureau, presiding, was devoted to the subject of wartime advertising, chiefly the increase of institutional advertising and of government advertising underwritten by commercial companies. Chester La Roche, chairman of the Advertising Council, said: "Just as conversion of plants was the first war contribution of business, the conversion of advertising is its second. If you are proud of what business is doing, you have a right to be. This is the new competition — to see who can do the most for America."

Local Institutional

Pointing out that this war-born institutional advertising can be local as well as national, affording a source of business for the individual newspaper (or radio station), William A. Thomson, director of the Bureau said: "The logical audience for any institutional advertiser to address first is the population of the section in which he operates. And that includes the workers in his own plant—probably the most important percentage of his entire audience.

"Every city where at least one smoking chimney denotes a plant in operation offers one prospect for a consistent campaign of institutional advertising," Mr. Thomson continued. "Rarely do you find a plant that has not got an interesting, and often dramatic, story of war achievements, constructive contributions to the community or mutual problems to discuss with the public. Rarely do you find a manufacturer who forgets that the public has long been schooled to believe that industry's permanent abode is the dog-house. Seldom is an industrialist deaf these days to public opinion. And rarely do you find one indifferent to suggestions for improving his public relations through better public understanding."

Other speakers at this session included Gerard Swope, president, General Electric Co., speaking on "Industry and the Newspapers"; R. W. Brown, president, Lehigh Valley Railroad Co., "Wartime Railroads and Public Opinion"; Frederick Dickinson, Bureau sales manager, "What Do People Think?" and Mr. Tripp, who reviewed the beneficial results of the code adopted by the group in 1942 to make it possible for advertisers to use newspapers without undue pressure from other papers not on their lists.

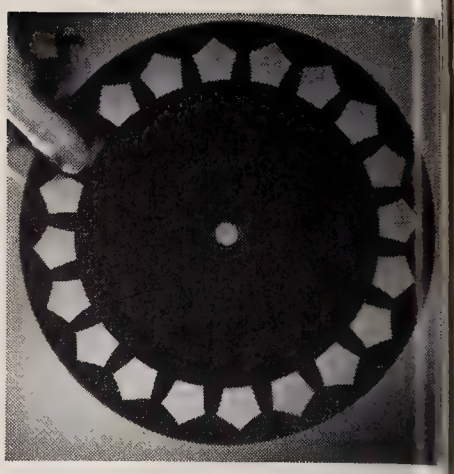
Scrap Report

Preceding the Bureau session, Richard W. Slocum, *Philadelphia Bulletin,* chairman of the Newspapers' United Scrap Metal Drive Committee, presented a report on the successful completion of the drive to Donald M. Nelson, chairman, War Production Board, who, in accepting the report, awarded official citations to Mr. Slocum and the other members of the committee. Praising all American industry for its cooperation with the Government in every phase of the war effort Mr. Nelson said: "No matter how difficult your problem, if you can state it and put it up to industry, industry will do the job." The ANPA also gave Mr. Slocum a distinguished service plaque.

Convention unanimously adopted a resolution proposed by William Dwight, *Holyoke* (Mass.) *Transcript-Telegram* (WHYN), after pointing out that "various Government agencies have sought to restrict newspapers." It authorizes the appointment of a committee to watch all such developments and "to take such action as in their judgment seems necessary . . . in order that the essential service of the press in support of the war effort shall be maintained."

Hooper to Be Host

C. E. HOOPER Inc. will be host at a breakfast for NAB members in the Crystal room of the Palmer House, Chicago, at 8 a.m., Tuesday, April 27. The following subjects will be covered: Review of recent audience trends, hourly station ratings, code of practice, "ratings" vs. 'coverage," a complete audience survey and uniform station coverage audits—a promise for 1944.



LAPPING DISK, rotating between fixed steel plates, grinds and polishes quartz crystals for Army Walky-Talky sets and other radio equipment. Made of a vinylite plastic, this disk, a product of Carbide & Carbon Chemicals Corp., is believed to be far superior to those made of other materials, being easier to handle and because it gives longer, more satisfactory service without warping, according to William C. Hubbs, manufacturer of lapping disks. Lapping was formerly an exclusive hand operation.

RALPH WENTWORTH IS BMI FIELD CHIEF

RALPH C. WENTWORTH, who has been connected with the War Production Board since his retirement as partner in the transcription firm of Langworth Feature Programs, has joined BMI as field program executive. He will spend most of his time on the road, visiting stations to confer with program and commercial executives on getting the most out of BMI's offerings and also securing their ideas on how BMI can improve its service to the stations.

Mr. Wentworth's activities will be closely coordinated with conferences with station program managers held regularly at BMI headquarters in New York under the direction of Roy L. Harlow, BMI program director. More than 100 station executives have attended the five program conferences held to date, the most recent occurring last Monday and Tuesday. Beginning in May these meetings will be stepped up to twice a month, with the first one scheduled to be held May 10-11.

Beginning his radio career in 1924 as an announcer on WEAF, New York, Mr. Wentworth remained with NBC until 1929, when he transferred his activities to CBS, for whom he organized the network's first artists bureau. In 1925 he and C. O. Langlois organized Langworth Feature Programs, transcription company which specialized in the production of tax free musical discs for the broadcasting industry. Following his retirement in 1941, he has been associated with the Aircraft Production Division of the WPB.

Memorial on Disc

TRANSCRIPTION of "We Will Never Die," memorial to the 2,000,000 Jews killed in Europe, will be heard at the Education by Radio Institute at Columbus this week. Pageant played in Washington recently and recording was made by WINX, Washington, from stage of Constitution Hall.

¡Saludos Amigos!

ALLIED RECORD MFG. CO.

Electrical Transcriptions

1041 NORTH LAS PALMAS AVE.
HOLLYWOOD, CALIFORNIA
HOLLYWOOD 5107

☆

601 EARLE THEATRE BUILDING
WASHINGTON, D. C.
EXECUTIVE 3792

RADIODISC

FULL CBS BOUGHT BY OWENS-ILLINOIS

OWENS-ILLINOIS GLASS Co., Toledo, which has used occasional spot radio in the past, will enter network radio May 10 when it becomes what is probably the first national advertiser to sponsor a 25-minute variety program in the daytime hours five times per week.

Series, as yet untitled, will be heard on the full CBS domestic network in the 4-4:25 p.m. period Monday through Friday. Feature of the program will be talks by Fletcher Wiley on the country's current nutrition and food rationing problems, with all commercials to be of institutional nature.

Music will be supplied by David Broekman's Orchestra with songs by Frank Parker, Eleanor Steber and guest artists. Agency is D'Arcy Adv. Co., New York.

Mullen a Father

FRANK E. MULLEN, vice-president and general manager of NBC, last Friday became the father of a boy, born at Doctor's Hospital, New York. Their first son was born two years ago.

ARTHUR B. CHURCH, owner of KMBC, Kansas City, has been elected a member of the CBS Affiliates advisory board, filling the vacancy occurring when Don Searle, formerly manager of KFAB, Lincoln, and KOIL, Omaha, left these CBS stations to become general manager of KGO, BLUE outlet in San Francisco.

Engineer's Simple Story for Layman Strips 'Electronics' Art of Its Mystery

By W. C. WHITE *
Engineer in Charge
General Electric Electronics Lab.

ELECTRONICS is defined as "the science which deals with the behavior of electrons." Like many definitions, this one is not very helpful and one must go a step further. Recently I saw a definition which I rather liked and which read "electricity freed from the bondage of wires." That, I think, is better because at least it is descriptive and somewhat intriguing.



Mr. White

The electron, of course, is the basic unit of electricity. Just as a drop of water can be considered a sort of basic unit in measuring amounts of water, so the electron is the unit by which we could measure the quantity of electricity. I say "could" because it is not a convenient measure. Again using the drop of water analogy, if we are talking about small amounts of liquids, such as a teaspoonful, it is logical to express the amount by the number of drops. However, when speaking of large amounts of water, such as go over Niagara Falls per hour, it would be absurd to express them by the number of drops.

* Text of talk given on WGY, Schenectady on *Science Forum* program.

Huge Numbers

The same thing is true of electrons. Even the number of electrons that make up the small current used in the filament of a household incandescent lamp is so huge and, therefore, runs into so many significant figures that we don't talk about the electric currents we use in such terms.

However, the electron is a very real thing and its mass and charge were accurately measured by scientists many years ago.

In addition to the extremely small charge it carries, the other unusual property of the electron is the enormous speed at which it can travel under proper conditions; a speed that can approach that of light. Here again, we do not express this speed in such terms as miles per hour because the number of zeros involved after the figure would make it too bulky to use. Instead we speak of the voltage used to accelerate the electrons.

Now, let's go back to the idea of free electrons because that is important. Until scientists created the so-called vacuum tube for these electrons to perform in, they were not free to be moved about as desired and their interesting and useful properties could not be studied and made use of.

Right here, let us bring up the point that the words "electron tube" and "vacuum tube" are used to describe the same device, it being largely a matter of personal preference which term is used.

What goes on inside a high-vacuum electron tube utilizes two basic components. The first is some source of free electrons and the second includes elements so that the motion of the electrons can be definitely guided.

The first we can liken to heating water to the boiling point to liberate steam. Heating a metal red hot liberates electrons from the surface in a somewhat analogous way.

Electrons Are Mobile

Now, if that red-hot piece of metal is inside of a highly evacuated bulb, then this cloud of electrons coming out from the surface is very mobile.

Then comes the second step. You have all noticed that, when a comb becomes charged electrically, it will attract dust and bits of paper. In a somewhat similar way, the liberated cloud of electrons may be caused to move toward a positively charged terminal placed inside the bulb. Therefore, electrons pass from the hot plate, which is called a cathode, to the cold plate, which is called an anode, and the resulting continuous transfer of electrons constitutes a flow of electric current.

If this were all there was to the matter, one might well ask, why all this complication simply to provide a flow of electric current when an ordinary piece of copper wire might seem to accomplish the same purpose? However, this electronic method of conducting electric current offers possibilities of controlling the current in ways that are totally impossible in an ordinary conductor like a piece of wire. This possibility arises from the fact that these electrons may be started, stopped, and deflected very easily. This is done by putting additional electrodes in the tube and operating them at a certain combination of voltages which determines how many of these electrons travel across the space and at what speed and how often they are started and stopped.

Here again, it is well to remember those two separate steps in this process of electrons moving through a vacuum. The first is getting the electrons out of the metal and the second is getting them across the space to the other electrode. It is only during this second step, their trip across the space, that they are subject to control by additional electrodes.

Current Is Controlled

Because such a huge number of electrons are required to carry an appreciable amount of current and because they move so rapidly, the flow of current through the tube can be subject to variations of an extraordinary degree as regards speed and nature of the variation.

This means that, if a wire carrying a small current is cut and this elementary vacuum tube is inserted in this gap in the circuit, you have great opportunities for unusual control of current in that circuit. When I say, cut the wire and insert the tube, I mean that one of the free ends of the cut wire, the negative one, is connected to the hot-cathode terminal of the tube and the other, the positive, is connected to the cold anode plate.

That in its simplest form is an electron tube in an electrical circuit. During the split second when the electric current in this circuit is in the form of a stream of free electrons leaping across the gap



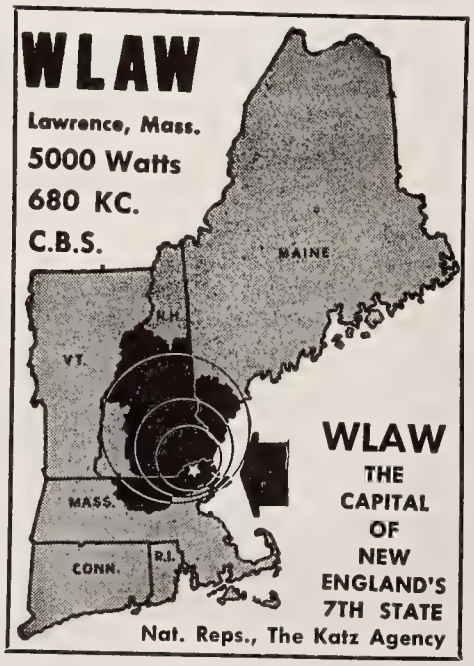
burning desire to know . . .

45½ hours each week are devoted exclusively to newscasts and commentaries on

WHN

more than any other major independent station in the New York area, *whn* feeds the public's burning desire to know what is happening on the war front, on the home front . . . locally!

50,000 WATTS
1540 Broadway
New York City
Chicago Office:
360 N. Michigan



hrough the vacuum of the tube, ou can control this current with reat speed and accuracy. The con-ol element in the tube is usually ke a screen or grid which is placed irectly across the stream of elec-rons.

If to this grid or control electrode proper voltage is applied, the urrent through the tube, and thus he current in the circuit, may be aried. The kind of tube used de-ends on the magnitude of the cur-ents and voltages involved and ow fast the control has to be, and t can easily be up to a billion times second.

It is natural to ask why, year fter year, we continue to use elec-ron tubes both in our radio receiv-rs and radio transmitters. Is it ot possible to substitute for them ther devices that will do the job s well or better? The answer is "no" and will probably continue to e "no" in radio for a very long ime to come because electron tubes erform certain functions that just annot be done in any other way.

Charge Is Small

There are several reasons why electron tubes are the heart of ra-dio equipment. The first of these results from their almost complete independence of electrical fre-quency. As you well know, many electrical devices are suitable only for use on direct current or only on the one frequency of 60-cycle alter-nating current. However, as we have seen, an electron tube can function at millions of cycles a sec-ond just as well as at 60 cycles. It can do this because the myriads of electrons in the evacuated space in-side the bulb can move at such enormous velocities that the fre-quency range mentioned above is slow compared with the time re-quired for them to move from one electrode to another.

The second reason that electron tubes are unique is their ability to control electrical currents smoothly. Most devices that are used to vary an electric current do it step-by-step. The charge carried by each electron is so exceedingly small that the rhythmic increases and decreases of current to reproduce music or the human voice are easily, accurately, and smoothly ac-complished.

OLD GOLD TO AIR SENATORS' GAMES

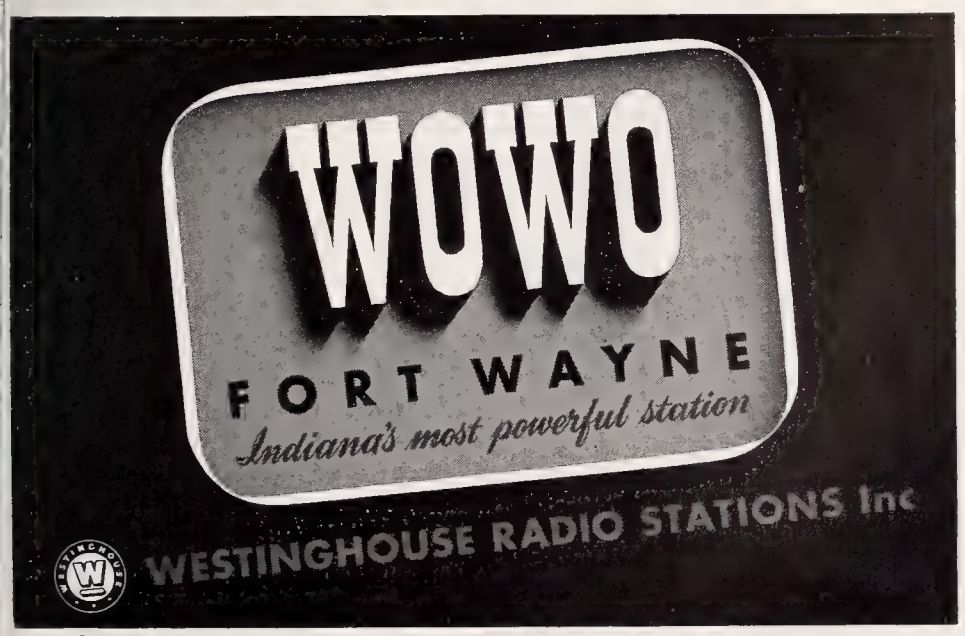
P. LORILLARD Co., New York, which has already contracted for the broadcasts on WHN, New York, of the Brooklyn Dodger base-ball games and those on WGN, Chicago, of the Chicago White Sox and Chicago Cubs, on April 20 added the Washington Senators to the list, covering all games pre-sented on WOL, Washington. An-nouncers in Washington are Arch McDonald and Russ Hodges; in Chicago Jack Brickhouse will han-dle the programs, and on WHN, Red Barber is in charge. Agency handling the Old Gold cigarette account is J. Walter Thompson Co., New York.

The third feature is their ability to control the movement and ve-locity of the speeding electrons by merely changing the electrical po-tential of one of the electrodes in-side the tube. This requires only a very small amount of electrical power. This is just another way of expressing the well-known fact that electron tubes are amplifiers and can reproduce, at a greatly in-creased power level, the impulses fed to them.

The fourth feature is their abil-ity to pass current only in one di-rection or, as it is often expressed, to act as a rectifier.

If one considers electron tubes from the light of these four unique characteristics, it is readily seen why they are so absolutely essen-tial to modern radio. It is because these tubes possess and can utilize simultaneously some or all of these properties. In turn, modern radio needs just these properties. It is easy to understand this when we remember that radio is inherently a science of very high electrical frequencies; that it requires com-plicated wave forms, and that at the receiver one must pick up the very minute amount of power re-ceived from space by a few inches of wire and increase it to a point where the reproduced sound is at a relatively high power level or, as we say, has been greatly amplified.

Electron tubes are now available in an almost bewildering array of kinds and sizes and are now in use for many purposes in addition to radio.





EARL MAY OF KMA

Poultry fancier of note, Earl is shown with Sarah, who laid 316 eggs in 1942. Another of his hens, May's Queen, won the Missouri National Egglaying Contest.

One Man's Formula

AGENCY MEN often ask: "Earl, how do you do it? How does KMA, a 5000-watt regional in a small town, out-pull most 50,000-watt metropolitan stations?"

The formula—known to 3 million people in our 151-county primary—is simply: PERSONALIZED SHOW-MANSHIP!

For example, KMA devotes 70% of its time to the specific needs of its audience. KMA programs are friendly, informal, sincere. Our announcers are "neighbors" to the people they talk with. We have no big names on our competent staff of 57—we're just "folks" working together to give our audi-ence *personal* service. Earl May in shirt sleeves, and with warm, sincere voice, perfectly expresses what we are and how we work.

No wonder listeners send KMA 524,000 pieces of com-mercial mail a year! No wonder KMA gets *results* with 7,113 grocers who gross 156 million dollars a year—with 1,685 druggists whose sales exceed $30,900,000—with 1,322,751 farm folks whose income is up 500% over 1932!

Let Earl May give you complete details on how to get *your* share of this big business. Write for your copy of our latest Market Data Brochure.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

★

A Department Store Survey in SAN FRANCISCO would prove

K S F O

IS "THE BUY"

More Leading Department Stores in San Francisco Use KSFO than any other station.

★

As a group Department Stores are Radio's most critical buyers

★

What they buy is definitely a "Safe Buy" for you.

★

in SAN FRANCISCO it's

★ 560 ★ KSFO ★ 560 ★

NAB Directing Tube Inventory To Aid WPB Production Plans

More Than 200 Stations Report Stocks at Dealer Level in Study to Assist Work of McIntosh Unit

BROADCASTERS throughout the country are conducting a fine-tooth survey of civilian replacement tube inventories, it was learned last week, to supply an accurate guide to the WPB Radio Division in scheduling production of tubes for home sets. The study was started at request of WPB and is a NAB project under direction of Arthur Stringer, NAB promotion director.

Stations in all sections have been asked to contact local radio dealers and repairmen to learn the number of sets out of repair for lack of tubes. They also learn types of tubes that dealers are unable to get. Purpose of the completed survey is to show the actual tube situation at the dealer-consumer level.

200 Report

More than 200 stations have already sent in reports, WPB says, and a definite picture of the available tube supply is now shaping up. Supplemented with material already in the hands of the Radio Division, the broadcaster's survey will directly effect scheduling of tubes for maintenance of home sets.

According to the preliminary reports in the hands of the Radio Division, shortages of certain types appear to be uniform throughout the country. Many of these are on the list of 117 "critical" tube types compiled by WPB to meet immediate replacement needs.

If the WPB program is completely carried out, Frank H. McIntosh, chief of the Foreign and Domestic Broadcast Branch, predicts that many of the shortages will soon be overcome. Some of the tube types offer a considerable problem at present, he admits, since despite the fact that they appear on the critical lists, manufacturers consider them "low profit items" and have not placed them on production schedules.

WPB expects that all these types will be in production before long however. It was recalled that late last month, Mr. McIntosh wrote manufacturers, urging immediate efforts to turn out the "low profit items", and to adopt distributing measures to get them into the hands of all dealers [BROADCASTING, April 5].

Big Role Ahead

Under the arrangement now operating between WPB and the tube makers, Mr. McIntosh's office advises on tube types most urgently needed, and arranges their production through meetings with the Industry Advisory Committee and through periodic advisory letters. The NAB survey is expected to play a big role in these schedule adjustments, particularly in the important June meeting of the tube industry when plans will be made for the remainder of the year.

Operations between the Radio Division and tube makers have proceded on a voluntary basis, but WPB holds important scheduling powers by which it could insure production of scarce tube types. A short time ago, Curtis E. Calder, director general for operations, issued M-293 which says that with respect to a critical component, including radio vacuum tubes, WPB may:

Direct the return or cancellation of any order on the books of manufacturers; direct changes in the delivery or production schedule of manufacturers; allocate orders placed with one manufacturer to another manufacturer; take any other action deemed necessary with respect to the placing of orders for, or the production of critical common components.

ROBERT H. WHITE has been transferred from the sales division of NBC's Cleveland office to the network's general sales office in New York, where he will act as eastern sales representative of the Pacific Coast network. He will continue to cover the Detroit and Cleveland areas.

Too Popular

V-MAIL News, started for the boys at the fighting front six weeks ago by Tom McCarthy, newscaster of WKRC Cincinnati, boomed from an initial printing of 5,000 to a final edition of 20,000. At this point the postmaster informed him that his office was not equipped to handle it. McCarthy is now preparing a miniature newsletter published weekly in the *Cincinnati Times-Star*, which can be clipped and sent by regular mail to boys in the Service.

LOCAL 802 STALLS WBYN AGREEMENT

DISAGREEMENT over a renewal contract between WBYN, Brooklyn, and Local 802 of the American Federation of Musicians has so far resulted in a deadlock, with little apparent possibility of settlement until the union agrees, as the station has, to place the case before the War Labor Board. The station's second one-year contract with Local 802 expired March 31, and trouble arose when the union demanded a 10% increase.

WBYN, according to William Norins, general manager of the station, offered to spend for live musicians a guaranteed annual minimum of $10,000, but refused to comply with union demands for a six-man orchestra. A meeting of the union and the station with Commissioner Charles R. Britton of the U. S. Conciliation Service proved fruitless, after which Com. Britton suggested placing the case before the WLB. WBYN has complied, but the union had not indicated last week whether or not it would agree to such a hearing. The local is picketing WBYN, and has been notifying WBYN advertisers that musicians at the station are on strike, Mr. Norins stated. The musicians were taken out of the station early in April and the station has had to substitute other programs for live music broadcasts.

McClintock to Speak

MILLER McCLINTOCK, MBS president, will address a special dinner of the Controllers Institute of America in Chicago, Tuesday, April 27, at the Chicago Athletic Association.

WHEB, Portsmouth, N. H. has appointed William G. Rambeau Co. as exclusive national representative. Station operates on 750 kc. with 1000 watts.

The successor to soap operas

NEWS-N'-MUSIC

now available on WFIL PHILADELPHIA

560 KC-Philadelphia's Best Frequency

Never
Have Advertisers Gotten
So Much for So Little

Write for Details

WHKY HICKORY, N. C.

5000 W.D.
1000 W.N.
1290 K.C.

Nat. Rep. Howard H. Wilson Co.

..imited License s Probationary

ermits Become Permanent n 'Good Behavior'

STABLISHING what appeared be a new legal precedent, the CC last week authorized issuance probationary licenses to WDSU, ew Orleans, WMIS, Natchez, iss., and WGRM, Greenwood, iss., covering a six-month period fter which regular licenses will be sued provided no further viola- on of regulations are reported. he FCC in the past has issued mporary renewals pending inves- gation.

WDSU, owned by Joseph H. halt, has been operating under mporary renewals for some two ears because of purported techni- al violations in regulations which ccurred under the management of . K. Ewing, then general manager f the station. Mr. Ewing was also censee of the two Mississippi sta- ions in his own right, and tem- orary renewals were issued be- ause of technical and other pur- orted violations.

WDSU also had sought a con- truction permit to authorize an ncrease in power from 1000 watts o 5000 watts and installation of a ew transmitter with directional ntenna for day and night use on he 1280 kc. channel. The Commis- ion concluded that the WDSU re- quest to reinstate the construction permit should be held in obeyance until "the expiration of the temporary six-month license and application for renewal of the license is finally issued for the operation of station WDSU."

In its purported findings of facts and conclusions pursuant to issuing the temporary license to the three stations, the Commission continued:

"It appears that public interest would best be served by the issuance of temporary license for a period of six months for the operation of these stations and, if during that period no violations of the law or the Rules and Regulations of the Commission are disclosed, that license on a regular basis should then be issued to them. However, if further violations should be disclosed, the matter should be opened for introduction of evidence on such violations and the cases then finally determined on the enlarged record."



WQXR's AREA coverage map is the center of attention as half of the New York station's time signals—approximately 120 per week—are sold to Gruen Watch Co., New York. On hand at the signing of the 52-week contract are (l to r): Hugh Kendall Boice, vice-president in charge of sales, and Norman S. McGee, assistant v-p in charge of sales of WQXR; C. H. Cottington, radio director, John J. McCarthy, v-p and Gruen Watch account executive, and John Donaldson, Jr., time buyer, all three of McCann-Erickson, New York agency in charge.

FCC DENIES THREE ON FREEZE POLICY

TWO APPLICATIONS for new stations and another seeking an increase in power for an existing station were denied last Wednesday by the FCC pursuant to the "freeze order policy" of April 27 last year, stemming from the scarcity of critical materials.

The actions were taken in proposed findings of fact and conclusions, proposing to deny them without prejudice. In proposed findings of fact and conclusions the Commission announced it would deny the application of WCOP, Boston, for an increase in power from 500 watts to 1000 watts along with changes in directional antenna for nighttime use and transmitter changes.

Also proposed for denial were the application of J. C. Kaynor for a construction permit for a new local station at Ellensburg, Wash., to operate on 1340 kc. with 250 watts full time.

License slated for denial is the application of Beauford H. Jester and associates for a construction permit for a new station at Waco, Texas, on 1230 kc. with 250 watts full time.

Controlling Interest

.... Yours for only 1⅓¢

It takes only a penny and a third to corner the attention of almost every large advertiser or agency in the country.

The other day we prepared an interesting little brochure comparing the costs of reaching the leading advertising and marketing people and showing just who and what you buy with your promotion dollar. Naturally, P. I. shows to good advantage, but the degree to which it excels will amaze you. You probably never imagined that outside of radio, you could reach so many hand-picked prospects at so little a cost.

Free!

"Advertising Prospects and Promotion Dollars"

Drop us a note. We'll send you a copy of this interesting and revealing booklet free of charge and without further obligation.

Printers' Ink

THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES

205 East 42nd Street, New York, N. Y.

RADIO NETWORKS, STATIONS AND REPRESENTATIVES USING *PRINTERS' INK* DURING THE PAST YEAR

BLUE NETWORK CO., INC
BUFFALO BROADCASTING CO
COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK
COWLES STATIONS
DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.
N.B.C. RADIO RECORDING DIV
N. B. C. SPOT AND LOCAL SALES
NEW ENGLAND REGIONAL NETWORK
WESTINGHOUSE RADIO STATIONS
YANKEE NETWORK
FREE & PETERS, INC
JOHN BLAIR & CO
KDKA, PITTSBURGH
KECA, LOS ANGELES
KFEL, DENVER
KFI, LOS ANGELES
KJR, SEATTLE
KMBC, KANSAS CITY
KMOX, ST. LOUIS
KNX, LOS ANGELES
KOMO, SEATTLE
KRNT, DES MOINES
KSO, DES MOINES
KWKH, SHREVEPORT
KXOK, ST. LOUIS
KYW, PHILADELPHIA
WABC, NEW YORK
WBBM, CHICAGO
WBT, CHARLOTTE
WBZ-WBZA, BOSTON
WCAE, PITTSBURGH
WCAU, PHILADELPHIA
WCCO, MINNEAPOLIS
WCOP, BOSTON
WDRC, HARTFORD
WDZ, TUSCOLA
WEAF, NEW YORK
WEEI, BOSTON
WEVD, NEW YORK
WGAR, CLEVELAND
WGBI, SCRANTON
WGL, FORT WAYNE
WGN, CHICAGO
WGR, BUFFALO
WGY, SCHENECTADY
WHBF, ROCK ISLAND
WHEC, ROCHESTER
WHK, CLEVELAND
WHO, DES MOINES
WIOD, MIAMI
WJR, DETROIT
WJSV, WASHINGTON
WJZ, NEW YORK
WKBW, BUFFALO
WKZO, KALAMAZOO GRAND RAPIDS
WLAC, NASHVILLE
WLIB, NEW YORK
WLS, CHICAGO
WMAQ, CHICAGO
WMBD, PEORIA
WMC, MEMPHIS
WMT, CEDAR RAPIDS-WATERLOO
WNAX, SIOUX CITY-YANKTON
WNEW, NEW YORK
WOR, NEW YORK
WORL, BOSTON
WOW, OMAHA
WOWO, FORT WAYNE
WQXR, NEW YORK
WRNL, RICHMOND
WSGN, BIRMINGHAM
WSM, NASHVILLE
WSYR, SYRACUSE
WTAG, WORCESTER
WTAM, CLEVELAND
WTAR, NORFOLK
WTIC, HARTFORD
WTRY, TROY
WWL, NEW ORLEANS

PRINTERS' INK reaches advertisers and agencies, the people who buy radio time.

HOOPER

Shows

WHAT KANSAS CITY

Knows!

KCKN

Is 3rd

In Kansas City

Popular music broken only by head-line news bulletins, gives KCKN a DAYTIME tune-in that hovers close to the two top networks in a metropolitan market of 725,000 people.

KCKN—KANSAS CITY, KAN.

Ellis Atteberry, Gen. Mgr.

Capper Publications

FREC To Conduct Post-War Survey

Executive Committee Votes To Set Up Subcommittee

APPOINTMENT of a subcommittee to study post-war planning in the field of educational broadcasting was authorized by the executive committee of the Federal Radio Education Committee at a meeting April 22 in Washington. Dr. John W. Studebaker, U. S. Commissioner and chairman of the committee of Government and industry representatives, will name a subcommittee for the project, to be announced at a meeting scheduled for June 25, at which agenda also will be drafted.

To further public school use of educational programs, plans were made for distribution of program listings to schools well in advance of broadcasts. In that way, the committee concluded, educational programs can be woven into classroom curricula.

Attendance

Attending the session, in addition to Chairman Studebaker, were George P. Adair, assistant chief engineer, FCC; John Elmer, WCBM, Baltimore; Dabney S. Lancaster, National Council of Chief State School Officers; Harold B. McCarty, National Assn. of Educational Broadcasters; Bruce E. Mahan, National University Extension Assn.; Neville Miller, president, NAB; H. B. Summers, BLUE, New York; Levering Tyson, president, Muhlenberg College; Judith C. Waller, NBC, Chicago. Acting as alternates were Earl C. Gammons, WTOP, Washington, representing Dr. Lyman Bryson, CBS; Tom Slater director of public service programs, WOR, representing Dr. Miller McClintock, MBS president; James E. Cummings, representing Monsignor George Johnson, National Catholic Welfare Conference; and Belmont Farley, representing Willard E. Givens, executive secretary of the National Education Assn.

Also present were Dr. R. R. Lowdermilk, director of the script exchange of the Office of Education; William D. Boutwell, director of information and radio of the Office of Education; and Gertrude G. Broderick, FREC secretary.

Durr Refuses to Answer Query by Garey Seeking Data on His Private Finances

REFUSAL of Commissioner C. J. Durr to answer an interrogatory from Eugene L. Garey, general counsel of the Cox Committee to investigate the FCC, was announced at the Commission last Friday in a press release containing a copy of the April 20 letter from the Committee, and Mr. Durr's reply. The announcement stated that copies of the Durr reply were sent to Speaker Rayburn, Attorney General Biddle and the five members of the Cox Committee.

Following are the text of the letters:

Mr. Garey's Letter

My dear Mr. Commissioner:

Will you be good enough to advise me for the information of the Committee:

1. The name(s) and address(es) of all banks, trust companies or other depositaries employed by you since Jan. 1, 1937, for the deposit of funds and the name(s) in which such account(s) was carried.

2. The source of all funds received by you during such period and whether such funds constituted income or return of capital.

3. In the event any portion of such funds constituted a return of capital please submit in respect thereof a brief statement of all facts connected therewith.

4. Whether at any time during the period stated you carried funds belonging to you or in which you had or claimed an interest (direct, beneficial or otherwise), with any person firm, association or corporation, banking or otherwise, other than those institutions named by you in answer to paragraph 1, supra, and whether carried in your own name or otherwise.

5. Whether, during the period stated, you have had any safety deposit box(es) and, if so, state the name(s) and address(es) of the institution from which the same was rented.

6. Whether, during the period stated you have acquired by purchase or otherwise, any real property, and, if so, state the details thereof.

7. Whether, during the period stated, you have any investment(s) of any kind, and, if so, state the details of such investment(s).

8. Whether, during the period stated you had acquired or sold any stocks, bonds, or other securities, and, if so, state the details of each such acquisition or sale.

Mr. Durr's Reply

Mr. dear Mr. Garey:

Receipt is acknowledged of your letter of April 20, 1943, in which you ask for the names of all banks in which I may have carried deposits or had safety deposit boxes since Jan. 1, 1937, and the sources of all funds and the nature and circumstances of all investments I may have made during such period.

While I have absolutely nothing to conceal from the Committee, it seems to me that the information you are requesting is of an entirely personal nature unless it is for the purpose of ascertaining whether or not I have been guilty of accepting bribes or of similar misconduct in the performance of my official duties. If you have any information which would lead you to feel that further inquiry along this line is warranted, it is suggested that you refer the matter to the Dept. of Justice.

WELCH, AGENCY HIT ON GRAPEJUICE ADS

DISPARAGEMENT of competing products and false claims in its own advertising are charged in a Federal Trade Commission complaint issued last week against Welch Grape Juice Co., Westfield, N. Y., and H. W. Kastor & Sons, Chicago, their advertising agency. The complaint covers radio continuities, newspaper and periodical copy.

FTC hit directly Welch's claim that its product will effectively reduce fat without "exercise, drugs, without a starvation diet, and when in connection with a sensible diet one may consume as much of the product as desired." The Commission also challenged advertising representing the product as a relief from the laxative habit, asserting "the product itself is a laxative".

Welch's and their agency were charged with unfairly disparaging competing products by falsely representing that Welch's is the only pasteurized grape juice; that it is a general practice of competitors to adulterate and add to their products synthetic flavor, artificial coloring, preservatives, water; that Welch is the only grape juice which may be used with safe results.

WJLS, Beckley, W. Va., will join CBS May 15 as a special supplementary station, available with the basic network. Station operates fulltime, 250 watts on 1240 kc.

1933 OUR TENTH ANNIVERSARY 1943

WSM, WJAX, WLAC, WSB and WDOD, three 50,000 watters and two 5,000 watters, comprised our clientele during our first month of operation in April 1933. *Each* has been affiliated continuously since that time. It is something of a record that more than 6,500 *subscribed* measurements have been made for these five stations alone!

WLW— "the Nation's Station"—is justly proud of its engineering accomplishments and of its engineering staff. We are equally proud of the fact that we were selected to serve this station and its sister station WSAI, in 1937. Both have been affiliated continuously since 1937.

KWKH, WAPI, WBT and nearly 100 regional and local stations served regularly, most of them for many years.

EVERY measurement in ten years of operation made personally by the owner of the Service; an outstanding record of personal service. Fine equipment and nearly 30 years of experience, including more than 18 years as radio inspector and supervisor of radio in the government service.

A frequency measurement service of distinction for the discriminating station.

Van Nostrand Radio Engineering Service
339 Leland Terrace, N. E.
Atlanta, Georgia

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Lowest Cost per Listener In the Tri-City Area

TROY - ALBANY-SCHENECTADY

WTRY

TROY, NEW YORK

1000 Watts at 980 Kc.

The ONLY Basic BLUE Station In Eastern New York

Represented by RAYMER

Curtis Buys Blue For Bond Show

Justice Douglas to Speak at Showing of 'Four Freedoms'

NSING NETWORK radio for the rst time, Curtis Publishing Co., hiladelphia, publishers of the *Sat-rday Evening Post*, will sponsor one-time half-hour broadcast on ie full BLUE, Monday, April 26,):30 p.m. The occasion will be the rst showing, in a Washington de-artment store, of Norman Rock-ell's original paintings of The our Freedoms, as illustrated for ie *Post*. Program marks the start t a national tour, in which pic-ires of The Four Freedoms will e displayed in various forms as a ar bond promotion exhibit in de-artment stores and other places in ver 40 cities.

Titled *Four Freedoms War Bond how*, the Monday broadcast will resent a talk by Justice William . Douglas, of the U. S. Supreme ourt. There will be talks by other overnment officials and by Mr. ockwell. Music will be supplied by eo Reisman's Orchestra. Agency s Macfarland, Aveyard & Co., New ork.

Late June Is Set For AFA Meetings

War Conference Will Find Radio In Important Role

ADVERTISING Federation of America will hold a War Adver-ising Conference in New York n late June to plan intensifying f advertising's part in the war ffort. Particular emphasis will be laced on furthuring the work of war advertising committees in local ommunities throughout the coun-ry.

No annual convention of the ederation will be held this year. Willard D. Egolf, assistant to he president of the NAB and vice-president of AFA, said last week hat radio will play an important art on the AFA agenda in June. As chairman of the committee on awards for club achievements, Mr. Egolf said these will be limited entirely to war activities.

"Radio has been used promi-hently by advertising clubs in furthuring the war effort," Mr. Egolf said.

Feature of the three-day confer-ence at the Waldorf-Astoria will be visual demonstrations of war-time advertising, presented by the OWI, the Advertising Council and na-tional associations representing media.

Gardner Cowles jr., director of domestic operations, OWI, com-mented in a letter to the Federa-tion in regard to cooperation with government: "I see in this a splen-did opportunity for a large-scale demonstration of war-time adver-tising and by means of conferences with the leaders in the local areas we can consider ways and means of improving our efforts toward the end of speeding the day of victory."

Sweetheart on Coast

MANHATTAN SOAP Co., New York (Sweetheart soap), on April 21 started sponsoring weekly half-hour word game program, Wednesday, 9:30-10 p.m. (PWT). Contract is for 52 weeks. Perry Ward is m.c., with Anne Nagel, featured vocalist. Paul Martin is musical director of the series. Earl Ebi produces, with Gomer Cool, writer. Howard Blake, radio director of Franklin Bruck Adv. Corp., New York, agency servicing the soap account, was in Hollywood to supervise opening of the West Coast program.

'First Nighter' Off

CAMPANA SALES Co., Batavia, Ill., on April 25 ended its seasonal campaign for Italian Balm, discontinuing the Sunday 6-6:30 p.m. *First Nighter* program on Mutual. Company plans to resume the series in the fall, it is understood. Agency is Wallace-Ferry-Hanly Co., Chicago.

NBC, CBS GROUPS AT NAB CONFERENCE

NBC and CBS will both be amply represented at the NAB War Conference in Chicago this week, according to advance lists of delegates released by these networks. CBS delegation from New York includes: William S. Paley, Paul W. Kesten, Frank Stanton, Joseph Ream, H. V. Akerberg, William C. Gittinger, Douglas Coulter, Jan C. Schimek, James Seward, John J. Karol, Edwin K. Cohan, William Schudt Jr., Thomas D. Connolly, Arthur Hull Hayes, Howard Meighan, Charles E. Midgley Jr., George Crandall.

From Los Angeles: D. W. Thornburgh, vice-president; Edwin Buckalew, station relation manager.

From St. Louis: Merle Jones, general manager, KMOX.

From Boston: Harold E. Fellows, general manager, WEEI.

From Charlotte: A. D. Willard Jr., general manager, WBT.

From Minneapolis: Austin E. Joscelyn, general manager, WCCO.

NBC delegates at the convention include: Niles Trammell, Frank E. Mullen, O. B. Hanson, William S. Hedges, A. L. Ashby, C. Lloyd Egner, Frank M. Russell, Clarence Menser, Sherman D. Gregory, Sheldon B. Hickok Jr., Joseph A. McDonald, Paul McCluer, Wm. B. Parsons, Jules Herbuveaux, Frank Chizzini, Judith C. Waller, Vernon H. Pribble, James M. Gaines, Harry C. Kopf, A. W. Kane Jr., R. MacPherson, John E. Elwood, Clarence Moore, Jennings Pierce, George H. Frey.

Thomas for LaRoche

BECAUSE of the illness of Chester LaRoche, chairman of The Advertising Council, Harold B. Thomas, president of the Centaur Co., will participate in the advertising panel scheduled for the NAB War Conference Thursday, April 29. Mr. LaRoche has suffered from a heavy cold for the past fortnight.



Central New England's thriving industrial plants — over four hundred of them —are yielding a huge crop of war equipment and material. And their workers are winning the most coveted blue ribbons on the home front, thirty-one Army-Navy E Awards to date — a number scarcely equalled anywhere for an area of this size.

Nineteen of the twenty Army-Navy E ceremonies broadcast, have been carried by WTAG. Industry thereby acknowledges the outstanding preference of the Central New England radio audience for WTAG.

Sales grow where production and payrolls grow. Here is a fertile market and here is the most potent medium for cultivating it, WTAG.



BASIC COLUMBIA

PAUL H. RAYMER CO.
National Sales Representatives

BERTHA BANNAN Little Bldg. Boston
New England Sales Representative

Associated with the Worcester Telegram-Gazette

WPB Tightens Hold on Radio Equipment in New Order L-265

Tube Rationing Set Up For Civilian Receivers; Broadcasters' Status Remains Unchanged

A REVISED order to govern production and distribution of all electronic equipment including maintainance and repair material for broadcasters and for radio receivers, was issued by the WPB Radio Division Saturday, replacing three limitation orders previously in effect.

The new regulation, L-265, tightens WPB's control over production, and at the same time establishes a "rationing" of tubes and parts which will prevent hoarding, and force dealers to operate on inventories no greater than their present stocks.

Tube Exchange Plan

Although L-265 supercedes L-44, L-44-a, and L-183, all of which have governed production of radio equipment, it will have no actual effect on the procurement problems of broadcasters seeking replacement parts for maintainance and repair. It will, however, affect anyone seeking to buy new equipment, even though it is available from a supplier.

From the consumer's point of view, the order will prevent hoarding of parts and tubes by means of a "tube for tube" or "part for part" exchange, similar to the tooth-paste tube exchange. Dealers are expected to get used parts from customers except when this is impractical. In those instances the customer may use a "Certificate Distribution Plan" to certify that the part or tube is for repair of equipment which he owns and operates.

Three sections of the order state: No manufacturer may make electronic equipment except for preferred orders or under the Controlled Materials Plan;

No manufacturer or supplier, other than the Defense Supplies Corp., shall transfer electronic equipment to a consumer except to fill preferred orders, orders having preference ratings of A-1-a, or orders when the consumer delivers concurrent with the transaction, a used, defective, or exhausted part of similar kind which cannot be repaired or reconditioned. When this is impractical, a certificate may be accepted;

No producer or supplier shall transfer electronic equipment to a supplier except to fill preferred orders; fill orders with preference rating A-1-a; or orders accompanied by the supplier's certificate that he has sold those parts from his inventory.

Effect of the plan, WPB officials point out, is to require set owners to turn in old parts and tubes for new. Under the order, the dealer is obliged to turn these parts in to a salvage depot. He replenishes his stock by certifying to the manufacturer that he has made the sales.

Dealers are required to maintain records of their sales, but officials say that ordinary bookkeeping records will be sufficient. The certificate involved in drawing new stock is a simple sentence to the effect "I hereby certify that the parts specified in this order have been sold to a consumer under terms of L-265".

From the broadcaster's point of view, stations will continue to use their preference rating of AA-2X granted under P-133 to get parts for maintainance and repair. For other equipment, such as new consoles, or meters, or other non-replacement items, they will apply to the WPB Radio Division for priority assistance.

WPB officials expect that civilians will have less difficulties getting replacement parts and tubes for home sets with the exchange plan in operation. It was pointed out that tube production available for civilians is close to peace-time levels, and that existing shortages will be remedied.

Persons engaged in leasing electronic equipment as a normal part of established business are exempt from the order. Also exempt from L-265 are hearing devices, wire, telephone, and telegraph equipment, electronic batteries, power and light equipment, medical, therapeutic x-ray, flouroscopic equipment other than replacement tubes for such equipment.



SUMMER SCHOOL SAVANTS, these faculty members of the NBC—U. C. L. A. Radio Institute conferred on plans for the cooperative sessions to be held June 28—Aug. 21. NBC Western division pedagogues who give instruction in their respective fields are seated (l to r): Earl Ebi, writer-producer; Jennings Pierce, public service director; Ned Tollinger, production manager, and (standing) Clinton (Buddy) Twiss, chief announcer; Arnold Marquis, writer-producer; Robert O. Brooke, engineer.

LOUIS LOCHNER, formerly Berlin manager of AP, on May 3 starts a five-weekly quarter-hour commentary program on NBC Pacific stations, Monday through Friday, 9:15-9:30 a.m.

ARGENTINA'S
RED ARGENTINA DE
EMISORAS SPLENDID
NETWORK OF 10 STATIONS

HJCS
BOGOTA
50,000 WATTS

MEXICO'S
RADIO PROGRAMAS
DE MEXICO
NETWORK

CUBA'S
R. H. C. and
CIRCUITO CMQ
NETWORKS

TGW
GUATEMALA CITY
GUATEMALA

HP5G-HOA
PANAMA CITY
5,000 WATTS

TIPG
SAN JOSE
COSTA RICA

HCIBF-HCIBD
QUITO
ECUADOR

PROUDLY
Introducing
SOME OF THE
GREAT
PAN AMERICAN
RADIO STATIONS

PERU'S
CIA. PERUANA
DE RADIODIFUSION
NETWORK OF 9 STATIONS

HHW-HH3W
PORT-AU-PRINCE
HAITI

ZFY
GEORGETOWN
BRITISH GUIANA

CHILE'S
LA COOPERATIVA
VITALICIA
NETWORK OF 8 STATIONS

RADIO CARCAS
VENEZUELA
10,000 WATTS

HIN-HIIN
CIUDAD TRUJILLO
D. R.

PAN AMERICAN BROADCASTING COMPANY
330 MADISON AVENUE, NEW YORK, N. Y.
IN CHICAGO — FRED JONES — 228 NO. LA SALLE STREET
IN HOLLYWOOD — HOMER GRIFFITH — 6362 HOLLYWOOD BLVD.

Blue Affiliates Meet In Chicago

etwork's Executives Also on land for Sessions on 26th

EPRESENTATIVES of BLUE ffiliates meet at the Palmer House, hicago, Monday, April 26, prior) the opening of the NAB con-ention. The network's wartime nd post-war problems will be dis-ussed at the meeting, an annual ffair, attended this year only by ey network and station executives ecause of wartime travel restric-ons.

Planning Session

The BLUE stations meeting pens at 10:30 a.m., with a meet-ng of the planning and advisory ommittee in the hotel's Lounge oom. Following luncheon and usiness sessions in the afternoon, ne network will entertain station ersonnel at a cocktail party.

Representing the network at the eeting will be: Mark Woods, resident; Edgar Kobak, executive ice-president; Keith Kiggins, ice-president in charge of sta-ions; Fred Thrower, vice-presi-ent in charge of sales; Phillips arlin, vice-president in charge of rograms; Robert Swezey, legal ounsel; John Norton, manager, tations department; Clarke Sny-er and O. M. Schloss, station con-act representatives; George Milne, hief engineer; Murray Grabhorn, ational spot sales manager; Kevin weeney, sales promotion manager, Hollywood, and Don Gilman, vice-resident in charge of the western ivision.

100 for Fulton Lewis

WITH Cerophyl Labs., Kansas City, makers of Viet Vitamin Tab-ets, signing for sponsorship of ommentaries by Fulton Lewis, r., on KSO, Des Moines, the Mutual commentator now has a otal of 100 local sponsors of his ive-weekly MBS series, 7-7:15 .m. Campbell-Ewald Co., Chicago, handles the account.

FEDERAL TELEPHONE & RADIO Corp., Newark, manufacturers of radio equipment, has joined a group of three New Jersey war plants sponsoring *Victory is Our Business*, six-weekly, 25-minute program on WPAT, Pater-son, N. J. Series is designed to stimu-late morale and production and to ob-tain workers needed in New Jersey's war industries. Account was placed direct.

Air Power

UP TO OLD TRICKS are Sgt. Lanny Pike of WGAN, Portland, Me.; St. Charles Edwards of WSM, Nashville, and WGST, Atlanta, and Sgt. John Gray of WDOD, Chattanooga. Now in the Army Air Forces Technical School, Gulfport Field, Miss., the boys write and announce *Air Power*, a weekly half-hour show on WSMB, New Orleans, using the Eighth Army Air Forces Band, a glee club of 14, and a regular cast.

LEWIS LANE, head of the musical research section of NBC's script department, will mark 16 years with NBC on April 28. Lane came to NBC in the music library, but shortly thereafter conceived the idea of a special musical research file system which today contains more than 90,000 items.

CBS Affiliates Board Will Meet in Chicago

SECOND meeting of the Columbia affiliates advisory board has been scheduled for April 27 in Chicago so that station managers who are members of the board can attend the session as well as the NAB War Conference.

CBS representatives present at the advisory board meeting, which will open with a dinner, will include William S. Paley, president; Paul W. Kesten, vice-president and general manager; Joseph Ream, vice-president and secretary; Frank Stanton, vice-president; Herbert V. Akerberg, vice-president in charge of station relations; William Schudt Jr., Eastern division field manager, Station Relations; Jap Gude, Station Relations; Howard Lane, Central division field manager, Station Relations, and Edwin Buckalew, Los Angeles station relations manager.

UP Names Curran

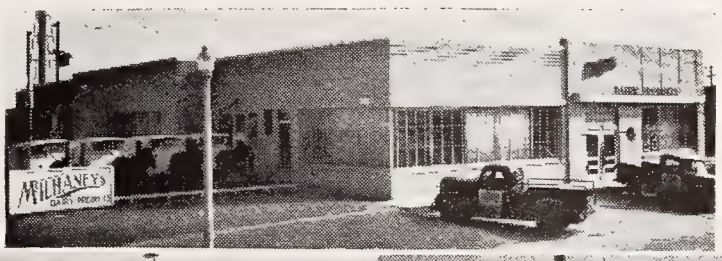
THOMAS R. CURRAN, central division manager of United Press, has been made South American general manager, according to James I. Miller, UP vice-president for South America. Mr. Curran arrived in South America early this year, and has spent the past several months traveling over nations in that hemisphere.



Mr. Curran

MARTIN GOSCH, Hollywood writer-producer of the weekly CBS *Camel Comedy Caravan*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has been signed to an associate producer contract by 20th Century-Fox. He will continue to produce the half hour radio program for remainder of the season.

These three Lubbock firms keep this city and section in the forefront of the South's produce markets, with products going to nearly all parts of the nation.



About 5,000,000 pounds of butter are manufactured and distributed by them annually. Poultry, eggs and other similar products are handled on a comparable basis.

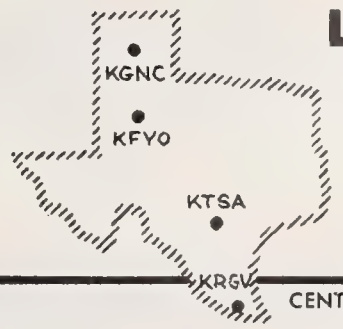




LUBBOCK—Butter Leader of Texas!

Texas ranks 15th in the nation for butter manufacture . . . and Lubbock leads Texas! Then there are five cheese plants in KFYO's immediate territory which produce 4,000,000 lbs. annually . . . 20% of Texas' very large production, for Texas is fifth in cheese making. Add Lubbock's 3,000,000 lbs. of dressed poultry (chickens and turkeys) and 2,500,000 dozen eggs each year, and it becomes evident that here is a very important produce center! This, too, is aside from the city's other big sources of income . . . cotton, beef cattle, oil, wholesale and retail trade and now two very large aviation training fields.

Lubbock offers you a radio advertising opportunity at any time . . . but particularly right now when there's more cash ready for spending in KFYO's rich market than ever before, by far! Of the 49,885 dwelling units in KFYO's primary market, 74.54% have radio units . . . compared with Texas' 66.9%. You can't miss!



LUBBOCK, TEXAS

KFYO

SERVING TEXAS' FASTEST-GROWING MARKET

THE Texas Home-Spanaden GROUP



CENTRAL SALES OFFICE: 805-6 Tower Petroleum Bldg., Dallas, Texas.
Ken L. Sibson, General Sales Mngr.

CBS
KTUC
TUCSON
ARIZONA
1400 KC
250 WATTS
AFFILIATED WITH
THE ARIZONA NETWORK
KOY, Phoenix - KSUN, Bisbee-Lowell
REPRESENTED BY JOHN BLAIR & COMPANY

Bassett Starts Firm

DON BASSETT, radio director of A. McKim Ltd., Toronto, leaves on May 1 to open his own radio production and script writing company at 891 Bay St., Toronto. Before joining A. McKim Ltd. in 1941, he was with Radio Center Ltd, Toronto, transcription agency, and James Fisher Adv. Co. Toronto. He started in radio in 1935 on CJCS, Stratford, Ont., moved to CKGB, Timmins, Ont., and was Toronto and Montreal manager of sales offices of Northern Broadcasting & Publishing Co. Ltd., Timmins, Ont.



Mr. Bassett

USE OF 'RADAR' PERMITTED

Army-Navy Statement Lifts Veil of Official Secrecy From Device for the First Time

EXISTENCE of Radar was officially admitted by the War and Navy Depts. for the first time last weekend when the military chieftains lifted enough of the curtain of secrecy to give the public an elementary description of the electronic locating device.

Until the statement was issued for release on Sunday, the OWI and the War and Navy Depts. had observed an agreement that the word would not be used in any Government releases. Use of the word in news has not been prohibited under censorship code, however, and newsmen have been permitted to refer to Radar as a radio detection device.

What It Means

Sunday's release explained that the term meant "radio-detecting-and-ranging". It said Radar is used to detect approach of enemy ships and aircraft, and to determine the range to the enemy forces. Radar is also used, the official statement explained, to provide data for anti-aircraft guns in smashing Axis planes through cloud cover.

Radar was discovered, the account said, in the United States in 1922 when scientists noted that radio reception was interfered with by an object moving in the path of the signals. A receiver was set up on the bank of a river, and the effect on reception of boats passing up and down was studied. A similar experiment was tried with the receiver mounted in a truck, the scientists noting the effect of buildings as the vehicles moved by.

Until 1935, Radar worked only when the object passed between the transmitter and the receiver. But in that year it was found that the surface of an object or target would act as a reflector for high-frequency radio waves. With the radio signal "bouncing back", it was possible to have the transmitter and receiver at the same location, the joint statement explained.

By 1930, engineers were able to pick up reflected signals from planes passing overhead and by 1934 they had developed a means of measuring distance between the transmitter and the target.

Electronic Marvel

Radar, the statement said, "is one of the marvels made possible by the electron tube". Explaining how the waves can be focused on an enemy ship or plane, the statement continued that they maintained a constant speed of 186,000 miles per second. "Thus a small space of time is required for such signals to travel to a reflecting surface and return to a receiver so that, with means provided for measuring this time interval, it is possible to determine the distance to a given target."

Since Radar operates through fog storms and darkness, the statement said, as well as through cloudless skies, it is superior to both telescopes and acoustic listening devices. The statement paid tribute to the work Radar has done in protecting the United Nations, noting especially that the British say it was instrumental in saving England during the Blitz. They called it the radio locater.

No further information on Radar will be released, the Army-Navy account said, until military authorities are convinced that the enemy already has the information from another source. Meanwhile, a War Dept. spokesman made clear that the word is no longer a military secret.

MBS AFFILIATES MEET AT CHICAGO

MBS will hold a series of meetings on Monday, April 26, at the Drake Hotel, Chicago, beginning with a morning meeting of the network's executive committee, followed by a luncheon for Mutual directors and stockholders who will hold their meetings in the afternoon. At 5 p.m. a cocktail party will be given to introduce Miller McClintock, Mutual's new president, to the Chicago press, and at 8:30 the Mutual affiliates will meet. Mr. McClintock and Edward W. Wood Jr., MBS sales manager, will speak briefly at the evening meeting, at which the new kodachrome slide film promotion presentation will be previewed.

MBS group attending will include: Miller McClintock, Fred Weber, Edward W. Wood, Robert A. Schmid, Jack Latham, Lester Gottlieb, Paula Nicholl, of MBS headquarters staff; Alfred J. McCosker, Theodore C. Streibert, WOR; Lewis Allen Weiss, Don Lee; Wm. E. MacFarlane, A. M. Antrim, WGN; John Shepard 3rd, Yankee Network; Benedict Gimbel, WIP; Harold Batchelder, WFBR; H. K. Carpenter, WHK-WCLE-WHKC; Theodore Campeau, CKLW; Leonard Kapner, WCAE; I. R. Lounsberry, WGR; Keneth Church, WKRC.

Mutual will maintain open house at the Drake for its affiliates throughout the entire NAB Convention. On Thursday Mr. McClintock will entertain the advertisers and agencies of Chicago and on Friday noon he will leave for the West Coast, first stop in a cross-country tour [BROADCASTING, April 12].

Lt. Markel to Talk

HOW WOMEN radio directors can help bring women into the armed services will be discussed by Lt. Hazel Kenyon Markel of the Radio Section, Bureau of Public Relations, Navy Dept., at a Women Directors meeting of the NAB War Conference Wednesday, April 28. Lt. Markel, known to the industry as Hazel Kenyon, is on leave as educational director of KIRO, Seattle.



Check These Points!

COVERAGE—WOAI surpasses all other stations in Central and South Texas, based on field strength measurements and mail analysis!

AUDIENCE—WOAI has a higher combined day and night percentage than any other station in any city having affiliates of three major networks!

COST—WOAI has over 3 1/3 times more radio homes—per dollar—in the three key markets of San Antonio, Austin and Corpus Christi combined than any other San Antonio station!

RESULTS—WOAI sells more merchandise to more people than any other station in Central and South Texas!

50,000 WATTS - - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

The TIME BUYERS' STATION

WDOD

Chattanooga, Tenn.

5,000 WATTS
CBS

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

Baseball Program Enlarged by OWI

Armed Forces Around World Get Scores 8 Times Daily

COVERAGE of the annual baseball season for our Armed Forces, which was handled extensively by the OWI last year right up through the World Series, has gotten under way this month on an even larger scale, the OWI reported last week.

Using the eight-to ten-minute sports section of its *News From Home* program, shortwaved around the world eight times daily, the OWI is presenting daily scores and summaries of games played by all baseball leagues throughout the country, whether they are major league games or merely local events. The first part of each week, a roundup of the major league scheduled game is prepared on transcriptions by Paul Douglas, while the week-end roundups are handled by Red Barber. Local announcers in various communities also prepare their own summaries and ship them in to OWI's New York headquarters for inclusion on the daily programs. Fill-in information on the players and additional sport coverage outside of baseball is provided the OWI by Stan Lomax and Don Dunphy. As a supplement to the news given on the *News from Home* series, the OWI is also sending to Army Camps and Naval bases all over the world a digest of American news for publication in camp bulletins and publications prepared at many of the far flung outposts where our men are stationed.

Satevepost Keeps Liquor

A RESOLUTION which would have ordered the directors of the Curtis Publishing Co., to accept liquor advertising in the *Saturday Evening Post* was voted down overwhelmingly last week at the annual meeting of the stockholders. Resolution was introduced by James Fuller, Hartford, Conn., holding 230 of the more than 4,000,000 outstanding shares.

Buy AP News Wire

ACQUISITION of the AP Radio News Wire from Press Assn. Inc., radio subsidiary of AP, was announced last week by the managers of WSKM, McComb, Miss.; WOPI, Bristol, Tenn., and KFPW, Fort Smith, Ark.

Friendly, persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas in TOPEKA

Vick Knight Resigns

VICK KNIGHT, executive producer of The Biow Co., Hollywood, resigned that post in late April and currently is in New York winding up his affairs with the firm. John Ryder, manager of the Hollywood office, has assumed temporary production supervision of NBC *Johnny Presents Ginny Simms*, sponsored by Philip Morris & Co. (cigarettes), and CBS' *Take It Or Leave It*, sponsored by Eversharp Inc. (pens, pencils),. Knight said that he has no future plans beyond taking a long rest. It is reported that he has been offered a director deal by MGM where Ginny Simms, star of the weekly *Johnny Presents Ginny Simms*, program, has been put under contract.

Cox FCC Probe

(*Continued from page 36*)

ton, and with other Governmental agencies.

While a number of field investigations rapidly are being pursued, Judge Cox did not indicate when formal hearings will begin. It is entirely possible that proceedings will be started some time in May to pursue in open hearing several of the matters already thoroughly investigated. These inquiries, it is understood, have covered broadcast station transactions in West Virginia, New York and Illinois.

Income Tax Returns

Depositions have been taken in a number of cases, it was learned, with data subpoenaed through U. S. Marshals throughout the country under authorization of the Department of Justice to be used in connection with the inquiry. Income tax returns also will come under the committee's scrutiny.

The committee's personnel now includes, in addition to General Counsel Garey and the new appointees, Fred R. Walker, of Detroit, associate counsel; William Larson, former FBI chief in a number of cities, as chief investigator; Edward G. Griffin, of New York, attorney; James C. Dunn, former Secret Service agent, and Robert B. Barker, former investigator of the Dies Committee, as senior investigators, and Mildred Cox and Margaret Bracey, as secretaries.

Harvey D. Walker, a native of Detroit, has been a member of the Michigan Bar since 1940, and in January, 1941, joined FBI as a special agent. He remained there two years, during which he handled investigative work of a criminal and internal security nature. He was with the firm of Mr. Larson, the committee's chief investigator, after leaving FBI.

HARRY MAIZLISH, general manager of KFWB, Hollywood, currently is on a two-week New York and Chicago trip with transcriptions of programs for agency consideration. Included are a daily series built around Kay Francis, picture star, and a quiz program, *Let's Play Postoffice*, with music featuring June Clyde, film actress-vocalist, and Harry Von Zell, announcer m.c. Latter show is currently a KFWB sustainer.

TODAY . . . TOMORROW



GETTING THE MESSAGE THROUGH

The wide-flung fighting fronts today are the proving grounds for the great postwar era of broadcasting. Gates studio and transmitting equipment are now important links in the vital communications systems of our Armed Forces. From the Arctic to the Tropics, Gates equipment is proving its efficiency and performance where so much is dependent upon trouble-free operation . . . where even partial failure may mean defeat.

Our greatly expanded facilities are now devoted to meeting the demands of war. The ingenuity of our engineers has created amazing new technical and construction developments that will prove both interesting and important to an advanced, unharnessed postwar broadcasting industry . . . still interested in "getting the message through"!

Our engineering staff stands ready and willing to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.

Gates

RADIO AND SUPPLY CO.

QUINCY, ILLINOIS; U. S. A.

Manufacturing Engineers Since 1922

Kellogg on Don Lee

KELLOGG Co., Battle Creek, Mich. (corn flakes), on April 19 started sponsoring the five-weekly quarter-hour transcribed program, *Last Night in the Rose Room,* on 17 Don Lee Pacific stations (KFJI KOOS KRNR KORE KWIL KALE KWLK KELA KGY KXRO KMO KOL KRKO KIT KFIR KWAL KHJ), Monday through Friday, 11:45 a.m.-12 noon (PWT). Tony La Frano is announcer-narrator. Contract is for 52 weeks. Frances Smith, Chicago producer of J. Walter Thompson Co., agency servicing the account, was in Hollywood to supervise start of the series.

WPDQ, Jacksonville, is replacing WJHL, same city, as BLUE outlet.

NAB TO SEE WIRE SOUND RECORDER

New-Type Equipment for War Coverage by Radio Will Be Demonstrated by Lt. Col. Kirby

THIN METAL wire which rapidly and accurately records sound will be demonstrated at the NAB War Conference this week by Lt. Col. Edwin M. Kirby, chief of the Radio Branch, Bureau of Public Relations, War Dept., in a talk on War Dept. radio problems. The Magnetic Wire Sound Recorder—its official name—is being developed by the Signal Corps and the Radio Branch for front line war service.

Combining in one small carrying case the recording machinery, playback apparatus, and a mechanism for easy erasure of censorable portions, the new recorder has important advantages. There is less chance for breakage. Equipment is highly portable. Wire can be reused. There is no needle to jump the groove in the recording process. Finished records in the form of spools of wire are convenient to ship.

The recorder operates on the same principle as the "Mirrophone" sound tape described in BROADCASTING, Feb. 9, 1942. Pattern of the sound is set in the wire through electro-magnetic currents. Wire can then be demagnetized to wipe out parts of the record, or the sound can be erased completely to clear the wire for re-use.

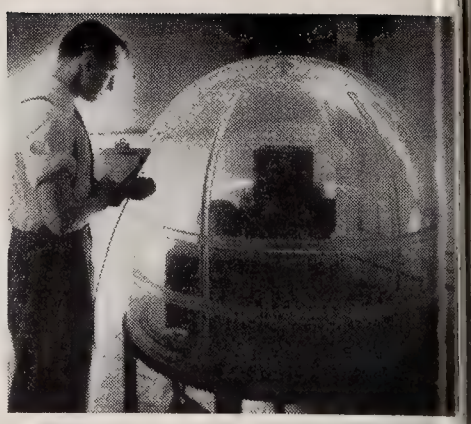
Col. Kirby pointed out that the magnetic recorder meets a wartime radio need. Radio has been doing an excellent job of war coverage from the fighting fronts. But in the Southwest Pacific, to cite an example, spot eye witness accounts are impossible because broadcast equipment is about 2,000 miles from the front, and present recording equipment is impractical on a battlefield.

Battle Action Record

Value of the new device further shows up in situations like one which recently occurred on the Algiers front. John McVane, NBC war correspondent, sat in a slit trench under fire and later described his sensations from memory during his part of the network's news round-up. With the magnetic recorder, he could have made a record on the spot for playback at broadcast time.

"We believe it will give a new dimension to the radio coverage of the war up front," said Col. Kirby explaining its use. "The recorder makes it possible to bring the sound of war home, directly from the battlefield. People can thus be brought closer to action at the front."

Armour Research Foundation and General Electric are manufacturing the magnetic wire recorder but have not yet decided on a final model. Though the Radio Branch now has only one set, more are expected soon.



SPEEDS TEST WORK. This altitude test chamber for aircraft radio and electronic equipment, constructed from the unfinished nose of a famous American bomber by the RCA Victor Div. of the Radio Corp. of America, makes possible the testing and inspection of apparatus by several engineers at one time. Construction is of Plexiglas, a plastic developed by the Rohm & Hass Co., which permits testing under conditions equivalent to those at a height of seven and a half miles. Gilbert F. Quimby, RCA engineer, is checking this equipment under stratospheric conditions.

On Coca-Cola Time

COCA-COLA Co., Atlanta, has relinquished the April 26 broadcast of *Victory Parade of Spotlight Bands* on the Blue and is turning over the 9:30-9:55 p.m., period to Undersecretary of War Robert P. Patterson at his request. Harris Jones, chairman of the board of Coca-Cola, will introduce Mr. Patterson, who will give "a report on the war," speaking from Atlanta. D'Arcy Adv. Co., New York, handles the account.

Stewart-Warner Secretary

NEWLY-ELECTED board of directors of Stewart-Warner Corp., last week elected Albert R. Benson, assistant secretary and treasurer, to corporation secretary. He succeeds Lynn A. Williams Jr., who continues as vice-president. All other corporation officers were re-elected.

Signed for Film Role

REED HADLEY, star of the thrice-weekly BLUE *Red Ryder* series sponsored by Langendorf United Bakeries, has been signed to a film contract by 20th Century-Fox. RKO has changed title of the new Kay Kyser and Edgar Bergen film from "Keep 'Em Singing" to "Around the World".

New ANA Address

ASSOCIATION of National Advertisers, Inc., has moved to new and larger quarters on the 25th floor of 285 Madison Avenue, New York. New telephone number is Murray Hill 5-9167.

MARTIN BLOCK, m.c. of the *Make Believe Ballroom* program on WNEW, New York, has been designated by the New York newspaper Guild as the premier man in his field and will receive a "Page One" reward in recognition of his work at the Guild's eighth annual benefit at the Hotel Astor, New York, on April 30.

"SURE US NORTH DAKOTA FOLKS GOT DOUGH! AND WE'RE PUTTIN' A LOT OF IT IN WAR BONDS, BY HECK! MORE PER CAPITA IN NOVEMBER, DECEMBER AND JANUARY THAN ANY OTHER STATE IN THE NATION!"



WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

"HEART of the MAGIC VALLEY"

RICH IN AGRICULTURE

TWIN FALLS, IDAHO

KTFI

National Representative
The Walker Co.
Homer Griffith Co.

Navy's Radio Interest

(*Continued from page 52*)

Yards and private companies, he reported for duty in the *USS New Mexico* on September 29, 1921. He was Aide on the Staff of Vice Admiral Henry A. Wiley, Commander, Battleship Divisions, Battle Fleet, with additional duty as Division Radio Officer. He was on duty in the Bureau of Engineering, Navy Department, from July 1925 until October 1927. After duty as Aide and Fleet Radio Officer on the Staff of the Commander in Chief, United States Fleet, from November 1927 until May 1929, he was navigator of the *USS Detroit* for a year and was on duty in the Office of Naval Communications, 1930 to 1933.

In Naval Communications

During his next tour of sea duty, he was engineer officer of the *USS Colorado* for a year and commanding officer of the *USS Canopus* from October 1934 to August 1936. He returned to the Navy Department, September 1936, where he was on duty in Naval Communications and from June 1939 until May 1940, was executive officer of the *USS Tuscaloosa.*

Admiral Redman was commanding officer of the naval transport *Henderson* from June 1940 to January 1941, and subsequently became Assistant Director of Naval Communications. In February 1942, he became Director of Naval Communications. He was detached on September 15, to command at sea, returning on April 3, 1943, again as Director of Naval Communications.

The Bureau of Ships, Radio Division, is charged with the research, design, manufacture and maintenance of all Naval electronic equipment with the exception of certain special devices which come under other bureaus. In the Radio Division, the engineering work of Rear Admiral Hooper is now being carried on by Captain Jennings B. Dow, U. S. N. Captain Dow has had a notable career in Naval radio, making him particularly fitted for this job. He graduated from the Naval Academy in 1920, and received an MS. degree in Communication Engineering from Harvard University in 1926. His sea duty includes serving on the staff of the Commander Battleship Divisions, Battle Fleet, and later as Asiatic Fleet Radio Officer. From 1927-1929 he acted as Radio Material Officer at the Navy Yard, Cavite, P. I.

He was attached to the Radio Division of the Bureau of Engineering (now the Bureau of Ships) during the period from 1930-1932, and acted as the Head of this Division in 1938 and 1939. He spent five months during the winter of 1940-1941 in England, as a special radio observer. He is now head of the Radio Division, Bureau of Ships. Captain Dow is a Fellow of the Institute of Radio Engineers.

Contributions by Industry

It has always been the policy of the Navy to enlist the cooperation of independent laboratories and colleges in research projects and to depend on commercial facilities for manufacturing. The beneficial results of this policy are apparent today when eminent scientists from civil life, working closely with Naval engineers, are opening up new horizons in radio and electronics. Manufacturing plants have efficiently converted from the construction of 4,000,000 home receivers a year to producing primarily military and naval electronic equipment.

The men and women engaged in broadcasting have played a most important role in establishing the present effective means of communication. For this reason, the Navy will follow with keen interest the forthcoming War Conference of Broadcasters. Many valuable suggestions cannot help but come from such a meeting at this time.

Full House Again

THEM hard-hittin' folks out thar in the wide open spaces go after records and they ain't all cattle-rasslin' either. In the April 12 issue of BROADCASTING, KYUM, Yuma, Ariz., told of having a 100% staff of engineers—commercial men and all, every man licensed. Now comes word from Mrs. Rosemary C. Meyer, manager, KPOW, Powell, Wyo. to report all her employes likewise are technicians—commercially licensed—and have been since November 1, 1942.

OWI Cites Gertrude Berg

GERTRUDE BERG, creator of the CBS daytime serial, *The Goldbergs*, has received a citation from the Office of War Information for "the inspiration she has given the American people through the 1942 Victory Award." Mrs. Berg has in addition been invited to submit all scripts of the program, which dates back 14 years, to the Archives of Radio of Princeton U. for documentation and research purposes. Series is sponsored by Procter & Gamble Co., Cincinnati, for Duz. Compton Adv., New York, is agency.

Reader's Digest on WOR

READER'S DIGEST Assn., Pleasantville, N. Y., on April 19 started a spot campaign on WOR, New York, for current issues of the magazine. Contract calls for one-minute live announcements two evenings a week for nine weeks. Spot campaign is confined to WOR. BBDO, New York, is the agency.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles
Seattle

representing



KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
KTBS	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KRIS	Corpus Christi, Texas
KRLD	Dallas, Texas
KXYZ	Houston, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WPAR	Parkersburg, W. Va.

Acme Beer Baseball

ACME BREWING Co., San Francisco, and Young's Market Co., Los Angeles (food products), on April 18 started co-sponsoring a two-hour daily broadcast of all baseball games played by the Los Angeles Angels and the Hollywood Stars, on KMPC, Beverly Hills, Cal. Contracts are for 22 weeks. Brisacher, Davis & Van Norden, Los Angeles, services the former account. Latter was placed direct. Pontiac Dealers of Southern California, Los Angeles, on April 21 started sponsoring Sam Balter in a five-weekly sports commentary summarizing and reconstructing highlights from selected American-National League games on KMPC. Placement is direct.

Critical Problems Await NAB

(*Continued from page 23*)

the way of Government channeling of news through OWI will come directly from Mr. Davis, himself a product of radio, as the keynote speaker at the Tuesday luncheon session. More intimate aspects, however, will be covered at subsequent sessions by other members of his staff directly identified with radio. Gardner Cowles Jr., assistant director of OWI in charge of domestic operations, is a tentatively scheduled speaker, but pressure of Washington operations may preclude his attendance.

Voluntary censorship, which might have been one of radio's worst headaches but has proved perhaps the least burdensome of wartime problems, will be covered by Mr. Price at the Wednesday luncheon session. He likewise will participate in a general censorship symposium and, at a breakfast session scheduled for Wednesday morning, he will talk off the record on problems of foreign language censorship—the most acute in the field. Duplication of regulatory efforts, wherein OWI and the FCC have traversed approximately the same ground as the Office of Censorship, presumably will figure in this discussion.

Typical of the praise that has come to the industry for its war job was the comment of Mr. Davis in accepting the NAB invitation. "The industry has given great service to the war effort and I am confident this service will be continued," he said.

Manpower Problem

Manpower, described by President Miller as the most serious problem confronting the industry because this is a "technical war," is the first subject on the agenda at Tuesday's opening session. Lawrence A. Appley, executive director of War Manpower Commission; Almon Roth, wage stabilization and manpower director of War Labor Board, and Lt. Com. Patrick H. Winston, of Selective Service, lead this discussion. At the afternoon session, Frank McIntosh, assistant director of the radio division of WPB, leads the discussion on materials, with general war operations aspects scheduled for a panel of speakers representing the military services.

Following breakfast sessions Wednesday morning covering manpower, Selective Service, foreign language and equipment, the general session Wednesday morning will be highlighted by Mr. Price's address. At the afternoon session, sales problems during wartime will be covered, including the Petrillo recording ban and the retail promotion committee plan to encourage department store use of radio.

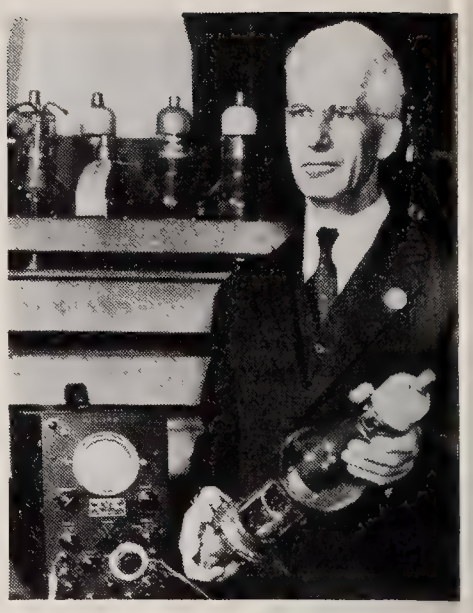
The NAB annual meeting will be held Wednesday afternoon, covering election of six directors-at-large and miscellaneous changes in the by-laws. Evening activities on Wednesday include a panel on Sales —A Wartime Necessity—lead by Lewis H. Avery, director of the NAB department of advertising, and a meeting of the NAB Association of Women Directors, to be presided over by Mrs. Dorothy Lewis, NAB coordinator of listener activity.

The final day, Thursday, will be opened with breakfast sessions on censorship, manpower, OWI, sales managers, the recording ban and legislation and taxation. The general session will be devoted to the Role of Advertising in Wartime, along with recommended standards for coverage maps and the small station problem issue.

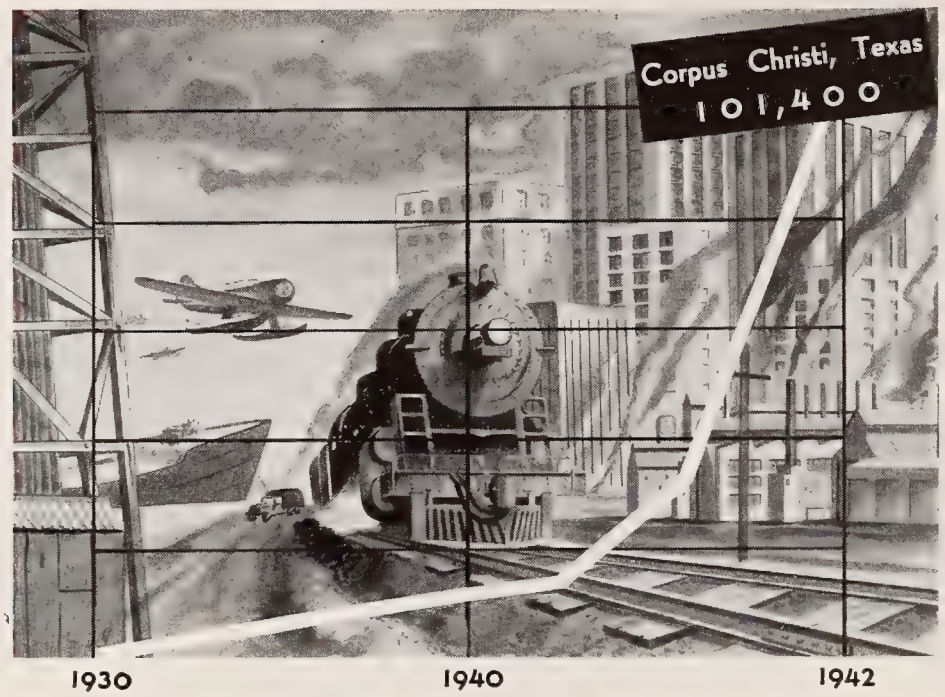
Luncheon Closes Sessions

The conference will close with a 1:30 luncheon, at which an outstanding military figure is expected to be the inspirational speaker. Resolutions then will be considered and the conference adjourned by 2:30. The new NAB board will convene following adjournment.

President Miller, in his report to the conference prepared in advance along with the annual reports of the departmental heads, cited the past fiscal year as eventful—full of uncertainties, but also a year of achievement. Radio kept Americans



HEAD OF THE 4,000. Dr. Albert W. Hull, assistant director of the GE research laboratories and president of the American Physical Society, is holding one of the electronic tubes on which his work has made him famous. He has received many honors for his developments, which include the magnetron, dynatron and screened-grid tube and work on X-ray crystal analysis. Among his awards are the Howard N. Potts gold metal of the Franklin Institute for his work on X-ray crystal analysis; the Morris Liebmann Prize for work on electronic tubes; the honorary degree of Doctor of Science from Union U. The society which he heads numbers about 4,000, including scientists working in many allied activities.



● "FIRST IN WAR GROWTH AND POST-WAR PROSPECTS"

In Philip M. Hauser's recent survey, he rates Corpus Christi, Texas, as a Class A-1 city—that is, one of the six cities which grew most rapidly during the war and now have the best prospects of retaining their wartime growth.

With its audited city zone population of 101,400 and county population of 123,239, Corpus Christi offers you a rapidly expanding market which is dominated by one major station —KRIS. Yes, the Hooper Station Listening Index for Fall gives KRIS a dominant 63.6% evening listenership against 13% for station B and only 11% for station C. Use KRIS for a selling-clinch on Corpus Christi now!

KRIS
CORPUS CHRISTI, TEXAS
MEMBER OF NBC SOUTHWESTERN GROUP
● represented by the Branham Company

Special Combination Buy—KRIS and KXYZ, Houston . . . Investigate!

"PROVED SUCCESS — TOP WGRC FEATURE"
is what S. A. Cisler, manager of WGRC has to say about
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.



the best informed people in the world in recruiting for the military services, in selling Treasury bonds, in helping collect scrap, in training technical radio personnel and in numerous other ways.

"Although business on the great majority of stations has continued good," Mr. Miller pointed out, "radio has faced many serious problems, the manpower problem being the most serious. Due to the fact that this is a technical war, and that radio is playing an ever increasing part, trained technicians and personnel with practical broadcasting experience have been in great demand."

Retail Promotion Plan

Pointing to the need for "eternal vigilance," the NAB chieftain said, freedom is not lost by one act of government—the greatest danger is from indirect and disguised attacks. "Radio to be free must be able to pay its way. Advertising has proved to be an efficient tool of business. Attacks on advertising are attacks on the freedom of radio and as such we have opposed them." He emphasized the danger of wartime restrictions which might in the end "shackle radio in its great task when the present conflict ends".

Attacking the Petrillo recording strike, Mr. Miller charged that at the most critical period in our nation's history, the AFM head "merely to maintain his control in his own union has deprived this nation of a large supply of music". He cited the industry's united front opposition to this "dictatorial display of power" and said he believed that it is "rendering a real service not only to radio but to the entire field of music, and that we shall be successful".

Alluding to the retail promotion plan to be presented to the conference under the chairmanship of Paul W. Morency, WTIC, Hartford, to encourage department store use of radio, Mr. Miller said the success of this project is of great industry importance. "If it succeeds, other plans similar in character will follow."

"It is to be hoped that by the time we meet again next year this world conflict may be over," Mr. Miller said. "But with the armed conflict over, radio will face its greatest test and its most promising opportunity. For the first time in the history of the world the microphone will be at the peace table and with it there public opinion will play an even more important part than ever before. * * * Radio more than any other force is most capable of rendering service to mankind in this conflict—a service which will be in every sense a true public service."



GET THEM WHEN they arise as well as go to bed, says the Wakefield Dairy in Washington. The company used Billy Repaid's WOL news airings at 11 p. m. and found them good, so added a 6-times 8 a. m. series. Aubrey Simpson, Wakefield president, signs the new contract. Standing (l to r): Jeffrey A. Abel, radio director, Kaufman Advertising Agency; Henry V. Seay, commercial manager of WOL; Otto Phillips, manager of the dairy, and Mr. Repaid.

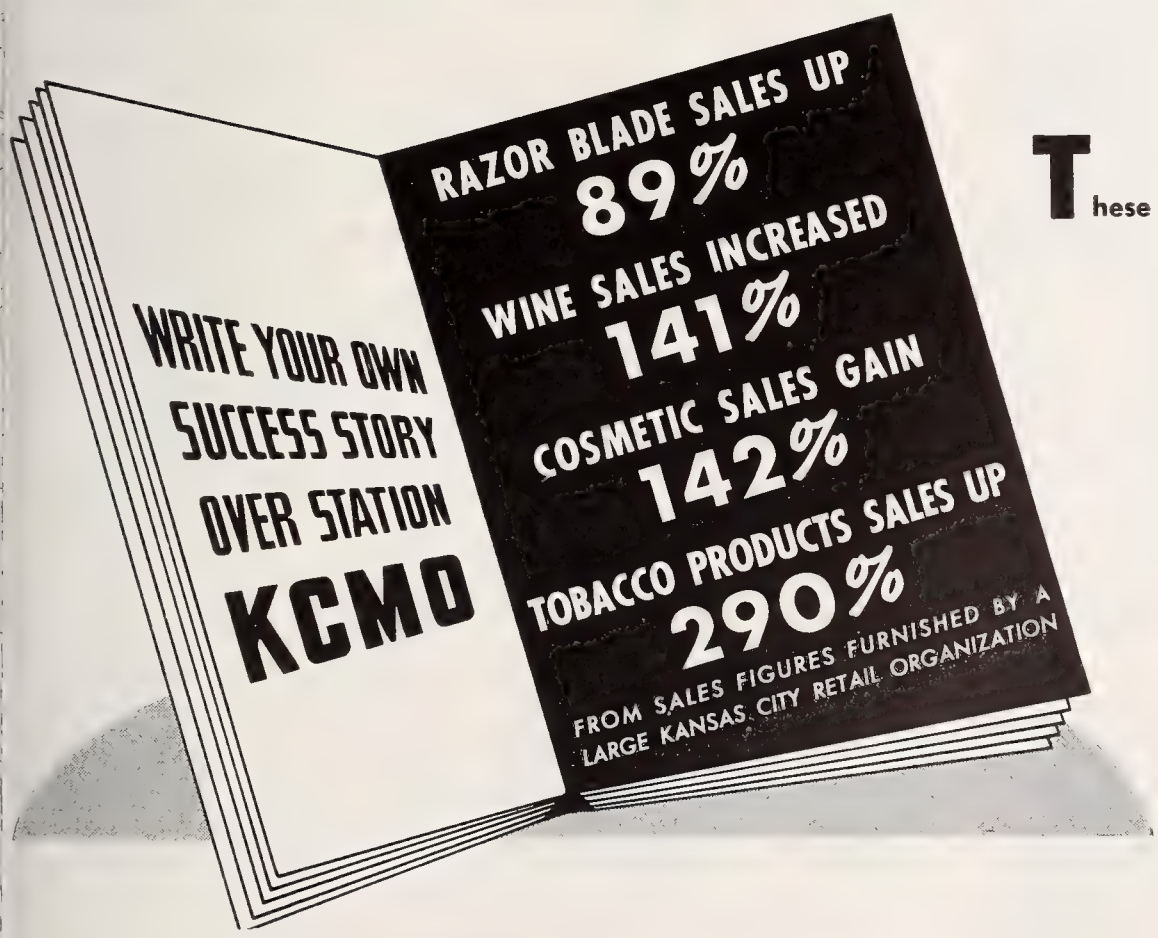
G.E. Sales Increase

NET SALES billed by General Electric Co., during the first quarter of 1943 amounted to 277,872,-103, as compared with $190,861,-108 for same period a year ago, an increase of 46%. Company's profit available for dividends for the first quarter amounted to $10,442,576 compared with $10,329,774 last year.

Martinson Returns

JOSEPH MARTINSON Co., New York, returning to the air after a layoff brought on by the coffee shortage, on April 25 started sponsoring a Sunday quarter-hour on WOR, New York. Dr. Frank Kingdon, educator and clergyman presents news commentaries with a human interest slant. Al Paul Lefton Co., New York, is agency.

ARNOLD CARLSEN has joined Mutual's sales staff, operating from WGN, Chicago, MBS affiliate. Mr. Carlsen was in charge of sales direction and general management of Packard Motor Corp., 1932-42.



These are typical of the sales-success stories being written by radio promotion over Station KCMO, Kansas City. Products advertised consistently over Kansas City's popular Blue Network outlet are breaking sales records regularly. KCMO combines the enviable drawing power of Blue Network shows with an ideal merchandising service that gets maximum results from Kansas City's expanding, booming wartime market.

Call on KCMO to help you write a success story for your product in Kansas City. You can get complete details and a list of availabilities from any McGillvra office.

NATIONAL REPRESENTATIVE:
JOSEPH HERSHEY McGILLVRA

BASIC BLUE NETWORK

5000 WATTS KCMO 1480 ON YOUR DIAL

Breakfast at Sardis

(*Continued from page 56*)

a sustainer more than two years ago has become today not only a national feature, but one of the West Coast's best patronized participations. Just a gay morning party with a lot of laughs and a tinge of sentimentality, *Breakfast at Sardi's* uses an enterprising host to keep the proceedings going and an ingenious salesman to handle the commercials.

The format of the program is flexible to suit the occasion and the personalities interviewed. Only three features are maintained regularly. They are the presentation of a $25 make-up kit to someone in the audience; a wishing ring ceremony, during which the day's wisher, chosen by lot, has hoped for everything from twins to having her tenants move out; and the "good neighbor" letter of the day. Letter is sent in by a listener who suggests the "good neighbor" to whom the orchid of the day should be awarded.

Tieing in with the "good neighbor" letters which are now scheduled two weeks in advance, the BLUE network, as promotion, notifies local newspaper editors of the nationwide honor to be paid a member of that community. Copy of the letter to be read over the air is also sent to the publications. In line with the localized promotion, editors are urged to direct attention to the broadcast and have a news photographer on hand to cover delivery of the orchid to the town's "good neighbor".

And that is about the only "planned" feature in this informal, impromptu show. Remainder of the laugh-packed half hour revolves about Breneman himself. Not only the mainstay of the show, he gives every breakfast guest the impression that he is having a whale of a time.

Maybe that's easy for the reason that he *does* have a whale of a time. He panics the guests with his antics and comebacks. But they panic him too, so it's even-stephen. The commercials at *Breakfast at Sardi's*, like the rest of the show, are ad-libbed by Breneman and his women guests. Only words written for the show are the introductions. And they are a story in themselves.

In the early days of the *Sardi* shows a couple of youthful gag writers, Leo Solomon and Alan Woods, dropped in to watch the program. They had done lots of good work in New York, but being unknown in Hollywood, the boys were having a tough time of it. Upon invitation they started breakfasting with us. Over the breakfast table Leo and Alan started supplying our show's young announcer-producer, John Nelson, with gags to use for introductions of Breneman as programs hit the air.

Those introductions "killed" the audience, and started the shows off with a bang. They gave 40-year-old Breneman and his frailties (graying, thinning hair, doubling chin, a slight chubbiness) a real working over. Shortly, Solomon and Woods landed a berth with NBC *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Corp. (Raleigh cigarettes), and they were on their way. In appreciation for those free breakfasts, they wouldn't and won't take any pay for their wise-cracking openers. With Carl Pierce recently taking over as producer-announcer on resignation of Nelson to join the Navy as ensign, Solomon and Woods continue that policy of supplying those openers gratis while their other writings now rate big money.

Some insight into Breneman's good-natured character is revealed by the fact that every morning his laugh at the introductions is the one that boom's out over everyone else's. Breneman has a real respect for superstitions. One of his strongest concerns those introductions. He'll never ask to see the gags. Tom receives them cold, just when the audience does. He gets a tremendous kick out of them too.

Keynote of 95% of the mail that expresses views on *Breakfast at Sardi's* is that it's great to have such an informal laugh-filled program in these serious times—particularly in the morning. Perhaps half the letters praise Breneman's cheery infectious laugh. About one letter in every 11 is from a man. Breneman rates at the top of his huge letter pile those he's received from inmates of Folsom penitentiary, California's penal institution. Those really tough boys have voted *Breakfast at Sardi's* the most popular daytime program. Folsomites write they never miss a show "because you never know what's coming next and because it's so off-the-cuff."

For anyone who doubts that *Breakfast at Sardi's* is the most off the cuff of these shows, there is the saga of Joe, a mountainous, slow-talking, ordinary express truck driver. He started coming to Sardi's way back in the days when



BEING GOOD NEIGHBOR of the Day on *Breakfast at Sardi's* on the BLUE was the thrill of a lifetime for Mrs. Fred Yates who received a dozen American Beauty roses from Tom Brenaman (r) when he interviewed her and Mr. Yates (c) in the studios of WINN, Louisville. Mrs. Yates each weekend plays hostess to dozens of servicemen at her home. Since her appearance on *Breakfast at Sardi's* early in March Mrs. Yates has received letters, cards and telegrams from 13 states, as well as more than 300 telephone calls from local citizens offering to help her find rooms for the soldiers she looks after each week. And because of the program a woman whom Mrs. Yates befriended with a loan 24 years ago returned the money. The woman heard Mrs. Yates during the broadcast.

This Is What They Say About **WROK**

"We want to thank you for the fine cooperation you have been giving Feen-A-Mint's 'Double or Nothing' show . . ."
—Wm. Esty & Co., New York

"You have been grand in offering us the splendid cooperation of your station facilities. Such unusual acts of courtesy are the backbone of cordial relationships."
—Jewel Tea Company

"This is certainly swell cooperation and we do appreciate it."
—Franklin Bruck Adv. Corp.

"We are particularly grateful for the job you are doing . . . splendid cooperation!"
—Gillette Safety Razor Co.

ROCKFORD, ILL. — MACHINE TOOL NERVE CENTER OF AMERICA . . . . . LOCATION OF CAMP GRANT
WROK is Represented Nationally by HEADLEY-REED

kglo
MASON CITY, IOWA

Our farm-listeners are getting big dough for producing PORK. Our city-listeners are getting likewise for packing PORK. Why don't you be the little piggy that "goes to town" in this market?

DIP INTO THE PORK BARREL MARKET

NOW 5000 WATTS

F. C. EIGHMEY
General Manager

THE Pork Barrel MARKET

CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

e program was released locally in ›s Angeles only. His reason for ming around was to pick up the ;ood neighbor" orchid of the day ıd air-express it to the "good ›ighbor".

Eventually Breneman started ıatting with Joe. He too started ›tting fan mail. Some of the mail ›ntained jokes for Joe to pull on om. He started pulling them—ıd that was the start. Joe re-›ived in excess of 350 letters eekly from the Pacific Coast states one during the time he was on ıe program.

One-Man Show

But *Breakfast at Sardi's* is a ıe-man show. And all credit for ›th entertainment and commercial ıccess of the vehicle must go to ıat one man—Tom Breneman. ‹e's jolly-looking and he *is* jolly. ‹e not only sounds sincere, but e is sincere. Tom brings lumps to ıroats of the restaurant and air udience alike when reading a ›oving "good neighbor" letter, or ılking to some little 90-year-ld orchid winner—because he's got lump as big as your fist in his wn throat at the time.

Breneman does two half-hour *Breakfast at Sardi's* Shows a day ow: one to the East, Monday hrough Friday, 11-11:30 a.m. EWT), and one for the Pacific oast, Monday through Friday, :30-10 a.m. (PWT). And that's big load. But his answer, when someone asks him if it isn't work-ng too hard, just about sums up is and the program's success as vell as anything can:

"Work?" queries B r e n e m a n, "Why those shows are play; I just neander around out there and have nyself a good time with the la-lies."

And the guy means it!

Television License

PHILCO Radio & Television Corp., Philadelphia, was granted a li-ense by the FCC on April 20 to over construction permit in part or a commercial television broad-ast station. This action, in line with similar ones by the Commis-ion, reflects its policy of allowing elevision companies to operate with whatever facilities are avail-able, under the difficult conditions of wartime freezing of materials. The grant was on condition that the firm will comply fully with Com-mission requirements relating to materials and personnel when these become available, or when required by the Commission to do so. Per-mission was also granted to extend the completion date to June 1, 1943.

Perfume Campaign

PARFUMS L'ORLE, New York, will start a test campaign within the next few weeks. Perfumery will use 20 announcements on stations in cities having a population of from 100,000 to 300,000. Number of cities has not been determined as yet. Parfums L'Orle used ra-dio several years ago, on one New York station. Agency is L. H. Hart-man Inc., New York.

TEACH READERS
By Radio to Pay More for Papers, Says Speaker

ARGUING that advertising should be curtailed for the duration, just as food is rationed, Prof. Clyde R. Miller, Columbia U. Teachers College, advocated before the Advertising Federation of America's conference in Boston last week that loss of advertising revenue then could be offset by use of the radio to educate the public to pay more for its newspaper and magazines.

Supporting curtailment was Prof. Colston E. Warne, of Amherst College, who said advertising is inflationary since it continues to create sales.

Opposing curtailment, Prof. George B. Hotchskiss, of New York U., said advertising is necessary toward preservation of a free press and that if the government were to pay for its own advertising in the promotion of the war effort it would be a return to the medieval system of State control.

Prof. F. Allen Burt, of Boston U., also opposing curtailment, denied that today's advertising volume is wasteful of materials, manpower or electric energy and contended that it was hardly likely that Congress would appropriate such sums as $50,000,000 to pay for advertising. That is the amount, he said, contributed in the last year to the war effort.

AGENCY *Appointments*

TONE LABS., House of Gourielli, and Helena Rubenstein Inc., New York cosmetic firms, to Pettingell & Fenton, New York. No radio at present. Future media plans not set.

SCHENLEY IMPORT Corp., New York, to Peck Adv., New York, for Compania Ron Bacardi Rum. Media plans not set.

GIV INC., New York, to W. L. Vomack, Inc., New York, for Zolvo foot rub. Radio will probably be used.

GOLDMEDAL HAIR Co., Brooklyn, to W. L. Vomack, New York, for Goldmedal hair shampoo. Radio will probably be used.

MASON-SPRINGS Corp., Los Angeles (stationery packs for servicemen), to Hillman-Shane-Breyer, Los Angeles.

42 PRODUCTS Inc., Los Angeles (shampoo, hair oil) to Hillman-Shane-Breyer Inc., Los Angeles.

KEYSTONE MACARONI MANUFACTURING Co., Lebanon, Pa. (San Giorgio spaghetti), to James G. Lamb Co., Philadelphia. Radio, newspapers and car cards will be used.

LUMMIS & Co., Philadelphia (peanuts), planning to expand beyond its present regional distribution, to S. E. Roberts Inc., Philadelphia.

PALISADES AMUSEMENT PARK, Palisades, N. J., to Donahue & Co., New York. Radio and newspapers will be used.

GROVE LABS., St. Louis, to Donahue & Coe, New York, for Grove Vitamin products. Test campaign started recently.

FREEPORT CHEMICAL Co., Boston, to Copley Adv. Agency, Boston, for Magic-Glove, new greaseless, stainless protective handcream. Business publications, newspapers, direct mail will be used.

PIG'N WHISTLE Corp., Los Angeles, (chain restaurants), to Brisacher, Davis & Van Norden, Los Angeles.

DON BERNARD, Hollywood producer of the weekly CBS *Blondie*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), recently sustained severe eye burns when the chemical he was mixing to purify his swimming pool exploded.

WHAT EVERY RADIO ADVERTISER SHOULD KNOW!

market data!

Memphis is the cotton capital of the world and the industrial capital of the Mid-South, marketing cotton and cottonseed to the extent of more than half billion dollars.
The Memphis market, according to Sales Management magazine, has the largest income, largest income gains, and the largest population in area in the entire South.

POPULATION 3,092,108

RADIO HOMES 393,518

EFFECTIVE BUYING INCOME $896,976,000.00

RETAIL SALES $615,979,000.00

FOOD SALES $112,935,000.00

DRUG SALES $21,225,000.00

WMC
MEMPHIS, TENN.
THE "BUY-WAY" HIGHWAY OF THE MID-SOUTH

5,000 WATTS DAY AND NIGHT
Represented Nationally By
THE BRANHAM COMPANY
Owned and Operated By
THE COMMERCIAL APPEAL
Member of
South Central Quality Network
WMC-Memphis WJDX-Jackson, Miss.
KWKH-KTBS-Shreveport
WSMB-New Orleans KARK-Little Rock

KEPPEL IS NAMED AS CBS DIRECTOR

FREDERICK P. KEPPEL, formerly president of the Carnegie Corp., was elected to the CBS board of directors at the annual meeting of stockholders held last Wednesday. Other directors were re-elected. Consolidated income statement for the first quarter of the year, released following the meeting, shows that the gross income of CBS and its subsidiary companies was $11,688,760, up 2.1% from the gross of $11,449,645 for the same period of 1942. Net income was $1,031,671 for 1943, an increase of 4.6% above 1942's net of $987,362. Earnings per share of stock for the quarter were 60 cents in 1943; 58 cents in 1942.



Mr. Keppel

An eminent educator, Mr. Keppel was at one time dean of the college of Columbia U. During the last war he was Third Assistant Secretary of War and later was director of foreign operations for the American Red Cross. He became president of the Carnegie Corp. in 1923, serving in that capacity until his retirement in 1941. He is also a director of the Equitable Life Assurance Society and of the Guaranty Trust Co.

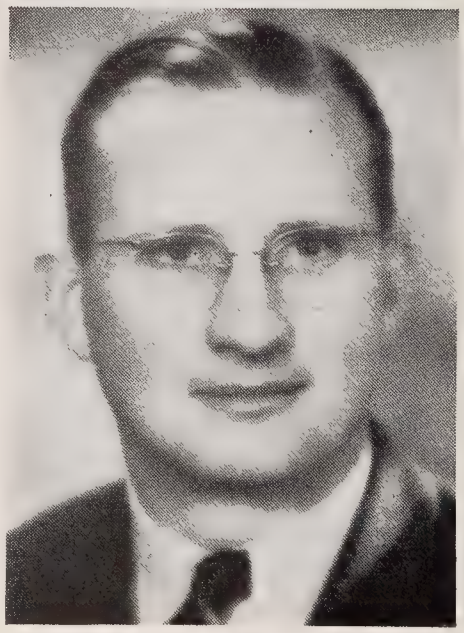
1904 William E. Jackson 1943

WILLIAM E. JACKSON, general sales manager of Westinghouse Radio Stations Inc., headquartered in Philadelphia, died suddenly April 16 at his home in Merion, Pa., of a heart attack. He was 39 years old and had been in good health until his death.

A Westinghouse broadcast executive since 1930, Mr. Jackson had been promoted to general sales manager of the company's stations two years ago. He came from KDKA, Pittsburgh, where he had been sales manager the preceding four years.

In 1930 Mr. Jackson joined the broadcast department of Westinghouse E & M Co. as sales promotion manager. After six months he became a member of the sales staff of KDKA, becoming sales manager four years later. Born Jan. 20, 1904, at Whitaker, Pa., Mr. Jackson attended Carnegie Tech in Pittsburgh, leaving college to join the advertising department of the Westinghouse International Co. In 1926 he left to become advertising manager of the National Electric Products Corp. in Pittsburgh, remaining until 1930, when he became associated with the broadcasting industry.

Surviving are his widow, Dortha Grover Jackson, and three children, Patricia, 11; Robert, 9, and William Jr. 6. Burial was in Pittsburgh.



MR. JACKSON

Dictionary on 30

IN ADDITION to an extensive spot campaign for *Complete Book of Sewing*, Book Presentations, New York, is promoting *Webster's Dictionary* on a total of approximately 30 stations. Drive started several months ago and will continue for another month. Raymond Spector, New York, handles the account.

NBC Program Unit Headed by Cooper

New Department Will Develop Shows, Ideas and Talent

CREATION of a new program development division, headed by Wylis Cooper, author and producer, recently in charge of the NBC program *The Army Hour*, was announced last week by C. L. Menser NBC vice-president in charge of programs.

The new division, according to Mr. Menser, "will be concerned with the development and organization of new programs, the consideration of new ideas and the development of new talent, as well as with the constant review of programs already on the air."

Aided by Bennett

Mr. Cooper will be assisted by Tom Bennett, NBC staff composer who will specialize in developing musical talent. Lester O'Keefe head of NBC's production department, will coordinate his work with the activities of the new division, and additional personnel will be announced later.

When Mr. Cooper joins NBC, the team of Menses and Cooper will be working together again as they did in Chicago headquarters of NBC several years ago. At that time, the pair created such shows as *Lights Out*, and Montgomery Ward's *Immortal Dramas* series, as well as several daytime serials, which first came to the air in Chicago. Since then, Mr. Cooper has worked with various advertising agencies, has done script writing for both films and radio, and has produced many important programs. Mr. Bennett is noted for his mood music creations for many radio plays, as well as for his development of Dinah Shore as a network songstress.

Spot Buyer List

SPOT TIME GUIDE and Advertiser List, issued quarterly by National Radio Records, New York, for use by station managers and sales managers, lists 263 advertisers purchasing spot radio time at least one month during the first quarter of 1943. Of the total, over 95 per cent are national spot accounts, or those in the habit of buying time on two or more stations in two or more markets. NRR also announced that 114 advertising agencies as NRR members are reporting the activity of 603 different spot accounts, representing 70 per cent of the total number of national spot accounts in the country.

Tide Water Apoints

TIDE WATER ASSOCIATED OIL Co. (Western Division), San Francisco, has named Buchanan & Co., that city, as agency effective May 1. Ray Randall, San Francisco manager, is account executive. Foote Cone & Belding, San Francisco, formerly serviced the account.

WHAT'S THE WDBJ PRIMARY GOT IN BUYING POWER?

BETTER THAN A THIRD OF A BILLION DOLLARS!



OFFHAND, how many $350,000,000 markets can you think of that you can cover completely with only one radio station?

The 27 Roanoke-Southwest Virginia counties in WDBJ's primary area (daytime) have $352,607,000 in buying power —actually 25.8% of Virginia's total!

You can reach this big, responsive market with one radio station—WDBJ. In fact, you *need* WDBJ—because it's the only station that gets clear reception at all times in all of the area's 120,348 radio homes.

May we show you what this means in *results* for WDBJ advertisers?

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION



FREE & PETERS, Inc., Nat. Representatives

WDBJ ROANOKE VA.

Westinghouse Men Taking New Posts

Morris Is Manager at Sunbury; Miller Heads Applications

WITH THE promotion of E. T. Morris, former manager of sales in the Westinghouse Radio Division, Baltimore, to general manager of manufacturing at the Westinghouse radio plant in Sunbury, Pa., E. W. Miller, formerly eastern industrial manager of Westinghouse in New York, last week was appointed application manager of the Radio Division, headquartered in Baltimore.

Mr. Miller, who will direct the division's work involving the application of radio to needs of the Signal Corps and the Navy, as well as to industry, has been with Westinghouse since 1927, after graduation from Cooper Union Institute of Technology in New York. He holds a degree in electrical engineering.



Mr. Miller



Mr. Morris

Mr. Morris assumed his new duties at Sunbury, Feb. 10. He started with Westinghouse as a student engineer after graduating from Massachusetts Institute of Technology in 1928 with an electrical engineering degree. In 1926 he graduated from Virginia Military Institute. Rising through the ranks, Mr. Morris was sales engineer in the Railway Division and in 1936 was transferred to radio sales in Baltimore. In 1940 he was assigned to the sales unit handling large-scale radio equipment for broadcast stations and was appointed manager of radio sales last year.

Mr. Miller, after completing a year of graduate study at Westinghouse, in 1928 was made assistant in the company's New York office. From 1929 to 1939, in New York, he handled company business with communications concerns. Until named eastern industrial manager in 1941, he was for two years supervisor of the company's Construction Industry Section. He was born in Astoria, L. I., and is a member of the American Institute of Electrical Engineers.

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

Frank Has Steaks

FRANK FALKNER, chief engineer of CBS, Chicago, is also a cafe owner and restaurateur. He is the owner of the elaborate Static Club recently opened at 116 E. Walton Pl., Chicago. In a cordial invitation to NAB'ers, Frank reports that he still has steaks.

WCLE-WHK to Carry Cleveland Ball Games

FOR THE FIRST time in broadcasting of Cleveland baseball, one sponsor, the local Spang Baking Co., is undertaking the entire show. WCLE is carrying the regular daytime games, and WHK the Sunday out-of-town games and second sessions of double-headers. WCLE has special FCC permission to broadcast two night games in May. If no further permission is forthcoming, WHK will carry the night engagements as schedules permit.

Jack Graney and Lew Henry, who have participated in the airing of the play-by-play descriptions before, will be back on the job. Commercials will be centered upon Spang's enriched bread.

Business is being placed through Carpenter Advertising Agency in Cleveland.

BERT PRAGER, who has resigned as radio director of Donahue & Coe, New York, has been classified 1-A and is scheduled for Army induction around May 19. Mr. Prager has continued with the agency following his resignation a month ago, pending the appointment of a successor.

'Shadow' Transcriptions Placed on More Outlets

WITH five new subscriptions and one renewal for the *The Shadow*, the transcribed mystery series, produced by Charles Michelson, New York, has now been taken by a total of 128 stations. Furniture and department stores, as well as flour and baking concerns are among the latest sponsors.

Stations, and advertisers include: WAIR, Winston-Salem, Doby's Baking Co.; WWNC, Asheville, Earle-Chesterfield Mills; WGAC, Augusta, Ga., Jones Furniture Co.; KTTS, Springfield, Mo., Schwab Bros. Dept. Store; WFBM, Indianapolis, Ideal Furniture Store, and WCSC, Charleston, Clausen Baking Co. (renewal).

Other stations acquiring Michelson programs follow: WRAL, Raleigh (*Smilin' Ed O'Connell*), Rhodes Collins Furniture; WSIX, Nashville (*Liberty Short Stories*), Brown Furniture Store; WMAQ, Chicago (*Five Minute Mysteries*), Harvester Cigars.

USE KQW

TO COVER

SAN FRANCISCO OAKLAND and the BAY AREA

● OUTSTRIPPING THE NATION IN PAYROLL GAINS

Of the 14 principal U. S. cities, San Francisco LEADS NATIONALLY in payroll gains . . . is second nationally in employment gains . . .

● MORE PEOPLE

More than 2,000,000 people live in the SAN FRANCISCO BAY WAR MARKET—not including naval, military and mercantile marine personnel in the foremost supply and naval port of the war-teeming Pacific.

● INTENSIVE COVERAGE

Concentrated within KQW's INTENSE LISTENING AREA is this San Francisco Bay War Market where **more people** have **more money** to spend!

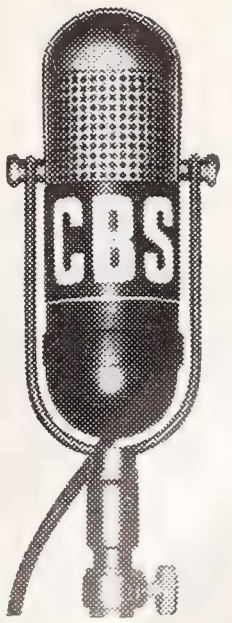
KQW

The COLUMBIA Station

740 K.C.

5000 WATTS DAY AND NIGHT

SAN FRANCISCO STUDIOS - PALACE HOTEL



Represented Nationally by

EDWARD PETRY & COMPANY, Inc.

Pacific Agricultural Foundation, Ltd., San Jose

WSJS
Winston-Salem
N. C.

Coverage of North Carolina's Rich "Heart of the Piedmont" with a punch signal of

5000

Watts—Full Time

Delivered at that choice spot on the dial—

600 KILOCYCLES

Blanketing the Tar Heel "Tri-Cities" with programs from "The Network MOST People Listen to MOST"!

(250 watt rates still in effect—for a short time!)

Representatives
Headley-Reed Co.

NBC
Station For
Winston-Salem
and
Greensboro
and
High Point

Wrigley Travels Shows To Promote War Drives

COOPERATING with the Office of War Information, Wm. Wrigley Jr. Co., Chicago, is sending out a road-show of its own CBS program *Keep the Home Fires Burning* to various regions for boosting war effort campaigns. At present a special program titled *WAAC Caravan* is touring New England cities broadcasting Monday through Friday at 5:45-6 in the interest of WAAC recruiting on 15 CBS New England stations. Simultaneously the regular program, *Keep the Home Fires Burning*, with Caesar Petrillo's orchestra, originating out of WBBM, Chicago, is broadcast to the remainder of the CBS network. A program of music and dramatic sketches, the *WAAC Caravan*, is making personal appearances each day in a different New England locality. Similar radio troupes, to be dispatched to various areas in promoting, recruiting and manpower drives, will probably be organized by the Wrigley Co. Agency is Arthur Meyerhoff and Co., Chicago.

B & B Names Pooler V-P

CHARLES A. POOLER, director of the research department of Benton & Bowles, New York, since May 1942 was elected a vice-president at a recent meeting of the agency's board of directors. Prior to joining B & B in 1941, Mr. Pooler served for a year as director of research of Ward Wheelock Co., New York and Philadelphia, and was previously with the market research division of Lever Bros. for a period of 10 years.

New Carter Product

TO INTRODUCE its new product, Superin Aspirin, Carter Products Co., New York, within the next two weeks will introduce cut-in announcements on all West Coast stations of the BLUE which carry the Sunday evening *Inner Sanctum Mystery* program, currently promoting Carter's Little Liver Pills. The live announcements are in the nature of a test campaign for the new aspirin product, according to J. Walter Thompson Co., New York, agency appointed last fall to handle Superin.

WEEI's 'SCHOOL' REALLY WORKS

Twelve of Fellows' Men 'Graduate' and Seven Get Jobs Immediately in New England



BEST WAY TO TEACH prospective announcers the mysteries of sound effects is—show them. Marjorie Ochs, manager of transcription and sound effects department at WEEI, Boston, makes a demonstration for a class (l to r): Cornelius Scanlon, Hyman Swetzoff, John Morse, Bill Sherman, Vincent DiMestico and Paul Badgers.

WHEN Harold E. Fellows, general manager of WEEI, Boston, decided to train new announcers for his own staff he also agreed to pass 'em along to other stations in New England needing help.

So—he made announcements on the air and a newspaper carried a story and 600 candidates showed up; 130 being women. (They got the brush off, announcing still being for men, according to Mr. Fellows.)

From All Walks

Candidates had to be deferred from military service. They represented all ranks and layers of life including ministers, lawyers and politicians; newspaper men who felt they could write and therefore could read news; a blind man who said he could translate from Braille and who proved his aptitude by fastening his "copy" to his vest and reading it in Braille fashion with his fingers.

Auditions were brisk, 125 men being interviewed nightly. Each man met Arthur Edes, radio director for Emerson College, Boston, who had been placed in charge of the auditions. Applicants were eased into the audition copy by kindly attention and were graded on personality, voice, appearance and adjustability.

Twelve were selected. One was a small town postoffice clerk, one a camp counselor with an AM from Harvard in languages; one an Iowan, and aide to a psychiatrist. Others represented diversified fields of endeavor—a semi-professional boxer and a front man for an orchestra.

And they were graduated, too. Mr. Edes tutored them—diction, phrasing, voice control and clock reading. And radio nomenclature and how to present commercials.

"Graduation Address"

Mr. Fellows gave the "gradution address" and urged them to make the best deal possible, whether with his station or another. In fact he put them in touch with possible openings.

The result: two men went to WLAW, Lawrence, Mass.; two went to WJAR, Providence; two stayed at WEEI, and one went to WORC, Worcester, Mass. The other five are holding off until summer when they are eligible to take work.

They're going on with a second class at WEEI.

KGLO
MASON CITY, IOWA

Our farm-listeners are getting big dough for producing PORK. Our city-listeners are getting likewise for packing PORK. Why don't you be the little piggy that "goes to town" in this market?

DIP INTO THE PORK BARREL MARKET

NOW 5000 WATTS

F. C. EIGHMEY
General Manager

THE Pork Barrel MARKET

CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

Dedicated to Victory

(*Continued from page 25*)

change of listening habits and the need of new program techniques all crowd the minds of station and network operators. At the War Conference, the latest information on these questions will be supplied by Chairman Fly, of the FCC; Elmer Davis, Director of OWI; Byron Price, Director of Censorship; Frank McIntosh, Radio Division, WPB; Col. R. Ernest Dupuy, Chief, News Division, Bureau of Public Relations, U. S. Army; Lawrence A. Appley, Executive Director, WMC; Lindsay Wellington, of IBEW; Lieutenant Commander Morgan Reichner, of the Navy, and many other speakers.

No Bystanders in Total War

In total war there are no bystanders. How best to reach all our citizens—how to give them the pertinent information regarding rationing and conservation—how to stir them to their full effort—present our government with its most difficult problems. Radio has been the answer in many cases and working in close cooperation with the OWI has produced remarkable results.

Programming to the changing wartime needs of the American public will give radio its greatest test this coming year. Different shades of meaning are being added to operation "in the public interest, convenience and necessity." A new psychology of programs may become manifest. Directorship will carry an increasing burden. Ingenuity will be important but not so important as sympathy and understanding. There can be no doubt that radio will cross these new horizons, drawing upon the vigor and honesty which have endeared it to the people of America.

The physical aspects of broadcast operations will continue to present grave problems so long as manpower and critical materials are consecrated to the winning of the war, and they will be so consecrated until the war is won. Selective Service officials at national headquarters deserve the thanks of the radio industry for their sympathetic understanding and consideration of our manpower problems. Likewise, the War Production Board has displayed keen appreciation of the need for equipment in the operation of transmitters and receiving sets.

Underneath it all lies the reassuring fact that the Government, through its spokesmen, has stated that it will not allow serious damage to America's civilian communication system in wartime. Radio realizes, however, that it must cooperate in the maintenance of its equipment and must train personnel not subject to induction as a safe and patriotic expedient.

Postwar aspects will claim consideration at the War Conference. It has been estimated that wartime developments have advanced commercial television as much as five years. No one can prophesy what the future holds. Broadcasters realize that although television is within their general field, they will not "inherit" it merely because they hold broadcast licenses. The same is true of many new developments in the radio field, all of which broadcasters are studying in preparation for their place in the postwar world.

This industry will never lose sight of the importance of "free radio." Radio is free today because in times of peace "free radio" was protected vigorously. However, freedom can be lost, not all at once, but by gradual stages. In times such as these we must be careful while solving immediate problems that we do not give hostages to the future, which would prevent radio from playing its part in a "postwar world", serving a free people through "free radio."

The future holds much for broadcasters but fighting this war is their sole objective now. The War Conference is dedicated to radio's direct contribution to victory.

New CPP Half-Hour

ALTHOUGH the contract had not been signed last week when BROADCASTING went to press, Colgate-Palmolive-Peet Co., Jersey City, seemed practically definite in its decision to sponsor a musical program titled *Million Dollar Band* on NBC in the Saturday 10-10:30 p.m. period for which it contracted some time ago. Series will feature Barry Wood's songs, and a mixed vocal chorus called the "double daters." Beginning probably the last week in May, the show will entail shifting Colgate's *Sports Newsreel of the Air* with Bill Stern from 10-10:15 p.m., the same evening to another NBC quarter-hour. Product will be Palmolive Soap through Ted Bates, Inc., New York.

CURT PETERSON, formerly radio director of Marschalk & Pratt, New York, has completed his training at Chanute Field, and has been assigned to the Army Air Forces, Officer Candidate School, Miami Beach.

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN

or the Foreman Co • Chicago • New York

The Service Airea of

WIS

(5000 Watts • 560 KC • NBC)

at Columbia, S.C.

gives you



MORE RADIO HOMES

than

LOUISVILLE (127,000 against 79,000)

or

ATLANTA (127,000 against 63,000)

or

MEMPHIS (127,000 against 61,000)

or

BIRMINGHAM (127,000 against 58,000)

or

RICHMOND (127,000 against 45,000)

or

NEW ORLEANS (127,000 against 103,000)

—or than Rochester (88,000)
or Denver (91,000),
so far as that's concerned!

GET ALL THE FACTS! WRITE WIS
OR ASK
FREE & PETERS, INC.
Exclusive National Representatives



McDONALD RECALLS NAB ORIGIN

Twenty Embattled Broadcasters Met In 1923 To Cope With—That's Right, ASCAP

ON THE EVE of the NAB War Conference, the early days of the Association were recalled by Eugene F. McDonald Jr., head of Zenith Radio Corp., Chicago. Twenty years ago in the same city a group of 20 embattled broadcasters got together at the Drake Hotel and formed the trade group. Its immediate objective was to "break the music monopoly of ASCAP", which a few months before had demanded performance fees for the broadcasting of ASCAP numbers.

Of that original group, which met on April 23, 1923, only three besides Comm. McDonald are still active in radio: William S. Hedges, NBC vice president in charge of station relations, who was then radio editor of *Chicago Daily News*, which operated WMAQ; John Shepard, 3d, now head of Yankee Network, and Powel Crosley Jr., WLW, Cincinnati. Frank W. Elliott, then manager of the Palmer Station WOC, Davenport, who succeeded Comm. McDonald as NAB president in 1925 is retired and lives in California.

"We tried to hire Claude Mills away from ASCAP to build our own music organization", Comm. McDonald recalled "but we couldn't secure funds, and the project fell through. We couldn't get the support of the larger radio companies who were operating radio stations. The broadcasters did, however, organize a publishing concern called the Associated Independent Music Publishers, the forerunner of BMI by 19 years.

New Talent Sought

"The new concern attempted to get new composing talent. Announcements were broadcast by the stations informing listeners of the opportunities for aspiring composers, but without financial support the publishing concern folded within a few months.

"Finances were our toughest problem in those days," Comm. McDonald said. "We all chipped in what we could to keep the Association going. We got together about once a month and talked about our mutual problems.

"The first test of spot commercial broadcasting came in 1923. A large Eastern publishing house was stuck with an unusually large run of a radio magazine (I don't recall the name), and they came to us with their problem. We made a deal whereby if they would contribute $1,000 to our sadly depleted NAB treasury, we would ask the stations to broadcast a 'commercial' about the magazine.

Commercial 'Taint'

"Only five out of the 20 members were willing to taint their radio operation with a commercial announcement. The rest argued that they would lose listeners if they started to broadcast commercially. Copies of the magazine were shipped to the five cities where the stations were located and placed on the newsstands. The commercial consisted of an excerpt from the leading article. Within 24 hours the magazines were sold out. I date commercial radio from that date.

"Much of the credit for organizing and maintaining the NAB in the early twenties", Comm. McDonald said, "should go to Paul Klugh, who died last year. A former Chicago music roll manufacturer, he came out of retirement to accept a job as manager of our station, WJAZ. He served as executive NAB secretary without pay and did a splendid job of keeping the group alive and functioning. He later became a vice-president of Zenith.

"Today, twenty years later, radio is on the threshold of its greatest era of development. With aviation and chemistry, radio will dominate the post-war expansion period. But it is not without reminiscent nostalgia that I look upon those foundling days of the broadcasting industry and the birth of the NAB".

In 1923, Comm. McDonald was a pioneer in radio. Twenty years later, he is still a radio pioneer. Under his direction Zenith a few years ago erected Chicago's first FM station, W51C, and the city's first television station, W T Z R, both of which are now in operation.



THIS 'VICTORY ROUNDTABLE' was broadcast under sponsorship of the J. L. Hudson Company, leading Detroit department store, via WWJ—and there wasn't a word of commercial copy. Participating were (l to r): Frank N. Isbey, chairman, Michigan War Savings Staff; Walter S. McLucas, chairman of the board, National Bank of Detroit; Harold True, moderator, of WWJ; Governor Harry Kelly, and Nate S. Shapero, head of Cunningham Drug Stores and chairman of retail bond sales for Wayne County.

Fly Hopes All Television Patents Can Be Shared

EXPRESSING hope that after the war some way can be worked out to make available to all manufacturers of television equipment all television patents, Chairman James Lawrence Fly of the FCC at his news conference last Monday declined to "get his neck out further at this time" by making any predictions as to what means might be taken to work out such a program.

It would be natural to expect that the three companies which have done most of the research in television would have most of the patents, he said, though some important ones would be held by other companies and the Government itself might hold some.

Hallicrafters Cited Again

HALLICRAFTERS Co., Chicago, have again been cited for excellence in the production of communications equipment by the addition of stars to their Army-Navy "E" Burgee. The award was accepted for the company by W. J. Halligan and R. W. Durst.

W. WARD DORRELL, radio director and account executive of Henri, Hurst & McDonald, Chicago, and previously with Paul Raymer, and manager of Westinghouse stations WOWO and WGL, Fort Wayne, has joined C. E. Hooper Inc., as manager of the station reports department.

in the CONTROL ROOM

GEORGE SPRAGUE, transmitter engineer of WIOD, has received a commission in the Navy as Radio Technician and is stationed at the Naval Air Base at Opa Locka, Fla.

HAROLD STEPHENS of WLPM, Suffolk, Va., has received his 3rd class radio-telephone license. Mr. Stephens has been in radio 10 years and came to WLPM from WFPG Atlantic City, where he was announcer.

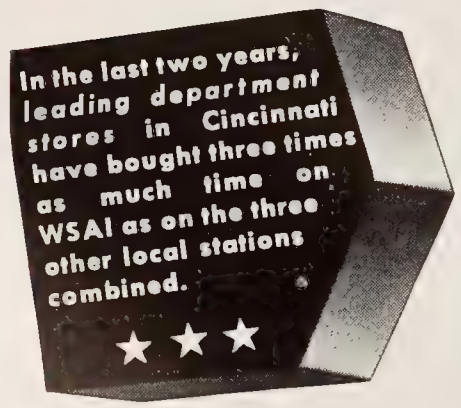
MARIE ONNIGAN has joined KPRO, Riverside, Cal. She has held her commercial license for a year, coming up from the rank of "ham" to jobs on KFRO, Longview Tex., and KHUB, Watsonville, Cal. William H. Frost has joined KPRO as chief operator. He has worked at WDSM, Duluth and Superior, and KJBS, San Francisco.

DAVID W. JEFFERIES, until recently connected with the Naval Research Laboratory, Bellevue, D. C., has joined KINY, Juneau, Alaska, as resident engineer-in-charge.

JAMES WILLSON McFARLANE announcer-technician of KMPC, Bakersfield, Cal., has received a commission in the Navy and left April 15 for indoctrination at Tucson.

GINNY SIMMS, star of the weekly NBC *Johnny Presents Ginny Simms*, sponsored by Philip Morris & Co. (cigarettes), has been signed to a term contract by MGM. First musical film, as yet untitled, is scheduled for production in May.

SOLID Facts point to the BEST BUY among the four local radio stations in CINCINNATI.



WSAI

The Cincinnati Station of Assured Sales Action

Basic Blue Network . . 5,000 Watts Day and Night

National Reps. . . . SPOT SALES, INC . . . New York . . Chicago . . . San Francisco

ouse Expected to Cut FCC Men From ublic Purse; Communist Link Charged

USE action to bar three mems of the FCC's Foreign Broadt Intelligence Service from the deral payroll will be asked with the next two weeks, following estigation of the men by the es committee and special subnmittee of the House Approprians Committee.

The Dies Committee had conded that three men, Dr. Goodn Watson, chief of the analysis tion; Dr. William E. Dodd, asant news editor, and Dr. Fredk Schuman, principle political alyst of the German section, had mmunist affiliations [BROADCASTt, Feb. 6, April 15.] A House appriations subcommittee, under p. Kerr (D-N. C.), last week eld the Dies charges against first two, but said it "did not l sufficient evidence to support recommendation of unfitness" inst Dr. Schuman.

A report sustaining the Dies rges against Dr. Watson and Dodd was adopted by the full propriations Committee Wednes. It is expected that the comtee will amend its next approations bill to bar these two men m the public payroll. A similar ion against Dr. Watson last year s thwarted when the conference mittee struck the amendment m the Independent Offices Appriations Bill.

An effort to add a provision cutg Dr. Schuman from the payroll may also be offered, a representative of the Dies committee said. He pointed out that the Kerr committee had not given Dr. Schuman a clean bill of health, but had merely stated there was insufficient evidence against him.

In the case of Dr. Watson, the Kerr committee reported that he was a member of twelve groups which "the court of public opinion has found subversive and un-American". Dr. Dodd was linked with two such groups, and was cited for fraternalizing with Harry Bridges, West Coast labor leader.

"In the organization of our armed forces we know that no officer is permitted to lead our boys upon the battlefronts who advocates a philosophy of destruction and overthrow of our institutions and Government," the report said. "If our military leaders on the far-flung battle fronts have deemed it wise and necessary to safeguard and protect our boys against false and distorted doctrines and philosophies, it would seem necessary and important that we on the home front give a similar safeguard and protection to our soldiers and citizens."

Dr. Watson draws $6,500 a year. Dr. Dodd, son of the former U. S. ambassador to Germany, and political opponent of Rep. Howard Smith (D-Va.) in 1938, gets $3,200. Dr. Schuman's salary is $5,600.

IGHT IN CHARGE OF ALL WBS SALES

AD WIGHT, Vice-President of rld Broadcasting System and nager of World's Chicago office ce 1937, has been placed in charge of all sales for the transcription company and has transferred his headquarters to New York. Mr. Wight will continue to spend a week of each month in Chicago.



Mr. Wight

Graduated from Harvard in 1926, Read Wight spent ee years as a professional actor d theatrical manager before ning the sales promotion departnt of Packard Motor Co. in Deit. A short period as sales manr of the Greenhall Co., New rk brokerage house, was folved by a sales position with Proc & Gamble Co. Mr. Wight toured nada for P&G, later working in company's Cincinnati office be- joining H. W. Kastor & Sons, icago, as radio director in 1933. During his year at Kastor, Wight lt and wrote such shows as the lch Grape Juice Irene Rich se-s, *You Be the Judge* for Teary Gum and also introduced -minute transcriptions on a nanal scale for Pluto Water. He ned World in June, 1934. He is rried and has two children.

Fightin' Fiddler

FROM Howard Chernoff comes a note on a "very aggressive type of hillbilly" employed on WCHS, Charleston, W. Va. Donald Layton, 23-year-old base fiddler on the station is now shooting the guns of an Army Air Forces plane in North Africa. Stepping up the rhythm he learned as radio musician, Donald played his theme song "You'll Never Smile Again" and shot down two Axis planes.

Searle on New Job

DON SEARLE, new general manager of KGO, San Francisco, has arrived at his new post and taken on a tour of his staff by Don E. Gilman, vice-president in charge of the BLUE network's Western division. Mr. Searle formerly was manager of KOIL, Omaha, and KFOR, Lincoln. He succeeds at KGO, W. B. Ryan, who moved to the general managership of KFI-KECA, Los Angeles.

B&B in Canada

BAUER & BLACK (Canada), Toronto (Blue Jay corn plasters) on May 17 starts one-minute musical transcribed spot campaign five times weekly on 18 Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.



Cheers
FOR 18 WINNERS

– the radio champions who led the field in the 1942 Fame-Motion Picture Daily Poll–all heard over

WMAQ

BILL STERN — Best Sports Announcer.

BING CROSBY—Best Master of Ceremonies, Best Male Vocalist (popular).

KEN CARPENTER — Best Announcer.

FANNY BRICE — Best Comedienne.

FIBBER McGEE & MOLLY—Best Comedy Team.

RICHARD CROOKS — Best Male Vocalist (classical).

TOSCANINI—Best Symphonic Conductor.

BOB HOPE—Champion of Champions, Best Comedian, Best Comedy Show.

DINAH SHORE—Best Female Vocalist (popular), Year's outstanding New Star.

VIC AND SADE—Best Daytime Serial.

ONE MAN'S FAMILY — Best Dramatic Serial.

KRAFT MUSIC HALL—Best Variety Program.

INFORMATION PLEASE—Best Quiz Show.

ARMY HOUR—Best Government War Program.

These stars-of-stars have built and are holding a vast radio audience for your campaign. In the great Chicago Market, it's

WMAQ

THE STATION MOST PEOPLE LISTEN TO MOST

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND DENVER SAN FRANCISCO HOLLYWOOD

Purely PROGRAMS

THUMBING through the Indianapolis telephone directory, calling numbers at random, Ralph Edwards, originator of *Truth or Consequences*, sat at a WIRE microphone and aired his conversations with participants on what men and women are doing in war production and what women are doing to replace men in essential activities. The conversations contained specific advice about ways women can help in war work, inquiries regarding family members already in war work, and instructions about manpower needs in the community and where to learn more about the subject. The program, handled by Mr. Edwards on the eve of his appearance in Indianapolis on the War Bond selling tour of *Truth or Consequences*, is titled *Know Thy Neighbor* and will be m.c.'d on WIRE by Wally Nehrling on Friday nights 9:30-9:45 (PCWT).

* * *

Coffee Chorus

ADDED FEATURE of the weekly NBC *Johnny Presents Ginny Simms*, sponsored by Philip Morris & Co. (cigarettes, tobacco), are the two $100 War Bonds now awarded to serviceman and civilian submitting winning chorus for the tune, "I Love Coffee, I Love Tea". Original was written by Vick Knight, producer of The Biow Co. on the weekly half hour series. He is turning over all royalties accruing from its publication to a birthday party fund for service men away from home. In addition to the weekly awards, two $1,000 War Bonds will be given as grand prizes at the end of four weeks.

Feature Quotes

TWO new programs have been added to WCAU, Philadelphia. *Open House*, 3:30-4:30 p.m., is used to introduce new talent. Program includes, besides guests, Ross Mullholland and Hugh Walton sharing m.c. duties; Jimmy Saunders, Doris Havens, Marion Mason, Dolores O'Neill, Bon Bow, Elizabeth Hill, Gene Connolly, the Merry Malones, the Velvet Violins and Johnny Warrington's studio orchestra. Spontaneity features the show, which follows no set format. The second program *Quote and Unquote*, 11:55 p.m. to midnight, features Robin Flynn in quotes from news analyses and columns carried by Philadelphia newspapers.

* * *

Listener Phones

A CASH GIVEAWAY program, with listeners telephoning the station instead of the station calling the listener, is sponsored daily at 10:30 a.m. by the Baltimore Markets, chain stores, on WFIL, Philadelphia. A dart is thrown at a map of Philadelphia to determine the winners. When an address in one of the city blocks is announced, the first resident of that block to call the station within two minutes gets a prize. The listener does not have to be at home to be eligible.

How It grows

ALLYING ITSELF with the Victory Garden group of the Civilian Defense Volunteer Office, WEAF, New York, is participating in a project to plant model victory gardens on a plot on the Charles M. Schwab estate, one of the "show places" of New York. Following the official opening, featured with a special broadcast on WEAF, the station is presenting weekly reports on the progress of the gardens, including official, practical information for amateur gardeners, tieing in with the problems encountered in the "Victory Garden." Station is installing lines to the Schwab estate to carry the programs. Merton Emmert, farm authority of WEAF, will also cover the project in his daily *Modern Farmer* program, heard 6:30 a.m. Emmert and other garden experts will supervise the work of several families selected by the CDVO to cultivate the plot.

* * *

Spanish Lessons

IN THE LATIN trend, KMOX, St. Louis, is rebroadcasting transcriptions of Spanish lessons that originate on WQXR, New York, under direction of Time, Inc., publishers of *Time* and *Life* magazines. The St. Louis Spanish series is sponsored by the Chamber of Commerce, which distributes study sheets to accompany the course. Primarily entertainment, based on the efforts of an American businessman to learn Spanish, they are intended as a supplement for regular lessons.

* * *

News for Children

NEWS of world and local events written in terms understandable to elementary school children is broadcast over WSNY, Schenectady, 9:45-9:55 a. m., Tuesdays and Thursdays, under sponsorship of the Northeastern Radio Council. Results show the program, written by P. Schuyler of Schenectady Education Dept., is the greatest single stimulus for map study in the schools. Children are also led to further study of the peoples and countries mentioned in the news.

For Debates

IN COOPERATION with the Treasury Department and the OPA, OWI and OCD, Mutual starts a program for students in the nation's high schools April 20. Titled *My Part in the War*, the five-week series will feature talks by Dr. Thomas Briggs of Teacher's College, Columbia U. Dr. Briggs will discuss various topics of public interest related to the war effort, with the intent of presenting material for debates among high school listeners. Listening groups will be organized throughout the country.

* * *

'Truth' Sells More Bonds

WITH THE SALE of $10,619,42[illegible] in War Bonds for admission to the Indianapolis broadcast of *Truth or Consequences*, the NBC quiz program has in five weeks passed its goal of $20,000,000, figure set for a 13-week bond selling tour which started in Pawtucket, March 13. War Bond sales at Indianapolis are said to top all standing sales records at any broadcast, show, rally or drive.

* * *

Juke Box Night

LIST of latest song hits that are to be played on the program *Juke Box Saturday Night* is read over the air with an invitation to the listeners of WCED, DuBois, Pa., to call in and vote for their favorite. Running from 7:30 to 9:00 Saturday night, with most of the time sold to local and national sponsors, the program features both old favorites and modern tunes. The number winning the Saturday night voting is used as a theme song by a local sponsor for the program following.

* * *

Freedom Speaks

USING on each broadcast several speeches on freedom made by world leaders during and just before the present war started, KEX, Portland, Ore., presents *Freedom Speaks* each Sunday night at 9:15. Lipman, Wolfe & Co., local department store, sponsors the new 15-minute program, with commercial copy, brief and strictly institutional, being used largely for Red Cross messages.

* * *

Radio Jamboree

FIRST in a new series of programs to be sponsored by various large manufacturers to strengthen Southern Connecticut's war effort was held last week in Hartford and broadcast by WTIC. Governor Baldwin and Wythe Williams, news commentator, spoke, and Gene and Glenn, WTIC comedians, conducted a humorous quiz among 2,500 employes of the Niles-Bement-Pond Division of Pratt & Whitney who attended the radio jamboree.

Hit It Hard • *But Now!*

Batting-average of the Per Capita Buying Power of this new rich market is up . . . leads U. S. average by $111.*

Annual income over ($320,000,000) in 1942 exceeds tourist income in any year.

In dollar volume Miami's share represented over 47% of *total retail sales* in Florida's three major markets in 1942.

*MIAMI (Dade County) Effective Buying Power Per Capita $982
U. S. Average . . . $871
('42 SM Estimate)

Hit this 12-months-a-year market now... *and break ground for your post-war profits.*

WIOD Covers This New Rich Market As Completely As Miami's Magic Sun

National Representative
GEORGE P. HOLLINGBERY COMPANY

WIOD MIAMI
5,000 WATTS
610 KC
NBC

5000 WATTS FULL TIME
DIRECTIONAL (PM)
MORE POWER
MORE LISTENERS
MORE SALES
$$$ WTOC $$$
Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY

5000 WATTS 1330 KILOCYCLES
WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
ENGLISH • JEWISH • ITALIAN
The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.
HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.



PAINTING DONATED by Artist Tom Lea was auctioned by KTSM, El Paso, during an evening-long War Loan Jamboree, brought $275,000 in War securities from the El Paso Electric Co., and stimulated total sales of a million-and-a-quarter. Titled "Pass of the North", the painting is the final working model of a mural in the El Paso Federal Court House. With the painting (l to r), are the artist, KTSM Manager Karl Wyler, and E. H. Hill, president of the utility company, which is a radio user.

* * *

Saturday Smorgasbord

CREATED for the Saturday morning women's audience, 10-10:30 *Saturday Smorgasbord* started on KSTP, Minneapolis-St. Paul, April 24, featuring Randy Merriman in Dollars for Dillies, which pays cash for audience participation in stunts and for odd objects; Del Franklyn heading the White Elephant Club, a swap-shop activity; announcing by Jimmy Valentine, Bee Baxter m.c.ing, with music by a combination under Leonard Leigh, musical director. The Little Gem department includes dramatic cast and verse-speaking choir.

* * *

Shortwave Relay

RELAYED from the shortwave stations of various United Nations countries, summaries of war communiques and domestic news are presented on BLUE in a weekly half-hour world news round-up program, entitled *United Nations News Review*. News is prepared at the point of origination and is read in English by an announcer. RCA Communications Inc. receives the foreign transmissions. Program is designed to further the "good neighbor" policy.

When you see the
Above Coat of Arms
You Think of Nova Scotia

When You Think of
Nova Scotia
You Must Think of

CHNS

The Key Station of the
Maritimes at Halifax
Rep: WEED & CO

Blind Date

A WEEKLY DATE for a man in uniform is provided by KTUC, Tucson, Ariz., on a half-hour weekly program called *Blind Date*. The Special Service Officer of the Army air base at Tucson each week selects a soldier on the basis of meritorious service, while the Women's Defense League selects the girl. Boy meets girl on the broadcast and they attend a dinner and dancing party provided in their honor by a local Tucson hotel.

* * *

Manpower Quiz

QUESTIONS and answers on the nation's manpower problem are featured on a weekly quarter-hour Mutual program begun April 12, titled *Manpower Ltd.* Theodore Granik, moderator of Mutual's *American Forum of the Air* conducts and directs the series. Fowler V. Harper, deputy chairman of the War Manpower Commission, answers questions submitted by Mr. Granik, or by individuals whose voices are picked up from various parts of the country.

* * *

Stump The Band

STUMPING musicians of the WDGY, Minneapolis, staff orchestra is the aim of John McKnight, announcer, as he reads listener requests "cold" in a program titled *The Stump Us Boys.* Sponsored by the Manchester Biscuit Co., Monday through Friday, 1:45-2 p.m., the program has drawn as many as 1,200 pieces of mail in one day.

* * *

Students Participate

TO KEEP housewives informed on food rationing developments, WNYC, New York, has augmented its consumer broadcasts. Current schedule calls for three broadcasts daily by members of the city's department of markets, an additional talk by a member of the CDVO, and several weekly features, including a program in which NYU students take part.

* * *

Davis Follower

FOLLOWING Elmer Davis on NBC Friday nights, KGW, Portland, Ore., has started a 15-minute program handled by Day Foster, war program manager, in which the head of a local Government agency is interviewed on some phase of the war effort. The show is aired from the local War Information Bureau.

* * *

Backyard ABC

BACKYARD farmers of Louisville get help from WAVE in the form of booklets called *The ABC of Victory Gardens.* The books contain 32 pages of information for every size garden and during April are sent free to listeners on request. Defense plants in the area have distributed hundreds of the booklets for employees planning victory gardens.

* * *

Home Front Facts

REPORTS on acts of OPA, Civilian Defense and other agencies effecting wartime living are aired on *The Civilian Defense Calendar,* nightly on WMRN, Marion, O., by the Universal Cooler Corp. of Marion and the Ohio Locomotive Crane Co., Bucyrus.

WHEN YOU NEED AN UNBREAKABLE RECORDING BLANK



USE THE PRESTO MONOGRAM

. . . a paper composition base disc that will safely withstand mailing, all ordinary handling, shipment anywhere. Monogram discs are lightweight, unaffected by temperatures above 40°F. or excessive humidity, have a remarkably long shelf life.

While the composition base is not as smooth as the glass base used for the highest quality recording discs, the coating material is exactly the same, giving the same cutting qualities, frequency response and long playing life. Surface noise is slightly higher than that of glass discs but at the same time well below that of the best commercial phonograph records.

With metal discs withdrawn from use, the Presto Monogram has become the most practical disc for recording in the field, for recordings to be mailed to distant points and those subjected to frequent handling. Thousands of monograms are used by the military services of the United Nations and by the larger radio stations for delayed broadcasts. Made in all sizes, 6, 8, 10, 12 and 16 inches. Order a sample package of 10 discs today.

PRESTO
RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Mar. 6368 TORONTO, Hud. 0333 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Su. 8854 • SEATTLE, Sen. 2560 WASHINGTON, D. C., Shep. 4003—Dist. 1640

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

APRIL 17 TO APRIL 22 INCLUSIVE

Decisions . . .

APRIL 20

KOBH, Rapid City, S. D.—Denied motion for grant of CP install new transmitting equipment, and change transmitter location, DA-N, change 1400 to 610 kc., 250 w. to 5 kw.; designated further hearing on additional issues; granted petition of WDAF to intervene in hearing.

WMAN, Marinette, Wisc.—Denied petition for reconsideration of Dec. 15, 1942, hearing order on appliation for mod. license to increase power and grant without hearing.

West Allis Broadcasting Co., West Allis, Wisc.—Denied petition for reconsideration of Commission order of Jan. 4, 1943, denying CP for new station.

WPTZ, Philadelphia—Granted license cover CP in part for commerial television station; extended completion date.

Balaban & Katz, Chicago—Granted CP for experimental television station using facilities of WBKB, Channel 2, 4 kw. peak visual, 2 kw. aural, A5, special for FM (aural) emission.

W3XO, Washington, W9XYH, Duluth, W8XFM, Cincinnati W2XWG, New York—granted licenses for temp. Class 2 experimental broadcast stations.

FM stations granted license renewals to May 1, 1944: **W45V W47NV W47P W49FW W51C W51R W53H W53PH W55M.**

W5XAU, Oklahoma City—License extended temp. pending decision on renewal application.

W9XLA, Denver—Same.

W45BR, Baton Rouge—License extended temp. pending receipt of and action on renewal application.

Non-commercial educational stations granted license renewals to May 1, 1944: **WBOE, Cleveland, WIUC, Urbana, WNYE, Brooklyn.**

KALW, San Francisco—(Educational) License extended temp. pending action on application for license renewal.

WBKY, Beattyville, Ky.—Same.

W8XUM, Columbus—Granted license renewal to March 1, 1944 (facsimile).

W9XWT, Louisville, Ky.—Same.

W2XWE, Albany, N. Y.—License extended temp. pending receipt of and action on renewal application.

W2XBD, Schenectady—Granted license renewal to April 1, 1944 (ST).

APRIL 21

KGNC, Amarillo, Tex.—Granted continuance hearing on mod. license for 860 kc., 500 w. N, 5 kw. D, unlimited to June 3, 1943.

WLAP, Lexington, Ky.—Granted postponement to June 28, 1943, hearing on CP for 630 kc., 1 kw., unlimited, DA-DN.

WHKC, Columbus, O., KXOK, St. Louis, WMAL, Washington—Granted petition to intervene in WLAP hearing.

WKRC, Cincinnati—Denied petition to intervene in WLAP hearing.

April 22

KDYL, Salt Lake City—Scheduled oral argument May 12 on application for CP change frequency, increase power, etc. (Proposed Findings of Fact and Conclusions No. B-171).

KXYZ, Houston, Tex.—Granted license to cover CP for change frequency, increase power, etc.

KTHR, Houston, Tex.—Granted license to cover CP new transmitter, etc.

Applications . . .

APRIL 19

WSJS, Winston-Salem — License cover CP as mod. for new equipment, DA-DN, change frequency, increase power, move transmitter.

Roy C. Kelley, Grand Rapids, Mich.—Authority to transmit programs to CKLW, Windsor, Ont., from Grand Rapids.

KRNR, Roseburg, Ore.—Mod. license increase 100 w. N, 250 D to 250 DN.

WTAL, Tallahassee, Fla.—Vol. assignment license to Capital City Broadcasting Corp.

APRIL 22

NEW, Edwin H. Armstrong, Alpine, N. J.—License for High Frequency Broadcast station on 43,100 kc., covering 15,610 sq. mi. (Formerly experimental station W2XMN).

WDLP, Panama City, Fla.—Modify license increase power from 100 w. day, 250 w. night to 250 w. fulltime.

NEW, Frequency B'casting Corp., Brooklyn—Reinstate application for CP on 43,700 kc., covering 14,400 sq. mi.

Tentative Calendar . . .

WLAP, Lexington, Ky.—CP 630 kc., 1 kw., unlimited; DA-DN (April 26). Petition for postponement pending.

WJRM, Elkins, W. Va.—Mod. CP for 1240 kc., 250 w., unlimited (April 29).

KGNC, Amarillo, Tex.—Motion continue hearing scheduled May 3 (April 21).

Swiss Colony Series

ITALIAN SWISS Colony, San Francisco, on April 13 started sponsoring the thrice weekly quarter-hour evening *Colony Serenade* on WBBM, Chicago. Contract is for 52 weeks. Agency is Leon Livingston Adv. Agency, San Francisco.

Hartley to WOV

ARNOLD HARTLEY, program director of WGES, Chicago foreign language station, on May 11 will head the program operations of WOV, New York. Mr. Hartley, a graduate of the U. of Chicago, attended the Sorbonne, Paris, speaks French, German, Italian, Spanish, and is an expert on foreign language programming.

GENERAL ELECTRIC Co. and affiliates have subscribed to $39,500,000 in U. S. Government Second War Loan bonds, according to Gerard Swope, president.

How To Lick The Engineering Personnel Problem!

—IF you have limited license holders on your engineering staff . . .

—IF you are in need of qualified engineering personnel with technical ability . . .

—IF you are employing non-draftable men and women with limited technical experience . . .

. . . then CREI extension courses in Practical Radio Engineering will enable you to train your staff *on the job.* CREI will train them to acquire the necessary knowledge and ability. Face conditions now—get ready and start training non-draftable men and women for replacements.

WRITE FOR COMPLETE INFORMATION TODAY

Outline your technical manpower problems. We will furnish you complete data and outline the CREI course of training which applies to your particular setup. No obligation, of course—write today; to—

E. H. Guilford,

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-4, 3224 16th Street, N. W., Washington, D. C.

TEN TOP TUNES

THE top ten tunes from the standpoint of network audience coverage during the week ended April 21, according to the copyrighted Audience Coverage index survey of the Office of Research-Radio Division, New York, are as follows:

As Time Goes By
I've Heard That Song Before
Brazil
You'd Be So Nice To Come Home To
That Old Black Magic
Don't Get Around Much Any More
It Can't Be Wrong
Taking A Chance On Love
Could It Be You
Let's Get Lost

Satevepost Schedule

CURTIS Publishing Co., Philadelphia, has realigned its New York radio promotion for the *Saturday Evening Post.* Publication is using three 10-minute periods and three participating announcements a week on WNEW's *Make Believe Ballroom; Do You Know the Answer?,* five-minute cash give-away program thrice-weekly on WOV; one-minute transcribed announcements three to eight times weekly on WOR, WQXR, WEAF, WJZ, WABC. Agency is Macfarland, Aveyard & Co., Chicago.

AUTHOR of "Guadalcanal Diary," INS correspondent Richard Tregaskis, was named winner on April 20 of the annual George R. Holmes Memorial Trophy Contest for 1942. The trophy is awarded for outstanding work by an INS reporter. Close second was the "team" of W. K. Hutchinson and Jack Vincent, of INS Washington Bureau, for their 29-hour beat on the sentencing and execution of six Nazi saboteurs in Washington.

Network Accounts

All time Eastern Wartime unless indicated

New Business

SCHENLEY IMPORT Corp., New York (Cresta Blanca wine) on April 21 adds five CBS southern stations (WREC WTIC WRDW WSPA WCSC) to *Cresta Blanca Carnival,* making a total of 66 CBS stations, Wed., 10:30-11 p.m. Agency: William H. Weintraub & Co., N. Y.

KAY JEWELRY Co., Oakland, Cal. (retail chain), on May 2 starts *Bob Andersen—News,* on 5 CBS California stations (KNX KARM KROY KGDM KQW), Sun., 5:45-5:55 p.m. (PWT). Agency: Sidney Garfinkel Adv., San Francisco.

McMAHAN FURNITURE Co., Santa Monica, Cal. (retail chain), on April 15 started for 52 weeks, *Phil McHugh, News Analyst,* on 5 Don Lee Pacific stations (KHJ KPMC KFRE KFXM KYOS), Mon., thru Sat., 7:30-7:45 a.m. (PWT). Agency: M.C.M. Agency, Santa Monica, Cal.

ANGLO-SAXON Assn., San Francisco (religious), on April 18 started for 13 weeks, *Rev. V. W. McCain* on 8 Don Lee Pacific stations (KFRC KIEM KCVC KDON KYOS KMYC KFRE KHSL), Sun., 8:45-9 p.m. (PWT). Placed direct.

PETRI WINES Co., San Francisco (wines), on April 30 starts for 52 weeks, Sherlock Holmes on 32 MBS stations, Fri., 8:30-8:55 p.m., with West Coast transcribed repeat, Wed., 8:30-8:55 p.m. (PWT). Agency: Erwin Wasey Co., San Francisco.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strikes), on May 1 renews for 52 weeks *Your Hit Parade* on 119 CBS stations, Sat., 9-9:45 p.m. (rebroadcast, 12 midnight). Agency: Foote, Cone & Belding, N. Y.

PHILIP MORRIS & Co., New York (Philip Morris cigarettes), on May 2 renews *Crime Doctor* on 117 CBS stations, Sun., 8:30-8:55 p.m. Agency: Biow Co., N. Y.

P. LORILLARD Co., N. Y. (Old Gold cigarettes), on April 28 renews *Sammy Kaye and Orchestra* on 117 CBS stations, Wed., 8-8:30 p.m. (Rpt. 12 midnight). Agency: J. Walter Thompson Co., N. Y.

Network Changes

CAMPANA SALES Co., Batavia, Ill. (hand lotion), on April 25 discontinues *First Nighter,* Saturdays 5:30-6 p.m., on 98 MBS stations. Agency: Wallace-Ferry-Hanley, Chicago.

OWENS-ILLINOIS GLASS Co., Toledo (institutional), on May 10 starts Fletcher Wiley and David Broekman's Orchestra on full CBS network, Mon. thru Fri., 4-4:25 p.m. Agency: D'Arcy Adv. Co., N. Y.

COCA COLA Co., Atlanta, on April 25 only shifted *The Pause That Refreshes on the Air* from New York to Mexico City on 118 CBS stations, Sun., 4:30-5 p.m. Agency: D'Arcy Adv. Co., New York.

FCC Information Post Vacant as Jones Quits

MARKING the third change in FCC information personnel since July, 1942, Edgar M. Jones, acting director of information, resigned from the Commission April 17 to accept a public relations job with ODT. Mr. Jones, who had been with the Commission since April 1, 1942, served as acting information director since the resignation last month of Russell Clevenger.

First change in FCC information chiefs occurred July 7, 1942, when Maj. George O. Gillingham went on military leave. Mr. Jones acted as director of information until the appointment of Mr. Clevenger, Sept. 1, 1942, and resumed the post when Mr. Clevenger left to join N. W. Ayer, New York. At present the FCC information post is vacant.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

tation Managership—Open in eastern major market. Network affiliated station, 1 kw. Salary and commission. Send complete background to Box 573, BROADCASTING or, if attending convention, call Broadcasting Magazine, Palmer House, for details.

lan or Woman—Experienced in commercial radio copy. Send sample and state expected salary. Apply to WCSC, Charleston, South Carolina.

nnouncer—Operate studio controls. Good news man preferred. Immediate opening. WLDS, Jacksonville, Illinois.

PERATOR—First class license with some announcing ability. Permanent position. Apply Jonas Weiland, WFTC, Kinston, N. C.

ommercial Manager—250 watt serving quarter million in wealthy market. Outpulls larger competing stations—No "has beens" wanted—this is young aggressive outfit—no inflation salaries but real opportunity—Send full personal information—confidential. Box 559, BROADCASTING.

NNOUNCER—Permanent job at good salary for draft-exempt man who can ad lib and maintain lively patter on all night transcribed program. Large midwestern city. Box 557, BROADCASTING.

NNOUNCER-SALESMAN — Permanent position for right man. Apply Jonas Weiland, WFTC, Kinston, N. C.

NGINEER-OPERATOR—Florida station with joint transmitter, control room and studio operation needs licensed engineer. Desire man as much interested in correct use of speech input equipment and program production as in transmission. Excellent proposition for right man. Give full details of experience and your ideas of speech input equipment, use, maintenance and your conception of program production in proper use of turntables, mixing panel, etc.; write Box 555, BROADCASTING.

NGINEER — Control and transmitter work for network affiliate. Immediate opening. Submit experience record, draft status and salary. WLAV, Grand Rapids, Michigan.

nnouncer — Experienced. Excellent opportunity. WLOG, Logan, West Virginia.

NGINEER—Transmitter and/or control in 5 KW. midwest station. Box 563, BROADCASTING.

xperienced announcer—Give Draft status. Request audition transcription. WKRB, La Crosse, Wisconsin.

xperienced Announcer—Capable of handling news and do good commercial selling job. Write giving full particulars, draft status and salary desired. Send audition record to WHBL, Sheboygan, Wisconsin.

hief Engineer—Or combination man. Network station splendid Southern city. $75 weekly. Permanent, not succeeding draftee. References required. Box 565, BROADCASTING.

nnouncer—Experienced. Permanent job. Good pay. Full details to WALA, Mobile, Alabama.

OMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 571, BROADCASTING.

rogram Director—Must be good announcer and continuity writer—real opportunity for the right man. State minimum salary. Box 575, BROADCASTING.

Help Wanted (Continued)

Wanted At Once—Draft exempt chief engineer. Good salary, permanent place for right man. WMSL, Decatur, Alabama.

Situations Wanted

Sales Manager-General Manager — Record 300% sales increase for big network affiliate under his sales direction since 1939. No high-pressure, but knowledge and intelligence coupled with ideas, plain hard work and a knack for getting on with people. Fourteen years in radio and newspaper. Expert in national spot and network. Excellent agency connections. Four dependents and 3A. Not a low-priced man—but worth what he asks. Box 572, BROADCASTING.

Young man—Draft exempt, college degree in speech, some experience, desires position as announcer. Can furnish references. Direct replies to E.A.F., 1128 So. Fifth St., Springfield, Illinois.

Experienced, Capable Announcer—Draft exempt, thoroughly reliable, good news and commercial man. Now employed. Available May first. Answer Box 560, BROADCASTING.

CUB-STUDIO ANNOUNCER—Five months with Edgar Bill. Seven years as special events and outdoor show announcer and commentator. Commercials, news, ad lib. Age 28 and 4-F. Lee Lott, WMBD, Peoria.

CHIEF ENGINEER—Fifteen years' experience, five years present employment, experience all phases of broadcasting, studio, recording, transmitter, directive antenna, permanent, draft 4F, Married. Box 556, BROADCASTING.

CHIEF ENGINEER—22 years all makes. Now employed at five thousand per year. Willing to take substantial reduction in salary to secure permanent position in preferred Southern location. Exceptional reasons for change. Box 554, BROADCASTING.

Draft Exempt Young Man—Three years' experience production and acting. Wants position on production staff; can handle announcing. Box 553, BROADCASTING.

Program Director—Versatile announcer, producer, writer. 4-F. First Class Ticket. Now employed. Seeks permanent position with progressive Western or Midwestern station. Box 562, BROADCASTING.

Secretary—Six years' experience metropolitan station specializing publicity, promotion, merchandising. Interested in agency or station connection. Box 561, BROADCASTING.

WOMAN ANNOUNCER - PRODUCER—Limited experience. Executive ability. Excellent educational, musical and dramatic background. Available May 25. References. Box 570, BROADCASTING.

LOOK!—Move forward with an aggressive young manager. Business and all around radio experience. Write please and we'll confer. No draft. Box 566, BROADCASTING.

Attention Intermountain Radio Stations—Western man, nine years' radio experience all phases sales, production, announcing, wants permanency with appreciative management who needs highest type, dependable, sober man. Now employed chain affiliated station of prominence. Draft exempt, married. Box 577, BROADCASTING.

Manpower shortage?—Available; program director, production manager, script writer, newscaster with over 15 years' radio experience; draft exempt. Desires permanent position with profitable independent station. Salary requirements $65. Box 576, BROADCASTING.

Wanted to Buy

Station in Secondary Market—In states of New York, New Jersey or Pennsylvania. Reliable party. Everything confidential. Send full particulars to Box 564, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

For Sale

KWFC—250 watts unlimited, Hot Springs, Arkansas will be sold on May 6th, 1943. For particulars communicate with Howard A. Shuman, Drake Hotel, Chicago, Illinois April 26th to 29th, 1943, or write him P. O. Box 22, Hot Springs, Arkansas.

Half interest—In successful 250 watter. Engineering completed for 1000. Box 574, BROADCASTING.

Portable Transcription Players — A.C., D.C., $150.00-$100.00 Eyland, Union Bldg., Cleveland.

Wurlitzer 3 Manual Pipe Organ—Used in network broadcasting. Will now sacrifice for quick sale. Located in Pennsylvania. Inquiries invited to Box 569, BROADCASTING.

LOCAL STATION—With national and regional money making hook-up. Heavy local schedule—good profit shown for years, excellent opportunity for young man to buy a money making radio station and a home in a good town. Will bear close investigation. North Central state. Box 558, BROADCASTING.

For Rent—Federal Field Meter and General Radio Bridge with accessories. Victor J. Andrew Co., 363 E. 75th St., Chicago.

Presto Recorder — Portable sixteen-inch Model MCL 16 table, EU 7 amplifier, FBR pre-amp. American dynamic mike; $400. Alfred Rutherford, RR2, Box 214, Anchorage, Kentucky. Phone Anchorage 4200.

FM SURVEY MADE

Marquette U. Students Canvass Set Owners

FM SET OWNERS are largely in the higher income brackets and prefer classical and semi-classical music. This was revealed in a survey made during March 1943 by journalism students of Marquette U. who conducted a house-to-house canvass.

W55M, FM station in Milwaukee, furnished names of set owners from lists supplied to the station by FM radio dealers as sets are sold. Using this list, the students called at every home and asked a series of questions.

Homes listening to W55M were found to be in three income brackets: 23% wealthy, 68% high income and 9% middle income. Five o'clock until midnight are the heaviest listening hours, with 42% of owners listening from 5 to 7 p.m.; 59%, 7 to 10 p.m., and 37%, 10 p.m. to midnight. Among program types, classical music was favored by 46%, semi-classical music by 53%, popular music by 26%, and 14% liked serials best.

Dawson Is Author

JOE M. DAWSON, president of Tracy-Locke-Dawson, New York, and Dallas advertising agency, is the author of "Life on a Rationing Board," appearing in the *Saturday Evening Post*. Writer relates his experience with gas rationing as a member of the Manhattan board.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

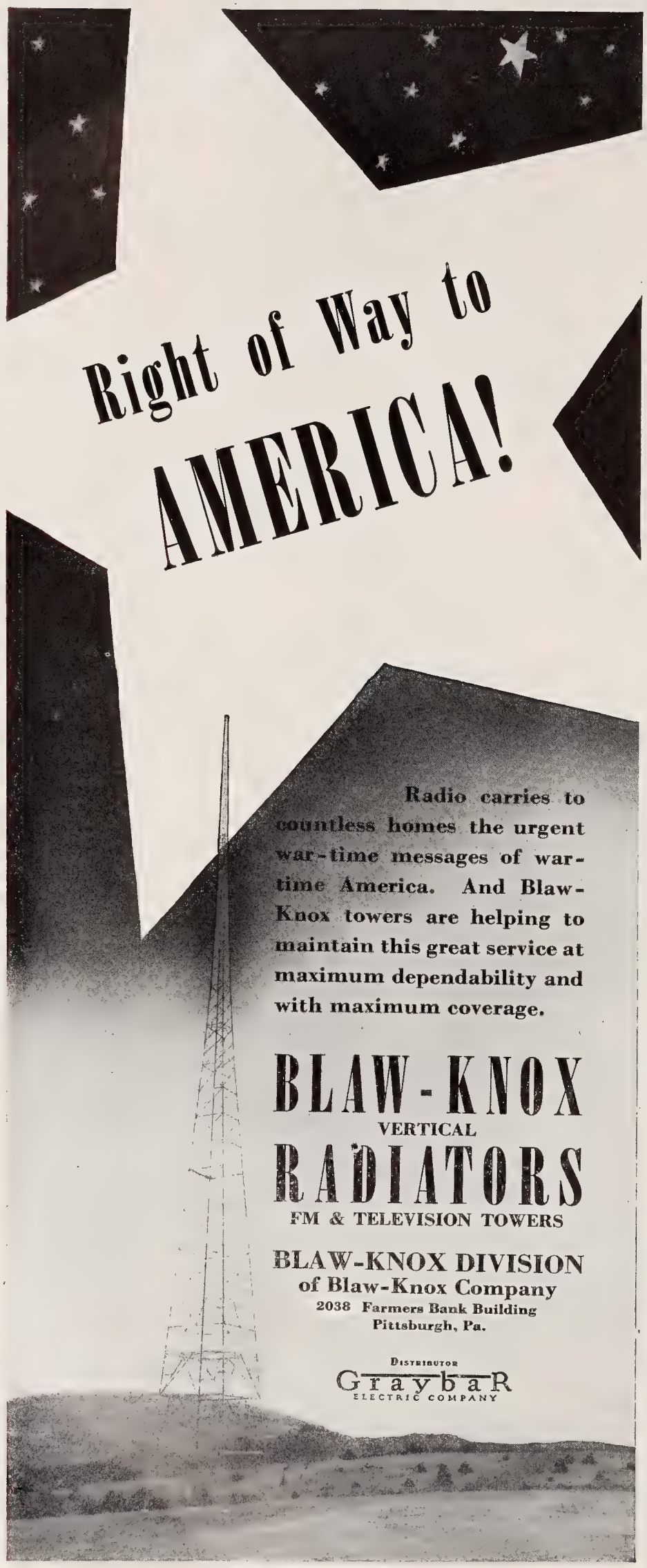
HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347



Top-Name OWI Productions Suggested for Small Stations

Quarter-Hours Would Be Provided for Institutional Sponsorship by Leading Advertisers

By MICHAEL M. SILLERMAN
President
Keystone Broadcasting System Inc.

FOLLOWING exhaustive study of the small radio station situation, and discussion with various interested industry and governmental groups, we intend to present the following plan to the forthcoming NAB War Conference in Chicago:

(1) That the radio department of OWI agree to produce a series of fifteen minute shows with leading name talent performers. Each program could be a miniature version of leading nighttime shows or an entirely new production headed by such artists as Jack Benny, Bob Hope, Kate Smith, Fibber McGee and Molly, Fred Allen, etc.

(2) That the commercial portions of these shows consist entirely of special war-effort material with inspirational presentation of war and victory themes earmarked by OWI for broadcasting.

(3) These programs to be of the open end variety for institutional sponsorship by leading national manufacturers. Said sponsorships to be comparable to campaigns currently conducted in national magazines and newspapers along similar institutional lines by various concerns, including many new wartime advertisers.

(4) Such sponsored programs to be released to a list of approximately 200 small radio stations in loser or marginal class offering highly specialized small town and rural audience; also to any additional stations of sponsors' choice for scientific coverage. This plan is aimed at a triple objective:

First, to disseminate inspired war-effort copy through the vehicle of nationally famous topflight talent in areas where this type of program is not generally heard.

Second, to deliver vitally-needed revenue for relief of small stations from new national sources based on individual merit of stations.

Third, to afford sponsors an attractive method of institutional advertising directed to a selected audience of millions of listeners in vast rural and small town areas for protection and cultivation of advertisers' market now and for the postwar period.

All this should be accomplished at economical cost on a group basis, making this plan a sound proposition for sponsors.

In view of Elmer Davis' statement deprecating government-paid advertising, we believe this plan offers a tangible solution for several problems in conformity with often-stated general industry policy and views concerning government subsidy or government spending.

Particulars and mechanics of the plan are now being refined and will be ready for presentation in Chicago next week at the NAB War Conference.

Lt. Tom Harmon Is Safe After Army Plane Crash

TOMMY HARMON has been found safe, after being reported overdue 10 days on a bomber flight in the South American Area. The ex-grid star and WJR, Detroit, sports announcer before he enlisted in the Army Air Forces, was found in the Brazilian jungles, the Antilles Air Task Force Headquarters announced.

Lt. Harmon is now at a South American base, and the wreckage of his plane has been located. Family, friends, teammates and Michigan U.'s football coach, who had all expressed their conviction that Harmon's "ounce of Irish luck" would bring him through, were happy at the news. Word reached his parents at Ann Arbor, Mich., after a special mass had been said for him.

kglo
MASON CITY, IOWA

Our farm-listeners are getting big dough for producing PORK. Our city-listeners are getting likewise for packing PORK. Why don't you be the little piggy that "goes to town" in this market?

DIP INTO THE PORK BARREL MARKET



NOW 5000 WATTS

F. C. EIGHMEY
General Manager

CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

War Conference Registration

(*Continued from page 24*)

anston, George, WBAP-KGKO, Fort Worth, Palmer House.
ibb, Wayne W., WHBL, Sheboygan, Wis., Palmer House.
owther, Frank, WMAZ, Macon, Ga., Palmer House.
oyhan, Arthur H., WJBK, Detroit, Palmer House.
ılmer, Claude, SESAC, New York, Palmer House.
ımmings, Harry E., WJAX, Jacksonville, Fla., Palmer House.
ırnutt, Allan A., WCLO, Janesville, Wis., Palmer House.

D

ıdisman, Amos, KFH, Wichita, Kan., Palmer House.
ıhl, Howard, WKBH, La Crosse, Wis., Palmer House.
ımm, Walter J., WTMJ, Milwaukee, Wis., Ambassador East.
ıniel, Harben, WSAV, Savannah, Palmer House.
ıvenport, James A., WATL, Atlanta, Palmer House.
ıvid, William R., General Electric Co., Schenectady, Palmer House.
ıvis, Charles E., WWPG, Palm Beach, Fla., Palmer House.
ıvis, Russell, KMA, Shenandoah, Ia.
ıan, Lorraine, Cincinnati, Palmer House.
inert, Mr. and Mrs. F., WPEN, Philadelphia, Palmer House.
enny, Herbert, *Standard Radio*, Dallas.
ewing, Harold L., WCBS, Springfield, Ill., Sherman.
eringer, Frank A., WFMJ, Youngstown.
rks, Dietrich, KTRI, Sioux City, Ia., Palmer House.
byns, C. Merwin, KGER, Long Beach, Palmer House.
olittle, Franklin, WDRC, Hartford, Conn., Palmer House.
ran, Dorothy, WAKR, Akron, Palmer House.
owdell, John T. WIBX, Utica, N. Y., Palmer House.
raughon, Jack M., WSIX, Nashville, Palmer House.
riscoll ,Gerard B., WTAD, Quincy, Ill., Palmer House.
ı Mond, Joe, KXEL, Waterloo, Iowa, Morrison.
ıncan, L. J., WDAK, West Point, Ga., Palmer House.

E

ast, H. E., WKRC, Cincinnati, Palmer House.
atherton, James L., WCBI, Columbus, Miss., Palmer House.
aton, Joe, WHAS, Louisville, Ky., Palmer House.
ighmey, F. C., KGLO, Mason City, Ia., Palmer House.
lias, Don S., WWNC, Asheville, N. C., Palmer House.
lmer, John, WCBM, Baltimore, Palmer House.
lvin, Ralph, WLOK, Lima, O., Palmer House.
lwood, John W., NBC, San Francisco, Palmer House.
mery, W., WTAD, Quincy, Ill., Palmer House.
noch, Robert D., KTOK, Oklahoma City, Palmer House.
sau, John, KTUL, Tulsa, Palmer House.
ssex, Harold, W41MM-WSJS, Winston-Salem, N. C., Palmer House.
vans, Haydn, R., WHBY, Green Bay, Wis.
vans, Walter C., Westinghouse Radio Stations, Drake.

F

air, Harold, WHO, Des Moines, Palmer House.
ay, William, WHAM, Rochester, Palmer House.
etzer, John E., WKZO, Kalamazoo, Mich., Morrison.
ifer, C. Arthur, WTAD, Quincy, Ill., Palmer House.
isher, Bennett I., KOMO, Seattle, Palmer House.
itzpatrick, Leo., WGAR-WJR, Cleveland, Palmer House.
itzpatrick, Paul E., WEBR, Buffalo, N. Y., Palmer House.
itzsimonds, Frank E., KFYR, Bismarck, N. D., Palmer House.
lanigan, E. Y., WSPD, Toledo, Palmer House.
laherty, Mr. and Mrs. H. T., KSCJ, Sioux Falls, Ia., Palmer House.
ord, Fred H., WWPG, Palm Beach, Fla.
oster, Gerald P., WDZ, Tuscola, Ill., Pamer House.
ox, S. S., KDYL, Salt Lake City, Palmer House.
rank, Nathan, WCBT, Roanoke Rapids, N. C., Palmer House.
ry, Paul, KBON, Omaha, Palmer House.
uqua, J. B., WGAC, Augusta, Ga., Palmer House.

G

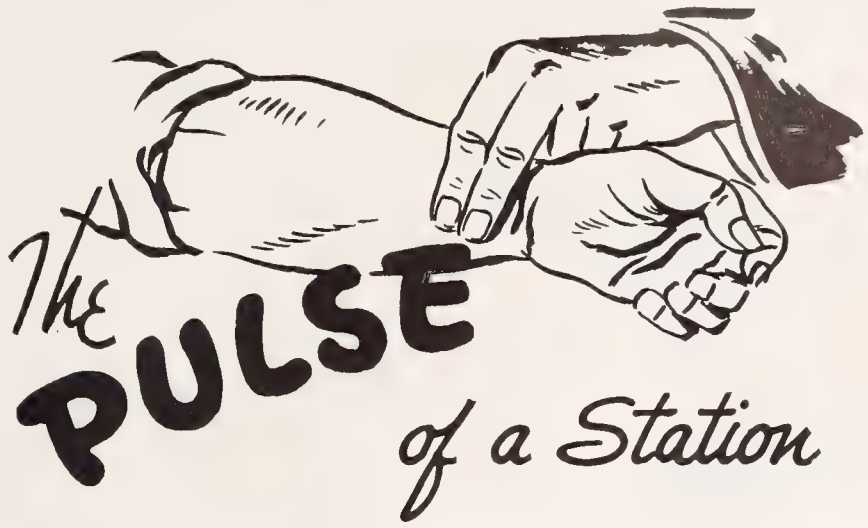
allagher, John L., WHBY, Appleton, Wis., Palmer House.
emoets, E. L., KTSM, El Paso.
George, Carl E., WGAR, Cleveland, Palmer House.
Gillin, John J., WOW, Omaha, Drake.
Gimbel, Benedict, WIP, Philadelphia, Ambassador-West.
Glade, Earl J., KSL, Salt Lake City, Palmer House.
Glickman, Dave, BROADCASTING, Los Angeles, Palmer House.
Goddard, Fred G., KXRO, Aberdeen, Wash., Palmer House.
Goldman, Norman R., BROADCASTING, Washington, Palmer House.
Gough, Emile, SESAC, Palmer House.
Graham, A. W., WKST, New Castle, Pa., Palmer House.
Graham, L. L., Texas State Network, Palmer House.
Green, Truman, WFLA, Tampa, Fla., Palmer House.
Gregory, S. D., WEAF, New York, Palmer House.
Grimes, Mr. and Mrs. H. E., KOME, Tulsa, Palmer House.
Gross, Irvin, Edw. Petry & Co., Palmer House.
Guyer, Sanford, WLVA, Lynchburg, Va., Palmer House.

H

Hagman, C. T., WTCN, Minneapolis, Palmer House.
Hager, Kolin D., WGY, Schenectady, Palmer House.
Hahn, George R., KSOO, Sioux Falls, S. D.
Haid, Allen A., WHIZ, Zanesville, O., Palmer House.
Halff, Hugh A. L., WOAI, San Antonio, Drake.
Halley, George, KMBC, Kansas City, Palmer House.
Hanson, O. B., NBC, Palmer House.
Hardy, Ralph, KSL, Salt Lake City, Palmer House.
Harlow, Roy L., BMI, Palmer House.
Harris, Graham, SESAC, Palmer House.
Harris, Wiley P., WJDX, Jackson, Miss., Palmer House.
Haverlin, Carl, BMI, Palmer House.
Hayford, Beecher, WJEP, Jacksonville, Fla., Palmer House.
Heiney, John, BROADCASTING, Washington, Palmer House.
Heintz, Jack, WCBS, Springfield, Ill., Sherman.
Henkin, Joseph, KSOO, Sioux Falls, S. D., Palmer House.
Henkin, Morton, KSOO, Sioux Falls, S. D., Palmer House.
Henkin, Ruth, KSOO, Sioux Falls, S. D., Palmer House.
Hennessey, Philip J., Jr., Washington, Palmer House.
Hicks, Virgil C., KTSM, El Paso.
Hinkle, Felix, WHBC, Canton, O., Palmer House.
Hirsch, Oscar C., KFVS, Cape Girardeau, Mo., Palmer House.
Hoffman, Edward, WMIN, Minneapolis, Palmer House.
Hoffman, Phil, WNAX, Yankton, S. D., Palmer House.
Hollister, Herb, KANS, Wichita, Palmer House.
Holt, Hillis, Atlantic Coast Network, New York, Palmer House.
Holt, Thad, WAPI, Birmingham, Palmer House.
Hooper, C. E., C. E. Hooper, Inc., Palmer House.
Hopkins, James F., WJBK, Detroit, Palmer House.
Hopkins, John T., III, WJAX, Jacksonville, Fla., Palmer House.
Hough, Harold V., WBAP-KGKO, Fort Worth, Palmer House.
Howard, Royal V., KSFO, San Francisco, Palmer House.
Howell, Rex, KFXJ, Grand Junction, Col., Palmer House.
Hubbard, Stanley E., KSTP, St. Paul, Ambassador.
Hudson, Wilbur E., WAVE, Louisville, Palmer House.
Hughes, Elwyn C., KFWB, Los Angeles.
Hughes, Jack, WCOV, Montgomery, Ala., Palmer House.
Hunter, Tom, KGER, Long Beach, Palmer House.

J

Jackson, George M., WBOW, Terre Haute, Ind., Palmer House.
Jacobs, Maxine, KROC, Rochester, Minn., Palmer House.
Jayne, D. E., WELL, Battle Creek, Mich., Palmer House.
Jeffrey, John C., WKMO, Kokomo, Ind., Palmer House.
Johnson, Leslie C., WHBF, Rock Island, Ill., Bismarck.
Johnson, Walter, WTIC, Hartford, Conn., Palmer House.
Johnston, Kenneth B., WCOL, Columbus, O., Palmer House.
Jones, Hugh O., WGCM, Gulfport, Miss.
Jordan, Chas. B., WRR, Dallas, Texas, Palmer House.
Jordan, Ray P., WDBJ, Roanoke, Va., Palmer House.
Joscelyn, A. E., WCCO, Minneapolis, Palmer House.



What better way to check the strength of a radio station than to analyze the advertising actions of the merchants in that station's coverage area. These advertisers, right on the scene, have the best opportunity of seeing sales made and examining the source of those sales. They know the listening, as well as the buying habits of their customers. When these men concentrate their advertising in one spot, it must be true that they are getting results.

It is true, too, that radio stations WHK and WCLE sell more time to local merchants than all other Cleveland radio stations combined.

It must follow; WHK and WCLE, by experiment of local dealers, have proven themselves **the radio outlets** that give you the greatest promise of greatest returns for your advertising dollars spent in the rich Northeastern Ohio market.

WHK-WCLE

CLEVELAND, OHIO

DON'T CARRY AN ANCHOR

The last gunshot of this war is going to be the opening gun of a dash for peacetime business. Starting in that race forgotten by the public, would be like running with a handicap weight the size of an anchor.

Don't give your competitors the advantage. Give your customers something they value—radio entertainment—to remember you by.

CFRB

TORONTO

860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

CRMC • SUITE 738 • CRMC • SUITE 738



You're Invited To REST YOUR WEARY BONES

between sessions of the NAB War Conference. Where? In Suite 738 at the Palmer House, Conference Headquarters of the Chicago Radio Management Club. Enjoy sitting, visiting, meeting your Agency friends.

CRMC • SUITE 738 • CRMC • SUITE 738

You're Invited To BREAKFAST

Hear Alex Dreier, the only foreign correspondent who has broadcast from both London and Berlin, give interesting and enlightening "off-the-record" dope on Europe and the war. Where? At the CRMC official breakfast, 8:30 Wednesday morning, April 28, Room 14 (Club Floor), Palmer House. All NAB guests and friends are invited.

CRMC • SUITE 738 • CRMC • SUITE 738

• *The Chicago Radio Management Club is an organization of executives from Networks, Chicago radio stations, and Advertising Agencies.*

CHICAGO RADIO MANAGEMENT CLUB

CRMC • SUITE 738 • CRMC • SUITE 738

Joy, George E., WRAK, Williamsport, Pa., Palmer House.
Joy, Leslie, KYW, Philadelphia, Palmer House.

K

Karnes, Paul H., WCLO, Janesville, Wis., Palmer House.
Kassner, Don, KXEL, Waterloo, Ia., Morrison.
Katzentine, Mrs. A. Frank, WKAT, Miami Beach, Palmer House.
Kaye, Sydney M., BMI, Palmer House.
Keasler, Jack, WOAI, San Antonio, Drake.
Kelchner, Jay O., WIBC, Indianapolis, Palmer House.
Kellam, Kenneth K., KTHS, Hot Springs, Ark.
Keller, Robert S., Associated Recorded Program Service, Palmer House.
Kelley, Roy C., WLAV, Grand Rapids, Mich., Palmer House.
Kendrick, Herbert R., WJLS, Beckley, W. Va., Palmer House.
Kenkel, Fred H., C. E. Hooper, Inc., Palmer House.
Kennedy, Ken, WDAY, Fargo, N. D., Palmer House.
Kennett, L. M., WHBU, Anderson, Ind., Palmer House.
Kennett, Robert L., WHAS, Louisville, Palmer House.
Kettler, S. P., WMMN, Fairmont, W. Va., Palmer House.
King, Mr. and Mrs. Frank, WMBR, Jacksonville, Fla., Palmer House.
King, Gerald, Standard Radio, Inc., Hollywood, Palmer House.
Knight, Mark H., WCLO, Palmer House.
Koerper, Karl, KMBC, Kansas City, Palmer House.
Kopf, Harry C., WMAQ, Chicago, Palmer House.
Korak, Frank, KMA, Shenendoah, Ia., Palmer House.

L

Lacy, Allen, WJDX, Jackson, Miss., Palmer House.
Laddler, Owen, KMA, Shenandoah, Ia., Palmer House.
Lafount, Harold A., WCOP, Boston, Palmer House.
Lahr, Melvin, WKOK, Sunbury, Pa., Palmer House.
Laird, Ben A., WOSH, Oshkosh, Wis., Morrison.
Lancaster, W. Emery, WTAD, Quincy, Ill., Palmer House.
Langlois, "Cy", Lang-Worth, New York, Palmer House.
Laubengayer, R. J., KSAL, Salina, Kan., Palmer House.
Laux, John J., WSTV-WJPA, Steubenville, O., Palmer House.
Lavin, Barney, WDAY, Fargo, N. D., Palmer House.
Lee, Jack, WHAM, Rochester, Palmer House.
Lee, Joseph W., KGFF, Shawnee, Okla., Palmer House.
Legate, James M., WIOD, Miami, Fla., Palmer House.
Leich, Clarence, WGBF-WEOA, Evansville, Ind., Palmer House.
LeMasurier, Dalton, KRAL, Duluth, Minn.
Leonard, Charles C., WAVE, Louisville, Palmer House.
LePoidevin, Harry R., WRJN, Racine, Wis., Palmer House.
Levinson, H. Y., WCAR, Pontiac, Mich.,
Levy, Isaac D., WCAU, Philadelphia, Ambassador-West.
Levy, Leon, WCAU, Philadelphia, Ambassador-West.
Lewis, William B., OWI, Palmer House.
Linder, H. W. Lakeland Bdc. Co., Palmer House.
Lindsley, Robert K., KFBI, Wichita, Kans., Palmer House.
Little, Lee, KTUC, Tucson, Ariz., Palmer House.
Locke, C. Blakey, KFDM, Beaumont, Tex., Palmer House.
Loeb, Howard M., WFDF, Flint, Mich., Palmer House.
Long, Maury H., BROADCASTING, New York, Palmer House.
Lord, Nathan, WAVE, Louisville, Ky., Palmer House.
Lottridge, J. Buryl, WOC, Davenport, Ia., Palmer House.
Loyet, P. A., WHO, Des Moines, Palmer House.
Lucy, Calvin T., WRVA, Richmond, Va., Palmer House.
Ludy, Ben, WIBW, Topeka, Kan., Morrison.
Lund, Victor, WAOV, Vincennes, Ind., Palmer House.
Luther, Clark A., KFH, Wichita, Palmer House.

M

McBride, W. G., WDBO, Orlando, Fla.
McCluer, Paul, NBC, Chicago.
McCollough, Clair R., WGAL, Lancaster, Pa.
McConnell, C. Bruce, WISH, Indianapolis, Palmer House.
McDermott, Gerard B., KBUR, Burlington, Ia., Palmer House.
McDermott, Gerard B. (Mrs.), KBUR, Burlington, Ia., Palmer House.
McKinley, Jon R., WFDF, Flint, Mich., Palmer House.

Draft-Proof

LET 'EM DRAFT all they want to now, says KJR, Seattle's Blue outlet. They're referring to Bon Marche's musical show, *Evening Interlude*, now a year old. *Evening Interlude* is now —feminine. All string orchestra, soloist and script writer. Only man in the broadcast picture is Dick Keplinger, announcer. Carl Pitzer organized the all-girl orchestra and everything will be okay—if the WAVES and the WAACs don't muscle in.

McNeil, John, BLUE, Palmer House.
McRaney, Robert L., WCBI, Columbus, Miss., Palmer House.
Mackin, Robert L., WHLS, Port Huron, Mich., Palmer House.
Madson, Arch, KOVO, Provo, Utah, Palmer House.
Magnuson, J. Woodrow, WHBF, Rock Island, Ill., Bismarck.
Maizlish, Harry, KFWB, Los Angeles.
Maland, J. O., WHO, Des Moines, Palmer House.
Malo, William F., WDRC, Hartford, Conn., Palmer House.
Mara, M. J., Allied Record Mfg. Co., Palmer House.
Marshall, K. G., WMBR, Jacksonville, Fla., Palmer House.
Marshall, K. C., WBRC, Birmingham, Palmer House.
Martin, Bill, KMMJ, Grand Island, Neb., Palmer House.
Mason, Richard H., WPTF, Raleigh, N. C., Palmer House.
Mason, R. T., WMRN, Marion, O., Palmer House.
Mastin, Cecil D., WNBF, Binghamton, N. Y., Palmer House.
Matheson, John J., WHDH, Boston, Palmer House.
Matheson, R. C., WHDH, Boston, Palmer House.
Matison, Dave A., WAML, Laurel, Miss., Palmer House.
May, Earl E., KMA, Shenandoah, Ia., Palmer House.
Mayo, John, Associated Recorded Program Service, Palmer House.
Meagher, John F., KYSM, Mankato, Minn.
Meegan, John J., WEBR, Buffalo, Palmer House.
Menzer, Carl H., WSUI, Iowa City, Ia., Palmer House.
Meyer, Phil J., KFYR, Bismarck, N. Dak., Palmer House.
Mibourne, L. W., WCAO, Baltimore, Palmer House.
Miller, Allan B., Clear Channel Broadcasting Service, Palmer House.
Mingay, O. F., Commonwealth of Australia, Palmer House.
Minor, Vern B., KWBW, Hutchinson, Kan., Palmer House.
Mitchell, L. Spencer, WDAE, Tampa, Morrison.
Moody, Robert H., WHIO, Dayton, O., Palmer House.
Moore, James H., WSLS, Roanoke, Va., Palmer House.
Moore, William I., WBNX, New York.
Morency, Paul W., WTIC, Hartford, Conn., Palmer House.
Morgan, Clem, KVGB, Great Bend, Kan., Palmer House.
Moroney, J. M., WFAA, Dallas, Palmer House.
Morrison, Joe W., RCA., Palmer House.
Morrison, S. R., WMRN, Marion, O., Palmer House.
Mosby, A. J., KGVO, Missoula, Mont., Palmer House.
Murphy, John E., KOIN-KALE, Portland, Ore., Palmer House.
Myer, Dwight A., Westinghouse Radio Stations, Philadelphia.
Myer, S. W., KALE, Portland, Oreg., Palmer House.
Myers, C. W., KOIN-KALE, Portland, Ore., Palmer House.

N

Nafzger, L. H., W45CM & WBNS, Columbus, O., Palmer House.
Nasman, Len E., WFMJ, Youngstown, O., Palmer House.
New, John, WTAR, Norfolk, Palmer House.
Nolte, Vernon, WMBD, Peoria, Ill., Bismarck.
Norton, Edward L., WAPI, Birmingham.
Novy, Joseph F., WBBM, Chicago.

O

O'Brien, Bernard C., WHEC, Rochester, N. Y., Palmer House.
O'Fallon, Gene,, KFEL, Denver, Palmer House.
O'Harrow, John W., WKZO, Kalamazoo, Mich., Palmer House.
O'Neil, Bill, WJW, Akron, Palmer House.
Outler, John M., WSB, Atlanta, Palmer House.

P

Palmer, Fred A., WCKY, Cincinnati, Palmer House.
Pangborn, Arden X., KGW-KEX, Portland, Ore., Palmer House.
Parham, Carter M., WDOD, Chattanooga
Patt, James M., WKRC, Cincinnati, Palmer House.
Patt, John F., WGAR, Cleveland, Palmer House.
Patterson, George C., WAVE, Louisville, Palmer House.
Patterson, S. H., KSAN, San Francisco, Palmer House.
Paul, Sol. BROADCASTING, Chicago, Palmer House.
Pefferle, L. G., WCBS, Springfield, Ill. Sherman.
Person, W. Van, WRAK, Williamsport, Pa., Palmer House.
Pierson, W. Theodore, Washington, D. C.
Pill, Howard E., WSFA, Montgomery, Ala., Drake.
Pixley, L. A., Fort Industry Co., Palmer House.
Porsow, Waldemar C., WOSH, Oshkosh, Wis., Morrison.
Potter, John W., Rock Island, Bismarck.
Powell, H. J., KGGF, Coffeyville, Kan. Palmer House.
Pribble, Vernon H., WTAM, Cleveland, Palmer House.
Priebe, Robert E., KRSC, Seattle, Palmer House.
Pugliese, Norma, BROADCASTING, Washington, Palmer House.
Purcell, Willard J., WGY, Schenectady, N. Y., Palmer House.
Pyle, Kay W., KFBI, Wichita, Kan., Palmer House.
Pyle, William D., KVOD, Denver, Palmer House.

Q

Quarton, Mr. and Mrs. Sumner D., WMT, Cedar Rapids, Ia., Palmer House.
Quentin, Charles F., WMT, Cedar Rapids, Ia., Palmer House.

R

Rambeau, William G., Rambeau Co., Palmer House.
Rankin, George P., Jr., WMAZ, Macon, Ga., Palmer House.
Rapp, J. C., KMA, Shenandoah, Ia., Palmer House.
Reineke, Earl, WDAY, Fargo, N. D. Palmer House.
Reinsch, J. Leonard, WSB, Atlanta, Palmer House.
Reynolds, George, WSM, Nashville, Palmer House.
Ringson, R. W., WRDW, Augusta, Ga. Palmer House.
Ripley, F. R., WSYR, Syracuse, N. Y. Palmer House.
Rivers, John M., WCSC, Charleston, S. C., Palmer House.
Robbins, Richard G., WHLD, Niagara Falls, Palmer House.
Robbins, Sydney, WSBA, York, Pa., Palmer House.
Roberts, Ingham Stephen, KGBS, Harlingen, Tex., Palmer House.
Roberts, Luke, KALE, Portland, Ore. Palmer House.
Robinson, Odes E., WCHS, Charleston, W. Va., Palmer House.
Rock, James B., KDKA, Pittsburgh, Palmer House.
Roeder, George H., WCBM, Baltimore, Palmer House.
Rosenblum, David H., WISR, Butler, Pa.
Roth, Mr. and Mrs. Eugene J., KONO, San Antonio, Palmer House.
Rothschild, Walter J., WTAD, Quincy, Ill. Palmer House.
Rowan, Bartlett J., WGY, Schenectady, Palmer House.
Rupard, J. Nelson, KTSW, Emporia, Kan., Palmer House.
Russell, Frank M., WRC, Washington, Palmer House.
Russell, Roy L., WOPI, Bristol, Va., Palmer House.
Ryan, J. H., Office of Censorship, Palmer House.
Ryder, Les, WCED, Dubois, Pa., Palmer House.

S

Safford, Harold, KOY, Phoenix, Ariz., Palmer House.
Sammons, Elizabeth, KSCJ, Sioux City, Ia., Palmer House.
Sandage, C. H., Harvard U., Palmer House.
Saumenig, J. Dudley, WIS, Columbia, S. C., Palmer House.
Schafer, Walter C., WDZ, Tuscola, Ill., Medinah Club.
Schilplin, Fred, KFAM, St. Cloud, Minn., Palmer House.
Schmitt, Kenneth F., Badger Bdcg. Co., Palmer House.
Schuebel, Regina, Duane Jones Co., Palmer House.
Sears, B. H., Sears & Ayer, Inc., Palmer House.
Selvin, Ben, Associated Recorded Program Service, Palmer House.

ville, H. A., WJEJ, Hagerstown, Md., Palmer House.
xton, Morgan, KROS, Clinton, Ia., Sherman.
ackleford, B. E., RCA, Palmer House.
affer, Roger A., WSPA-WORD, Spartanburg, S. C., Palmer House.
afto, G. Richard, WIS, Columbia, S. C., Palmer House.
arp, Ivor, KSL, Salt Lake City, Palmer House.
awd, Arch, WTOL, Toledo, Palmer House.
elley, Jack, WHO, Des Moines, Palmer House.
epard, John III, The Yankee Network, Boston, Ambassador-East.
erwood, Alex, Standard Radio, Chicago.
open, Frank E., KOWH, Omaha, Palmer House.
llerman, Michael M., Keystone Bdcg. System, Palmer House.
mon, Arthur, WPEN, Philadelphia, Palmer House.
nnett, Robert, WHBF, Rock Island, Ill., Bismarck.
avick, H. W., WMC, Memphis, Palmer House.
niley, David E., WDAE, Tampa, Morrison.
nith, Alvin H., KSCJ, Sioux City, Ia., Palmer House.
nith, Arthur J., WNAX, Yankton, S. Dak., Palmer House.
mith, Calvin J., KFAC, Los Angeles, Palmer House.
nith, George S., Washington, D. C., Palmer House.
nith, George W., WWVA, Wheeling, W. Va., Palmer House.
mith, Hugh M., WAML, Laurel, Miss., Palmer House.
mith, Neal A., WCOL, Columbus, O., Palmer House.
mith, T. Frank, KXYZ-KRIS, Houston, Tex., Palmer House.
mithgall, Chas. A., WAGA, Atlanta, Ft. Industry Reservation.
mullin, William B., KIEM, Eureka, Cal., Palmer House.
oule, R. G., KFBL, Syracuse, N. Y., Palmer House.
owell, F. C., WLAC, Nashville, Palmer House.
pence, Harry R., KXRO, Aberdeen, Wash., Palmer House.
perry, Edgar J., WLAY, Muscle Shoals, Alabama.
pokes, Alfred E., WJTN, Jamestown, N. Y., Palmer House.
quire, Burt, SESAC, Palmer House.
tamps, H. Weldon, KAKA, Ada, Okla., Palmer House.
tapp, Jack, WSM, Nashville, Palmer House.
tark, Evelyn, NBC, Palmer House.
tauffer, Oscar F., KGFF, Shawnee, Okla., Palmer House.
teed, Howard M., WLAV, Grand Rapids, Mich., Palmer House.
tevens, Harmon L., WELS, Port Huron, Mich., Palmer House.
tewart, Elliott A., KCMO, Kansas City, Drake.
tone, Earl, WELL, Battle Creek, Mich., Palmer House.
tone, Harry, WSM, Nashville, Palmer House.
toughton, Milton W., WSPR, Springfield, Mass., Palmer House.
tovin, H. N., Toronto, Can., Palmer House.
tubbs, T. F., KFNF, Shenandoah, Ia., Palmer House.
tuht, William B. KJR, Seattle, Palmer House.
ummerville, Howard, WWL, New Orleans, Palmer House.
wicegood, Jess, WEPT, Kingsport, Tenn., Palmer House.

T

aishoff, Sol, BROADCASTING, Washington, Palmer House.
appe, Louis E., Lang-Worth, New York, Palmer House.
aylor, Dale L., WENY, Elmira, N. Y., Palmer House.
homas, Chester L., KXOK, St. Louis, Palmer House.
homas, John D., KOCY, Okla. City.
homas, Morris W., KOMA, Okla. City, Palmer House.
hompson, C. Robert, WBEN, Buffalo, Palmer House.
hompson, Roy F., WFBG, Altoona, Pa.
homs, Harold H., WISE, Asheville, N. C., Palmer House.
hornburgh, Donald W., KNX, Los Angeles, Palmer House.
hornley, Howard W. WCFI, Pawtuchet, R. I., Palmer House.
ichenor, McHenry, KGBS, Harlingen, Tex., Palmer House.
ips, Kern, KPRC, Houston, Tex., Palmer House.
ison, W. Walter, WFLA, Tampa, Palmer House.
odd, Jack, KANS, Wichita, Kan., Palmer House.
ompkins, Merritt E., BMI, Palmer House.
ravers, H. Linus, WNAC, Wellesley Hls., Mass., Ambassador-West.
ully, John C. WJAC, Johnstown, Pa., Palmer House.
wamley, Edgar H., WBEN, Buffalo, Palmer House.

RKO Prize to WCOU

WCOU, Lewiston, Me., is the winner of an RKO merchandising contest. When RKO Pictures decided to try radio advertising in the East, they placed spot announcements on the 21 stations of New England's Yankee Network. Cash prize of $100 was offered to the station giving the best merchandising, with tangible proof in the form of increased patronage at the local theatre. The RKO people judged the contest and awarded the prize to WCOU after Lewiston's local theatre showed an increase of 195%.

U

Uridge, Owen F., WGAR, Cleveland, Palmer House.

V

Van Person, W., WBAK, Williamsport, Pa., Palmer House.
Van Volkenburg, Jack L., WBBM, Chicago, Palmer House.
Vance, H. C., RCA, Palmer House.
Versluis, Leonard A., WLAV, Grand Rapids, Mich., Palmer House.

W

Waddell, H., WJW, Akron. Palmer House.
Wagner, James A., WHBY, Green Bay, Wis., Palmer House.
Wagner, Paul E., WPAY, Portsmouth, Palmer House.
Wagstaff, W. E., KDYL, Salt Lake City, Palmer House.
Wailes, Lee B., Westinghouse Radio Stations, Philadelphai, Palmer House.
Walker, Wallace A., WJHP, Jacksonville, Fla., Palmer House.
Watson, Loren L., Spot Sales Inc., Palmer House.
Weaver, Phil, WKPT, Kingsport, Tenn., Palmer House.
Weil, Ralph N., WOV, New York, Palmer House.
Weis, Pierre, Lang-Worth, New York, Palmer House.
Weiss, Lewis Allen. Don Lee Broadcasting System, Hollywood. Drake.
Welch, Irving F., WCOA, Pensacola, Fla., Palmer House.
Wester, Mr. and Mrs. W. C., WKBZ, Muskegon, Mich., Palmer House.
Westlund, Art, KRE, Berkeley, Cal., Palmer House.
Wheelahan, Harold, WSMB, New Orleans, La., Palmer House.
Whitehead. Henry C., WTAR, Norfolk, Va., Palmer House.
Whiting, Lee L., WDGY, Minneapolis.
Whitlock, Edward S., WRNL, Richmond, Va., Palmer House.
Wiig, Gunnar O., WHEC, Rochester, N. Y., Palmer House.
Wilder, H. C., WSYR, Palmer House.
Wilkins, Dayton S., WJTN, Jamestown, N. Y., Palmer House.
Wilkins, Joseph P., KFBB, Great Falls, Mont., Palmer House.
Willard, A. D., Jr., WBT, Charlotte, N. C., Palmer House.
Willets, H. N., Western Electric Co., Palmer House.
Williams, Austin, WFMJ, Youngstown.
Williamson, W. P., Jr., WKBN, Youngstown, Palmer House.
Wilson, Alexander W., WOPI, Bristol, Tenn., Va., Palmer House.
Wilson, L. B., WCKY, Cincinnati, Palmer House.
Wilson, W. A., Palmer House.
Wing, Mr. and Mrs. Gerald, KROC, Rochester, Minn., Palmer House.
Winger, Earl W., WDOD, Chattanooga, Palmer House.
Wingard, Lloyd, WGAR, Cleveland, Palmer House.
Wolff, Sylvia, KSOO, Sioux Falls, S. D., Palmer House.
Wood, Helen, Palmer House.
Woodruff, Jim W. Jr., WRBL, Columbus, Ga., Palmer House.
Woods, Woody, WHO, Palmer House.
Woodyard, Ronald B., WING, Dayton, Palmer House.
Wooten, Hoyt B., WREC, Memphis.
Wright, C. J., WFOR, Hattiesburg, Miss., Palmer House.
Wyler, Karl O., KTSM, El Paso.
Wyse, William R., KWBW, Hutchinson, Kan., Palmer House.

Y

Yarbrough, J. E., WDBO, Orlando, Fla., Palmer House.
Yocum, Ed, KGHL, Billings, Mont., Palmer House.
Young, C. S., WBZ-WBZA, Boston-Springfield, Palmer House.
Young, George W., WDGY, Minneapolis, Palmer House.

Z

Ziv, Frederic W., Frederic W. Ziv Inc., E.

TWO BEER CLIENTS BUY ZIV FEATURES

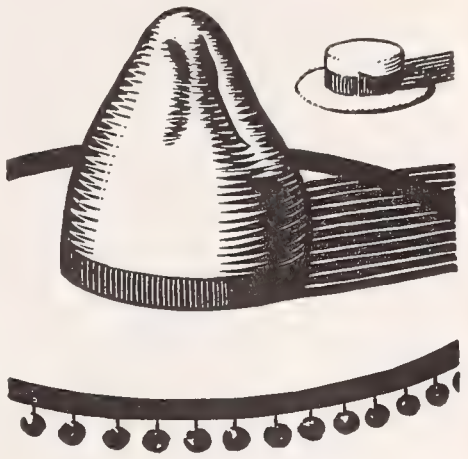
TRANSCRIBED music series, *"Sparky and Dud,"* has been purchased by Ruthrauff & Ryan Inc., for Griesedieck Brothers Beer for WTAD, Quincy; KWOS, Poplar Bluffs; KXOK, St. Louis; WCBS, Springfield; WSOY, Decatur; WJPF, Herrin; KVFS, Cape Girardeau; KDRU, Sedalia; KBTM, Jonesboro. Series features Happy Jim Parsons, Fred Hall and Lazy Dan the Minstrel Man, and is produced by Frederic W. Ziv Inc.

Ziv series featuring the Korn Kobblers recently added by WGAR, Cleveland; WCBC, Charleston; KARK, Little Rock; WFBM, Indianapolis; KSL, Salt Lake City; WFIL, Philadelphia; WIND, Gary; KXOK, St. Louis; KWOS, Poplar Bluffs; WTAD, Quincy; WCBS, Quincy; WSOY, Decatur; WJPF, Herrin; KVFS, Cape Girardeau; KDRU, Sedalia; KBTM, Jonesboro; WKBN, Youngstown; WCAE, Pittsburgh. Korn Kobblers now are being used on more than 150 stations.

"The Old Corral," also a Ziv feature, with Pappy Cheshire and his group, begins this week at WJLS, Beckley; WMMN, Fairmount; WLOG, Logan; WBRW, Welch; WPAR, Parkersburg; WAJR, Morgantown. All for Fort Pitt Beer and placed through Batten Barten Durstine & Osborn Inc.

GRACIE FIELDS, star of the five-weekly quarter-hour BLUE series bearing her name and sponsored by American Cigarette & Cigar Co. (Pall Mall cigarettes), is completing an assignment in the 20th Century-Fox film, "Holy Matrimony".

for Greater COVERAGE



LEHIGH VERTICAL RADIATORS

RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA. OFFICES IN PRINCIPAL CITIES

I'M STILL LOOKING FOR INQUIRIES...

but this time—just inquire for Lou!

Yes—you're in Sterling's home town—and I welcome this opportunity to see old friends and make new ones.

I've got 72 hours of available time—part of that time, I'll enjoy chatting with you . . . and during part of those hours, I want to talk about some more of that radio time that has helped boost our original 1929 investment of $500 to over a million in '42—and added another million in '43!

If I'm not in my room at the Palmer House . . . if you don't see me in the lobby . . . then I'll be at the Sterling offices at 309 West Jackson Boulevard.

Hope you enjoy your visit to our busy city.

LOU BRESKIN, *President*
STERLING INSURANCE COMPANY

Stimson's Letter Fails to Get 5 kw. For South Dakota Local

FCC Order Grants WDAF Intervention in Application of KOBH for Transfer to 610 kc.

OVERRIDING INFERRED support of Secretary of War Stimson and reflecting a reversal of policy on interventions in hearing proceedings by stations claiming interference, the FCC last Tuesday denied the application of KOBH, Rapid City, S. D., for a shift in assignment from 1400 to 610 kc. and a power increase from 250 watts to 5,000 watts fulltime. The Commission designated the application for further hearing, in the light of the wartime freeze, and also granted the petition of WDAF, Kansas City, for leave to intervene in the hearing on interference grounds.

Action was taken in the face of a March 1 letter from Secretary Stimson to the FCC, setting out that the increase in power would extend the distance to which KOBH may be used as a safety homing facility for aircraft and would greatly improve the present "questionable broadcast service being rendered to the Rapid City air base." The Secretary's letter stated further that chain program service "which may be available on increase in power is also valuable from a morale standpoint."

Gen. Stone's Position

The March 1 letter superseded one written the preceding December by Brig. Gen. Frank E. Stoner, Acting Chief Signal Officer of the Army, stating it was the present policy of the War Department "not to endorse any broadcasting station application for waiver of the order against new construction permits, order governing priority of materials and orders restricting the use of electric power except for reasons of urgent military necessity." Gen. Stoner added that in the KOBH case "as in all previous requests for support of broadcast station applications, the requisite degree of urgent military necessity has not been found to exist."

Following submission of the Stimson letter, counsel for WDAF, Philip G. Loucks, Arthur W. Scharfeld and Verne R. Young on April 13 petitioned the Commission to reinstate its petition to intervene and enlarge the issues on the KOBH application. It brought out that WDAF, operating on the 610 kc. channel with 5,000 watts, stood to suffer electrical interference. The original petition for intervention by WDAF was dismissed without prejudice and at the original hearing last December, the presiding officer excluded all testimony regarding questions of interference, it was related. Last March, the petition cited, KOBH filed a motion to amend its application so as to request non-directional, instead of directional, operating during the daytime. This motion was granted a week later.

Later in March KOBH petitioned the Commission to grant the amended application, citing the letter of Secretary Stimson and pointing out that by operating non-directional during daytime with 5,000 watts the station would be of material aid to Army aircraft based in the Rapid City area, and that the operation of the station at night would be of material benefit to the military forces in the area in maintaining morale.

WDAF Plea

Attached to the WDAF petition were the two letters from the Army officials. The Kansas City station contended that Secretary Stimson's letter "fails to disclose specific recommendation" as required by the freeze order opinion and that it merely pointed out the existence of certain engineering facts. It made no recommendation that the "application be granted as required by the Commission's memorandum opinion of April 27, 1942," said the WDAF pleading. Moreover, it was contended that KOBH was attempting to inject into the record the letter from Secretary Stimson received subsequent to the official closing of the hearing record; that inferences drawn from this letter were not compatible with its specific language, and that KOBH was seeking to inject additional engineering data related to interference and which materially changed its technical proposal.

Secretary Stimson's letter of March 1 follows in full text.

With further reference to the matter of a pending application for increased power by Radio Station KOBH at Rapid City, South Dakota, representatives of the War Department have consulted with engineers of this radio station with a view to determining which arrangements will be most beneficial from a military point of view.

From the standpoint of increase in power, such an increase will extend the distance to which this station may be used as a safety homing facility for aircraft and an increase to 5 kw will greatly improve the present questionable broadcast service being rendered to the Rapid City air base. Chain program service which may be available on increase in power is also valuable from a morale standpoint.

As to antenna arrangements, directive radiation definitely detracts from the radio station's uility as a homing facility. If omni-directional radiation can be permitted during daylight hours, a benefit through utilization of the station as an aid to aerial navigation will be realized. If power is to be reduced to a low value for nighttime operation with a non-directional antenna, the station will be of some nighttime navigation use, limited however as its geographical separation from the Rapid City air base becomes comparable to its reliable range.

It is requested that the Federal Communications Commission take these considerations into account in acting upon the application in question.



Drawn for BROADCASTING by Sid Hix

"Come On Back, Glenn! There Really Won't Be Any Shootin!"

Export Ad Assn. Meets In New York, April 28

EXPORT ADVERTISING ASSN., New York, will hold its annual meeting Wednesday, April 28, at the Belmont-Plaza, New York. Officers for the ensuing year will be elected. Four directors will be chosen to fill vacancies caused by the expiration of terms.

The following have been nominated: *Officers*—president, J. J. Clarey Jr., foreign advertising manager, Bristol-Myers Co.; vice-president, Robert H. Otto, vice-president, Export Advertising Agency; treasurer, J. B. Powers, president, Joshua B. Powers Inc.; secretary, Walter R. Bickford managing editor, *Export Trade and Shipper*. Directors—A. L. Abkarian, export manager, Carter Products Inc.; J. J. Clarey Jr.; Earl T. Russell, vice-president, National Export Advertising Service; Gladys Liggett, director of foreign sales, A. S. Boyle Co.

Co-op to Expand Its Radio Plans

Mail Pull Justified an Increase In Last Year's List

CAMPAIGN of quarter-hour transcriptions, which the Cooperative League of the U. S. A. has recently completed on 36 stations has proved so successful the League plans to expand its radio advertising in 1943-44, probably building a drive around the celebration of its centennial in 1944. According to Wallace Campbell, executive secretary of the organization, specific radio plans for next year will be discussed at the league's annual meeting of educational and publicity directors, June 16-20, in Chicago.

Last season's series, entitled *Here Is Tomorrow*, was originally scheduled for 30 stations at a cost of $20,000, as contributed voluntarily by individual cooperatives. Six stations were added to the list and the budget was increased to $25,000, an expansion well worth while, Mr. Campbell said, in view of the requests for the league's pamphlet by 5,000 listeners, who are considered prospective League cooperators.

During the 10-weeks of broadcasting, the League made several production changes in the transcribed series, and next year may decide on a live network production, Mr. Campbell stated.

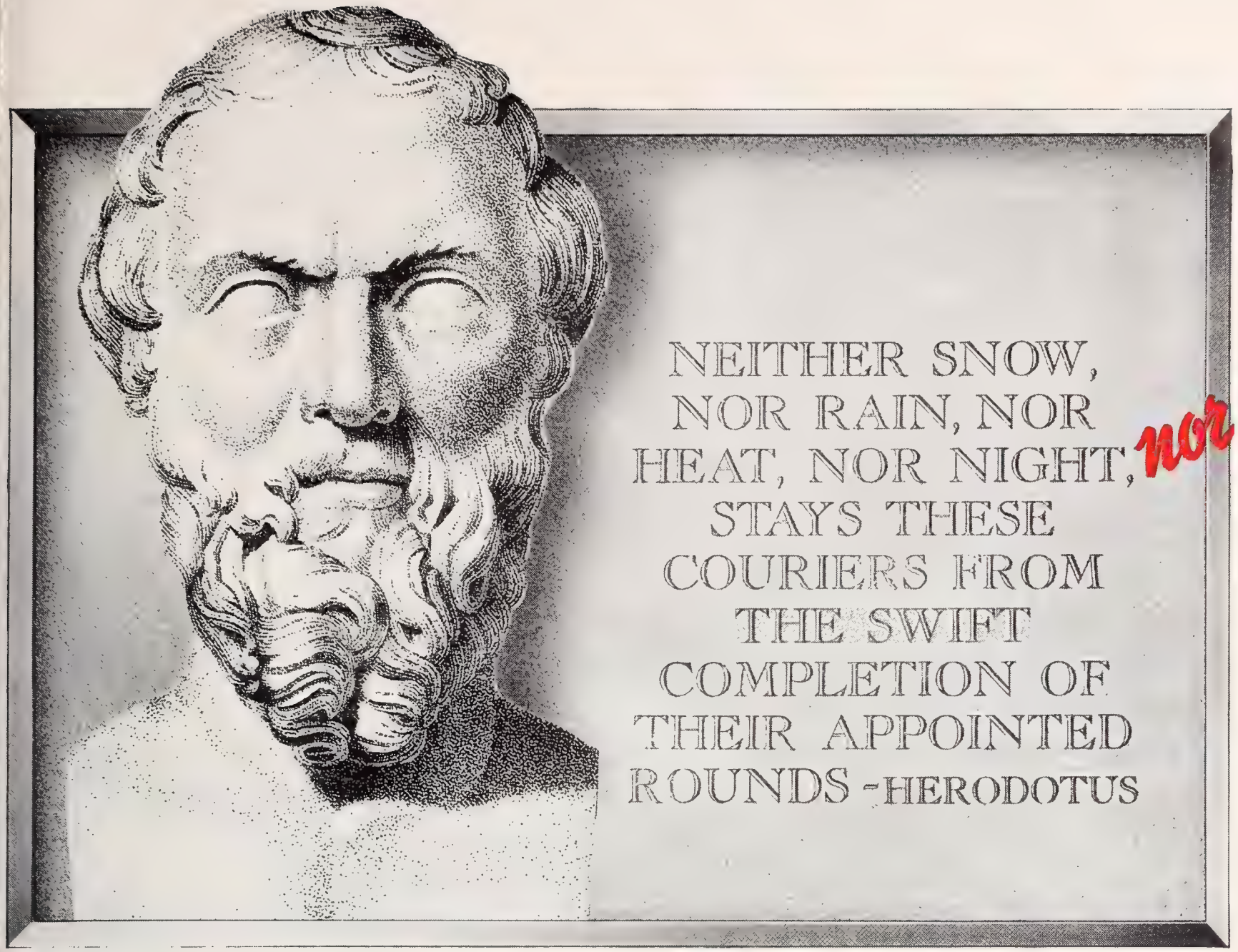
Tribute to WQXR

GLOWING TRIBUTE to WQXR, New York, and its "large, faithful following" of listeners is the subject of a special three-page article by M. Lincoln Schuster in the April 17 issue of *The Saturday Review of Literature*. Titled "Radio With a Soul," the article traces the history of the station since it was founded in 1936 by John V. L. Hogan and Elliott Sanger—and includes amusing anecdotes resulting from the station's adherence to broadcasting the best in classical and semi-classical music as well as restriction to advertising "in good taste."

NBC Gets ARC Banner

NBC HAS received the "A-R-C" banner from the American Red Cross for the company's fund raising drive among its own executives and employes. Total of $3,256.36 was donated for the Red Cross, with more than 97% of the personnel in the network's New York headquarters contributing. Although union employees were not solicited because of contributions through their own organizations, many of them added to the general NBC fund.

RADIOMARINE CORP. of America has won a new Army-Navy "E" pennant with a star for six months continued production achievement, the company has been informed by C. C. Bloch, chairman of the Navy Board for Production Awards. Company's original Army-Navy "E" was received in December, 1942, and in March of this year, it was awarded the U. S. Maritime Commission's "M" pennant and Victory Fleet flag for its production record in supplying radio equipment to cargo vessels.



WAR GIVES NEW TEMPO TO WLW MERCHANDISING

Despite critical man power problems, WLW's merchandising, dedicated to war time aid for retailers, is keyed to an even more intensive war time tempo. 28,000 calls will be made this year on the men who move your merchandise . . . supplemented with BUY WAY, our radio merchandising newspaper with a readership of more than 50,000 twice monthly, and with constant direct mail contact that totals 360,000 mail pieces annually.

This merchandising program . . . which covers every phase of distribution from manufacturers' representatives to consumer . . . costs advertisers nothing. Now more than ever, it helps to make your WLW dollar the most effective advertising dollar you can spend.

LISTENER DOMINANCE. In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. The services of SPECIALTY SALES can be bought on an extremely flexible basis at a very nominal cost.

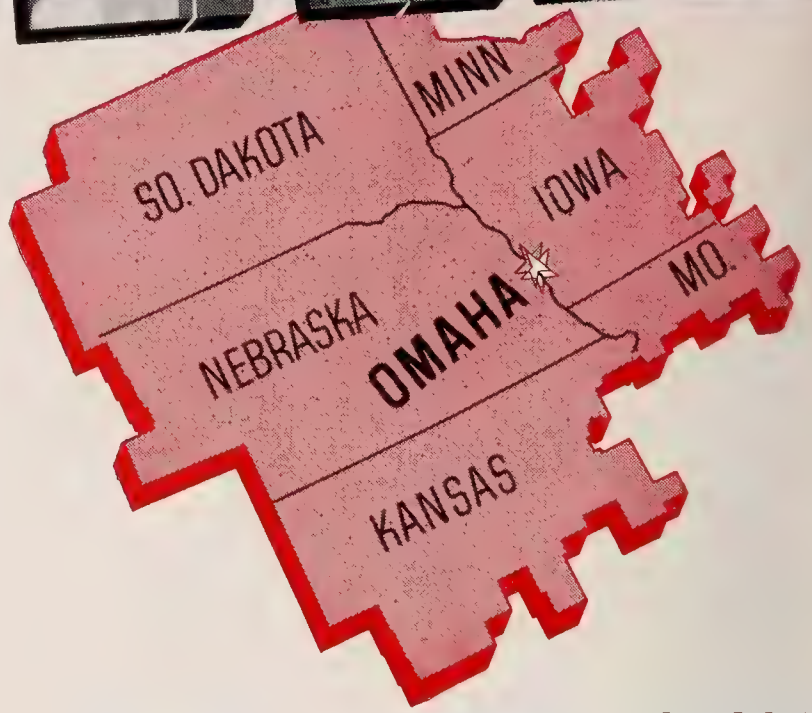
- **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

WOWLAND



is the Result of TWENTY YEARS OF AUDIENCE-BUILDING

WOWLAND is

that portion of Iowa, Nebraska, So. Dakota, Kansas, Minnesota and Missouri—333 counties in all—served by WOW. WOWLAND has a population of nearly 5 million, and contains 1,144,229 Radio Families. For complete Market Data on WOWLAND, including the first "standard" coverage mail map ever issued, write to Radio Station WOW, Inc., Omaha, or the nearest office of John Blair & Co.

Formula for WOW'S SUCCESS:

1. **590 KILOCYCLES:** Because of this excellent frequency, and 5,000 watts power, WOW'S ½ millivolt contour is established approximately 200 miles from Omaha in every direction.

2. **NBC AFFILIATION:** Sole Source of NBC programs for tens of thousands of listeners for FOURTEEN YEARS.

3. **LOCAL IDENTITY:** Always first in News, Special Events, local programs and leadership in civic affairs. WOW has never been merely a network relay station.

4. **GOOD MANAGEMENT:** John J. Gillin, Jr., who started at the bottom with WOW fourteen years ago, is now President and General Manager.

WRITE FOR THIS BOOKLET



WOW

JOHN J. GILLIN, JR., PRESIDENT
JOHN BLAIR & CO., REPRESENTATIVE

OMAHA

MAY 3, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

The Duse, you say!

Yes, WOR-Mutual's new theatre of the air is the same famous Guild Theatre that thrilled to the magic words of Shaw, of Shakespeare, of Molnar. And yes, the magnetic voices of the Lunts, and Dudley Digges and Helen Hayes helped to mellow its wood and hallow its name. Thousands have sat in the Guild audience in 18 years of good theatre. Now millions can flip their dial to "two-on-the-aisle" at the New WOR-Mutual Theatre.

Well, that's WOR for you. Ever progressive, thinking of its responsibility to its listeners. If you can be proud and humble at the same time—we're that. And now, we ring up the curtain on what we hope will be a fresh success.



THE NEW WOR-MUTUAL THEATRE

245 West 52nd Street, in New York

That power-full station

WOR *at 1440 Broadway, in New York*

Reaffirming
A Faith in America



The Bible came into the Middle West in the covered wagons of the pioneers. By the light of the prairie sunset, the pioneer father read family vespers, without which the day was not complete. Even as they built shelters for their families, the pioneers planned the early churches. Today, descendants of these pioneers congregate in their community churches. For, as always, in farm and urban homes of this great Midwest America, family prayers are still an important part of each day.

To further this faith, religious services hold a dominant place in WLS' daily broadcast schedule. WLS is, perhaps, the only radio station employing an ordained minister as full-time director of religious activities. Dr. John W. Holland's inspirational messages have endeared him throughout a dozen states. No day goes by without his cheerful message of brother love, the simple principles of faith, hope and love common to all creeds.

During 18 years of peace, WLS taught and practiced brotherhood and friendship, drawing our listeners together in the close fellowship of neighborliness. Today, in war, these men and women face the future with courage. For as we learned to worship together, now we work and fight together, firm in our faith, an unbounded religious faith in the future of America.

★ ★ ★ ★ ★ ★ ★

WLS
CHICAGO

The PRAIRIE FARMER STATION
Burridge D. Butler, President
Glenn Snyder, Manager

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

★ ★ ★ ★ ★

MANAGEMENT AFFILIATED WITH THE ARIZONA NETWORK ★ KOY, PHOENIX ★ KTUC, TUCSON ★ KSUN, BISBEE-LOWE

THE FACTS ARE..

NO. 3 IN A SERIES:

MEMO FROM

HENRY DE HAAN ADVERTISING AGENCY

DREXEL BLDG. PHILADELPHIA, PA.

April 9, 1943

to: WPEN Commercial Dept.:

This is to confirm our previous correspondence concerning the "Tru-Site Optical Co's" radio program.

We have decided to increase our present 5-minute news digest into a 15-minute program, 6 times weekly at 5:15 P. M.

We will call this enlarged show "Tru-Site News."

As you know our present 26-week contract has not yet expired. We believe you will be gratified to learn that we are not waiting for the 26-week period to end, and are renewing for a 52-week period . . . to begin as of this date. Thus we are more than doubling our radio budget for this client. His continued sales increase warrants this.

H. DeHaan

5000 WATTS • 950 ON THE DIAL

WPEN

W

Yes, Mr. Advertiser

THE FACT IS

WE INCREASE SALES

Watch this space each month for another____

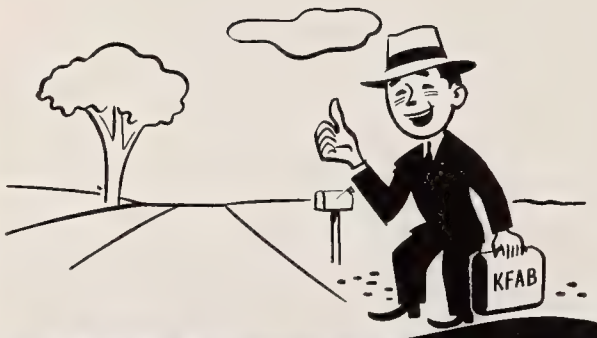
Philadelphia SELLING Story

AFFILIATED STATION OF THE ATLANTIC COAST NETWORK

ıblished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KOIL

is the most economical buy in OMAHA



For Outstate Nebraska KFAB is a must!

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Vol. 24 • No. 18 MAY 3, 19

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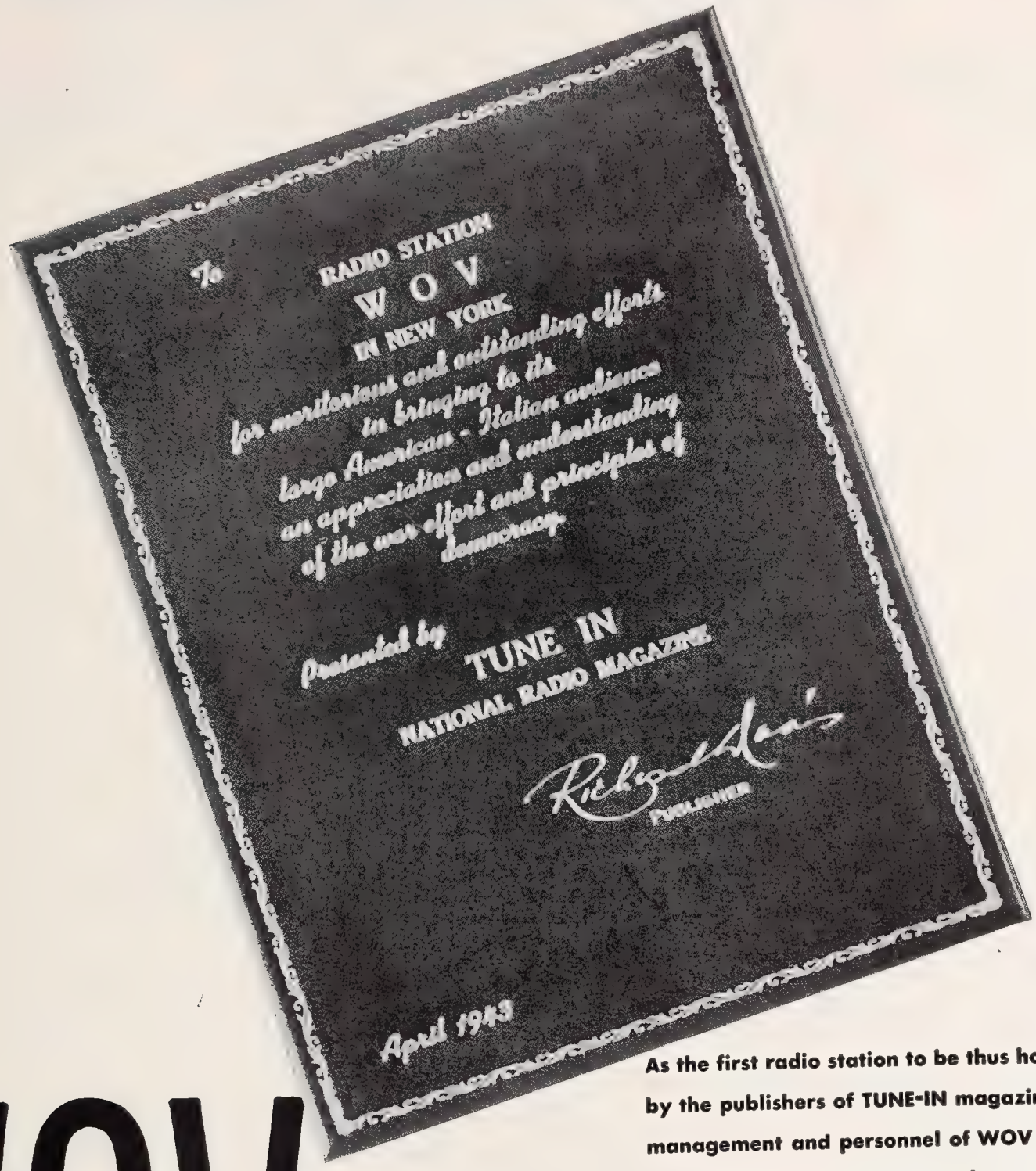
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1927 Graduated, University of Wisconsin, School of Journalism
1928 Advertising Dept., Capitol Times, Madison, Wis.
1929 National Advertising Dept., Minneapolis Tribune
1931 David, Inc.
1934 Sales Department, WTCN
1936 Manager, St. Paul office, WTCN
1941 Sales Manager, WTCN

EVER have a blue-eyed Dutchman sort of drift into your office—and then have you ever "come to" to find that practically over your own dead body you've bought the swellest and most profitable radio deal of your lifetime? If so, you've met "Van" Konynenburg, one of the lowest-pressure, highest-producing sales managers in the media business!

That, say we, is a very fine way to "sell". It implies a good personality—but, far more important, it depends on having a super-excellent product and a delicate sense of where that product will be most productive for your customers. . . .

That's the kind of "selling" we try to do here at Free & Peters. First, because it's a lot of fun, and we get a terrific kick out of it! Second, because after over ten years of it, it has ultimately come to mean that the most pleasant contacts we have in this world are the fellows we do the most business with, here in this group of pioneer radio-station representatives.

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WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

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WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

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WIS . . . . . COLUMBIA
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WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

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BROADCASTING
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VOL. 24, No. 18 WASHINGTON D. C., MAY 3, 1943 $5.00 A YEAR—15c A COPY

NAB Prepares for Total War Operation

Critical Personnel Shortage Is Foreseen; More Program Control Urged

ALTHOUGH regaled with praise for the wartime job they had done, the nation's broadcasters left their War Conference in Chicago last week soberly mindful of even greater responsibilities ahead and with no illusions about special treatment to alleviate their manpower problem or any other Government cushioning of shocks incident to total war.

While the industry was praised unstintingly, government spokesmen told the 1050 registered broadcasters they could not become complacent one moment and that peak operation must be maintained, irrespective of dislocations. In 2½ days of fast-moving sessions Tuesday through Thursday afternoon, the industry was advised repeatedly that more and more of its skilled engineers are needed for the military, and the only solace they could get out of the manpower picture would be through training of women or men physically handicapped, or those otherwise unsuited for military service.

Running story of NAB War Conference proceedings starts on page 28.

Program Control

Over-zealous sponsors and their advertising agencies came in for a few raps as did announcers and m.c.'s who have been disposed to kid the censorship code. There developed also a definite attitude that broadcasters should retrieve control over programming—their basic raw material.

With the war's end far from predictable, the delegates to the NAB's first War Conference, held in lieu of the annual convention, realized that their task is even more weighty than they at first thought. While voluntary censorship has worked, Byron Price, Director of Censorship, minced no words in admonishing them about the delicate complexities of their operations. He called voluntary censorship an "uncompleted experiment" and warned this was no time for over-confidence.

On every side homage was paid the industry, but every speaker exhorted broadcasters to tighten up operations because of the tougher pull ahead. There was no dickering or quibbling or internal discord. Everything on the crammed agenda was handled expeditiously, with considerable attention given to industry problems not directly linked with wartime operation.

In keeping with the times, President Neville Miller was authorized to set up machinery for post-war planning for the industry, in the light of impending new services growing out of war developments. A committee with broad powers is being set up for this task, regarded as the most important and necessary development at the Conference, aside from immediate problems linked directly with the war.

Attendance Surprising

By such headliners as Mr. Price, Elmer Davis, Director of OWI, and FCC Chairman James Lawrence Fly, representatives of the War Manpower Commission, and the military services, the delegates were told of the war's impact in general and of radio's responsibility during wartime operations. Every conceivable aspect of radio operation under emergency conditions was covered.

The attendance of more than 1,000 was surprising. While it did not eclipse the all-time high figure or 1,250 two years ago, there were more owners, managers and executives than at any other convention. They were hungry for information about the job ahead and how they could best serve the war effort.

Among others, Chairman Fly, whose past relations with the NAB have been none too cordial, commended the industry for having "met its first great crisis successfully." He revealed for the first time a post-war planning project initiated with the Radio Manufacturers Association and the Institute of Radio Engineers for creation of a new group to be known as the Radio Technical Planning Board. Advance word of this plan had trickled out and had caused concern. He related that while the plan had not been worked out, he felt it would be shortly. Reports have been received that some opposition has developed.

Board Actions

The new NAB board, which convened after the adjournment of the War Conference promptly named five of its membership to the industries post-war planning committee, proposed by President Miller. In addition to Mr. Miller, the members are John J. Gillin Jr., WOW, Omaha; William B. Way, KVOO, Tulsa; James W. Woodruff Jr., WRBL, Columbus, Ga.; Nathan Lord, WAVE, Louisville, and G. Richard Shafto, WIS, Columbia, S. C. Also to serve with the planning committee will be the chairmen of the NAB's standing committees and three additional broadcasters to be named by Mr. Miller at a future date.

In view of pending legislation for amendment of the Communications Act, the board also approved appointment of a new legislative committee comprising F. M. Russell, NBC, Washington vice-president; Joseph H. Ream, CBS vice-president; James D. Shouse, WLW, Cincinnati; Don Elias, WWNC, Asheville, and Clair McCollough, WGAL, Lancaster.

At its post-Conference session, the Board expressed gratification over the serious tone of the meetings and declared the conference "thoroughly justified in the light of accomplishments."

It also approved a resolution submitted by the Small Station Problems Steering Committee and authorized appointment by President Miller of a Small Station Problems Committee to study ways and means of alleviating the financial troubles of these stations. A fund was established to set up a technical training course upon recommendation of the NAB engineering committee, which will supervise the course as a means toward alleviating the manpower shortage in that field.

Taking cognizance of other developments on the non-war front, the Association adopted a number of resolutions pointedly directed against developments regarded as

NEW ORLEANS
City Will Be Host to the NAB Victory Convention

IT WILL BE New Orleans for the Broadcasters' "Victory Convention" after the war is over.

The Mardi Gras City selected at the Cleveland convention lost out on the War Conference because of difficulties of wartime travel and accommodations. The Chicago meeting last week adopted a resolution pledging the first post-war conference to New Orleans, in accordance with the Cleveland action.

The Conference also voted unanimously that the holding of future war conferences for the duration be left entirely to the Board. As things stand now there won't be another general meeting until Victory is won.

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The Job Has Only Begun—*An Editorial*

RADIO has gone a long way since Pearl Harbor. But it has only begun its job.

That was brought home with stunning clarity at the NAB War Conference in Chicago last week. There homage was paid the industry. Men like Price, of Censorship, Davis of OWI, Fly of the FCC, Appley, of War Manpower, Paley of CBS, and others in Government and industry were effusive in their thanks. But all of them had a grim story about the road ahead and about radio's responsibility.

The impact of those words, of the dangers inherent in wartime operation of so intimate and potent a medium as broadcasting had a profound effect upon every broadcaster there. It wasn't just talk. It was the assignment of a mission that must not fail and that will not end until victory.

One slip, however innocent, by a station or speaker and great injury may be done. Lives may be lost. Ships sunk or some long-range strategy destroyed. Censor Price pounded that home. Broadcasters cannot relax for a moment. A few irresponsible broadcasters among many might cause collapse of the system of voluntary censorship.

That's only part of the story. It was made all too clear by speaker after speaker that the broadcasting industry must shoulder this increased burden in the face of a steadily darkening manpower outlook. More and more engineers and technicians will be called by the military; most all of radio's able-bodied men in the eligible brackets are slated for Government service. The only safe bet is a transition to non-draftees—women, the physically handicapped and the over-age. Intensive training should begin now.

To the industry's credit, it's leadership has thought ahead. A post-war planning committee, such as we have advocated in these columns, was established. Under President Neville Miller, it will map plans for the industry's future, taking cognizance of new services to stem from the war—television, FM, facsimile, and perhaps others.

Another kind of planning also was proposed by FCC—BWC Chairman Fly through formation of a projected Radio Technical Planning Board, to be set up by the FCC, Radio Manufacturers Assn. and Institute of Radio Engineers. It did not provide for active broadcasting industry participation through NAB, it appears. Thus, early establishment within NAB of a post-war unit is necessary.

The industry must look out for itself. It has gotten along pretty well by doing just that. It was not taken into the confidence of those who proposed the technical planning board. Yet the aural broadcasters of today logically are the visual broadcasters of the post-war era. They are the FM broadcasters, the facsimile broadcasters and the men best qualified by experience, public acceptance and ability to carry forward this radio development.

The War Conference was an education as well as a revelation. It's going to take a lot more sweat and work to do the job, and plenty of planning and thinking to land right-side up when the task is over.

The industry is grateful for the commendations from all sides. It isn't asking for medals. It is fighting for those freedoms on the home front, while many of its men are doing a tougher job on the battle lines.

When those men come back, they want a free, competitive broadcasting industry by the American Plan waiting for them, with their old jobs and with new opportunities.

The spirit evinced at the Chicago War Conference, and the things done, augur for exactly that.

---

inimical to the industry. It went all-out behind President Miller in deprecating the ban on electrical transcriptions invoked by James G. Petrillo, President of the AFM, and urged transcribers to "stand firm so they will not give tacit or implicit recognition to Petrillo's false and insincere claim of widespread unemployment in his union, or to his equally false claim that the industry was in obligation to members of his union not employed by it."

The same resolution called upon the transcribers promptly to take such legal measures as may be necessary to end the ban, labelled as in violation of labor's pledge to the nation and injurious to wartime morale and as having inflicted "grievous and unjustified injustice upon the broadcasting and transcription industries."

Fearful of consumer movement developments in support of grade labeling, lest they be directed toward elimination of brand names, the NAB expressed its unalterable opposition to all measures, Government or otherwise, "looking to the abolition of brand names and trademarks in the marketing of commodities."

It heartily endorsed the Halleck Resolution (HRes-98) for a thorough investigation of OPA grade labeling and other moves tending toward elimination of brand names.

With considerable concern evidenced in industry and advertising circles over outside audience service for program ratings, the Board adopted a simple, one-sentence resolution authorizing appointment of a committee to study and report to it with respect "to the establishment of a NAB Bureau of Audience Measurement". Presumably such a project would be the counterpart of the Audit Bureau of Circulations in the printed media, placed in the control of the industry itself. Such projects long have been advocated within the industry, but have never gotten anywhere because of the difficulty in applying newspaper standards of circulation measurement to radio.



NAB BOARD MEMBERS who took office after the NAB War Conference in Chicago last week, following district elections since the last convention, and including two new directors-at-large: Seated (l to r), Leslie Johnson, WHBF, Rock Island, Ill., district director; Joseph O. Maland, WHO, Des Moines, reelected director-at-large; President Neville Miller; Barney Lavin, WDAY, Fargo, director-at-large, who succeeds Gene O'Fallen, KFEL, Denver.

Standing, James D. Shouse, WLW, Cincinnati, director-at-large succeeding Edwin Craig, WSM, Nashville; Roy Thompson, WFBG, Altoona, Pa., district director; Herb Hollister, KANS, Wichita, reelected at-large; F. M. Russell, NBC Washington vice-president; Frank H. King, WMBR, Jacksonville, elected at-large succeeding James W. Woodruff Jr., WRBL, Columbus, Ga. (who was elected a district director); Don S. Elias, WWNC, Asheville, reelected at-large, and Mr. Woodruff. Paul W. Kesten, CBS vice-president and general manager, and Nathan Lord, WAVE, Louisville, were not present for the picture.

Holdover members of the board are Paul W. Morency, WTIC, Hartford; Kolin Hager, WGY, Schenectady; G. Richard Shafto, WIS, Columbia; Hoyt B. Wooten, WREC, Memphis; John E. Fetzer, WKZO, Kalamazoo, Mich.; John J. Gillin Jr., WOW, Omaha; E. L. Hayek, KATE, Albert Lea, Minn.; William B. Way, KVOO, Tulsa; Hugh A. L. Halff, WOAI, San Antonio; Ed. Yocum, KGHL, Billings; Arthur Westlund, KRE, Berkeley, Cal.; Cal J. Smith, KFAC, Los Angeles, and Harry L. Spence, KXRO, Aberdeen, Washington.

Paley's Plea

From President William S. Paley, of CBS, the conference heard a plea for better programming by radio itself. Keenly aware of the importance of programming, Mr. Paley some time ago personally took over direction of the CBS program department. The advertiser and his agent have played an important part in the development of radio but because of the sponsorship zeal, he said, their ideas may not be compatible

(*Continued on Page 71*)

Make Station Research Simple, Direct

Sales Managers Told to 'Know Thyself' As Various Techniques Discussed

By CARLOS FRANCO*
Director of Station Relations
Young & Rubicam, New York

DURING the past dozen years radio broadcasting has developed faster and extended further than any other medium of advertising. Similarly the volume of research in radio has been both great and beneficial. I don't want to be critical of most of the research that has been conducted in this field, but I do want to differentiate or call particular attention to that research which has been most useful to me on the buying side of radio, and that research which has just been a waste of time and money for both of us.



Mr. Franco

A good deal of solid information and factual data are now available regarding radio listening habits, but measured against theoretical ideals, I believe only the first significant steps have been taken.

Coverage, Circulation

First, I should like to discuss the difference between station coverage and station circulation. There have been several techniques developed for measuring station coverage. The earliest was the arbitrary circle drawn around the individual station, the radius of the circle depending on the station manager's enthusiasm or what he had for lunch that day. Other maps were drawn plotting total fan mail received over a period of six months or a year. Such maps were also very flattering to the individual station concerned. Field strength maps or contour measurements have been used by many stations as an indication of station coverage, and these are, of course, basic measurements which every station manager must have. From my side of the fence, however, field strength maps indicate only where a station can be heard and not where it is actually listened to.

Coverage to an advertiser means only one thing—listening. This paramount fact field strength maps are incapable of measuring. For example two stations in the same market, broadcasting with the same power and nearly the same frequency might have almost identical field strength maps but one station might have 90% of the audience listening to it as compared with only 10% for the other station.

The NAB recommendation on coverage, which will be presented to you later, defines that measurement as a physical determination of where a station serves. I am for it—it may not be the perfect answer to our dilemma, but if each of you will observe the recommendations you then will be moving in the right direction.

This is what I mean by the distinction between coverage and circulation. Coverage is potential, circulation is actual. We do not expect a circulation analysis of every program on your station. We would be satisfied with circulation analysis based on the sum total of all your programs or the average of your normal schedule.

If we can know the overall percentage of radio families in each county that you claim is within your coverage area which listens to your station, and the frequency of that listening, I believe that we will have information of real value in appraising your station.

This may sound deflationary, but I think that most smart advertisers realize their ads are not read by the total ABC circulation of magazines and newspapers any more than their programs are listened to by every radio family in your coverage area.

Progress In Techniques

I am not going to attempt to describe the ideal method of measuring circulation at this time but I would like to tell you considerable progress has been made in developing sound techniques for determining the true listening area and actual circulation of individual stations. You recall the pioneer work of the Joint Committee on Radio Research which was composed of representatives from advertisers, agencies and broadcasters. The Joint Committee spent considerable time and money wrestling with this problem and as far back as five years ago discarded the techniques many of you are still using—field strength maps, fan mail maps, post card surveys and the like. You may also recall that the joint committee recommended that a representative cross section of radio homes in each county be surveyed in order to determine station coverage and circulation. I know that it isn't simple, and that careful safeguards must be used in allocating your sample, in framing the questionnaire, in the distribution of the interviews, and in the interpretation of the results. It is important to avoid bias, therefore the survey should be made by an independent authority, if possible.

Keep your questionnaire simple and try to determine the degree of listening to your station either in terms of time or frequency of listening. We don't expect perfection but we would like to see some steps in the direction of honest and conservative maps. Many stations have made such efforts and have given us listening maps and circulation figures of real value.

Listening Area Maps

I cannot impress on you too strongly that such soundly conducted and properly prepared listening area maps should form the bulwark of your selling effort. Even if such maps are not perfected on your first attempt I sincerely believe you will find them very useful and at least a good private inventory of your own assets.

I should like to turn from what we might term gross circulation figures to an analysis of net advertising circulation. This suggests program ratings in radio. All of you are familiar with CAB (Crosley) and Hooper program rating services. These regular services provide bi-monthly ratings on all commercial network programs expressed in relative terms based on total radio homes and sets in use.

Despite the fact these services are widely used they have their limitations from a research point of view. Both services are limited to telephone homes in 32 or 33 major markets and therefore fall short of giving us a truly representative cross section of radio listening in the United States. There are more than twice as many radio homes as there are telephone homes and there may be wide differences in listening habits between these two groups by individual programs. In addition, audience statistics reveal marked differences between listening habits in urban centers as compared with smaller cities and towns and rural areas. In spite of these deficiencies, the telephone technique has been a useful research tool, and these two rating services, in the absence of anything better, at least indicate the relative size of the audience controlled by commercial network programs among telephone homes in 32 or 33 major United States cities.



WITHOUT FRILL or fanfare, NAB President Neville Miller opened the industry's first War Conference in Chicago last Tuesday. It also was the NAB twenty-first annual business meeting, since the 1943 convention, as such, was cancelled.

Hooper Has 50 Cities

Within the past couple of years Hooper has extended his service and has provided individual city reports in about 50 cities. These reports contain program ratings and station indices based on data gathered in exactly the same way; that is, by means of the coincidental telephone technique. Such reports have been read and bootlegged and re-read by a great many people in the industry. It is my impression that some of the reports have been misused or misinterpreted. There is a tendency on the part of many station managers to generalize beyond the limits of their evidence. I simply mean that it is sometimes necessary to look behind the surveys in order properly to evaluate the findings for the individual programs or periods under scrutiny and to recognize certain limitations which may exist in the data.

I believe station-city surveys have value to show trends in program and station ratings, provided of course that the sample is adequate. It is possible to measure the direction of your program rating, the effect of changes in the program structure, and the changes in the size of the listening audience controlled by the station. My word of caution concerns the use of such surveys in a promotional way, such as claiming wide leadership over competing stations in terms of absolute figures to the second decimal place. I know that there are many smaller stations who have been seriously disturbed by such station indices and I should like to assure them that there are many of us on the buying end who are not taken in by exaggerated claims. We are more impressed with an honest straight-forward presentation of facts even though the station may be in second or third place in its market. Furthermore we are constantly watching the direction of individual programs on smaller stations and the trends in station in-

(*Continued on Page 65*)

* Abstract of an address April 29 before the NAB War Conference Sales Manager Meeting.

Year Ahead Is More Important Than 1942 for Advertising

Harold B. Thomas Says Fewer American Men Will Die If Industry Succeeds in Tasks Ahead

TIME and space and services valued at 250 million dollars a year are being contributed to the war effort by the major advertising media with radio stations responsible for about 100 million dollars of that amount, Harold B. Thomas, vice-chairman of the Advertising Council, told the NAB War Conference in Chicago last Thursday. He spoke in place of Chester LaRoche, advertising council chairman, who was ill. Mr. Thomas is president of the Centaur Co., and president of the Advertising Research Foundation.

He cited the Advertising Council, made up of all media groups, as an outstanding example of how different units of business can unite and pull together in a common cause. Failure to recognize fully the role that advertising plays in total war, he said, "is the equivalent of a military error."

Organize Communities

Urging all members of the advertising field to organize their local communities so that advertising can perform its assigned function as a major channel of communication, Mr. Thomas said:

"In the year ahead we will be called upon to help recruit housewives by the millions to leave their kitchens for the jobs men left behind; we will have to persuade millions to help harvest the food and process it, and see that it is shared; we will have to persuade Americans to eat nutritious food, to shun black markets, to understand what the army does with food and what is meant when we say food is a weapon of war.

"We will have to recruit part time volunteers by the hundreds of thousands for rationing boards, civilian defense councils, as army ground observers or spotters: we will have to help get our people to buy more and more war bonds and to understand clearly why they should. They will have to learn to conserve, and to spend less—to eat it up, wear it out, make it do.

"We will be called upon to quicken public responsibility to stay on jobs every working minute, to work harder without grumbling. We will need to make the meaning of the war clearer, to curb disunity, to halt loose talk, to de-bunk rumors. These and a dozen other vitally important things must be done and advertising must help do them. If it plays the part it is capable of playing, fewer American men will die."

The council, which renders all services gratis to government and business, has made substantial progress in working for the conversion of advertising space and time to war information, Mr. Thomas reported.

"Business proposes to deal with the distribution of war information to the home front and to pay for the opportunity," he said. "Just as conversion of plants was the first war contribution of business, the conversion of advertising is its second. If you are proud of what business is doing, you have a right to be. This is the new competition—to see who can do the most for America."

Alluding to radio's war job, Mr. Thomas recited some of its more spectacular achievements, such as the drawing of 104.000 applications for non-combat pilots following a seven-day campaign, as against a goal of 50,000; a boost of between 100 and 250 percent in nursing recruits during a three week period, and a jump of 40 percent after two weeks on the network allocation plan in candidates for the Marine officers school.

In a democracy, he said, the greatest weapon is "information and understanding." Whereas the original effort was to raise funds from industry, as was done in the scrap and fats and greases campaigns, he declared those were exceptions. "Our plan was for conversion of existing advertising space to war purposes."

Mr. Thomas outlined the scope and purpose of the council. It is made up of top executives from the Nation's advertisers and agencies, newspapers, radio, magazine, outdoor and 17 related groups. Radio is represented by Paul Kesten, CBS, vice-president and general manager and Neville Miller, president of the NAB. As a volunteer effort, it renders all services gratis both to Government and to business.

Cooperation With OWI

Mr. Thomas broke down a score of jobs that the Council worked on during the first year. Listing as number one the development of the radio allocation plan in cooperation with OWI, he estimated the value of contributed radio time and talent at 100 million dollars. The only other Council project reaching that estimated figure was the plan for business, covering estimated expenditures of an equal amount on printed advertising alone.

The figure of more than 250 million dollars already diverted for the war effort was described by Mr. Thomas as "just the beginning". He cited commendations from Government officials for the effort. Now the job is the final follow-through which can be supplied locally. The council has in preparation a community war plan to make it easy for advertisers to cooperate in placing war advertising, he said. It would ask local advertisers to provide jointly a war advertising fund and make clear that careful planning and coordinating of war messages can eliminate the "chaos and disruption of frequent, urgent appeals for aid on war campaigns."

Provision should be made in this community war plan for the use of all local media. He urged advertising men to stop thinking of themselves as broadcasters, advertisers or agency men, but as "civilian fighters" managing an industry that produces a "mighty war production—one that can arouse this nation to wrath and effective action that will astound the world."

1,000 DELEGATES ATTEND OPENING



Programs Must be Improved, Says Paley

Cites Danger in Yielding to Pressure Advertising For Bad-Taste

By WILLIAM S. PALEY*
President, Columbia Broadcasting System

HAVE BEEN ASKED to talk
out radio programming. I do so,
t in the role of a program ex-
rt, whatever that may be, but as
e who, having watched the de-
lopment of radio over a period
years, might make some obser-
tions about the special place of
e programming operation in the
dio broadcasting industry.

Four Challenges

The emphasis I shall place on
is subject might give the impres-
n that I consider it to be the
ly problem of importance to
oadcasters and broadcasting.
at, of course, is not true. But
know of no better way to indi-
te how important I do consider
is subject than to list it as one
what, to my mind, are the four
st important challenges which
oadcasters, looking toward the
ture, face today.

First is the continuing change
our relationship with govern-
nt, which may be effected by regulation or by legislation or by both.

The second is the challenge of our own public relations, in the broadest sense of informing the public about the importance of broadcasting as an instrument of daily service and of democratic freedom. We have informed the public expertly about almost everything under the sun, except broadcasting itself.

Third is the challenge of technical change which lies ahead. This includes the probable change in whole or in part from our present broadcast band into the higher frequencies, both for radio broadcasting, television broadcasting, and probably facsimile broadcasting.

Fourth is the subject to which I address this talk—radio programming. And I might add that, in a very practical sense, this challenge and the way we meet it, may have a far-reaching effect on all our other problems.

I feel confident that all thoughtful broadcasters will understand me and agree with me when I predict that history and the American people will in the end pronounce the ultimate judgment on the war record of the broadcasting industry almost solely in terms of progress. We shall not be judges on our engineering accomplishments, despite the undoubted difficulties of maintaining standards under war-time anxieties over manpower, maintenance of income, payment of taxes, and other management pressures. No matter how resourceful the solutions of our present business or operating problems may be, let us not forget that these are essentially trade matters and that outsiders, if interested at all, take it for granted that these solutions will be found.

The End Product

Most industries face vexatious problems today and they are expected to solve them. Every industry must face the fact that it will be evaluated almost entirely by its end products. In radio that end product consists of the radio programs put on the air. And because that product must take an almost untold number of forms, must be flexible to the extent of meeting new conditions from day to day, must concern itself with every aspect of life, must be turned out to fill from 16 to 24 hours in each and every day, it challenges the ingenuity and the creative power of its makers to an extent seldom faced by those in any other field.

In a very real sense, our programs are today the symbol of our participation in the war, and it will be through our programs that we must build the post-war prestige and justification of privately licensed broadcasting.

Perhaps never since the earliest days of the industry has there been such a necessity for top management to interest itself in programming. I do not make this point with the thought that top management necessarily represents the top in creative program ability. Where it does the program department will be enriched. But even where it doesn't the direct and personal interest of top management in program planning and execution will bring important added values to the program department.

Expression of Interest

This interest can express itself in many ways. For example, in seeing that program department personnel has easy and constant access to the chief officers of radio organizations. Or, in making a point of a fair hearing in any dispute between the program department and the sales department, and in weighing the importance of sound programming over the long haul, against certain immediately lucrative commercial opportunities. Or in displaying interest in, and awareness of, inspired work from the rank and file in the program department. Or in encouraging pride in programs as such, by always giving the program department the best break possible when budget time rolls around.

May I pause at this point to say, parenthetically, that I am not unmindful of the peculiar hardships of some of the very small stations in the very small towns. The war has fallen heavily upon certain of these stations, and their operators I realize might be inclined to smile at those among us who enjoy the

(*Continued on page 50*)

* Text of address delivered April 28 at NAB War Conference in Chicago.

ESSION OF NAB WAR CONFERENCE




Meet Milton Grubb
WEEI
CBS

..he is one of Boston's BIG men

Milton Grubbs is 14 years old. He is one of New England's best known and best liked personalities.

There's a lot of Barnum in Milton. But no more than in a million other kids who love to "play-act." The difference is that Milton lives within earshot of a certain Boston radio station.

It happened this way: nearly two years ago, Milton's favorite station (and his family's) had a smart idea. WEEI was going to let the younger generation prove its fibre on a new weekly program. The series, said WEEI, would be cast entirely by teen-age kids, under the sympathetic tutelage of Dolphe Martin, who would select them by try-outs.

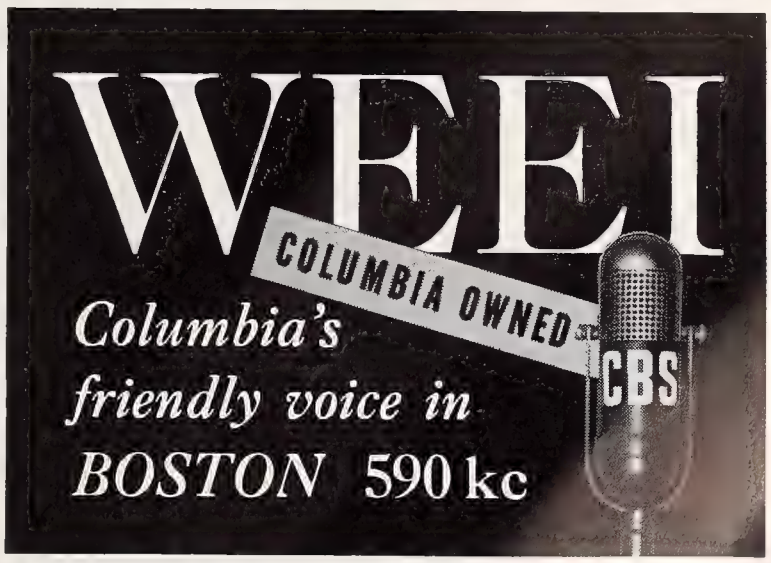
Hundreds of starry-eyed boys and girls came to the auditions. From this bubbling talent pool, dozens were chosen—choristers, soloists, actors, repertory player candidates. And Milton Grubbs, m.c.

Finally, the show was ready; the big day came. Milton Grubbs, scared but resolute, announced..."*This is Youth on Parade.*" The choristers picked it up and ran along the vocal scale with it. Fledgling Ruth Casey helped blend it with a magnificent solo. The junior Barrymores did a capsule dramatization. A comedian with a changing voice gave some remarkably true impersonations. Youth was on parade, over WEEI.

It was a hit. Not just another "kid show"; not a one-performance amateur hour...but a variety series of CBS caliber. And today—99 programs later—it's still a hit. *So much so that through WEEI's vast service area, almost one out of every four listeners are tuned to the program.*

Forty-four programs after the first brave show, *Youth on Parade* "went Columbia" coast-to-coast... Milton Grubbs, m.c. We hope you will listen this Saturday, at 10:00 a.m., over your own CBS station. You'll enjoy the show, we know. And we think it will tell you eloquently why WEEI (where it all started) is so much a part of the lives of New Englanders...why WEEI is, indeed, Columbia's Friendly Voice in Boston.

YOUTH ON PARADE is now ready for sponsorship ...on CBS coast-to-coast. Ask us or CBS for details.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Fly Urges Post-War Planning Board

Praises Industry War Job; Points to His Stand on Private Ownership

By JAMES LAWRENCE FLY*
Chairman, Federal Communications Commission

I WELCOME this opportunity to speak, at the invitation of the Columbia Broadcasting System, from this War Conference of the National Association of Broadcasters which is now going on here in Chicago.

Our radio broadcasting stations have now had 16 months experience in serving the public under wartime conditions, and so the time has come for the industry and station managements to take stock of developments so far, and to lay plans for the future.

If I were to sum up radio's experience since Pearl Harbor, I would say—and I think most radio listeners would agree, that the American system of broadcasting has met its first great crisis, and has met it successfully. Despite the manifold difficulties which have beset wartime broadcasting, the networks and stations have given us a full quota of service—including news from the fighting fronts and from the home fronts, comment on and discussion of the news and public issues, entertainment and relaxation, and programs stressing full public cooperation in the many war drives which are so essential if we are to win an unconditional victory.

Cites Elmer Davis

Elmer Davis has said:

"The better the American people understand what this war is about, the harder they will work and fight to win it."

That is the challenge which our broadcasters are currently facing, and facing with courage and ingenuity.

Let me take one example among many—the broadcasts from abroad which help keep the American public better informed than any other nation on the face of the globe.

Daily broadcasts from London, Chungking, Algiers, Moscow, Darwin, and points between, surmount the barriers of distance and national boundaries to bring us news of our troops abroad and of the world outside our borders.

In this and other ways, it seems to me, radio is meeting the challenge of wartime operation, and as a direct result, the American system of broadcasting—by which I mean stations and networks privately owned and managed but operating in the public interest—stands on firmer ground today than it has ever stood. Far from shaking our basic broadcasting structure, the war has strengthened it, so that today the essential importance of broadcasting in the war is universally recognized.

Before war actually came, there were those—and as the record clearly shows I was never one of their number—who believed that our communications structure could not survive in private ownership during a war, and who thought it inevitable that now, as during the first world war, telephone, telegraph, and perhaps radio broadcasting would have to be "taken over." Since my first appointment to the Commission, I have firmly opposed that philosophy, and time, I think, has shown that it was a wholly mistaken notion. Experience has shown what I, along with all other responsible Government administrators, have always believed, that private broadcasting, in war as in peace, is a main bulwark of American Democracy.

Let me add, however, that in the final analysis the future of broadcasting is not in the hands of the Federal Communications Commission, or of any other Government agency. It is in the hands of listeners. Government may act to improve a situation here or to eliminate an abuse there, but the real fate of broadcasting lies in the hands of listeners, themselves. By your support you make broadcasting possible, and so long as your support is forthcoming, broadcasting will flourish.

It is this dependence on public support which makes radio a prime democratic medium of our era. By turning a dial, the listener can select or reject, accept or relegate to limbo, any particular program, and by flipping a switch he can shut out the entire radio spectrum. Conversely, his interest and his attention can make radio an intimate part of his daily life, and of the life of the nation. You, as listeners, are thus the ultimate judges who fix the quality of radio programs. The responsibility is largely yours.

Needless to say, broadcasters are sensitive to public opinion. Hourly surveys conducted day and night keep the industry aware of popular reaction. They know when the dial is turned or the switch thrown shutting off all service. It is this sensitivity to public opinion, it seems to me, which has made radio democratic and which keeps it democratic. The same factor lays the responsibility upon the shoulders of the listening public.

Broadcaster's Problems

It has not been easy for the broadcasting industry to maintain service uncurtailed during the war. They have had to meet and to overcome the most serious obstacles, a few of which I should like briefly to describe. It is due in large part to these obstacles that the War Conference of the National Association of Broadcasters is meeting here this week. One major problem is the manpower shortage which affects broadcasting even more than it does some other industries, because radio is essentially a young man's occupation and even the old-timers are comparatively young men. The staffs which remain—and I include particularly those radio technicians whom you never hear over the radio, but who nevertheless keep the stations going—are hard put to maintain continuous service.

The Federal Communications Commission has taken several particular steps to help alleviate this manpower shortage and the industry has taken many more. The problem is not wholly solved, but I doubt very much that any stations will be forced off the air in the foreseeable future for lack of personnel.

A second major problem which broadcasting must solve is the equipment shortage. The armed forces need radio equipment in unprecedented quantities and their needs come first. Perhaps the most pressing aspect of this problem is the supply of batteries for radios in farm homes which do not have electric power. The farmer more than others is dependent upon radio for market and crop reports, for news and information and for entertainment. Engaged as he is in the battle of production, he needs and deserves the many benefits of radio if his efficiency is to be maintained.

Due to the battery shortage, unfortunately, many farmers are for the time being deprived of its advantages. The difficulty is that batteries require materials urgently needed for direct war uses. To date no satisfactory substitutes have been devised. The War Production Board of course is doing its very best to solve the battery problem and I look forward to an early solution. Meanwhile, every owner of battery-operated receiver can help by conserving his own battery.

Post War Prospects

Perhaps this is enough to give you some notion of the many problems being threshed out here in Chicago this week. In conclusion I would like to open up very briefly some post-war radio perspective.

Few of us, I think, realize the tremendous progress that has been made in radio and related fields during this war. Military secrecy of necessity shrouds these developments which the enemy would give much to know. Later these technical developments adapted to the purposes of peace will unquestionably revolutionize all forms of communication and lead to new and better uses in the public interest. I think that all of us now realize the utmost importance of planning for

(*Continued on page 46*)



MANPOWER was the topic and its seriousness is denoted by the expressions of these head-table speakers at the initial session of the War Conference last Tuesday (l to r): Brig. Gen. Frank E. Stoner, Assistant Chief, Army Signal Corps; Lindsay Wellington, North American manager, British Broadcasting Corp.; Lawrence A. Appley, executive director, War Manpower Com.; Lt. Com. P. H. Winston, Selective Service.

*Text of speech delivered April 28 on Columbia Broadcasting System from NAB War Conference in Chicago. See running story of Conference for other comments by Chairman Fly.



Nothing recedes like success!

"To be here tomorrow, advertise today"

Now, more than ever, this ancient advertising maxim is true — true for firms with products to sell — true for those whose products have gone to war.

The first quarter of this year has been *the best in the history of WNEW . . . 42 more advertisers for '43!* Ten are new national advertisers . . . 11 are new local accounts . . . *and 21 are former WNEW advertisers,* welcomed back with open arms.

All advertising pays on WNEW — New York's first station in low cost of reaching customers. And dozens of regular WNEW advertisers — some of 10 years standing — will tell you, "Constant WNEW advertising makes sales *GO UP* — and *STAY UP!*"

WNEW

501 MADISON AVENUE · NEW YORK, N. Y.

Serving New York and New Jersey Twenty-Four Hours a Day

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY

Post-War Buyer Stimulation Is Urged by Research Group

Business Must Prepare to Translate Deferred Buying Power Into Effective Demand

"CONSUMERS must be persuaded to buy more things than they have ever had before", if post-war business is to be successful in maintaining production levels that will absorb the available labor force, according to *Markets After the War*, economic study released April 29 by the Dept. of Commerce.

The report was written primarily for market analysts at the suggestion of the Committee for Economic Development, whose aim is to stimulate and help business do its own planning for high-level employment and post-war production. The CED, while originally sponsored by the Commerce Dept., is an independent organization supported by contributions from industry. *Markets After the War* is being reprinted by the committee for distribution through its community committees throughout the country. CED headquarters are in the Department of Commerce Bldg., Washington.

Boom and Depression

Pointing out "there is nothing automatic or inevitable about this post-war market," the report says the potential that goes with "high income, deferred demand and accumulated purchasing power needs to be translated into effective demand for particular goods and services."

S. Morris Livingston, author of the report, chief of the national economics unit of the Bureau of Foreign & Domestic Commerce, directed particular attention to the serious threat of "simultaneous boom and depression" following the war.

Following is a selection of significant facts and figures from the text of the report:

Federal Government now buys half of national output.

In 12 years, 1929-41, output per man-hour of employment increased 34 per cent. Fewer people, working shorter hours, produced substantially more goods and services in 1940 than in 1929.

Increase of 10 million workers is projected from 1940 to 1946. This assumes longer schooling trend, earlier retirement, a practical minimum of 2 million unemployed and continuation of nearly 2 million in armed forces.

Potential capacity of available manpower in 1946 almost 50% greater than total output in 1940.

First quarter of 1943 national output was at annual rate of $170 billion, or $146 billion in 1940 prices. Physical production already 50% greater than in 1940.

WPB Plans New Agency To Plan Civilian Needs

A STRENGTHENED agency within WPB to supervise production of civilian requirements was reliably forecast last week as officials were reported completing an order giving vast new powers to a revamped office of civilian requirements, under Arthur D. Whiteside, new WPB Vice Chairman who reports directly to Donald Nelson.

The order was expected momentarily. According to well-informed sources it would give Mr. Whiteside ample authority to insure that civilians are properly represented in the allocation of materials and facilities for production. Whether the new arrangement would effect the status of such agencies as the Radio & Radar Divisions foreign and domestic broadcast branch under Frank H. McIntosh remained unanswered but it was generally believed that a representative of Mr. Whiteside would have a voice in keeping a supply of radios for civilians along with other commodities.

CRAIG GIVES UP NAB ACTIVITIES

FORCED by current conditions to devote practically all of his time to executive direction of the National Life & Accident Insurance Co. in Nashville, Edwin W. Craig, executive head of WSM, Nashville, for the first time in a decade relinquishes his status as an NAB director. Mr. Craig a member of the board since 1935, was not a candidate for reelection as a director-at-large at the NAB War Conference.

Serving as executive vice-president of the insurance company, of which his father is board chairman, Mr. Craig during recent months has been devoting practically all of his time to that business, with Harry Stone, WSM general manager, taking most of his duties.

A familiar and forceful industry figure, Mr. Craig had been in the leadership of practically every industry crisis during his board tenure which began with the Colorado Springs convention. He was chairman of the reorganization committee which in 1938 brought in the plan for the present trade association. He also placed in nomination Neville Miller as the industry's first president in 1938. Mr. Craig did not attend the Chicago sessions but word was conveyed that he would not be a candidate for reelection. He has served as a director-at-large for large stations.

WWDC Names Weed

WWDC, Washington, has named Weed & Co. as national representative effective May 1.

MILLER McCLINTOCK, president of MBS was stricken with pneumonia last Thursday in Chicago as the NAB War Conference ended and his West Coast speaking tour was cancelled.



CORRIDOR CONCLAVE convoked convivially (l to r): Harold A Lafount, president, Atlantic Coast Network Inc.; John Mayo, Associate Music Publishers; W. A. McCall, United Press, Chicago; Ralph We WOV, New York; Al Harrison, United Press, New York; Harold Burk WBAL, Baltimore.

Big Selling Job on Department Store Must Be Done by Radio, Garber Claim

DECLARING that radio must have a more important place in department store advertising budgets, and laying blame for failure to obtain this largely upon broadcasters themselves, John A. Garber, advertising manager of Strawbridge & Clothier, Philadelphia, took both industries to task when addressing station executives at a meeting on "Sales—a Wartime Necessity," last Wednesday night at the NAB War Conference.

A Few Problems

Mr. Garber expressed belief that radio will and must have an important place in the department store advertising appropriation. He warned, though, that a long missionary and selling job must be done by broadcasters to share those dollars—some 75 to 100 million of them nationally.

Mr. Garber listed some of the reasons it has been difficult for those two industries to get together: (1) lack of intelligent approach to programming and timin by both stores and stations; (2 charge-back system by which th buyer or divisional man is in th last analysis responsible for h publicity expenditures as well a sales, and his consequent refusal t take a chance on radio; (3) fai ure of stores to give programs ad quate time to take; (4) failure stores to expend enough of the publicity budget on radio to mak an adequate impression on the ma ket; (5) the problem of buckin good national programs practicall throughout the day; (6) lack of u derstanding of radio on part store advertising men trained visual media.

He cautioned broadcasters to se a merchandising story, not a sho

Helen Kennedy, advertising d rector of Kroger Grocery & Ba ing Co., Cincinnati, also a speak er at the sales session, said there a post-war selling job to be don and radio is in a position to do

BRUSH FIRE BURNS WCAP TRANSMITTER

TRANSMITTER of WCAP, Asbury Park, N. J., was destroyed by fire last Wednesday, putting the station off the air indefinitely. Sparks from a brush fire near the transmitter, about three miles outside Asbury Park, got in between the slate roof and the ceiling of the transmitter house, whose occupants realized too late that the structure was on fire.

Thomas F. Burley Jr., station head, told BROADCASTING that the building is a wreck with only the side walls standing. He estimated the damage at about $60,000. He said that the antenna and the ground system are still in good condition and that an emergency transmitter will be set up at the base of the antenna as soon as new equipment can be secured.

Mr. Burley said that this is the second transmitter he has lost by fire, that of WBRB, Red Bank, N. J., having been destroyed.

PRESIDENT Roosevelt's speech Monterey, Mexico, April 20 had a Hooper rating of 44.1.

WHEELER DELAYS FCC BILL HEARIN

OPENING hearing on the Whit Wheeler Bill to reorganize t FCC has been postponed until F day, May 14, by the Senate Inte state Commerce Subcommitte Chairman Wheeler announced la week. He explained that absence Sen. White (R-Me.), who is out Washington on official business, a counted for abandonment of t previously announced hearing da May 6 [BROADCASTING, April 1

The White-Wheeler Bill (S-81 would sharply restrict regulato functions of the FCC. It would d vide the Commission into two a tonomous bodies of three membe each—one to handle broadcastin and related matters, and the oth to handle common carriers.

Sen. Wheeler said last week th plans for the hearing were not y ready. Since the White-Wheeler B generally parallels the Sande Bill introduced last session, it believed that hearings will not l extensive, and that they involv only non-repetitious testimony supplement the last year's San ers Bill records.

BMI

ENDURING PROOF OF THE POWER AND THE DETERMINATION OF AN AMERICAN INDUSTRY TO CREATE AND MAINTAIN THE RIGHT OF FREE TRADE IN A COMPETITIVE MARKET

BMI now licenses 894 broadcasting stations and 17 networks in the United States and Canada.

NAB Retail Promotion Starts in Fall

Solves Both Store and Station's Problems

THE INDUSTRY-WIDE retail promotion plan will be put into operation early next fall, it was announced by Paul W. Morency, WTIC, Hartford, chairman of the plan committee, at the Wednesday afternoon session of the NAB War Conference. The financial commitment was made by the NAB board last Monday, which agreed to make up any deficit of the $125,000 goal set for putting the plan into operation. To date close to 300 stations have pledged almost $83,000.

The potential for radio in the retail field was comprehensively presented by Sheldon R. Coons, who has been retained as special consultant for the promotional plan. Mr. Coons, in paying tribute to the members of the committee, recalled the thoroughness with which the problem was studied before agreeing to undertake the job.

Experts Consulted

"We were in touch with authorities and experts supplementing our own knowledge of distribution, economics, government, research, and finance. We talked to retailers and analyzed surveys on the use of radio by retailers. We prepared budgets of varying size to fit plans, and finally emerged with a basic plan which your Committee approved and endorsed," he said.

"The committee questioned us as to every detail, went over the plans with a fine tooth comb, and then presented its own plans for the financing of the undertaking, which in turn were discussed and debated with every segment of the industry represented in the debate, and finally approved."

Mr. Coons read a news story on the record breaking increase of retail sales and revealed that March and April retail sales will be substantially ahead of a year ago. In a review of wartime merchandising problems, Mr. Coons predicted that the 1943 retail volume will be maintained at its present high level. The Retail Promotion Committee plan will be put into effect at a time when these conditions prevail:

1—the shortage of goods is apparently being surmounted by the nation's retailers,

2—the retailers' margin of profit on normal volume, even without the excess profit taxes, continues low and indicates a further rise in the cost of distribution, and

3—that the only cure of unprofitable distribution is in greater volume, or in lower sales costs, or both.

"Never was a classification of advertisers so harried," Mr. Coons continued, "so in need of communication with its customers, so uncertain of the future trends affecting it. If you believe as I do, and as I hope the study will prove, that broadcasting is a magnificent and effective sales force, I say to you that the retailers will welcome our study of their business and the light we expect to throw upon our medium now, and that once they know and understand broadcasting, you will get together."

As an answer to those stations still unpledged to the plan who say that they are sold out or that local business is undesirable, Mr. Coons drew an analogy between broadcasting and retailing. Twenty years ago department stores, at the zenith of sales and profit, scoffed at suburban stores, neighborhood stores, chain stores, with the result that their sales and profits have slipped.

Issuing a warning signal that the present prospect of radio is full of pitfalls, Mr. Coons remarked that too much of radio revenue is concentrated in too few fields; to few classifications of advertisers buy the medium. Many people believe that radio is in in its patent medicine era, he said, which the press once experienced and from which it has long since emerged.

New Dignity

More department store advertising would give new dignity to many new radio stations, and would provide a volume which would make unnecessary present accounts which the broadcasters themselves wish they could afford to do without. If the leading retailers embrace radio, the whole tone of the local radio business will improve, and further, if the retailers come to believe in radio as a medium, radio will develop many classifications of accounts whose distribution is throug store outlets.

Lewis H. Avery, NAB directo of broadcast advertising, outline the actual mechanics of the plan t the assembled broadcasters. A dra matic four-hour presentation c problems of retail selling, reta distribution, and the part radi advertising can play in their solu tion are packaged in a master show ing including: (1) sound motio pictures, (2) motion slide film (3) transcriptions, (4) animatio (5) charts, (6) supplementary ex hibits, (7) printed material fo distribution.

The master showings will b routed around the country. In ad dition, all of the facts contained i the last showing will be availabl in jumbo easel form, and 500 des presentations will also be mad available to each participating sta tion.

Harvard Studies Air Use by Retailers

Report Will Be of Aid To Buyer, Seller Of Radio Time

By C. H. SANDAGE
Visiting Professor of Business Research
Harvard University

THE HARVARD Business School is starting a study of radio advertising as employed by retailers, service operators, wholesalers and manufacturers with limited territorial distribution. The support and help of radio station management is necessary to make the study a complete success.



Prof. Sandage

The school feels that such help will be given because of the outstanding contributions which the industry has already made to advertising and market research. It is probable that no other advertising medium has devoted as much time and effort to this type of work. Most research of the past, however, has been devoted to a study of radio as a medium for the national advertiser.

Results of past research have been most helpful to both the radio industry and the national advertiser. Equally beneficial results can stem from research into radio as a medium for the local businessman. It is therefore the purpose of the Harvard study to find out what makes radio click for the retailer and other local businessmen. Facts uncovered from such a study will serve as guiding principles to both the buyer and seller of radio time. They should also be of value to local merchants in their postwar responsibility to distribute the vast quantities of goods made available by peacetime industry.

Procedures to Be Followed

A considerable amount of time will be devoted to making personal calls on advertisers and station management to discuss at first hand the experiences of successful and unsuccessful users of this pow erful advertising tool. In these per sonal interviews all aspects of ra dio use will be analyzed. The fol lowing factors will be included fo specific study: programming length of time on the air, method used to measure success, actua sales results from use of radio types of products and services es pecially adapted to radio advertis ing, how commercials are utilized importance of personalities, build ing participation features, degre to which radio promotion is mer chandized by station or agency per sonnel and the coordination of ra dio with other advertising efforts

In addition to using the person interview method some informatio will be sought by mail from adver tisers and radio stations. Shor questionnaires will be used to se cure data concerning the exten and character of local radio adver tising. Advertisers will be asked t submit such data as the relativ importance of radio in their tota advertising budget, results fro their use of radio, types of pro grams used and their estimate o the success of radio.

Stations will be asked to supply data on the relative importance o local business, the extent to whic advertising agencies supply loca business and a detailed breakdow of local business by spot announce ments and sponsored programs.

Need Help of Stations

A study such as this cannot b successful without the help of radi station management. We have al ready asked radio stations to fur nish us with the names and ad dresses of their local accounts. The

(*Continued on page 69*)



MIDWESTERNERS ALL (l to r): Les Johnson, WHBF, Rock Island; Clair Heyer, Armour & Co., Chicago; F. A. Higgins, WDAN, Danville, Ill.; Herbert Denny, Standard Radio, Chicago; Alex Sherwood, Standard Radio, Chicago; Mrs. Higgins; John J. Laux, WSTV, Steubenville, O.; Mrs. Denny.

Like Ice Cream . . .



KYW is Philadelphia's Dish!

Philadelphians brought ice cream to its rich perfection. They invented the ice cream soda. And through generations ice cream has become Philadelphia's dish.

Rely on a Philadelphian to know Philadelphia tastes—in radio as in every other field. And remember that Philadelphia advertisers buy a huge and growing share of KYW's sponsorship. Today they account for 43% of all our non-network time.

This would not be so remarkable if KYW were a small local station specializing in local retail advertising, but it isn't. KYW is the 50,000 watt, top-notch station of the nation's third market, carrying NBC programs.

Investigate our directed coverage, which saturates the market from the Appalachians to the sea. KYW is Philadelphia's dish. Make it yours as well.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

KYW
PHILADELPHIA
50,000 WATTS

TO OUR FRIENDS

AS WE PASS OUR TENTH ANNIVERSARY...

The record of our growth

is gratifying evidence that

the highly specialized service

we have created has earned

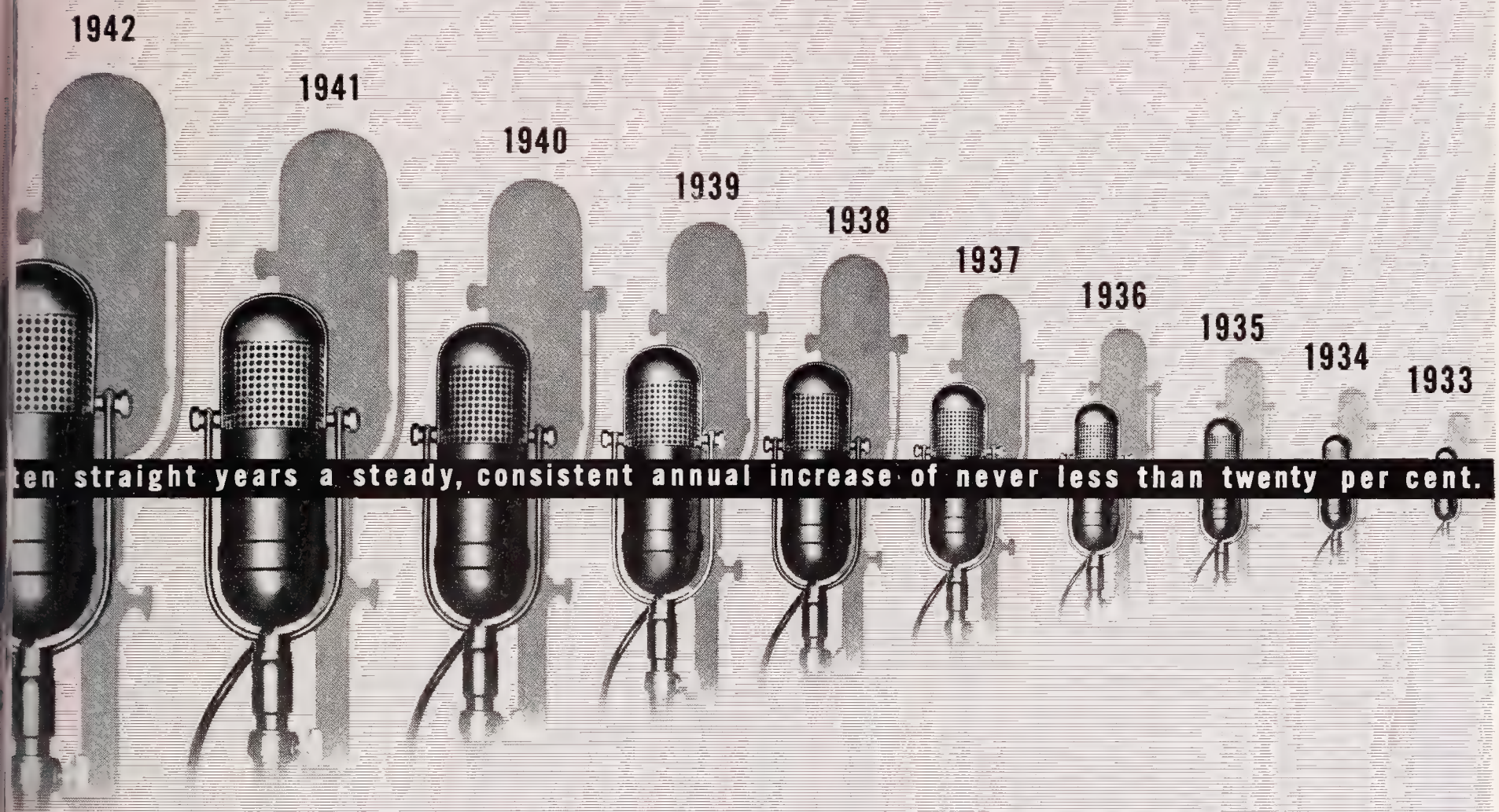
your respect and confidence.

Paul H. Raymer



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES



ten straight years a steady, consistent annual increase of never less than twenty per cent.

Don't Get Smug, Price Warns NAB

Censor Chief Praises Industry for Code Cooperation

By BYRON PRICE*
Director of Censorship

IN THE YEAR since we were last together at Cleveland you have been making history.

At the time of that meeting, no one knew what would happen to broadcasting. Many of you were apprehensive about your properties and your future independence. Nor was the Government, on its side, free of worry. The potential dangers from radio impulses leaping out over our national boundaries in wartime were plain to see, and terrible to contemplate.

We were undertaking an experiment which many felt sure would fail. Voluntary Censorship of broadcasting had never been tried before. In other countries, even other democratic countries, we had seen radio become the wartime chattel of Government. We were all aware, I believe, that some of your own listeners wanted to see the same thing happen here. It was a fateful moment for the future of American broadcasting.

In the past year we have come to understand each other better. I think I speak our mutual thought when I say that we stand on solider ground with one another, and that much of the strangeness and tension has gone out of our relationships. Although it is far from being the whole battle, the clearer atmosphere in this field is an important contribution toward victory.

Cooperation Acknowledged

I am glad to make acknowledgment of the splendid cooperation of so many of you in the experiment of voluntary censorship. We have asked much, and we have received much. For reasons of security, we have not always been able to explain fully why we were asking. Still you have been willing to respond. Hundreds of stations are helping to write a bright page in the story of broadcasting—a page which in times to come will utterly confound those totalitarian philosophers who put so low an estimate on the strength of free institutions under the strain of total emergency.

On its part, the Office of Censorship has sought to deal fairly and understandingly with your wartime problems. We have clung always to the concept that unity of effort can better be attained in this enlightened industry by plain and direct appeals to reason than by threats of fines and imprisonment. Often the application of that principle has required the ultimate in skill and patience; and I pay tribute gratefully, as all of you should do, to the tireless and intelligent service which is being rendered day and night by Harold Ryan and his associates on the staff of Censorship. Your industry owes them a debt far greater than any of you realize.

Now I have spoken frankly about the past. I will be equally frank about the present and the unfinished task ahead.

The truth is that you have found voluntary Censorship easier than you had feared it would be. You have been able to present the news from many fronts, in much detail. Entertainment programs continue without great change. You have seen no invasion by Censorship of your right to free expression and opinion. By and large, you have not suffered the financial losses you expected. You naturally and commendably resent Censorship, and always will, but you have learned to live with it, and have not found it unendurable.

Voices Warning

You are getting along all right. But my studied advice to you is not to be too smug about it. Radio —and the same is true of the press —could make no greater mistake than to suppose that voluntary Censorship has become a definite and final success, and that the worst is over. The worst will never be over until the war is over. Every danger to the industry which you sensed a year ago is still inherent in the delicate complexities of this uncompleted experiment. It is no time for over-confidence.

It would be quite possible under present conditions to become blasé about the Censorship Code—to say "Oh well, it didn't amount to so much after all, we really don't have to think much about it." I remind you that the Code does amount to a great deal. Its religious observance means much to the security of your country, and much to the future of broadcasting. There is nothing more dangerous than being lulled into a false sense of security.

So I come to you today asking not only for a renewal of the faith, but for an even more virile determination on your part to make the Code a living, vibrant part of your daily life. The broadcasting industry itself, as an entity, must take full cognizance of its collective interest. If there are any moldy corners, or cobwebs on any stairway, it is time for you as an industry to clean them up. What a tragedy it would be if a few irresponsible broadcasters among many should accomplish the collapse of a patriotic endeavor which means so much to all of you!

The moral effectiveness and the property investment of every one of you suffers whenever a single wisecracking announcer seeks to make a joke of the Code. You ought to expunge from the book forever such dialogue as "You know, we're not supposed to do this, but for this once here it is, and I hope no censor is listening," or on a rainy morning "Where is that record 'Get Out Your Old Umbrella'."

Your interest and your country's interest are injured whenever a single commentator anywhere, toying with the Code as if it were all a part of a friendly game, tries to see how near he can come to a dangerous disclosure and still have a technical alibi if he's caught. That is not cleverness in the face of the enemy, no matter what the egotist may think of his brainchild.

Heard Abroad

Yesterday I had occasion to speak some plain words to a conference of foreign language broadcasters. I think you know it has never been the desire of the Office of Censorship to see foreign language broadcasting abolished. But you know also that many of these stations are near our borders. You know that their programs can be heard on foreign soil and on the sea, so that in a true sense the broadcasts are international communications. And none of you can be in any doubt that in wartime we not only need, but we must have, censorship of international communications.

Can't Plead Ignorance

Carelessness and irresponsibility in foreign language broadcasting cannot be tolerated by a responsible government. I hope it will not be tolerated in the first instance by the industry itself. The Code provisions regarding this type of operation must be observed. I earnestly solicit your organized attention to this problem, for your own good and for the good of the country.

I don't think any broadcaster can plead, after sixteen months, either ignorance or misunderstanding of the Code. In a letter he sent the other day to one of you, Harold Ryan said:

"The Code was written by broadcasters for broadcasters, and its language is not complicated by legal terminology. We intended that it should be as understandable as possible. In making it so, we sacrificed many wordy furbelows which might have made the document more binding. We felt such tactics were unnecessary in a voluntary system."

Nothing could be fairer than that. The rest is still up to you.

* Text of speech at NAB War Conference.

YOU MAY HAVE
A Copy of Westinghouse's 'Truth' Drawing

A 16x20" lithograph of an original wash drawing titled "The Truth Shall Make Them Free" is offered free on request to persons associated with broadcasting by Westinghouse Radio Stations Inc.

The drawing was made on commission for a Westinghouse Radio Stations advertisement to appear in trade magazines, and was exhibited at the NAB War Conference in Chicago. It depicts three peasants listening surreptitiously to short-wave radio and illustrates an important contribution of radio in the fight towards a free, tolerant, united world to come.



INTER-AMERICAN AMITY in Chicago. Converging on the NAB War Conference in Chicago were (l to r): George Burbach, KSD, St. Louis; C. Lloyd Egner, NBC-Radio Recording; Karl Koerper, KMBC; Kansas City; W. B. McGill, KDKA, Pittsburgh; Walter J. Damm, WTMJ, Milwaukee; C. T. Hagman, WTCN, Minneapolis-St. Paul; Lee Wailes, Westinghouse Radio Stations, Inc., Philadelphia; Roger W. Clipp, WFIL, Philadelphia; Emilio Azcarraga, XEW, Mexico City; Harry Sedgwick, CFRB, Toronto, and (for the duration) Canadian War Information Board, New York; Sydney M. Kaye, BMI, New York; Donald Manson, CBC, Ottawa; Ray Shannon, KQV, Pittsburgh, and C. E. Arney, Jr., NAB secretary-treasurer.

WLAC's VICTORY GARDEN DRIVE GOES NATION-WIDE

CLIMAX OF TEN CONSECUTIVE YEARS OF BROADCASTING OVER WLAC



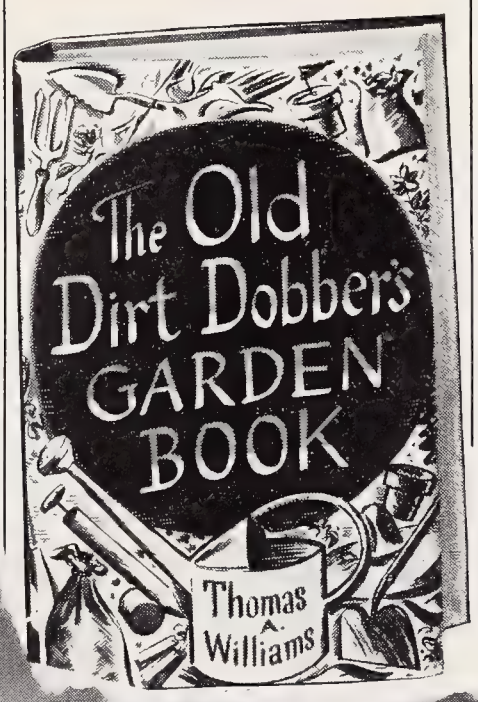
TOM WILLIAMS, "The Old Dirt Dobber," heard over WLAC, Nashville, and the Columbia Broadcasting System, in the agricultural feature, "The Garden Gate."

"The Old Dirt Dobber" is a program feature typical of WLAC originations which stand the test of time. As an authority on growing things, Tom Williams has a background rich in the tradition of the soil. His own display garden covers eight and a half acres and is visited each year by thousands of flower lovers, garden clubs, dealers and judges from every state in the union.

For ten solid years Tom Williams has brought to the listeners of WLAC, in Nashville, a daily program of garden questions and answers.

Three years ago, the Columbia Broadcasting System made "The Old Dirt Dobber" a regular weekly feature so that millions of garden enthusiasts could benefit by Mr. Williams' thorough experience. His popularity with the CBS audience is illustrated by a stack of 650,000 "fan" letters.

This year the U. S. Dept. of Agriculture has accorded to "The Garden Gate" program the distinction of touching off the Government's drive for 20 million Victory Gardens. Thus, "The Old Dirt Dobber" carries on from his vast store of information to advise with and counsel millions of Americans in the growing of food for Victory.



DIRT DOBBER'S GARDEN BOOK JUST OFF PRESS

Mr. Williams bestows the Order of the Green Thumb on two people each week, who have been nominated as being exceptionally fine gardeners. As a special gift, he is sending autographed copies of his new book, "The Old Dirt Dobber's Garden Book," to the Green Thumbers. Fresh off the press, this book covers every phase of gardening. In addition to chapters on all of the usual subjects, there are many special features on house plants, water-lily pools, vegetables, etc. The book is published by Robert M. McBride & Company, New York City, at $2.75.

WLAC

50,000 WATTS

THE ONLY CBS OUTLET WITHIN 125 MILES OF

NASHVILLE

NATIONAL REPRESENTATIVES, PAUL H. RAYMER COMPANY

Wood Reports Mutual Billings Up 30%; Affiliates Discuss Plans for Cooperation

PLANS for increased network cooperation with affiliates were unveiled by MBS at meetings held by the network at the Drake Hotel Chicago throughout last Monday coincident with the appointment of Richard F. Connor, station relations head of OWI Domestic Radio Branch, to the newly created post of station relations executive. The MBS executive committee met Monday morning, while the board of directors and stockholders convened in the afternoon. An affiliate meeting presided over by Miller McClintock, MBS president, was attended by MGS station men in the evening.

The year 1943 will see an increase of 30% in MBS billing, Ed Wood Jr., MBS sales manager told the affiliates at the evening session. He compared average monthly billings of the past three years. In 1940, he pointed out MBS average monthly billing was $300,000; in 1941, $600,000; in 1942, $800,000. In the last quarter January through March inclusive, MBS had its largest increase in sales in its history. The March sales he revealed, were $1,400,000. The volume discount plan, first announced by MBS at a similar meeting in Cleveland last year, has been extended, with 13 programs now fed to the full network, while seven have expanded their station list.

McClintock Talks

Mr. McClintock delivered an address to the affiliates on the function of radio during the war and its potential in the post-war era. "In all the contacts and activities I have had," he said, "I have never known an industrial organization in this country as challenging, as full of opportunity as the Mutual Broadcasting System. Radio is the greatest single factor to preserve the unity of the people." Mr. McClintock emphasized the inter-dependence of radio with other media as channels of public information which are facing their greatest task during this war.

Robert Schmid, MBS sales promotion director, talked briefly on network promotion. A kodachrome slide film title "This is Mutual", prepared under Mr. Schmid's direction, was exhibited.

Committee Approved

At the board of directors meeting, the organization of an MBS Affiliated Functional Committee was approved. The committee, consisting of ten or twelve affiliates, will be appointed by geographical areas and by size and will operate as a liaison group between MBS stations and the network on station service, programming, and merchandising and other network functions. The committee will be in operation by the end of May, it was said. Appointments of the committee members will be made by Mr. McClintock. Present at the board of directors meeting were: Alfred J. McCosker, chairman of the board, WOR, New York, who presided; W. E. Macfarlane, head of network executive committee, WGN, Chicago; vice-presidents T. C. Streibert, WOR, New York; Lewis Allen Weiss, Don Lee network; T. C. Cambeau, CKLW, Windsor-Detroit, vice-presidents; H. E. Carpenter, WHK, Cleveland; Harold Batchelder, WFBR, Baltimore; Leonard Kapner, WCAE, Pittsburgh; Benedict Gimbel Jr. WIP, Philadelphia; Kenneth Church, WKRC, Cincinnati; Ed Wood Jr., sales manager; Fred Weber, general manager, and Louis Caldwell, attorney. Attending the executive session held in the morning were Messrs. McClintock and Macfarlane, who presided, McCosker, Shepard, Weiss, Streibert, and Carpenter.

Following the meetings, in reply to a query on whether MBS was rejoining the NAB, Mr. McClintock said that "although we have a friendly feeling toward the NAB and the contribution it is making to the industry, we have no attitude to express on MBS rejoining. The presence, however, of opposing factions within a trade group is healthy, virile and democratic."



MR. CONNOR

MBS Station Post Given To Connor

OWI Official Is Appointed To New Post on Network

RICHARD F. CONNOR, station relations chief of OWI Domestic Radio Branch, has been appointed station relations executive of MBS effective May 15, it was made known last week. The appointment was confirmed by the MBS board of directors which met in Chicago last Monday at the Drake Hotel coincident with the NAB War Conference. Widely known in industry circles, Mr. Connor, a former newspaperman broke into radio in 192 on KMIC, Inglewood, Cal. (now KRKD), and inaugurated many radio news coverage features on the West Coast. He was general manager of KMPC, Beverly Hills and later formed his own Los Angeles advertising agency.

With Don Lee

He continued as head of the firm until January 1941 when he accepted a special assignment to broadcast *Affairs of State* on Don Lee Mutual from Sacramento, Ca Shortly after Pearl Harbor, he was selected as radio coordinator of the Southern California Broadcasters Assn., a group of 29 stations in that area. An emergency broadcast plan put into operation by Mr Connor was used as a model by similar groups throughout the country. He joined the OWI last December.

Don Stauffer, chief of OWI Domestic Radio Branch, in announcing Mr. Connor's resignation stated in Chicago that he had asked Mr Connor to serve as OWI consultant at-large. "I have asked Mr. Connor to continue with the OWI in an advisory capacity because of the splendid job he has done in conducting the radio activities on the West Coast and in coordinating OWI station activities nationally We hope to have his advice on many problems with which he has intimate contact. The outstanding job he has done for OWI is known to every radio station in the country, he said.

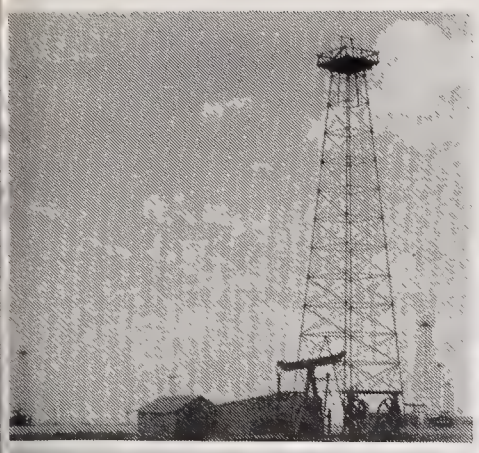
Miller McClintock, MBS president, stated that Mr. Connor's appointment is in line with a recently adopted policy of Mutual in bringing about a closer working organization of affiliates. "Mr. Connor has been selected," he said, "because of his varied, matured experience in all aspects of station operation and in relation of station to network operations."

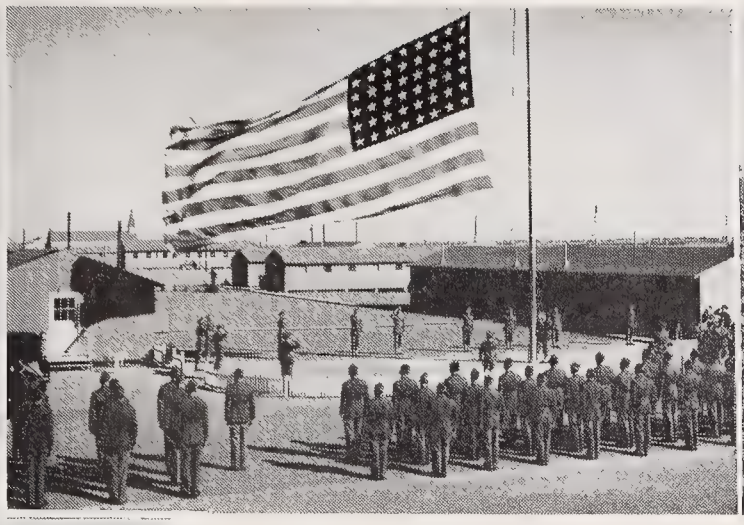


ANNUAL MEETING OF MUTUAL executives with affiliated station heads was held at the Drake Hotel in Chicago April 26-29 in conjunction with the War Conference sessions. Among those attending were (seated l to r): Miles E. Lamphiear, MBS controller, Chicago; Ade Hult, western sales manager, Chicago; Jack Latham, assistant sales manager; Ed Wood, sales manager; Miller McClintock, president. Back row, Ted Doescher, account executive; Don Pontius, sales service, Chicago; Arnold W. Carlsen, account executive; George Haggard, MBS attorney; Norman Boggs, chief, New York sales office for WGN, Chicago; Carroll Martz, auditor, Chicago; William A. McGuineas, WGN sales manager.

Gaeth Joins Mutual

ARTHUR GAETH has joined Mutual as a commentator, replacing Stanley Dixon in the Monday through Friday 3-3:15 p.m. period and on Sunday, in the 10:45-11 p.m. spot. Mr. Gaeth spent ten years lecturing and broadcasting in European countries including Czechoslovakia, where he was heard on Radio Prague. He has taught political science at Brigham Young U. in Utah, and has broadcast locally in this country.













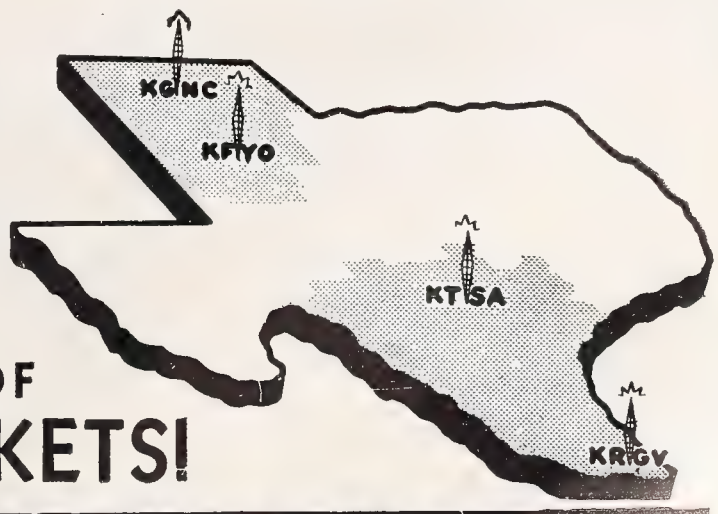
Surplus Millions!

When cotton, wheat, cattle, all foods in fact, oil and natural gas become scarce and very valuable . . . the Taylor-Howe-Snowden radio markets in Texas really boom! Add hundreds of army training fields and war industries . . . and the surplus millions in purchasing power becomes almost unbelievable! That is exactly the situation today . . . greater in extent, probably, than in any other section of the nation.

Here are the facts of a truly remarkable radio advertising opportunity . . . based upon the 1940 Census of Radio Homes in Texas, of which the four Taylor-Howe-Snowden stations provide primary coverage to 34.87%:

	Dwelling Units	% Radio	Radio Units
KGNC, AMARILLO **	70,668	81.34%	57,486
KFYO, LUBBOCK	49,885	74.54%	37,188
KTSA, SAN ANTONIO	448,320	63.53%	284,832
KRGV, WESLACO	52,716	44.54%	23,481
	621,589		402,987
Less Duplication	17,057		11,716
Four Stations, net	604,532	64.72%	391,271

** Does not include primary coverage of KGNC in Oklahoma and New Mexico.



The Taylor-Howe-Snowden Group

GIVES YOU

Primary COVERAGE OF
4 Primary TEXAS MARKETS!

KGNC KFYO KTSA KRGV

AMARILLO LUBBOCK SAN ANTONIO WESLACO

Central Sales Office 805-6 Tower Petroleum Bldg., Dallas, Texas



LANDLUBBERS were these "beachcombers" at the penthouse party Monday evening at Paul H. Raymer's, in Chicago. Guests of the station representative in this unconventional setting were (l to r): Clair McCoullough, Mason-Dixon Group; Edgar Kobak, executive vice-president, BLUE; Beth Black, Joseph Katz Co.; Linnea Nelson, J. Walter Thompson Co., New York; Herbert V. Akerberg, CBS vice-president; Reggie Schuebel, Duane Jones Co., and Margaret Wylie, J. Walter Thompson Co., Chicago.

Mark Woods Addresses Blue Session; War Not Sold to Public, Says Kobak

"THE WAR has not been sold to the public," Edgar Kobak, executive vice-president of the BLUE, told 150 BLUE affiliates at a meeting at the Palmer House last Monday afternoon, coincident with the NAB War Conference.

"Radio has done a good job, but not good enough. We've got to work harder and longer. In these next few months we must work with greater effort and greater determination. We all know that there won't be any radio if the war is lost."

15 Months of Progress

Mark Woods, BLUE president, gave the affiliates a review of network operations since the "birth of the BLUE" in Chicago, Feb. 1, 1942. Mr. Woods' report embraced the 15 months of progress of the network.

Mr. Kobak was humorously introduced as the Simon Legree of the BLUE network and opened his remarks by asserting that there was "no smugness on the BLUE" and that every member of the staff is working to improve the network. Mr. Kobak also talked about promotion and publicity, saying their objective was to get more listeners to listen more hours per day.

"We're not interested in comparative surveys. We are interested in research in listener likes and dislikes, so that we can guide our programming by these facts," he said.

Keith Kiggins, vice-president in charge of station relations, opened the meeting with a general network report including sales figures and revenues. Phillips Carlin, vice-president in charge of programs, told of future programming plans. A number of musical shows under the direction of Paul Whiteman, musical director, will be emphasized.

Fred M. Thrower Jr., vice-president in charge of sales, talked briefly on sales plans. Network executives of the Eastern, Central and West Coast divisions were introduced at the meeting.

Vitamalt Tries 6

ELWAY PRODUCTS Corp., New York, as a preliminary to projected national advertising for Vitamalt, new mealtime beverage, will test a transcribed quarter-hour program on six small stations in various regions starting around the end of May. Product was introduced to radio listeners last February through participations and news programs on three stations in the New York area [BROADCASTING, Feb. 23]. Agency is H. A. Salzman Associates, New York.

Philco Realigns

IN A REALIGNMENT of officers of Philco Corp., Philadelphia, James T. Buckley, president, has been made chairman of the executive committee, while John Ballantyne, vice-president in charge of operations, becomes president. Mr. Buckley will continue to share with Larry E. Gubb, chairman of the board of directors, primary responsibility for policy-forming activities. Charles J. Steinruck Jr., formerly assistant secretary, has been named to succeed the late George E. Deming as secretary.

Post on 150

GENERAL FOODS Corp., New York, will start a spot campaign for Post Toasties, Post Raisin Bran and Bran Flakes on a total of 150 stations, around May 10, using transcribed announcements five-times weekly. Agency is Benton & Bowles, New York.

22 Stations Admitted, NAB Total Now Is 546

BRINGING its total membership to 522, an additional 28 stations were admitted to NAB membership last week during the War Conference in Chicago.

Also admitted, aside from the stations, was the Columbia Recording Corp., of New York, as an associate member. New members are: KCMO, Kansas City, Mo.; KCRC, Enid, Okla.; KEEW, Brownsville, Texas; KFFA, Helena, Ark.; KGDM, Stockton, Cal.; KGFL, Roswell, N. M.; KHUB, Watsonville, Calif.; KLZ, Denver, Colo.; KSAN, San Francisco, Cal.; KSCJ, Sioux City; KTBS, Shreveport, La.; KWFC, Hot Springs, Ark.; WDAK, West Point, Ga.; WEBR, Buffalo, New York; WGGM, Gulfport, Miss.; WGRC, New Albany, Ind.; WHBQ, Memphis; WJPA, Washington, Pa.; WKBB, Dubuque, Ia.; WKBO, Harrisburg, Pa.; WTOL, Toledo; WWPG, Palm Beach, Fla.; WHK, Cleveland; WHKC, Columbus; Texas State Network (four managed stations).

Los Angeles Silent

SOUTHERN California area stations, in second radio silence since beginning of the year, went off the air at 8:34 p.m. (PWT), April 25, for 55 minutes. Concurrent with the red alert, which followed yellow and blue alerts, silence was ordered by Los Angeles Air Defense Wing of the IV Fighter Command when unidentified targets were detected. When identified as friendly, all clear signal was given at 9:30 p.m. (PWT). Previous radio silence on March 15 lasted four minutes.

Lever Games

LEVER BROS., Cambridge, Mass., on April 26 started sponsorship of a sports program on WLW, Cincinnati, for Lifebuoy Shaving Cream and Lifebuoy Soap. The five-weekly five-minute program, on WLW, 6:25 p. m., features reports on baseball and other sports games by Roger Baker, who teams with Dick Bray in covering Cincinnati Reds' games on WSAI. Agency is Ruthrauff & Ryan, New York.

Shortage of Tubes Becoming Critical

Copper Types Increasingly Difficult to Obtain

LIKELIHOOD that all copper anode and copper pin transmitting tubes will become increasingly hard to obtain and that stations will have to rely more and more upon rebuilt tubes because of the scarcity of these materials was predicted by spokesmen for the Radio & Radar Division of WPB last Wednesday at an engineering breakfast conference held in conjunction with the NAB War Conference.

Frank H. McIntosh, assistant chief of the division, and John Creutz, former Washington consulting engineer now heading the transmitter unit of Mr. McIntosh's branch, recounted the equipment outlook to some 50 practical engineers and manufacturers' representatives.

Going to Be Tough

While the new priorities structure is reaching practically all material essential to maintain transmitters, the officials said that the going will become increasingly difficult in particular fields. It was urged that all discarded tubes having a salvage value be returned to manufacturers for reconditioning.

"We won't see blue sky for a long while," Mr. McIntosh declared. He pointed out, however, that the cooperation evidenced by broadcasters and manufacturers all down the line had tended to ease conditions. Because the situation is "going to be tough", Mr. McIntosh suggested stations should not ask for anything more than they actually need in critical materials. Stations will have to get along with a minimum of such equipment for the duration, he said.

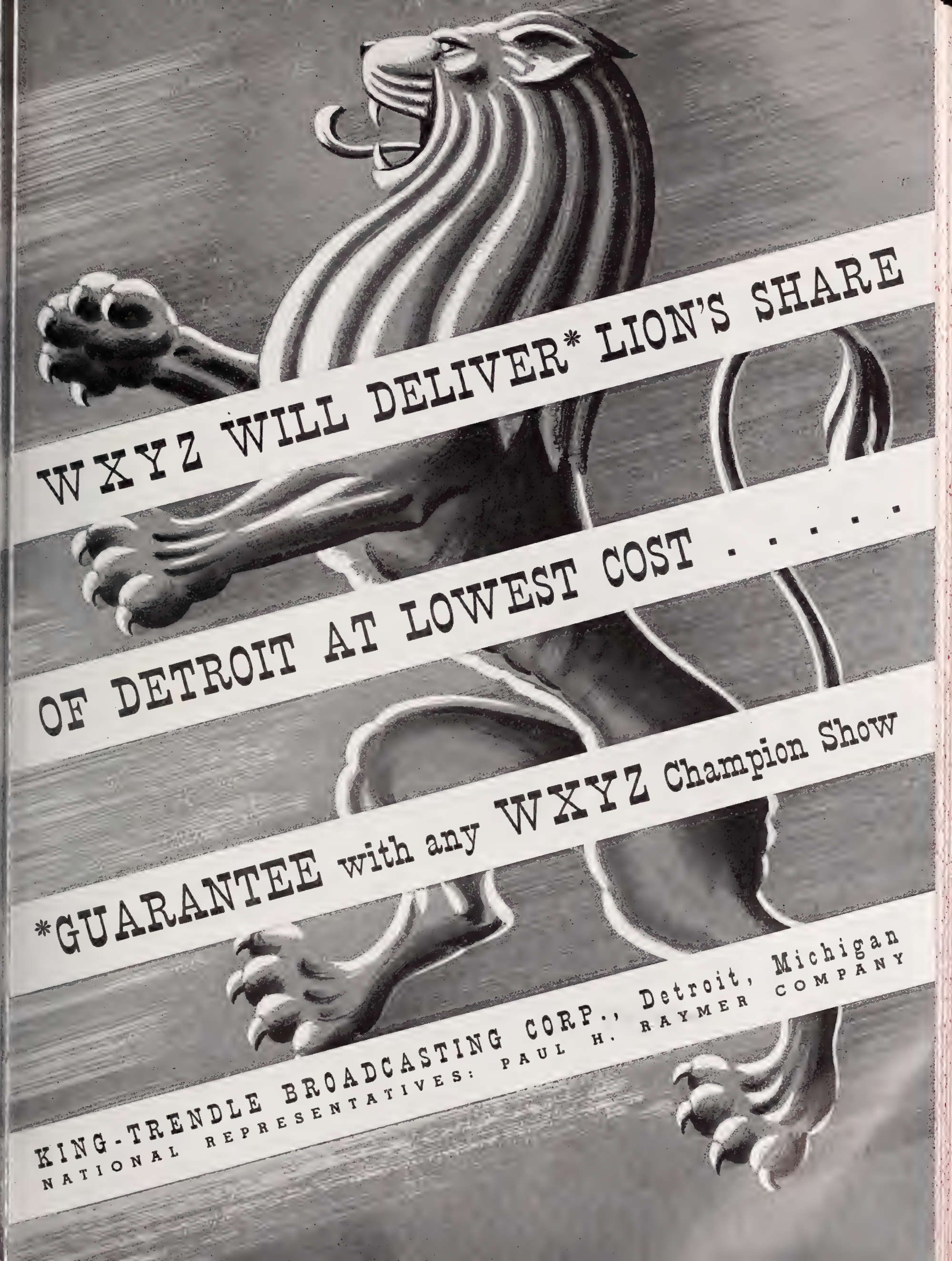
Regarding radio receiving set tubes, Mr. McIntosh said he thought the situation is considerably worse than indicated by a recent NAB survey. Later, at a press conference, Mr. McIntosh indicated that the two million "victory model tubes" now being processed will constitute an ample stockpile to take care of prospective civilian needs.

Mr. Creutz pointed out that two types of tubes—893 and 893-R—practically are exhausted. The plants manufacturing these types, he said, also are being used for vital war production outside the radio field and it is difficult to get production lines going on copper annode tubes.

The 899 tubes, used largely for FM, television and high-frequency service, also are becoming scarce and production will be severely restricted, he declared.

PA's Telescripts

LATEST ready-to-air news program to be added Sundays to the *Telescript* issued by Press Assn., is a quarter-hour commentary on wartime Washington, prepared by Joe Torbett, Washington representative of Associated Press Radio, titled *Washington Inside Out.*


WXYZ WILL DELIVER* LION'S SHARE
OF DETROIT AT LOWEST COST . . . . .
*GUARANTEE with any WXYZ Champion Show
KING-TRENDLE BROADCASTING CORP., Detroit, Michigan
NATIONAL REPRESENTATIVES: PAUL H. RAYMER COMPANY

War Conference Lays Plans for Future

Industry Problems Get Thorough Airing

MEETING in the Palmer House, Chicago, April 26-29, for a critical War Conference, the NAB and related industry groups went thoroughly into all phases of wartime operation and discussed plans for post-war broadcasting. Running account of the proceedings follows:

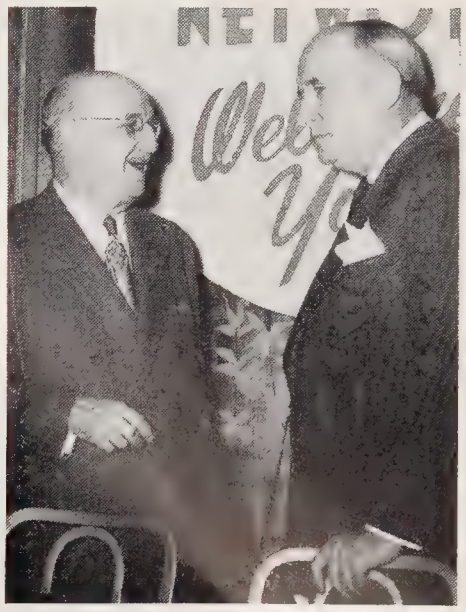
Miller Leads With Petrillo As Topic

Even before the War Conference got under way formally Tuesday, the Petrillo recording ban proved a leading topic. President Miller told an informal press conference Monday afternoon that while the recording ban is very serious, no station to his knowledge yet has been forced to close down because of it. He described it as a very serious detriment to the war effort insofar as morale both at home and with troops abroad is concerned and expressed the hope for a prompt solution.

The American people are ingenious, Mr. Miller said in predicting a successful outcome. The ban by no stretch will put radio "out of business", even if it continues indefinitely.

He said at the moment he felt there was no immediate crisis.

Alluding to the May 10 resumption of conversations in New York between the transcribers and the international board of AFM, Mr. Miller said it was his understanding that these discussions would continue until a solution is reached or unless there is a complete stalemate. In the latter event, he said, overtures to the War Labor Board might be pursued—a course he was disposed to recommend. But he pointed out that the transcribers did not want to go to Washington with their complaints until every prospect of a negotiated settlement had been exhausted.



TOP TWO executives of the Yankee Network were snapped at meeting of station affiliates held in Boston April 21. John Shepard 3d, chairman of the board (left) is seen with William F. O'Neil, president, who is also president of General Tire & Rubber Co.



REPS AND REPARTEE ran rampant at this NAB War Conference huddle (front row, l to r): H. W. Slavick, WMC, Memphis; John Petrie, president, Branham Co., Chicago; Ed Frase, WMC. Standing, Clem Peterson, Branham Co., Chicago; Jack Gross, KFMB, San Diego; Joe Guenther, Branham, Chicago; Harry Goldsmith, Grover Labs., St. Louis.

Mr. Miller pointed out that negotiations between the phonograph record manufacturers and Petrillo were broken off a fortnight ago after Mr. Petrillo had agreed to discuss separately with the two recording groups (transcribers and phonograph record manufacturers) terms for lifting the ban, in effect since Aug. 1. He declared that both groups were fundamentally opposed to the Petrillo plan for an unemployment relief fund and that he thought some other basis would have to be found to meet the objections of the transcribers, in any event.

Pointing out that when the ban was called, dire predictions were made that many stations would be forced to leave the air because of lack of recorded tunes, Mr. Miller said these predictions have not materialized.

"Most Serious" of NAB Meetings

Monday's registration totaled nearly 600—as against 150 the first day of the Cleveland meeting a year ago. Mr. Miller pointed out that the attendance was made up largely of key station personnel attracted because the agenda is the "most serious in the history" of the association.

The fact that committee meetings were well attended, Mr. Miller said, is further proof of the seriousness with which broadcasters are viewing their task. Pre-conference meetings included those of the sales managers executive committee, public relations committee and research committee. The sales managers recommended a present and post-war study of automotive advertising to be presented to the industry.

The public relations committee resolved to a policy of continuing to bulwark its news coverage with highly trained personnel as "befits the industry's greatest service to the public." The research committee urged a continuing study of problems facing the industry in post-war planning. It pointed out that developments in broadcasting in all its branches made by the armed forces in the war period are of such importance as to warrant appointment of such a committee by the trade association.

Miller Formally Convenes Convention

The total registration had passed 850 when President Miller formally convened the War Conference Tuesday morning. Dispensing with the customary reading of officers' reports, which had been filed previously, Mr. Miller announced the appointment of an elections committee headed by John M. Rivers, WCSC, Charleston, and a resolutions committee, with H. Spencer Mitchell, WDAE, Tampa, as chairman.

Attention was called to three minor amendments to the bylaws, distributed to the membership in advance, to be voted on at the Wednesday afternoon session. These include moving of Maryland from District 4 to District 3; amendment of the language of the bylaws to eliminate the term "executive committee," abolished last year, and a minor change in the method of electing directors-at-large.

Mr. Miller observed that the conference was called to give broadcasters an opportunity to discuss with Government representatives problems confronting the industry and growing out of the war. The sole effort of the industry, he said, is the best possible cooperation with the Government in the war effort.

If the industry can help shorten the war only by a matter of days, it will prevent sacrifice of many lives on the battlefronts and save an enormous sum of money. In the last war, he said, allied casualties amounted to 3,000 per day. Gardner Cowles Jr., OWI assistant director in charge of domestic operations, estimated that the war now costs $250,000,000 a day and is rapidly approaching the $300,000,000 mark.

"We have a concrete goal to shoot at," said Mr. Miller. "Our effort will be to help shorten the war by as many days or weeks as we can."

Manpower Story By Lawrence A. Appley

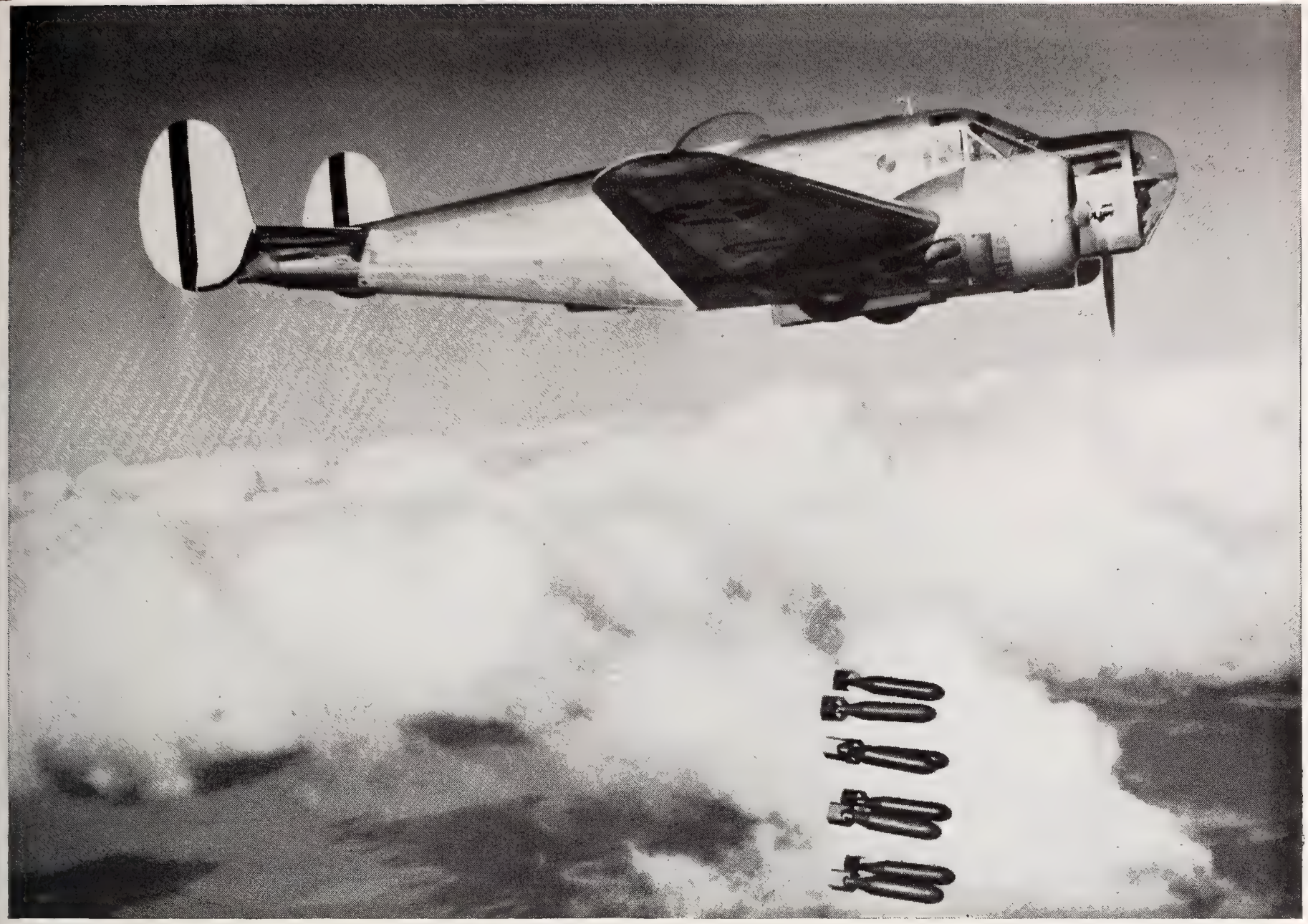
Introducing Lawrence A. Appley, executive director of the War Manpower Commission, as the first formal speaker, Mr. Miller emphasized manpower as perhaps radio's first operating problem. Mr. Appley, along with subsequent speakers at the manpower session, did little to alleviate the fears of broadcasters that the personnel outlook is not good. As a matter of fact broadcasters were warned not to put too much stock in the industry's status as an "essential" operation and were urged to train replacements in all lines, seeking them from the ranks of women, draft-deferred men and, where possible, the physically handicapped.

Mr. Appley, former vice-president of Vick Chemical Co., painted a broad picture of the task confronting WMC and the Selective Service System and cited mathematics to show that the mobilization of manpower, even in essential industries, will intensify as the war progresses. Every effort is being made to decentralize manpower regulations and he urged against appeals direct to Washington.

Mobilization and utilization of manpower is an "unpopular activity", Mr. Appley said. Because it is so highly personal, those not classified in an essential industry feel WMC is wrong. He admonished broadcasters, however, that they must realize, along with all other groups, that all activity must sacrifice something for the good of the whole and that no industry can hope to retain full activity.

Citing figures quoted in the recent past regarding the manpower situation, Mr. Appley said that simple mathematics prove that there will be a greater drain on manpower in all walks of life. He said an amazingly good job already had been done but that despite this people still talk about the "manpower muddle".

Because the manpower problem is so mobile in character, Mr. Ap-



Smart Advertisers have found a

BOMB SIGHT TO HIT BALTIMORE!

Near misses don't count in radio. National and local advertisers are learning that. In Maryland they've discovered that WFBR covers the vital Baltimore market as effectively as some of the recently introduced Allied "Block Busting" Bombs. You hit the target you aim at!

And when you hit the 6th largest city in the country, with WFBR's concentrated force, something happens to sales.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Virginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have radio stations right in their own backyards with their own loyal listeners.

In Baltimore . . . it all adds up to this: In Baltimore . . . WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage . . . and not just power that's costlier and too often wasteful.

RADIO STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.



FIVE'S A CROWD, but a jolly one, with this contingent arriving for the NAB War Conference in Chicago (l to r): Frank Silvernail, BBDO, New York; Reggie Schuebel, Duane Jones Co., New York; Charles Brown, NBC promotion director; Beth Black, Joseph Katz Co., New York; J. B. Conley, WOWO-WGL, Fort Wayne.

pley said, "none can afford to sit back in complacency because of essentiality of activity or job. No one should have any sense of 'protection' by any draft board regulation or ruling," he advised. "It is more a matter of intelligent division and distribution of manpower among needs according to rank."

Industry Must Give Its Technicians

Emphasizing that an activity can be essential without the individual in it being essential, Mr. Appley said that less and less can ablebodied men of military age be considered as essential other than to the armed forces. In cases where the broadcasting industry is using women, he said reports are that they are proving satisfactory. It isn't necessary for a technician in a studio to know what is beind the panel. He cited the case of a station whose management claimed it would have to shut down operations if it lost its engineers to the armed forces. The chief engineer is 24 and the other two are 21 and single. "If these three engineers are physically able-bodied," he said, "that station will either have to employ and train those who are not wanted by the armed forces or they will have to retrench their activities."

Mr. Appley outlined six definite steps being undertaken by WMC toward establishment and maintenance of a "strong, integrated, manpower administration at the local manpower market level, so that complete mobilization and utilization of human effort will be attained." He said it was the hope that each community and city in the country would have a definite program built on this plan. Sometimes, he said, there are dark moments. But he predicted that the job would be done despite what appear to be insurmountable difficulties.

Winston Talks of Selective Service

The broadcasting industry, he said, had contributed greatly to the effort and the entire WMC organization appreciates what has been done and what will be done in the way of news dissemination and provision of time without cost to project the WMC story.

Lt. Com. Patrick H. Winston, executive assistant of Selective Service, in a straightforward address, told the conference that broadcasters should not lull themselves into a false sense of security because of the "essential industry classification." While Selective Service wants to preserve the vital communications services, he said, radio could not regard itself as being any different than other activities listed in the essential categories.

It is clearly evident, he said, that the country faces a very serious manpower problem. He pointed out that in the year-and-a-half since Pearl Harbor some 300,000 to 500,000 people per month have been withdrawn from the population into armed service. The responsibility of industry in training and replacing manpower drawn into military service, he said, is just as important.

Broadcasters and all industry, Com. Winston said, should face the future with almost a complete lack of optimism as to their manpower and should not relax for a moment on evolution of personnel replacement programs. It is a fallacious belief to think that the line of least resistance is to seek deferments. The best and only solution, he said, is a vigorous and active replacement program.

A plea from the Army Signal Corps for trained engineers was made by Brig. Gen. Frank E. Stoner, assistant chief of the Signal Corps in charge of operations, an unscheduled speaker. Despite the drain on technical manpower in the industry, Gen. Stoner urged NAB to appoint a committee which would coordinate its activities with the Office of Procurement branch of the Army to supply highly skilled engineers for the program ahead.

Gen. Stoner outlined the far-reaching operations of the Signal Corps, as well as its tremendous procurement undertaking. He pointed out that it is a "multi-billion dollar" project and that more money is being spent for military radio equipment than all the nations have invested in commercial services in years past.

After reviewing, within the limits of military censorship, the overall functions of Signal Corps operations, Gen. Stoner explained that there are 81 different types of Signal Corps units in the Army today. Four large personnel training centers now are maintained as against one prior to Pearl Harbor.

Signal Corps In "Radio Business"

The Signal Corps today is in a small degree in the broadcasting business, he explained. Through the Special Service Division broadcast operations are maintained in combat areas, since Army personnel likes radio for relaxation and enlightenment. This service, however, he said, is strictly limited to combat areas where adequate commercial service is not available.

Pointing out that there has been some opposition to the establishment of two isolated low-powered stations in Alaska, Gen. Stoner said these were set up because the areas are remote from commercial service and were provided only for the entertainment of the troops.

Discussing the need for trained engineers, Gen. Stoner said that during the remainder of 1943 the Signal Corps will require a "reasonable number of highly skilled technicians who are qualified radio engineers—men who are experienced in the design of fixed radio facilities, their construction, maintenance and operation, with the capabilities of acting upon their own initiative where necessary."

Pointing out that the number of such individuals "unfortunately is very limited," Gen. Stoner said that as the military requirements of the armed forces increase there develops a drain on the industry for this type of personnel. "Visualizing the present and the future needs of both armed forces and industry to sustain communications, it is vital that personnel should be systematically drawn from industry to meet the needs of the services," he said.

Asking the industry to extend "full cooperation" in making available a "reasonable number" of engineers to the service, Gen. Stoner said he hoped the NAB would continue to cooperate by appointment of a committee to work in conjunction with the Office of Procurement Service. Its function would be to recommend individuals who mee the requirements for "temporar appointment in a commission grade in the Army for assignment as ra dio engineers. A similar plan ha worked well in communications.

The Army Signal Corps now i doing in minutes what was fre quently done in hours and is accom plishing in days what formerly re quired months. He cited an instanc where a complete radiotelegrap station was set up in 20 hours in foreign theatre. Global war, h said, requires that speed. The Sig nal Corps has employed equipmer and personnel at strategic location for quick movement for precisel that type of work, he said.

Global War Requires Speed

In the Spanish-American War soldier was decorated because of h "message to Garcia," he said, ad ing that in this war "thousands messages to Garcia go out ever day." This has been made possib by the tremendous help given th American Government by the com munications industry.

The British experience of broa casting in wartime was outlined the convention by Lindsay Wellin ton, North American manage British Broadcasting Corp., wh pointed out that the problems we not analogous, since Britain wa directly under siege and since England the broadcasting syste is a Government-owned monopol non-commercial. Britain immediat ly went on the air with a sing program service, and by means technical synchronization was ab to retain program service even du ing the blitz period. By the sy chronized process, no guidance w given to enemy aircraft. If o transmitter had to be taken off t air, the listener could still hear t same programs from other tran mitters working in the same grou He did not go into technical detai

While BBC did not interrupt broadcast service, the enemy w not equally successful. His tran mitters go off almost daily wh the RAF is "doing its stuff."

The second big problem was to a sure that programs would be f the transmitters. This was acco plished by setting up studio pre ises and technical equipme throughout the country. While meant innumerable technical co



NORTH DAKOTA TO NEW JERSEY in Illinois (l to r): Barney Lavin, WDAY, Fargo, N. D.; William Moore, WBNX, New York; Thom Lynch, Wm. Esty & Co., New York; W. O. Wilson, Bristol, Tenn.; Hen Ringgold, Edward Petry & Co., New York; Irving Rosenhaus, WAA Jersey City-Newark.

VULTEE AIRCRAFT SELECTS HALLICRAFTERS EQUIPMENT FOR RADIO FLIGHT RECORDER

The ultra-sensitive ground-unit "brain" of Vultee Aircraft's new radio recorder is monitored by a Hallicrafters shortwave radio communications receiver. This test-flight unit, originated by Vultee engineers, gives multiple instrument readings flashed in split-second cycles through a Hallicrafters communications receiver to ground crew tabulators during actual test flights.

Hallicrafters communications receiver (illustrated) Model SX-25—12 tubes, 4 bands. Frequency range of 550 kc. to 42 mc.

Your post-war Hallicrafters communications receiver will be worth waiting for.

World's largest exclusive manufacturer of shortwave radio communications equipment

hallicrafters

CHICAGO, U.S.A.



plications and less efficient working of the staff, he said it has worked well.

The value of recordings under emergency conditions was stressed by the Britisher. Recordings may be made during a rehearsal and kept as a standby in case a live program fails because of the bombing of the building or a break in a program line. He cited outside war recordings of the documentary type and emphasized their future historical importance.

BBC Experienced Harrowing Incidents

Many harrowing instances were recited after bombings of BBC. The broadcasts went on, however. In one case a microphone was placed under a table and with bombs crashing all around the building, Dr. Welsh, director of religion of BBC, read quietly from the Bible and Paul Beard played the violin on his knees.

Apropos manpower, Mr. Wellington said that BBC has recruited and trained many hundreds of women for technical work. One-fourth of the operation and maintenance now consists of women operators and it is expected that as the war progresses the number may reach as high as 50%. He said there were no serious union difficulties. Women between 25 and 35 prove most satisfactory as they have a greater sense of responsibility than young girls. Intensive training courses are given them. Women are not used, however, for the high-powered transmitters.

BBC has found that women technical assistants have proved very capable for certain types of work. They have probably done best at recording, work which seems to suit them and for which many have an excellent touch. In many cases they are better than men in operating studio control equipment.

Elmer Davis, director of OWI, was the luncheon speaker at Tuesday's session. His remarks were off-the-record, however.

Navy Pleads For Technicians, Too

A further plea for trained radio engineers and technicians — this time for the Navy—came from Lt. Com. Morgan Reichner, of the Navy public relations office in Washington, who in behalf of the Bureau of Naval Personnel, asked those in the industry who might be available for service, to apply. He emphasized that the Navy was not asking the industry to "sacrifice men whose work is essential in maintaining your important communications services" but that such manpower as can be spared would be appreciated by the Navy.

Because of a conflicting meeting of public relations directors of the Navy in Washington, Capt. Leland P. Lovette, Navy public relations director, and members of his radio staff were not able to attend the War Conference. Messages, however, were read both from Secretary of the Navy Knox and Capt. Lovette, expressing appreciation and thanks to the industry for the job done.

Com. Reichner said the broadcasting industry had been of "inestimable assistance to us in accomplishing our mission." He outlined the reasons for the Navy policy in connection with broadcast programs, explaining that while the Department does not cooperate in the presentation of service personnel for the entertainment of the public, it nevertheless does extend its aid in all other types of programs.

Admonishing broadcasters that it is necessary to control what "Sailor Johnny Jones says when he is on leave at home," Com. Reichner emphasized that the public relations officer in the area should be contacted before such broadcasts are made. Navy men can "get themselves into serious trouble" unless they follow this directive.



EASTERNERS WHO WENT WEST to discuss mutual problems included these Bulova-Lafount station executives (first row, l to r): Hillis Holt, Atlantic Coast Nework, New York; Mrs. Arthur Simon, Arthur Simon, WPEN, Philadelphia; A. N. Armstrong, WCOP-WORL, Boston. Second row, Ashley Robinson, WCOP-WORL, Boston; Ralph Weil, WOV, New York; James Milne, WELI, New Haven.

Morale Drive to Speed Production

Aside from the job already done by radio, the Navy spokesman said that stations soon would be asked to pitch in on a morale drive to speed production on war contracts. Recruiting, he said, is out except for the women's services in the Navy, Marine Corps and Coast Guard.

In mentioning the need for additional engineers, Com. Reichner read a statement from the Naval Office of Officer Procurement, thanking the NAB for the contributions already made in this cause. "Unfortunately, however," the statement said, "the Navy needs more radio engineers and those that can be spared should be enrolled for service."

Lt. Holman Faust, Navy public relations officer in Chicago and former radio director of Mitchell Faust Advertising Agency, in an inspirational address, paid "homage" to the broadcasters for using their medium as a "tremendous force for good" in the war effort. He cited the "long road to victory" but observed:

"I think history is going to give the radio industry the medals you are not going to get today. There are no medals except for those your conscience will give you."

It is recognized throughout the Naval service, Lt. Faust said, that the American plan of broadcasting as a commercial system is well suited for the war morale task. The necessity for getting the revenue to provide the programs having the audiences is fundamental, he said. The only requirement is that the disclaimer be used that the "time and facilities have been provided by the X Company."

Naval district radio officers are anxious to help stations build programs that help sell the Service. Broadcasters have in their power to do what the services cannot do directly. He pointed out that radio in the wrong hands would represent a "force for evil and chaos" never before known. But the industry has shown it knows how to use the medium and how to spread understanding.

More and more men are going to be pulled out of radio to replace those who go to sea or to the fronts, he said. The broadcasting industry must train replacements now. "It's in your hearts and your minds to do," he said. "You have a great responsibility and opportunity to be a tremendous force toward victory."

Electronics Vital To Final Victory

Frank H. McIntosh, assistant chief of the Radio & Radar Division of WPB, recounted to the broadcasters steps already taken and those in prospect to assure continued operation of stations. He said that in spite of the fact that WPB is undermanned, he would not make a plea for personnel.

There is a greater use for radio now than at any other time in history. He reiterated what other speakers said—that electronic devices will prove a vital factor in our ultimate victory. Unlike domestic broadcasting, where one transmitter may supply thousands or millions of receivers, in military operations a transmitter is needed for every receiver. This has resulted in an increase in transmitter manufacture from during normal times about three and one-half million dollars a year to 300 million dollars a year. This year some $4,300,000,000 will be spent in war radio production. It would take 150 years of normal civilian production to reach that figure.

In spite of seemingly unsurmountable difficulties, a job has been done, Mr. McIntosh said, with WPB operating on the theory that it would rather win by a large margin as far as electronics are concerned than to lose by a small one.

The Radio & Radar Division function has been two-fold — to conserve existing equipment and to aid the industry in getting the devices it needs. The 1 db. reduction in power effected last Dec. 1 has proved a tremendous boon in conserving equipment, though the power reduction has not discernibly reduced coverage or been noticeable to the listener.

While emphasis still is on conservation so that the military demands can be met, Mr. McIntosh gave the industry a word of encouragement and said he saw no reason for deletion of any station in the near future because of equipment shortages. The effort will be to retain the status quo.

Radio Ranging and Detective Devices

Alluding to the joint Army and Navy announcement of April 23 removing the taboo on use of the term "radar", Mr. McIntosh pointed out that it is now "legal" and while it was part of the name of his division for a year and a



IT MUST HAVE BEEN the "Dirt Dobber" of WLAC fame that F. C. Sowell (second from left) was telling 'em about. They are F. D. Binns, WLAC, Nashville; Mr. Sowell; Arthur B. Church, KMBC, Kansas City; L. Waters Milbourne, WCAO, Baltimore.



HOW BEECH-NUT SELLS THEM TODAY TO KEEP THEM SOLD TOMORROW

What does a company like Beech-Nut do when, after supplying our armed forces, it's up against the problem of supplying less coffee and gum to its customers at home?

Just what you'd expect of a firm which down through the years has known how to earn and preserve a household respect for its name and its products . . .

BEECH-NUT STAYS IN RADIO FOR '43 AND CONTINUES ON WEAF—BECAUSE

- **WEAF talks to 12% of the nation and keeps them sold!**
- **WEAF reaches 15,000,000 buyers who spend eight billion dollars yearly for retail merchandise alone—15,000,000 people whose standard of living is among the highest in the country!**
- **WEAF has the strongest signal . . . and the largest number of loyal listeners in its vast coverage area!**
- **WEAF offers the best "company" of advertisers who sponsor the top-ranking programs in the nation!**



Yes—Beech-Nut stays on WEAF to keep them sold today for bigger sales tomorrow.

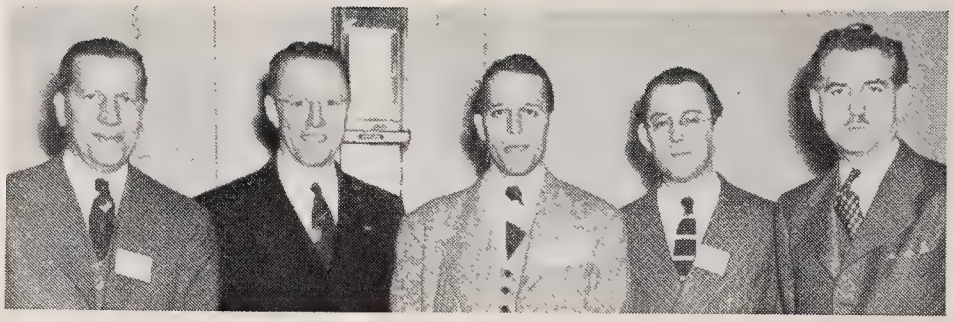
WEAF
NEW YORK

TALKS TO 12% OF THE NATION
KEY STATION OF THE NBC NETWORK
50,000 WATTS . . . 660 KILOCYCLES

half, it nevertheless was not permitted in the public prints.

Describing the miracles of the radio ranging and detection devices, he said that not long ago in the Pacific area two enemy ships were detected some 28,000 yards away. Full broadsides were loosed even though the vessels were never seen and the enemy never saw our ships. The next day on reconnaisance only debris could be found. "Radar had done the whole job," he said.

Describing the magnitude of the materiel function of WPB, Mr. McIntosh said that extensive surveys were undertaken for the proper scheduling of production in the radio fields. On the home front, he said, there is assurance of one set per radio home. Earlier difficulties in production, he said, will not be repeated, based on assurances from the military services and as a result of the orderly allocation procedure now under way as to tubes. It was necessary to take care of the tremendous military demands at the outset and it was also decided to use up all inventories in the hands of manufacturers, distributors and dealers before embarking on new production. Production of necessary broadcast equipment won't be normal until after the war, he said. If it is, the WPB will not have done its job.



AGENCY AND STATION MEN fraternized in Chicago as the War Conference brought home the seriousness of a United States and an industry at war (l to r): John Blair, John Blair & Co., Chicago; Kenneth M. Hance, KSTP, St. Paul; Louis J. Nelson, Wade Advertising Agency, Chicago; Tom McDermott, N. W. Ayer & Son, New York; Vernon Pribble, WTAM, Cleveland.

Expediting the overall work has been the objective of standardization and simplification of types and designs. Receiving tubes, for example, he said, have been cut down from 700 tubes to 116, the latter satisfying more than 90% of the receivers in use. On other replacement parts, some 2,700 different types of volume controls have been reduced to 6, while 400 types of condensers have been cut down to 9. This has meant everyone down the line saved money and materials and still had equipment.

Replacement of Parts Situation Improving

Praising manufacturers and the industry for excellent cooperation, he said that as time goes on more direct steps will be taken toward simplification to speed production. By July 1, he said, the production of parts to supplement existing stocks should be under way.

Surveys recently undertaken for WPB by NAB on condition of sets showed results anything but discouraging, he said. Normally it is estimated there are some three million sets out of order all the time. The survey showed substantially less. It was surprising to note, he said, that in all areas of the country the same types of tubes are in use in about the same ratio.

Apropos the farm battery sets, Mr. McIntosh said he was not qualified to speak since this was a matter in the hands of the Durable Goods Division of WPB. He did observe, however, that because of the interest shown by broadcasters, Senators, Congressmen and others in public life, steps are being taken to alleviate this condition due to the importance of the radio in rural and remote areas. He called it the "number one problem so far as broadcasters are concerned" and predicted it would be cleared up promptly.

Col. R. Ernest Dupuy, chief of the news division of the Army's public relations department, in a brief introductory talk, carried a message from Secretary of War Stimson thanking the industry for its war service. He commended its great accomplishments tactically, educationally and from the entertainment standpoint.

Bringing home to broadcasters the gravity of this war, Col. Dupuy said we are engaged in a "war of survival". The only objective is to "crush our enemy by armed force, to kill enough of them and destroy their centers of resistance until we get them to the point of unconditional surrender." Unless we "kill them, we get killed" he said.

Col. Glavin Recalls Broomstick Army

Pointing to the use of radio made by the military, Col. Dupuy said that the only goal is to protect the security of the nation. It is important not to permit information of value to get in the enemy's hands. Voluntary censorship has worked, he said. Under siege the military will take over all communications because it becomes its duty to avoid permitting the enemy to "spot their shots".

"Our mission is to smash the enemy and kill him before he kills us," he reiterated.

Col. E. J. F. Glavin, public relations officer of the First Army

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ANPOWER, one of radio's most serious problems, cupied attention of the NAB Labor and Wages & ours Committees meeting in pre-War Conference ssion. Discussers are (from left around table): hairman C. T. Lucy, WRVA, Richmond; Quincy A. ackett, WSPR, Springfield; Chet Thomas, KXOK, St. Louis, and KFRU, Columbia; J. B. Rock, KDKA, Pittsburgh; Ralph Brunton, KJBS-KQW, San Francisco; Joseph L. Miller, NAB labor director; W. E. Hutchinson, WAAF, Chicago; W. L. Gleeson, KPRO, Riverside; Joseph A. McDonald and John F. Whalley, WMAQ, Chicago; Calvin J. Smith, KFAC, Los Angeles.

ommand in New York, which is sponsible for the entire coast, re- lled that in 1939, during the first actical Army maneuvers in New ork State, great help was pro- ded by the broadcasting industry. t that time Lt. Col. E. M. Kirby as public relations director of e NAB and a civilian. Then the aneuver was by "our stovepipe d broomstick Army".

The task of the First Army ommand, which embraces an area ith a population of 55,000,000 peo- e, including New York, Wash- gton, Philadelphia and all of the astal area, is to defend our ores, he said. Alluding to the okyo raid of a year ago, he said e utter confusion of the Japanese dio caused panic. Lessons were arned by us on that—hence the ffice of Censorship plan for andling of broadcasts during an ir raid or enemy action given to e industry a year ago over a osed circuit by Byron Price, di- ector of censorship.

Precautions Against Invasion Attempts

Broadcasters in the New York rea, in establishing Radio Central, ive the Army "unrationed help." hey have established 24-hour ser- ice direct to military headquarters or emergency service. In the event f a raid, he said, the information will be released. If there is any ir silence, to avoid use of our sta- ions for homing purposes, the Fighter Command, through the military organization, will order t. When the radio silence is lifted, e said, the Censorship Office reg- lations again are invoked. Sum- ming up, he outlined the three steps o be followed: (1) release of the official news of the raid or action, (2) imposition of official silence by the Army, (3) the lifting of the radio silence as soon as possible.

The Army recognizes its duty to keep the public informed, he said. Any official statements made during the period of siege will come from the Army.

Entirely aside from air raid emergencies, Col. Glavin pointed out that precautions are taken against other types of enemy action, including submarine bombardment, dropping of paratroops, small invasion attempts, sabotage, and the like. In New York all branches of the service are closely coordinated and operate a sort of "small news wire service." He said the military puts it up in a package and delivers it to the stations.

The plans do not envision a radio silence from north to south but only in small areas under siege. Moreover, he said if the enemy has found its target and has dropped its bombs, the radio silence might promptly be lifted since there is no further need for precautions against use of the radio signals for location purposes.

Moreover, he said, once the news is out regarding enemy action it is releasable and can be used. The Army is not attempting to act as a censor. In the areas of combat, accredited news and radio men will be given an opportunity to move about. Already, he said, some 1,200 people are so accredited.

Plans are under way, he said, to have official announcements on enemy actions released on a given frequency to be previously announced. One frequency would be selected for the emergency service as a means of restoring radio service during general radio silence in the area. He said that studies



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WHEN both cost and coverage are determining factors in building a schedule for Nashville, it will pay you to give full consideration to WSIX.

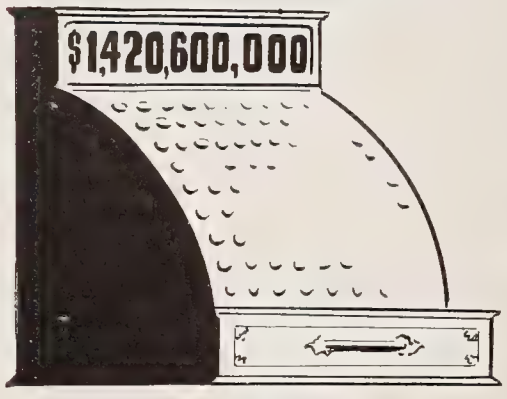
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5000 WATTS — WSIX "The Voice of Nashville" NASHVILLE, TENN. — 980 KILOCYCLES

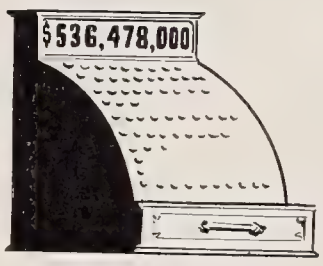


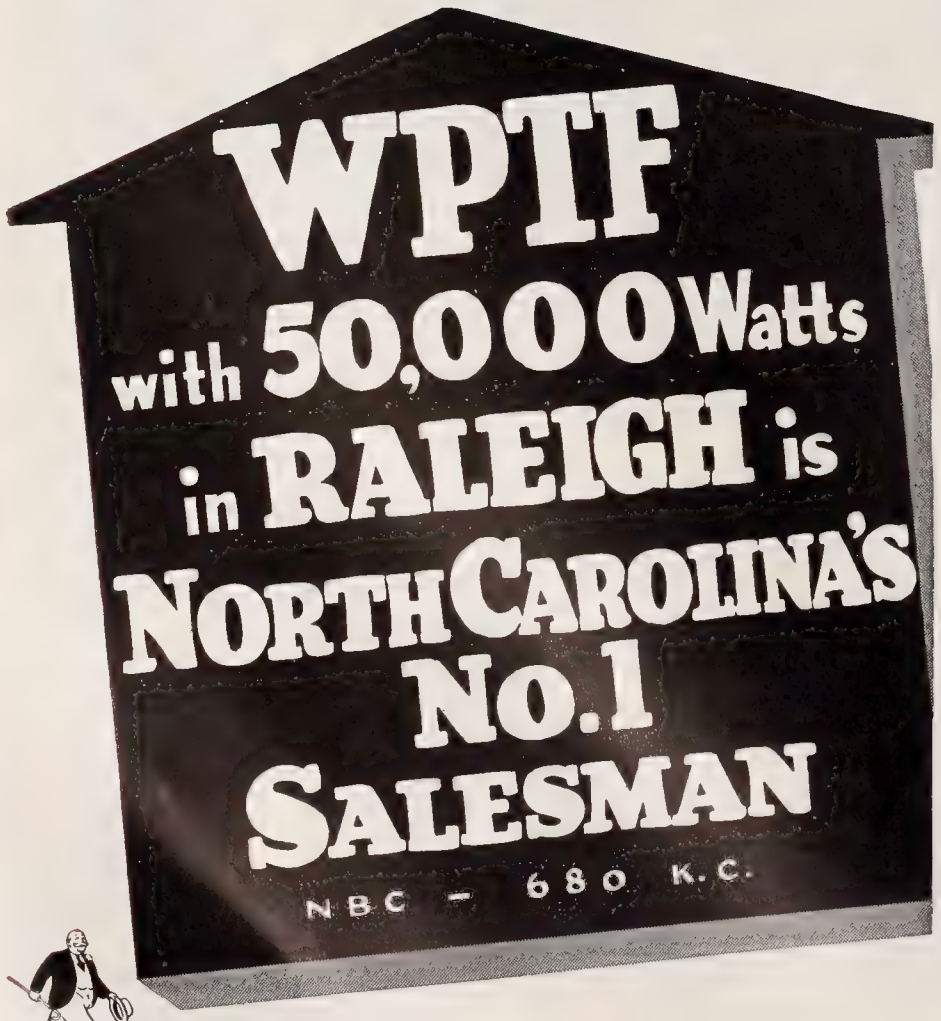
VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES





FREE & PETERS, INC. National Representatives

along this line now are in progress.

Expressing great satisfaction over the cooperation shown by the industry, Col. Glavin said that radio not only is a great weapon in the war and has performed wonderfully tactically, but also is a "great weapon at home." The Army operates on the theory that the public must be kept informed and must be told the truth.

"If we are going to have action here, the public is going to know about it as far as the Army is concerned," he said. In conclusion, Col. Glavin said under present plans radio silence will be imposed only when absolutely necessary for military defense against enemy air attack; that radio silence will be lifted immediately when it has been determined that resumption of broadcasting involves no tactical risk; and limited radio during silence will be provided under Army control for the broadcast of official news bulletins.

Industry Cheered By Kirby, War Dept.

Thanks to the industry for all it has done and is doing for the Army was expressed by Lt. Col. Kirby. He said he did not recall a single instance where any important request of the War Dept. has been rejected by any unit of the industry.

Broadcasters, and more particularly producers of programs and script writers, were admonished by Col. Kirby to exercise a greater degree of care in preparation of their scripts, having in mind the attitude of the parents and the relatives who have loved ones in the armed forces. Good war programming should be uppermost, he said. He urged against discrimination. Particular care should be exercised in handling of casualties.

Avoidance of "showmanship" that will "short change" the public was advocated by Col. Kirby. "Let us remember", he said, "that the minute you put a soldier in uniform on the air, millions of parents see not that boy but their own. And they compare that boy with their own. He is standing there in a uniform in which he may give his life. How he is treated, under what conditions he is presented is all important. If he is presented as a stooge or a freak, the uniform is short-changed and so are millions of parents with sons in uniform."

What used to be good special events in many cases now has become bad war programming, Col. Kirby declared. "Radio, instead, should and must tell the stories of heroism, of sacrifice which our men are making," he advised.

Gratitude of the Department both to radio and the entertainers who have given of their time and talent was expressed by the Army's radio chief. People like Kay Kyser, Bing Crosby and Bobe Hope were mentioned as among those who have done outstanding jobs.

Certain types of commercial copy were deprecated by Col. Kirby as objectionable from the war standpoint. Off the record, he told the broadcasters about those copy appeals that seem saturated with "a synthetic coating of patriotism hollow and empty, and that leave the listener cold, if not resentful."



FOND RECOLLECTIONS of NAB conventions of yesteryear occupied Phil Loucks (left), managing director of the trade association from 1930 until 1935, and now a Washington attorney, and William S. Hedges, NBC stations vice-president, who hasn't missed a convention since its founding 21 years ago. Mr. Hedges, twice NAB president, was Mr. Louck's prexy in 1930.

Declaring that the temper of the people is changing, he commended the attention of copywriters to it. "That copy which is in harmony with the changed temper serves not only the client but the war motivation itself. And in a war where men are making the supreme sacrifice the extravagant claims of a peacetime society fall on deaf ears."

Col. Kirby said this was no attack against commercial radio but that he asked that copywriters get out and visit a training camp or a hospital. The Army knows that revenues from the sponsors makes possible a free system of radio and "radio's freedom like those of the press and the church and assembly is among the reasons for which we are now fighting."

Putting in a good word for the "soap operas", Col. Kirby said it has been found that they reach vast audiences who are anxious about their sons and whose emotions are most volatile. Thus the soap opera has tended to "stabilize

(*Continued on page 59*)

Have You Heard About
Joanne Taylor?
SEE BACK INSIDE COVER

GREATEST RETAIL
SUCCESS STORY
IN RADIO!
SEE BACK INSIDE COVER

Get Auto Business, Sales Group Urges

Committee Also Recommends A-S-H Continuing Discount

REVIVAL of national and local advertising in the automotive field through an intensive promotional effort was recommended to sales managers of the industry by the retiring sales managers committee of the NAB at its pre-War Conference session last Monday in Chicago.

Through John M. Outler Jr., sales manager of WSB, Atlanta, the retiring committee recommended a study by the NAB of present and post-war advertising to be presented to the industry. The plan would be presented at a meeting to be set in Detroit.

Contract Form

The committee also recommended a new clause for the NAB-American Assn. of Advertising Agencies standard form of contract for stations under which discount schedules would be carried over. Under the proposal, advertisers who use 52 consecutive weeks of advertising on a station will continue to earn the maximum discount after expiration of the original contract. The continuing discount plan has been strongly advocated by Blackett-Sample-Hummert [BROADCASTING, April 19].

Under the Outler automotive plan, prompt research would be undertaken on how radio can best serve the automotive industry, from point of manufacture to ultimate distribution.

Members of the retiring sales managers executive committee, in addition to Chairman Outler, are Dietrich Dirks, KTRI, Sioux City, Ia., for small stations; William F. Malo, WDRC, Hartford, Conn. for medium stations; Frank R. Bowes, WBZ, Boston, for large stations; Donald D. Davis, WHB, Kansas City, for MBS; Arthur Hull Hayes, WABC, New York, for CBS; and George H. Frey, NBC, New York, for NBC.

Industrialists to Speak

NINE additional American industrialists will be heard on broadcasts of *Industry Looks to the Future*, NBC weekly series transmitted to American fighting forces overseas via NBC shortwave station WBOS, in cooperation with the National Assn. of Manufacturers. The following will speak: H. W. Prentis Jr., president, Armstrong Cork Co.; Harry A. Bullis, president, General Mills; E. R. Breech, president, Bendix Aviation Corp.; J. Cheever Cowdin, chairman of board, Universal Pictures Co.; Thomas J. Hargrave, president, Eastman Kodak Co.; Harvey S. Firestone Jr., president, Firestone Tire & Rubber Co.; Glenn L. Martin, president, Glenn L. Martin Co.; Thomas F. Royce, manager, radio and television instrument department RCA; Philip G. Johnson, president, Boeing Aircraft Corp.

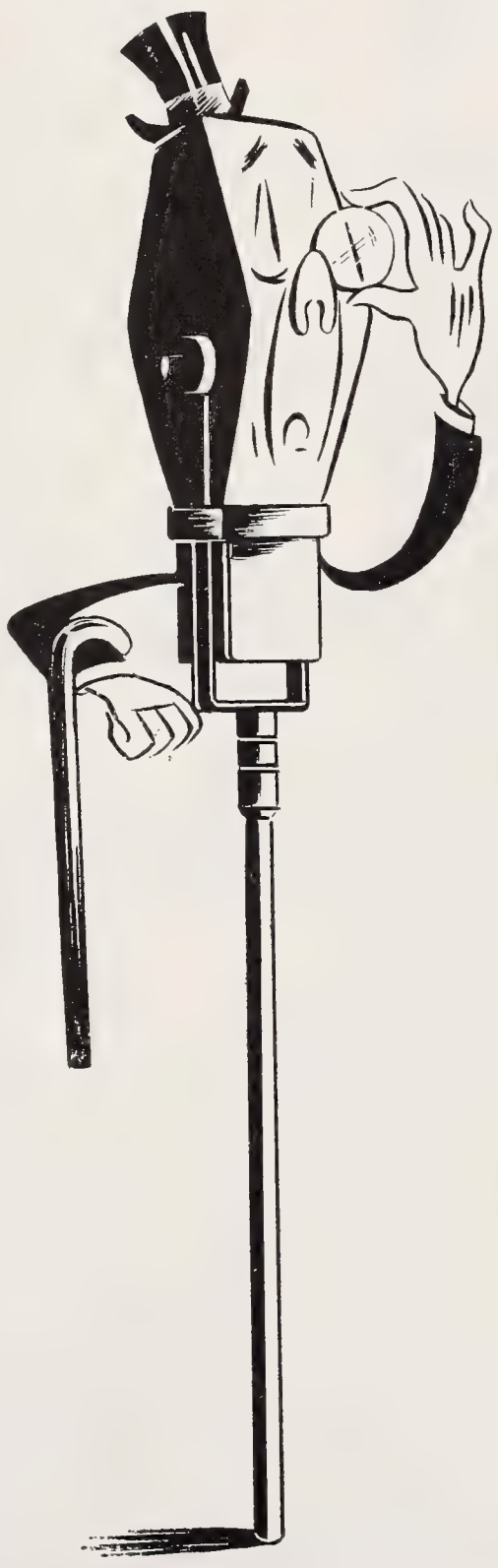


MUSICAL MOMENTS rang in their ears as these sales managers talked about resurgence of automotive advertising. The Sales Managers Executive Committee, upon suggestion of its chairman John Outler, WSB, Atlanta, recommended that a comprehensive survey of the automotive field be made at a pre-conference meeting in Chicago Monday. Members are (l to r): Frank Bowes, WBZ, Boston; William F. Malo, WDRC, Hartford; George Frey, NBC, New York; Lew Avery, NAB, Washington; Mr. Outler; Dietrich Dirks, Sioux City; Art Hayes, WABC, New York. Absent was Donald D. Davis, WHB, Kansas City.

Package Show Ruling

RULING by the New York State Unemployment Insurance Commission, last December, that Ted Collins Corp. was the employer in the production of *My Son & I*, package show heard on CBS a number of years ago, and that Jay Velie, actor, was an employe of the package producer, has been upheld by the Appeals Board of New York State Unemployment Insurance section of the Department of Labor. Issue involved in the case is whether an independent actor in a package show is an employe or an independent contractor.

CECIL BROWN, CBS news analyst, has been awarded the honorary degree of Doctor of Letters by Union College, Schenectady, N. Y. In conferring the degree, Dixon Ryan Fox, president, said Mr. Brown was chosen for the honor because "'He is the outstanding exemplar of the ideals and the competence which should mark this new profession." This is said to be the first time the college has conferred an honorary degree on a radio figure.



GOOD STATIONS ARE "Choosy"

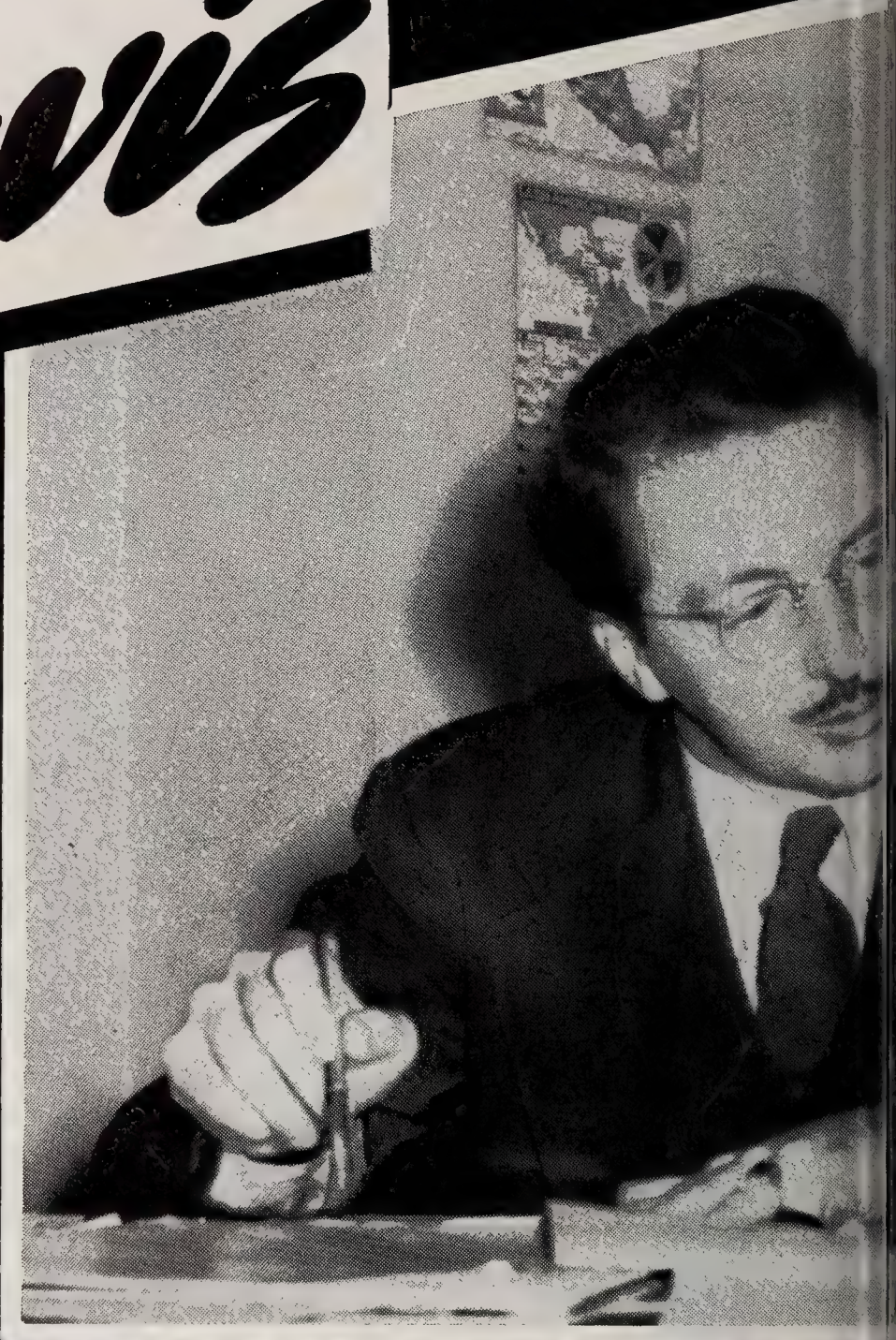
They have a trust to fulfill — a reputation to maintain.

Lang-Worth is proud of the part it plays in assisting 228 "choosey" radio stations to fulfill their trust and maintain their reputation.

From Los Angeles to Halifax, from Jacksonville to Vancouver — these 228 "choosey" stations acclaim Lang-Worth the leading transcription service in point of program and transmission quality.

LANG-WORTH
INCORPORATED
PLANNED PROGRAMS
420 MADISON AVE. • NEW YORK

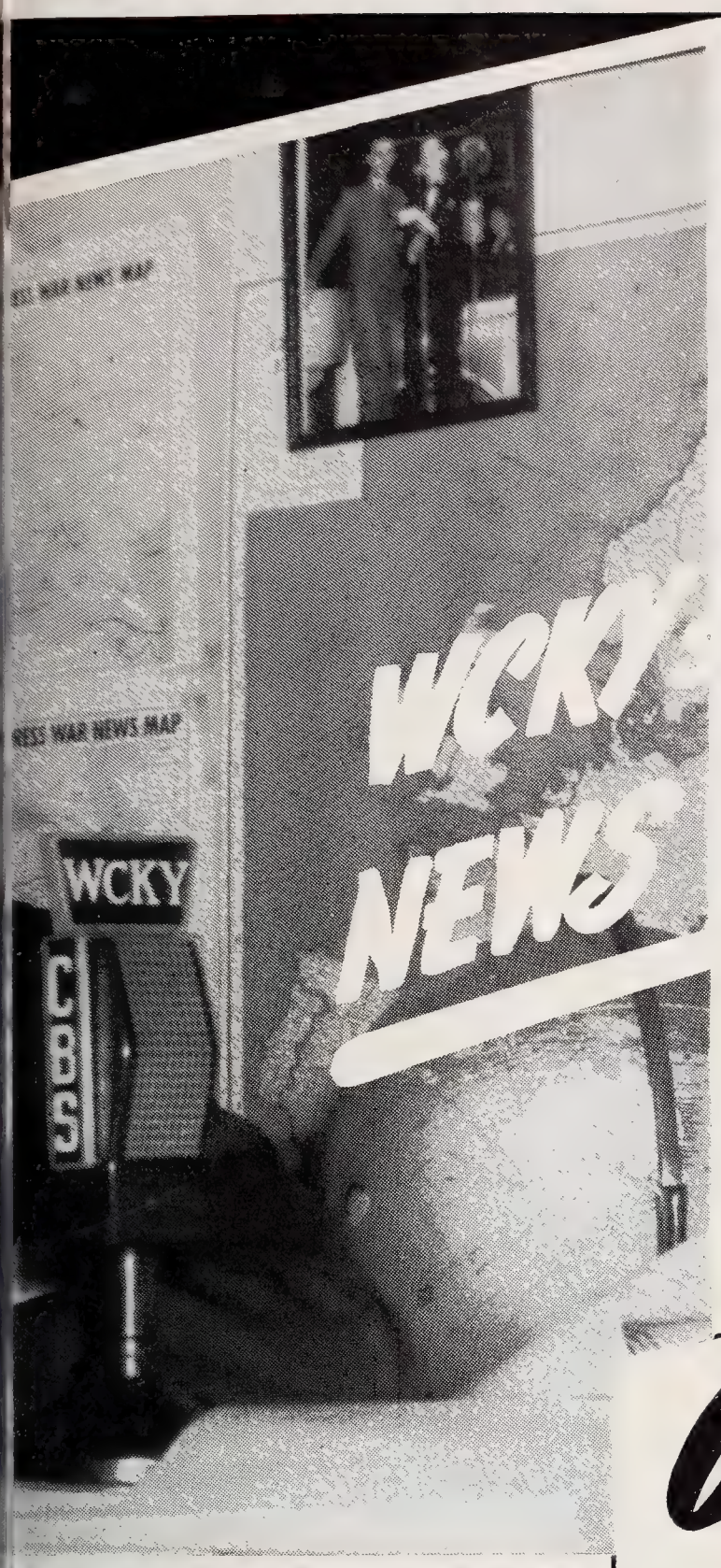
Rex Davis



L. B. Wilson

WC

FIFTY GRAND I



WCKY NEWS

MOST POPULAR COMMENTATOR

6 STRAIGHT YEARS
4 TIMES DAILY....

KY

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J. FRANK BEATTY, Managing Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN

WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

HENRY S. LIEBSCHUTZ, Art Director

Subscription Price: $5.00 per year—15c a copy • Copyright, 1943, by Broadcasting Publications, Inc.

Sauce for the Goose

MOST FOLKS can dish it out, but taking it isn't so easy.

FCC Commissioner Clifford J. Durr indignantly declines to answer a questionnaire from Chief Counsel Eugene L. Garey of the Cox investigating committee, inquiring into his personal affairs and finances. It was one of a series of questionnaires sent by the House Committee counsel to each member of the FCC.

As to Mr. Garey's methods, we see little to criticize, though the letter to which Mr. Durr so vehemently objects does appear rather penetrating. Scarcely anyone familiar with the FCC application forms and with the pack of bright young men who trapse from station to station digging into files would deem any of the Garey questionnaires objectionable. That sort of thing goes on all the time. Then why should the FCC, or any of its members, object to a Congressional inquiry and a few questionnaires once in about 15 years?

Of course it isn't pleasant when personal affairs are fine-toothcombed and perhaps aired in public. Stations have been complaining about it for years. It's one of the penalties of being a commissioner or a station licensee. But the FCC 50-page application forms are far more penetrating than anything the Garey Committee has yet sought, as far as we're aware.

There isn't any doubt about the authority of the Cox Committee to pursue this course. The Resolution adopted by the House, practically without dissent, is broad and complete. The Committee can subpoena practically anything it likes.

Mr. Durr is the newest member of the FCC, having served less than two years. He has less to account for in the way of FCC policies than any other member. Therefore, he was the logical man to question the Committee's rights. We assume the protest was discussed with at least several of his colleagues.

We doubt if a single member of the FCC is guilty of anything beyond excessive power-grabbing, disregard of the Congressional intent and perhaps intimidation and coercion of licensees (this in many cases through those bright young men). But we don't question for a moment the right of Congress to make a thorough-going inquiry. Like Caesar's wife, a public servant must be above reproach.

Bound and Gagged?

NOT SINCE 1934, when the present Communications Act was written, has there been such insistent demand on Capitol Hill for new legislation governing radio and, of necessity, all branches of communications. In both houses of Congress impetus has been given to measures looking toward amendment of the existing law, the radio sections of which were carried over from the original Radio Act of 1927. It is an antiquated piece of legislation which has not kept up with radio's dynamic pace.

Hearings start this week on the Wheeler-White Bill to reorganize the FCC, spell out its functions so power-grabbing bureaucrats can't misconstrue the Congressional intent, and root out provisions that have been susceptible of misinterpretation, even by the courts. Radio has travelled a long, tortuous and spectacular course since the 69th Congress enacted the original radio law. It is clear that the 78th Congress now in session proposes to do something about it.

In addition to the work of the White-Wheeler Committee, the Cox Select Committee of the House is about to launch its full-scale investigation of the FCC, its personnel, and past actions. Whereas the Senate proceedings contemplate amendment of the statute, the House investigation is to deal with the personnel of the present FCC. But the results are bound to converge somewhere on the legislative front, before new law is enacted. Therefore it is entirely possible that instead of a measure simply to amend the Act, there will be ripper legislation to reorganize the FCC from the personnel standpoint.

We have belabored frequently (in these columns) the merits of proposals to amend the act. A voluminous and valuable record was adduced last session during hearings on the Sanders Bill in the House. This bill already has been resurrected by Rep. Holmes (R. Mass.). The White-Wheeler bill, in its most important particulars, follows the pattern of the Sanders measure. Both have the approval of the industry, as reflected in the testimony of spokesman for the NAB and the Federal Communications Bar Assn. Conversely, the FCC majority, through Chairman Fly, has opposed the new legislation as unnecessary. Obviously, any legislative steps to curb the FCC's power, much of which simply has been assumed, would be frowned upon by the Commission's voting majority.

It may develop, that because of the heat engendered by the Cox Inquiry, the FCC majority will change its stance and go all-out for a bill along the lines of the Sanders and White-Wheeler measure as the lesser of two evils. That was done last session, but not in the open, when there was a choice between the then pending Cox Resolution and the Sanders Bill. As soon as the Cox measure was stymied, the FCC majority opposed the Sanders Bill

The Sanders hearings, as reference, unquestionably will be used by the Senate subcommittee as part of its record. There is no necessity for covering the same ground again. But it is important that the Committee have the advice and counsel of the industry—all elements of it. The industry should not lose sight of the fact that Congress is the *actual licensing authority*—not the FCC. It has simply delegated those legislative functions. The FCC is a part of the *legislative* branch, as much so as the very committees of Congress.

The broadcasting industry is destined to undergo revolutionary transition after the war. The newspaper and the motion picture industry inevitably will be drawn into the orbit of FCC-licensed pursuits through facsimile and television. But it should end there. There should be no regimentation of research or manufacture by a Government agency and no regulation of business or contractual aspects. If that happens, all the freedoms go out the window.

The industry should speak its mind at the Senate hearings. Otherwise a few more court decisions upholding FCC authority over business aspects of broadcasting and these marvelous new fields aborning, will transform the radio and electronics arts to shackled, regimented, bound-and-gagged tools of master-mind braintrusters.

Radio's 'Radar'

JOT DOWN in your little notebook the legend: "Radar—April 23, 1943". Because that word will become as commonplace in radio's lexicon as radio itself.

On April 23, the Army and Navy decided that the secrecy that has shrouded use of that term might now be lifted. It has been no secret to the craft, however, that this radio-electronic development for radio detecting and range-finding, travelling with the speed of light, has taken the gamble out of blind-flying, and has been used on land, sea and in the air to detect approach of the enemy and to measure his distance.

Many believe the ban on "Radar" had been carried to the point of absurdity. Government agencies identified with the design, manufacture and purchase of Radar equipment, have been prevented from using the term. Though the word was not coined until about the time of our entry in the war, the process was developed in 1922 by an American who remains unnamed. It was called the "radiolocator" in the Nazi siege of the British Isles, and is credited with thwarting it. Somewhat similar processes apparently are known to the Axis.

We're glad the military high commands have decided to release the "secret". The process itself, however, probably will remain locked within the vaults of the military until after the war. Then look for a "Radar Age".

We Pay Our Respects To —



GRAL. de DIV. MAXIMINO AVILA CAMACHO

WHEN PRESIDENT Roosevelt met on Mexican soil with President Manuel Avila Camacho April 20, they made diplomatic history. And when the two presidents spoke over the same microphone to a hemispheric audience, they made radio history.

The radio reports and the stories headlining that momentous session between the presidents of these great neighbor nations made no mention of the part radio played. Nor did they touch upon the radio precedent thereby established.

Only a few short years ago radio relations between Mexico and the United States were anything but cordial. The border station situation had been most serious. Mexican stations had jumped indiscriminately on wavelengths used by American and Canadian stations, causing serious interference and the most vexatious sort of diplomatic dealings.

Today that situation is changed. It has been so since General of Division Maximino Avila Camacho took the helm in 1941 as Mexico's minister of communications and public works. Orderly allocations have been maintained and except for one or two assignment situations that remain to be cleared up in routine fashion, Mexican broadcasting has achieved a new high in quality, range and over-all performance.

Don Maximino is the eldest brother of Mexico's president. He assumed his office in the Federal Government soon after his brother ascended to the helm of State in late 1940. It was his task to administer the broadcast reallocation of 1941, pursuant to the Havana Treaty, under which Mexico acquired a fixed quota of broadcast facilities for the first time since the advent of the medium. Prior to that, assignments had been made in Mexico, Cuba and the smaller republics within interference range on a hit-and-miss basis. Mid-channels, in between those used in this country and in Canada, were employed, with resultant bombardment of reception. Only Canada and the United States were parties to a "gentleman's agreement" for orderly use of the standard broadcast band.

General excellence of reception today tells the story of the cooperation, radio-wise, among the North American nations. Mexico's problem was the most serious. Mexico has mastered it well under the executive direction of Don Maximino and his expert staff in the communications ministry. These include Brig. Gen. Romon Cortés Gonzalez, director general of telecommunications, an Army career officer well-versed in signal communications and the veteran, and venerated Sr. Ignacio Galindo, chief of the office of Radiocommunications, who headed the 1937 Mexican Technical Delegation to the Havana Conference which resulted in the 1941 reallocation.

Like his brother, Maximino came up through the ranks of the Army in joining the revolution against President Diaz in 1910. Maximino continued in the Army after the overthrow of Diaz and achieved the highest rank—that of General of Division. He had enlisted as a private. He was born in Teziutlan, state of Puebla, in 1893; his brother was born in the same town four years later. In 1936 Maximino was elected governor of his home state and served until 1940 when he was named to the cabinet of his brother. He is regarded as perhaps the Cabinet's most influential member.

An astute administrator, Maximino directs all public works and transportation, as well as communications. He is the key man of the Pan-American Highway, a gigantic engineering undertaking, and directs railroad, air and water transportation. As a young man he was agent for the Singer Sewing Machine Co. at Veracruz. In his home town of Teziutlan he had worked as a clerk and bookkeeper in various business establishments.

A polo player of repute and an ardent follower of Mexico's national sport, bull fighting, Maximino is one of the most popular figures in Mexico. He resides with his family at Tehuacon but spends most of his time at his offices in Mexico City.

Personal NOTES

MILLER McCLINTOCK, president of MBS, and Lester Gottlieb, publicity director of that network, are in Hollywood for three day conference with Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood. Mr. McClintock is scheduled speaker at the Los Angeles and San Francisco Adv. Clubs, during his West Coast visit.

JENNINGS PIERCE, Western division manager of public service and station relations departments, following NAB War Conference, is attending Ohio State U. Institute, Columbus, O., where he presided at one panel during the three day radio institute. He will visit network affiliates in Arizona and New Mexico before returning to his Hollywood headquarters in mid-May.

FRANK A. BEREND, Western division sales manager of NBC Hollywood, after attending the NAB War Conference in Chicago, is conferring with New York executives of NBC.

WILLIAM B. RYAN, general manager of KFI-KECA, Los Angeles, following attendance at the NAB War Conference in Chicago, is in Washington, D. C., on station business.

HAROLD S. YOE, sales accountant of KLO, Ogden, Utah, is back at his job after two weeks in the hospital recovering from an operation.

PETER ZANPHIR, formerly of the CBS sales department, joined Mutual April 19 as manager of the presentation division of the promotional research department. The post is a new one.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, was elected to the board of directors of Lit Brothers, Philadelphia department store, at the annual meeting of stockholders.

WILLIAM M. TAYLOR has joined the sales staff of WDBJ, Roanoke.

EARLE G. CLEMENT, former general manager of WLNH, Laconia, N. H., has been appointed manager of WEIM, Fitchburg, Mass. He succeeds Milton H. Meyers, who was forced by other business interests to relinquish management of the station.

CORNWELL JACKSON, assistant to Deputy Chief of Radio Bureau of the OWI, Hollywood, has been named principal liaison officer of that organization.

HELEN MURRAY, former assistant sales promotion manager of NBC Hollywood, has been appointed sales promotion manager of KPO, San Francisco. She replaces Henry Schaffer, who resigned to enter business for himself.

A. E. TOLLESON, formerly of the A. E. Nelson Company, advertising, San Francisco, has returned to KPO, San Francisco, as account executive.

CHARLES KENNEDY has joined the Chicago office of WLW, Cincinnati. He has been a salesman with WLS, Chicago, and with WTMJ, Milwaukee. He replaces Dick Garner who joined BLUE.

MORT SILVERMAN has been appointed assistant manager in charge of sales for WEIM, Mutual-Yankee outlet in Fitchburg, Mass., succeeding W. Warren Teskey, resigned. Silverman was in sales work with WDAS, Philadelphia, WINS, New York and WCOP, Boston, before joining WEIM last June.

HENRY GERSTENKORN, account executive of Don Lee Broadcasting System, Hollywood, has been elevated to assistant general sales manager.

A. DALE DRAKE, former commercial manager of WRR, Dallas, is a lieutenant in the Army Air Forces, stationed at Brooks Field, San Antonio, Tex.

HERMAN FIELDS, new to radio, has joined WPAT, Paterson, as salesman in the New York offices.

JACK O'MARA, publicity and promotion manager of WOWO and WGL, Fort Wayne, Ind., joined KNX, Hollywood, May 3 as merchandising manager of CBS Pacific stations.

Dr. Jewett Again Heads National Science Group

DR. FRANK B. JEWETT, vice-president of the American Telephone and Telegraph Co. and chairman of the board of the Bell Telephone Laboratories, was re-elected to the presidency of the National Academy of Sciences April 27 for another four year term. At the same time the National Academy in selecting 28 new members issued membership to Dr. Vladimir K. Zworykin, noted scientist with RCA Manufacturing Co. and the inventor of television and the cathode ray tube.

Dr. Jewett will continue, by virtue of his reelection to the National Academy presidency, as a member of National Defense Committee, the coordinating and planning agency which works on all important military research and development projects in conjunction with the Office of Scientific Research and Development.

Ruddell in Artillery

NOEL G. RUDDELL, vice-president and general manager of the Upper Michigan-Wisconsin Broadcasting Co., has been commissioned captain in the Coast Artillery Corps, Anti-Aircraft, and reported for duty at Ft. Eustis, Va., April 26. He served in World War I. Last January Capt. Ruddell sold his interests in the radio firm, which owns and operates WJMS, Ironwood, Mich., and WATW, Ashland, Wis.

Lt. Pulliam Engaged

ENGAGEMENT of Jane Bleeker, program manager of W51C, Zenith FM station at Chicago, for the last year, to Lt. Eugene C. Pulliam, with the wedding to take place May 29 in Chicago, has been announced. Lt. Pulliam was news editor of WIRE, Indianapolis, before entering the service. They are to live at Michigan City, Ind., where Lt. Pulliam is in charge of the Naval Training School.

Fred E. Guthery

FRED E. GUTHERY, stockholder in the Marion Broadcasting Co., owners and operators of WMRN, Marion, O., died suddenly after a heart attack April 20 at 75. He was president of the National City Bank of Marion, and a director of several other banks, insurance companies and industrial firms.

BEHIND the MIKE

JOHN HADE, after four years with WFAS, White Plains, N. Y., has joined WJZ, New York, as commercial program manager, a new post. Mr. Hade has been associated with a number of publications, including *Billboard*, several New England papers, and the Westchester County Publishers.

LEWIS G. J. GREEN, former musician and continuity writer, has been appointed a member of the production directors' staff of BLUE Chicago.

JACK WILLIAMS, program director of KOY, Phoenix, has been elected to Phoenix Junior Chamber of Commerce directorate.

ALBERT L. CAPSTAFF, Hollywood engineer on the weekly NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike cigarettes), has been transferred to the network production staff and assigned to that half hour program.

CHARLES LEWIN, producer of BLUE, Hollywood, and Barbara Katz, were married in Beverly Hills, Cal., on April 16.

BILL SETH leaves WFVA, Fredericksburg, Va., where he has been manager, to join WKBN, Youngstown, O. He will handle news and general announcing.

GEORGE FINNY, night news editor of WINS, New York, married Marion Mouyios several weeks ago.

FRED KENT, announcer of WPEN, Philadelphia, left April 27 for the Volunteer Officers' Corps of the Army.

HOWARD BROWN, formerly of WIP, Philadelphia, has joined the announcing staff of W53PH, FM adjunct of WFIL, Philadelphia.

VARNER PAULSEN, production director of WIP, Philadelphia, was inducted into the Army April 27.

LT. JANET C. JENKINS, known at KYW, Philadelphia, as Nancy Dixon, where she was in charge of women's programs before joining the WAACs last July, and Lt. William B. McCoy, were married at Fort Custer, Mich.

BILL ZAFFIRAS has joined the news staff of WMC, Memphis, leaving KSCJ, Sioux City, where he was news editor.

BARRY CURRIGAN has joined the announcing staff of KLZ, Denver.

BETTY LANG is a new member of the continuity department of CKWX, Vancouver. She was formerly with NBC and J. Walter Thompson Co. in Hollywood, and KPAS, Pasadena.

REED A. CHAPMAN, national advertising manager of the Vancouver *News Herald*, has returned to CKWX to handle sports and sales.

BILL BURNETE has returned from WPTF, Raleigh, to WCOS, Columbia, S. C., as chief announcer and production manager. Richard Goode is now Pvt. Goode. Malcolm Rast is a new member of the announcing staff.

NANCY GREY, of WTMJ, Milwaukee, has gone to the Southwest for two weeks. She will gather material on the Pacific Coast for future *What's New* programs, aided by a portable recorder.

DARA TWIGGS, of WSGN, Birmingham, besides handling special women's shows, is now taking a regular turn at the mike. Jack McCormack, recently of WLAY, Sheffield, Ala., has joined the staff to handle the night shift.

JOHN T. MacKNIGHT, announcer of WDGY, Minneapolis, has been promoted to production chief.

GEORGE D. BRONSON, news editor and salesman of WELI, New Haven, has been appointed by the budget committee of the Community Chest to the executive committee of the New Haven council of social agencies.

GEORGE OLENSLAGER, head of the BLUE's information division, is the father of a baby girl.

LES SCOTT has moved his early morning recorded show to WRR Dallas from KXYZ, Houston. Previously he was with WNOW, Austin and KFDN, Beaumont.

BRUCE MacDONALD is news editor of WIND, Gary, Ind., succeeding Bob Sabin who joins the BLUE Chicago office.

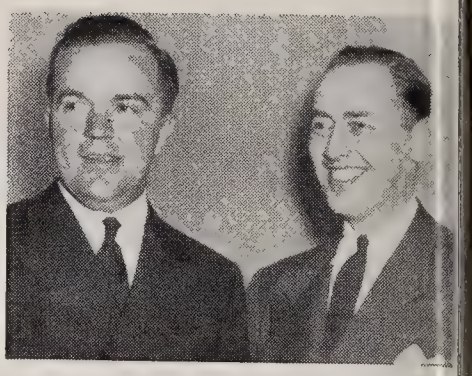
HAL LAWRENCE, former CKLW, Windsor-Detroit, announcer is now AC2 Lawrence of the Royal Canadian Air Force.

CY KING, announcer of CJKL, Kirkland Lake, Ont., has joined the Royal Canadian Air Force.

WESLEY MEARS, announcer of KFI-KECA, Los Angeles, has joined the Navy as an ensign. Ted Bentley, onetime page boy of NBC Hollywood, replaces him.

MARY SIMPSON, in charge of sustaining program traffic, BLUE Hollywood, has been elevated to assistant traffic manager. Her duties have been assumed by Phyllis Skepner.

JIM LUNEBERG, of transcription department, KNX, Hollywood, has been transferred to announcing and is assigned to the swing shift. He replaces Bill Fuller, who has taken over a daytime assignment.



TWO NEWSCASTERS from WJR Detroit, were called to active duty last week. Edgar A. Guest Jr (left), who handled the 7 a.m. news for WJR, reported to the Navy at Jacksonville, Fla. Jack White (left) reported to the Army at Fort Custer, Mich. WJR gave a cocktail party for the duo.

EDDIE ANDERSON (Rochester), of the weekly NBC *Jack Benny Show*, has entered a three-year-old, Burnt Cork, in the Kentucky Derby.

JACK PATRICK, Hollywood freelance writer, has joined CBS, Hollywood and is assigned to the weekly sustainer, *Adventures of Raffles*.

HOLT GEWINNER, newscaster of WMAZ, Macon, Ga., has had an appendectomy.

BILL MARLOWE, producer - announcer, has left WKBN, Youngstown, to join WMC, Memphis. He has formerly been with WIZE, Springfield, WKBV, Richmond, Ind., WKST, New Castle, Pa.

STAN SCHULTZ has joined WAKR, Akron, as program director.

PAUL C. LYNDE Jr., program director of KFXM, San Bernardino, Cal., has reported to the Army Air Forces at Santa Ana, Cal. for flight training. Alan Mann, KFXM chief announcer becomes program director, while Shirley Irvine of KNX, Hollywood, and James Gentry of WKRO, Cairo, Ill., have joined the announcing staff.

EWALD KOCKRITZ will head a new promotion service at WAGA, Atlanta. He was formerly with KWBG, Hutchinson, Kans., KTHS, Hot Springs, Ark., WSAI, Cincinnati.

DOROTHY JENNINGS has joined the announcing staff of WDBJ, Roanoke.

RUSSELL NAUGHTON, announcer of WDRC, Hartford, has been inducted into the Army.

DEANE S. LONG, of the announcers' staff of KXEL, Waterloo, Iowa, has been made assistant program director.

KIRK HAMMER and Roland D. Prousch have joined KSAL, Salina, Kan., as announcers. Hammer has received a medical discharge from the Marines, and Prousch has been engaged in radio survey work.

ARNOLD B. HARTLEY, manager of WGES, Chicago, for seven years and prior to that with CBS and KYW, Philadelphia, is program director of WOV, New York. Connie Porreca, acting program chief following enlistment in the Army of Mario F. Hutton, remains assistant manager of station.

LUD GLUSKIN, Hollywood musical director of the weekly quarter hour CBS *Ceiling Unlimited*, sponsored by Lockheed & Vega Aircraft Corps., has resigned that post due to conflict with his other assignment. Anthony Collins, assistant to Gluskin, has assumed duties on the quarter hour series.

JOE SEIFERTH, of the audience promotion division of WJZ, New York, is recuperating from pneumonia.

DON'T BE A SLAVE TO FREEBORN (Ky.)!

Serfs you right if you've been slaving for business in Freeborn (Ky.)—and not getting much. Because there isn't much there! Emancipate yourself and see how much better you can do in the Louisville Trading Area, where retail sales top the rest of Kentucky *combined* by 17.1%.... Sympathetic to your cause, WAVE offers complete coverage for far less than the cost of any other medium. So don't vassal-ate — use WAVE for Louisville, and get the best of Kentucky at lowest cost.

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

AL WOLF, announcer of KPO, San rancisco, recently was commissioned first lieutenant in the marine corps.

ILL RODDY, announcer of KPO, an Francisco, recently left to start aining at a maritime service school r a commission in the merchant ma-ne.

NN HOLDEN, commentator of GO, San Francisco, has been elected senior hostess at the Stage Door anteen in the bay city.

ED MYERS, newscaster-commenta-r of KFI-KECA, Los Angeles, and cently appointed radio instructor of rofessional Institute of Music & rama, that city, is conducting pri-ate and class training in broadcast-g techniques.

OSEMARY LANE, singing mistress f ceremonies on the weekly sustaining ature, *All Girl Review*, on CBS Pa-fic stations, has completed an as-gnment in the Universal film, "All y Myself".

UTH FARWELL, head of the mu-c department of the Yankee Net-ork, leaves the end of May to join ie Marine Corps.

THEL KIRSNER, who recently re-gned as associate editor of *Movie-adio Guide*, has joined the CBS press formation department. Miss Kirs-er has been with the radio depart-ent of the *N. Y. Journal-American*, as editor of *Top Hits*, and was pre-iously with Young & Rubicam, New ork.

ACK KNOTT, formerly of WNAX, ankton, S. D., has joined KBON, maha, as news editor.

LBERT E. DALE, manager of BC's department of information, is he father of a boy born April 23.

OBERT S. WILSON has resigned s publicity manager of British Broad-asting Corp., New York, to take up ther work, and has been succeeded y Stanley L. Stevens, former director f publicity of the Radio Workshop f the National Youth Administration, ew York. Mr. Stevens has just re-urned from Officer Candidate School, amp Davis, N. C., having received medical discharge.

LVIN MULLENAX, announcer of VSVA, Harrisonburg, Va., is the ather of a boy. Mr. Mullenax re-orted to the Marines, Parris Island, . C., April 26.

KEITH ENGAR and Allan Moll, an-ouncers, have left KDYL, Salt Lake ity, to join the Army Air Forces. llan's young brother has joined the taff as announcer and listeners are aid to be unable to tell the difference, hey sound so much alike. Ray Oving-on, of Beverly Hills, Cal., joins DYL after successfully passing tests f the new NBC announcer audition ystem.

HAROLD B. (Bud) Thorpe has oined KMOX, St. Louis, as an-ouncer, having been associated with OIL-KFAB, Omaha, and KLZ, Denver.

LBERT COLLINS has joined VIOD, Miami, as announcer, coming rom WFTL, Ft. Lauderdale, Fla.

JOE GIRAND, from WWLS, Beck-ey, W. Va., has joined the announcing taff of WPAT, Paterson.

CARLTON KADELL, Hollywood an-ouncer-actor, with April 27 broad-ast of the thrice-weekly *Red Ryder*, ponsored by Langendorf United Bak-eries on BLUE Pacific stations, re-laced Reed Hadley in the title role of hat series. Latter was recently signed o term contract by 20th Century-Fox.

LEONARD L. LEVINSON, Holly-wood radio consultant to OWI, and until recently Special Assignments Chief, Radio Bureau of that organiza-ion, has opened offices at 6253 Holly-wood Blvd., Hollywood, for writing and production of package-deal radio programs.

Doesn't Dive

JOHN DALY, CBS correspondent in London, disdains to join the inhabitants of that city in diving for the ground during an anti-aircraft barrage, CBS reports, quoting Daly's explanation as follows: "Veterans of London blitzes pretty well ignore the antics of Hitler's raiders, but they have a healthy respect for the shrapnel that comes down after the anti-aircraft barrage starts up. The sound of the guns is terrifying and my first inclination is to dive for the gutter. The only thing that keeps me on my feet is that it takes about three weeks to get a suit cleaned."

MARTIN SILBURT, program department of CKRN, Rouyn, Que., has been moved to CJKL, Kirkland Lake, Ont. George Clemens of CKWS. Kingston, Ont., replaces him at CKRN.

MURRAY MESSNER, program director and announcer of CFAR, Flin Flon, Manitoba, has joined the Royal Canadian Air Force.

WILLIAM E. WEBB, of NBC's advertising and promotion department, has been inducted into the Navy as a lieutenant (j.g.), reporting for indoctrination at Quonset, R. I., April 26.

EDMUND DAWES has been named program director of W53PH, FM adjunct of WFIL, Philadelphia, succeeding Felix Meyer, who joined the Navy. Mr. Dawes will continue as director of educational programs and activities of WFIL.

PAT WILSON and Irene Bruce, who handled women's programs for WSAZ, Huntington, are now announcing most of the station's daytime programs. They are also at home in the control room.

ANICE WISMER, continuity director of WRBL, Columbus, Ga., was married to Lt. G. C. Johnson Jr., of the Parachute Infantry, Fort Benning, Ga.

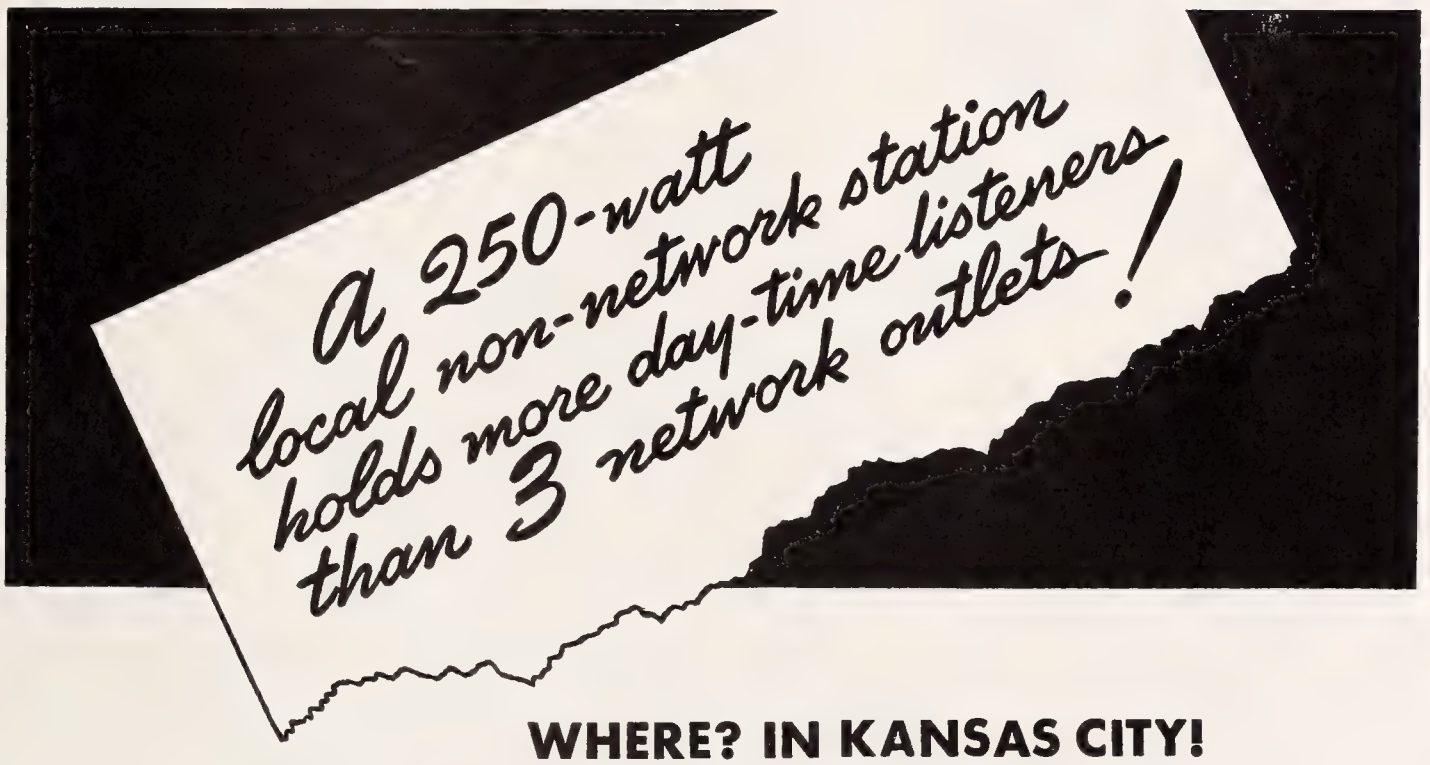
MRS. BARBARA JOHNSTON, new to radio, has been named traffic manager at CJKL, Kirkland Lake, Ont.

ALEX DREIER TALKS AT NAB BREAKFAST

ALEX DREIR, NBC commentator, spoke off-the-record on Germany as the highlight of the breakfast session of the Chicago Radio Management Club Wednesday at the War Conference. Former NBC commentator in Berlin and London, Dreier gave intimate anecdotes on war conditions abroad. Buckingham Gunn, J. Walter Thompson, Chicago, president of the club, welcomed the guests. Lt. Paul Holman Faust, Navy Public Relations, Chicago, explained the objectives of the club.

Committee in charge of the breakfast sessions included Jack North, Aubrey, Moore & Wallace, Chicago; June Rollinson, Russel M. Seeds Co., Chicago; Ward Dorrell, Henri, Hurst & MacDonald, Chicago, and Lt. Faust, Mitchell-Faust Advertising, Chicago.

CERTIFICATE of merit will be awarded *Womanpower*, CBS program now off the air, by the New Jersey Women's Press Club, in Newark.



WHERE? IN KANSAS CITY!
THE STATION? KCKN!
PROOF? HOOPER*!

"Hooper shows what Kansas City knows"—KCKN is programmed entirely and exclusively for Kansas City's 725,000 "city" listeners.

No other Kansas City station is programmed exclusively for the metropolitan city audience. No other Kansas City station offers national advertisers a low "local" rate.

*Hooper, October 1942 thru February 1943

KCKN

ELLIS ATTEBERRY, General Manager

CAPPER PUBLICATIONS, INC.
In N. Y. C. — 420 Lexington — Mohawk 4-3280
In Chicago — 180 North Michigan — Central 5977

Poultry Ups Farm Income to New High

IN 1943, farmers will make more money from poultry than ever before, comments Earl May, pioneer broadcaster and KMA president shown below with his White Leghorn hen, Sarah, who laid 316 eggs in 1942.



"The 1943 farm goal," May said, "is 4,780,000,000 dozen eggs. That's enough to make a solid band 10 feet wide around the equator. We must also produce 4 billion pounds of dressed chicken—over 30 pounds for every man, woman and child in the United States."

In Iowa, greatest poultry and egg producing state in the nation, hatchery bookings to farmers are 40% higher than a year ago, May stated. By the end of this year, 125 million chickens will populate Iowa farms to meet the state quota of 330 million dozen eggs.

But, May pointed out, this is only one of many reasons why the No. 1 Farm Market has more buying power today than ever before—will continue to have more buying power in the years ahead.

"I'd like every advertising man to have the details I have collected about the NEW farm market," Earl May said. "We have a Market Data Brochure for every alert advertiser anxious to get his share of the record-breaking buying power of America's first farm market."

NOTE: *Better write—right now!*

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.



FREE & PETERS, INC.
Exclusive National Representatives

News to Troops, Begun at OWI Now Handled by Army Section

But OWI Will Continue Shortwave Broadcasts Of Feature Material to American Forces

NEWS MATERIAL for broadcasts to U. S. troops at home and abroad will be prepared and disseminated through the Orientation Section, Special Service Division of the War Dept., by the end of this week. Handled in the past by OWI, this function has been changing hands recently as the Orientation Section has taken over circuit by circuit.

According to Lt. Col. S. L. A. Marshall, in charge of the Orientation Section, OWI has expected to have the Army take over the work ever since last September when the news reports to troops were started. At that time, the Army was not equipped to write and forward news to all of the widely scattered parts of the globe where American troops are stationed. It was more expeditious to utilize OWI's personnel and facilities than to delay operation until the Army could set up an additional news bureau.

Invaluable Service

OWI thus performed an invaluable stop-gap service for the fighting forces, it was said. Now the Army has the necessary organization and personnel, the news-forwarding facilities—cable and wireless—of the Signal Corps, and personnel at every military post and outpost to distribute news of the war and the home front to the men in uniform.

In addition, Col. Marshall explained, the Army has certain facilities not available to OWI, such as the Research Branch of the Special Service Division, which acts as a kind of "Gallup Poll" of servicemen's interests. Thus the Orientation Section is prepared to supply not only general news but news of particular interest to soldiers whose likes and dislikes have been polled.

OWI's world-wide transmitting and receiving facilities will not be used by the War Dept., although an extensive OWI news service is in operation. OWI has cable facilities to every point where troops have been sent and has arranged news outlets via local radios. Where no radio equipment was available, sending and receiving equipment has been shipped in many cases. OWI also has men on duty at all these points, with full news bureaus in some locations and missions of only one or two men at others.

Not to Be Wasted

However, none of these facilities will be wasted. OWI Overseas Branch will continue to use them in its work of propagandizing occupied and enemy territory and in other OWI functions. Moreover, OWI men at the various stations will continue to aid the Army in getting news to troops where army facilities are inadequate and will help solve any problems which may come up. OWI will also go on handling the "News From Home" recordings, feature material shortwaved to troops.

Capt. William S. Gill heads the SSD News Service. Under Capt. Gill are Capt. Royce D. Howes, editor of the report sent to troops within the country, known as the "Daily News Summary"; and Capt. Thomas A. MacMahon, editor of the overseas report, called "Overseas News Service."

Both news briefs, the reports differ radically. Troops at home, who have access to newspapers and radio, get a daily interpretative digest of war news from all parts of the world, a "military account of military operations". Written by former newspapermen with military experience, the account serves the special purpose of acquainting the men with current operations, terrain features and tactics used by both Axis and Allied forces.

Troops overseas get a general news summary, somewhat like the news round-ups heard by civilian listeners in this country, except that emphasis is shifted to give servicemen the news they ask for. While news reports for civilians are weighted heavily on the side of war and battle information, troops overseas don't want to hear war news. They want sports information, general gossip, stories on Hollywood figures. Scandal is extremely popular; the Errol Flynn case was a universal favorite with troops abroad.

Though the boys show no affinity for information on the changing social and political scene, they get it, because, as Col. Marshall explained, "Significant changes in American life are ocurring whi the men are away. If they are n kept in touch with social, econom and political developments, the will be a difficult readjustment make when they return."

The domestic report is present in finished form, but the overse report, though not reduced "Cabelese", must be rounded o before it can be used. Overseas, t material is broadcast to posts a stations where it is put on lou speakers, tacked up on bullet boards or walls, or printed in can newspapers.

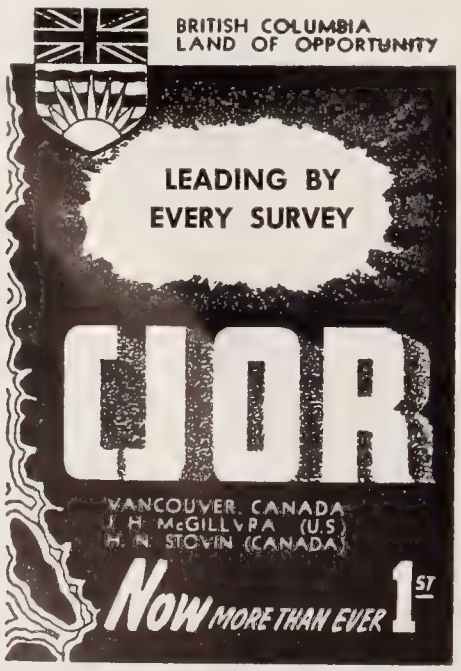
Changes will probably be made the overseas report as interests army personnel change, Col. Ma shall indicated. Members of the R search Branch are constantly sa pling opinions and desires of troop actually going to posts to condu personal interviews, and using a proved survey techniques.

"Probably no other publisher history has had the benefit of th kind of constant survey," observe Col. Marshall.



RAYMER'S RENDEZVOUS at one of Chicago's lakeside dwe ings was the locale for this form group. Seated (l to r): Ma Woods, BLUE president; M Harry C. Wilder, WSYR, Syr cuse. Standing, E. E. Hill, WTA Worcester; Fred Brokaw, Raym partner, New York, and Paul Raymer.

SESACS May bulletin reports that compilation of the current phonogra recordings of SESAC music, listed title, recording company, record nu ber and name of recording artist, contained in the 1943 *SESAC Mus Guide*, just off the press.





in the CONTROL ROOM

'RANK WEAVER, formerly technician of Stockton, Cal., has joined KSAN, San Francisco.

ARL SCHWARZ, engineer of KYA, an Francisco, has been commissioned lieutenant in the Army. James R. Tillbun, formerly of KGO, San Francisco, has taken over the KYA duties.

ILMORE BALTHIS, formerly technician of WOC, Davenport, Ia., has oined KFRE, Fresno, Cal., as has ob Shacklet, of Fresno.

ROY BANKS, formerly technician f KQW, San Jose, Cal., has joined TKC, Visalia, Cal. He replaces Don mith who resigned to devote full me to his radio service shop.

ESLIE CABE, technician of KXA, eattle, has joined the Army.

ED BINDNER, formerly technician KROW, Oakland, Cal., has joined ie Army as a lieutenant. His duties ave been assumed by Marvin Carmin.

LOYD R. AMOO, former chief enneer of KSJB, Jamestown, N. D., as joined KGDM, Stockton, Cal., placing Milton Cooper, now in the rmy.

ENNETH GRINDE, formerly enneer of KOMO, Seattle, has joined XRO, Aberdeen, S. D. as chief enneer. His former duties were asumed by Robert B. Miller.

OY JENSEN, technician of KFBK, acramento, Cal., has joined the Of of the Coordinator of Inter-Amerin Affairs, San Francisco. Lew einzman, also of that station, has ined the Army. Their former duties ave been assumed by Howard Voegli, ho had been associated with KFBK another capacity, and Robert eeks, formerly of Oregon.

RANK BARTOL, former studio supervisor of WHDH, Boston, has ined the staff of WEEI, Boston.

IMMY WIDNER, George Tech's p-op in WSB's control room, has een inducted into the Army at Ft. cPherson.

LDON RAUCH has been added to ie KGGF, Coffeyville, Kan., engieering staff.

OGER W. LOVE, engineer of LUE Hollywood, has been comissioned a second lieutenant in the rmy Signal Corps.

ENRY FRENCH, engineer at TAG, Worcester, Mass., is the ther of a girl, born recently. The ild is his second.

ERNON FULTON, of the engineerng department of WLS, Chicago, is ie father of a baby girl. Bill Keller, ngineer, is the father of a boy.

USSELL McCLAIN, engineer of PEN, Philadelphia, left May 1 for ort Monmouth, N. J. to join the rmy Signal Corps as a first lieutenant.

Diathermy Claims Hit

OLLOWING its recent complaint gainst the Domestic Diathermy o., New York, the Federal Trade ommission last week cited United iathermy Inc., Philadelphia, for se of allegedly false advertisements on the air and other media or a device called United Short Wave Diathermy. The machine ay produce dangerous or fatal esults when used without proper iagnosis and instruction in use f the machine, the FTC claims.

CHARLES WRIGLEY, of Jenkintown, Pa., has joined WFIL, Philadelphia.

LOUIS ONOFRIO, apprentice engineer of NBC Hollywood, has taken over duties of Albert Capstaff, former network engineer on the weekly NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike cigarettes). Mr. Capstaff has been transferred to NBC production staff.

OGDEN LINDQUIST, of the engineering staff of WBNX, New York, is the father of a boy.

WARREN L. BRAUN, chief engineer of WSVA, Harrisonburg, Va., is the father of a boy.

MARY HALD and Beverly Dunn have joined the engineering staff of WNAX, Sioux City-Yankton.

Following Orders

WHEN a budding announcer-control man at WIBX, Utica, took over the controls on an early morning shift recently, he reacted quickly to a voice shouting "Turn that thing off." Was his face red when he learned that the command came from a recorded commercial on the *Yawn Patrol*, morning transcription show. Fortunately, Jack Hamilton, announcer on duty, intervened to keep the station on the air.

IVY CALVERLEY, operator at CKGB, Timmins, Ont., has been transferred to CKWS, Kingston, Ont.

KSO-KRNT Scrap Towers

THE TEN-year-old towers of KSO-KRNT, Des Moines, yielded 55 tons of steel scrap for salvage, and 60,000 feet of copper wire, which went to the OWI for war uses. The stations are now operating on their four new towers under an arrangement devised by Paul Huntsinger, chief engineer, whose plan is now used by several other combination stations. KSO-KRNT belong to the Cowles chain, which includes WMT and WNAX.

COCA-COLA Co. is sponsoring this season's broadcasts of the Atlanta Cracker ball games on WAGA, Atlanta. Lee Bennett is handling the play-by-play discriptions. D'Arcy Adv. Co., St. Louis, is agency.

MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS

Broadcast Station

WMEX

OWNED AND OPERATED BY THE NORTHERN CORPORATION

WMEX - Building
70 BROOKLINE AVENUE, BOSTON
TELEPHONE COMMONWEALTH 3900

March 8, 1943

Mr. Basil A. Caparell
Sales Manager
International News Service
235 East 45th Street
New York, N. Y.

Dear Mr. Caparell:

Knowing full well the Herculean task your organization is doing and appreciating your active co-operation with its resultant demands, I am nevertheless taking the liberty of asking you to take a moment or two to read this letter so that I may thank you for the unexcelled service WMEX receives from the INTERNATIONAL NEWS SERVICE.

Only from such loyal, consistent attention to news and its importance, can we hope to do our part in speeding the inevitable victory of our great global ideals.

Sincerely yours,

Wm. S. Pote

WSP/LM W. S. Pote', Director

Thank you, Mr. Pote

INS

Fly Urges Post-War Study

(*Continued from page 14*)

change in advance, and in particular the importance of laying a sound and spacious foundation for new services, so that progress will not be handicapped more than necessary by the dead hand of obsolescence.

During the early 1920's, standard band radio broadcasting developed without any sound foundation plans, and old-timers in the industry still remember the chaos which resulted. Since then we have learned much. . . . So the FM or frequency modulation band was opened up, pursuant to an allocations plan which, whatever its imperfections in detail, nevertheless made orderly progress possible.

Television was similarly well-planned before the war, though the war has, of course, delayed fruition of those plans. Simultaneously, however, the war has hastened technical developments which may in fact revolutionize television. I am confident that post-war television will be developed with all the foresight and care that human ingenuity can afford.

Planning Board

It is to prepare solutions for just such problems that the radio industry itself is establishing a radio technical planning board, which will draw upon the services of the scientists and technicians best qualified in the various radio and related fields. The details of this board are just now being worked out, and I understand that the Federal Communications Commision and other agencies will accept invitations to have their technical people sit in on the board and panel discussions, though of course such Government people will not vote on issues. By making sound technical recommendations to the FCC, to other governmental agencies and to the industry itself, such a planning board can be of the greatest assistance in solving post-war problems soundly and in facilitating the tremendous radio advances which lie ahead.

When this war is over, vast numbers of skilled communication technicians trained by or for the armed forces will be available to devote their war-acquired skills to civilian pursuits. Will there be jobs for them? Certainly the expansion of radio, television and related arts offers the highest hopes for achieving immediate, secure and permanent employment for these trained technicians and for others. Conversely, the availability of these men will serve to speed the expansion of radio and related services which will surely come. Not only men, but equipment and the capacity to manufacture equipment will be available in unprecedented quantities. One of the avowed purposes of the proposed radio technical planning board is to assist in the utilization of excess radio and electronic equipment remaining from the war effort.

By planning for such steps as this, I am confident that the radio industry, acting independently but with Government cooperation, can do much to bridge the gap from war to peacetime radio techniques. From this undertaking should flow results of great interest and benefit to the public.



STATISTICAL SLEUTHS in quest of new business vistas—NAB's research committee in a pre-conference huddle. Seated (l to r): Roger W. Clipp, WFIL, Philadelphia; Paul F. Peter, NAB research director; Arthur W. Church, KMBC, Kansas City. Standing, Barry Rumple, NBC, New York; John McCormack, KWKH-KTBS, Shreveport.

Circus Promotion

OLYMPIA CIRCUS, which is in Chicago April 25-May 9, is spending the greater share of its promotional appropriation on radio. One-minute announcements have been placed 10 times daily for a 22-day period on Chicago stations WAIT, WCFL, WAAF, WIND, WJJD; WCLS, Joliet; WMRO, Aurora; WJOB, Hammond. Circus, which features the appearance of the Lone Ranger (Brace Beemer), will play Detroit after its Chicago run. Schwimmer & Scott, Chicago, is agency.

Tasty Yeast Expands

CHARMS CANDY Co., Bloomfield, N. J., last week expanded its spot advertising for Tasty Yeast to the New York market, adding transcribed announcements at varying frequencies, on WQXR WHN WNEW WMCA. Firm started one-minute transcriptions on Hartford and Providence outlets in March. Agency is C. L. Miller Co., New York.

WNYC, New York's municipal station, will remain on the air until 9.30 p.m. during the month of May, and until 10 p.m. in June, due to the later sunset hour. By June, it is expected that changes in the station's transmitter to conform with FCC regulations will be completed, enabling the station to remain on the air until 10 p.m. the year round [BROADCASTING, Dec. 7].

Daytime Sets-in-Use Up 14%, More Sponsors

DAYTIME sets-in-use showed an increase in April over the same month of last year, according to C. E. Hooper Inc., reversing the previous months' figures, which were consistently lower than those of comparable periods of 1942. April daytime Hooper ratings also show that the average rating of daytime sponsored network programs is up to 5.6, an increase of 14% over a year ago, while the number of sponsored daytime shows reported on in April was 76, an increase of 11 from April, 1942.

Top program in the daytime field in April was *Romance of Helen Trent*, followed by *Kate Smith Speaks* and with *Big Sister* in third place. Rest of the "Top Ten" for the month are: *Ma Perkins, Life Can Be Beautiful, When a Man Marries, Portia Faces Life, Our Gal Sunday, Stella Dallas, The Goldbergs.* Top weekend programs not included in the weekday list are *Those We Love* and *Family Hour.*

Capt. O'Brien Ill

CAPT. DAN O'BRIEN, a member of NBC press department before enlisting last year in the Marines, is recovering from malaria in a Navy Hospital, after service in Guadalcanal. He has been recommended for the Navy Cross for his one-man battle against a party of Japanese.

Without Tourists

★ . . . Miami's population, retail sales, bank deposits and income from pay rolls...have all reached a new high, and...are still going up at an astounding pace (without usual tourist trade).

*Population MIAMI (Dade County) 350,000

★ Now's the time to break ground for your immediate and postwar gains.

WIOD Covers This New Rich Market As Completely As Miami's Magic Sun

National Representative GEORGE P. HOLLINGBERY COMPANY

* Reported from Dade County Rationing Board.

★ 5,000 WATTS 610 KC NBC ★

WIOD MIAMI

WHOSE 10TH ANNIVERSARY?

SEE BACK INSIDE COVER

NEW RECORDS in Retail Sales

SEE BACK INSIDE COVER

WPID Permitted To Leave the Air

Becomes War Casualty, Citing Loss of Revenue, Personnel

WPID, Petersburg, Va., was given permission by the FCC last week to delete the call signal and close the record of the station. Pending application for renewal of the license was also dismissed, and WPID became the first war casualty since the FCC's policy ruling of March 9, which refuses to allow a station to suspend operation for the duration without prejudice.

The licensee had notified the Commission last March 2 that it would have to cease operation April 1, 1943, the expiration date of its outstanding license, in view of the denial of its petition to suspend operation for the duration [BROADCASTING, March 29].

Reasons given for the decision to quit the air were financial loses, which amounted to $2,874 in 1941 and $8,025 in 1942, due to loss of advertising revenue because of rationing and disappearance from the market of many unrationed products; and inability to keep sufficient trained personnel to enable the station to give the necessary quality of service. Frederick Lewis Jr., chairman of the board of WPID said in a letter to the FCC that they expect to maintain the studio and transmitter equipment in condition and to apply for license again after the war.

PA Dallas Bureau

TO PROVIDE more regional radio news for stations in the Southwest, Press Assn. has opened a news bureau in Dallas, according to an announcement by Oliver Gramling, assistant general manager of the AP radio subsidiary. Justin Anderson, for the past several months on the PA's New York staff, and formerly with AP offices in Kansas City, Jefferson City, Louisville, and Lexington, will be in charge of the Dallas bureau.

ON RECOMMENDATION of the National Safety Council, the Liberty Bell for excellent safety record in 1942 was awarded to RCA Victor's Camden plant (N. J.). The presentation, which was based on the plant's record of 22% reduction of time lost through accidents last year, was made on the *Ghost Shift* network program. RCA departments received similar awards in 1937, 1938, 1940 and 1941. More than 2,000 plants compete in this New Jersey contest.

Fish Story

FISH FANS flooded phones in Greenville, S. C., after Charlie Davis of WFBC on his afternoon *Ballads, Bargains & Booty* offered five free fish to the first five persons calling a local market. When an increase of over 2,000 calls brought students and supervisors to exchange boards, telephone officials asked Charlie to refrain.

Sound on Steel Wire, Used by Army, Is Demonstrated to NAB by Kirby

THE MILITARY APPLICATION of a compact transcription device for recording sound on a steel wire was explained by Lt. Col. E. M. Kirby, head of the radio branch of the War Department Public Relations Bureau, at the War Conference Tuesday afternoon.

In extolling the work of the War Department correspondents, Col. Kirby pointed out that the Southwest Pacific fighting front is 1500 miles from the nearest transmitter and that this geographical spread presented a problem of on-the-scene war coverage.

Compact Recorder

The new compact wire recorder with an overall weight of only 44 pounds and about a cubic foot in size can be used in battle maneuvers for a transcribed record of actual combat. A steel thread 4/1000ths of an inch thick (as thin as a human hair) uncoils from one spool to another through a magnetic field. One spool can hold three to eight hours of continuous broadcasting. This device, chiefly the work of 26-year-old Marvin Camras, staff research associate of the Armour Foundation, was first described in BROADCASTING June 29, 1942.

As the wire passes over the field it is charged with magnetic impulses and the sound is recorded through the principle of electromagnetic molecular rearrangement. The wire can be calibrated in terms of minutes or seconds and therefore can be very easily censored by merely splicing the wire in a way similar to the same operation in films. The recording can be played back instantaneously and the wire can be re-used by demagnetizing.

It is possible, Col. Kirby pointed out, to keep a running account of what was said on a bombing mission. The recorder is so light it can be used with 20 pounds of batteries enabling three continuous hours of recording. The recorder could be used anywhere in the world, he said, and has a number of military possibilities.

Col. Kirby spoke into an amplifier attached to the machine and then played back his remarks which were clearly audible to the audience.

Shipyard Spots

BETHLEHEM - ALAMEDA SHIPYARDS, Alameda, Cal., in an employment campaign tie-up, is sponsoring Sunday 1943 baseball schedule of Oakland (Cal.) team on KROW, in latter city. Home games are released direct from the ball park with out-of-town games being recreated broadcasts. Hal Parkes is sportscaster. Placement is direct.

Speaking of COVERAGE...



. . . KFYR's ground coverage is really something to write about. But that coverage *alone* doesn't make a great radio station.

Take, if you will, KFYR's coverage of the recent floods (pictured here) which plagued the Dakotas. KFYR was always on the spot with latest bulletins and local pick ups. KFYR crews battled ice and swirling water to give listeners an accurate picture of the situation. With our transmitter building flooded, engineers worked tirelessly to keep us on the air . . . and they *did* keep us on . . . to continue our job of informing and warning.

No wonder KFYR wields a powerful influence here in the Dakotas. KFYR is first in news and entertainment. And Northwest listeners *know* it.

KFYR Bismarck
550 Kilocycles • N. Dak. • 5000 Watts

WBNX

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs

1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs

1,250,000 or 9.6% of the population of Greater New York listen to POLISH language programs

670,000 or 5.1% of the population of Greater New York listen to GERMAN language programs

250,000 or 2% of the population of Greater New York listen to SPANISH language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

We all are in it
BUY WAR BONDS!

Garey Demands Durr Provide Personal Data for Cox Probe

Letter Scolds FCC Commissioner for "Designedly Discourteous" Act in Publicizing Refusal

EUGENE L. GAREY, general counsel of the Cox Select Committee investigating the FCC, last Monday demanded that Commissioner C. J. Durr comply with the Committee's request for full information about his personal financial affairs. Mr. Garey, responding to the Commissioner's refusal to file a questionnaire submitted by the investigators, said the Committee had full power to obtain the information, and that it only remains up to Commissioner Durr "to determine the procedure."

The Garey letter roundly scolded the FCC Commissioner for a "designedly discourteous" action in making his refusal public before it was in the hands of the Cox Committee. "This is not the first instance where you have seen fit to advise this Committee as to how to procede with its work," Mr. Garey wrote. "In this attitude you occupy the unique position of being the only Commissioner who has chosen so to do."

Durr Answers

Commissioner Durr said he had answered the Garey letter, but refused to make his reply public, declaring he did not wish to prolong the controversy. The Commissioner is understood to have asserted his willingness to appear before the Committee, explaining that he did not wish to withhold information from Congress, but that he objected to certain Committee procedures which he said unnecessarily hampered the Commission.

Mr. Garey said the Committee had no desire to hamper the Commissioners in performance of their duties, and had adopted this informal method of gathering information for the advantage of the Commissioners. Commissioner Durr had defied Mr. Garey, advising that the Committee should refer to the Dept. of Justice any material in its possession justifying an investigation of his personal affairs. [BROADCASTING, April 26].

Text of Letter

Following is the text of the Garey letter:

My dear Mr. Commissioner:

It is to be regretted that your "reply" to my letter to you, dated April 20, 1943, should have been selected by you as a vehicle for public advice to this Committee, and its counsel, respecting the manner in which it shall perform the duties and responsibilities entrusted to it by the House of Representatives. Your action was evidently designedly discourteous since your letter to me was made public (through the facilities of press agents employed by the Commission) prior to its receipt by me.

This is not the first instance where you have seen fit to advise this Committee as to how it shall proceed with its work. In this attitude you occupy the unique position of being the only Commissioner who has chosen so to do. You are also the only Commissioner who has "defied" the Committee. Every other Commissioner has thus far fully cooperated with the Committee and supplied all data and other information sought by it.

Conserves Time

I reiterate what I have heretofore advised you: that I have adopted the procedure of seeking certain information from the Commissioners by letter instead of by examination before the Committee in order to conserve their time and minimize the burden upon them which this investigation might otherwise entail.

This Committee has no desire to unduly hamper the Commissioners in the performance of their duties. The practice adopted has this added advantage to you: the information thus submitted by you can be analyzed and sifted by the Committee's staff so that no unfair or unjustified suspicions may arise or any similar inferences be drawn from questions publicly asked which might indicate the possession of information by the Committee which prompted the questions.

The sole intent of this Committee is to fairly and impartially perform the work assigned to it; that not only is but will continue to be its purpose notwithstanding consistent studied efforts to make the contrary publicly appear.

Quotes FDR

Section 4(b) of the Communications Act provides, among other things, as follows:

No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this Act, nor own stocks, bonds, or other securities of any corporation subject to any of the provisions of this Act. Such commissioners shall not engage in any other business, vocation, or employment.

Some of the questions which I have put to you (and which your press release states you refused to answer but which your letter does not) are designed to elicit information in respect of whether you have violated any of these provisions of law. Others are designed to see whether you meet the standards of stewardship laid down for public officers by President Franklin D. Roosevelt (when Governor of the State of New York) on Feb. 24, 1932.

For your ready reference I quote excerpts from Mr. Roosevelt's memorandum of that day, as follows:

"The stewardship of public officers is a serious and sacred trust. They are so close to the means for private gain that in a sense not at all true of private citizens their personal possessions are invested with a public importance in the event that their stewardship is questioned. One of their deep obligations is to recognize this, not reluctantly or with resistance, but freely. It is in the true spirit of a public trust to give, when personally called upon, public proof of the nature, source and extent of their financial affairs.

The public policy thus so clearly stated was accepted by the people of the State of New York and in consequence a provision embodying that principle was incorporated in the Bill of Rights of that State in November, 1938, following a proposal submitted in that year by the Constitutional Convention. That provision (Art. 1 Sec. 6) reads, as follows:

No person shall be subject to be twice put in jeopardy for the same offence; nor shall he be compelled in any criminal case to be a witness against himself, providing, that any *public officer* who upon being called before a grand jury to testify concerning the conduct of his office or the performance of his official duties, refuses to sign a waiver of immunity against subsequent criminal prosecution, or to answer any relevant question concerning such matters before such grand jury, shall be removed from office by the appropriate authority or shall forfeit his office at the suit of the Attorney General." (Added by vote of people Nov. 8, 1938, effective Jan. 1, 1939.)

The philosophy enunciated by Mr. Roosevelt thereby became the fundamental law of the State of New York. A like requirement was approved by the Supreme Court of California in *Chrystal v. Police Commission of San Francisco*, 92 Pac. (2d) 416.

Fails Test

I commend the entire text of President Roosevelt's admirable statement to your favorable consideration. I invite you to compare your position as stated in your "press release" that you had "refused to respond to a questionnaire from the staff of the Cox Committee covering (your) personal and private financial affairs", with the test laid down by President Roosevelt in his memorandum. This rule has merited and met with unanimous public acclaim and approval. This comparison will demonstrate even to your satisfaction your woeful failure to meet the accepted test of your stewardship thus established.

I neither have nor desire to have a personal controversy with you. I would like to assume that you feel the same way. We each have our allotted tasks to perform. I much prefer to believe that your action was due entirely to a mistaken and misguided judgment and that the purpose which motivated your action was not for the purpose of seeking for yourself the available immunity which the statute might give you in the event that because of your refusal the Committee, in the exercise of its lawful powers, compelled you to give such testimony before it under oath and thereby discovers evidence of criminality.

This Committee has ample lawful power to obtain from you the information requested and it intends to and will obtain the same. Hence I invite you to reconsider your ill advised and hasty decision. It now remains only for you to determine the procedure which the Committee shall be compelled to adopt to secure the desired data. I must ask you again to furnish the information which the Committee desires within a short day, failing which appropriate procedure to bring about that end will be instituted.

Since you have seen fit to make public your letter to me I shall do likewise in respect of this reply.

Reilly Joins Staff

HUGH REILLY, former assistant attorney general of New York State has been appointed to the staff of the Cox Select Committee investigating the FCC, Eugene L. Garey, general counsel, said last week. Mr. Reilly served with the New York attorney general for 14 years, the last nine as chief of the Litigation Bureau of the Dept. of Law. A member of the New York bar since 1912, Mr. Reilly was a captain of cavalry, and later a major of artillery in the first World War. He was chief attorney of the Board of Contract Adjustment, War Dept. Claims Board before returning to private practice at Albany, N. Y. Mr. Reilly will be a senior attorney with the Cox Committee.

PAUL WHITEMAN, musical director of BLUE network, has been signed for a role in the Warner Bros. film based on life of George Gershwin, composer.



)ST-WAR PLANNING in educational broadcasting as initiated at April 22 meeting, in Washington, of ederal Radio Education Committee. Seated (l to r): eorge P. Adair, FCC; R. R. Lowdermilk, director, ript and transcription exchange, Office of Education; arold B. McCarty, WHA, U. of Wisconsin, representg NAEB; Belmont Farley, director of public relaons, Nat'l Education Assn, substituting for Willard vens; John W. Studebaker, U. S. Commissioner of ducation and Chairman of FREC; Gertrude G. oderick, Sec., FREC; Judith C. Waller, NBC; Levering Tyson, who is president of Muhlenberg College.

Standing: Wm. D. Boutwell, director, information and radio, U. S. Office of Education; Tom Slater, MBS, substituting for President Miller McClintock; John Elmer, President, Baltimore Broadcasting Co.; Earl Gammons, CBS, substituting for Lyman Bryson; Dabney S. Lancaster, State Commissioner of Education, Va.; Bruce E. Mahan, U. of Iowa; Neville Miller, President, NAB; Harry B. Summers, BLUE Network; James E. Cummings, National Catholic Welfare Conference, substituting for Msgr. George Johnson.

'Chicago Sun' Sponsoring

SOUND-O, a new listener contest program, is sponsored by the *Chicago Sun* in a circulation drive starting May 10. Program, a Monday-Friday half-hour on WBBM, at 10:45-11:45 p.m., with Don McNeill as m.c., will award $1,000 weekly to listeners identifying various sounds. Promotion will be strongly merchandised with newspaper ads, car cards, and contest blanks inserted daily in the *Sun*. The program is directed by Frank Ferrin, radio director of Leo Burnett Inc., agency.

Displays for Sponsors

INDIVIDUAL window displays for each of eight sponsors were prepared by KSO, Des Moines, as special promotion for its participating woman's program, *Betty Wells Women's Club*. According to John Drake, sales promotion manager, the window cards featured picture of Betty Wells and name of the sponsor in each case as well as program, time and station, and each card was styled to the sponsor. Cards were taglined with the name of the preceding program (*Breakfast at Sardi's*). All went on display simultaneously.

Rosenbaum Letter Praises Philadelphia Union-Management Engineer Training

LETTER from Samuel R. Rosenum, chairman of Philadelphia adio Station Managements, deribing the workings of the joint ion-management broadcast-techcian training plan, was made pub: last week by Chairman James awrence Fly of the FCC. It realed that nearly two thirds of e men trained in the first trial of e plan are already employed.

Explaining that the plan owes s structure, successful beginning d practical achievements largely the ingenuity and persistence of harles C. Smith, a member of merican Communications Assoc. CIO), Eastern branch, Broadcast ocal No. 1, Mr. Rosenbaum deribed it in general as consisting two departments, the practical d the theoretical.

The practical department is open applicants who hold licenses from e FCC of a type which permits eir employment as technicians in oadcast radio stations, but who ck practical experience. Men sected were allocated among the ght Philadelphia stations particiating in the experiment so that they received one week of practial training in each of the eight tations in turn, or 120 hours of ractical training over the eight eek course." Of the first group of ight so assigned, four have been laced in Philadelphia stations and he others in allied industries.

Draft Exempts Used

Selection of candidates for this epartment was on the basis of emloyment in non-essential industries nd of draft classifications making hem ineligible for Selective Servce call. Applicants for the theory raining were selected on the same asis, plus their adaptability to the ork of broadcast technicians and willingness to accept employment f proffered upon successful completion of the course, and holding no FCC licenses of any kind.

The first theory classes began on Jan. 4, 1943, and ended fourteen weeks later with a group of 26 completing the sessions, which consisted of two hours' laboratory and two hours' lecture work five nights a week. Fourteen of these men are already employed, eight of them in Philadelphia stations. Remainder of the original 29 students are now eligible to take examinations for an FCC license and become eligible for the practical department of the course.

Local and Federal authorities and the broadcast stations cooperated in making the theory classes possible by combining to make available the necessary physical facilities, including equipment, books and instructors. The course, in Mr. Rosenbaum's opinion, is producing results in 22 to 24 weeks comparable to results shown by many other war training courses in one to two years.

New Zenith Officers

FOUR new officers of the Zenith Radio Corp., Chicago, were elected at the last meeting of the board of directors, it was announced by Com. E. F. McDonald, Zenith president. G. E. Gustafson, chief engineer and assistant vice-president, has been elected vice-president in charge of engineering; R. D. Burnet, controller and assistant treasurer, has been elected secretary. Carl E. Hassel, engineering executive, and J. E. Brown, engineering specialist in television and frequency modulation, have been elected assistant vice-presidents.

Agency's 10th Anniversary

MURRAY BREESE Associates of New York, among the first agencies to see the medical and ethical drug field as a separate market, celebrates its tenth anniversary. Agency, which has offices in St. Louis and Chicago, stresses valid advertising claims and leans toward conservatism in addressing the medical field. Professional accounts serviced include Parke Davis & Co.; Ciba Parmaceutical Products, Inc.; Bristol-Myers Co.; William R. Warner & Co.; Mallinckrodt Chemical Works; Singer Sewing Machine Co., and Cocomalt.

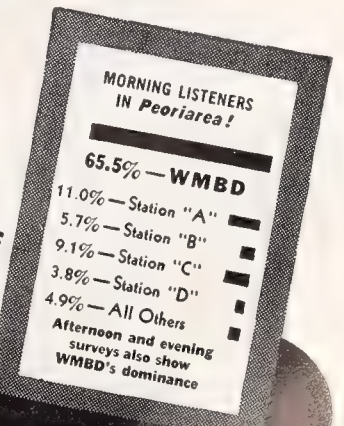


The RIGHT INTRODUCTION smooths the way

Take advantage of WMBD's unique position of leadership in rich Peoriarea—it gives your product a confidence-building introduction by an old and trusted friend. WMBD is close to the family circle of the homes in 17 of Central Illinois' richest agricultural and industrial counties.

The RIGHT Introduction

Recently completed 36955 call survey by Robert S. Conlan and Associates shows impressive coverage; WMBD delivers the Peoriarea market as no other medium can.



HEART OF ILLINOIS

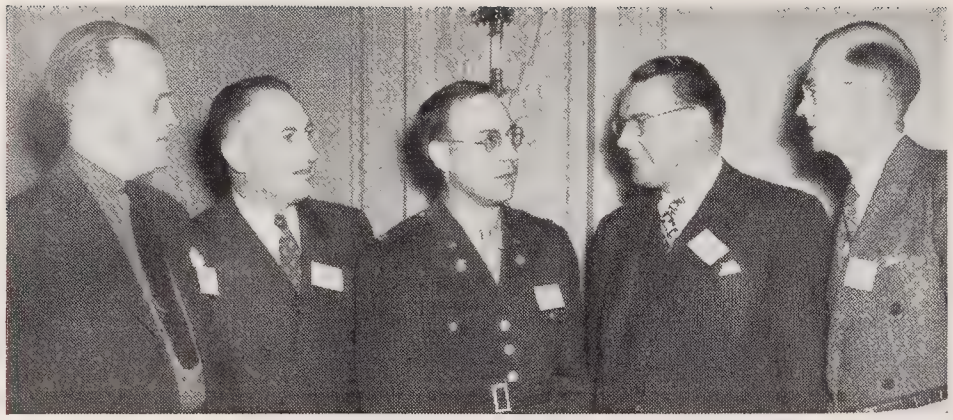
WMBD PEORIA, ILL.

FREE & PETERS, INC. Exclusive National Representatives

Call Free & Peters or Write WMBD for copy of complete Conlan Survey

★ ★ ★

WMBD is a member of CBS



BILLINGS TO SCRANTON, they like to hear a good story from one of the boys now in the Army (l to r): Ed Yocum, KGHL, Billings, Mont.; George Coleman, WGBI, Scranton; Major Howard Peterson (formerly WOW Omaha); Len Nassman, WFMJ, Youngstown; James MacPherson, KOA, Denver.

Paley Urges Better Programs

(*Continued from page 11*)

patronage of national advertising when we speak, rather grandly perhaps, of general management closely supporting and working with program management.

They may point out that with them general manager, program manager, sales manager and sometimes chief engineer are one and the same man. However, the plight of certain of these small stations is a separate industry problem which in no way should lessen our general concern about programs.

That such interest by top management in programming is on the increase is proven by the discussions of these problems by meetings such as this present NAB War Conference. It is significant I think, that the NAB has this Spring formed its first program manager's committee.

A year ago, we were told at our Cleveland convention that the United States Government asked of broadcasting not simply a donation of hours and minutes of radio time, but beyond that, the all-out support of the creative energy and brains of the entire industry. We had the benefit of a fairly explicit statement of expectations. In effect, we were told as an industry "Continue the good work. Continue to present programs to keep the American people informed of their problems and responsibilities in global warfare. Continue to provide wholesome entertainment for the American people in a time of travail."

Mr. MacLeish, then the head of OFF, disavowed any wish of the Government to dictate the content of war-time programs. Mr. Elmer Davis has made this just as clear. The government recognized the effective partnership of broadcasters, sponsors and advertising agencies and in this recognition most of us clearly understood that the Government had placed upon the radio industry a major responsibility.

Our skills and abilities were acknowledged. Our good will and patriotic zeal were acknowledged. Here was indeed a gigantic challenge to private business. And please note again, it was a challenge in terms of radio programs.

Outstanding Programs

In general, we have a right to feel some gratification with our program achievements in the war. We were still stunned and bewildered by Pearl Harbor early in December 1941, when Norman Corwin's now famous program *We Hold These Truths* gave the whole country a vivid lesson in the power of radio to inspire in the hearts of Americans an almost religious-like re-discovery of the meaning of our Bill of Rights. Since then, thousands of individual broadcasts and scores on networks and local stations alike have been of incalculable assistance to the better understanding and prosecution of the war. It would be unfair among so many worthy of mention to single out individual stations that have done highly imaginative war work in relation to community problems. Suffice that various citizen groups and indeed many government spokesmen have already been generous in their recognition of what local stations have done for the war.

Similarly, many network programs, both sponsored and unsponsored, have attracted high praise. For example, *The Murder of Lidice* on NBC, *The Gracie Fields United Nations Salutes* on the BLUE, *The Nature of the Enemy* on Mutual, and *The Man Behind the Gun* on Columbia. I am sure no disparagement of those I do not mention will be implied if I recall that during 1942 such sponsored programs as *Fibber McGee & Molly, The Aldrich Family, Kate Smith, Fred Allen, Rex Stout,* Etc., Etc., have struck resounding blows for the more efficient working, and the eventual triumph, of democracy.

But we broadcasters are not, I take it, holding this special 1943 War Conference to inventory what we have done in the past year to help the Government and the people of the United States. Rather, we are here to consider what more we can do to help win the war. We are wise to avoid complacency as an industry. Our record is good, but we want to make it better.

Radio Writing

In emphasizing the importance of the radio programs as such, and of the special need at this time for top management to interest itself in programming, I should like to add that I am definitely not suggesting that this is a need that will in any sense end with the war. We cannot know the precise nature of the world or of the United States when the war finally ends and peace is reestablished. How long the fight lasts, how much it costs in blood and wealth, how intelligent will be the re-organization work which must follow victory are all unknown victory equations. But we do have a right to anticipate many changes. There will be new dynamics in business, culture and politics. Radio writers and radio directors will certainly need to be far better informed men and women than they needed to be in the past.

It was a sense of this impending challenge that impelled us to set up at Columbia about a year and a half ago a post-war planning division. Every Friday for the past months a group of program department executives has met for two hours with our post-war planning staff to saturate themselves in knowledge of what is being said and thought about the future by the best minds in many fields such as science, industry, education and public affairs.

I would now like to say a few words about the special importance of radio writing itself. The script is, after all, the basic raw material of a program. Too often in the past radio writing has been taken for granted. Too little effort has been made to analyze the essence of effective radio writing. The elevation of script standards, the creation of a tradition, and a habit of using the best writing talent should be definite long range objectives of all program departments.

The same striving for perfection should of course, prevail in all other branches of programming. Production, direction, casting, music, program ideas, education, news, are among the important phases of the total program effort. Elevating standards and striving for new fields to conquer in all of them must be the spirit of radio if we are to take advantage of our great

Gaines Acquired

GENERAL FOODS Corp., New York, has acquired Gaines Food Co., producers of dog foods, with plants in Sherburne, N. Y., and Chicago Heights, Ill. The company will operate as a separate division of G-F, continuing under the management of Clarence F. Gaines president. Firm supplies food for dogs in various branches of military service, as well as for civilians' dogs. Products are Gaines Meal, and Gaines Kruncheon. Agency is Wendel C. Meunch & Co., Chicago. Media plans are not available for the present.



What's Outstanding in KANSAS CITY
SEE BACK INSIDE COVER
Department Store Makes Radio History
SEE BACK INSIDE COVER

portunities and discharge our reat obligation to the American eople.

It has been seriously argued by me that because the overall ra- io schedule, unlike any other med- im of information or entertain- ent, is filled to a considerable ex- nt by the advertising agent act- ig for the advertiser, the need for rong program organizations is iminished. That, I state, is a com- lacent attitude — almost one of esignation. For its own self-re- pect radio must be ready to do s good a job in creating programs s anyone else. Or a better job.

I think we have taken the easy ourse too long. I am not advocat- ig that the contribution of the utside advertising producer be re- uced. I think we owe, and I here ladly pay generous tribute to, the reative gifts which advertising gency program builders have rought to our medium. They hortened by years the course we vould otherwise have had to travel vithout their skill and showman- hip.

What I want to see now is a hange in our own stature and restige as program builders. I vant the advertisers, and his gent, to lean on us more than hey have, and I am convinced that hey will, whenever they are in- ited to do so by a broadcaster vith a strong program building rganization which has a record of ccomplishment behind it.

Let us remember, too, that we re broadcasting programs for at east 16 hours a day. In some cases, arge sections of this time are illed with sustaining programs. Every minute of this time is im- portant, and should be filled to the best of our ability and to the limit of what in each case is sound eco- nomics. The stronger the program organization, the greater support t gets from top management, the more effective will be the job which it is doing in filling these impor- tant periods.

Coming back to the advertiser and his agent, and with full recog- nition of the important part they have played in the development of radio, I feel we are sometimes per- suaded by them to arrangements which will not stand up to what should be the best practices in serving our public.

"Resist Pressure"

The advertiser sees in radio one of the most valuable and effective means of reaching his market. He has no desire to harm radio. How- ever, at times, what may be pro- ductive sponsorship, or what may seem like productive sponsorship, may not be compatible with high broadcasting standards.

It may be a commercial which hammers too hard, it may be a program in questionable taste, it may be a spot announcement that is too long and in the wrong place, it may be the wrong time on the schedule for a certain kind of show. I think we all know what is good broadcasting and what is ob- viously bad broadcasting.

Broadcasters should not seek or encourage business of the wrong kind. They should resist the pres- sure which is often put on them to accept it. In doing so, they will also be serving the large majority of advertisers whose own interests would be damaged if our medium suffered.

I know that such resistance is not always easy, especially when the competitive forces between rival broadcasters are at play, or when a broadcasting organization is hav- ing difficulty making both ends meet. However, the resistance to lowering standards and the main- tenance of policies aimed to serve the radio audience effectively and in good taste are bound to bring their rewards. I do not know of a single broadcaster who has stood his ground well, or a single ad- vertiser whose use of our medium has been far-sighted, who will not testify to that statement.

The life blood of American ra- dio is an awareness on the part of the radio broadcaster that his first duty is to serve the best interests of the people and the nation. That awareness is a springboard for action and the action consists of programs designed to inform, to entertain and to educate the people of this country. We, by this defini- tion, have served them better than radio has served any other people in the world.

But our people expect this—and why shouldn't they? In no other place has radio the degree of free- dom or the scope of incentive, nor has it faced the critical demands of so vast and so vital an audience as here in our country.

And because our public has taken for granted what they so far have received, they will demand constant improvement. We must never, in the light of our past achievements, become smug or self-satisfied. In our short history, we have per- fected many of the tools, we have gained valuable experience, we have gone far toward building a sound economic base. It is up to us now to concentrate on and to develop to its fullest possibilities the art of broadcasting—that is, the radio program. Our future freedom, our future rewards, our future satis- faction, will depend on how well we do this.



WAAC RECRUITING program on KARK, Little Rock, Ark., is han- dled by First Officer Martha Rector (left), recruiting officer for the Arkansas district, and Auxiliary Glenna Curry. Both girls have back- ground in radio dramatics. Heard daily 9:05-9:10 a.m. and for a quar- ter-hour Saturday afternoons, *A Word for the WAACs* has been credited with heavy enlistments.

Davis Defends the OWI During Chicago Session

PROTESTING implication that his staff is full of draft dodgers and lambasting critics for not giving careful investigation before offer- ing censure, Elmer Davis, director of the OWI, at a press conference on opening day of the NAB War Conference, declared these men have been engaged for their specific talents. Many are from radio and others from newspapers.

He said that between 60 and 70 persons have been deferred on re- quest of the OWI with about 20 more deferments for essential men currently pending. They consist chiefly of technicians or engineers essential to shortwave and also lan- guage experts. He further revealed that there are some 300 persons on overseas duty.

"Every man on overseas duty is there because his draft board thinks he is doing an essential job," Mr. Davis said. "They are more useful in their present assignments than in the Army. Despite implications to the contrary, it is no disgrace to be working for the Government." Mr. Davis pointed out that men on OWI overseas duty are also taking chances under fire. Many, he point- ed out, are doing first line propa- ganda, serving local press and ra- dio in Africa and other theatres of war. He cited attacks on the OWI as "due to mistaken understanding and others to politics."

Mr. Davis was the luncheon speaker at Tuesday's session, but his remarks were off the record.

Street for KCKN

GABBY STREET (The Old Sarge), former major l e a g u e catcher and manager, will handle the baseball broadcasts of the Kansas City Blues on KCKN, Kansas City, according to Ellis Atteberry, manager. Games are sponsored this year by Stephano Bros., Philadelphia (Marvel cigar- ettes), through Aitkin - Kynett, Philadelphia.

WAR WORKERS
IN
POCATELLO, IDAHO?
YOU BET!
Population - Payrolls
Retail Sales
ALL UP
KSEI

Coverage UP
goes
-as frequencies
come DOWN
..and WAGA
is FIRST
on the Dial
in Georgia!
590 KC.
WAGA
Atlanta
A FORT INDUSTRY STATION
5,000 WATTS
DAY & NIGHT
NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

Agencies

TOM HARRINGTON, and Gordon Cates, vice-presidents as well as radio director and account executive, respectively, of Young & Rubicam Inc., New York, currently are in Hollywood for conferences covering replacement show for the weekly NBC *Tommy Riggs & Betty Lou*, sponsored by Lever Bros. (Swan soap). Riggs' temporary draft deferment expires shortly.

LEONARD HOLTON, radio writer, has joined the talent department of Young & Rubicam, New York.

ALICE DOWD, fashion merchandising and publicity counsel, closed her New York offices last week to join the publicity dept. of J. Walter Thompson Co., New York.

Tatham to N. Y.

ARTHUR E. TATHAM, vice-president and manager of the Chicago office of Young & Rubicam, New York, about May 15 will become vice-president and contact supervisor in the New York office. John F. Whedon, formerly executive vice-president in charge of the Chicago office of Lord & Thomas, and previously head of that agency's San Francisco office, will take over Mr. Tatham's duties in Chicago.

HERBERT FRANK, former New England manager of the Advertising Bureau Inc., has joined Hirshon-Garfield, Inc., Boston, as account executive.

TO HANDLE advertising, research and marketing in the Negro field, David J. Sullivan, Negro market consultant formerly located in Brooklyn, has opened new offices at 545 Fifth Ave., New York. Service includes advice on radio advertising and scripts.

J. M. MATHES Jr., account executive of J. M. Mathes Inc., New York, and son of the agency's president, has received an indefinite leave of absence to join the Naval Reserve as an ensign. Harvey L. Rohde, account executive, has also been commissioned an ensign.

DORATHEA DUNCAN, former publicity director of Kenyon & Eckhardt, New York, has joined the Marine Corps Women's Reserve, and is in officers' training camp, at South Hadley, Mass.

DANA BAIRD, former special national sales representative in Chicago for WOV, New York, WORL, Boston, and WPEN, Philadelphia, has joined the media department of the Compton Agency, New York.

BROOKE, SMITH, FRENCH & DORRANCE, New York, have moved offices from 347 Madison Ave. to 52 Vanderbilt Ave. Telephone number, Murrayhill 6-1800, remains the same.

HENERY HAAS, partner in Adrian Bauer Adv. Agency, Philadelphia, has been commissioned a reserve captain of the Provost Marshal's office.

RALPH KLEIN, of N. W. Ayer & Son, Philadelphia, has joined James G. Lamb Co., Philadelphia, as production manager.

JACK HORNER has joined the art department of Burton Browne Adv., Chicago.

KAY BROWN, Caroline Turner, and Doris Halliwell, former secretaries of Young & Rubicam, New York, have been promoted to the timebuying staff. Timebuyers who have left recently to join the Armed Forces include Russell Young and John Kucera, both in the Army.



INTERESTS IN COMMON were many when this Foote, Cone & Belding executive quartet gathered for Hollywood conferences during West Coast visit of Emerson Foote, president of the agency, in late April. Five-of-a-kind (l to r) are William J. Pringle, Los Angeles vice-president; Mr. Foote; Don Belding, Los Angeles manager and chairman of the board; Eugene I. Harrington, New York V.P.; Robert Freeman, Los Angeles V.P.

Joins Donahue & Coe

EDWARD J. FITZGERALD, vice-president and director of radio of Erwin, Wasey & Co., New York, will join Donahue & Coe, New York, in a similar capacity June 1. He replaces Bert D. Prager, who resigned over a month ago, and was scheduled for induction in the Army May 1 [BROADCASTING, April 26]. Prior to joining Erwin, Wasey & Co., Mr. Fitzgerald spent three years in Washington as director of the NAB bureau of copyrights. He was formerly assistant general manager of WLW, Cincinnati.



Mr. Fitzgerald

B & B's Free Course

TO ENABLE its women employes in non-skilled work to take on more advanced and better paid work within the organization, Benton & Bowles, New York, is offering them a complete six - to - eight months' secretarial course at the Delehanty Institute, New York. The young women, employed in clerk and similar non-secretarial positions have taken advantage of the offer 100% and will spend two evenings a week learning typing and shorthand at the agency's expense.

DON BERNARD, Hollywood producer of the weekly CBS *Blondie* program, sponsored by R. J. Reynolds Tobacco Co. (Camel), has taken over duties of William R. Moore, West Coast manager and radio director of William Esty & Co. Moore has been commissioned a lieutenant (j.g.) in the Naval Reserve.

WILLIAM ROWLAND MOORE, West Coast manager of William Esty & Co., Hollywood, has been commissioned a lieutenant (j.g.) in the Naval Reserve and will be assigned to the aviation division.

WILLIAM M. PRICE recently was appointed production manager and space buyer of Barnes-Chase Co., San Diego. Before coming to the West Coast he was associated with Auspitz & Lee, Chicago agency.

DAVE BOTSFORD recently took leave of absence from the San Francisco offices of Botsford, Constantine & Gardner, advertising agency, to join the San Francisco office of the Overseas Branch of OWI.

TOWN HALL TOPIC AROUSES PROTEST

GEORGE A. BLACKMORE, chairman of Westinghouse Air Brake Co., resigned as head of the Pittsburgh "Town Meeting" Committee in protest over the subject chosen for last week's discusion on *America's Town Meeting of the Air*, broadcast last Thursday on the BLUE from Syria Mosque in Pittsburgh.

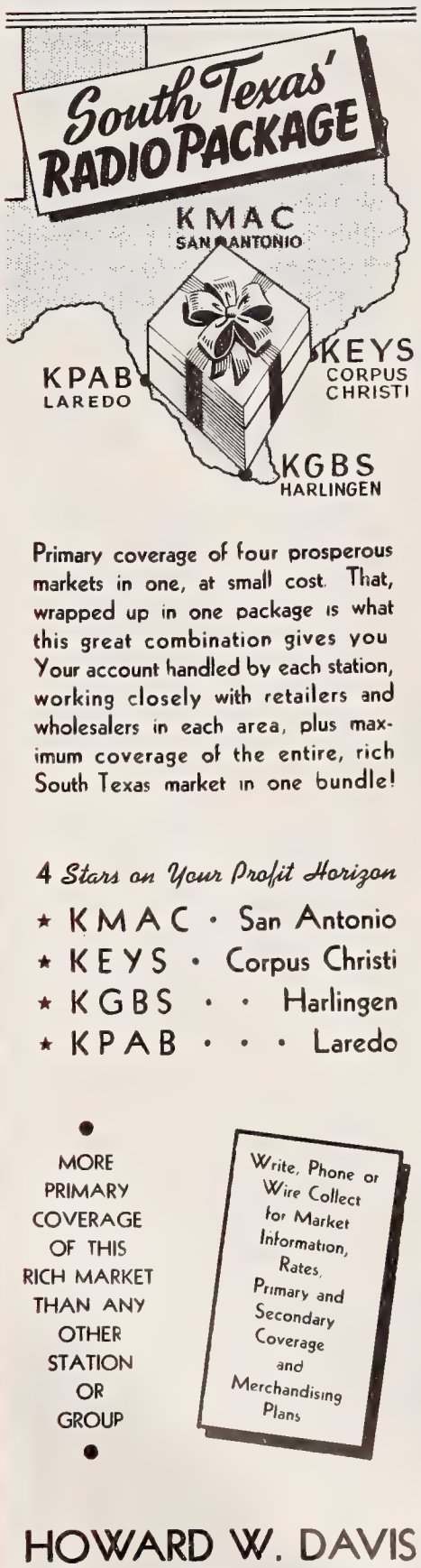
Feeling that the topic, "Should the President of the United States Have a Fourth Term?" was a trial balloon by advocates of another term for President Roosevelt led to the resignations of Mr. Blackmore and Dr. James H. Greene, executive vice-president of the Pittsburgh Chamber of Commerce, according to reports from Pittsburgh.

In resigning, these committeemen withdrew the funds they had collected for the meeting, but the remainder of the committee carried on under the leadership of Mrs. U. Grant Miller, raising the money necessary to cover the local expenses, including the rent of the hall, line charges to the network and nominal incidental expenses, the total estimated by George V. Denny Jr., president of Town Hall and moderator of the program, at "considerably less than $800." Original committee had raised $1,600, which Mr. Blackmore is reported to have turned over to the USO.

WHAM on NBC Basic

WHAM, Rochester, N. Y., became a member of NBC's basic network on May 1. Owned by Stromberg-Carlson Mfg. Co., WHAM operates on 1180 kc., a clear channel, with 50,000 watts, NBC's 25th 50 kw. affiliate. A member of the BLUE from the time when that network was owned by NBC, WHAM has been available to NBC advertisers subject to a 28-day recapture clause. It now becomes immediately available on a permanent basis to all NBC clients presently using it and will be made available as soon as possible to the remaining NBC advertisers.

GREGOR ZIEMER, WLW news commentator, has signed a contract for a new book, to be released in the late autumn. Ziemer's *Education for Death* was for months a best-seller; and was the basis for the RKO movie "Hitler's Children."



Primary coverage of four prosperous markets in one, at small cost. That, wrapped up in one package is what this great combination gives you Your account handled by each station, working closely with retailers and wholesalers in each area, plus maximum coverage of the entire, rich South Texas market in one bundle!

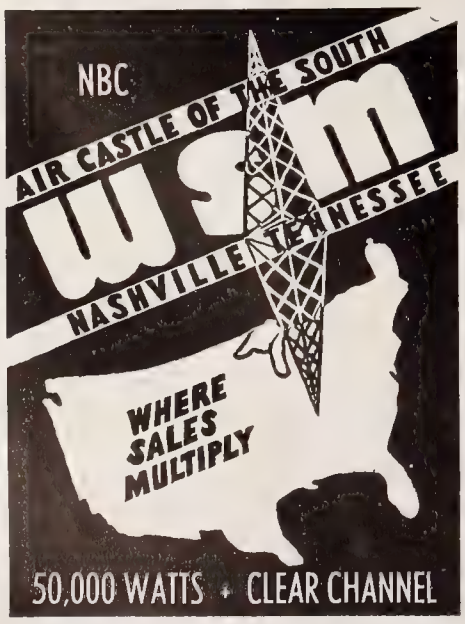
4 Stars on Your Profit Horizon

★ KMAC · San Antonio
★ KEYS · Corpus Christi
★ KGBS · · Harlingen
★ KPAB · · · Laredo

MORE PRIMARY COVERAGE OF THIS RICH MARKET THAN ANY OTHER STATION OR GROUP

Write, Phone or Wire Collect for Market Information, Rates, Primary and Secondary Coverage and Merchandising Plans

HOWARD W. DAVIS
NATIONAL BANK OF COMMERCE BLDG
SAN ANTONIO, TEXAS



Radio Advertisers

OSTER, MILLER & BIERLY, hiladelphia (Goodrich tire dealers), orced to give up its six-year-old news rogram because of tire rationing, has eturned to the air now that re-apped tires are available again. Carry-ig on where it left off last year, the rm has scheduled a daily quarter-our news program at 8 a.m. on VFIL, Philadelphia. Agency is Philip lein, Philadelphia.

OUR midwestern stations, KSO, es Moines; WMT, Cedar Rapids; VNAX, Yankton, and KOWH, maha, are broadcasting American nd National league baseball on Sat-rdays only this year instead of daily. cores will be reported daily, however, nder sponsorship of Supreme Bak-ig Co.

VEEI, Boston, adds Sudbury Labora-ories (Soil Tester) to the participa-ion, *Farmers' Almanac of the Air*, hree times weekly. Agency is Bres-ick & Solomont, Boston.

LLEN B. Du MONT Laboratories, assaic, N. J., has begun an insti-utional advertising campaign on post-ar Du Mont television apparatus nd electronic equipment. Campaign ill run for 12 months, with monthly ages in five class consumer publica-ions, prepared and placed by Buch-nan & Co., New York.

MPERIAL TOBACCO SALES Co. f Canada, Montreal (Vogue cigarette obacco), has started twice-weekly uarter-hour transcribed comedy pro-ram *Crosstown Service* on 13 Cana-ian stations. Account was placed by Whitehall Broadcasting, Montreal.

MPIRE WALL PAPERS, Toronto, as started announcements on four anadian stations. Account was placed y A. McKim Ltd., Toronto.

IRIELLE Inc., Montreal (beauty roducts), has started *Beauty Coun-ellor* thrice-weekly on CFRB, Toronto. Account was placed by General Broad-asting, Montreal.

. F. PETERSEN BAKERIES, maha, is placing one-minute tran-cribed announcements on stations in Nebraska and Iowa. Announcements were cut by the Chicago studios of Columbia Recording Corp., and pro-luced by W. E. Long Co., Chicago. Agency is Allen & Reynolds, Omaha.

WCKY, Cincinnati, has sold the OWI eries *Uncle Sam* to the Norfolk & Western R. R., which has bought the rogram on 11 other stations in Ohio, West Virginia, Virginia, and North Carolina.

TURCO PRODUCTS, Los Angeles (cleaner), in a two month campaign tarting early in April, is sponsoring a daily quarter-hour morning newscast n KFMB, San Diego, Cal., and hrice-weekly participation in *The Good Neighbor* on KGER, Long Beach, Cal. Both Contracts are for 8 weeks. Firm is also concluding a four weeks schedule of daily announcements on KPRO, Riverdale, Cal. In addition, the company on May 11 renews for 13 weeks the thrice-weekly quarter-hour transcribed musical program, *Smile in the Morning*, featuring Mark Brene-man on KECA, Los Angeles. Other Southern California radio is contem-plated. Warren P. Fehlman Adv. Co., Los Angeles, has the account.

MANUFACTURERS TRUST Co., New York, has added announcements on WOR, New York, to its schedule on WJZ and WMCA, New York, pro-moting its banking services. Contract is for 26 weeks starting May 2, and was handled by McCann-Erickson Inc., New York.



CREAM OF what's in the news is broadcast on WWJ, Detroit, by the Michigan Milk Producers Assn. Appropriately, the program is titled *Cream of the News*. Present at contract signing for the fifth consecutive year are Carl Houghton Chapman, president, Chapman Adv. Agency; Austin Grant, WWJ newscaster; Anse H. Dafoe, chairman advisory committee of Michigan Milk Producers Assn.; Irving Pickford, assistant secretary of milk producers; Harry W. Betteridge, salesmanager of WWJ; Howard F. Simmons, secretary-manager of association.

TEXACO will sponsor baseball scores nightly at 6 p.m. on KGGF, Coffeyville, Kan. Sports announcer Dick Campbell will handle.

"FROM Dublin to New York," quarter hour feature every week-day at 1:45 p.m., on WEVD, New York, will be continued, according to announcement of the Joseph Jacobs Market Organization. Pepsodent sponsors.

INDEPENDENT DRUGGISTS of California, San Francisco, on May 3 starts thrice-weekly sponsorship of the five-minute transcribed program, *Leaders of United Nations*, on KHJ, Hollywood, and on KYA and KSAN, San Francisco. Contract is for 52 weeks. Firm also sponsors a five-weekly quarter-hour morning newscast on KFWB, Hollywood. W. C. Jeffries Co., Los Angeles, has the account.

42 PRODUCTS Inc., Los Angeles (toiletries), on May 7 starts sponsoring a weekly transcribed musical program, *Time Clock*, on KECA, Los Angeles. Contract is for 52 weeks. Firm also sponsors a schedule of 45 announcements weekly on KHJ, Hollywood, and 13 announcements per week on KFSD, San Diego, Cal. Hillman-Shane-Breyer Inc., Los Angeles, has the account.

LANGENDORF UNITED Bakeries, San Francisco (Holsum and American Meal bread), recently started for 52 weeks, *The News—and You*, news discussion program with Carroll Hansen and Phil Wood, five times weekly on KQW, San Francisco. Agency is Erwin, Wasey & Co., San Francisco. The account was handled by Louis Honig.

BETHLEHEM-ALAMEDA Shipyards, Alameda, Cal. (for employment), has started sponsorship of all Sunday baseball games of the Oakland team of the Pacific Coast Baseball League on KROW, Oakland. The games are described by Hal Parkes.

Theatres Buy Time

SELECT THEATRES Corp., New York, which has bought occasional spot time to promote Broadway plays, has signed a 52-week contract with WJZ, New York, for five spot announcements weekly starting April 26 with announcements for "Ziegfeld Follies," and "Sons O' Fun". Agency is Blaine-Thompson Co., New York.

REGAL AMBER BREWING Co., San Francisco (Regal Pale beer), recently renewed for 52 weeks its program *Light and Mellow*, weekly half-hour variety program featuring Armand Girard and changed the broadcast night from Wednesday to Saturday, on KPO, San Francisco. Agency is M. E. Harlan Adv., San Francisco.

Schraffenberger Heads Boyle, Midway Chemical

STREIDER Schraffenberger, formerly vice-president and general manager of A. S. Boyle Co. and Midway Chemical Co., subsidiaries of American Home Products Corp. in the household products field, has been elected president of the two companies, according to Alvin C. Brush, chairman of the corporation. Mr. Schraffenberger succeeds Walter F. Silbersack, president of the two companies for years, who has been elected to the newly created post of chairman of both Boyle and Midway. Mr. Silbersack is also vice-president of American Home Products in charge of all advertised products, most of which are advertised extensively on the air, using both network and spot radio.

Other promotions announced by Mr. Brush included the election of Ralph J. Hartman, Chicago division manager, as a vice-president of Midway, and of Louis G. Feirtag, Cincinnati division manager, as a vice-president of Boyle. Ross Covert, Pacific Coast manager for both companies, was also elected a vice-president of Boyle.

Electrical Counting

A MONOGRAPH on electrical counting, with special attention to the alpha and beta particles, is available through the MacMillan Co., Cambridge University Press Dept., New York. Written by Dr. W. B. Lewis of Cavendish Labs., the book was originally published in England. Called *Electrical Counting*, it treats ionization, amplifying circuits, energy determinations among other topics. ($2.50).



KEEP THEM STRAIGHT
BY DIRECT RECORDING

AIR CHECKS—A Few Cents An Hour...Up to Two Hours On a Record

The CGS Portable Reference Recorder, widely used by the Army, Navy and Air Forces in control towers, training programs and for administration, also meets the needs of radio stations, for—

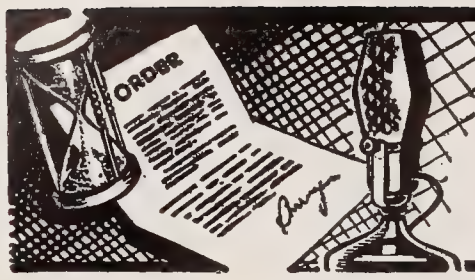
• Air Checks • Listening in • Research • Auditions
• Rehearsals • Conferences • Wire line conversations

It records 62 minutes on each side of a paper-thin plastic disc, which may be played back several hundred times. Discs may be filed like letters, or transcribed into the written word.

One radio station, mindful of the frequent demands of the FCC, uses CGS to make round-the-clock reference records of all its operations. Wire or write for full information.



Frank Rieber, Inc.
CGS
MANUFACTURING ENGINEERS
11916 West Pico Boulevard • Los Angeles, Calif.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WKZO, Kalamazoo-Grand Rapids

Paul F. Beich Co., Bloomington, Ill. (Whiz candy bar), 4 *ta*, 13 weeks, thru Kane Adv., Bloomington.
DePree Chemical Co., Holland, Mich. (Monocaps), 5 *ne*, 5 *ta* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Drewry's Ltd., South Bend (beer), 2 *t* 13 weeks thru R. A. Moritz Co., Davenport, Ia.
P. Duff & Son, Pittsburgh (waffle mix), 4 *sa* 13 weeks, thru W. Earl Bothwell, Pittsburgh.
Ex-Lax Inc., Brooklyn, 5 *ta* 26 weeks, thru Joseph Katz Co., N. Y.
Carter Products, New York (Arrid), 3 *ta* 52 weeks, thru Small & Seiffer, N. Y.
Foley & Co., Chicago (proprietary), 6 *sp* 26 weeks, thru Lauesen & Salomon, Chicago.
Kellogg Co., Battle Creek (Pep), 5 *t* 26 weeks, thru Kenyon & Eckhardt, N. Y.
Lazy White Rouge, Chicago, 5 *sa* 4 weeks, thru Harry Atkinson, Chicago.
Murphy Products, Burlington, Wisc. (feed), 5 *sp* 13 weeks, thru Wade Adv., Chicago.
Northern Mutual Casualty, Chicago, 5 *ne* 26 yeeks thru Standard Adv., Chicago.
Pillsbury Flour Mills, Minneapolis, 5 *ta* 13 weeks, McCann-Erickson, Minneapolis.
Plough Inc., Memphis (Penetro), 3 *ta* 6 weeks, thru Lake-Spiro-Shurman, Memphis.
Plough, Inc., Memphis (St. Joseph Aspirin), 4 *ta* 26 weeks, thru Lake-Spiro-Shurman, Memphis.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 2 *sa* 52 weeks, thru Compton Adv., N. Y.
Rohm & Haas, Philadelphia (insecticides), 3 *sa* 26 weeks, thru Newell-Emmett Co., N. Y.
Martin Rosenberger Wallpaper, Kalamazoo, 4 *sa* 13 weeks, thru Walter Haehnle, Cincinnati.
Dr. Salsbury's Labs., Charles City, Ia. (poultry products), 2 *ta* 13 weeks, thru N. A. Winter Adv., Des Moines.
Standard Oil of Indiana, Chicago, 6 *ta* 26 weeks, thru McCann-Erickson, Chicago.
United Insurance Co., Chicago, 5 *ne* 13 weeks, thru J. B. Stewart Agency, Chicago.
Terre Haute Brewing Co., Terre Haute (beer), 1 *t* 13 weeks, thru Pollyea Adv., Terre Haute.

KECA, Los Angeles

Southern California Telephone Co., Los Angeles (communication), 52 *sa*, 52 weeks, thru The Mayers Co., Los Angeles.
Federal Life & Casualty Insurance Co., Los Angeles (insurance), 3 *ne* weekly, 52 weeks, thru Donald A. Rose Agency, Beverly Hills, Cal.
42 Products Inc., Los Angeles (toiletries), weekly *sp*, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.
Van de Kamp Holland-Dutch Bakers, Los Angeles (bakery products), 5 *ne* weekly, 52 weeks, thru California Adv. Agency, Los Angeles.
Langendorf United Bakeries, San Francisco, 6 *sa* weekly, 48 weeks, thru Ruthrauff & Ryan. San Francisco.
McFadden Publications Inc., New York (*True Story*), 52 *sp*, 52 weeks, thru Raymond Spector Co., N. Y.

WJZ, New York

Select Theatres Corp., New York (plays), 5 *sa* weekly, 52 weeks, thru Blaine-Thompson Co., N. Y.
Esquire Inc., Chicago (*Coronet*), 19 *sa*, *ta*, 6 days, thru Schwimmer & Scott, Chicago.
Larus & Bros. Co., Richmond (Edgeworth pipe tobacco), 3 *sa* weekly, 52 weeks, thru Warwick & Legler, N. Y.
Foster-Milburn Co., Buffalo (Doan's pills), 3 *sa* weekly, 52 weeks, thru Street & Finney, N. Y.

WSGN, Birmingham

Planters Nut & Chocolate Co., Wilkes-Barre, Pa., 6 *ne* weekly, thru Goodkind, Joice & Morgan, Chicago.
Plough, Inc., Memphis (St. Joseph Aspirin, Penetro), 14 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.
Lever Bros., Cambridge, Mass. (Rinso, Vimms), 10 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
J. Strickland Co., Memphis (hair dressing), 3 *sa*, 3 *t* weekly, thru O'Callaghan Adv., Memphis.
U. S. Tobacco Co., New York (Rooster Snuff), 15 *ta* weekly, thru Arthur Kudner, N. Y.
Wilson & Co., Chicago (meat), 5 *ne* weekly, thru U. S. Adv. Co., Chicago.
Allied Drug Products, Chattanooga (Trienа), 3 *t* weekly, thru Liller, Neal & Battle, Atlanta.
American Home Products Co., New York, (Anacin), 15 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
BC Remedy Co., Durham, N. C., 12 *ta* weekly, thru Harvey-Messengale Co., Atlanta.
Carter Products, New York (Arrid), 4 *ta* weekly, thru Small & Seiffer, N. Y.
Chattanooga Medicine Co., Chattanooga (Zyrone, Cardui & Black Draught), 6 *sp*, 10 *ta* weekly, thru Nelson Chesman, Chattanooga.
Ex-Lax Inc., New York, 5 *ta* weekly, thru Joseph Katz Co., N. Y.
Florida Citrus Commission, New York, 7 *sa*, *ta* weekly, thru Blackett-Sample-Hummert, N. Y.
Block Drug Co., New York (Gold Medal Haarlem Oil), 6 *ta* weekly, thru J. Walter Thompson Co., N. Y.
American Home Products, New York (Hill's Cold Tablets), 5 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Knox Co., Los Angeles (Cystex), *ne* weekly, thru Allen C. Smith Adv., Kansas City.
Manhattan Soap Co., New York (Sweetheart Soap), 3 *ne* weekly, thru Franklin Bruck Adv., N. Y.
National Biscuit Co., New York (NBC Bread), 5 *sp* weekly, thru McCann-Erickson, N. Y.

KFAC, Los Angeles

Interstate Bakeries Corp., Los Angeles (bread), 6 *ta* weekly, thru Dan B. Miner Co., Los Angeles.

CKWS, Kingston, Ont.

E. & S. Currie Ltd., Toronto (cravats), 13 *ta*, thru Tandy Adv. Agency, Toronto.

CHEX, Peterborough, Ont.

International Varnish Co., Toronto (paints), 21 *ta*, thru A. McKim Ltd., Toronto.

WHN, New York

Adam Hat Stores, New York (men's hats), *sp* weekly, 52 weeks, thru Glicksman Adv., N. Y.
Knomark Mfg. Co., Brooklyn (shoe polish), 7 *sp* weekly, 24 weeks, thru Consolidated Adv., N. Y.
Buitoni Products Inc., New York (spaghetti), 3 *sa* weekly, 52 weeks, thru Carlo Vinti Adv., N. Y.
Wm. H. Wise & Co., New York (books), *sa*, 26 weeks, thru Huber Hogue & Sons, N. Y.
Charms Candy Co., Bloomfield, N. J. (Tasty Yeast), *sa*, 52 weeks, thru C. L. Miller Co., N. Y.

KPO, San Francisco

Post Quality Foods Co., Oakland (Sera-Co—Coffee extender), 3 *sa* weekly, thru Emil Reinhardt, Oakland.
Langendorf United Bakeries, San Francisco, 6 *ta*, *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Fisher Flouring Mills, Seattle (Zoom), 23 *sa* weekly, thru Pacific National Adv. Agency, Seattle.

KNX, Hollywood

Standard Brands Inc., New York (Stans-B), 7 *ta* weekly, 20 weeks, thru J. Walter Thompson Co., N. Y.
Nehi Corp., Columbus (Par-T-Pak), 5 *sa* weekly, 52 weeks, thru BBDO, N. Y.
Rosefield Packing Co., Alameda, Cal. (Skippy peanut butter), weekly *t*, 52 weeks, thru Sidney Garfinkel Adv., San Francisco.

KFXM, San Bernardino

Ranier Brewing Co., San Francisco (beer), 7 *sa* weekly, thru Buchanan Co., Los Angeles.
Block Drug Co., N. Y. (Gold Medal Capsules), 6 *sa* weekly, thru J. Walter Thompson Co., N. Y.

WEAF, New York

J. L. Prescott Co., Passaic, N. J. (Bull Dog Blue stove polish, Dazzle), 5 *sa* weekly, 52 weeks, thru Monroe F. Dreher Inc., N. Y.

KIRO, Seattle

Los Angeles Soap Co., Los Angeles (Scotch cleanser), 5 *t* weekly, thru Raymond R. Morgan Co., Hollywood.

WMAQ, Chicago

Lehn & Fink Products Co., Bloomfield, N. J. (Hinds Honey and Almond Cream), 3 *sa* weekly, 23 weeks, thru William Esty & Co., N. Y.

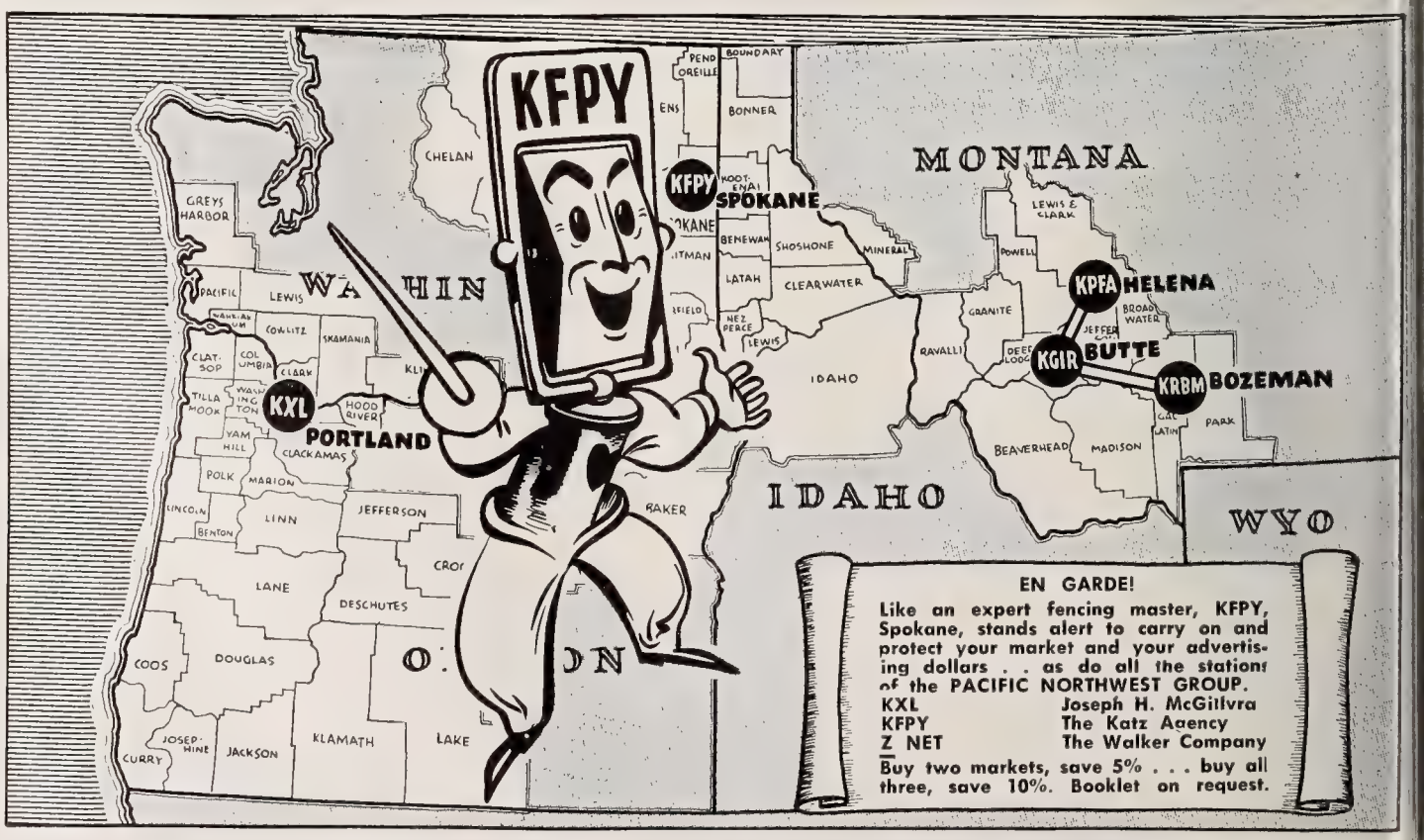
AT&T Adds More Spots To Curtail Toll Phoning

IN COOPERATION with the Long Lines Dept. of the American Telephone & Telegraph Co., New York, various associated companies of AT&T will soon expand their spot announcement schedules to urge the public not to make unessential calls to centers of war activity, according to the company's house organ, *Long Lines*.

Details of the campaign are expected to be available in a few weeks. Bell companies in a number of states started using spot radio last summer for a similar purpose, buying time on approximately 500 stations [BROADCASTING, July 20, Aug. 10]. N. W. Ayer & Sons, New York, handles the Illinois and Michigan company accounts, and other agencies handle advertising for the associate companies. N. W. Ayer is agency for the AT&T account and handles the company's *Telephone Hour* on NBC.

NBC Hollywood Discs

UNDER CONTRACT signed with the Special Service Division, War Dept., the Radio-Recording Division of NBC, Hollywood, on April 20 started to transcribe all West Coast shows produced by that organization for the armed forces overseas. List of approximately 30 programs includes *Command Performance*, *Mail Call* and *Jubilee*. New dubbing studios, lines amplifiers, air conditioning and other equipment was constructed at Hollywood Radio City by Jack Richardson, manager of the recording division, and staff, that city, with George Stewart, New York chief engineer of the network, on hand to supervise installation. New recording staff comprises Silvio Caranchinni, formerly engineer of NBC, New York, and now head of the dubbing unit, and Robert Jensen, shifted from the network's Chicago engineering personnel.



McDonald Urges Editorial Page f Air to Offset Criticism

NAB's First President Believes Defense Needed Since Some Public Protests Are Justified

N EDITORIAL page of the air mparable to editorial pages of wspapers was urged by Com. ıgene F. McDonald, Jr., president Zenith Radio Corp., Chicago, who oke informally at the annual din- r of past and present NAB di- ctors at the Palmer House, Chi- go, last Monday night.

"Radio should lift its own voice self-defense against the rising le of protest and hostile criticism ıich is appearing all too fre- ently in magazines and newspa- rs," said Com. McDonald. "We ould all be disturbed by the pub- hed jabs against certain phases broadcast practice which have peared with increasing frequency ıce publication of the *Reader's gest* article on 'Plug-Uglies' last mmer," he said. "This multi- icity of protest indicates a rising le of public protest and indigna- ın which should be stopped before ople lose all faith in radio.

Take Whiskers Off

"I believe that some of these jabs e justified," continued Com. Mc- ınald, "but the majority come om people who do not understand e economics of broadcasting. The ıblic has been lead to believe that dio is a public service sponsored the broadcasting companies. hy don't we take the whiskers ? Quit posing as public benefac- rs, and let people know that they ve their thanks to American ad- rtisers whose dollars pay for erything that goes out over the r, including sustaining programs, ıportant public announcements, residential speeches and all the st. Let them know that the com- ercials to which they object are art and parcel of the American stem of free broadcasting which ves people in this country the ıest radio in the world.

"And why don't we use our own vehicle, radio, to defend ourselves against attack and tell the public the full story of radio broadcasting in the United States? We have the greatest sales medium the world has ever known," Com. McDonald said. "We have done a marvelous job of selling the other fellow's products but we have done a poor job of selling ourselves and our industry.



COM. McDONALD

"What radio needs and has needed for many years," said Com. McDonald, "is an editorial page of the air, sponsored by broadcasters, and comparable in many respects to editorial pages of newspapers. Here we could answer criticism with full, frank discussions of radio's problems in which we take our listeners behind the scenes. We could develop editorial talent of caliber equal to the famous names in journalism. Most important, perhaps, would be our Voice of the People section where the public could have its say."

Com. McDonald predicted that a Voice of the People on the air would quickly become one of radio's most popular features, pointing out that Vox Pop sections in newspapers rank near the top among all features in reader interest. It would include letters from listeners, limited in subject matter only by reasonable standards of good taste, selected impartially so that there could be no charge of favoritism, political or otherwise.

"Think of what this means for the preservation of free speech," continued Com. McDonald. "It would give the public a chance to express itself on any subject of general interest, to criticize or praise radio practices and radio's advertiser, to give open answer to pundits who today have only their consciences to govern how much publicity they will give to adverse criticism.

"Make your editorial page of the air the frank, open feature that it should be and we will not only protect ourselves against unfair attack and bring better general entertainment to the public but we will also give America the greatest forum of free speech and free discussion the world has ever seen."

As founder and first president of NAB, Com. McDonald touched briefly on the early days of the Association, when Powel Crosley was perennial treasurer because, according to Com. McDonald, he "had more money than anybody else and could always be depended upon to be an angel" for the struggling organization.

When you think of SPOTS... think of John Blair!

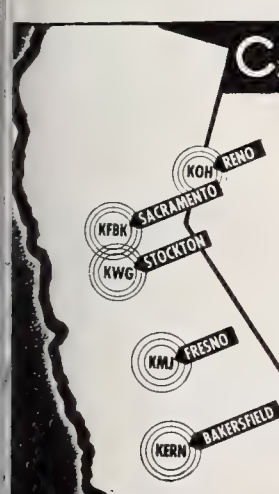
JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST LOUIS • SAN FRANCISCO • LOS ANGELES

CALIFORNIA COVERAGE



Mr. Time Buyer:

Investigate THIS Market!

Busy Stockton, California

The facts:

February '43 Retail Sales Top '42 by 45%

February '43 Dept. Stores Top '42 by 84%

February '43 Bank Clearings Top '42 by 33%

The percentage is in your favor

AT KWG THE DOMINANT STATION

Serving this Booming Area!

Ask any Raymer Representative for Rates, etc.

THE McCLATCHY GROUP

the "Boss" has gone to War

but we're carrying on

WLAP Lexington, Ky.
Ted Grizzard, Manager

WCMI Ashland, Ky. and Huntington, W. Va.
Warren Davis, Manager
L. D. Newman, Station Director, Huntington

KFDA Amarillo, Texas
Howard Robertson, Mgr.

Gilmore N. Nunn, (in the Army) President

'Fortune' Cites FCC and Chairman Fly In Case Study of Bureaucracy in Action

A CASE STUDY of bureaucracy in action, based on Chairman James Lawrence Fly and the FCC, is offered in the May issue of *Fortune*. Taking up the five-year legal and propaganda battle between the FCC and the broadcasting companies over the network and monopoly rules, the *Fortune* article reviews the history of Federal commissions from the California Land Commission set up in 1851 through the FCC.

"War has necessarily brought Government regulation to a peak, and the end of the war will probably see a strong reaction against it from people sick to death of directives, questionnaires, and rationing," says *Fortune*.

"Already Congress is up in arms against the bureaucrats. After a period of postwar readjustment, wartime controls will almost certainly be relaxed. But the long-range prospect, especially if people demand that their Government guarantee them cradle-to-grave security, is for more rather than less peacetime Government regulation. The great issue, then, is: Where and how draw the line between regulation and tyranny?

Dislike of Laws

"At the outset, it should be stated that much of the furor over the newer Government agencies in recent years has undoubtedly resulted from simple dislike of the laws they were set up to administer. For propaganda purposes it has been much easier and more effective for employers or brokers, for example, to charge the members of the National Labor Relations Board or Securities & Exchange Commission with socialistic bias than to argue the merits of the Wagner or Securities Exchange Act.

"But, with full allowance for such tactics, there have been grounds for honest alarm about the agencies. The principal one is that by their very nature they violate one of the fundamentals of the American system of Government: Separation of powers. Though they have been called a 'fourth branch' of the Government, the administrative agencies technically belong to the executive branch, which has the duty of administering all laws. Yet they act in a legislative capacity when they issue regulations that have the force of law. And they act in a judicial capacity, often as prosecutor-judge-jury combined, when they apply those regulations."

Disputed Points

Controversies that have reached around the FCC have made it an excellent study in administrative law and procedure, says *Fortune*, reminding that NBC and CBS claim the network monopoly regulations will destroy them and their broadcasting as currently practiced.

After a review of early broadcast regulations from the mid-20's the *Fortune* article specifies several disputed points in administrative law and procedure. First of these is the matter of fair hearings.

"A favorite charge against the bureaucrats," says *Fortune*, "is that they too often act without giving the people who will be affected by their rules and decisions a side of the case. This charge was made against FCC in the monopoly case.

"Actually, the preliminary proceedings before the rules were issued covered a three-year period. At the instigation of Congress, the Commission adopted an order for an investigation of the subject in March, 1938. After notice to all interested parties, three Commissioners sat for six months listening to everything the broadcasters wanted to say . . . .

"A second major administrative issue raised by the FCC network regulations is that of vagueness in the Acts of Congress by which agencies are created and given their authority. Certainly public interest and special regulations applicable to radio stations engaged in chain broadcasting could hardly be broader. Yet everybody, including Congressmen, realized that Congress cannot possibly write laws that would cover all the million and one problems with which the administrative agencies deal. Broadcasters have pleaded, however, that Congress can at least define the FCC's powers more clearly, setting the limits of those powers, saying as precisely as possible what Congress means by public interest.

"Chairman Fly has said that if the Supreme Court upholds FCC in its network regulations, he will be entirely satisfied with the Communications Act as it is. But if the court turns him down, he intends to ask Congress for specific monopoly legislation. This would seem to bear out the common contention that as long as they can get away with what they attempt, administrators generally like to have their enabling acts as vague as possible, in order to give them the broadest possible power and discretion.

Judicial Confusion

"A third great administrative issue that the network case illustrates is the confusion that surrounds the vastly important fields of judicial review of agency rules and decisions. As has been seen, even men so learned in the law as the judges of the U. S. District Court in New York could not agree on whether the network regulations were subject to their review at that stage. And when the Supreme Court decided that the regulations were so subject, the decision was reached by a vote of 5 to 3."

Concluding portion of the *Fortune* article is taken up with a detailed description of the Walter-Logan bill and the matter of judicial review of administrative decisions. *Fortune* concludes that, "Government of law retains its validity as a guiding concept but term this an attitude of mind rather than a rigid rule.

If Americans are to remain free they must while granting their governors wide discretion, continue to insist that those governors be themselves governed by the laws they make and administer. They must continue to demand better men in office and to demand higher standards from those men. But there is no fixed, firm line that can be drawn between regulation and tyranny. In the field of administrative law as in all affairs of government, eternal vigilance remains the price of liberty.

WALTER LANNAN, of the WEEI, Boston, engineering staff, and Sherman Feller, announcer, have joined the armed forces. They make 23 of the staff to leave for war service.



RADIO LADY IN WHITE. An emergency appendectomy didn't preve Lillian Jaffe, announcer of WHBQ, Memphis, from filling her spots the schedule. Here she is making one of her three daily broadcasts fr her bed in the hospital at Memphis, with W. M. Roy at the controls.

WEEI on 'Answer' List

WEEI, Boston, has been added the schedule of *Do You Know t Answer*, syndicated live cash giv away program owned by the W. Long Co., Chicago. The progra five minutes to a half-hour length, is sponsored three to s times a week on 20 stations by t following advertisers: Curtis Pu lishing Co., Philadelphia (*Saturd Evening Post*), WOV; Bra Baking Co. Pittsburgh, WCA WHJB WISR WMBS WKF WJPA; Ward Baking Co., Chicag WBBM; Town Talk Bakers, De ver, KLZ KVOR KGHF; Sunl Bakers San Jose, KQW KDO Newman-Reich Baking Co., KFJ Weil Baking Co., New Orlea WDSU; Town Talk Bakers, Lou ville, WAVE; Old Home Bake Sacramento, KROY; Holsu Bakers, Tucson, KVOA; Moo Bakery, Huntington, W. V WSAZ; Toastmaster Bakers, Mar field O., WMAN.

Two Join KLO

INTER-MOUNTAIN networ grouped around KLO, Ogden, Ut added two outlets recently, maki a total of five outlets in the o ganization. In addition to KL which has studios in Ogden a Salt Lake City, the network n has KOVO, Provo; KEUB, Pric KVNU, Logan; KSUB, Cedar Cit

FRANK J. NOVAK Jr., musical rector of *Mr. & Mrs. North*, is co poser and Marion Noel, of the ra staff of Lennen & Mitchell, New Yo is lyricist of a song to be publish under the title "To You, My Darlin Tune is the theme song of the progra sponsored on NBC by Andrew Jerge Co., Cincinnati, for Woodbury Fa Cream and Powder, an L & M accou

in BALTIMORE
and the Central Atlantic States



Edward Petry & Co., National Representative

WHAT HAS
JOHN TAYLOR'S
DONE?
SEE BACK INSIDE COVER

10 Years on Radio
This Month!
SEE BACK INSIDE COVER

et. Opera Wins NRC Award for iding War Cause

ue Series Is Sponsored by ie Texas Company

)MEN'S National Radio Com-tee, in its ninth annual poll of mber organizations, on the best adcasts of the year, has chosen *Metropolitan Opera* series on BLUE, as the musical program ich has best served the war ort. Announcement was made expectedly during the program, ril 24, by Madame Yolanda ro-Irion, founder and chairman the committee. Awards for pro-ms in other classifications are be made public at the commit-'s annual luncheon at the Wal-f-Astoria Hotel, New York, y 5. Announcement of Opera ies award was made at the lier date since the program was ng off the air for the season that time.

'Victory Rally' Cited

Sponsored by the Texas Co., New rk, since Dec. 7, 1940, and heard NBC BLUE since 1931 under ier sponsors, the Metropolitan era broadcasts this past season stituted a "Victory Rally" feature which distinguished representa-es of United Nations countries scussed various phases of the war ort during the intermission. In dition to citing the rallies as a ntribution to the war programs, me. Mero-Irion said: "For bring-g beautiful music to millions of mericans far distant from mu-centers, for familiarizing those no cannot attend opera with the eratic repertoire, and thus ntributing to American morale, e Texas Company has definitely rthered the war effort." W. S. S. ogers, Texas Co. president, ac-nowledged the award. Texas gency is Buchanan & Co., New ork.

While the official announcement other awards will not be forth-ming until the annual luncheon, dvance entertainment plans for ie occasion identify the winning rograms, chosen according to how fectively they have served the ar effort. Performances of the llowing programs will be redu-licated by radio figures featured n them:

Metropolitan Opera Co., BLUE, exas Co. (musical program); *avalcade of America*, NBC, E. I. Du Pont de Nemours Co. (*The erfect Tribute*—drama); *Let's retend*, with Nila Mack, CBS, ustaining (children's program); *aymond Gram Swing*, BLUE, ocony-Vacuum Oil Co. (news nalyst); *America's Town Meet-ng of the Air*, BLUE, sustaining forum).

George V. Denny Jr., moderator f *America's Town Meeting of the ir*, will serve as m.c. at the lunch-on. Keynote address will be deliv-red by Mrs. Ruth Bryan Rohde, ormer U. S. Minister to Denmark.

FCC Votes to Disregard House Group Charges Against Two FBIS Employes

A MAJORITY of the FCC voted last Monday to resist efforts of the House Appropriations Committee to force dismissal of two employes of the Foreign Broadcast Intelligence Service accused of membership in so-called "Un-American" groups [BROADCASTING, April 26].

FCC's action followed adoption by the full Appropriations Committee of a report prepared by a special subcommittee under Rep. Kerr (D-N. C.), sustaining accusations made by Rep. Dies (D-Tex.), and labeling Dr. Goodwin Watson, chief of the FBIS analysis section, and Dr. William E. Dodd Jr., editorial assistant, as "unfit to continue in Government service." At the same time, the Kerr group found insufficient evidence against Dr. Frederick L. Schuman, principal political analyst.

The fight over Goodwin Watson has lasted over a year, and a similar recommendation that he be cut from the public payroll had been approved by the House last year. The proposal was later eliminated in the Senate.

No Proof

FCC rose to the defense of its three employes in adopting a report Monday which asserted the Commission's right to do its own hiring in accordance with legally imposed restrictions. The report said that the Kerr Committee had produced no proof that the men were not qualified to continue in their work, and insisted that their dismissal would violate their constitutional right of free speech, and the guarantees of due process.

The Commission said the records of the three men had been carefully considered before they were employed, and even more carefully investigated since their employment. "Their citizenship and the legality of their conduct have not been brought into question in any court of law," the FCC said. "We are confident that Congress desires to assure the maintainance of our legal processes.

"As Commissioners, we are sworn to uphold the Constitution and the laws of the United States," the report continued. "We are obligated to preserve our orderly processes. We cannot in good conscience take a course of action which, however politic and easy, may violate the constitutional guarantee of due process of law and of free speech."

Constantly Watched

The report pointed out that the men had been constantly under observation of high civilian and military officials, and that no question had been raised concerning their competence, accuracy and objectivity.

Their close contact with world affairs had made these men apprehensive of the dangers from Nazism, Fascism and Japanese militarism, the FCC explained, and they had sought to awaken the country to its danger. "We do not endorse every word these men have uttered or every action they have taken," the FCC said, "but we believe that the right of freedom of speech which the Constitution guarantees embraces even those with whom we disagree."

Turning to the Kerr Committee report, the FCC declared that neither Watson nor Dodd had been convicted by a proper court. "The Constitution establishes legislative, executive and judicial branches of the Government, each with its own powers, and guarantees to all persons due process of law," the Commission said. "Nowhere does the Constitution sanction trials before the so-called 'court of public opinion' by which the Committee has found Watson unfit."

Officials Mentioned

The FCC report discussed several of the groups branded by the Kerr subcommittee as "front" organizations or "questionable." There is good reason to believe, the FCC said, that public opinion has not in fact passed judgment on all these organizatoins. It listed many prominent Government officials, including Vice-President Wallace, Secretary Harold L. Ickes and Gov. Thomas E. Dewey of New York among those who have held memberships similar to Watson's in some of the groups.

The report reviewed the careers of all three FCC men, explaining that each was a university professor and that each had come highly recommended. Dr. Watson had taught for 16 years at Columbia U., and is an ordained Methodist minister; Dr. Dodd is the son of the former U. S. ambassador to Germany; Dr. Schuman since 1936 has been Woodrow Wilson professor of government at Williams College. Included were quotations from letters of commendation from Army intelligence, and other responsible officials receiving reports from FBIS.

WCHS
CHARLESTON, W.VA.
Home of the world's largest synthetic rubber plant.

Census Reports Provide Data on Local Markets

BREAKDOWN of the 1940 Census was released by the Dept. of Commerce last week, giving local characteristics of the population as revealed by the 16th census. Report gives details on various occupations, education, nativity, education of the population in urban and rural areas.

Charts included in the 200-page book present a complete breakdown which may provide a useful basis for market surveys. The report was prepared under supervision of Dr. Leon E. Truesdell, chief statistician for population, and is available from the Superintendent of Documents, Washington (40c).

Exercise Program

OPENING OF a physical fitness program, *Keep Fit With Andy Hansen*, on KSO, Des Moines, was accomplished with a few teaser announcements asking listeners if they wanted an exercise program. When program hit the air, thank you cards were mailed to requestees as well as to 1,100 additional persons on mail list of the sponsor, Campbell's Health Foods. Postals asked mention of program to five friends. Window displays in the health food store, air announcements, newspaper and billboard publicity were used. Program ties up wartime demands and physical fitness.

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Windup of War Bond Drive Finds Radio Active in Increasing Nationwide Sales

WITH PROMOTION of the Second War Loan now tapering off as the drive nears its close, radio continues to promote the sale of war securities. The campaign to raise 13 billion dollars in three weeks has reached its finale, accompanied by special network and station shows, many of which will continue when the drive is officially over May 8.

"In order that the heavy volume of War Savings Bonds which are being sold may be reflected in the totals," said Treasury Secretary Morgenthau, "all sales processed through Federal Reserve Banks by May 8 will be included in final figures." These figures are expected to show the loan well oversubscribed, due in considerable measure to the recent news of Japanese executions of a number of flyers of the Doolittle raid.

Stars Sought

The Motion Picture & Special Events Section of the Treasury reports that every big name radio star has been sought by state administrators and War Bond committees for rallies. Schedule for "I Am An American Day", bond rally to be held May 16 at Soldier's Field, Chicago, calls for several top radio artists.

BLUE Network aired a special War Bond broadcast last Monday night, April 26, 10:35-11 p.m., of ceremonies at the Washington preview of Norman Rockwell's paintings, "The Four Freedoms". Talent on the show included Leo Reisman's orchestra, and Anna Kaskas and Lansing Hatfield of the Metropolitan Opera House. Norman Rockwell, Lowell Thomas and Associate Justice William O. Douglas spoke, and Undersecretary of the Treasury Daniel Bell presented a citation to the artist. No commercials or credit plugs accompany the Rockwell exhibition, which was arranged by Treasury and the *Saturday Evening Post* and first shown in the Hecht Co. department store.

WEAF, New York, presented a three-hour broadcast May 1 of a War Bond Rally on Central Park's Mall, featuring ten name bands. Each orchestra played for a quarter-hour, the leader then moving to a booth to receive bond pledges. Government officials and stars of the entertainment and sports world participated.

P & G's *Truth or Consequences* raised $6,118,129 at the recent NBC broadcast from KOA, Denver, bringing the show's total bond sales to $29,985,498. Show was broadcast May 1 from Spokane and continues its tour on behalf of Treasury savings through Seattle, Portland, Salt Lake City and the West Coast.

More than $10,000,000 in bonds were purchased by ticketholders to the Easter Sunday Treasury Dept. concert of Arturo Toscanini and the NBC Symphonic Orchestra. During the broadcast portion over NBC, Robert St. John, war correspondent, offered the original manuscript of Toscanini's arrangement of "The Star Spangled Banner" to the highest bidder in bonds.

Midwest Auction

"Last Birthday" party-auction for Hitler, aired by CBS from St. Louis, April 20, with Quizmaster Bob Hawk as auctioneer, brought $829,995 in bonds through the sale of seats to the broadcast. Auctioned articles included Edgar Bergen's tie and collar, which brought $2,000; Gracie Allen's handbag, $5,000; and Kate Smith's autographed recording of "God Bless America", $2,000.

WCOV, Montgomery, Ala., which also gave Hitler a birthday celebration and raised $463,846 for the Treasury, gave another "party" April 29 for Hirohito's natal day. Other good stunts used to put the loan over were an "Equip the Columbus Commandos" program on WRBL, Columbus, Ga., which raised a million dollars, and *John's Dough* on KIRO, Seattle, which presents sketches to personify the American dollar now being squandered instead of invested in victory. Also using the Hitler birthday party stunt, KWFC, Hot Springs, Ark., sent Hitler a "bouquet of bombs" in the form of Second War Loan sales. Hitler had another party on WBOW, Terre Haute, with "most miserable returns of the day" as its theme. During the broadcasts, the station raised $240 a minute, though broadcast time competed with two network shows.

Some stations have discovered marked audience response to features initiated in connection with the War Loan and now plan to continue these programs. A flood of mail followed a two-hour broadcast from Camp McQuaide, aired at the outset of the drive by KHUB, Watsonville, Cal. Roger Hunt, station manager, now plans a weekly broadcast from the camp, whose personnel includes stage, screen and radio talent.

Sponsorship of local accounts has continued while WLDS, Jacksonville, Ill., has devoted a considerable part of its sponsored schedule to Treasury announcements. Lengthening the broadcast day 2½ hours, WMRN, Marion, O., presented a special events day April 21 and sold $1,231,537 in bonds. Six Flying Fortresses turned up for the plane-to-ground War Bond program on WFBL, Syracuse, helping to $175,000 in four days.

This—The American Way, four-hour revue on WIP, Philadelphia, pulled $782,100 in pledges. Also pushing the Second War Loan, WIP aired an hour-long program of messages and interviews with Marines at the Parris Island Training Base on Easter Sunday.

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Branham Company

Yankee Network Holds Meeting of Affiliates

THE YANKEE NETWORK held a meeting of its affiliated stations April 21 at the Kenmore Hotel, Boston. Miller McClintock, president of Mutual, and Jesse Barnes, also of Mutual, attended. Officers of the Yankee Network who attended were:

William O'Neil, president of the network and General Tire and Rubber Co.; John Shepard 3d, chairman of the board; Linus Travers, executive vice-president; Robert Bartley, vice-president; Samuel Smith Poor, vice-president of General Tire and Rubber Co., and member of the network board of directors; James Haggerty, member of the network executive committee and General Tire Co.; Loren Angus McQueen, member of the network board of directors and sales manager of General Tire Co. Others from the Yankee Network who attended are Gerald Harrison, George Steffy, James S. Powers, Robert Myers, Gertrude Lanza, Barbara Sprague.

Yankee Network stations were represented by Norman Whittaker, WICC; Al Hiorns, WAAB; Don Morton, WEAN; Josephine Y. Welch, WSAR; Robert Donahue, WLLH; Hugh R. Norman, WNBH; H. W. Nichols, WHAI; John C. Libbey, WCOU; Arthur Owens, WRKO; C. Glover DeLaney, WTHT; Gerald J. Morey and Ivon Newman, WNLC; David Shurtleff, WFEA; Martin Avery and Sherwin Greenlaw, WLNH; George Kelley Jr., and William Rines, WCSH; Earle Clement, WEIM; Patrick Montague, Ward Gardner, and Thomas Humphrey, WHYN; Harold Thomas, WATR. Present at the luncheon that followed the business meeting were William Eynon, H. B. Humphrey Co., Boston; Les Quailey, N. W. Ayer, New York; Joseph Moran, Young & Rubicam, New York; and Tom Hussey, Yankee Network sports director.

Aitkenhead in Signal Cops

JOHN AITKENHEAD, chief engineer of WADC, Akron, since its founding in 1925, has joined the Army Signal Corps, and is stationed at Philadelphia.



NO DUMMY is Charlie McCarth soldier who here takes advantage opportunity during the broadcast the Prince Albert *Grand Ole Opr* aired Saturday 9:30-10 p.m. (CWT at WSM, Nashville. Lucky lady Trudy Brown, who calls servic men's parents long distance and r lays the news to the boys on th air.

Eight of WDBJ Staf Now in Armed Service

EIGHT MEN of WDBJ, Roanok Va., are now in the armed force Bob Youse, sports announcer; Pa Reynolds, studio director; an Charles McNulty, salesman, are a second lieutenants in the Arm John Harkrader of the station sales staff is now ensign in th Navy Air Corps. Control Operato Keith Webster is technical se geant in the Marines. Frank Ho kins, announcer, is in officer training school, and Announce David Kent and Control Operato Basil Johnson are privates.

Replacing the men who are o to war, William M. Taylor ha joined the station's sales staff, an Dillard Campbell, the control roo operating staff. Announcer Doroth Jennings joins nine other wome on WDBJ, whose staff includes on girl studio control operator, Ma garet Anne Bunting.

New Philadelphia Stud Announced by Crossle

CROSSLEY Inc. announced las week that the cooperative study o Metropolitan Philadelphia's radi audience is in progress and wi operate continuously [BROADCAST ING, April 19].

Study employs the new techniqu of personal door-to-door interview exclusively. Believed to be the firs use of the true radio audienc cross-section in which competin stations have cooperated, the sur vey will be based on interviews al located in ratio to population in it various breakdowns. Three majo and two independent stations in th area are participating in the Phila delphia Plan, as the study is known

LOUIS P. LOCHNER, head of AP Berlin Bureau from 1924-1941, wil join NBC as a commentator, and wil be heard on six West Coast stations Monday through Friday, 9:15 a.m. starting May 3.

War Conference Running Story

(*Continued from Page 36*)

is audience with sound informaon and sound inspiration."

Col. Kirby concluded his talk ith a demonstration of on-the-ot recording of eye witness acunts from the front lines, posble with a wire recording instruent now being tested (see story page 47).

argest Registration f Broadcasters

With the convening of the ednesday morning session, Presint Miller announced that registations had reached the surprising tal of 1,024, which he characrized as the "biggest representaon of broadcasters we have ever ad." He pointed out that there ere some 1,250 registrations at e St. Louis convention two years go, but that these included many ives of broadcasters, exhibitors d other groups associated with e industry but not actually enaged in broadcasting.

Mr. Price, in his hard-punching ldress (see text in this issue) ft no room for doubt about the angers still inherent in voluntary nsorship, which he called an "unmpleted experiment." He adonished broadcasters not to be nug about it and pointed out is is no time for over-confidence. e called on broadcasters to make e code a "'living, vibrant part of ur daily life."

"What a tragedy it would be if few irresponsible broadcasters mong many should accomplish the llapse of a patriotic endeavor hich means so much to all of ou!"

Wisecracking announcers who be at the code should be displined, he said.

While voluntary censorship has orked, when many thought it was npossible, Mr. Price admonished roadcasters, particularly the foign language stations, to exercise great degree of caution. "Careessness and irresponsibility in foign language broadcasting canot be tolerated by a responsible overnment," he said, reiterating hat he had told the foreign lanuage broadcasters at a breakfast ession earlier in the day.

Neighbor nation broadcasters ttending the sessions were sauted by President Miller. Among hose named were Emilio Azcaraga, president of the Mexican ssn. of Broadcasters and owner f XEW, Mexico City; Glen Banerman, president, Canadian Assn. f Broadcasters; Charles Shearer, hief censor of radio in Canada; Harry Sedgwick, chairman of the oard of the Canadian Assn. of Broadcasters; Donald Manson, of BC, and Maj. Ralph Forster, of he British Army.

Donald D. Stauffer, former vicepresident in charge of radio of Ruthrauff & Ryan, drafted as head f OWI's radio bureau, disclosed hat while he had been "in the adio business practically all my life, this is the first time I have ever talked into a mike."

Though praise had been meted out to radio on all sides, he said he thought he had a different approach, suggested indirectly by Leo J. Fitzpatrick, general manager of WJR, Detroit, and an OWI radio consultant. At a recent meeting, Mr. Fitzpatrick raised the question about what had been accomplished by radio's participation in the war effort. So Mr. Stauffer detailed to the audience the "'success story" of radio's cooperation with Government in prosecuting the war. He enumerated 65 major campaigns undertaken by radio and told results percentagewise.

Highlighting some of the war campaigns put over by radio, Mr. Stauffer pointed out that in December, 1941, only 700,000 individuals had adopted the payroll savings plan. Fifteen months later, he said, there were 30 million. Point rationing was put over without question, as revealed by Gallup surveys made before, during and after, he said.

Daytime programs, Mr. Stauffer declared, have performed "a tremendous job." Point rationing and similar war undertakings have been worked into these serial stories and have imparted to housewives an understanding of the problem in a most effective way.

Mr. Stauffer cited many campaigns to prove results of radio in the war effort. For example, he said, the Red Cross needed 300,000 nurses. In a three-week drive the enrollment went up 100%. "You put on a campaign for 19,000 badly needed student nurses," he said, "and got us 23,000 applicants of which more than 19,000 were eligible. And this year we will ask you to do the job for us again, only we will need 65,000 nurses.

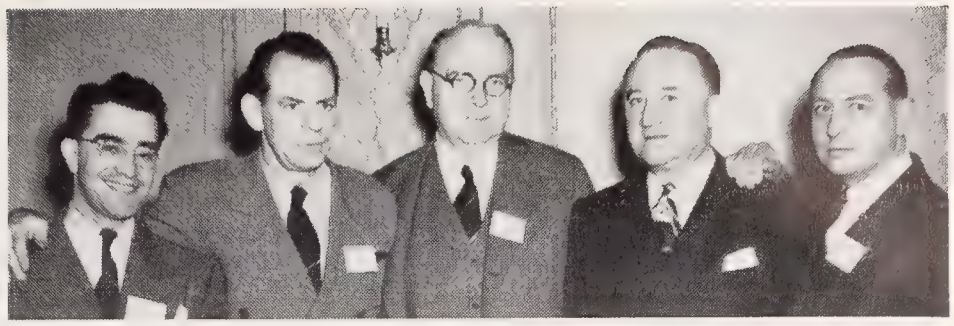
Victory Garden Drive Succeeds

"Victory Gardens is another assignment you more than adequately accepted. We thought we might get 13,000,000 gardens. You got us, according to a Gallop survey, 21,000,000. Similarly was the job done for the Coast Guard. After the radio campaign enlistment was up 40%.

"Last spring we wanted people to buy coal. The records show that after the air campaign spring coal purchases were up 70% over the preceding year. The CAA needed non-combat pilots. Every previous effort to get them had failed. Your campaign brought 104,000 applicants.

Mr. Stauffer also cited the Signal Corps, whose manpower requirements were materially aided through an increase of ten times; huge increases in salvage of fats and grease, rationing benefits, etc.

"The Nation is better informed than in all its history," he concluded. You gentlemen deserve the gratitude of your Government."



FIVE WHO WERE LINED UP along a wall for a quick "shot" just before Elmer Davis addressed the conference were (l to r): Michael Hanna, WHCU, Ithaca; Hal Meyer, WSRR, Stamford; Franklin Doolittle, WDRC, Hartford; Leo Fitzpatrick, WJR, Detroit; I. R. Lounsberry, WGR-WKBW, Buffalo.

Program Problems Discussed by Paley

Mr. Paley's plea to broadcasters to be more mindful of their basic resource—programming—was preceded by his reference to three other "important challenges which broadcasters looking toward the future face today." He enumerated these as:

(1) The continuing change in our relationship with Government; (2) our own public relations in the broadest sense of informing the public about the importance of broadcasting, having in mind that we have informed the public expertly about almost everything under the sun except broadcasting itself; (3) the challenge of technical change which lies ahead, including FM, television and probably facsimile. The fourth he mentioned as radio programming itself.

Mr. Paley called upon broadcasters to avoid complacency as an industry, pointing out that while our record is good, "we want to make it better." He urged the industry "for its own self-respect" to do as good a job in creating programs as any one else, or a better job.

Advocating a change in "our own stature and prestige as program builders," Mr. Paley said that the advertiser and agent at times may develop programs not compatible with high broadcasting standards. It may be a commercial which "hammers too hard," a program in questionable taste, a spot announcement too long or wrongly placed. Broadcasters, he said, should not seek or encourage business of the wrong kind. They should resist the pressure which is often put on them to accept it. (See text of Mr. Paley's address on page 11.)

Dr. Angell 'Dishes It Out'

In a talk which ranged from more solid "belly laughs" than usually are written into Hope or Allen scripts through a grim warning that the industry will have to mind its obligations to the public on public service programming, Dr. James R. Angell, NBC public service counsellor, enthusiastically gave broadcasting its well earned due and slashed out at its deficiencies.

He referred in a semi-facetious way to daytime serials as depraved, quiz shows as featuring moronic answers, and cited the groan that goes up as the commercial plug is given, the protest that follows occasional salacious programs and the disgusting effect of reading announcements "concerning bodily processes while the listener is eating his meals." Treatment of such deficiencies is the duty of the expert program director, Dr. Angell said, and said he did not intend to provide a cure for such shortcomings or outline a device for betterment.

"So long as broadcasting is a highly competitive business, mak-





OPEN HOUSE was held by the Chicago Radio Management Club during the NAB War Conference last week in the Palmer House, Chicago. Chicago's leading agencies were represented by (seated, l to r): Aleta Mack, H. W. Kastor & Sons; June Rollinson, Russel M. Seeds Co.; Evelyn Stark, MacFarland, Aveyard & Co.; Merle Myers, Virginia Smith, H. W. Kastor. Standing, Lewis Goodkind, Goodkind, Joice & Morgan; James Shelby, McCann-Erickson; Bert Cavanaugh, Roche, Williams & Cunnyngham; Harlow Roberts, Goodkind, Joice & Morgan; Jack North, Aubrey, Moore & Wallace; Buckingham Gunn, J. Walter Thompson Co.; John Gordon, Needham, Louis & Brorby; Stuart Dawson, Young & Rubicam; George Duram, H. W. Kastor.

ing money will be the first consideration," he said. "The industry operates on the theory that the stockholder is the owner of the station and the advertising agency buys the time and naturally the voice of the church and the school will sound distantly in the station's ears.

"The consequences then will have to be dealt with," he added. He said that American broadcasters try to serve two masters. Radio, true, is infected with deep public interest responsibilities, in fact is so licensed. But it also must pay dividends. He stressed that these two are not necessarily incompatible. But as matters now stand, he said, when they clash today, which one will prevail is easily known.

"Some stations will sell anything, anytime," Dr. Angell said. Some correction to this attitude has been noted, due to the requirements of the war, he added. "The industry has made a serious and sincere effort to go all out," he said. "The next very important consideration is the post-war study and that is being undertaken already by NBC and Mr. Paley's organization."

Dr. Angell warned that if the present form of broadcasting is to be continued, without Government interference, it must attempt to reach all types of audiences and personal gain must in the final analysis be relegated to second place. He added that he spoke as a hard-boiled realist and not as a romanticist.

In conclusion, Dr. Angell said the future of broadcasting will demand giving a reasonable part of the station's good time to public service programs which admittedly will appeal to lesser units of the audience. Not as mere publicity stunts, he said, to be charged off to promotion; but as well-produced programs at the same high standards as other programs and at comparable costs. Competitive yardsticks of today must not interfere with this, he said.

"Stations must not snub or slight their public interest responsibilities," he concluded. "When blessed peace comes let us see the industry continue as a free American enterprise—which accepts its full responsibility."

The luncheon session Wednesday opened with a brief pageant depicting typical war news pickups by the four networks. Commentators for each network were shown reading their scripts, in tableaux suggesting the war theatres. Presented by Lt. Col. Kirby, he closed with the announcement: "This is the American system of broadcasting."

Fly Brief on Post-War Planning

Mr. Fly mentioned only briefly his project for post-war planning through a Radio Technical Planning Board, in which the Radio Manufacturers Assn., Institute of Radio Engineers and the FCC would collaborate. He recalled the pre-war National Television Systems Committee, which he said had done a "monumental work."

This new planning board, he said, as he raced against time to make a scheduled CBS broadcast (text in this issue), would "sit on top" of the vast work being done in the radio field to bring "optimum results to the public after the war."

Describing the science of radio as having barely passed the "horse and buggy stage," Mr. Fly said that while there had been and would continue to be conflicts, radio "will ever stand in our democracy."

In opening his address to the Conference, which duplicated in part his CBS speech, Mr. Fly said that in these grave times it was only right that the "regulators and the regulated" should sit down to talk about their problems. He discussed intimately the manpower, equipment, receiving set battery, and small station problems, citing figures based on a recent FCC survey.

He said he thought that radio listeners would agree that the "American system of broadcasting has met its first great crisis and has met it successfully." He described private broadcasting "in war as in peace" as a "main bulwark of American democracy."

To alleviate the technical shortage, Mr. Fly offered full-scale cooperation of the FCC. The Commission's files of licensed technical personnel, many of whom may be working in other industries, he said, could be thrown open to the industry for follow-up. Moreover, he said a monthly list of operators licensed by the Commission could be made available so that stations might find "in their own back yards" men and women qualified to man technical facilities.

Smaller operators have complained about the drift of personnel to larger stations and have contended that they were only "way stations on the road to employment in big cities." He suggested that perhaps the job freeze would help that situation. He commented, however, that the only station owner really sitting pretty is the one staffed with women.

While the equipment picture is not bright, he said a "swell job" had been done by WPB and Mr. McIntosh. Regarding the farm battery situation, he said that because of the importance of farm listening, he felt confident it would be cared for.

168 Lost Money in 1942, FCC Figures Show

Speaking on the small stations' problem, Mr. Fly said it was grave in many cases, though the figures he cited did not appear to indicate it was as serious as originally portrayed both at the FCC and in other quarters.

Income data for 1942, broken down by the FCC, he said, showed that the net income of the industry was $34,000,000 as against $32,000,000 the year preceding. The average station earning was $43,000 in 1942. Of the aggregate number of stations, 168 lost money while 118 earned less than $2,500. Whereas the average loss in 1941 for the "loser stations" was $710 this rose to approximately $1,100 in 1942.

Losing money is not a "wartime phenomenon," Mr. Fly said, since most of the same stations, though not all, were losers the preceding year. On the other hand there were 63 stations which lost in 1941 but earned in excess of $2,500 in 1942. The 168 stations lost a total of about one million dollars, he said.

Covering the various suggestions made for relief of small stations because their service is necessary, Mr. Fly discarded all of them with the exception of his proposal that national advertisers use these outlying outlets. He contended that they constituted hitherto untapped markets and would bring good results. If only two or three percent of national advertising money were funneled to them, it would more than offset these losses.

Constructive Steps Already Taken

Several constructive steps already have been taken, he said. These include an increase in the number of stations on the national networks—88 since the war began—the full network plan encouraging advertisers to take smaller stations; deduction in rate charges effected through FCC negotiations with A T & T saving some $2,000,000 for radio, which permits addition of smaller stations and other steps. He did not describe them as cure-alls, however.

Regarding suggestions that there be a remission of income tax, he said this failed to hit the target since the loser stations pay no tax. The RFC loan proposition, he said, likewise was objectionable because it would constitute only a shot in the arm since the losing stations would continue to lose. He described it as possibly the "quickest way of putting the Government in the broadcasting business" and commented "none of us want that."

As for Government purchase of space, he said it was plainly evident that newspapers and radio should get equal treatment, but that he had grave doubts whether it would be wise at this time. It might be interpreted as a subsidy and radio would be "trading its freedom for a mess of pottage—a small mess at that."

If any large segment of the industry suffered substantially because of loss of revenue, he said, Government advertising might take on a different complexion. The best possibility for a real

lution, Mr. Fly said, is seen in e use of smaller stations and condary markets by national advertisers. He pointed out that local advertisers, who customarily tronize these stations, have little reason for institutional promotion and that with very little on eir shelves to sell, they do not present latent prospects.

Because the industry generally as fared so well, he said it should ot be blinded by these conditions. e called the small station problem a real one.

lorency Praised for etail Promotion Plan

The retail promotion plan occupied the business session Wednesay afternoon. President Miller, in ening the meeting, paid tribute the work of Paul W. Morency, TIC, Hartford, chairman of the etail Promotion Plan Committee, r his time and energy in effectuating the retail plan.

Mr. Morency revealed that the omotion plan will be in actual eration in the fall and that ancial commitments for its presitation have already been made. r. Morency reviewed the backound of the plan, which was proosed to the NAB board at the leveland convention last year by ugene Carr, WGAR, Cleveland, ow with the Office of Censorship, nd Capt. Frank Pellegrin, then irector of broadcast advertising the NAB.

Mr. Morency introduced the 10 embers of the committee who are rving with him. C. L. McCarthy, QW, San Jose, and William rawford, WOR, New York, were nable to attend. Mr. Morency introducing Sheldon Coons, advertising consultant, gave a short esume of Mr. Coons' 30-year caeer in the retailing and advertising fields.

After presentation of the detailed retail sales plan by Mr. oons, which were enthusiastically eceived, Lew Avery, director of he department of advertising of he NAB, defined the status of the ampaign, launched last fall. The etiring NAB board, at its April 6 meeting, agreed to implement he fund of some $84,000, already pledged, and guaranteed the total f $125,000. A number of stations, owever, promptly signed up for roject following the session, with trong likelihood that the entire udget would be met without the ecessity of drawing directly from AB funds.

Mr. Coons brought home the fact hat radio depends upon too few ccounts and that the retail field, epresenting the largest single advertising source, is a latent one or radio. He warned that the war ay bring new advertising media nd that radio must cushion itself for any contingency.

Because the department stores nd general stores, constituting he largest potential users of radio, are not on the air in great numbers, radio does not have the prestige it might gain if the reverse were true. If important retailers used the medium it would improve horizontally, he predicted.

Moreover, he said the retailers themselves, as reflected in comments from NRDGA, are enthusiastic about the survey and are anxious for the results [see separate story on retail advertising plan in this issue].

John Outler, Jr., commercial manager of WSB, Atlanta, and chairman of the sales managers executive committee, whooped things up with a plea to those not yet at the front to quit talking and sign up. He commented that the delinquents who might want to get on the bandwagon later would find the cost going up.

Petrillo Ban History Covered in Detail

The Petrillo recording ban, slated for discussion on the closing day, Thursday, was moved up on the agenda for the Wednesday afternoon session. President Miller recounted the steps leading up to the current situation, and stemming from the Aug. 1 ban on recordings of any character. He pointed out that not a transcription or record had been made since Aug. 1 because of the arbitrary AFM ban, which was premised on seeking tribute from the broadcasting industry along with the phonograph, transcription and other groups employing records. The net result, thus far, he said, is that AFM members have lost millions in revenue from recordings.

It is interesting to note, he said, that in the formal demands made by Petrillo, he made no claim for tribute from the industry. He said he was convinced this was the result of action of the NAB in procuring detailed and established facts to refute Petrillo's claim of unemployment and otherwise demolish his claims for payment.

Mr. Miller said, however, that Petrillo is still aiming at the broadcasting industry even if indirectly. His effort is to throw mu-

Dormouse

MARSHALL PENGRA, manager of KRNR, Roseburg, Ore., spokesman for small stations at the NAB War Conference closing session, offered no panacea but did provide an apt definition of the "loser" stations. He wound up a detailed analysis, "The small station is like the dormouse — its coverage is small but its tale is enormous."

THE BEST PROOF IS PERFORMANCE



LEHIGH VERTICAL RADIATORS

Coverage, Efficiency and economy are but a few of the reasons for the increasing preference for Lehigh Vertical Radiators by Broadcasting Stations everywhere. Their outstanding performance continues to satisfy many leading stations throughout the nation. Those interested in towers for supporting FM or Television Antennas are invited to write us. Our engineers can be of assistance in planning your requirements.

RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA. OFFICES IN PRINCIPAL CITIES

sic back to the "pre-horse and buggy days," he contended.

In behalf of the transcribers, Gerald King, of Standard Radio, told the conference of the current status of negotiations with AFM, now deferred until May 10. He spoke in behalf of Associated, Lang-Worth, NBC Thesaurus, Standard and World, and not the phonograph manufacturing companies. The transcribers, Mr. King said, would have preferred postponing a statement until later because of the current conversations. He pointed out that when Petrillo originally asked for a contribution direct to the Federation of "unspecified percentage of our gross income" the transcribers concluded that they could not accept such a proposition.

Whereas prior to the original conversations transcribers sat with the phonograph record industry in conversations with Petrillo, he pointed out that last April 16 the transcription industry had an opportunity to separate its conversations. At these preliminary discussions the possibility of working out an agreement on terms not inconsistent with the requirements of the individual businesses of the transcribers appeared evident.

"So long as that encouraging prospect continued, we were prepared to continue our discussions until a conclusion had been reached," he said.

At the forthcoming May 10 meeting, he said, it is the intention of both groups to sit "in continuous session until an acceptable conclusion, or an impasse, has been reached." The purpose of the transcribers, he said, is to reach a "satisfactory and lasting understanding with the Federation upon which we can make both commercially sponsored programs, as well as library transcriptions, and dispose of them on terms satisfactory to our customers."

Pointing out that the very businesses of the transcribers depend upon finding the right answer, he said he was sure the industry would agree that "we should not prejudice our present negotiations by any premature speculation on details or the final outcome."

Answering questions regarding the course transcribers will take if the negotiations fail, he said the only answer he could give was that they will go into the new negotiations "with the intention to negotiate in good faith, and we believe that any further statement at this time could very well be construed to our disadvantage and therefore not consistent with the spirit of good-faith bargaining." He said he hoped that "by the middle of May to have something more concrete to tell you."



FRIENDLY RIVALS in radio equipment manufacturing pose during the NAB War Conference sessions (l to r): A. Josephsen, RCA Victor, Indianapolis; Harold Vance, RCA Victor, Camden; P. L. Chamberlain and W. R. David, General Electric Co., Schenectady.

Petrillo Unemployment Claim Exploded

Before introducing Sydney M. Kaye, New York attorney and counsel on the AFM matter to the NAB Steering Committee, Mr. Miller observed that contrary to the Petrillo claim, radio actually has increased employment. Musicians are being paid better than any other group in the industry, he said.

Tossing the gauntlet to Petrillo, the NAB president branded the whole issue a "political problem and one of Petrillo's own making." He said many AFM members never expect to make their primary income from music but are in it only as a sideline. Petrillo's effort is to give them "something extra."

Alluding to the seriousness of conditions brought about by the war, Mr. Miller said that speakers before the conference had cited the tortuous road ahead, while paying tribute to the service radio had done. Both Elmer Davis and Chairman Fly, he pointed out, had commented that the Petrillo ban was hurting the war effort.

The issue, he declared, is whether the industry proposed to "appease or fight this out." Petrillo wants tribute, he declared, before he will permit recordings to be made.

Mr. Kaye, in exploding Petrillo's unemployment claims, said that less than one-third of the AFM members are professional musicians and that practically all of the remainder are engaged in approximately 250 other professions, trades or businesses and callings requiring skills and specialized training. Unemployment is virtually non-existent, he said. Union musicians receive about $20,000,000 a year for their work in radio, nearly equivalent to the total net earnings after taxes of the entire industry. They receive more compensation from radio than any other group of employes, including executives, with an average weekly wage of $67.90 for a work week of less than 20 hours.

That less than one-third of the AFM membership consists of professional musicians was established through two surveys, Mr. Kaye said. Other devastating statistics breaking down the Petrillo claims to the Senate subcommittee were enumerated. Mr. Petrillo had testified, Mr. Kaye said, that of 66,335 union members in 29 cities, some 43,000 were unemployed. Terming these figures fantastic, Mr. Kaye said that the AFM head's definition of unemployment was the basis for this statement. By unemployed Petrillo meant "unemployed as musicians," irrespective of whether these members were otherwise gainfully employed.

In the 29 cities covered, there are 143 commercial stations, all but eight of which have musicians. Of the eight, three are 100-watters, two 250-watters, three are 1,000-watters, and only one is affiliated with a network.

Petrillo's charge that 201 network stations do not employ musicians also was disproved by the NAB studies. Of the 201 stations named by Mr. Petrillo, 28 were found to be duplicates or not affiliated with networks. Of the remaining 173, musicians were employed in 58 during the very period covered by Mr. Petrillo, while 32 had employed them periodically during the very period covered by Mr. Petrillo, while 32 had employed them periodically during the past year and another 32 did not employ musicians. Of the latter, 64 were stations with 250 watts or less, of the type which Petrillo admitted could not be expected to employ musicians. Of the remaining 18, four have no local union.

All told, Mr. Kaye reported there are 184 stations in communities having no AFM locals with no local claiming jurisdiction. Asserting that no specific instance had ever been cited in which radio had supplanted live musicians, Mr. Kaye said the results of a survey by an independent organization in Washington disclosed through a door-to-door investigation that of 55 establishments in which there was dancing, not a single one re lied on radio.

Following the Petrillo presenta tion, the Conference unanimousl adopted a resolution supporting th NAB and transcription compan position with respect to the Petrill ban and strongly condemning th AFM ban as injurious to wartim morale and calling upon the tran scription industry promptly to tak legal measures deemed necessary t end the ban. [See page 70—ed.].

The membership then adopte three miscellaneous amendments t the bylaws shifting Maryland fro the fourth to the third NAB dis trict; eliminating the term "execu tive committee," which was abo ished a year ago; and a mino change in the method of electin directors-at-large, with nomina tions from the floor rather tha through a nominating committee.

Directors Named To Fill Vacancies

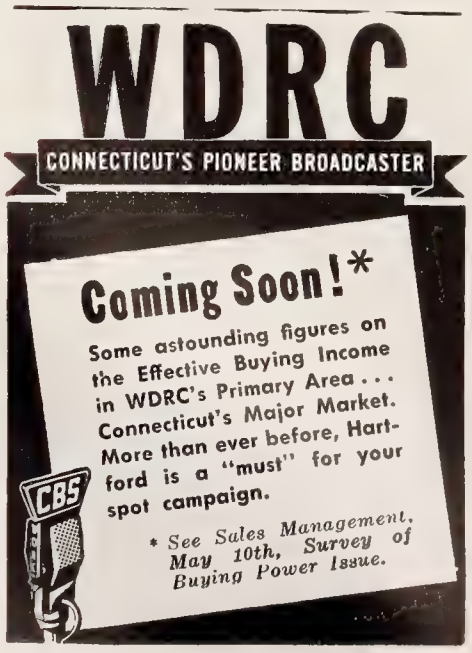
In the balloting that followed fo election of directors-at-large, Jos eph O. Maland, WHO, Des Moines and James D. Shouse, WLW, Cin cinnati, were elected at-large sta tion directors without oppositior Mr. Shouse succeeds Edwin W Craig, WSM, Nashville, who wa not a candidate for reelectior while Mr. Maland was reelected. I the medium station category, Do Elias, WWNC, Asheville, was re elected, while Barney Lavin WDAY, Fargo, N. D., was electe in succession to Gene O'Fallor KFEL, Denver. Mr. O'Fallon, whil nominated, asked to have his nam withdrawn. In the small statio class, Herb Hollister, KANS, Wich ita, was reelected, and Frank King WMBR, Jacksonville, was returne to the board. He had been distric director for Alabama, Florida Georgia and Puerto Rico.

Network directors renamed wer Paul W. Kesten, CBS vice-presiden and general manager, and Fran M. Russell, NBC Washington vice president. The other networks ar not members.

In quick succession, the member ship then adopted a series of 1 resolutions brought in by its reso lutions committee. Aside from th customary courtesy resolutions, th membership adopted two importan proposals. One placed the NAB o record as unalterably opposed t any and all measures, governmenta or otherwise "looking to the aboli tion of brand names and trade marks in the marketing of com modities" and endorsing the Hal leck resolution (H Res-98) for a thorough study of these proposals This resolution struck at the OPA grade labeling process, as a pos sible forerunner of brand name re strictions.

A second unanimously adopte resolution authorized Presiden Miller to appoint a committee t study and report to the board or establishment of an "NAB Bureau of Audience Measurement."

The concluding business sessior



ursday morning was devoted to role of advertising in wartime, with emphasis on the small sta- problem, considered initially the recently appointed Small tion Steering Committee, headed James W. Woodruff Jr., WRBL, umbus, Ga.

ohn M. Outler Jr., WSB, At- ta, chairman of the NAB Sales nagers Executive Committee, essed desirability of a study king toward standardization of tion coverage maps. A detailed n, defining signal strength, audi- e mail and coverage analysis, lved jointly by the NAB com- ttee with the Radio Executives ib of New York, and previously ggested to the NAB membership, s adopted by the Conference and ll be pursued by NAB.

Roger Clipp, General Manager WFIL, Philadelphia, chairman the NAB Research Committee, tlined to the session the scope of proposed standardized method. pointed out there had been dis- tisfaction on the part of agencies d advertisers with the coverage ims stations have been making cause of lack of a consistent defi- ion as to just what coverage ans.

The NAB recommendation will ver the method of determining e station coverage area and the nner of handling the calculation market data used to interpret e coverage area. Also included ll be a sample station coverage esentation, with demonstration maps, titling and copy. The mebuyers Committee of AAAA s agreed to work with the NAB d to authorize use of the AAAA amp of approval on the presenta- on format.

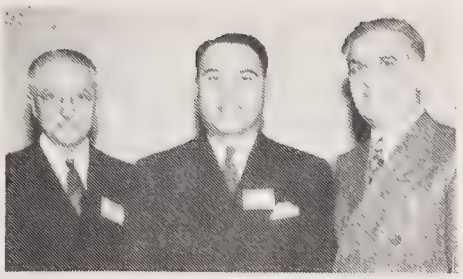
Linnea Nelson, timebuyer for Walter Thompson Co., New ork, asked by Mr. Outler to com- ent on the project, said that by tting together such standardized aps, something tangible with hich to work would be provided nd called it an excellent beginning. imilar comments were made by her agency spokesmen.

esolution Adopted nanimously by Conference

Dietrich Dirks, KTRI, Sioux ity, moved that the membership uthorize NAB to follow through n the project as outlined. The mo- ion was adopted unanimously.

Mr. Woodruff, a member of the AB Board for two years, pre- ided over the small station ses- ion—his first appearance before a nicrophone at an NAB convention.

The special committee named by Mr. Miller to consider the small tation problem has devoted con- iderable time to the task and re- gards it as serious, he said. But he inevitable conclusion was eached that it is an overall indus- ry problem, rather than exclu- sively a small station matter. He pointed out that such speakers as Messrs. Davis, Fly and Angell had commented that the plight of the small stations is one to be consid- ered by the entire industry.



SMALL STATION problems highlighted a get-together of Keystone executives during the NAB War Conference in Chicago (l to r): Naylor Rogers, Chicago; Michael Sillerman, New York; William Wolf, Chicago.

Speaking as a small station operator, Mr. Wodruff declared, "We don't want any handout — far from it."

Marshall Pengra, general manager of KRNR, Roseburg, Ore., in an analysis of recent surveys, commented that "the small station problem is the small station." He said it was difficult to reach any concrete solution because the problem varies with communities and changed conditions.

The most serious matter confronting the small station is manpower and particularly technical manpower, he said. This comes down to the problem of whether stations can remain on the air, he said, pointing out that he realized the NAB and FCC and all other organizations had done everything possible to bring about its solution. "But they can't pass any miracles on this manpower thing and have gone as far as they can go," he said.

Tells of Station Forced Off the Air

Citing the seriousness of the technical shortage, Mr. Pengra said that he knew of one station that had been off the air for three weeks because it did not have a single first-class operator. It acquired a man for three days, but he left, and the station, as far as he knew, was off the air again.

The wage differential comes into the problem for the station in the small market, he cited. While many stations are using women and third-class operators, this has tended to alleviate conditions only in part, he said. The day of the "traveling engineer" going from station to station, may not be far off.

Small stations were urged to do a job of public relations with their local draft boards to emphasize the importance of continued service. It is not a question of the station's gain, he said, but the community's and the country's need.

The pending KPAS, Pasadena, test case wherein the union seeks increased payment for technicians on the ground that radio work is worth the same amount of money whatever the size of the station or city, was cited by Mr. Pengra as one having serious potentialities. He commended NAB Labor Relations Director Joseph L. Miller for intervening in this proceeding.

Because local stations are dependent largely on local business, he said they will be in an increasingly tough spot if that class of business dries up. He held out little hope for national advertising through normal channels, since secondary stations have gotten very little of it anyway. He urged scrutinty of plans whereby big name talent would be available to small stations along the lines proposed by the Keystone Broadcasting System, transcription network.

Urged Government Program Aid

Because it is an overall industry problem, Mr. Pengra suggested that the industry recognize it as such and see that a "patch is put on the industry's pants," as conditions appear to warrant. Like Chairman Fly, he held that wartime conditions are not wholly responsible for the plight of the 168 stations which lost money last year. The condition could be alleviated in some measure, he said, if the Government, instead of a subsidy, would provide stations with a format of war service programs, just as they provide mat service available for sponsorship to the newspapers.

Apropos placement of Government advertising, Mr. Pengra said small stations resent discrimination, but there is a great deal of divergence on paid time. He discussed the proposed Bankhead Bill to help small newspapers in a financial rut, and said that if such legislation were passed in their behalf, many small stations would want similar treatment.

Looking to the future, Mr. Pengra said that the plight of the small stations will not be alleviated after the war if the FCC pursues its present policy of free competition and indiscriminate licensing of stations. Small stations have a difficult problem of programming, he pointed out, since they usually maintain only one-man departments. The Petrillo ban likewise has hampered the stations tremendously, he said.

Concluding that the problem is too complex to hope for a general cure-all, Mr. Pengra said that he could mention no specific solutions. "The small station is like the dormouse. Its coverage is small, but its tale is enormous."

Work of Ad Council Described by Thomas

H. B. Thomas, vice-chairman of the Advertising Council and president of the Centaur Co., substituting for Chester La Roche, Advertising Council chairman, outlined the scope and activities of this voluntary organization's work and exhorted the industry to get behind its new phases. He pointed out that the work of the Council is not entirely philanthropic since advertisers who are supporting the war effort really are protecting their identities and brand names



"We find these programs to be ideally suited to our particular needs." WSOC

• Programs prepared by the ASCAP Radio Program Service are salable and entertaining. Written by the best script writers in the business, they are available to any ASCAP-licensed station without cost. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

Mexico City
American and Mexican food. Low European Plan rates
For reservation and information, write Atlantic Hotel Service, Essex House, New York.

HOTEL REFORMA
THE HOTEL OF TOMORROW

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

in which they have invested millions. [See story on page 10].

The Government serves as the "client" of all advertising in this campaign, with the Advertising Council as the contact man for media and Government, he said.

Opposition by OWI to Government-paid advertising was expressed by Andrew Dudley, chief of the OWI Campaign Section. "In the first place," he said, "it would take a staggering sum to buy time and space to do an effective war information job. If the Government paid for advertising on the radio alone last year the bill would amount to over $100,000,000 and space estimates run close to that figure, with an overall figure of close to $300,000,000 involved.

The appropriation of that amount of money would add to the present burdening tax load. Second, Mr. Dudley continued, "political pressure to buy time on every station and every newspaper would be employed. The entire suggestion smacks of government subsidy and the OWI is definitely on record against it.

Woodruff Supports Position of OWI

OWI's Domestic Branch has an appropriation of $9,000,000.

The OWI stand was vigorously supported by Mr. Woodruff, who followed Mr. Dudley on the rostrum. Mr. Woodruff reported the Committee had gone on record "against appropriation by congress of monies for paid advertising.

The Committee approved the distribution to all stations by the Treasury Department, the OWI, and other agencies, of program formats that could be sold to local or national sponsors. The committee requested the NAB Board to set up machinery providing for the pooling of salable ideas and to persuade Government agencies to make available radio formats similar to the mat service now provided newspapers.

The 21st annual meeting of the NAB was wound up by President Miller at the conclusion of the Thursday luncheon at which Col. William C. Bentley, executive officer of the Army Air Intelligence, spoke on the African air invasion. Col. Bentley was in charge of an invading paratroop force, was captured and later released by the French Army.

He revealed for the first time that there are 400,000 men and officers embracing all phases of radio communications, in the Army air force. He emphasized the vital role that radio played in the North African invasion, and during the course of his address told broadcasters how eagerly the troops in North Africa listen to American shortwave broadcasts. The War Conference was adjourned sine die at 3:10 p.m.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

FM Broadcasters Inc., Gains 17 Members; Damm Reelected

ADDITION of 17 new members of the FM Broadcasters Inc. was announced by Walter J. Damm, W55M (WTMJ), Milwaukee, president of FMBI, at a meeting of the trade association Tuesday afternoon at the Ambassador Hotel in Chicago. The membership of the group now totals 41, and includes all but four of the commercial and experimental FM licensees.

In addition to Mr. Damm, Theodore C. Streibert, W71NY (WOR), New York, was re-elected vice president, and Robert T. Bartley, Yankee Network, secretary-treasurer. George Lang, chief engineer of W59C and WGN, was elected to the board of directors, replacing Lt. Com. Carl Meyers, formerly chief engineer of those stations and now serving as a lieutenant commander in the Navy.

Board Changes

Arthur B. Church, K49KC (KMBC), Kansas City, and Walter C. Evans, vice-president of Westinghouse, were elected to the board, replacing John Shepard 3d, Yankee Network, and Paul W. Morency, W53H (WTIC), Hartford. Re-elected to the board were Mr. Damm, Mr. Streibert, Ray H. Manson, Stromberg-Carlson Mfg. Co. (WHAM), Rochester, N. Y.; Jack DeWitt, W47NV (WSM), Nashville; John V. L. Hogan, W59NY (WQXR), New York; Franklin M. Doolittle, W53H (WTIC), Hartford. The latter will serve as chairman of the engineering committee succeeding Mr. Hogan, and will be assisted by J. R. Poppele, chief of W63NY (WOR), New York.

The FMBI reviewed operations of the last year and announced that a survey will be made in the next few months among FM licensees in an endeavor to find out how these stations are faring under the present FCC rules. Dick Dorrance, who has been the FMBI Washington contact and editor of the FMBI Bulletin, will continue in that post.

The new members are: W69PH (WCAU), Philadelphia; W45V (WECA-WGBF), Evansville, Ind.; Worcester Telegram Publishing Co., Worcester, Mass.; K45IA (Don Lee); W49BN (WNBF), Binghamton, N. Y.; W75NY, New York W49D (WJLB), Detroit; Jansky & Bailey, Washington; W85A (WGY), Schenectady; Walker-Downing Adv. Agency, Pittsburgh; W67NY (WABC), New York; W67C (WBBM), Chicago; W49F, (WOWO-WGL), Ft. Wayne; W67B (WBZ), Boston; W57PH (KYW), Philadelphia; W75P (KDKA), Pittsburgh; W47NY, New York.

NAB President Neville Miller has been asked to serve on the Committee on the Archives of Radio, now being appointed. Archibald Crossley, Princeton, '17, is the chairman. The project is part of the plan of the Princeton Archives of American Civilization, formed to preserve important contemporary records.

200 GETTING SPOTS FOR WILLKIE BOOK

FOLLOWING closely Walter Winchell's announcement that Wendell Willkie's new book *One World* broke all publishing records with a five-day sale of 300,000 copies, comes an announcement from Northwest Radio Adv Co., Seattle, that radio will now be used to promote the sale of the book. Simon & Schuster, whose *Your Income Tax* broke all sales records last year, publish *One World*. One-minute, five-minute, and fifteen-minute programs will be used from one to five times daily.

Approximately two hundred stations will be added May third. The following stations have already received orders:

KPO WGN KXA KINY KEVR KVI WSNY WTIC WHAS WSB WLS WFAA WCOA KHJ KTKN KEUB KOVO KLO KROW WHBY WJAG KUJ KRLC KWJJ KXEL WCLS WPRO WKBZ KMPC KYA KFVD KPAS KRE KFBK KXL KRKD KTKC KMTR WHO KWKH WWL WSM WNAX WDAY WIBC WPEN WAAF WSPR KUTA WOL WCFL KWK WINX WHEB KOAM KOWH KARK KFYR KGHL KOB KVOD KVOR KXOK WAAT WBAL WHKC WINS WIS WMIN WTAR WWDC WDEL WILM WEST KSO KRNT WMT KTAR KVOA KFRE WTCN WIBA KRIC KOA KYW WBZ WENR WWVA WRVA WOLF KPRC KRLD WCAU WHAM CKLW WWSW KTFI WGAN WKRC WREN WJTN KIDO KELA WDSU WHBU WFIL WWNC WFDF WXYZ WAGE WCAR WOR WIBW KWFT KFRC KHJ.

A. B. Miller Reelected

CLEAR CHANNEL Broadcasting Service at its annual meeting last Tuesday at the NAB War Conference reelected its present officers: Director, Allan B. Miller; chairman, Edwin W. Craig, WSM, Nashville; vice-chairman, Joe Maland, WHO Des Moines; treasurer Harold Hough, WBAP, Ft. Worth. The executive board, comprising Messrs. Craig, Hough, Maland and Mark Ethridge, WHAS, Louisville was instructed to explore the possibilities of additional service in the war effort by the clear channels stations. The group discussed the war effort programs with emphasis on reaching the rural audience.

C-P-P STARTS NBC SATURDAY SERI

COLGATE-PALMOLIVE-PE Co., Jersey City, will fill Saturd 10-10:30 p.m., on the full NBC r work, with a program featur Barry Wood and the "Dou Daters" mixed quartet. Progra *The Million Dollar Band*, will st May 29 for Palmolive soap. A piece orchestra will be led by gu conductors.

Five diamond rings from T fany's New York, will be given ea week to women sending in so requests accompanied by lette Playing of request numbers will delayed due to censorship.

Bill Stern's *Sports Newsreel the Air* for Colgate Shaving Cre moves May 28 to Friday, 10: 10:45 p.m., on NBC.

C-P-P is reported contemplati purchase of 7-7:30 p.m. on Sat days.

Ted Bates Inc., New York, ha dles Palmolive; Sherman & M quette, Chicago, Colgate Sha Cream.

CBS Adds Five Statio In Illinois and Flori

FIVE STATIONS will join C soon bringing the network's list affiliates to 129. Illinois outl joining May 2 are WSOY, Decatu WTAX, Springfield; WDW Champaign, and WDAN, Danvil A new Florida station is WAA Ft. Meyers. WSOY will be sold a package with WTAX. WDW and WDAN will also be availal as a package. All four will special basic supplementaries CBS.

WAAC will be a special bon station to the network's Flori Group.

Centaur Starts Sprin Campaign; May Increa

CENTAUR CO., division of St ling Drug Inc., will start its a nual spring and summer campai for ZBT Baby Powder May with a slight increase in time pu chase over last year. Schedule cludes twice-weekly participatio on Adelaide Hawley's *Wome Page of the Air* on WABC, N York, and three-a-week *NB Sportscaster*, which will be broa cast in mid-May on the Tex Quality Network and possibly els where. Company is considering e tensive use of radio on a regul basis, following its successful u of this medium in exploiting *H ler's Children*," but has announc no details of its plans as yet.

GEORGE C. BIGGAR, program rector of WLW, Cincinnati, start his 20th year in radio May 1.

Radio DOES Sell for Retail Store

SEE BACK INSIDE COVER

WHAT DOES **KMBC** do LOCALLY? See Back Inside Cov



B'S NEWLY-FORMED public relations committee began functioning Monday at its organization meeting (l to r): Leslie W. Joy, KYW, adelphia; George Crandall, CBS, New York; Edgar L. Bill, WMBD, ria, chairman; Craig Lawrence, KSO, Des Moines; Willard Egolf, stant to president, NAB. Second row (l to r): Walter Dennis, NAB; n Tips, KPRC, Houston; John F. Patt, WGAR, Cleveland; Frank M. sell, NBC, Washington; Ed Twamley, WBEN, Buffalo.

Radio Promotion Campaign Adopted

AN AGGRESSIVE public relations campaign for the broadcasting industry during the coming year was approved by the newly appointed NAB Public Relations Committee at its organization meeting in Chicago last Monday preparatory to the NAB War Conference sessions.

At a four-hour meeting the Committee, headed by Edgar Bill, WMBD, Peoria, outlined policies to guide the association's activities, directed by Willard D. Egolf, assistant to President Neville Miller and in charge of public relations. Covered were such matters as radio's role in the war, religious broadcasts, cooperation with trade groups, industry awards, station public relations practices and expanding NAB'S Speakers Bureau.

Make Research Simple

(*Continued from Page 9*)

s for morning, afternoon and t time.

mentioned that such surveys currently limited to about 50 es in the United States. I am going to recommend or oppose ir extension but here again I ld simply like to stress the ue of any such measurements to tion management. Research may vide useful ammunition for es and promotion but it is some- es just as useful to station man- ment in pointing out weaknesses ich may exist in program struc- e, specific talent appeal, com- rcial handling, station policy and like.

Nielson Index

Some of you may be familiar h the Nielson Radio Index or dimeter which is one of the lat- developments in radio research. is is a mechanical device which n be attached to any radio set d reveals a record of the time listening and stations tuned in er a period of a week or even month. Records from these audi- ters make possible minute-by- nute analysis of programs and n actually reveal a profile of the vertiser's program and his com- rcial announcements. Such in- rmation is obviously of value to telligent program producers and dio writers.

While I have great respect for is method of measuring programs believe that even an automatic cording device has its limitations d the resulting data must be refully scrutinized and interpret- . Just to be critical here are some the questions which occur to me connection with automatic re- rding devices:

There seems to be no proof that eople are consciously listening to e radio all the time that it is on. he recording device may reveal at the set is in use but there ay be no person in the room at e time it is in operation. Simi- rly, it might be charged that people who have audimeters in their homes may become conscious of the fact that their listening is being measured and this might affect their listening habits. The automatic recording device will not reveal identification or misidentification of program or sponsor.

Extremely Expensive

Automatic recording devices are extremely expensive and we must question value of findings in relation to their cost. I am sure the cost would be prohibitive, for example, to set up an adequate sample of automatic recording devices in every county of the U. S. for the purpose of measuring station coverage. Measuring one section of the country at a time with a constant sample may be subject to criticism and I believe that research authorities could argue at some length on the pros and cons of a constant sample such as Nielsen has set up and a changing sample such as Fortune and Gallup use. Here again, the constant sample may be subject to the criticism that people might be conscious of the fact that their actions are being measured.

A number of advertising agencies have contributed a great deal to radio research. At Young & Rubicam for example, our research department has developed techniques for measuring the component parts of programs in what we call our "radio profile studies". Radio profile studies may be described as a continuous measurement of the rise and fall of listeners' interest in a program as that specific program is broadcast. For the purpose of providing such measurements a device which we call a program barometer has been perfected. This barometer or voting machine reveals instantaneously and continuously the average interest of the selected group of listeners to the program as they actually listen to the show. The barometer plots a curve which reveals in summary the minute-by-minute likes and dislikes of the entire listening group.

Automatic recording devices, listener panel surveys, program barometers and the like are, I believe, very significant trends in radio research because they make possible qualitative as well as quantitative analysis of radio programs. I believe there will be considerably more protesting of programs. I believe there will be more analysis of individual programs in terms of their component parts such as comedian versus singer, dramatic versus music, dramatized commercial versus straight commercial, etc. It is reasonable to hope that in the not-too-distant future many of us will have information at hand with which to predict the success or failure, if not the actual rating, of individual programs even before they go on the air.

'Know Thyself'

And this leads me to the final thought I would like to leave with you, which might be summarized in the two words "know thyself". A research point of view on the part of station management is, to my way of thinking, a very desirable and healthy outlook. The only way that improvements can be made is to first discover where and why the improvements should be made. In other words, what are the weaknesses or deficiencies.

I know that I speak for a large group of timebuyers when I tell you that I am more impressed with an honest, straight-forward presentation of facts than I am by glittering generalities and unsupportable claims of leadership. It has been my observation that most surveys either simply confirm what everyone knows anyhow or claim what nobody can believe, and if I were you I wouldn't be either too proud or too ashamed of their findings. Make good use of the findings but don't misuse them. And remember also, however much you may doubt it at times that we on the buying side of radio are also human.

THERE'S NOT ANOTHER LIKE IT!

WHC 50,000 WATTS

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The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes
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Representatives

WWL NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Wholesale trade? $80 million in two "home" counties alone!
WHBF The 5000 WATT Voice of the Tri-Cities
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

OFFICIAL REGISTRATION AT NAB WAR CONFERENCE

FOLLOWING are the official registration lists at the NAB War Conference with the exception of a few late arrivals:

Abbott, Earl G., General Electric Co., Chicago
Abeloff, Irvin G., WRVA, Richmond
Adair, George P., FCC, Washington.
Adams, Harry E., WIBC, Indianapolis, Ind.
Adams, Wm. J., WCHS, Charleston, W. Va.
Adcock S. E., WROL, Knoxville, Tenn.
Adell, Charles, Weed & Co., Chicago
Akerberg, Herb, WABC, New York
Albertson, Roy L., WBNY, Buffalo
Alburty, E. A. (Bob), WHBQ, Memphis
Allen, Edwin C., WIBA, Madison, Wis.
Allen, Philip P., WLVA, Lynchburg, Va.
Alley, J. Lindsey, WHIS, Bluefield, W. Va.
Alligreen, Mrs. Oscar, Indiana
Allison, John D., Headley Reed Co., New York
Anderson, Dave, *Chicago Sun*, Chicago
Angell, James P., NBC, New York
Appley, L. A., WMC, Memphis
Armstrong, A. N., Jr., WCOP, Boston
Arney, C. E., Jr., NAB, Washington
Arnoux, Campbell, WTAR, Norfolk, Va.
Ashby, A. L., Judge, NBC, New York
Aston, Sil M., Howard H. Wilson Co., Chicago
Atlass, Ralph L., WIND, Chicago
Atteberry, Ellis, KCKN, Kansas City, Kan.
Atwell, Lyman, *Chicago Tribune*, Chicago
Avery, Lew, NAB, Washington
Azcarraga, Emilio, Mexico City

Bailey, Mildred, WTAG, Worcester, Mass.
Baird, Larry, WWL, New Orleans
Baker, Tom, WLAC, Nashville
Balch, Owen, KSAL, Salina, Kan.
Baldwin, John M., KDYL, Salt Lake City
Baltimore, Abe C., WBRE, Wilkes Barre, Pa.
Bannerman, Glen, CAB, Toronto
Barber, James A., KGVO, Missoula, Mont.
Bartley, Robert T., WNAC, Boston
Batchelder, Harold W., WFBR, Baltimore
Baudino, Joseph E., Westinghouse Radio Stations, Inc., Philadelphia
Bauriedel, Capt. John G., KUIN, Grants Pass, Ore.
Bausman, Robert E., WISH, Indianapolis, Ind.
Baylor, Ben B., Jr., WMAL, Washington
Beadell, Walter, Joseph Hershey McGillvra, Inc., Chicago
Beaver, Cecil K., KARK, Little Rock, Ark.
Beavers, Wallace, WCOL, Columbus
Becker (Mrs.), Aurelia S., WTBO, Cumberland, Md.
Beckwith, Arthur H., AMP, New York
Beeson, Sterling B., Headley Reed Co., New York
BeLoungy, J. J., WBT, Charlotte, N. C.
Beltz, W. H., Washington
Bennett, Sam H., KMBC, Kansas City
Benson, John, AAAA, New York
Bentley, Julian, WLS, Chicago
Bentley, Wm. C., Army, Washington
Berend, Frank A., NBC, Hollywood.
Berk, S. Bernard, WAKR, Akron
Berk, Mrs. S. Bernard, WAKR, Akron
Biggar, Geo. C., WLW, Cincinnati
Bigman, Sonya, Time ,Inc., Chicago
Bill, Edgar L., WMBD, Peoria, Ill.
Binns, F. David, WLAC, Nashville
Birdwell, Jay W., WBIR, Knoxville, Tenn.
Bishop, Frank L., KFEL, Denver
Bitner, Harry M., WFBM, Indianapolis
Bitner, Harry M., Jr., WFBM, Indianapolis
Black, Elizabeth, The Joseph Katz Co., New York
Blair, John, John Blair & Co., Chicago
Blair, Milton, Adv. Council
Blatter, Frank, WBBM, Chicago
Blink, Milton, Standard Radio, Chicago
Bliss, Sidney H., WCLO, Janesville, Wis.
Bloom, Joseph, Forjoe & Co.. New York
Blumenstock, George, WSKB, McComb, Miss.
Bockoven, L. F., Western Electric, New York
Bodec, Ben, *Variety*, Chicago
Boe, Bergi, MacFarland Aveyard. Chicago
Boice, Hugh K. WMBD, Peoria, Ill.
Boland, Walter M., General Electric, San Francisco
Boler, John W., NCBS, St. Paul
Bolling, Geo. W., John Blair & Co., New York
Bondurant, E. Hale, WHO, Des Moines
Bonebraker, Matthew H., KOCY, Oklahoma City
Boniel, Robert D., Edward Petry & Co., Chicago
Booton, Fran H., WDZ, Tuscola, Ill.
Born, Hiram H., WHBL, Sheboygan, Wis.
Bowden, James L., WKBN, Youngstown
Bowes, Frank, WBZ-WBZA, Boston
Boynton, Stan. G., Stanley G. Boynton, Detroit
Brackett, Quincy A., WSPR, Springfield, Mass.
Bradham, Douglass M., WTMA, Charleston, S. C.
Brandburg, Gustav, KVOO, Tulsa
Brant, E. L., United Press, Chicago
Bratton, Verl, WREN, Lawrence, Kan.
Breen, Edward, KVFL, Fort Dodge, Ia.
Broderick, Gertrude, FREC, Washington
Brown, Chas. B., NBC, New York
Brown, Gordon P., WSAY, Rochester
Brown, Kenyon, KOMA, Oklahoma City
Brunton, Ralph R., KQW, San Francisco
Brunton, Sherwood B., KJBS, San Francisco
Buckley, Richard D., John Blair & Co., New York
Burbach, George M., KSD, St. Louis
Burke, Bob, WMBH, Joplin, Mo.
Burke, Charles G., WJR, Detroit
Burke, Frank, *Radio Daily*, Chicago
Burke, Harold C., WBAL, Baltimore
Burke, Harry D., WOW, Omaha
Burkland, Carl, WTOP, Washington
Burrows, Don S., WBNS, Columbus
Burns, Betty, *Chicago Sun*, Chicago
Burton, Don A., WLBC, Muncie, Ind.
Buttram, John W., WHMA, Anniston, Ala.

Cagle, Gene L., Texas State Network, Ft. Worth
Caldwell, Louis C., Washington
Caldwell, P. G., General Electric, Los Angeles
Call, Virginia, *Broadcasting*, Chicago
Callahan, Leonard D., Treasury-SESAC, New York
Callahan, Walter A., WSAI, Cincinnati
Callaway, J. Harry, WHAS, Louisville
Camp, Harry, WGAR, Cleveland
Campbell, Eldon, WOWO-WGL, Ft. Wayne, Ind.
Campbell, Martin, WFAA-KGKO, Dallas
Campbell, Wendell B., KMOX, St. Louis
Carlson, Leonard T., WKBB, Dubuque
Carman, Frank C., KUTA, Salt Lake City
Carpenter, H. K., WHK, Cleveland
Carpenter, James D., WKBB, Dubuque
Carpenter, Johnny, KALE, Portland, Ore.
Carpenter, Ollie L., WPTF, Raleigh, N. C.
Carr, Gene, Office of Censorship, Washington
Carrigan, Joseph B., KWFT, Wichita Falls, Tex.
Cartwright, Wm. H., Edward Petry & Co., Detroit
Case, T. Fred, KWON, Bartlesville, Okla.
Cavanaugh, C. C., KTBI, Tacoma, Wash.
Cavanagh, N. J., Roche, Williams & Cunningham, Chicago
Cavey, F. A., WWL, New Orleans
Chamberlain, Paul L., General Electric, Schenectady, N. Y.
Chapman, Alger, Alvord & Alvord, Washington
Chartoc, Shephard, WBBM, Chicago
Chernoff, Howard L., West Virginia Network, Charleston, W. Va.
Chilton, Ruth, WSYR, Syracuse, N. Y.
Chizzini, Frank E., NBC Radio Recording, Chicago
Christol, Henry I., Edward Petry Co., Inc., New York
Church, Arthur B., KMBC, Kansas City
Clark, George W., WLW, Chicago office
Clark, M. Joe, Ottawa, Canada
Clark, Plez S., KFH, Wichita, Kan.
Clark, William D., British Information Service, Chicago
Clarkson, Robert J., Columbia Recording Corp., New York
Clements, C. C., KYSM, Mankato, Minn.
Clifford, Marie E., WHFC, Cicero, Ill.
Cline, William R., Hammond-Calumet Broadcasting Corp., Chicago
Clipp, Roger W., WFIL, Philadelphia
Cloney, Capt. W. T., 1st Service Command, Boston
Coffman, Dale, WGY, Schenectady, N. Y.
Cohan, E. K., CBS, New York
Cohen, Lester, Hogan & Hartson, Washington
Cohen, Philip H., OWI, Washington
Coleman, George D., WGBI, Scranton, Pa.
Collins, J. M., Ascap, New York
Condon, William B., Wade Adv. Agency, Chicago
Conley, John B., WOWO-WGL, Fort Wayne, Ind.
Connolly, Thomas D., CBS, New York
Connor, Richard, OWI, Washington
Conroy, James J., WDSM, Duluth, Minn.
Cook, Chas. R., WJPF, Herrin, Ill.
Cook, Wayne N., WCAR, Pontiac, Mich.
Coons, Sheldon, NAB, New York
Corderman, Roy, OWI, Washington
Cosby, Clarence G., KXOK, St. Louis, Mo.
Coulson, W. Lee, WHAS, Louisville
Coulter, Douglas, CBS, New York
Courc Hene, Homer B., WLS-WEBNR, Tinley Park, Ill.
Courtney, Paul, WBBM-CBS, Chicago
Coveny, Carleton E., John Blair Co., Los Angeles
Covington, Bill, WCOV, Montgomery, Ala.
Cox, H. Q., KEX, Portland, Ore.
Cox, Leonard C., WSAR, Fall River, Mass.
Craig, William F., WLBC, Muncie, Ind.
Crain, Mcrray, *Advertising Age*, Chicago
Crandall, George, WABC, New York
Cranston, George, WBAP-KGKO, Fort Worth
Creut, John, WPB, Washington
Crews, Albert, NBC, Evanston, Ill.
Cribb, Wayne W., WHBL, Sheboygan, Wis.
Croghan, Art H., WJBK, Detroit
Crook, Frank F., WFCI, Pawtucket, R. I.
Crosier, Davis F, Howard H. Wilson Co., New York
Crowell, Henry C., WMBI-W75C, Chicago
Crowther, Frank, WMAZ, Macon, Ga.
Cruisenberry, Jim, WBBM-CBS, Chicago
Culligan, E. M., WMC, Washington
Culmer, Claud, Treasury-SESAC, New York
Cummings, Harry E., Station Rep., Jacksonville, Fla.
Cummings ,W. H., WENR, Chicago
Curnutt, Allan, WCLO, Janesville, Wis.

Dabadie, Roy Joseph, WJBO, Baton Rouge
Dahl, Howard, WKBH, La Crosse, Wis.
Dameron, Kenneth, Common Consumer's Info.
Damm, Walter J, WTMJ, Milwaukee
Daniel, Harben, WSAV, Savannah
Daugherty, C. F., WSB, Atlanta
Davenport, James A., WATL, Atlanta
David, William R., General Electric Co., Schenectady, N. Y.
Davis, Charles E., WWPG, Palm Beach, Fla.
Davis, Elmer, OWI, Washington
Davis, George C., George C. Davis, Washington
Davis, John W., Headley Reed Co., Chicago
Dawson, Stuart V., Young & Rubicam, Inc., Chicago
Dean, Lorraine, *The Advertiser*, New York and Cincinnati
DeMotte, John B., WSFA, Montgomery, Ala.
Dennis, Walter L., NAB, Washington
Denny, Charles, FCC, Washington
Denny, Charles E., WERC, Erie, Pa.
Denny, Herbert, Standard Radio, Dallas
Dettman, Robert A., KDAL, Duluth, Minn.
Dewing, Harold L., WCBS, Springfield, Ill.
Dieringer, Frank A., WFMJ, Youngstown
Dirks, Dietrich, KTRI, Sioux City
Dixon, John J., WROK, Rockford, Ill.
Dobyns, C. Merwin, KGER, Long Beach, Calif.
Doheny, Toby C. W., Standard Rate, Chicago
Doolittle, Franklin M., WDRC, West Hartford, Conn.
Doran, Dorothy, *Akron Beacon-Journal*, Akron
Dorrell, Ward W., C. E. Hooper, Inc., New York
Downs, Adm. John, U. S. Navy, Chicago
Draughon, Jack M., WSIX, Nashville
Draughon, Louis R., WSIX, Nashville
Dudley, Andrew, OWI, Washington
DuMond, Jack, KXEL, Waterloo, Ia.
DuMond, Joe, KXEL, Waterloo, Ia.
Duncan, L. J., WDAK, West Point, Ga.
Dunville, Robt. E., WLW-WSAI, Cincinnati
Dupuy, R. Ernest, U. S. Army, Washing
Duram, George T., H. W. Kastor & So Chicago

Eatherton, James L, WCBI, Columbus, M
Eaton Joe, WHAS, Louisville
Ebener, Charlotte, International Ne Chicago
Ebner, Shirley, Trans Radio Press, Chic
Eggleston, Joe C., WMC, Memphis
Egolf, Willard D., NAB, Washington
Eighmey, F. C., KGLO, Mason City, Ia.
Eiselein, Jos., RCA, Camden, N. J.
Ekrem, T. C., KVOD, Denver
Elbroch, Rae B., Franklin Bruck A Corp., New York
Elescue, Sergeant, Washington
Elias, Don S., WWNC, Asheville, N. C.
Elliott, Walter E., Elliott-Haynes Limit Toronto, Canada
Ellis, Girard D., Columbia Recording Cor Chicago
Elmer, John, WCBM, Baltimore
Elvin, Ralph G., WLOK, Lima, O.
Elwood, John W., NBC, San Francisco
Enns, H. Ted, Iowa Broadcasting Co., I Moines
Enoch, Robert D., KTOK, Oklahoma City
Erbes, Bill, *Printers Ink*, Chicago
Esau, John, KTUL, Tulsa
Esoner, C. Lloyd, NBC-Thesaurus, N York
Essex, Harold, WSJS-W41MM, Winstc Salem, N. C.
Esten, Perry W., WGRC, Louisville
Evans, Haydn R., WHBY, Green Bay, W
Evans, Ralph, WHC-WUC, Davenport, I
Evans, T. Arthur, CAB, Toronto, Cana
Evans, Tom L., KCMO, Kansas City, Mo.
Everson, Carl M., WHKC, Columbus, O.

Fair, Harold C., WHO, Des Moines
Falk, Lee, OWI, Washington
Falknor, Frahk B., WBBM, Chicago
Falvey, Jack, KBIZ, Ottumwa, Ia.
Fast, Herman E., WKRC, Cincinnati
Faust, Holman, U. S. Navy, Chicago
Fay. Wm., WHAM, Rochester, N. Y.
Fellows, Harold E., WEEI, Boston
Feltis, Hugh, KOIL, Omaha
Fetzer, John E., WKZO, Kalamazoo
Fifer, C. Arthur, WTAD, Quincy, Ill.
Finney, C. M., AMP, New York
Fisher, Bennett I., KOMO-KJR, Seattle
Fishman, Milton, Trans Radio Press, Ch cago
Fitzgerald, John D., NAM, New York
Fitzpatrick, Jack, NAB, Chicago
Fitzpatrick, Leo, WJR, Detroit
Fitzpatrick, Paul E., WEBR, Buffalo
Flaherty, Eugene T., KSCJ, Sioux City, I
Flanagan, Wm. Lyle, KSO-KRNT, D Moines
Flanagan, Ed Y., WSPD, Toledo
Fletcher, J. Earle, KAND, Corsicana, Te
Fly, James L., FCC, Washington
Fohy, A. A., KABR, Aberdeen, S. D.
Fontaine, John E., Nelson Chesman Co Chattanooga
Ford, Ann, *Chicago Tribune*, Chirago
Ford, Fred H, WWPG, Palm Beach, Fla.
Foreman, Edwin G., Jr., The Foreman Co Chicago
Forster, Maj. Ralph, British Army
Forte, Blossom, *Chicago Sun*, Chicago
Foster, Gerald P., WDZ, Tuscola, Ill.
Foster, Ralph D., KGBX, Springfield, Mo.
Fox, Katherine, WLW-WSAI, Cincinnati
Fox, S. S., KDYL, Salt Lake City
Franco, Carlos, Young & Rubicam, Ne York
Frank, Nathan, WCBT, Roanoke Rapids N. C.
Frank, Reed, Wm. G. Rambeau Co., Chicag
Frase, Ed. C., WMC, Memphis
Frazier, Howard S., NAB, Washington
Freeman, Chas. M., WLS, Chicago
French, Carlin S., WTMV, East St. Louis Ill.
Fierdenthal, Freddy, WJR, Detroit
Frey, George H., NBC, New York
Fricke, Wm. A., American Assn. of Adv Agencies, New York
Fry, Paul R., KBON, Omaha
Fuqua, J. B., WGAC, Augusta, Ga.

Gaines, James M., NBC, New York
Gallagher, John L., WHBY, Appleton, Wis
Gallaher, H. T., FCC, Chicago
Gamble, Fred R., AAAA, New York
Gammons, Earl H., WTOP, Washington
Garber, John A., Strawbridge & Clothier Philadelphia
Garber, Milton B., KCRC, Enid, Okla.
Gatchell, Creighton, WGAN, Portland, Me
Gavin, Tom, WIRE, Indianapolis
Gaynor, Simms, Trans Radio Press, Chicag
Geddes, Bond, RMA, Washington
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Giles, Theodore A., WMBD, Peoria, Ill.
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Gillin, John J., WOW, Omaha
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Pugliese, Norma, Broadcasting, Washington, D. C.
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Pyle, Kay W., KFBI, Wichita, Kans.

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Russell, Frank M., WRC, Washington, D. C.
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Russell, Roy L., WOPI, Bristol, Va.
Ryan, J. Harold, WSPD, Toledo
Ryan, Wm. B., KECA-KFI, Los Angeles
Ryder, Les, WCED, Dubois, Pa.

Safford, Harold, KOY, Phoenix
Sandage, C. H., Harvard Business School, Boston
Sambrook, A. B., World Broadcasting System, New York
Saddler, Owen L., KMA, Shenandoah, Ia.
Saumenig. J. Dudley, WIS, Columbia, S. C.
Scarr, Henry F., Western Electric Co., New York.
Schafer, Walter C., WDZ, Tuscola, Ill.
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Schilling, John T., WHB, Kansas City, Mo.
Schilplin, Fred, KFAM, St. Cloud, Minn.
Schimck, Tom, CBS, New York
Schindler, C. E., WGRC, Louisville
Schmid, Robert A., MBS, New York
Schmitt, Kenneth F., WIBA, Madison, Wis.
Schudt, Wm. A., CBS, New York
Schuebel, Reggie, Duane Jones Co., New York
Schwartz, Lavinia S., WBBM, Chicago
Scott, Chas. P., KTKC, Visalia, Calif.
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Sedgwick, Joe, CAB, Toronto, Can.
Sedgwick, Harry, CAB, Toronto, Can.
Selvin, Ben, AMP, New York
Sepaugh, Louis M., KRMD, Shreveport, La.
Seville, Hal A., WJEJ, Hagerstown, N. D.
Seward, James M., CBS, New York
Sexton, Morgan, KROS, Clinton, Ia.
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Shaffer, Roger A., WSPA-WORD, Spartanburg, S. C.
Shafto, G. Richard, WIS, Columbia, S. C.
Shannon, Ray, KQV, Pittsburgh
Sharp, Ivor, KSL, Salt Lake City
Sharp, Thomas E., KFSD, San Diego
Shawd, Arch, WTOL, Toledo
Shearer, Charles, Chief Censor of Publications (Radio), Ottawa, Canada
Shearer, T. R., A. C. Nielsen Co., Chicago
Shepard, John, The Yankee Network, Boston
Sherrill, Chas. W., Office of Censorship, Chicago
Sherwood, Alex, Standard Radio, Chicago
Shopen, Frank E., KOWH, Omaha, Neb.
Shouse, Helen W., WLW, Cincinnati
Shouse, James D., WLW, Cincinnati
Shuman, Howard A., KWFC, Hot Springs, Ark.

Sillerman, Michael M., Keystone Broadcasting System, Inc., New York
Silvernail, Frank, BBDO, New York
Simon, Arthur, WPEN, Philadelphia
Sinnett, Robt. J., WHBF, Rock Island
Slater, Tom, MBS, New York
Slatter, J., Radio Representatives, Toronto, Canada
Slavick, Henry W., WMC, Memphis
Smart, Bill (W.B.), WTOC, Savan Ga.
Smiley, David E., WDAE, Tampa, Fl
Smith, Alvin H., KSCJ, Sioux City,
Smith, Alvin H., KSCJ, Perkins Co., Sioux City, Ia.
Smith, Arthur J., WNAX, Yankton,
Smith, Calvin J., KFAC, Los Angele
Smith, Cecil E., KUOA, Siloam Spr Ark.
Smith, Dick, WHB, Kansas City, Mo.
Smith, George W., WWVA, Wheelin
Smith, Henry K., KBUR, Burlington
Smith, Hugh M., WAML, Laurel, Mi
Smith, J. Porter, WGRC, Louisville
Smith, Neal A., WCOL, Columbus,
Smith, T. Frank, KXYZ-KRIS, Houst
Smithgall, Chas. A., WAGA, Atlanta,
Smullin, Wm. B. (Bill), KIEM, Eu Calif.
Somerville, H. V., RCA Victor Divi Chicago
Sowell, F. C., Jr., WLAC, Nashville
Spence, Harry R., KXRO, Aber Wash.
Sperry, Edgar J., WLAY, Muscle Sh Ala.
Spokes, Alfred E., WJTN, Jamest N. Y.
Squire, Burt, Treasury-Sesac, New Y
Stamps, H. Weldon, KADA, Ada, Ok
Stanton, Frank, WABC, New York
Stapp, Jack S., WSM, Nashville
Stark, Evelyn, MacFarland, Aveyard, cago
Staubitz, Edward J., Blaw Knox, burgh
Stauffer, Don, OWI, Washington, D.
Steed, Hy M., WLAV, Grand Ra Mich.
Steele, Jack, New York Herald-Trib Chicago
Steinbruch, Herman, Variety, Chicag
Stevens, Harmon L., WHLS, Port H Mich.
Stewart, Elliott, WIBX, Utica, N.
Stewart, Jack, KCMO, Kansas City,
Stewart, Ralph E., WMBI-W75C, Ch
Stinson, Matt, KVOO, Tulsa
Stoddard, Mrs. Margaret, Cedar Ra Ia.
Stoer, E. Maxwell, WBAL-WISN-W New York
Stone, Earl J., WELL, Battle C Mich.
Stone, Harry, WSM, Nashville
Stone, Peggy, Spot Sales, Inc., New
Stoner, Brig. Gen. F. E., Washin D. C.
Stool, Irwin C., WELL, Battle C Mich.
Stoughton, Milton W., WSPR, Spring Mass.
Stovin, Horace N., Radio Reps., Tor Canada
Stringer, Art, NAB, Washington, D.
Stubbs, T. F., KFNF, Shenandoah,
Stuht, William B., KJR, Seattle
Summerford, D. C., WHAS, Louisvi
Summerville, W. H., WWL, New Or
Swanson, Fred W., J. L. Stewart Ag Chicago
Swars, M. Lawrence, Walter P. Bur Assoc., Inc., New York
Swicegood, Jess, WKPT, Kingsport,

Taft, Archie, Jr., KOL, Seattle
Taishoff, Sol, Broadcasting, Washin D. C.
Tank, Herbert F., WWJ, Detroit
Tanner, E. S., WSIX, Nashville
Tappe, Louis E., Lang-Worth, New
Taylor, Herman D., WTIC, Hart Conn.
Taylor, Dale, WENY, Elmira, N. Y.
Templeton, Harry G., WLS, Chicago
Terry, Hugh B., KLZ, Denver
Thomas, Chester L., KXOK, St. Louis
Thomas, Harold B., Advertising Co New York
Thomas, Morris W., KOMA, Oklahoma
Thomas, P. M., WJR, Detroit
Thomason, A. M., United Press, Chic
Thompson, C. Robt., WBEN, Buffa
Thompson, James S., CBC, Ottawa,
Thoms, Harold H., WAYS, Char N. C.
Thornburgh, Donald W., KNX, Angeles
Thornley, Howard W., WFCI, Pawtu R. I.
Tips, Kern, KPRC, Houston
Tompkins, M. E., BMI, New York
Toothill, John A., Burn-Smith Co., cago
Trammell, Niles, NBC, New York
Travers, H. Linus, WNAC, Wellesley Mass.
Treacy, Jack, NBC Recording, New
Trump, Jess, Standard Rate & Data ice, Chicago
Tucker, Irwin St. J., Herald-Amer Chicago.
Tully, John C., WJAC, Johnstown,
Twamley, Edgar H., WBEN, Buffa

ge, Owen F., WJR, Detroit

ton, Dorothy, General Sound Corp., w York
Konynenburg, F., WTCN, Minnelis
Volkenburg, Jack L., WBBM, Chico
han, Carl, KPAC, Port Arthur, Tex.
hn, Walter, WHO-WOC, Davenport,

uis, Leonard A., WLAV, Grand pids, Mich.

lell, Hal, WJW, Akron
eman, Muriel, Scrensen and Co., Chico
ner, James A., WHBY, Green Bay, s.
ner, Paul E., WPAY, Portsmouth, O.
staff, W. E., KDYL, Salt Lake City
es, Lee B., Westinghouse Radio Stan, Philadelphia
er, L. E., Graybar Elec. Co., Richnd
er, Wallace A., WJHP, Jacksonville,

er, Wythe, The Walker Co., Chicago
nce, Douglas, Graybar Electric Co., w York
nce, Forrest P., WWJ, Detroit
nce, Thomas J., WOW, Chicago
er, Judith C., NBC, Chicago
l, J. T., WLAC, Nashville
l, G. Pearson, KTTS, Springfield, Mo.
er, G. S. "Pete," KQV, Pittsburgh
on, Carl M., Wartime Information ard, Ottawa, Canada
on, Loren L., Spot Sales, Inc., New rk
ers, M. C., WCPO, Cincinnati
Wm. B., KVOO, Tulsa
er, Phil, WKPT, Kingsport, Tenn.
l, Joseph J., Weed and Co., New rk
l, Neal C., Weed & Co., Chicago
Paul S., Communications, Chicago
Ralph N., WOV, New York
nd, Jonas, WFTC, Kingston, N. C.
er, M. J., WNEW, New York
, Pierre, Lang-Worth, New York
s, Lewis Allen, Don Lee Broadcast- System, Hollywood
z, Morris, WPB, Washington, D. C.
h, William T., WSAR, Fall River, ss.
ngton, Lindsay, BBC, New York
, Paul, ANA
lund, Art, KRE, Berkeley, Calif.
ley, John F., WMAQ, Chicago
n, Forrest, Wichita, Kans.
e, Jerry G., WFMD, Frederick, Md.
e, Max H., KWNO, Winona, Minn.
ehead, Henry C., WTAR, Norfolk,

ing, Lee L., WWGY, Minneapolis
louk, Edw. S., WRNL, Richmond
more, W. E., KGFL, Roswell, N. M.
more, Will, Western Electric, New rk
, Gunnar O., WHEC, Rochester, Y.
er, Harry C., WSYR, Syracuse
Y, Mrs. C. C., Champaign, Ill.
oit, Herb, Associated Press, Chicago
ins, Dayton S., WJTN, Jamestown, Y.
ins, Joseph P., KFBB, Great Falls, nt.
rd, A. D., Jr., WBT, Charlotte, N. C.
ts, H. N., Western Electric Co, New rk
ams, Austin, WFMJ, Youngstown, O.
ams, E. M., United Press, Chicago
ams, Tod, WSPD, Toledo, O.
ams, "Doc" W. V., WBLJ, Dalton,

amson, W. J., Jr., WKBN, Youngsvn, O.
on, Alexander W., WOPI, Bristol, nn.-Va.
on, Fletcher, Chicago Sun, Chicago
on, Geo. E., Howard H. Wilson Co., icago
on, Howard H., Howard H. Wilson , Chicago
on, Paul, Wm. G. Rambeau Co., New rk
g, Jerry H., KROC, Rochester, Minn.
gard, Lloyd, WGAR, Cleveland
ger, Earl W., WDOD, Chattanooga
ner, Louis, Communications, Chicago
ston, P. H., Selective Service, Washgton, D. C.
anen Chas. W., WIBM, Jackson, ch.
ord, Kelly, KRIS, Corpus Christi, Tex.
f, Sylvia, KSOO-KELO, Sioux Falls, D.
ers, Larry, WGN-MBS, Chicago
d, Helen, WIBX, Utica, N. Y.
druff, Jim W., Jr., WRBL, Columbus,

ds, Mark, WJZ, New York
ds, Woody W., WHO, Des Moines
dyard, Ronald B., WING, Dayton, O.
ten, Hoyt B., WREC, Memphis
thall, G. R., KUTA
ght, C. J., WFOR, Hattiesburg, Miss.
r, Karl O., KTSM, El Paso
e, Margaret, J. Walter Thompson Co., icago

Harvard Retail Study

(*Continued from Page 18*)

response to this request has been most excellent.

Another request will be made very soon for additional help. We have prepared a one-page questionnaire which we plan to send stations in the near future. In this schedule we will ask for specific data concerning local advertising and the importance of advertising agencies. If station management will provide us with this further information we will be able to give the industry a picture of this phase of advertising which has never before been available.

All material submitted will be kept in strictest confidence. Data from individual stations will be combined with data from other stations in such a way that no one will be able to determine the operations of any one station.

We have sought and obtained the personal advice and help of various persons in the radio field in preparing our approaches to this problem. These people have emphasized their delight that this project is being undertaken.

One station manager summarizes the point of view of those with whom we have talked as follows: "I am most happy to know that the Harvard Business School is undertaking a thorough study of retail and other local radio advertising. Your study should be of great help to radio stations by supplying facts which can be used to promote the proper utilization of radio by local businessmen. I shall look forward to the time when your report will be available some twelve or fifteen months hence. My station is cooperating in your study 100% and I hope that all other stations will do likewise."

Results Available to Industry

The Harvard Business School operates to serve all business rather than any individual firm. Any research project conducted by the School is, therefore, made available to the public. Findings of the current study will be of help to any advertiser, radio broadcaster, advertising agency or research agency who wishes to use them. It is expected that the report will be ready within fifteen months.

Many of the values of the study will be found in summarizations made from a careful study of case histories. Other values will be derived from comparisons which radio stations can make of their own operations with those of all stations in the same class. Data will be carefully classified by such factors as wattage of stations, size of community served, size of business, network and non-network affiliation and number of stations per city.

Final values will be dependent in large measure on the degree to which broadcasting stations cooperate in supplying information on their own operations and the activities of their local advertisers. It is evident from the response already made that such cooperation will be of a high order.

Wylie, Max M., N. W. Ayer, New York
Wyse, William R., KWBW, Hutchinson, Kans.

Yarbrough, J. E., WDBO, Orlando, Fla.
Yocum, Ed., KGHL, Billings, Mont.
Young, Adam J., Jr, Jos. Hershey McGillvra Inc., New York
Young, C. S., WBZ-WBZA, Boston
Young, George W., WDGY, Minneapolis
Young, J. Jacob, WERC, Erie, Pa.
Young, Mac, KMOX, Col., U. S. Army

Zimmerman, Ed., KARK, Little Rock, Ark.

KEY RADIO JOBS DEFINED BY USES

OFFICIAL DEFINITIONS of broadcasting jobs listed as essential in Selective Service Occupation Bulletin 27, classifying radio among the essential wartime activities, were issued by the War Manpower Commission last week, and distributed to USES offices throughout the country.

The definitions are intended to guide draft boards in ruling on deferment applications of radio employes. According to the theory of War Manpower organizations, draft boards are supposed to consult USES offices to learn the type of work an essential worker is doing, so that decisions on deferment will be more equitable.

Although more than a score of broadcast jobs are covered by the list, station managers have learned that deferments are to be expected only in unusual cases, and then only for a limited period until replacements can be trained.

The definitions of broadcast jobs were drawn up by the USES in cooperation with BWC. Numbered Committee of BWC submitted tentative definitions of various radio jobs, which were processed by USES for inclusion in a forthcoming new edition of the Dictionary of Occupation Titles used in job placement work by USES.

Skinner on Again

SKINNER Mfg. Co., Kansas City (Raisin-Bran bread), after a temporary layoff due to a market condition on raisins, has resumed a varied schedule of one-minute transcribed announcements on 65 stations. The recent temporary cessation was the first break in Raisin-Bran radio advertising in the last four years. Ferry-Hanly Co. is the agency.

Beg Pardon!

Recently WOW claimed to be the first major station in the nation to buy the Chicago Daily News Foreign Service.

This was an error.

Our good friend, Gene O'Fallon at KFEL, Denver, purchased this fine service six months ago and has made great use of it in the Denver area.

I'm sorry, Gene.

(Signed)
JOHN J. GILLIN, JR.,
Pres. & Gen'l Mgr.,
Radio Station WOW, Inc.

Women Fill BBC Engineering Jobs

Briton Tells NAB Session They Hold 25% of Posts

THE MANPOWER shortage on radio stations in England is being solved by the employment and training of women in technical jobs, according to William N. Newton, BBC midwestern representative, who addressed a Thursday morning breakfast session on manpower at the NAB War Conference last week in Chicago. Mr. Newton said that 25 percent of the entire staff of BBC are women who have been trained by the BBC.

As a prerequisite to training, the applicants are given an aptitude test, and those selected are given intensive courses equipping them to handle studio control, transmitter, or recording assignments.

Summer Institutes

Judith Waller, educational director of NBC, Chicago, told of the success last year of the NBC-Northwestern U. Summer Institute in training announcers and producers. This year similar institutes will be inaugurated at Stanford U. and UCLA in cooperation with NBC, and the courses will be implemented so that the six weeks' summer training courses will qualify the graduates to handle the control panel, make recordings, etc.

G. Richard Shafto, WIS, Columbia, S. C., explained a newly simplified War Labor Board application for pay increases. The wage freeze as it applied to radio and individual employment problems was considered at the session which was under the direction of Joseph Miller, NAB director of labor relations.

Add to Tavol List

SOUTHERN COTTON OIL Co., New Orleans, on May 3 adds WOV, New York, and WHOM, Jersey City, to its station list for Tavol Salad Oil. Account will use three quarter-hours weekly on each station, placed by Tracey-Locke-Dawson, New York.

Easy Pickin'

WAIR is famous for its quick results. That's because WAIR has the listeners and the listeners' confidence. Add to this the exceptional income of Winston-Salem workers and you have a golden combination.

WAIR

Winston-Salem, North Carolina

Major Resolutions at NAB War Conference

WHEREAS, Brand names and trademarks, possess established values of benefit to consumers and producers alike in the marketing of commodities, and

WHEREAS, There appears to be no valid reason why such established values in brand names need to be destroyed or in any degree impaired in order to control the sale of commodities during wartime;

BE IT RESOLVED: That the NAB is unalterably opposed to any and all measures, governmental or otherwise, looking to the abolition of brand names and trademarks in the marketing of commodities.

BE IT FURTHER RESOLVED: That the NAB heartily endorses the proposed study of this question authorized under the Halleck resolution, H. Res. 98, confident that a thorough study will completely sustain our position.

RESOLVED: That the president appoint a committee of the associaion to study and report to the board of directors with respect to the establishmen of an NAB Bureau of Audience Measurement.

"Solicitation of Memberships"

RESOLVED: That the code of the NAB be amended by adding at the end thereof the following new section:

"Solicitations of memberships in organizations, except where such memberships are incidental to the rendering of commercial services such as an insurance plan either in respect to casualty to life or property, or for membership in the American Red Cross or like organizations engaged in charitable work, are deemed to be unacceptable under the basic theory of the code and therefore time should be neither given nor sold for this purpose."

Petrillo and AFM

WHEREAS, James C. Petrillo, on behalf of the American Federation of Musicians, has demanded of electrical transcription companies that they pay to the AFM a percentage of the gross receipts received by such companies from the broadcasting industry for library transcriptions, and

WHEREAS, the electrical transcription industry has denounced such demands as inherently unsound, destructive of technical progress, in conflict with wartime manpower policy, an attempted evasion of the President's wage freeze regulations and otherwise violative of law, and

WHEREAS, the electrical transcription industry is now engaged in negotiation with Mr. Petrillo and his union,

NOW THEREFORE

BE IT RESOLVED by the NAB, that the broadcasting industry endorses the position of the electrical transcription industry as defined in its letter of February 23, 1943, addressed to Mr. Petrillo, and

BE IT FURTHER RESOLVED, that the broadcasting industry, in convention assembled, calls upon the electrical transcription companies, in their present negotiations with Mr. Petrillo, to stand firm by the position so taken by them so that they will not give tacit or implicit recognition to Mr. Petrillo's false and insincere claim of widespread unemployment in his union, or to his equally false claim that the industry owes an obligation to members of his union not employed by it, and

BE IT FURTHER RESOLVED, that the broadcasting industry calls upon the electrical transcription industry promptly to take such measures under the law, as shall be necessary to end Mr. Petrillo's ban against musical recordings, which, in violation of labor's pledge to the nation. has injured wartime morale, deprived the civilian population and the armed forces of recorded entertainment, and inflicted grievous and unjustified injuries upon the broadcasting and transcription industries.

Government

The NAB expresses its appreciation to the various Government agencies which have cooperated with the Association and the radio broadcasting industry in the solution of the numerous problems which have confronted the industry during the past year. The Association is particularly indebted to their representatives who have attended and taken part in the Association's 1943 War Conference.

The NAB expresses its deep appreciation to the representatives of our armed forces, Government agencies and others appearing on the program of the 1943 War Conference, for the recognition they have accorded our industry for the role it is playing in the common interest of victory, and the association pledges its continued efforts in this our primary task.

The association also expresses its appreciation to the Federal agencies here represented which have so materially contributed by their counsel and aid, to make possible these accomplishments of service.

The NAB extends sincere thanks to Gene Carr, author, Lang-Worth Feature Programs, Wendell Cory, narrator, and the Columbia Recording Corp. for the script, production, and the recording of the Memorial to Radio's War Dead.



RADIO'S ROLE in the war effort was praised by military officials at the Tuesday afternoon session of the NAB War Conference in Chicago (l to r): Col. R. Ernest Dupuy, War Department, public relations; Lt. Col. Edward M. Kirby, Radio Division, War Dept. public relations; Captain Ruth Morris, WAAC Technical Information Division, War Dept., Washington; Lt. Holman Faust, Navy Public Relations, Chicago.

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts—620 Kilocycles

NBC RED NETWORK

Represented Nationally by

EDWARD PETRY & CO., Inc.



"WFDF Flint Michigan? Would President Roosevelt mind if I opened a can of sardines for dinner?"

FCC CARRIER POST GOES TO TOEPPEN

APPOINTMENT of Manfred K. Toeppen of Detroit as assistant chief engineer and chief of the Common Carrier Division was announced April 28 by the FCC. He succeeds Lt. Comdr. Gerald C. Gross, USNR, now on active duty.

Mr. Toeppen has been with the Commission since May 1, 1935, successively filling the positions of principal engineer on the special investigation of the American Telephone and Telegraph Co.; chief of the Communications Property Section; assistant chief and acting chief of the Common Carrier Division.

A graduate of Washington U., St. Louis, in 1908, with the degree of B.S. in Electrical Engineering, Mr. Toeppen practiced consulting engineering in Detroit, specializing in utility valuation and rate matters, and serving at various times as consulting engineer to the Michigan Public Utilities Commission. Following work which included special assistance to the cities of Detroit and New York on valuation and rate matters, he returned to the Michigan Commission as chief consulting engineer.

Mr. Toeppen is FCC representative on the Telephone and Priority Liaison Committees of the Board of War Communications and a member of the American Institute of Electrical Engineers.

CHESTERFIELD EYE CBS FOR ARMY HI

ALTHOUGH the deal had not be officially confirmed last week per ing Army approval, it was in cated that Liggett & Myers Toba Co., New York, was set to test radio version of the Broadway l *"This is the Army"* on CBS fo four-week period, starting May The firm is understood to have p chased the full U. S. CBS netw plus CBS stations in Hilo and H olulu, Tuesdays, 9:30-10:30 p for Chesterfields. It is not kno whether the program will foll the stage show, a film version which is now in production Hollywood, or will be a variety ries similar to the play only in t it would center around an Ar camp. Newell-Emmett Co., N York, is the agency.

Stauffer and Cohen Ta At OWI NAB Breakfa

VARIOUS ways and means to d courage outside and governmen agencies from adding to radi complexity with independent w meant campaigns were discus by broadcasters at a breakf roundtable with OWI officials d ing the NAB War Conferen There were no set speeches problems confronting broadcast were answered by Don Stauff chief, Radio Bureau, and Philip Cohen, chief, Government liai division, and assistant chief of Radio Bureau.

With some Government agenc forcing advance notices of ca paigns and independent groups so seeking free time on stations was suggested that a simple ch be created for purpose of ref ence. This would briefly and eas show the various agencies w stations are doing for war eff campaigns. Some 50 broadcast attended the breakfast roundta session which was presided o by Richard Connor, chief, stat relations division, OWI.

NAB GETS FORECA OF MORE DRAFT W

REMINDING broadcasters t every 4-F today is a potential of tomorrow, Lt.-Col. Ernest Culligan and Lt. Com. Patrick Winston of Selective Service, swering a barrage of questi shot at them from the floor du an NAB War Conference ro table discussion on Manpower Selective Service, declared that tions must reconcile themselve losing every available physicall man.

With key men being drafted physical standards changing rapidly, Lt. Col. Culligan poi out that manpower problems localized and station mana must look to their respective se tive boards for solution. He u stations to use physically unfit in engineering and other key p to keep stations open.

"All stations are important radio as a means of commun tion must be maintained, but cess or failure of individual p lems depend upon the type of ing job made to local selec boards." Lt. Col. Culligan "Essentiality of men is the thi

NAB Prepares

(*Continued from Page 8*)

h high broadcasting standards. mmercials which hammer too rd, programs of questionable te, spot announcements that are long or wrongly placed should reckoned with, he held.

He called upon broadcasters to id complacency as an industry l urged "for its own self-respect" t it do as good a job at creating grams as any one else, or a bet- job.

Along the same line, Lt. Col. M. Kirby, chief of the Army's dio Branch and former NAB blic relations director, depre- ed some program building and ged avoidance of "showmanship" t will "short-change" the pub- The competition among cigar- e companies for awards of thou- ds of cigarettes to war heroes, held, is out of step with good r programming. What used to good special events now is bad r programming, he said.

The small station problem came for detailed discussion, with a tually unanimous expression of osition to Government subsidy ng any line. A report brought in a special committee named by sident Miller recommended that Government process programs ilable for sponsorship in the ne way it makes mats available newspapers. The committee re- sted the NAB Board to set up chinery for the pooling of able ideas to presuade Govern- nt agencies to follow the "avail- e for local sponsorship" plan.

Fly Opposes Subsidy

Chairman Fly also had hit on plight of the small stations, but preciated any subsidy plan, direct indirect. He urged national ad- tisers to divert 2 or 3% of their lgets for institutional advertis- on small stations, contending y would reap worthwhile results.

At a press conference last Thurs- y he criticized the Advertising uncil as "big shots", who want g shows, big names, big figures d they don't like small stations."

He said he was disappointed not h the leadership of the Council, t with the advertisers themselves. hey assured us of their desire cooperate, but I am beginning to wonder if they are not impeding the effort," he said.

Commenting at a press confer- ence on the record ban, Mr. Fly called it a sort of "creeping paral- ysis". While the impact had not been felt at first, it is beginning to be a substantial factor, he said [See running story].



BROADCASTING'S photographer got out of an elevator just as this group was preparing to enter. So he caught (l to r): Harold Essex, WSJS, Winston-Salem; Dwight Reed, Headley-Reed Co., Chicago; Frank Headley, Headley-Reed, New York; Charles Smithgall, WAGA, Atlanta; Herb Hollister, KANS, Wichita; Paul Morency, WTIC, Hartford.

RADIO'S 21 ETERNAL HEROES

War Conference Honors Dead in Impressive Opening Day Memorial Ceremony

SERIOUSNESS of the NAB's conference was mirrored at the opening day luncheon when radio's 21 Eternal Heroes were honored in an impressive tribute. Neville Miller, NAB president, said at the ceremony: "War means sacrifice and death. If we as an industry are to keep faith with those who have laid down their lives, we should adopt the spirit of this memorial service as the keynote of the War Conference."

Tribute featured mood transcriptions of "Call to the Colors," bugle solo, a narrator explaining in measured tones the sacrifices of the men honored, lowering of the conference flags to half-mast and a hymn.

The men honored were Ensign Thomas A. McClelland, KLZ, Denver; Seaman Don Crocker, NBC; Lt. Donald L. Chase, WTMJ, Milwaukee; Lt. Barron Chandler, NBC; Capt. Derby Sproul, KDKA, Pittsburgh; Sgt. Lester M. Galloway, radio singer; Sam Miller, KLRA, Little Rock, Ark.; Pvt. Edwin T. Bottelson, Russel M. Seeds Co. radio publicity; Ensign Stephen Fuld, CBS; Pvt. Stanley Kops, KFWB, Hollywood; Lt. Robert H. Frear, WIBX, Utica, N. Y.; Lt. Henry P. Jenks, Fenton Kelsey agency; Alma (Buddy) Mills, Jr., KVRS, Rock Springs, Wyo.; Major Joseph A. Burch, RCA; Major George B. Hart, WCPO, Cincinnati; Douglas Young, KMTR, Hollywood; Lt. Col. Russell R. Brunner; Frank J. Cuhel, MBS; Lt. Louis H. Utley and Lt. James L. Carroll Jr.

WITHOUT BAKER

Late RCA Executive Missed by NAB Delegates

FOR THE first time in more than a dozen years an annual meeting of the NAB was held without the presence of I. R. Baker. "Bake", transmitter sales chief of RCA and one of radio's best-known and best-loved figures, died last Feb. 9, leaving a son five weeks old. While RCA had a contingent at the Chicago War Conference, the old spirit wasn't there, without "Bake".

A number of "Bake's" close friends, impelled to do something of a practical nature to show their high regard for him, decided a couple of weeks ago to establish the "I. R. Baker Memorial Fund" with the objective of educating his young son. A committee was formed consisting of E. K. Cohan, CBS technical chief; A. D. Ring, consulting engineer; Com. W. H. Beltz, Navy Bureau of Ships and former RCA Mfg. Co. West Coast chief; Loren F. Jones, RCA, Camden; and Sol Taishoff, editor of BROADCASTING.

Contributions to the fund are being made in checks payable to the Equitable Life Assurance Society and mailed to the "I. R. Baker Memorial Fund", P. O. Box 45, Camden, N. J. Further information is obtainable from Mr. Jones at Camden, or from any member of the committee.

Spots for Book

RODALE PRESS, Emmaus, Pa., using radio for the first time, on April 26 started a test campaign of spot announcements on four stations, including WHN, New York, for *Organic Gardening Book*, one of several magazines published by the firm. Agency is Huber, Hoge & Sons, New York.

U. S. Rubber Considering

U. S. RUBBER Co., New York, has been discussing symphonic broadcasts with NBC and CBS, it was learned last week, with New York Philharmonic Symphony Orchestra on CBS or NBC's symphony considered.

Scroll Would List Names Of NAB Men In Service

COOPERATION of station owners was asked by C. E. Arney Jr., NAB secretary-treasurer, in providing names for an industry-wide plaque bearing the names of men serving in the armed forces.

The plaque would be placed in the NAB building in Washington showing names of the men and their station affiliations. Mr. Arney would then keep the list of names up to date. "Without the cooperation of stations the scroll of honor of Radio's war heroes cannot be complete and we already know the list is deeply impressive," Mr. Arney said.

PHIL STEWART, radio director of Roche, Williams & Cunnyngham, Chicago, has been appointed radio director of the Chicago office of Civilian Defense succeeding Howdee Meyers, now in the Army. Mr. Stewart is serving without compensation in addition to his duties at the agency.



2150 requests in four weeks for photographs of Dude Martin

During his ten years on the air, Dude Martin, cowboy entertainer, has mailed over 100,000 photos of himself and his "Round-Up-Gang" in response to requests. Yearly he makes personal appearances before the same number. His average radio sponsorship has been two and a half years. His new half-hour show on KGO, "Cowboy Hit Revue," appeals directly to war workers who have requested 2150 photos in the past four weeks. Contact your Blue Spot Representative or wire direct for complete information.

KGO
SAN FRANCISCO · OAKLAND
810 K. C. 7500 WATTS
Blue Network Company, Inc.

81.2% TO 96.8%
WRBL
COLUMBUS, GA.
These are the coverage figures given WRBL by the Fall, 1942 HOOPER SURVEY. They show you can't possibly cover Columbus without WRBL.
• CBS •

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

APRIL 23 TO APRIL 30 INCLUSIVE

Decisions . . .

APRIL 27

KFXM, San Bernardino—Designated for hearing application mod. license for unlimited, simultaneously with KPPC.

WQXR, New York—Granted mod. license operate without DA, 1560 kc., 10 kw., subject to conditions; dismissed application for mod. CP to extend completion date.

WOWO, Ft Wayne—Granted Mod. license operate 1190 kc., 10 kw., unlimited, with conditions.

WPID, Petersburg, Va.—Granted authority delete signal, close station record, dismiss pending application for license renewal.

W59C, Chicago—Granted license cover CP in part for new station; conditions.

W71SB, South Bend—Same.

APRIL 28

WLW, New Orleans—Dismissed without prejudice petition to intervene in re application of KGNC, Amarillo, to operate on 860 kc., 500 w. N, 5 kw. D, unlimited.

APRIL 29

WHIO, Dayton, O.—Granted license cover installation new sampling loops.

Applications . . .

APRIL 27

KTBS, Shreveport—Move main transmitter.

APRIL 28

WCHV, Charlottesville, Va.—Mod. license change 1450 kc. to 1240 kc.

WAIT, Chicago—Vol. assign. licenses to Gene T. Dyer, Evelyn M. Ringwald, Elizabeth Hinzman, Adele Moulds, Vivian Christoph, Wm. F. Moss d/b as Radio Station WAIT.

Tentative Calendar . . .

WKBW, Buffalo—License renewal (May 5).

WGR, Buffalo—Same (May 5).

WLAN, Endicott, N. Y.—Mod. CP for 1450 kc., 250 w., unlimited (May 4).

650 Attend Ohio State Session On Use of Radio in Education

Network, Government, Education Leaders on Hand For Education, Peabody Award Ceremonies

OHIO STATE U.'s fourteenth annual Institute for Education by Radio opened Friday at the Deshler Wallick Hotel in Columbus, with approximately 650 persons on hand to discuss the general theme, "Radio in the War and After" during the four-day meeting.

Delegates included high school and college teachers from all points of the country, network personalities and officials, a heavier than usual number of government representatives and, for the first time, key men in the public relations branches of the armed forces.

An early highlight of the Institute was the bestowing of the Peabody awards—"Pulitzer prizes of radio"—presented at a sectional meeting of the NAB Saturday night.

Awards went to the NBC Pacific Coast network; CBS network; Charles Collingwood, CBS news correspondent; Station WCHS, Charleston, W. Va.; Station WHA, Madison, Wis.; and Station KOAC, Corvallis, Ore.

Institute's own awards were:

Regional Net, regional or clear-channel station, or national or regional organizations—Religious, honorable mention, *The Church by the Side of the Road*, WLW; agricultural, honorable mention, *Tom Wheeler's Daily News Letter*, WOWO; women's programs, first, *Wartime Women*, KOIN; cultural, first award, *Let's Learn Spanish*, Time Inc.; first award, *Civilians in Service*, WHA; public discussion, first award, *Labor Arbitration*, WMCA; personal and daily life, first award, *Abe Andrews*, WOWO; news interpretation, *Outland Speaks*, KLZ, and honorable mention to Samuel Grafton, WOR; war effort, first award, *We Refuse to Die*, WNEW; childrens, first award, *Children's Bookshelf*, KDKA; programs for use in school, primary children, first award, *Let's Find Out*, WHA, and honorable mention, *Play Time*, WOSU; elementary children honorable mention, *News of the Week*, WOSU; programs for school use, junior-senior high schools, first award, *Standard School Broadcast*, KPO, and honorable mention, *What Used to Be*, WOSU.

Local station or organizations—Cultural, honorable mention, *All About Books*, WFMJ, and honorable mention, *The Corwin Cycle*, WNYC; children's programs, first award, *Adventures of Tom Sawyer*, WHBC, and honorable mention, *Kid Critics*, KOIN; for school use, junior-senior high, honorable mention, *The Thousand Million*, WJJD.

Canadian—Cultural, first award. *Best Plays of 1942*, CBS; children's, first award, *Magic Carpet*, CBL; for use in school by primary children, first award, *Junior School Music*, CBA; junior-senior high, honorable mention, *Canadian Horizons*, CBR.

Special—First award, *Death on Wheels*, WOR.

Judges—Elsie Eick, MBS; William B. Levenson, WBOE, Cleveland public schools; Clinton Johnston, CBS.

Holland Furnace on 27

HOLLAND FURANCE CO., Holland, Mich., has set the format for its thrice-weekly program to be heard 9:45 to 10 a.m. Monday, Wednesday, Friday on 27 CBS stations, starting today (May 3). Show features music and dialogue with Smilin' Ed McConnell. Agency is Roche, Williams & Cunnyngham, Chicago.

TEN TOP TUNES

THE top ten tunes from the standpoint of network audience coverage during the week ended April 28, according to the copyright Audience Coverage index survey of the Office of Research-Radio Division, New York, are as follows:

That Old Black Magic
As Time Goes By
It Can't Be Wrong
Don't Get Around Much Any More
I've Heard That Song Before
What's the Good Word, Mr. Bluebird?
Taking a Chance On Love
Brazil
Don't Cry
Let's Get Lost

Many More Women Engineers Likely

MORE and more women in the technical end of radio broadcasting were foreseen by engineers attending the NAB Engineering Committee meeting at a pre-War Conference session April 26.

This was apparent from reports made by individual engineers who predicted that the movement of women into the operating division of radio is in full swing. Various chief engineers pointed out that it is not necessary for women to have technical knowledge to be an operator. It was further asserted that women were more accurate as operators of technical equipment. In line with bringing women into the technical end of radio, Roy C. Corderman, assistant chief Bureau of Communications Facilities, OWI, informed the chief engineers that the OWI has started an "on the job" training course.

Means of maintaining home radios were discussed by Frank McIntosh, Radio & Radar Division of the WPB, in charge of domestic and foreign radio. He assured those attending the meeting that there will be plenty of tubes for home radios to maintain them efficiently.

Arthur Stringer, secretary of the NAB War Committee, reported on manufacture and distribution of farm radio batteries based on figures provided by the WPB.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PUREX Corp., Los Angeles (bleaching solution), on April 19 added 3 Ariz. stations to *Boake Carter, Commentator*, on 8 Don Lee Pacific stations, Mon., Wed., Fri., 9:15 a.m. (PWT), making a total of 11 Don Lee Western stations. Agency: Foote, Cone & Belding, Los Angeles.

PRINCE MATCHABELLI Inc., New York (Stradavari Perfume), on Sun., May 2 only, 4:15-4:30 p.m., sponsors Mother's Day program on 117 CBS stations. Agency: Morse International, N. Y.

OWENS-ILLINOIS GLASS Co., Toledo (glass products), on May 10 starts for 13 weeks, *Your Home Front Reporter*, on 117 CBS stations, Mon. thru Fri., 4-4:25 p.m. Agency: D'Arcy Adv. Co. Inc., N. Y.

OWENS-ILLINOIS GLASS Co., Toledo (institutional), on May 10 starts Fletcher Wiley in *Your Home Front Reporter* on 117 CBS stations, Mon. thru Fri., 4-4:25 p.m. Agency: D'Arcy Adv., N. Y.

ALASKA PACIFIC SALMON Co., Seattle, and Scull Co., N. Y. (Minute Man soup) on May 3 start for 52 weeks, unit of *Breakfast at Sardi's*, on 133 BLUE stations Mon. thru Fri., 11-11:15 a.m. Agencies: J. William Sheets Adv., Seattle, and Compton Adv. Inc., N. Y,

Music Groups Fraterniz At Conference Breakfas

FOR THE FIRST time since the ASCAP radio music battle, licensing groups including ASCAP, BMI, SESAC and AMP sat around a conference table, the occasion being a War Conference breakfast session last Wednesday. Merritt E. Tompkins, BMI vice-president and general manager, who presided over the meeting, characterized the session as representative of a new era in relations between the music publishing groups and stations. Sydney Kaye, BMI executive vice-president, described BMI as a "catalytic agent" in the music publishing field with the result that all licensing groups were providing better service to stations.

John G. Paine, general manager of ASCAP, said that the ASCAP program continuity service released to member stations was designed to aid station programming. Leonard D. Callahan, SESAC, spoke on station relations while Robert Kelleher, AMP, commented on the increased listener demand for more classical and semi-classical music. Program department problems such as cataloguing, release of new songs, decline of ratings were discussed.



FROM ALL SECTIONS of the country came these industry executives to Chicago for the NAB War Conference in Chicago, April 27-29 (l to r, first row): Tom Slater, Mutual, New York; Clarence G. Cosby, KXOK, St. Louis; Gus Hagenah, SESAC, New York; M. F. "Chick" Allison, WLW, Cincinnati; Howard Chernoff, West Virginia Network. Second row, Jan McConnell, NBC Spot Sales, New York; Charles J dan, WRR, Dallas; Oliver Morton, NBC Spot Sal Chicago; C. E. Langlois, Langlois & Wentworth, N York; Leonard D. Callahan, SESAC, New York.

Celanese Argument

OTION of the Celanese Corp. of merica for dismissal of the ockholders' suit to recover $1,-50,000 allegedly misspent by the mpany's directors, will be argued the New York Supreme Court on ay 4. Suit, filed by Seymour ayer, charges that the directors ent $1,000,000 for the sponsor-ip of *Great Moments in Music*, o further, foster and subsidize e career" of Jean Tennyson, star the program and wife of Camille reyfus, president of Celanese rp. [BROADCASTING, March 15].

Kerr Participating

KERR'S BUTTERSCOTCH Inc., Jamesburg, N. J., on May 3 starts thrice-weekly participation in Arthur Godfrey's morning program on WABC, New York, and three 10-minute spots on Allen Courtney's *1280 Club* on WOV, New York. Agency is Tracey-Locke-Dawson, New York.

WILLIAM S. SHEPHERD, Chicago, freelance writer, director and radio producer, has been appointed assistant to James C. Shelby, radio director of McCann-Erickson, Chicago.

Foreign Language Control Is Planned

BEARING the approval of the Office of Censorship, a new plan to establish closer and tighter supervision over foreign language programs will be undertaken by members of the Foreign Language Radio Wartime Control Committee which met at breakfast Tuesday at the War Conference.

Arthur Simon, chairman of the group, will soon appoint a committee or corps to serve as sectional and/or state supervisors of enforcement of the foreign language broadcasters code of wartime practices.

Price Is Speaker

Byron Price, director of the Office of Censorship, addressed the breakfast, and with Harold Ryan, assistant director in charge of radio, and Robert Richards, foreign langauge director under Mr. Ryan, approved the proposal of the broadcasters. Twenty-eight tongues are represented in the programs of 128 stations.

New supervisors will first attempt to correct code violations themselves in their areas and if repeated violations occur the cases will be reported to the Washington office of the Control. Attempt then will be made to persuade the violator to correct the abuse and this failing the case will go to the Office of Censorship.

Mr. Simon was voted to continue as chairman of the Control, formed in Cleveland in 1942. Mr. Simon is general manager of WPEN, Philadelphia. James F. Hopkins, WJBK, Detroit, is vice-chairman; Joseph Lang, WHOM, New York, treasurer; Gene Dyer, WSBC and WGES, Chicago, secretary.

Directors include Howard W. Davis, KMAC, San Antonio, and KPAB, Laredo; S. H. Patterson, KSAN, San Francisco, and Marie Clifford, WHFC, Cicero.



MUTUAL THREESOME during the network's annual meeting in Chicago last week (l to r): Frank P. Schreiber, manager, WGN, Chicago; Miller McClintock, MBS president; Henry Weber, WGN music director.

Mutual Opens Earlier

MUTUAL opens and closes its services to the full network a half hour earlier, effective May 3. Network will open at 10 a.m., and close at 2 a.m., EWT.

WHEB, Portsmouth, N. H., has appointed Wiliam G. Rambeau Co. exclusive national representatives. Station operates on 770 kc. with 1000 watts.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

nouncers and Combination Men—4F deferred. Must handle news. Good jobs for right men, Blue Network station. KFDA, Amarillo, Texas.

ung Woman—To write continuity, plan and direct promotion over radio for large mid-western newspaper. Energy, cheerfulness, and a desire to achieve results necessary. Offers real opportunity for work in big field with nationally famous company. State complete facts and salary expected. Box 581, BROADCASTING.

nouncer at Once—Permanent; give ability, draft status. Box 585, BROADCASTING.

e Want a Licensed First Class Radio-Telephone Operator—Good pay. Excellent living conditions. For information, write KROY, Sacramento.

NOUNCER-ENGINEER — Any ticket. Permanent. Box 591, BROADCASTING.

MBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 590. BROADCASTING.

cording Engineer — For Transcription Studio. State Experience, Draft Status, Salary. United Broadcasting, 201 N. Wells St., Chicago.

perienced Male Continuity Writer—State draft status and desired salary. KSO-KRNT, Des Moines, Iowa.

Situations Wanted

ief Engineer—11 years' experience on RCA, WE, equipment, with directional antenna. Capable of design, construction, maintenance of station equipment. Married, 2-A. A-1 references. Available immediately. Radio—P. O. Box 2144, Roanoke, Va.

nouncer — Draft-exempt, experienced, young, college graduate. Handle news, special features, commercials, production experience. Want permanent job, future. Available now. Box 580, BROADCASTING.

riter—Of 2200 shows, four serials, desires New York connection. Other offers considered. Age 38. Box 583, BROADCASTING.

p-Notch Commercial Copywriter—Desires permanent well-paying position at Station with progressive, professional management. Fine record, good references as working wife of now enlisted long-time Radio Man. Prefer Midwest or Southeast. Contact PHYLLIS TAYLOR, Program Director, WLBC, Muncie, Indiana.

Situations Wanted (Cont'd)

Immediately Available—All-around station executive, thoroughly experienced station management, programming, sales and promotion. Over 38. Prefer position as station manager in eastern state but willing to consider any reasonable proposition. Box 582, BROADCASTING.

"JUST HOME FOLKS"—Serial drama available June first. Six years WWL, New Orleans; three years CBS, Atlanta. Proven perfect natural for Southern listeners. It sells! Box 584, BROADCASTING.

ENGINEER—First class license, desires permanent position. Draft—class 3. Age 33, married. Good reference. Prefer transmitter. Seven years' experience. Box 578, BROADCASTING.

COMMERCIAL MANAGER—Young, intelligent, aggressive, 4F; has successful record for selling; training and handling sales staff and associated department personnel. 15 years of advertising and executive experience. Wants opportunity in city of 250,000 or larger. Box 586, BROADCASTING.

Announcer-Engineer—Have done Network announcing. Good on commercials and news. First class license 14 years. Draft exempt. Minimum $75.00. Available immediately. Box 579, BROADCASTING.

CHIEF ENGINEER—Fifteen years' experience, five years present employment, experience all phases of broadcasting, studio, recording, transmitter, directive antenna, permanent, draft 4F. Married. Box 588, BROADCASTING.

Chief Engineer—All phases of broadcasting. Reason for desiring change personal. Married, draft 4F. Box 592, BROADCASTING.

Wanted to Buy

Wanted Immediately—500 W or 1 KW RCA or WE Transmitter—Terms Cash. WCAP, Asbury Park.

Hammond organ and speaker—Must be in excellent condition. Also interested in Novachord. Box 587, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

For Sale

LOCAL STATION—With national and regional money making hook-up. Heavy local schedule—good profit shown for years, excellent opportunity for young man to buy a money making radio station and a home in a good town. Will bear close investigation. North Central state. Box 589, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Second AFM Suit By D. J. Dismissed

Difficulty in Proof of Damage So Action Is Dropped

WITH the dismissal in Chicago last Wednesday by the Dept. of Justice of its second anti-trust suit against James C. Petrillo and the AFM on the phonograph recording ban, the way is open for the filing of a third, more comprehensive action, although Government plans are not known.

Dismissed on motion of the anti-trust division of the Department, the suit would have gone to trial if the Government had not dropped the case last Wednesday. The AFM answer to the suit was scheduled for filing that day. With the dismissal, the Government is in a position to file a new action against AFM at any time. The Government has until 1945 under wartime regulations to prosecute such cases.

First "Labor Dispute"

Federal Judge John P. Barnes dismissed the original suit against AFM last year on the ground that it constituted a labor dispute and therefore was improperly brought. The second suit set up the contention that the Petrillo ban on recordings would have the effect of driving many small stations out of business.

Daniel B. Britt, assistant U. S. attorney in the Chicago anti-trust division office, declared the Government still intended to prosecute the Petrillo action. The original actions were brought under Thurman Arnold, Assistant Attorney General, now on the Court of Appeals bench in Washington. Actively directing the litigation is Holmes Baldridge, chief of the litigation section of the Department. Judge Arnold's successor, Thomas C. Clark, is understood to favor the Arnold policy of curbing wayward labor unions.

It was said the second suit was dropped because of the difficulty the Government would encounter under recent Supreme Court decisions in attempting to prove that the Petrillo ban was invoked "for the purpose" of driving out of business small independent stations.

WALB Hearing Ends

INQUIRY into the application of WALB, Albany, Ga., for renewal of license, voluntary assignment of its license from the Albany Herald Publishing Co. to the Albany Broadcasting Co., and for a construction permit to change frequency has been completed by the FCC in Atlanta, marking the close of a stormy investigation involving purported participation on WALB's behalf by Rep. E. E. Cox (DGa.), chairman of the House Select Committee to investigate the FCC. Further action now awaits the adoption of proposed findings by the Commission, which may take several months.



PROBLEMS AFFECTING CBS-owned stations held attention of these executives during a meeting preceding NAB War Conference in Chicago, April 26. Presided over by Dr. Frank S. Stanton, vice-president, executives discussed manpower problems, sales promotion plans, special program efforts and also reviewed new coverage maps. This was the regular annual meeting held in conjunction with the NAB convention. Problem solvers (front row, 1 to r): H. Leslie Atlass, vice-president, Chicago; A. E. Joscelyn, WCCO, Minneapolis; Harold E. Fellows, WEEI, Boston; Carl Burkland, WTOP, Washington; J. Kelly Smith, Radio Sales, Chicago; Dr. Stanton. Second row: Donald W. Thornburgh, vice-president, Hollywood; Jerry Sill, New York; Merle Jones, KMOX, St. Louis; Jack Van Volkenburg, WBBM, Chicago; Arthur Hull Hayes, WABC, New York; Howard Meighan, Radio Sales, New York; Wendell Campbell, KMOX, St. Louis.

MacDonald, DeRussey, McGill, Webb Receive Promotions at Westinghouse

A SERIES of promotions in the sales organization of Westinghouse Radio Stations Inc., and its stations KYW, Philadelphia, and KDKA, Pittsburgh, was announced last Thursday by Lee B. Wailes, general manager of broadcasting of Westinghouse. The reorganization was entailed by the sudden death, April 16, of William E. Jackson, general sales manager of the stations.

Appointed general sales manager was B. A. MacDonald, sales manager of KYW. Jack DeRussey, sales manager of KDKA, was named to succeed Dr. MacDonald, and Frank V. Webb, assistant advertising manager of WRS Inc., was named Mr. DeRussey's successor at KDKA.

W. B. McGill. sales promotion manager of KDKA since 1937, was named general advertising manager of WRS, headquartering in Philadelphia. He succeeds George A. Harder, who last December was called to active duty as a captain in the Chemical Warfare Service.

Mr. MacDonald, who will report to Mr. Wailes and have offices in Philadelphia, has been engaged in radio sales for 15 years, the last three with KYW. Mr. DeRussey has also been in radio sales for 15 years, the last three with KYW. Mr. DeRussey had been sales manager of KDKA for the last two years and before that was with NBS spot sales. In 1940 he served on the sales staff of KYW.

Mr. Webb, a veteran in the Westinghouse organization, came to Philadelphia last December from WOWO WGL, Ft. Wayne, Westinghouse stations. He had been sales manager there for 2½ years.

Joins Buchen Staff

SENOR A. J. Vargas, formerly assistant export manager of the International Cellucotton Products Co., has joined the overseas advertising unit of The Buchen Co., Chicago, which is headed by Harold I. Orwig. Senor Vargas, a native of Bogota, Columbia, will be responsible for extension of Buchen advertising service to Latin American markets. Part of his experience has been the preparation and announcing of South American broadcasts.



Drawn for BROADCASTING by Sid Hix

"He's Trying to Get a New Transmitter Tube From the WPB."

Program Officials Hold War Session

Rededication to War Effor Promised by NAB Group

WITH local production given a extended analysis and re-dedicat ing programming to the war effor the program managers meetin held during the NAB War Confer ence last week covered many phase of broadcasting essential to a goo selling job.

It was revealed that approxi mately 80% of those attending th meeting were from stations wher scheduled sessions of departmen heads are held regularly. This pro cedure was recommended to the in dustry as a progressive step to solution of many problems arisin in programming, sales and man agement.

Earle Glade, vice-president KSL, Salt Lake City, and chai man of the NAB Code Committe outlined as a possible patter a system utilized by his station i holding department head meeting Other suggestions, from the floo were made.

Dorothy Lewis, co-ordinator listener activities for NAB, pr sented briefly a report on activitie of radio councils, NAB Assn. Women Directors and women clubs.

General session followed a dinn meeting of the program manage executive committee and was pr sided over by Harold Fair, WH Des Moines. Other committee mer bers include William Adam WCHS, Charleston, W. Va.; Robert DeHaven, WTCN, Minnea olis; Robert L. Kennett, WHA Louisville; George Coulter, CB New York; Herbert C. Rice, WG Buffalo; Roy Shannon, KQV, Pitt burgh; Todd Williams, WSPD, T ledo; Clarence Mesner, NBC, Ne York. Approximately fifty perso attended the program manage general session.

CBS, operating in cooperation wi the OWI and the Army Special Ser ice Division, is now sending 33 hours of broadcasts weekly to Ame can troops overseas, the netwo shortwave department announced la week.

CAN RADIO MAKE SALES FOR LOCAL RETAIL STORES?

JOHN TAYLOR'S 10 YEARS ON THE AIR PROVE IT!



FRED M. LEE
General Manager



"JOANNE TAYLOR"
Voice and Script Writer

The *Same* Program Format
—The *Same* Title—
***Same* Time, 9:00 A.M. Daily**

This month, "Joanne Taylor" marks a memorable milestone in the nation's retail selling. It is the start of the eleventh year for this daily merchandising program over KMBC. Why does a department store use radio so consistently?

Because the voice of "Joanne Taylor" goes into the homes of the rich KMBC market morning after morning, telling the latest fashion and homemaking news from the store . . . all the while selling merchandise, making new friends and binding closer thousands of customers for the sponsor, John Taylor Dry Goods Co.



MEREDITH WARNER
Advertising Director



MAJOR H. KENNETH TAYLOR
Vice-President

KMBC
OF KANSAS CITY

Free & Peters, Inc.

SINCE 1928 — THE BASIC CBS STATION FOR MISSOURI AND KANSAS



WE'VE GOT YOU COVERED!

Empty-handed coverage—coverage without *listeners*—is valueless to the radio advertiser conscientiously hunting profitable results.

WKY has Oklahoma City covered and, along with it, WKY has the listeners! WKY has the Oklahoma City market covered, too . . . the largest portion of Oklahoma covered by any station in the state. And, if listening in Oklahoma City is any criterion, more state listeners are tuned to WKY more of the time than to any other station.

Forty-seven percent of Oklahoma City's morning listeners are listening to WKY—twice as many as listen to the next station; 55.6% of the afternoon audience is listening to WKY—more than three times the audience of the second station; 57.8% of the nighttime audience listens to WKY—more than two-and-a-half times that of the second station. Afternoon and evening, WKY has more listeners than all three other Oklahoma City stations combined. These are February-March, 1943, Hooper indexes.

Do *YOU* have Oklahoma City covered in the right way . . . with WKY?

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

MAY 10, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

WLS Advertising Jumps Distribution 72%



WHEN Herb-Ox bouillon cubes changed their distribution method, they began advertising on the WLS "Feature Foods" program. At the start of the campaign, a survey of one Chicago marketing district showed Herb-Ox in only 7 stores, 14%. At the end of six months, a second survey of *this same district* showed Herb-Ox in 43 of 50 stores—or 86%—an increase of 72%! Eighteen districts surveyed in the second 13-week period coincided with districts checked in the first quarter. In the beginning, only 98 stores stocked Herb-Ox. On the second call, 239 of 410 stores displayed the product—a distribution jump from 23 to 58%!

There's more to the story: about how the Feature Foods merchandising crew actually sold goods — arranged store promotions and sampling campaigns—and helped Grocer Walter A. Pauli, pictured here,—to whom they sold his first order of Herb-Ox —get increased sales for this product.

We're now preparing a detailed booklet on Herb-Ox and the "Feature Foods" program. If you wish to receive the complete story, write for it. It all adds up to this fact —WLS Gets Results—and *in Chicago, too!*



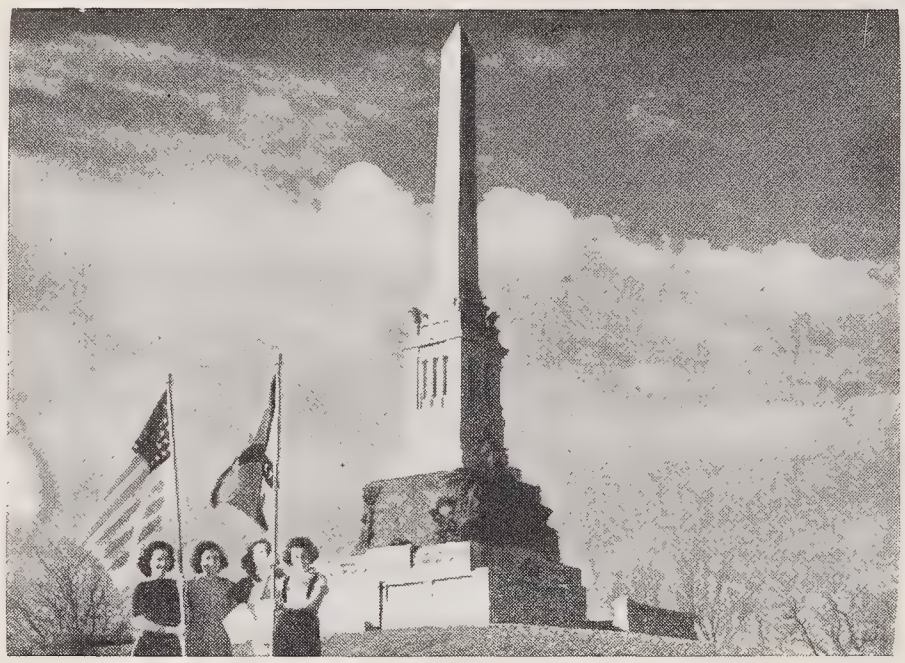
890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS
CHICAGO

The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK — KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-LOWELL



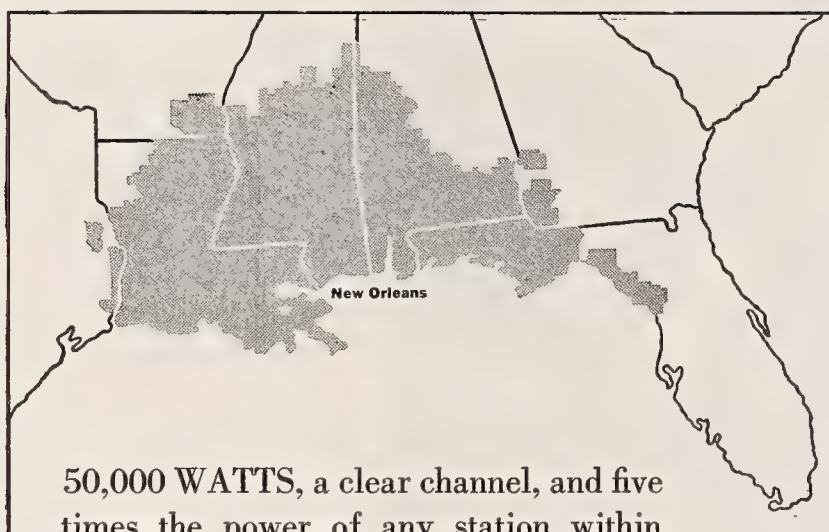
The Historic Battlefield

OF

Vicksburg

IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states



50,000 WATTS, a clear channel, and five times the power of any station within hundreds of miles—that's WWL!

IF THE DEEP SOUTH is on your program, just one station will do the whole job—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 19 MAY 10, 194

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February

KOIL is the **most economical buy in OMAHA**



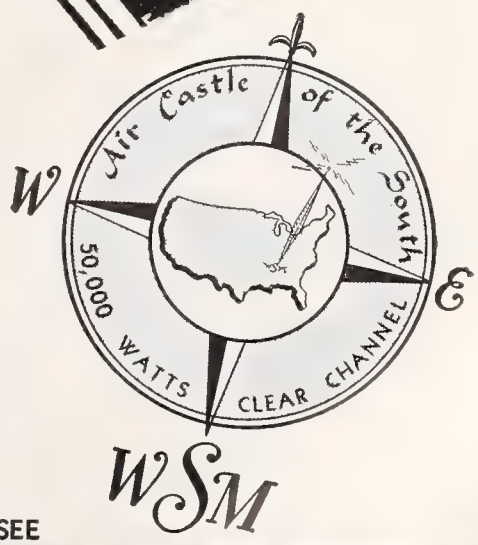
KFAB is a must - For Outstate Nebraska.



WHO'S WHO?

Dinah Shore — James Melton — Kenny Sargent — Irene Beasley — looks like a "Who's Who" of Radio doesn't it? But it's also a "Who's Who" of WSM. For each one of these artists reached stardom via WSM and the WSM market.

For it has long been a creed here that a program is no better than its talent — "the play's the thing." That's why we give so much attention to our talent staff — a staff of 250 artists who can build any type of program for any product or audience — a staff that is now producing five NBC network shows — a staff that can do a selling job for you at a reasonable cost, in the WSM market of mid-war and post-war opportunity.



HARRY L. STONE, Gen'l Mgr., NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.



SOUND THAT SEES

AGAINST fog and murk and the black of night, even the keen vision of the air-pilot is not enough to bring a bomber safely home or spot a midnight enemy raider. To the aid of the human eye in such cases must be brought the miracles of science, not in the form of lighting devices but of sound that quite literally *sees*. The modest little vacuum tube holds the magic power to guide a transport plane down an invisible beam to safe landing. With sensitive listening devices now in use, man locates enemy aircraft while still miles away, and guides aloft interceptors to stop them short of their goal. When such trust is imposed upon the goods we make, there is room for only one standard of quality. That standard, very simply, is the highest anywhere known.

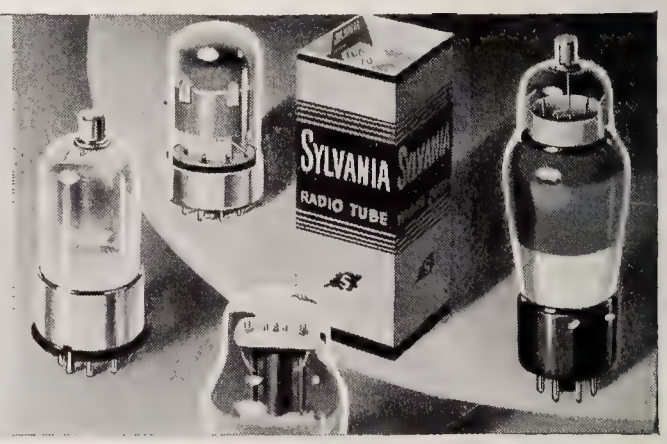
SYLVANIA ELECTRIC PRODUCTS INC.

Emporium, Pa.

Formerly Hygrade Sylvania Corporation

Established 1901 . . . Makers of Incandescent Lamps, Fluorescent Lamps, Fixtures and Accessories, Radio Tubes and Electronic Devices

RADIO ON TWO FRONTS—Ever a source of home entertainment, radio is now—in wartime—a vital necessity at home and in battle. Thus a heavy responsibility rests upon radio tube manufacturers. Not only must present home equipment be kept serviceable for the duration, but the insatiable demands of the battle lines must be met and met promptly. Tube-making is a job upon which Sylvania has lavished its extensive resources and full energies since radio came out of the "crystal" stage. America can count on Sylvania's superlative line of radio tubes—paced by the incomparably rugged "Lock-In"—to measure up to their important assignment.



A Correction, an Apology and a Promise

IN the April 26th issue of *Broadcasting,* due to a revision of scheduling without the necessary copy change, the WNAX advertisement stated that our new tower was in operation with increased night-time power.

We wish to correct that statement and date the situation properly. America's tallest Tower will be completed in the near future, and then be put into operation on 5,000 watts day and night to expand the WNAX wartime service to new thousands of rural and urban listeners. We are sorry that the advertisement got ahead of the construction men and hope you will forgive the unintentional error.

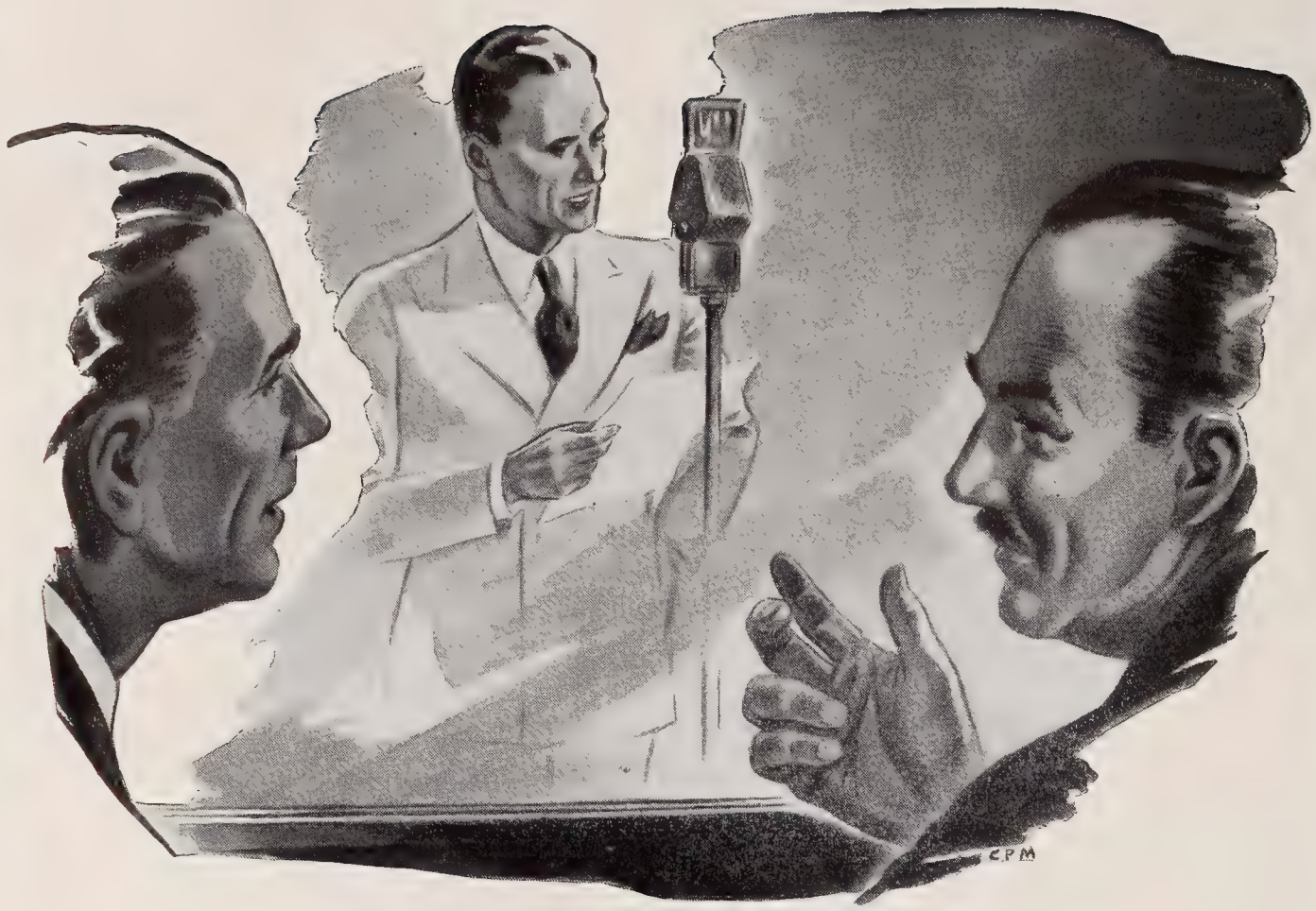
To the 4,000,000 people . . . . mostly farmers producing vital food supplies in the five-state area which this important CBS outlet has served . . . . and to the new thousands soon to be served . . . . WNAX promises continued complete service in all phases of the broadcasting sector in the people's war.

570 ON YOUR DIAL
Affiliated with CBS

WNAX

SIOUX CITY YANKTON
Represented by The Katz Agency

A Cowles Station



"That announcer makes $20,000 per!"

BETTER VOICES FOR SALE!

Add perhaps 2% of extra "stuff" to the voice of any average staff announcer, and you immediately have a product almost without price.

Here at Wright-Sonovox our staff articulators can speak in any "voice" you wish—from the hum of a mosquito to the ethereal voice of a Stradivarius!

Give your imagination a work-out. What account do you have where the very product itself suggests a sound that might be made to speak a more effective commercial—*in words?* What product so powerful that it almost *requires* a voice of unutterable depth and force? What product so delicate or exquisite that it calls for a voice of silver and crystal?

Sonovox is a new and basic means of giving added dimensions to words. Ten years from now you will be using Sonovox, in the proper place, as a matter of course. But in the meantime, the pioneers at the right are cashing the extra dividends that always accrue to the foresighted. *Why don't you join them?*

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*



SONOVOX PIONEERS

Allied Mills, Inc. (Wayne Feeds)
Louis E. Wade, Inc.

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann Erickson, Inc.

Bismarck Hotel
Smith, Benson & McClure, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Chick Bed Company (Chick Bed Litter)
The W. D. Lyon Co.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Chr. Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Mitchel Faust Advertising Company

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra (in all broadcasts)

Shell Oil Company, Inc.
J. Walter Thompson Co.

U. S. Treasury Dept.

Universal Pictures Company, Inc. ("Larceny With Music")

Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)

Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 19 WASHINGTON, D. C., MAY 10, 1943 $5.00 A YEAR—15c A COPY

FCC Confidential Records Being Studied

Cox Committee Takes Over Files

INNER-WORKINGS of the FCC, extracted from stenographic minutes of its executive meetings over the years, will come to light with the opening of public hearings by the Cox House Committee investigating that agency, expected to be announced within a month.

Though the Committee's Chief Counsel, Eugene L. Garey of New York, has maintained his policy of no public discussion of the inquiry preliminaries, it was ascertained that the FCC's confidential records have been moved to the Committee's quarters in the Old House Office Bldg., over the protest of FCC Chairman James Lawrence Fly. The fact that stenographic minutes had been kept apparently was not generally known.

Each of the seven FCC members, it is understood, will be called to submit to examination by Cox Committee counsel preparatory to the public hearings. One member — Former Gov. Norman S. Case—already has testified in connection with particular FCC activities. Precisely when the hearings will begin is not disclosed. Chairman E. E. Cox (D-Ga.), of the five-man Select Committee, has said that the hearings will be called whenever Mr. Garey feels sufficient preliminary data have been gathered.

200 Already Interviewed

Information gleaned from informed sources at the FCC and on Capitol Hill is that upwards of 200 individuals, inside the industry and out, and including a dozen from the FCC staff, already have been interrogated by the Committee counsel. These examinations have been held in the field as well as in Washington.

Some three weeks ago, it is reported, Mr. Garey requested the stenographic minutes of the FCC meetings on broadcast and other license and policy matters. Precisely at the time the request was delivered in person to Chairman Fly and Tom J. Slowie, FCC secretary and liaison officer to the Committee, investigators of the Garey staff were at the FCC's file room to pick up the particular file cabinets. After some protest the files were turned over to the Committee. Subsequent efforts to recover them proved futile.

The inquiry appears to have all but demoralized certain of the FCC's operations. In some quarters it was regarded as apparent that information is being supplied the committee by members of the FCC staff itself.

Considerable attention has been devoted by Cox Committee investigators to past station transactions, authorizations and sales. Much of the field work that has carried Committee attorneys from New England to Florida and to the Middlewest and South is in conjunction with such transactions. Financing of stations and reasons for loans by broadcasters to the ultimate purchasers evidently have been questioned.

Purchases of radio sets for use of members of the FCC and their staff, and of other household appurtenances, on government voucher, apparently has constituted another phase of the Committee's investigatory work, according to sources in and about that agency.

Meanwhile a portion of the Committee's staff of a dozen lawyers and investigators, is devoting its time to examination of files taken from the FCC and to answers to the series of questionnaires from the members of the Commission. The preliminary inquiry, Judge Cox stated, will be exhaustive. Practically everything unearthed in these preliminary studies believed of value in determining the FCC policies, or lack of them, and in getting a full accounting of the stewardship of its staff, will be the subject of eventual public hearings.

Aside from the examinations conducted in Washington, some 25 or 30 persons were examined in Florida personally by Mr. Garey. Other examinations included taking of testimony, in connection with the sales transaction involving WMCA, New York, by Donald Flamm to Edward J. Noble, Life-Saver Corp., president, with more than a dozen witnesses examined; about two dozen witnesses in connection with West Virginia station transactions, and about 50 persons in studies in Tennessee.

The flare-up over the refusal of Commissioner C. J. Durr to answer the Garey letter of inquiry about his personal financial affairs, tapered off last week, and the next step may be the examination of the Commissioner by committee counsel in closed session. Mr. Durr, after first refusing to answer the questionnaire [BROADCASTING, April 26, May 3] and drawing a stinging retort from Mr. Garey, now has offered to testify before the Committee in formal hearing.

Judge Cox has made it clear that the proceeding will not be a "trial" with right of cross-examination, but a customary Congressional investigation. Other members of his Select Committee, appointment of which was authorized by a virtually unanimous vote of the House last Jan. 6, are Reps. Hart (D-N. J.), Magnuson (D-Wash.), Wigglesworth (R-Mass.) and Miller (R-Mo.).

Press Reaction

The inquiry thus far has not drawn any appreciable amount of daily newspaper editorial reaction save in the liberal *PM*, which has vigorously attacked Judge Cox, Mr. Garey, and the Committee generally, and during the last fortnight, the *Washington Post*, independent journal published by Eugene Meyer, former governor of the Federal Reserve Board, which in a somewhat similar vein has criticized the proceedings.

Lashing out first on April 25 against the Garey questionnaire on the personal business transactions of FCC members, and the Durr refusal, the *Post* suggested that before the House Committee proceeds further with its FCC inquiries "an investigation of the Committee itself appears to be in order". It also asked why the House permits Rep. Cox to serve as chairman of a committee appointed to investigate the FCC "when he himself is under fire for having accepted a fee of $2500 from a Georgia broadcasting station [WALB in his home town of Albany] for services performed in its behalf." And the *Post* asks why the Department of Justice "has failed to take cognizance of Mr. Cox's irregular activities in view of the evidence submitted to it by the FCC."

Two subsequent editorials lambasted the Committee and the failure of Attorney General Biddle to institute proceedings against Judge Cox. The last one—May 3—concluded it was "high time for Mr. Biddle to let this evidence go before the grand jury or acknowledge a policy of unequal justice before the law where politics are involved."

U.S. Rubber Buys Philharmonic For 52 Sundays on the Full CBS

INSTITUTIONAL advertising by leading manufacturing companies wishing to keep their names in the public eye during the war accounted for one of the largest radio contracts in the industry with the announcement that U. S. Rubber Co., New York, has contracted with CBS for 52-week sponsorship of the Sunday afternoon Philharmonic Symphony Concerts. Deal is understood to be costing the company about $1,500,000 on a package basis.

The series of 52 concerts under U. S. Rubber sponsorship is expected to start May 23 on the full CBS network of 132 stations, with Dr. Artur Rodzinski, newly appointed conductor of the Philharmonic's 104 musicians, directing. Concerts will be heard Sundays, 3-4:30 p.m., from Carnegie Hall, New York, with the contract in no way effecting the orchestra's usual 28-week winter season at Carnegie Hall or its summer evening series from Lewisohn Stadium, New York.

Highlight of the broadcasts will be scheduled in the intermissions when Carl Van Doren, author-historian and recently named Pulitzer Prize winner, describes the scene of some famous historical event, after which a well-known actor or actress will deliver the actual words that were spoken. Raymond

(*Continude on page 51*)

White-Wheeler Bill Hearings May 25

No Witnesses Listed as Yet; Networks May Offer Evidence

HEARINGS on the White-Wheeler bill to reorganize the FCC now are scheduled to begin May 25, with spokesmen for the FCC and the industry due to appear.

Originally set for May 6, the hearings first were postponed until May 14 and then promptly deferred until May 18. The latest postponement was announced last Thursday by Chairman Wheeler (D-Mont.), who pointed out the session conflicted with a meeting of the full committee on railroad rate making.

To Hear Fly

While no formal list of witnesses has been devised, it was understood the committee would hear FCC-DCB Chairman James Lawrence Fly as spokesman for the Commission's majority and possibly also other members of the Commission. Tentatively, NBC and CBS plan to present evidence, along with the NAB. The trade association already has indicated its support of the White-Wheeler bill (S-814) and NAB President Neville Miller, at the War Conference in Chicago last month, urged united industry action in favor of corrective legislation.

It is presumed other groups also will testify. No word yet has been forthcoming from BLUE or Mutual, the other nationwide networks, as to whether they will present testimony. Similarly, Clear Channel Broadcasting Service, Network Affiliates Inc., and other groups representing segments of the industry are understood to be considering presentation of testimony.

The White-Wheeler bill would divide the FCC into two separate bodies of three members each, one to handle broadcasting services and the other common carriers. The chairman would be stripped of much of his authority. Functions of the FCC would be clearly defined to avoid misconstruction of the Congressional intent.

Spaghetti Schedule

CHEF BOY-AR-DEE Quality Foods, Milton, Pa. (spaghetti), has placed participation announcements four times weekly on WWJ, Detroit; thrice weekly on WLW, Cincinnati; five times a week on *Imogene Woollcott* on New England Network; a quarter-hour period five times a week on WHK, Cleveland; a five-minute period six times a week on WHAM, Rochester. Company is also sponsoring the MBS Boake Carter quarter-hour commentary Tuesday and Thursday on WOR, New York, at 12 noon to 12:15 p.m., and on Mondays, Wednesdays and Fridays on WOL, Washington; WCAE, Pittsburgh; WFIL, Philadelphia; WGN, Chicago. Agency is McJunkin Adv. Co., Chicago.



OFF TO WAR goes the 370-foot tower of KSO-KRNT's old transmitter, junked to supply 25 tons of steel for use against the Axis. Since KSO-KRNT built a new transmitter at South Des Moines, the northside transmitter and tower had been kept for auxiliary purposes. In addition to 25 tons of steel, the site has now yielded 60,000 feet of copper ground wire which has gone into service elsewhere, under direction of WPB.

FOUR JOIN BLUE; WJW ALSO SIGNS

FOUR stations have joined or will join the BLUE network between May 1 and 17, bringing the network's affiliates to 155, the BLUE announced last week. KTEM, Temple, Tex., joined May 1 as a bonus outlet. It is owned by the Bell Broadcasting Co., fulltime 250 watts, 1400 kc.

Effective May 3, two stations joined the Michigan Network, becoming BLUE outlets. They are WLAV, Grand Rapids, owned by Leonard Vesluis, 250 watts, 1340 kc., fulltime and WSOO, Sault St. Marie, 1230 kc., 250 watts daytime, and 100 watts nighttime.

WROK, Rockford, Ill., joins May 17 as a basic supplementary. It is owned by Rockford Broadcasters Inc., 1440 kc., 1000 watts day, and 500 watts night.

BLUE also announced that WJW, Akron, which has a construction permit from the FCC to move to Cleveland, will replace WHK, Cleveland, as its affiliate, effective on or about Aug. 15. If there is any delay in shifting the station to Cleveland, WJW will become a BLUE outlet only after it has started operations in Cleveland. Station, headed by Bill O'Neil, operates on 5000 watts, 850 kc., fulltime.

McClintock Recovers

MILLER McCLINTOCK, president of Mutual, will spend several weeks recuperating from the sudden attack of bronchial pneumonia which forced him to cancel his tour of the Midwest and Farwest. He will not return to his New York office until early June. Lester Gottlieb, publicity director of MBS, who had planned to make the trip with Mr. McClintock, is in Hollywood and returns to New York May 15.

Sevareid Elected

ERIC SEVAREID, CBS news reporter in Washington, has been elected president of the Radio Correspondents' Assn., Washington. Earl Godwin, BLUE, is vice-president; Richard Harkness, NBC, secretary; Rex Goad, Trans-Radio, treasurer, and Fred Morrison, Mutual, member of the executive committee.

CBS Declares Dividend

BOARD of directors of CBS has declared a cash dividend of 30 cents per share on the present Class A and Class B stock of $2.50 par value. Dividend is payable on June 4 to stockholders of record at the close of business on May 21.

Kirby, Mitchell, Macy Made Colonels; Army Also Promotes Warner, Pellegrin

PROMOTIONS in rank for a number of radio men now in the Army were announced last Thursday at the War Department.

Lt. Col. E. M. Kirby, former NAB public relations director, who heads the radio branch of the Army's Bureau of Public Relations, was promoted to a full colonelcy. Elevated to the same rank was Lt. Col. Curtis Mitchell, former editor of *Radio Guide*, who heads the Pictoral Branch in public relations. Col. Kirby is 36.

Promotion of Col. Kirby is regarded as particularly significant. It constitutes recognition of radio's position in public relations. According to best information, he now is the highest ranking officer in the Army assigned exclusively to radio. Col. Kirby was commissioned a year ago, but had served the preceding 18 months in the public relations bureau as civilian chief of its radio branch. Prior to joining the NAB in 1938, he was promotion manager of WSM, Nashville, and its parent company, National Life & Accident Insurance Co.

Lt. Col. J. Noel Macy, president of WFAS, White Plains, N. Y., and publisher of a number of Westchester newspapers, was promoted to a full colonelcy, serving as executive officer of the News Branch of public relations.

Maj. Albert B. Warner, former chief of the Washington news bureau of CBS, also attached to the public relations branch, was elevated to a lieutenant colonelcy. Promoted to rank of major was Frank Pellegrin, former director of the NAB Department of Advertising, serving as executive officer in the radio branch under Col. Kirby.

Capt. A. A. Schechter, former NBC news and special events director, commissioned in the Army Air Forces several weeks ago, last week reported for active duty in the public relations branch of Air Forces.

G. Foods Campaign Is Set By Keyston

26 Weeks, 15 Per Week, O 103 Small Stations

KEYSTONE Transcription Network is being used by Gener Foods Corp. of New York in large scale campaign on small st tions. Keystone headquarters sa the campaign is recognition of th increasing importance and valu of the small station and the u usual promotion job that can b done by this type of outlet for th national advertiser.

Action of General Foods is pa ticularly significant, Keystone e ecutives said, in view of the di cussions and programs at the NA War Conference on the subject the small station.

General Foods will promote Po Toasties, Post Raisin Bran, Po 40% Bran Flakes, Grape Nuts ar Grape Nuts Flakes. Series consis of three announcements per da five days per week—15 per wee Territories selected by the adve tiser and his agencies were bas on sales districts and station lis were chosen to parallel distrib tion.

Release on Post Toasties, Raisi Bran and Bran Flakes is by Be ton & Bowles Inc. of New Yor other items by Young & Rubica Inc. of New York.

Original run is for 26 week commencing May 17. Jack Benn and Rochester are talent on som of the cuttings.

The 103 stations:

KFFA KBTM KOTN KIUP KFXJ KOK KID WSOY WEBQ WJPF WLDS WTP WKMO WLBC WKBV WADV KVP KBIZ KVAK KGNO KIUL KVGB WLI WOMI WHOP WPAD KALB KVOL KBI WFMD WJMS WHLS WTCM KFA KWLM WCBI WJPR WGRM WGC WFOR WAML WSKB WMIS WQE KHMO KWOC KWOS KDRO KRJF KGC KORN KHAS KGFW KGNF KGKY WSM KICA WALL WHDL KOVC WMR WPAY KVSO KCRC KSWO KHE WBBZ WCED WMRF WJZM WHU KNEL KEEW KBWD KAND KDNT KLU KGBS KSAM KOCA KPAB KFRO KRE KNET KPDN KVIC KGRB KGFX KOB KWAT WJLS WLOG WBRW WBT WATW WIGM WJMC KDFN KFF KPOW KVRS KWYO KASA.

NO DECISION AGAI IN MONOPOLY CAS

AN EXPECTANT broadcastin industry was again disappointe last Monday when the Supren Court, despite the heaviest decisio day of the year, failed to han down its opinions in the hotly co tested network monopoly cases.

Pending since the arguments February, the rulings have bee expected for the last couple months. Also pending before t Court is the so-called clear-chann breakdown case, involving KO Denver, and WHDH, Boston, t latter having been assigned fulltim operation on KOA's 850 kc. cha nel. This case was argued la month.

Legal observers expect both dec sions any Monday. Whereas th odds appeared to be in favor an FCC victory in the highest tr bunal earlier, the fact that t Court has delayed so long indicat a divided bench with the decisi going either way.

How to Keep Ad Copy Out of Trouble

Edit All Commercials With Leading Court Decisions as Guide

By FREDERICK J. CULLEN, M.D.*
Executive Vice-President, The Proprietary Association



DR. CULLEN

/E FREQUENTLY point out iat in our opinion the officials of ie Food and Drug Administra- on and the Federal Trade Com- ission overstep the authority ranted them by the Acts they are nforcing, and that they therefore ould be censured for unjust in- rpretations of the particular cts. Nevertheless, whether we ke it or not, the regulation of dvertising and of labeling is here nd here to stay.

From time to time court deci- ons have been rendered, either in pport or rejection of cases that ave been submitted to the courts y either the Federal Trade Com- ission or the Food and Drug Ad- inistration.

Most of these decisions were endered in interpretation of cer- ain provisions of the 1906 Food nd Drug Act, but they carry ver and are effective under the 938 Federal Food, Drug and Cos- etic Act, and also the Wheeler- ea amendment to the Federal rade Commission Act, since both f these acts contain words or hrases that are the same as, or imilar to, language contained in he 1906 Act.

Facts, the Basis of Copy

In the past it was the custom to se drug products based upon em- iricism. Our forefathers in medi- ine were keen observers and they new much about the drug prod- cts that they used. In many in- tances we still use a drug prod- ct on the empirical basis, but, as ve have attempted to make clear, dvertising and labeling for me- icinal preparations must be based pon statements of fact, as far s it is possible. In order to make tatements based upon facts, ex- ensive research work must be con- ucted to supply the manufacturer vith the facts to place before his dvertising agency. The agency ust use such facts as a basis for he copy that it prepares, and it ust use the material as *facts*, and ot distort it in any manner.

It seems to me that the day has assed when such extravagant ad- ectives as "magic," "remarkable," amazing," etc., can be used with propriety in the advertising of medicinal preparations. The practice of medicine is a dignified profession and one who sets out to prepare medicines intended to relieve human suffering is assuming a peculiarly distinctive responsibility which carries with it dignity. Therefore, the advertising for medicinal preparations should be dignified and in good taste, based upon fact. Extravagant or "scarehead" copy which is usually seen in the so-called "scandal sheets" should not be used.

Fundamental Decisions

In preparing copy I believe that the copywriter should keep constantly before him certain court decisions. Several of these decisions are quoted below. It is true that they were rendered in labeling cases, but the language of these decisions is also applicable to advertising.

Framework of Advertising Copy

The first decision from which an excerpt is given is the granddad of all decisions, and sets up a framework within which advertising copy must be constructed. The excerpt is as follows:

"The statute is plain and direct. Its comprehensive terms condemn every statement, design and device which may mislead or deceive. Deception may result from the use of statements not technically false or which may be literally true. The aim of the statute is to prevent that resulting from indirection and ambiguity as well as from statements which are false. It is not difficult to choose statements, designs and devices which will not deceive. Those which are ambiguous and liable to mislead should be read favorably to the accomplishment of the purpose of the act." 265 U. S. 438, Apple cider vinegar case, N. J. 12367 Dis. Ct. N. D. Ohio 1/12/20.

Effect of First Impression

Several other decisions are called to your attention. One points out that if the first impression of the label is misleading (which would perhaps be the heading of the label), such labeling must be considered in violation of the law, even though statements are included in the body of the label which may on careful reading correct the first and erroneous impression. The excerpt is as follows:

"If as a matter of first impression the label of an article tends to convey a false and misleading impression such an article is misbranded even though a deliberate reading of the label might correct such an impression. The average retail purchaser does not delay to make a careful analysis of the label but contents himself with a hasty glance or cursory examination." 186 Fed. 399. N.J. 1050 Dis. Ct. E. D. Wis. 4/1911. U. S. v. 10 barrels of Vinegar.

Effect of Type Size

The next decision points out, in effect, that where false impressions may be conveyed by large type in one portion of the material the impression cannot be corrected by the use of smaller type in another portion of the labeling. The excerpt from the decision reads as follows:

"A statement in large type on a label which conveys a false or misleading impression constitutes misbranding, even though the misleading impression created by such statement is corrected by another statement in small type." 192 Fed. 864, N. J. 2098 Cir. Ct. of App. 6th Cir, 12/5/11. U. S. v. Frank (White Pepper).

Effect on Average Person

The next decision perhaps goes further to explain what is meant by the two decisions immediately preceding. It points out that the average person reading a label is not skilled in medicine, chemistry, etc., and is therefore not capable of making fine decisions as to the value of the product under consideration. The excerpt is as follows:

(*Continued on page 50*)

WHEN a national network sent a man to Washington to handle continuity clearance, it didn't take him long to hunt up Dr. Frederick J. Cullen, Executive Vice President of the Proprietary Association. The network man outlined his new job to Dr. Cullen and asked his cooperation in checking proprietary drug copy. Dr. Cullen's reply was to the following effect: You're the man I've been looking for.

Dr. Cullen believes that many of his members' difficulties with regulatory agencies stem from over-zealous copywriters. A firm believer in the right to self-medicate and the contributions that proprietary medicines make to public health, Dr. Cullen also believes that successful advertising campaigns can be based on factual material presented in a dignified manner.

Known as a hard-hitting critic of Government policies in the field of drug labeling and advertising—when he believes those policies to be wrong, his views become important news when he turns to the proprietary industry and the advertising profession in an effort to outline the kind of advertising which he thinks will keep both out of trouble.

Whether advertising writers know it or not, Dr. Cullen passes on a major portion of their proprietary drug copy, for most of the leading proprietary medicine manufacturers submit copy to him before using it. Several important radio stations have long followed a similar practice.

In this article, Dr. Cullen warns as to what courts have held to be false and misleading. Substitute the word "advertising" for the word "labeling" in each of the accompanying excerpts from court decisions to get the applicability of Dr. Cullen's comments to radio continuity. In some instances, regulating agencies have taken the view that the spoken word may be more misleading—at least more difficult to qualify—than the written word.

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* Dr. Frederick J. Cullen is a graduate egistered pharmacist, who has sold med- cines from behind a retail drug counter. He is also a graduate of the University of Colorado Medical College, and engaged in he private practice of medicine for 12 ears. He was a medical officer in the J. S. Army with General Pershing in Mexico and then a regimental surgeon in France during World War I.

From 1919 to 1929 Dr. Cullen was in rivate practice in several locations in he State of Washington. In 1929 he worked with the U. S. Public Health Serv- ce for a short time and then became associated with the Food & Drug Admin- istration, the toughest and probably the fairest drug regulatory agency in Wash- ington. Most of his time with FDA he served as Chief of the Drug Control Divi- sion, which had direct control over pro- prietary medicines. In 1934 he left the Government service to become Washington Representative of the Proprietary Associa- tion. In 1940 he was made Executive Vice-President.

Post-War Set Sales Potential Estimated 25 Million Yearly

Of $165 Billion Market in 1946, Radio Equipment Allocated Share of $1,100,000,000

APPRAISING the post-war radio receiver market Edward J. Detgen and Lawrence D. Batson, Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, point out that if an estimated $165 billion annual post-war market for all goods and services is correct, the radio and phonograph manufacturing industry might be expected to produce $880 million worth of home equipment per year. Assuming the average retail price of a set continues at $35 (the 1938-41 average), this would mean an annual sale of 25 million sets in the U. S.

These figures appear in "Appraising the Post-War Radio Market", in the April 29 *Domestic Commerce*, which is largely devoted to interpretation of "*Markets After the War*", economic study reported in BROADCASTING, May 3.

In the earlier report, it was estimated that the total expenditure for radio equipment in 1946 might amount to $1,100,000,000, or 0.67% of a total national market of $165 billion. This proportion would represent the highest allocation from the "consumers dollar" since 1931, when 0.68% of total national expenditure went for radio equipment. In 1930, 0.92% went for this purpose, almost one per cent of all the money spent in the U. S. in that depression year.

High Set Obsolescence

To test their estimates of set sales, the authors compare them with previous experience in the industry. Of 36 million U. S. families in 1942, approximately 30 million owned about 60 million sets. Fifty per cent of these families owned one set each; and the remaining 15 million families owned 45 million sets, of which 15 million can be regarded as primary sets and 30 million a secondary sets.

Assuming a life span of seven years, a high percentage of the primary sets would be obsolete by 1946. It is asked whether this would hypothecate an immediate unsatisfied demand for 30 million primary sets—or a new one for each radio family in the U. S.

Past annual sales have never exceeded 10 million sets. This raises the question whether high sales volume could be expected to continue. In answer, the authors point to the significance of the market for replacement of secondary sets.

An important consideration is the possibility of changes in the prices paid for radio receivers. Some radio manufacturers are of the opinion that the benefits of Frequency Modulation are so great that FM broadcasting and receivers will inevitably replace the present system. From this they reason that the average set will be costlier, since it will cost more to build.

In the accompanying table, the Commerce Department study summarizes radio production, sales and price statistics to date.

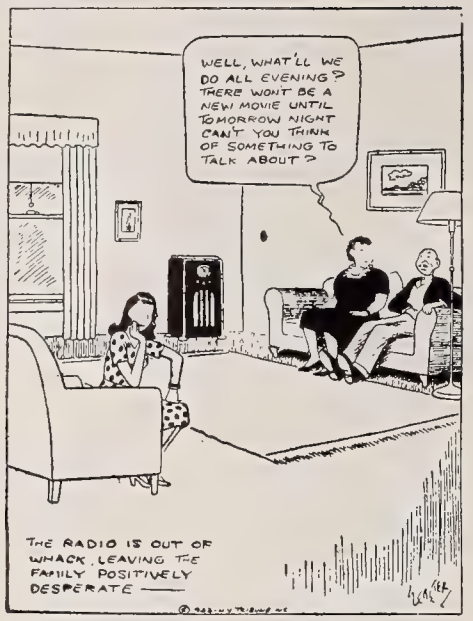
WILLIAM HILLMAN, Washington BLUE correspondent, was invited to address a special meeting of the Business Advisory Council of the WPB at the Homestead in Hot Springs, Va., Saturday, May 8. Invitation came at the request of Donald Nelson, WPB chairman.

Home Radios and Phonograph Combinations Production, Sales, Average Prices, and Number in Use

	Production (a)			Retail sales (Industry estimates) (b)			Use statistics (b) (000 omitted)	
Year	Thousands of sets	Factory value (c) ($1,000)	Average price	Thousands of sets	Value ($1,000)	Average price	Number of sets	Families owning sets
1922				100	$5,000	$50	400	60
1923	414	$13,995	(d)	250	15,000	60	1,500	1,000
1924				1,500	100,000	67	3,000	2,500
1925	2,293	89,145	(d)	2,000	165,000	83	4,000	3,500
1926				1,750	200,000	115	5,000	5,000
1927	1,938	95,162	(d)	1,350	168,750	125	6,500	6,500
1928				3,281	388,000	118	8,500	7,500
1929	4,938	249,602	$50.50	4,435	591,543	134	10,500	9,000
1930				3,793	206,100	54	13,000	12,049
1931	3,647	113,214	31.00	3,312	219,060	66	15,000	14,000
1932				2,477	117,710	47	18,000	16,810
1933	2,788	53,837	19.30	3,082	102,301	33	22,000	20,402
1934				3,304	122,880	37	28,000	21,456
1935	4,398	103,563	23.60	4,375	216,590	49	30,500	22,869
1936				6,746	394,819	59	33,000	24,600
1937	5,844	131,526	22.40	7,631	303,690	40	37,600	26,429
1938				5,823	210,000	36	40,800	27,500
1939	8,735	129,767	14.80	9,000	289,000	32	45,200	28,700
1940				10,900	345,000	32	50,100	29,400
1941				11,100	420,000	38	56,000	30,300
1942				3,550	124,250	35	59,340	30,800

(a) Census of Manufactures.
(b) Industry estimates principally from *Radio Retailing*, *Radio Today*, and BROADCASTING. Principal exception: 1930 number of radio families from Census of Population.
(c) Value only of the sets reported by number. Small additonal margin where number was not given.
(d) Totals include considerable proportion of sets not for home use.

The Unseen Audience



Webster in the Washington Post

Castoria Warning Aired On Public Service Basis

COOPERATION of the four major networks in carrying announcements last Tuesday night and Wednesday morning warning consumers and retailers to return to the Centaur Co., Rahway, N. J., all bottles of Fletcher's Castoria purchased in the past 60 days, has contributed largely to the success of the company's efforts to call in the product when it was discovered that a foreign ingredient therein was causing nausea and vomiting. According to Harold B. Thomas, vice-president of Sterling Drug Inc., New York, of which Centaur is a subsidiary, the company thoroughly "appreciates the efforts of the networks" in distributing the warning to stations throughout the country on a "public service basis", despite the fact Centaur had offered to pay for the announcements.

Centaur's use of radio backed up an intensive campaign last week in every daily newspaper in the country, including the foreign language and Negro papers. The newspaper ads, headed "Important Announcement," told in about 50 words the reasons for the warning and why it was "necessary to withdraw and recover all Fletcher's Castoria outstanding."

Spots For Film

UNITED ARTISTS is using spot announcements to promote "Lady of Burlesque", its latest release. In Hartford, birthplace of Michael Shea, featured star, the movie firm bought time on the city's four stations WDRC WNBC WTIC and WTHT, for an intensive spot drive, May 8 and 9. Spots may also be used in other key cities in conjunction with showings of the picture. Agency is Donahue Cole, New York.

Wheat Germ on WEAF

B. MEIER & SON, New York, currently using spot announcements on about ten stations nationally for Golden Center Wheat Germ, has added three transcribed announcements weekly on Pat Barnes' *Morning in Manhattan* on WEAF, New York. Agency is H. C. Morris & Co., New York.

Small Stations Subsidy Vetoed

OWI Wants Industry To Carry Program Burden

PLANS for financial assistance to small stations, either in the form of Government paid time or through a series of Government produced programs available for local sponsorship are out of the window, so far as OWI is concerned, it was indicated last week when officials of the Radio Bureau returned to Washington from the NAB War Conference.

The NAB session had brought forth virtually unanimous opposition of broadcasters to Government subsidies along any line, but the Small Stations Problems Steering Committee had recommended that the Government process programs for sponsorship in the same way it makes mats available to newspapers.

Radio Bureau officials said, however, there was little likelihood that OWI would expand its producing activities. They said, on the basis of statements by Don Stauffer, chief of the Radio Bureau, that it was far more probable the Government would curtail these activities.

They pointed out that Elmer Davis, OWI chief, had stated his opposition to any form of subsidy long before the convention, but that the Radio Bureau had reserved its decision until the NAB meeting, in hope of getting an indication of broadcasters' feelings. Mr. Stauffer said he was convinced that radiomen do not want a subsidy, and that his organization will work on that assumption until evidence appears to the contrary.

Mr. Stauffer told broadcasters in Chicago that OWI intended to depend on the industry to carry the burden of bringing the Government's message to the people. He said it was his Bureau's intention to produce a show only when no network was doing the job, or no broadcaster was willing to assume the responsibility.

Officials of the Radio Bureau point to OWI's limited budget as one reason why producing would be out of the question. They also explain that there would be difficulty arranging talent to do Government shows if the shows were to be used commercially.

AFRA Panel Named

DR. WILLARD L. THORP, Director of Economic Research of Dunn & Bradstreet and editor of *Dunn's Review*, has been chosen as the third member of the American Arbitration Assn. panel which will hear the dispute of the American Federation of Radio Artists and the BLUE over whether talent employed on the *My True Story* series should be paid at the sustaining or commercial scale. Roy S. Durstine, advertising agency president, was chosen by the BLUE as one member of the panel. AFRA's selection was Robert S. Lynd of the Columbia U. Dept. of Sociology [BROADCASTING, April 19]. Hearing will be held within the next two weeks.



"I HEARD ABOUT IT ON STATION W-H-O!"

● Iowa grocers themselves have now backed up what we've always told you about *WHO's ability to sell grocery-store items.*

Surveyed last November by their own Retail Grocers and Meat Dealers Assn., Iowa grocers said "WHO helps to sell more goods than any other state-wide medium."

Asked which of four media they preferred, they voted as follows:

For Radio	68.3%
For Large Newspapers	20.5%
For Farm Papers	9.4%
For Billboards	1.6%

Among those who voted for Radio, individual-station preference showed as follows:

Prefer WHO	71.2%
Prefer Station B	9.6%
Prefer Station C	2.7%

(No other station received as much as 2% of votes.)

Study the figures carefully and you'll see some interesting side-lights. Such as that WHO alone received over 5 times more votes than *any* newspaper—over seven times more votes than any *other* radio station.

Complete Survey will be *gladly* sent you on request. Or ask Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

War Is Principal Subject at Columbus

Industry's Performance Is Praised And Challenged at Education Sessions

NETWORK and station representatives attending the annual Institute for Education by Radio at the Deshler Wallick Hotel in Columbus, O., heard themselves alternately lauded and lambasted for their war activities, enjoyed several chances to air their own grievances to OWI men and fought to a draw another round in a battle against censorship.

Some 700 delegates from 32 states, Canada and England attended the Institute from April 30 to May 3, held under sponsorship of Ohio State University and devoted this year to the general theme, "Radio in the War and After."

Delegates included network and local station key figures, high school and college educators, university radio station production men, radio writers, government officials and public relations men from the War and Navy departments.

Glade's Talk Is Conference Highlight

Generally accepted as a highlight of the four-day meeting, insofar as commercial radio spokesmen were concerned, was the address delivered May 1 at the NAB sectional meeting by Earl J. Glade of KSL, Salt Lake City, chairman of the code compliance committee of the NAB.

In a hard hitting speech, Mr. Glade laid down the law in the much discussed question of "What Is Public Interest, Convenience and Necessity?" in the process of which networks, advertising agencies, local station managers, the government and the public came in for a share of criticism.

The Institute got under way Friday morning, Apr. 30, with an icebreaker in the form of Mutual's *Answering You* program, cut for Sunday broadcasting and featuring half a dozen Columbus people to match wits and conversation with their London allies on the topic of the common speech of America and England.

First general session was held Friday night, April 30, devoted to the subject, "Radio's Wartime Strategy," during which Sherman H. Dryer, youthful guiding light of the University of Chicago's radio productions, touched off some fireworks that sputtered until the last delegate went home.

Mr. Dryer, author of a recently published book, "Radio in Wartime," insisted the industry should have organized a super-board of strategy long before the war to plan for radio's offensive and defensive actions when and if war should come.

It was more or less a red flag to an industry already touchy because of regulation and those who didn't jump to their feet to disagree that night, cornered Dryer in the hotel lobby in the days that followed to speak their vehement pieces.

Kobak Talks On War-Time Problems

Next morning, May 1, at a general session on problems of wartime operation, Edgar Kobak, executive vice-president of the BLUE Network, who led the discussion, started the battle anew by a curt announcement that, as far as BLUE is concerned, it needs no "advisory committee to help it make mistakes."

Getting down to the subject at hand, he declared that problems of wartime operation might be listed as music rights, wages, unions, anti-trust suits, lack of physical equipment, loss of workers, getting wire lines, clearing scripts through government organizations, and the old peace time problems such as requests for broadcast tickets and the perennial sponsor with the niece who is a good soprano.

Mr. Kobak announced he was going to toss out the formal subject chosen for the discussion and substitute another, more important, namely, "How Can Radio Help Win the War?"

He said he believed that radio has not done a good job of "selling" the war and asked for some plan that would do that selling job for the war as a whole, rather than isolated phases such as periodic needs for recruits for the armed forces and the domestic angles like saving kitchen fats.

Radio has done a good job of selling morale, he pointed out, but not the war. He advocated a little more subtlety in the choice of words that radio must use to make the people war conscious, such as "sharing," which he said had less harsh connotations than the overworked "rationing." Other speakers at the session were generally in agreement that radio has not done the job it could have done in helping to win the war.

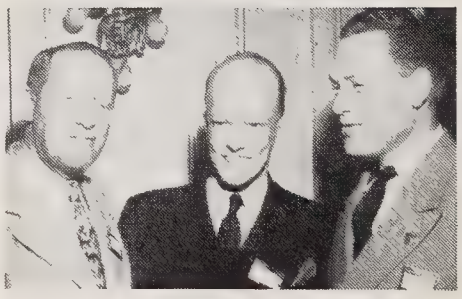
Heller, Novik On Smaller Stations

Lawrence J. Heller, president of WINX, Washington, declared flatly that radio itself cannot win the war, but can only inspire. He blamed smaller stations for lethargic attitudes, suggested that they personalize the war for their listeners by dramatizing stories of local boys in the service thereby "reducing war's dimensions to intelligible terms."

Local radio stations are sitting back and letting the networks do all the work of boosting the war, according to M. S. Novik, director of WNYC, New York City, who warned local stations that if they want to save their own skins they will change tactics. Mr. Novik also critized locals for placing the government's wartime spot programs during ineffective times and said they should be given decent breaks on good time periods.

Gilbert Seldes, CBS television programs director, stood up for radio's behavior, defending popular programs with the pronouncement that without them people won't listen to the educational and war programs which networks have been accused of earmarking for bad spots.

The old and still unsettled question of how far censorship should go in wartime bobbed up again in a session Saturday morning, May 1.



PREXY HIMSELF discussing Institute activities. Dr. I. Keith Tyler, Ohio Institute director (center), with Jennings Pierce, manager of public service, NBC, Hollywood (left) and John Carpenter, KOIN-KALE, Portland, Ore.



KEYNOTE SPEAKERS at the Ohio Institute sessions were Sir Gerald Campbell, British Minister and special assistant to the British Ambassador (left) and NAB President Neville Miller.

The speakers were Carroll Alcott, Far Eastern observer for WLW, Cincinnati; W. W. Chaplin, NBC foreign correspondent; Charter Heslep, news editor, broadcasting division, Office of Censorship; Irwin Johnson, director of developmental programs, WBNS, Columbus; Lt. Col. E. M. Kirby, chief of the radio branch, bureau of public relations, War Department; Cesar Saerchinger, NBC commentator; and W. R. Wills, former Tokyo correspondent for CBS.

Censorship Is Widely Discussed

Col. Kirby and Mr. Heslep insisted that military security is the only yardstick censors dare employ in wartime and, despite fairly violent assaults by the correspondents, managed to hold to their point to the satisfaction of one of the largest crowds that gathered for any session of the Institute.

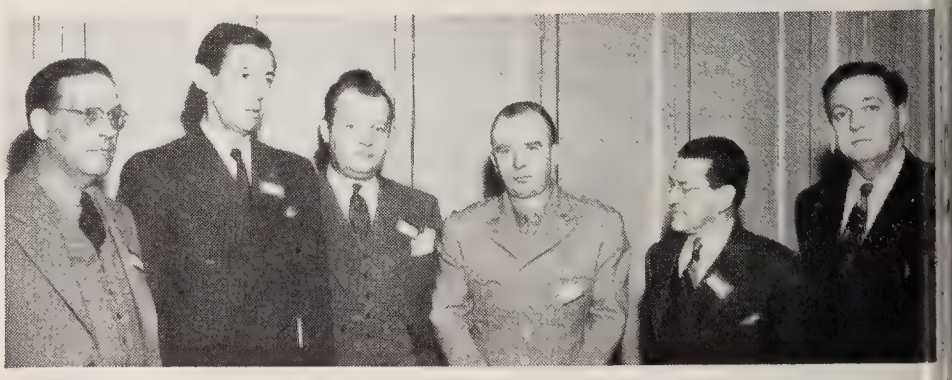
Mr. Chaplin, picking on the much worried subject of the Tokyo raid, insisted that 11 months was too long a wait before breaking the facts in toto and assured everybody that spies in India, where he happened to be when Gen. Doolittle's bombers landed there, knew the whole Shangri-la story soon after the raid.

Mr. Heslep parried with tales of censor slips that have caused headaches to the military during the course of the war so far and insisted that the "better be safe than sorry" attitude was the only sensible one that could be adopted by President Roosevelt, Gen. Marshall and Admiral King, who are, he pointed out, the men who have the final responsibility.

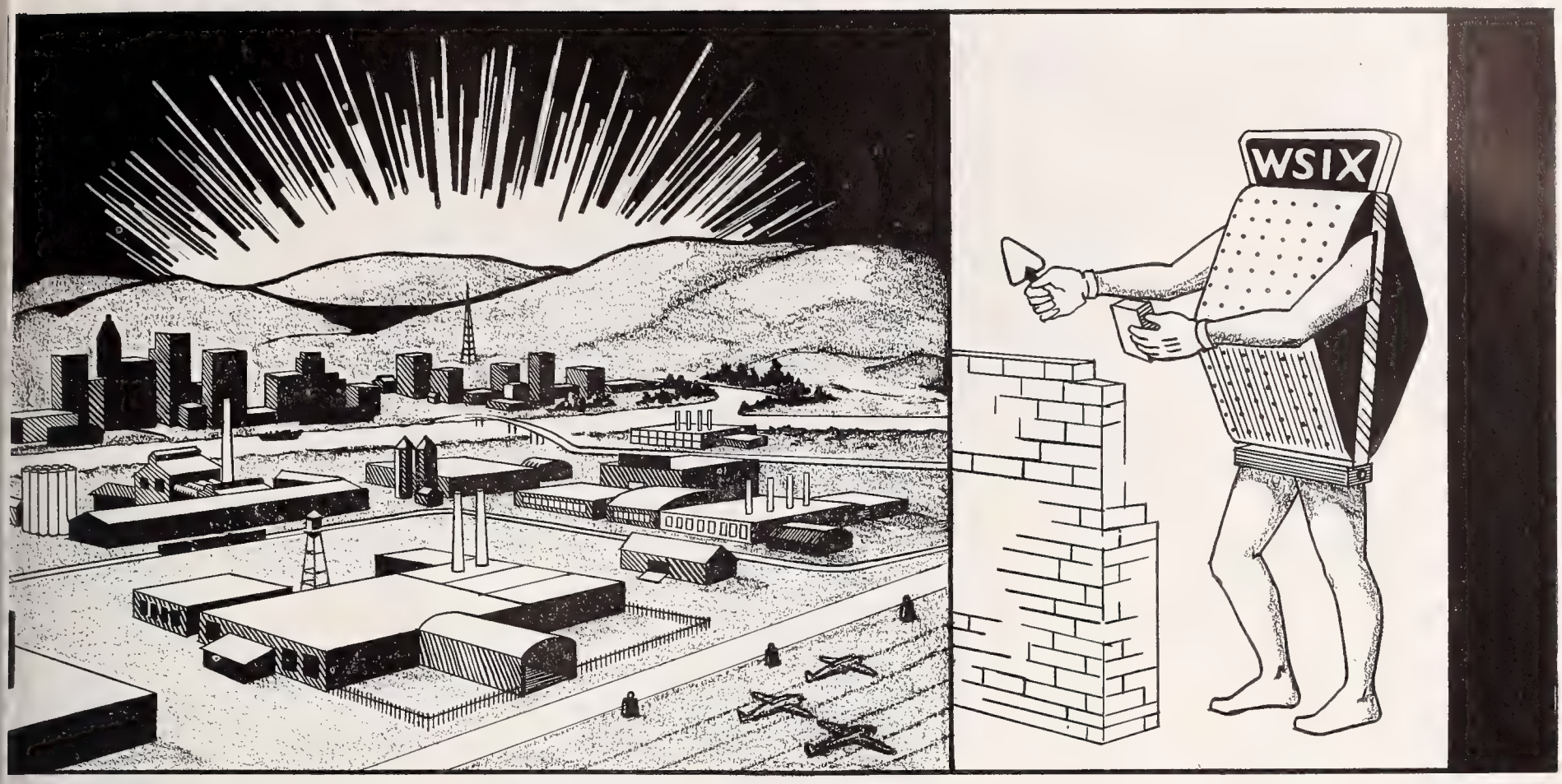
Mr. Wills who was a Jap prisoner for six months in Tokyo, expressed what seemed to be a common sentiment among the audience members when he announced that he believed the American people's dissatisfaction with censorship is actually a fear that censorship is only the beginning of measures more stringent and less in keeping with the behavior of a genuine democratic form of government.

To this charge Mr. Heslep coun-

(*Continued on page 46*)



NEWS CENSORSHIP as it affects radio was debated at the Institute for Education by Radio in Columbus, May 1, by these spokesmen (l to r) W. R. Wills, former Tokio correspondent, CBS; W. W. Chaplin, NBC foreign correspondent; Irwin Johnson, director of developmental programs, WBNS, Columbus; Col. E. M. Kirby, chief, radio branch, Army Bureau of Public Relations; Caesar Saerchinger, NBC news analyst, and Carroll Allcott, Far Eastern observer for WLW, Cincinnati.



Don't Ask "How's Business?"

PEOPLE in Nashville don't ask "How's business?" any more. Everybody knows it's fine—never better—in the whole Nashville territory.

Latest reports show these gains over last year in Nashville:

Retail sales up 57%
Bank Clearings up 35.45%
Power consumption (industrial) up 19.45%

With WSIX to cover the market, well-planned sales campaigns in the Nashville area right now are scoring heavily.

For full information about this market and station, contact WSIX or Spot Sales, Inc., National Representatives.

Member Station The Blue Network and Mutual Broadcasting System

5000 WATTS

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

980 KILOCYCLES

IRE Balks At Fly Post-War Project

Would Eliminate FCC From Industry Planning

PLANS originally espoused by FCC Chairman James Lawrence Fly and the Radio Manufacturers Assn. for a post-war planning organization covering manufacturing and research in radio and related fields were rejected last week by the Radio Manufacturers Assn. which proposes an alternative project to be governed by the electronics, communications and radio industries.

At a meeting in New York last Wednesday the Board of Directors of IRE tentatively proposed a plan under which the technical and trade associations of the electronics, radio and communications industries including the NAB would set up a Radio Technical Planning Board, to handle all matters relative to these arts except those of government regulation in the post-war period.

Prevented Announcement

The original plan contemplated a governing committee made up of the heads of the FCC, IRE and RMA. Chairman Fly was to have announced perfection of the project at the NAB War Conference in Chicago last month but failure of IRE Board to approve it by telegraph blocked this. RMA announced, however, that it had approved a modified version of the original plan. Neither of these plans placed the broadcasting industry on equal footing with the other trade groups.

IRE named a committee headed by Haraden Pratt, vice-president and chief engineer of Mackay Radio and Telegraph Co. to draft a plan along with a charter satisfactory to all groups affected.

Reverses Fly

Roughly, it is understood, a council would be formed to establish membership of the proposed Board as well as outline the scope of its activities. The plan would be a full scale reversal of the original suggestions espoused by Chairman Fly and RMA.

It is understood the IRE suggestions will be that representatives in equal number be named from RMA, IRE, American Institute of Electrical Engineers and perhaps smaller delegations from the NAB, American Radio Relay League, FM Broadcasters Inc., and lesser technical trade groups in the industry.

Previously RMA had decided to embark on the Board venture and appropriated $10,000 for the purpose.

Bacher to Pictures

WILLIAM A. BACHER has resigned as radio director of Sherman and Marquette, Chicago. As a director of Warner Bros. Pictures he soon will start work with Howard Hawks on the movie "Battle Cry." Mr. Bacher will continue until replaced thru the agency on CBS Tuesday 8:30 to 8:55 p.m. by Colgate-Palmolive-Peet Co., Jersey City (tooth powder.)



TESTING STUDIO and equipment newly installed by Radio-Recording Division of NBC, Hollywood, to transcribe West Coast shows produced under auspices of Special Services Division of War Department, is this Government production staff and NBC engineer. Recording contract covering programs shipped overseas to the AEF was signed in late April. Equipment-checkers (l to r) are Tom McKnight, formerly producer of William Esty & Co., on CBS *Blondie*, sponsored by R. J. Reynolds Tobacco Co.; Lt. Victor Quan, recording expert; Pvt. Ed Dela Pena, technician; Silvio Caranchini, NBC engineer in charge of the dubbing unit, and Pvt. Bob Welch, onetime NBC producer on the weekly *Jack Benny Show*, sponsored by General Foods Corp.

BATTERY OUTPUT REPORTED UP 25%

EFFORTS of WPB officials to relieve a shortage of farm-type radio batteries are having some measure of success, it appeared last week on the basis of preliminary reports on April production figures, now being compiled by the WPB Consumers Durable Goods Division.

With returns still incomplete, a spokesman for WPB said that the May 1 production rate for dry cells for home radios was about 25% above the April 1 rate. No actual figures are yet available but WPB has reported that the production rate has been about 200,000 monthly [BROADCASTING, March 29].

On the basis of these reports, even the present increased rate would fail to meet the goal of 6,500,000 batteries annually, reported to have been recommended by the Office of Civilian Supply. WPB has explained that production of batteries for civilians must await prior claimants.

Wm. J. Slocum

WILLIAM J. SLOCUM, well-known sports writer and baseball contact man for General Mills Inc., died last Thursday in New York following a heart attack. He was 59. Since 1938 he has been in charge of General Mills baseball radio sponsorship. He is survived by four sons, Bill Slocum Jr., special events director of CBS; John Francis, with the publicity department of 20th Century-Fox; Charles, a sergeant in the Army, and Francis Edward, who lived with his father.

Made Chicago Manager

ALLEN KOEHLER, for the past six years a salesman of WTMJ, Milwaukee, was appointed manager of the Chicago offices of North Central Broadcasting System effective May 1. Previous to his work on WTMJ, he was manager of the *Chicago Tribune* classified advertising department for 11 years. His offices are at 360 North Michigan.

Sub for Benny

GENERAL FOODS Corp., New York, will replace Jack Benny's NBC program, Sunday, 7-7:30 p.m., with its current CBS program, *Those We Love*, beginning June 6 and continuing through Sept. 26. Latter program is heard Sun., 2-2:30 p.m., in behalf of Grape Nuts, Grapenuts Flakes and Wheatmeal. Benny's show, expected to return in the fall, promotes Grapenut Flakes, with trailers and cut-ins for Wheatmeal and Post Raisin Bran. Agency is Young & Rubicam, New York.

SCRIPPS - HOWARD'S HANRAHAN A MAJOR

JAMES C. HANRAHAN, executive vice-president of Scripps-Howard Radio Inc., and directing head of WMPS, Memphis, has been appointed a major in the Army Reserve and reports to the Military Government School at Charlottesville, Va., May 14. He follows into the service Jack Howard, president of Scripps-Howard Radio, who was commissioned a lieutenant (j.g.) in the Navy several months ago.

Mortimer C. Watters, vice-president of Scripps-Howard Radio and manager of WCPO, Cincinnati, will have general supervision of WCPO, WNOX, Knoxville, and WMPS during Maj. Hanrahan's absence. Richard B. Westergaard, also a Scripps-Howard vice-president, continues as general manager of WNOX, and Harold R. Krelstein, commercial manager of WMPS, will have charge of operations of that station, assisted by Francis S. Chamberlin, veteran Memphis broadcaster.

Poor of WHBQ Killed

REPORTED death of Private John Elgen Poor, former announcer of WHBQ, Memphis, in Florida, May 1, is the 22nd war casualty recorded for former men in the broadcasting industry. Private Poor, on WHBQ for five years until he enlisted in the Army Air Forces last October, was killed instantly when a jeep he was driving overturned at Naples, Fla.

Grade Label Study Scheduled May 24

AN "AGGRESSIVE" Congressional study of OPA grade labeling and standardization plans has been promised by Rep. Boren (D-Okla.), chairman of a subcommittee of the House Interstate and Foreign Commerce Commitee, which will begin public hearings under the Halleck Resolution (HRes. 98) May 24.

A letter from Rep. Lea (D-Cal.), chairman of the full commerce committee, last week asked OPA Chief Prentiss M. Brown to postpone any grading or stabilization order already issued or contemplated. Mr. Brown reserved comment, but other OPA officials said compliance would cripple all OPA's price ceiling plans under the President's "hold the line order."

Viewpoint Changed

Early in the week it was indicated that Mr. Brown had again changed his mind on grade labeling of the 1943 fruit and vegetable pack despite protests of canners that the regulations were impractical. An order repudiating the grade labeling requirements is reported to have lain on Mr. Brown's desk without action. At the same time 15 women's organizations protested to President Roosevelt and Economic Stabilization Director James F. Byrnes against repeal of the order, and Miss Faith Williams, of the Labor Dept. cost of living division, endorsed their position.

Serving on the Committee with Rep. Boren at the hearings May 24 will be Rep. Halleck (R-Ind.) who raised the grade labeling issue in Congress. Also on the committee are Reps. Beckworth (D-Tex.) Myers (D-Penna.); Harless (D-Ariz.); Brown, (R-O); Wolverton (R-N.J.).

In calling the public hearings Rep. Boren explained that the committee feels producers and consumers are concerned that OPA regulations are aimed more at reform than at controlling infiation or winning the war. He said the committee would determine whether the agency was exceeding its authority.

Babbitt Introduces Soup On NBC Daytime Period

B. T. BABBITT Inc., New York maker of Bab-O and other cleaning agents, has introduced a new dehydrated soup bearing a trade name tying in with a character in its NBC daytime serial, *David Harum*. Named Aunt Polly's Soup Mix, the product was first advertised on the serial April 19, coincident with the script activities of "Aunt Polly", who has become engaged in a soup-making project.

Product will be advertised on an alternating basis with Bab-O, on *David Harum*, and on a new NBC serial scheduled to start May 31 in the five-weekly 10-10:15 a.m. period on 65 stations [BROADCASTING, April 12]. Company discontinues CBS broadcasts of *David Harum*, May 12. Agency is Duane Jones Co., New York.

HERE IS THE PICTURE IN Detroit



	1937	1941	1942	Change 1941 to 1942
*Savings Deposits	$242,625,227	$331,219,306	$502,584,091	+51.7%
*Total Bank Deposits	$758,416,649	$1,231,104,417	$1,854,951,970	+50.5%
Bank Debits	$11,928,037,000	$16,555,808,000	$20,337,907,000	+22.7%
Bank Clearings	$5,868,433,936	$9,096,241,957	$13,397,494,091	+47.5%
†Department Store Sales Index—Average	112.6	133.8	157.1	+17.5%
*Population—Estimated	1,641,000	1,775,000	1,875,000	+ 5.6%
*Water Meters in Use—Detroit Area	276,623	309,102	315,267	+ 2.0%
*Gas Meters in Use—Detroit Area	422,022	510,010	528,573	+ 3.6%
*Electric Meters in Use—Detroit Edison	640,083	751,725	774,134	+ 3.0%
*Telephones in Use—Detroit Zone	334,998	466,955	520,853	+11.5%
Gas Sold—M cu. ft.	15,552,397	22,686,284	25,346,870	+11.8%
Electricity Generated—KWHR	3,217,074,600	4,319,219,800	4,575,898,600	+ 5.9%
Telephone Calls—Daily Average	1,474,500	2,178,300	2,449,700	+12.5%
Passengers Carried by the DSR (Street Railway)	363,329,170	394,596,594	504,803,887	+27.8%
Births	27,656	34,100	41,800	+22.5%
Deaths	14 250	13,725	14,220	+ 3.6%
Marriage Licenses—Wayne County	22,466	21,757	22,640	+ 4.2%
#Power Consumption Index—Average	246	327	331	+ 1.2%
†Cost of Living Index	105.1	106.6	118.3	+11.0%
†Purchasing Power Index (Weekly Earnings)	99	130	155	+19.3%
Factory Workers—Wayne County Average	382,000	399,000	437,000	+ 9.7%
Weekly Earnings—Factory Workers	$31.90	$42.35	$55.95	+32.0%
Factory Payroll—Wayne County Estimate	$601,000,000	$842,000,000	$1,220,000,000	+45.0%

*As of December 31. #1923-25 monthly average=100. †1935-39 average=100.

DETROIT produced approximately four billion dollars' worth of war and civilian goods during 1942. This was about *double the dollar value* of production in any prior year. Today, Detroit is producing war materials, alone, at the rate of *one million dollars' worth hourly!* Factory employment in Wayne County, which is largely Detroit, increased from 537,000 in January, this year, to 565,000 in March.

Whether you have merchandise to sell or a good name to uphold, your story should be told in Detroit now. WWJ will take your message into more Detroit homes than any other radio station in this great market.

WWJ

America's Pioneer Broadcasting Station—First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

NBC BASIC NETWORK

ASSOCIATE STATION W45D—F. M.

Bankhead Introduces His Bill To Pay for Government Space

Asks for 25-30 Million Dollars to Be Disbursed By Treasury in Newspapers; Radio Eliminated

THE LONG-HERALDED Bankhead bill for Government purchase of advertising in newspapers, largely to relieve the plight of small newspapers in outlying areas, was introduced in the Senate last Tuesday and was promptly referred to the Banking & Currency Committee, of which its author, Senator Bankhead, of Alabama, is a ranking Democratic member. No mention of radio was made in the bill.

Branded even before its introduction as a measure smacking of subsidy, the bill coincided with all advance predictions as to scope and content. It provides for a fund of 25 to 30 million dollars, at least half of which is to be spent in small newspapers, to be disbursed by the Secretary of the Treasury in cooperation with recognized publishers associations, to promote bond sales and also, at the Secretary's discretion, for other Government advertising purposes. The hitch, however, despite disclaimers that the money is to be spent in such fashion as to "completely safeguard" freedom of the press, is seen in a provision widely regarded as direct purchase of editorial space in addition to advertising.

NAB, ANPA Oppose

In this respect the measure provides that the money is to be spent for advertising space and "for the publication in such newspapers in connection with such advertising of information, sales arguments and appeals relating to and promoting or encouraging such sales."

Both the NAB, at its war conference in Chicago last month, and the ANPA, at its annual meeting in New York, resolved against Government subsidy in any form and specifically turned thumbs down on a measure such as the Bankhead bill. It was freely predicted that the bill would be widely opposed by the metropolitan press. OWI likewise has gone flatly on record against paid Government advertising. Government advertising to be nationally effective, it has been estimated, would entail expenditures of some 350 million dollars a year, rather than the paltry 25 or 30 million dollars covered in the Bankhead bill.

No explanation was forthcoming regarding failure of the measure to cover radio. When the original report on Senator Bankhead's plans gained currency six weeks ago, the Alabaman said he would consider inclusion of radio. It was said in his behalf last week that he could not make the bill all-inclusive and that it was possible the measure would be amended in committee, or perhaps other bills might be introduced to take care of competitive media such as radio, magazines and billboards.

Under the bill (S-1073), Secretary Morgenthau would be directed to purchase during each fiscal year, beginning with that ending June 30, 1943, not less than 25 million dollars, nor more than 30 million dollars of advertising space in newspapers for the security sales and the related publication of "information." The space would be divided equitably among newspapers of general circulation holding second-class mailing privileges, with the proviso that not less than one-half of the aggregate made available during each fiscal year "shall be expended for the purchase of such advertising space in weekly, semi-weekly, tri-weekly and monthly newspapers."

Ad Men Would Assist

The Treasury Secretary, in cooperation with "recognized existing publishers associations to be designated by him (including one such association representing only daily newspapers, one representing only weekly newspapers, and one representing only newspaper advertising agencies)" would prescribe regulations for carrying out the campaign.

The campaign, according to the bill, is to (a) secure the best financial results for the United States consistent with such programs; (b) completely safeguard the freedom of the press; (c) fairly allocate advertisements to individual newspapers; (d) prepare material for submission to newspapers for use as advertisements; (e) avoid interference in any manner with the independence of any newspaper or its responsibility in serving its readers; (f) keep the war finance campaign in all of its phases as nonpartisan as possible; and (g) protect editors and publishers in their right to publish criticism of the policies or conduct of the Secretary of the Treasury or of any other public official whenever they determine that such criticism is justified.

The measure also provides that for the purpose of carrying out the advertising programs in their respective agencies, the Secretary of Agriculture, War Food Administrator, Price Administrator, and chairman of the War Manpower Commission, may, with the consent of the Secretary of the Treasury, spend for newspaper advertisements "such part of the total amount to be expended under this act as the Secretary of the Treasury may approve."

End Six Months After War

The legislation would terminate six months after the cessation of hostilities.

The enacting clause sets forth that the bill's objective is to provide for the more effective use of idle currency in aid of the stabilization program and the war effort, and in order to improve the credit structure by relieving the Federal Reserve banks and the various other members of the banking system of the necessity of purchasing additional vast amounts of United States bonds and other obligations.

If enacted, the measure would greatly aid small newspapers, making the Government their biggest advertiser. But it is freely predicted that the momentum could not be stopped with the initial appropriation and that pressures from other newspapers and competitive media, plus application of scientific advertising buying, as against "political" buying, would mean expenditure of hundreds of millions for space and time.

JEAN HERSHOLT, radio film actor who portrays Dr. Christian on the weekly CBS program bearing that title and sponsored by Chesebrough Mfg. Co. (Vaseline products), recently signed contract for his sixth consecutive year as star of the series.



DEEP IN THE HEART of you-know, the *Vox Pop* show returned for the first time in eight years to the station and city of its birth, KTRH, Houston. Starting as a local "man in the street" broadcast in 1932, the show went to New York in 1935 as one of the earliest audience participation and quiz shows on the networks. Parks Johnson, the *Vox Pop* from the beginning, is shown here with his former KTRH associates and present co-workers (l to r): Ray Bright, now KTRH commercial manager; Bob Ballin, who directs the show for Ruthrauff & Ryan; Warren Hull, Johnson's partner on the program; Harry Grier, KTRH program department manager, and Parks Johnson, the *Vox Popper* himself.

WEEI Promotes Horton To Asst. Managership

KINGSLEY F. HORTON, sales manager of WEEI, Boston, since December 1938, has been promoted to assistant manager of the station, and director of programs and sales. At the same time, H. Roy Marks, WEEI sales executive for many years, has become assistant sales manager.



Mr. Horton

Mr. Horton has been with CBS since his graduation from Syracuse U. in 1931. Originally, he was account executive with WFBL, CBS outlet in Syracuse, then with Radio Sales, New York, before joining WEEI.

Ted Swift has been made a sales executive by Mr. Horton, having come to WEEI following association with Joseph Hershey McGillvra, of New York.

OWI to Publish Guide For Women's Programs

A NEW OWI guide for women program directors was announced by Elaine Ewing, assistant chief of the Radio Bureau station relations division, at the 14th Institute for Education by Radio in Columbus last week. The guide, Mrs. Ewing said, will be used monthly, and will recommend war program themes.

The Women's Radio War Program Guide, according to present plans, will contain an idea-exchange column, and incorporate reader suggestions. The Allocations Division will assign special subjects to the Women's Guide, just as topics are allocated to network shows and other Radio Bureau operations. It will be written by Rosalie Anderson, formerly Nancy Dixon on WTAM WGAR, Cleveland, and WRC, Washington.

Artra Cosmetics on 8

ARTRA COSMETICS Inc., New York, will promote Sutra Suntan Cream in an intensive 13-week spot campaign starting May 17. Firm will use live participations on women's interest programs from two to three times weekly on WTIC WEEI WJAR WHAM WGY WGR WOR. Artra used participations on the Yankee Network for last year's campaign. Agency is Murray Breese Associates, New York.

ANA Meeting June 2-4

ASSOCIATION of National Advertisers will hold a wartime conference in New York at the Hotel Waldorf-Astoria, June 2-4. Chairman of the program committee is C. C. Carr, advertising manager of the Aluminum Co. of America, Pittsburgh. No details as to speakers have yet been released.

PAA Meets June 22-23

TO MEET wartime conditions, the 40th annual meeting of Pacific Advertising Assn., to be staged in San Francisco, has been scheduled for two week-days, June 22-23. The Fairmont Hotel has been designated as headquarters. Jack Clark is conference committee chairman.

"Your station is doing an outstanding job on farm news and coverage of the farm field"!

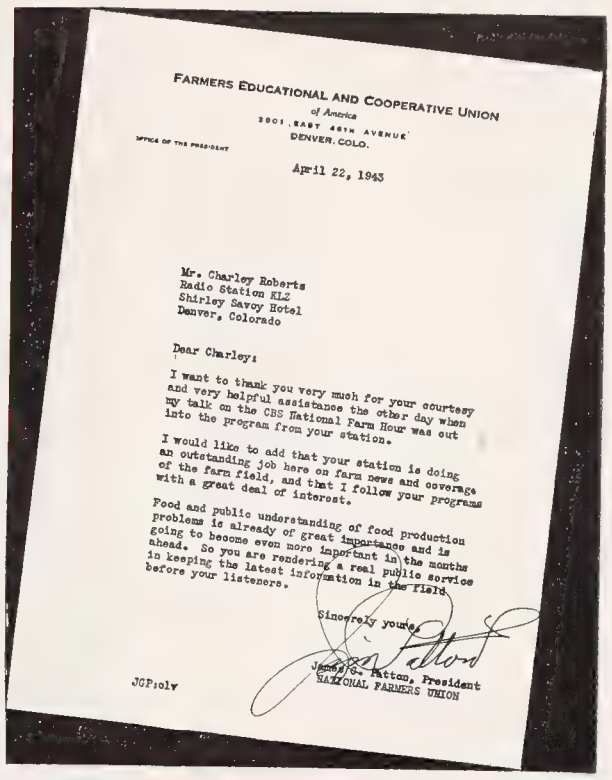
A LETTER the other day from James G. Patton, National Farmers' Union president, made us at KLZ feel mighty good. The statement above is a direct quotation from it, closing with: "You are rendering a real public service."

From such a source, that's a real pat on the back. It places high value on the farm service which KLZ has tried to render in its area.

Farmers are really important people today. Their job of food production is as vital as any. But farmers have always been important in KLZ's thinking, planning, and programming. KLZ's farm editor conducts the "Farm Service Program" every morning, a roundtable of farm leaders and agricultural experts every Saturday, and many other special services.

Farmers are important in today's sales picture. They have money to buy more things than they've ever had in their lives before . . . and they can buy more things than their city cousins . . . gasoline for farm use, for instance.

KLZ stands high with Colorado farmers. KLZ is the station which will take your message, sales or otherwise, to them . . . surely and economically.



FARMERS EDUCATIONAL AND COOPERATIVE UNION
of America
3501 EAST 46TH AVENUE
DENVER, COLO.
OFFICE OF THE PRESIDENT

April 22, 1943

Mr. Charley Roberts
Radio Station KLZ
Shirley Savoy Hotel
Denver, Colorado

Dear Charley:

I want to thank you very much for your courtesy and very helpful assistance the other day when my talk on the CBS National Farm Hour was cut into the program from your station.

I would like to add that your station is doing an outstanding job here on farm news and coverage of the farm field, and that I follow your programs with a great deal of interest.

Food and public understanding of food production problems is already of great importance and is going to become even more important in the months ahead. So you are rendering a real public service in keeping the latest information in the field before your listeners.

Sincerely yours,

James G. Patton, President
NATIONAL FARMERS UNION

JGP:olv

KLZ
Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

Gross Up, RCA Prepares For Future

Sarnoff Describes All-Out War and Post-War Activities

RCA's CONSOLIDATED gross income for the first quarter of 1943 amounted to $67,283,966, an increase of 52% above the gross of $44,141,709 for the same period of 1942, David Sarnoff, president of RCA, told that company's stockholders at their annual meeting, held in the RCA Bldg., New York, last Tuesday.

Net profits before taxes, he stated, were $8,936,111 for the quarter, up 18% from the net before taxes of $7,564,533 for the previous year's first quarter. But, he added, an increase of 29% in provisions for Federal taxes for the quarter reduced the net profits after taxes to $2,594,911, a decrease of 3% from last year's net after taxes of $2,666,733. Earnings per share of common stock for the quarter were 12.9 cents this year as compared with 13.4 cents last. Estimated Federal income taxes for the quarter were 46 cents a share this year, 35 cents last year.

All-Out for Victory

Reviewing RCA's activities in this second year of war, Mr. Sarnoff said that "our every effort in manpower and facilities is concentrated on our country's goal for victory." He pointed to the display of flags received by RCA for meritorious service: three Army-Navy "E" flags won by the RCA Victor Division plants at Camden and Harrison, N. J., and by the Radiomarine Corp. of America in New York, and the United States Maritime Commission "M" pennant and Victory Flag also awarded to Radiomarine.

Stating that on May 1, 1943, RCA personnel numbered 38,027, an increase of 25% since the beginning of 1942, Mr. Sarnoff said that 4,589 RCA employes have joined the country's armed forces. The stockholders present joined him in a moment's silent tribute to the 19 who have given their lives to the nation's cause.

RCA has had "no strikes, no disruption of production and little absenteeism," Mr. Sarnoff reported, adding that a survey in the Philadelphia-Camden area showed RCA to have the lowest absenteeism of any company studied, with less than 4%, whereas other industries went as high as 12%.

Terming RCA's plants "giant arsenals of radio," he said that the RCA laboratories are developing new instruments to give the armed forces of the United Nations the most modern radio equipment in the world and the company's factories are turning out radio-electronic apparatus for planes, submarines, tanks, jeeps, battleships, PT-boats and mechanized units. Relieving men for other essential work, RCA is enlisting more women in its plants, he said, citing the program for training women radio technicians organized in cooperation with Purdue U., with 87 women now enrolled in the course, completion of which will qualify them for immediate assignment as engineering aides in RCA plants.

News Interest Up

Speaking of broadcasting, "the form of radio most closely associated with our daily lives," Mr. Sarnoff said: "The American people, because of a free radio and a free



DAVID SARNOFF

press, are the best informed in the world. The tremendous public interest in news has led to great expansion of news broadcasts. Radio has become the public ear to the war." RCA's broadcasting services, NBC and the BLUE, he said, "by their contributions of time, facilities and talent, are participating daily in the war programs both at home and abroad. Thousands of special wartime announcements have been broadcast by both NBC and the BLUE. War bonds totaling many millions have been sold and continue to be sold as a direct result of radio appeals."

Tribute to Sponsors

Mr. Sarnoff also paid tribute to the advertising sponsors, who continue, he said, "in wartime as in peace, to be keynotes of the American system of broadcasting. To them a salute is in order, for they are carrying on with splendid programs to entertain the people of this country amid the tiring tasks of war. Many of their programs are being shortwaved to the American forces overseas."

RCA Communications, in cooperation with the Government, provide transmitting and receiving facilities for military and other Government departments, Mr. Sarnoff stated. In addition to the company's radio-telegraph circuits that link the United Nations, RCAC radiophoto circuits operate between New York and London, Stockholm, Moscow, Cairo, Hawaii and Australia, he said, bringing war pictures from the battlefronts to American newspapers. "At the same time," he stated, "many eye-witness reports on the war and commentaries from overseas are brought to this country by RCAC program transmission service which delivers them with split-second precision to American networks for domestic broadcasting."

Radio After the War

"Radio instruments will emerge from the war almost human in their capabilities," Mr. Sarnoff said. "They will possess not only a sense of direction, but a sense of detection that will open new avenues of service. The radio direction finder, which heretofore had only an ear, now also has an eye. The safety of aviation will be greatly enhanced, for the aviator will be able to see the ground through clouds or darkness. By the scientific application of the radio echo, the radio 'eye' will avert collisions, while the radio altimeter will measure the altitude and warn of mountains ahead or structures below.

"American inventive genius contributed much to the creation and perfection of the great offensive and defensive weapon, known in the United States as Radar. The word means radio detecting and ranging. I am happy to report that RCA Laboratories have been in the forefront of Radar research and development. The radio-electron tube was the key to its application. To prevent information from reaching the enemy which might facilitate their development of Radar, news concerning it was restricted in the United States until recently. I believe it now can be said that by the use of radio and especially Radar, the United Nations have been able to avert many disasters, save precious lives, and inflict severe damage upon their enemies.

"Television and Radar add new dimensions to radio; wireless telegraphy was its first dimension, and broadcasting its second. Application of these new developments of radio to peace, opens new fields of service on land, at sea, and in the air.

Freedom and Progress

"The challenge to radio, however, does not all come from science. Radio has vast social as well as scientific and economic implications. Electrons operate in response to the changeless laws of Nature. But the performance of radio is regulated by the laws and actions of men—political laws which are subject to change. Freedom of the air, whether in broadcasting or television, ranks in importance and responsibility with freedom of the press.

"And freedom of enterprise, in the case of radio joined with proper governmental regulation, is the surest guarantee of the greatest possible service to the people. From such free enterprise has come America's cultivation of science which is proving to be its salvation in the war. America's men of science have thrown up ramparts around Victory, and have provided armor for the preservation of liberty. They have made this country the most powerful industrial nation in the world, competent to be the arsenal of Democracy.

"When the full story of wartime radio is told, RCA, I believe, will be the symbol of 'first in war' in all phases of radio—research and invention, engineering and development, manufacturing and communication. Our job ahead is to maintain RCA and radio 'first in peace'."

To Redeem "B" Stock

On the company's financial affairs, Mr. Sarnoff reported that the Board had voted to redeem the 11,891 shares of "B" preferred stock on July 1, after which its capitalization will consist of 900,294 shares of $3.50 cumulative first preferred stock and 13,881,016 shares of common stock. On April 15, he said, RCA sold its remaining shares in Radio-Keith-Orpheum Corp. for $6,495,747, approximately the value at which these securities were carried on RCA's books. He also mentioned the Supreme Court's dismissal of the suit of the Department of Justice to have vacated the consent decree entered into in 1932 by the Government, RCA, General Electric Co., Westinghouse Mfg. & Electric Co. and other companies in the settlement of the anti-trust suit.

Stockholders reelected Gano Dunn, Edward F. McGrady, De Witt Millhauser and Edward J. Nally to the board of directors for new three-year terms, ending April, 1946. Arthur Young & Co., RCA's present auditors, were chosen to conduct the independent audit of the company's books at the end of 1943.

Statement of consolidated gross income of RCA for 1942, contained in the company's annual report, shows that of the total of $197,024,056, RCA derived $52,613,910 from its broadcasting companies, NBC and the BLUE. Manufacturing contributed $122,595,597; communications, $14,497,197, and other source $7,317,352. The broadcasting revenue was 8.5% greater than in 1941.

$1,000,000 Manuscript

ARTURO TOSCANINI'S manuscript of his arrangement of ""The Star-Spangled Banner" offered to the highest bidder in War Bond purchases at the Easter Sunday concert of the NBC Symphony Orchestra, went to William T. Grant, Kansas City insurance executive, for $1,000,000 in bonds. Grant's bid was entered through NBC affiliate, WDAF, Kansas City, in behalf of the insurance company which he heads. Presentation of the document was made by Niles Trammell, NBC president, at the May 2 broadcast of the NBC Summer Symphony. Easter concert resulted in $10,190,045 in War Bond sales for seats in New York's Carnegie Hall.

TEN *on* 1010

★ Ten Thousand Watts on 1010 KC.*

★ Clear Channel.

★ New RCA 10 E Transmitter.

★ The only Columbia Station in Arkansas.

★ The Arkansas Station
with the Greatest Coverage.

• • •

KLRA

LITTLE ROCK, ARK.

Affiliated with The Arkansas Gazette

• • •

Represented Nationally by The Katz Agency, Inc.

New York • Chicago • Detroit • Atlanta • Dallas
Kansas City • San Francisco

***5,000 Watts at Night.**



"I see WFDF Flint Michigan is recruiting for the home guard."

U.P.

THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE

UNITED PRESS

KGW

PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK

Represented Nationally by
EDWARD PETRY & CO., Inc.

5000 WATTS · 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

Listening Boards Will Assist In 1944 Peabody Selections

Regional Groups, Chiefly of University People, To Report on Programs Within Their Areas

AN IMPORTANT departure in the methods of selection of winning programs will be followed in the future by the George Foster Peabody Awards Board, according to announcement by Dean John E. Drewry, School of Journalism, U. of Georgia, following last week's presentation of 1942 honors at Columbus. The university, with the cooperation of the NAB, makes the annual awards.

To aid the board in its selections, listening boards are being set up in institutions of higher learning over the country. At least twice and possibly three times each year members of these listening groups will make reports as to significant broadcasting activities within their respective areas.

Editors, Publishers

Method of selection in the three years the Peabody awards have been given has been through a board consisting principally of editors, publishers and representatives of advertising and broadcasting.

Awards in 1943 [BROADCASTING, March 29] as announced to the public at the Institute for Education by Radio last week went to Charles Collingwood, CBS correspondent, for "outstanding reporting of the news"; *The Man Behind the Gun*, CBS, for "outstanding entertainment in drama"; *The Standard Symphony*, NBC Pacific Coast, for "outstanding entertainment in music"; *Afield With Ranger Mac*, weekly series on WHA, Madison, Wis., for the "outstanding educational program"; *Our Hidden Enemy—Venereal Diseases*, transcribed series on KOAC, Corvallis, Ore., for "outstanding public service program by a local station—1,000 watts or under"; *The Home Front*, weekly program on WCHS, Charleston, W. Va., for "outstanding public service program by a regional station — up to 10,000 watts."

The personnel of the committee thus far completed:

U. of Southern California: Dr. Ivan Benson, chairman, acting director, School of Journalism; Dr. Max T. Krone, assistant director of the School of Music and director, radio department; and Herbert E. Farmer, cinematography department.

U. of Georgia: Miss Carolyn Vance, assistant professor of journalism, chairman; Hugh Hodgson, professor of music; Dr. Albert Saye, professor of political science; Dr. B. O. Williams, professor of sociology; and Tyus Butler, assistant professor of journalism.

U. of Illinois: F. S. Siebert, director, School of Journalism, chairman; Frank E. Schooley, journalism instructor and program director, WILL; Lansom F. Demming, director of music, WILL; George Jennings, acting director, Radio Council, Board of Education, Chicago; and Albert Crews, director, radio department, School of Speech, Northwestern U., Evanston.

State U. of Iowa: Wilbur L. Schramm, director, School of Journalism, chairman; Charles L. Sanders, assistant professor of journalism; H. Clay Harshbarger, associate professor of speech; Mrs. Pearl Bennett Broxam, program director, WSUI; Carl H. Menzer, director, WSUI.

U. of Kentucky: Leonard Niel Plummer, Journalism Department head, chairman; Maurice D. Seay, College of Education; and Elmer G. Sulzer, director of public relations.

U. of Minnesota: Dr. Ralph D. Casey, director, School of Journalism, chairman; Mitchell V. Charnley, professor of journalism; Burton Paul, manager, WLB; and Tracy F. Tyler, College of Education.

Montana State U.: James L. C. Ford, dean, School of Journalism, chairman; Ralph McGinnis, radio program director; and Dan Treloar, owner and operator, KGEZ, Kalispell, Mont.

U. of North Carolina: O. J. Coffin, Journalism Department head, chairman; C. Phillips Russell, professor of journalism, North Carolina; A. A. Wilkinson, Duke U., Durham; Mrs. Agnes Cooper, Meredith College, Raleigh; and Nell Craig, Woman's College of the U. of North Carolina.

U. of North Dakota: Arnold F. Cecka, Journalism Department head, chairman; John S. Penn, assistant professor of public speaking; Donald J. Robertson, assistant to the President; Richard O. Hale, assistant professor of English; Fred J. O'Neil, journalism faculty and night editor, Grand Forks *Herald;* and Dr. Richard Beck, professor of Scandinavian languages.

Ohio State U.: James E. Pollard, director, School of Journalism, chairman; Dr. Edgar Dale, Bureau of Educational Research; C. Wilbert Pettegrew, program director, WOSU; N. N. Luxon, journalism department; and R. C. Higgy, director, WOSU.

U. of South Dakota; E. G. Trotzig, Journalism Department head, chairman; Hale Aarnes, acting head, Department of Speech, and director, KUSD; G. Russell Bauer, Director of Information Service; and Dr. George Lawrence Abernathy, head, Department of Philosophy and Psychology.

West Virginia U.: P. I. Reed, director, School of Journalism, chairman; Volney W. Shepard, head of piano department, School of Music; Dr. Frances P. DeLancy, assistant professor of political science; Paul A. Flowers, assistant professor of journalism.

The U. of Wisconsin: Grant M. Hyde, director, School of Journalism, chairman; Henry L. Ewbank, professor of speech; Edward B. Dean, lecturer in journalism; and William G. Harley, program supervisor, WHA.

Members of the advisory board, to whom these committees will report, are: John H. Benson, president, AAAA, New York City; Dr. Ralph Casey, director, School of Journalism, U. of Minnesota; Jonathan Daniels, editor, Raleigh, N. C., *News and Observer;* Mark Ethridge, vice-president and general manager, *Louisville Courier-Journal and Times;* Joseph Henry Jackson, literary editor, *San Francisco Chronicle;* Waldemar Kaempffert, science editor, *New York Times;* Alfred A. Knopf, publisher, New York City; Dr. I. Keith Tyler, director of evaluation of school broadcasts, Ohio State U.; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, president, "Yaddo" (artists and writers foundations, Saratoga Springs, N. Y.); Edward Weeks, editor, *Atlantic Monthly;* Earl Glade, chairman, NAB code compliance committee; and Dr. S. V. Sanford, Chancellor, University System of Georgia.

The Peabody awards are designed to give educational recognition and encouragement to the broadcasting industry and to perpetuate the memory of the benefactor and life trustee of the U. of Georgia.

Additional regional committees will be announced later. Mrs. Dorothy Lewis, coordinator of listener activity, NAB, is in charge of this activity.



100TH CURRENT SPONSOR of Fulton Lewis jr., Mutual commentator. Stanley Seibel, general sales manager of the Cerophyl Labs. of Kansas City, signs a contract to advertise Viet vitamin tablets on the program over KSO, Des Moines, as Mr. Lewis (l) and William B. Dolph, personal manager of Mr. Lewis and executive vice president of WOL, Washington, look on.

'Lone Ranger' Award

GENERAL MILLS, Inc., Minneapolis, has received a certificate of merit from the New Jersey Women's Press Club for the *Lone Ranger* children's program, sponsored on the BLUE in behalf of Cheerioats. Awards also went to Lisa Sergio, commentator of WQXR, New York, and *Womanpower*, CBS, presented in cooperation with the War Manpower Commission to help women find places in the war effort. Presentations took place at a luncheon in Newark, N. J., May 8, which featured an address by Mrs. William Corwith, assistant to Dr. James T. Angell, NBC public service counsellor on "What Should American Radio Teach."

Thomas Honored

LOWELL THOMAS, BLUE commentator, received the annual award of merit of the Poor Richard Club at a banquet meeting of the Philadelphia advertising group, May 4. The "Poor Richard Silver Medal and Citation of Merit," was bestowed in recognition of "outstanding contribution to current literature, to the art of reporting and appraising current events, and to the radio and motion picture art." Mr. Thomas presented his regular news program, sponsored by Sun Oil Co., from the scene of the meeting, through WFIL, Philadelphia.

NAB Women Meet

INCREASING NEED for women in the services was stressed by Capt. Ruth Morton of WAAC, and Lt. Hazel Markel, Radio Division of Navy Public Relations, at the first annual meeting of the Assn. of Women Directors of NAB held April 28 during the NAB War Conference in Chicago. The group re-elected its slate of officers: Ruth Chilton, WSYR, Syracuse, president; Mildred Bailey, WTAG, Worcester, secretary; Rhea McCarthy, WCOL, Columbus, treasurer; and Dorothy Lewis, coordinator of listener activities of NAB. The results of a special study on women's audiences were distributed at the meeting.

JOHN KIERAN, "expert" on *Information Please*, NBC program sponsored by H. J. Heinz Co., and a columnist for the *New York Sun*, has been named a member of the committee on public interest of the Community Service Society of New York.

ACTUALLY — THERE'S A FISH THAT CLIMBS TREES! —



BUT — THERE IS NO RADIO STATION IN CHICAGO OR DETROIT THAT COVERS THE GRAND RAPIDS-KALAMAZOO AREA!

We wouldn't go so far as to say that average radio sets in the Grand Rapids-Kalamazoo Area *can't* pick up a Columbia program from Detroit or Chicago. All we say is that the vast majority of them *don't.*

Figure it out for yourself. If you had a bad "fading" condition in your neighborhood (as we do here in Western Michigan)—and if you had a really good Columbia station within a few miles of you—would you trouble to tune to another Columbia station say 150 miles away?

WKZO is a 5,000-watt station, on 590 K.C., broadcasting the best of Columbia and local offerings from the center of the second richest big market in Michigan. Let us—or Free & Peters—show you *why* we're your one best bet for Western Michigan!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better than average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Write for "The Tale of Three Cities".



WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, *President and General Manager*



FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



It's What Others Say that Counts Most!

"The increased sales in your territory is outstanding among the forty odd stations with which we are covering the Midwest and South!"

—So wrote a Cincinnati agency in commenting on a WWVA job.

We can do as much for you!

ASK JOHN BLAIR

WWVA
50,000 WATTS
WHEELING, W.VA.
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
A FORT INDUSTRY STATION

Life Reports 91.9% Radio Families

Market Data Covers Impact of War On American Life

ONE YEAR after Pearl Harbor, according to a report issued last week by *Life* magazine under the title "The Impact of War on American Families," 18.1% of the families reported at least one member in the armed forces and 18.9% had at least one member engaged in war work.

Home radios were reported by 91.9% of the families, although 4.2% of these reported their sets out of order.

Other pertinent data included the fact that 5.5% of all reporting families had shifted from below to above the $2,000 cash income level; 40% of all families reported higher incomes; 59.2% owned cars, but 5.9% of the cars were laid up, with 65.3% of the families still operating their cars estimating their present tires would not hold up for more than another year.

Impact on Cross-Section

Preface of the 60-page report, signed by H. D. Everett Jr., research manager of *Life*, describes the study as "a measurement of the war's impact on a cross-section of American families." It was taken by the Magazine Audience Group about a year after the attack on Pearl Harbor during the regular interview for *Life's* "Continuing Study of Magazine Audiences." Study was conducted by Crossley Inc.

Detailed report of radio ownership and operation reveals that of 5,971 families reporting, 5,259 had radios in working order, 228 had out-of-order sets, and 484 of the homes were without radios. When the homes are broken down by economic levels the report reveals that all "A" and "B" homes had radios in working order. Of the out-of-order sets, 9.6% were found in "C" homes, 40.4% in "D" homes and 50% in "E" homes. Of the radioless homes, 3.5% were in the "C" level, 30.4% in the "D" level and 66.1% in the "E" level.

The report comments on the significance of the finding that "families in the lower economic levels (particularly in the 'D' and 'E' levels), where there is less radio ownership to begin with, reported more homes with radios out of order than families in the upper levels."

Breakdowns of urban and rural residents and by geographic areas revealed the same phenomenon. "Rural families, with less extensive radio ownership than urban families, reported a larger percentage of set mortality." [Radioless homes were divided into 39.3% urban, 60.7% rural; of homes with radios out of order 39.9% were urban, 60.1% rural.] "The same inverse correlation between the percentage of homes with radios and the percentage of homes with radios out of order existed in terms of geographic regions." Total radio homes were divided: 29.6% Northeast, 31.7% Midwest, 27.4% South and 11.3% West. Radioless homes were divided: 12.2% Northeast, 17.7% Midwest, 66.1% South and 4.0% West. Homes with sets out of order were located: 18.0% East, 24.6% Midwest, 50.4% South and 7.0% West.

Families with one or more members in the armed forces reported a slightly higher average of set ownership than other families (94.5% as against 91.3%) and a slightly lower percentage of sets out of order (3.8% as against 4.2%). War worker families reported radios in 95.9% of the homes as against only 91.0% radio ownership in other homes, but the percentage of sets out of order was the same in both groups, 4.2%.

Trend in radio homes in the CSMA cross-section surveys has been as follows:

Report 1	(3rd qr. 1938)	80.1%.
Report 2	(4th qr. 1938)	80.8%.
Report 3	(2nd qr. 1939)	81.8%.
Report 4	(4th qr. 1939)	83.4%.
Report 5	(1st qr. 1941)	86.8%.
Report 6	(1st qr. 1942)	89.1%.

This Sample (4th qr. 1942) 91.9%.

CJFX, Antigonish, N. S., is now on the Air with 1000 watts on 580 kc. The station's inaugural program included an opening address by Nova Scotia's Premier A. S. MacMillan.

RADIO ADVERTISERS

Cannot Afford to Overlook the Possibilities Offered by the Canadian Maritime Provinces and by Nova Scotia in Particular. This area is served by—

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

Representatives

WEED & COMPANY





EXCELLENCE AND LOTS of it entitles Hallicrafters Co., Chicago, and Federal Telephone & Radio Corp., IT&T affiliate, to E awards for production of wartime equipment. With a touch of glamor (top photo, center) added, R. W. Durst, vice-president and secretary of Hallicrafters, and W. J. Halligan, president. Glamor element is Marcia Davis, Hallicrafters advertising manager. Displaying the Federal E are (l to r) Maj. Gen. George S. Gibbs, Federal vice-chairman; W. E. Boehle, representing employes; Col. Ira H. Treest, Signal Corps.



There's not another like it!

©WALT DISNEY PRODUCTIONS

This grimly humorous insignia represents one of the most exciting units of America's fighting services . . . the Motor Torpedo Boats. Roaring out of the morning mists, or the blackness of the midnight hour, these swift and deadly MTB's have played havoc with the pride and joy of Tojo's navy. And the men who run these greyhounds of destruction are the epitome of any young boy's hero . . . tough, and smart, and daring. The brilliant exploits of these boats and their crews will require a lengthy chapter when the full story of this war is finally written.



OFFICIAL U. S. NAVY PHOTOGRAPH

For more than 18 years, WTIC has served the people of Southern New England faithfully and well. During that time, WTIC has established . . . and adhered to . . . an unusually high standard for both informative and entertainment programs. The resulting listener-loyalty, combined with the fact that family income and radio ownership here are far above the national average, means that your advertising message over WTIC's facilities is more than an invitation to sales . . . it is a direct and immediate creator of them. That is why we continue to remind you that

THERE'S NOT ANOTHER LIKE IT!

WTIC
US
WATTS
50,000

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood



Merchandising & Promotion

Ten Thousand—Hats And Cats—Air Change
Drama Champ—Extra-Curricular

WGAR Campaign

LOCAL advertising campaign of WGAR, Cleveland, to focus attention on programs and personalities featured by the station was centered around two-column insertions in various Cleveland daily papers including pictures and stories of two programs in each of 62 different ads in a four-week period. Double-sized car cards appeared in over 1600 streetcars and buses in Cleveland in various colors, each carrying pictures of four different program personalities heard on given nights.

A similar set of cards bearing the words "Buy the brands they advertise" were displayed in Cleveland retail drug, grocery and department stores selling the products advertised on WGAR. In addition, movie trailers showing time and features of outstanding nighttime programs were shown at a downtown theatre, and over 450 chainbreaks emphasized daily programs which were being plugged in the newspapers. M. M. Scott, account-executive of the Cleveland office of Fuller & Smith & Ross Inc., handled the promotion.

* * *

Hats and Cats

BOOKLET containing advice on spring hats and coiffures, offered on Pegeen Fitzgerald's *Strictly Personal* program on Mutual, will be followed up by another on summer hats, which will also include information on the care and feeding of cats. Spring booklet was requested by over 11,000 women.

Listener's Guide

A LISTENER'S GUIDE containing editorials and news stories about station and network programs and personalities is mailed by WKNE, Keene, N. H., to a paid subscription list, station charging 10c for six monthly issues. After three months WKNE pronounces the idea a success.

Ten Thousand Tabs

TEN thousand promotional cards with push-button tabs attached have been printed by WTOP, Washington, in connection with the recent change of its call letters from WJSV. There are nine sets of the WTOP letters in three sizes on each card, which can be bent or trimmed to fit any type push-button, and letters have been sent to the 235 radio servicemen and radio retailers in the Washington area with sets of ten cards enclosed. Plugs are given at station breaks and during local shows urging listeners to request the tabs. Those phoning in pledges during a recent War Bond selling day at the station were sent a set of tabs.

* * *

Change in the Air

WORCESTER Mass., really felt a recent "change in the air". WTAG switched its network affiliation and used all media—newspaper ads, posters, movie trailers, announcements—to notify the public. Teaser campaign using slogan "next week more than ever, you'll want to listen to WTAG" preceded the change, with "now more than ever" week following. Network air celebrities sent transcribed greetings for broadcast, and a two-minute announcement publicizing CBS shows accompanies all newscasts. Sunday *Telegram* devoted the entire radio section to the campaign, with dailies giving their radio pages to it.

Extra-Curricular

PUBLIC SERVICE to Charlestonians by WCHS, Charleston, W. Va., took the form of a window display on a busy downtown street which explained the workings of point rationing. Obtaining about 200 different canned and processed food items, a small card listing the weight and number of points required to buy the can was attached to each item.



MISSION ACHIEVED shouts this task force of community leaders over a four-station network, originating at WKY, Oklahoma City, when news arrived that Oklahoma City had subscribed more than $40,000,000 to underwrite construction of the cruiser *USS Oklahoma City*. In the front row (l to r): Dan Hogan, president, City National Bank & Trust Co.; King Price, Norman, Okla., bond chairman; Robert A. Hefner, mayor, Oklahoma City; Mrs. George Key, AWVS chairman; Robert S. Kerr, governor of Oklahoma; Gayle V. Grubb, manager of WKY; O. L. Simpson, "admiral" of the Oklahoma City Chamber of Commerce task force. Back row, H. J. Jones, collector of Internal Revenue; G. R. McAlpine, fire chief; J. I. Meyerson, Oklahoma Publishing Co., advertising and promotion manager; Lt. Com. Frank Adam, Navy recruiting officer; Hugh Harrell, War Savings Staff county chairman; George Green, War finance committee district secretary.

Guild Awards

NEWSPAPER GUILD of New York presented 13 radio artists with "Page One Awards," for distinguished achievement in the entertainment field, at the Guild's eighth annual "Page One" ball in New York. Martin Block, m.c. of *Make Believe Ballroom* on WNEW, New York, and announcer of several network programs, was described as "the most popular and most widely imitated disc jockey in America" while Milton Berle, CBS, was selected as the "most outspoken comedian." Other award recipients in the radio industry were: Bob Hawk, Frank Sinatra, Harry James, Elsa Maxwell, and the Golden Gate Quartet, all CBS; Jimmy Durante, NBC; Victor Borge, BLUE, and Duke Ellington, Mutual.

* * *

Poetical Plug

TEXAS Co., New York, is distributing a promotional booklet of humorous verses by "Falstaff Openshaw," poet laureate of the CBS *Texaco Star Theatre*, with an introduction by Fred Allen, star of the program, and drawings by Otto Soglow. Presentation contains verses in a patriotic vein, interwoven with plugs for various Texaco services.

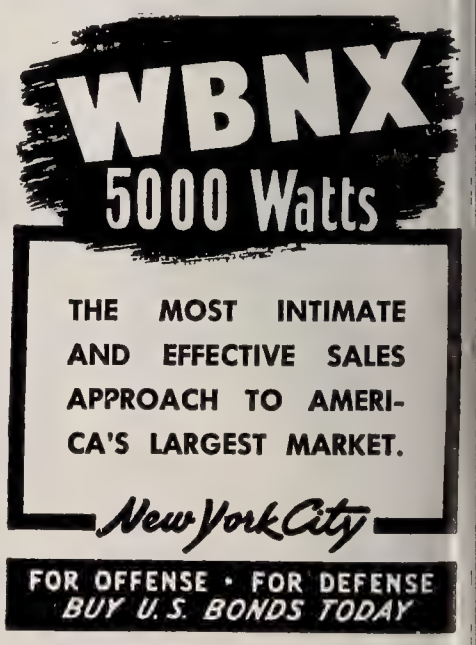
* * *

Drama Champ

USING the *Lux Radio Theatre* as its text, CBS has issued a brochure, 12x15 inches, to show how steady audience growth is "traceable directly to consistent pattern of quality, and the power of the network on which it is broadcast." Piece points out that the Lux show, started in 1935, gained listeners steadily and claims it as the "heavyweight champion of all the 234 network shows of today." Blue and black colors are used in CBS' usual high quality of design. *Lux Radio Theatre* awards, 1935 to 1943, are listed in one page.

KIRO Campaign

LEADING off with full-page ads in the Seattle *Post-Intelligencer* and *Star*, KIRO, Seattle CBS outlet, followed with two-column ads in the *Star* for a month and bus cards in two series, each running a month, all promoting specific programs and personalities heard on programs on KIRO between 6 and 12 midnight. A program schedule of program plugs averaging 14 a day was also devoted to the campaign.



FOOTE, CONE & BELDING
Advertising
247 PARK AVENUE, NEW YORK

April 13, 1943

WICKERSHAM 2-6600

Mr. J. C. Eggleston
Radio Station WMC
Memphis, Tenn.

Dear Joe:

It isn't often that I write to station managers regarding their station promotions; in fact, this is the first time I have ever done so. However, I was so impressed with your recent WMC brochure entitled "For Your Facts File," that I did want to congratulate you on it.

This booklet contains all the necessary station information, presented in a concise, accurate and useable manner, and in exactly the way in which both the Radio Executives Club and the AAAA Time Buyers Committee, with which I am associated, desire them. The coverage maps give all of the necessary information in a picture which we can readily accept, and your audience figures also give some interesting basic information on WMC.

I am also glad to see that you have eliminated the usual useless engineers' and receptionists' pictures, which take up so much space and don't mean a thing as far as we are concerned.

If all stations would follow your example and give us booklets like this on their stations, our files would not be cluttered up with useless material and the buying of time would be a pleasure. So, thanks very much and here's hoping that the others will follow your lead.

With heartiest approval and congratulations, I am, with kindest regards,

Very sincerely yours,

John Hymes

John D. Hymes
Radio Department

/ew

This letter, from one of the nation's outstanding time buyers, is entirely unsolicited, and does not represent an endorsement of Radio Station WMC. It is, however, a high tribute to WMC's latest BOOK OF FACTS — a publication which should interest alert agencies and advertisers the country over. Radio Stations, interested in securing a copy as a guide for similar publication for themselves, may have one without cost or obligation by writing WMC, Memphis, Tennessee.

Another key area..



KGDM

"VOICE OF CALIFORNIA'S ONLY INLAND SEAPORT"

Westinghouse

PLANTS IN 25 CITIES OFFICES EVERYWHERE

. SERVED BY A WESTINGHOUSE TRANSMITTER

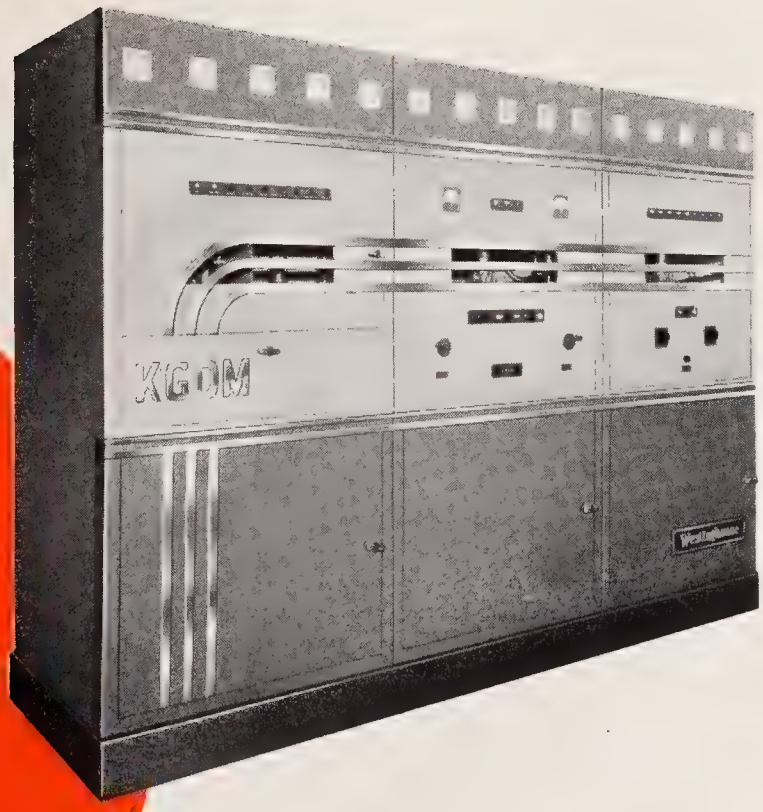
Today, the versatile Stockton area is "doubling in brass" for Victory. From its fertile farms come needed foods; from new war plants flow weapons for fighting men.

To this vital area, KGDM's new Westinghouse 5-HV transmitter is speeding news, information, entertainment . . . substantially increasing the range of the "Voice of California's Only Inland Seaport."

The skill and experience that has made these fine Westinghouse transmitters the industry's measure of performance are now engaged 100% on war duty; will be until the Axis calls it quits. "Walkie-talkies", radio locators, aircraft transmitters . . . many types of radio apparatus for war are now flowing from the plants of Westinghouse to major fighting fronts.

To wage war more effectively, Westinghouse radio research talent is probing deep into the field of electronics. And one thing you can count on is this—when the story can be told and Westinghouse war-born developments revealed and turned to peacetime use . . . the radio industry will benefit to the full. J-08052

Westinghouse
ELECTRONICS



TIMETABLE OF PROGRESS
KGDM—STOCKTON, CALIFORNIA

1926—5 Watts, 3 daytime hours daily.

1928—To 50 Watts.

1930—To 250 Watts.

1936—To 1000 Watts.

1943—To 5000 Watts with Westinghouse 5-HV Transmitter. Becomes principal CBS outlet for Central Valley Section of California.

RADIO DIVISION
BALTIMORE MARYLAND

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
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WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

HENRY S. LIEBSCHUTZ, Art Director

Subscription Price: $5.00 per year—15c a copy • Copyright, 1943, by Broadcasting Publications, Inc.

Shunning Subsidy

THE BROADCASTING industry does not seek succor from its Government in the way of subsidy, direct or indirect but will try to use its own ingenuity in solving the financial problems of its "loser" stations. That was made abundantly clear at the NAB War Conference in Chicago when practically unanimous opposition was expressed to any direct Government purchase-of-time plan.

Now comes Senator Bankhead, of Alabama, with his well advertised bill for a $25,000,000,-$30,000,000 fund to be spent for newspaper advertising, half of it in small newspapers—journalism's counterpart of radio's "loser" stations. The measure makes no provision for radio. Mr. Bankhead says he can't make the bill all-inclusive; that perhaps other media in trouble can be cared for in supplementary measures, or perhaps through amendment of his measure.

Radio, as the NAB conference so pointedly expressed itself, wants no part of the Bankhead plan, or any other subsidy. There is extreme doubt whether his proposal will get to first base anyway. ANPA, at its convention last month, took almost identical action on the subsidy issue. These expressed attitudes, and the fact that the Bankhead measure makes no bones about stating that the money is to be spent for publication "in connection with such advertising of information, sales arguments and appeals relating to and promoting or encouraging such sales" of Treasury bonds and other Government promotions, augurs for rather stalwart opposition.

Yet radio has a right to resent the discriminatory nature of the proposed legislation. Again it's a case of concluding that radio, as a licensed medium, must give its time away. Or perhaps it's because radio hasn't made an impression upon those in politics as a fighting medium.

All other considerations aside, the problem of the small station, in outlying areas, is tough. The War Conference action, while it maintained the laudable policy of a free and "unkept" industry, nevertheless doesn't pay the bills of stations in the red or alleviate their manpower troubles. The station owners, while they have kept their self-respect, in some cases unquestionably feel they are just as far away from a solution as ever.

The statistics gathered by the FCC and cited at the War Conference failed to reveal that the difficulties of these smaller stations are worse than a year ago. But the outlook is bleak, with the descending spiral in local business, and with national business practically nonexistent for these outlets. Most of these stations have been chronic losers, it was shown.

Several proposals for alleviation of the problem were advanced in Chicago. Most of them were not premised on sound business. Those which proposed that national advertisers buy all small stations were impractical. On the other hand, we have always felt that the better secondary markets would be bought nationally, if properly packaged, promoted and sold.

The NAB meeting did the only thing it could do—urge Government agencies to process programs dealing with the war effort which can be sold locally and nationally. The biggest problem of the minor market station is manpower. Competent programming personnel is scarce. The Government, on the other hand, can pre-fabricate its programs in the same way it makes mats available to local newspapers for advertising sponsorship. The NAB also authorized a committee to set up machinery for the pooling of salable ideas for these stations.

The pinch may get tighter before it gets easier. The FCC, we feel, should ask Congress to amend the law (particularly in the light of legislative hearings on the White-Wheeler Bill this month) to allow stations in economic straits to suspend operation for the duration without prejudice to their return to the air when the war is won. The FCC says this can't be done under the existing law.

John L. & Jimmy

PRESIDENT ROOSEVELT, in his *Fireside Chat* last week on the coal miners' crisis, called attention to the "no strike" pledge of labor unions shortly after Pearl Harbor. He termed the United Mine Workers' action a breach of faith.

Those words of the President aptly apply to another kind of "strike" having a distinct and direct bearing on the war effort. When AFM Czar James C. Petrillo forbade members of his union to record for transcriptions of phonograph records last Aug. 1, he called a strike. It has been in effect since. Not a single transcription or phonograph record for customary purposes has been made since with union musicians.

The President said the heads of AFL, CIO and the Mine Workers all subscribed to the "no strike" agreement. Jimmy's AFM is an affiliate of AFL—one of its strongest units.

Jimmy's "strike" therefore constitutes a violation of that agreement. That it is hindering the war effort has been stated flatly by such officials as Elmer Davis, James Lawrence Fly and Senator D. Worth Clark (D. Idaho), chairman of the Senate subcommittee set up to investigate the whole Petrillo-provoked situation.

The NAB, at its War Conference, went strongly on record against Jimmy's tactics, and urged the transcribers to hold their ground and not yield to his money demands. NAB suggested, moreover, legal measures to end the ban as in violation of labor's pledge, and as having injured wartime morale.

The President said the miners' case is one that should be decided by the War Labor Board. It is obvious that the Petrillo case should go there too. Capitulation by the recording and transcription industries, either on principle or dollars, would go beyond the intent of wartime policy.

Concerning Copy

SCAN the breakdown of broadcast advertising last year—or for any recent year—and you'll find that substantially half of the industry's volume comes from the food, drug and cosmetic fields. The industries are radio's leading customers.

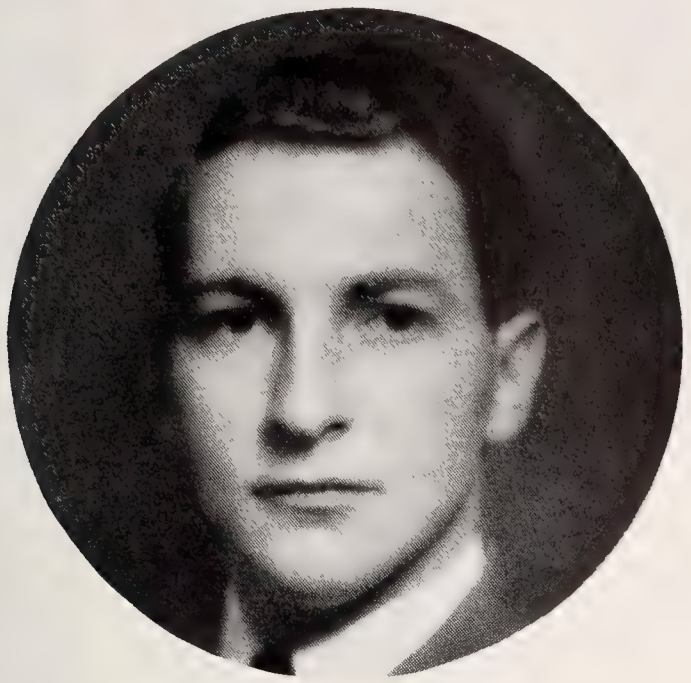
It behooves broadcasters, therefore, to know more about the advertising and exploitation problems of their best customers. These manufacturers of branded or "proprietary" products have regulatory headaches of their own, quite apart from those confronting broadcasters in the handling of such business. These inhibitions and restrictions affect their radio commercials as well as printed word advertising.

Leading authority in this field is Dr. Frederick J. Cullen, executive vice-president of The Proprietary Assn., 61-year-old trade group which has performed outstanding service for its members in matter of state and Federal regulation of these fields. Nine years ago the Association inaugurated its present activities in the self-regulation of members' advertising. Success of its activities is reflected in diminution of formal complaint.

Dr. Cullen's organization has as its objective keeping its members out of the kind of trouble which follows when advertising copy oversteps the bounds of legality or good taste. He has censored thousands of proprietary medicine advertisements, and is the leading authority in this work.

In this issue we publish an article by Dr. Cullen covering the laws and the trials and pitfalls that confront the uninitiated copywriter who tries to hit the ball with every script or layout. He gives the legal whys and wherefores in a valuable reference guide to all who come in contact with advertising copy. We commend it to all radio people who carry responsibility for what is said over their microphones. It should be preserved—and applied.

We Pay Our Respects To —



JAMES WALDO WOODRUFF JR.

BACK in 1934 James Waldo Woodruff Jr. wound up his work at Episcopal High School at Alexandria, Va. and returned to his Columbus, Ga. home, ready for college and a career. He finished off the former in a hurry at the U. of Georgia, and kept an inquiring eye in the meantime on "what to do."

Jim Senior's activities were a fertile source of assistance in settling that important question because they ranged from real estate and stocks to dye machine manufacturing and radio broadcasting, not to mention farming and dairying. Even before Jim Jr. left the university in 1936 he had sampled his father's broadcasting business on vacations and found it entirely to his measure.

At Episcopal Jim had been head monitor, football captain, winner of numerous athletic medals and awards and particularly of the Blackiston Prize (a trip to Bermuda) for outstanding leadership. When a fellow like that, having added collegiate honors as a mark of his aggressiveness and abilities, is brought into contact with a three-station broadcasting network—and they decide to woo each other—you've got a winning combination.

Today Jim Sr. is relieved of all concern with the Georgia Broadcasting System—WRBL, Columbus; WATL, Atlanta; WGPC, Albany. Jim Jr., as executive manager, runs the show. In Columbus, where the Woodruff family has lived for more than 100 years, Jim, aged 28, is known as the busiest of young executives. In January the Distinguished Service Award Key of the Columbus Junior Chamber of Commerce paid tribute for the whole town to Jim's enviable qualities of personality and ability.

The award of the key was an easy choice for the committee. For Jim is chairman of the Red Cross War Fund for Muscogee county, director of the First National Bank, member of the Alabama-Georgia Boy Scout executive committee, youngest member of the Merchants Assn. directorate; retiring president of the state association of broadcasters; director, Senior Chamber of Commerce and numerous other civic responsibilities cheerfully and well served; not to mention the fact that he is not only in his second term as a director at large of the NAB—but the youngest to hold such office. To top off his honors he was elected Director of NAB District 5, for a two-year term, effective at the NAB War Conference in Chicago, April 27-29.

At the Chicago War Conference Jimmy was named Chairman of the Small Station Problems Committee. The committee came up with suggestions unanimously adopted both by the Conference and the Board of Directors.

Jim is described in his home bailiwick as genial and good-humored but with an underlying business determination which produces the right idea and its prompt and efficient execution at the right time. He's modest, seldom gets perturbed and has a world of patience. He likes things done promptly and of course likes them done well. And like most good leaders he helps get them done himself.

Football remains his outstanding interest outside of the office. Wherever there's a game on, there also will be Jim, with a portable under one arm so he can get everything the announcer in the booth is offering. He makes home movies and is actively interested in local charities. At Georgia U. he was a member of Sigma Epsilon and Pelican.

In 1937 he married Catherine Leslie Mullins, and lives modestly in Columbus in a story-book cottage among roses and magnolias.

Personal NOTES

MRS. ROYAL MILLER, wife of the owner of KROY, Sacramento, is acting as manager in the absence for the duration of Bill Thompson, who is in the Navy as a commissioned officer. D. E. Lundy, sales manager, is acting in an advisory capacity to Mrs. Miller.

CAPT. GRIFFITH THOMPSON, general manager of WBYN, Brooklyn, before joining the Special Service Branch of the Army, is in Halloran Hospital, Staten Island, N. Y., undergoing treatment for head injuries received in a fall several weeks ago.

F. J. HEALY, former vice-president in charge of the lighting division of Sylvania Electric Products, New York, has been appointed vice-president in charge of operations. In his new position, Mr. Healy will be responsible for all manufacturing operations in both the lighting and radio-tube divisions.

J. J. CLAREY Jr., foreign advertising manager of Bristol-Myers Co., New York, and recently elected president of the Export Adv. Assn., has been named chairman of the committee on radio and press, a division of the 1943 Foreign Trade Week Committee, for the New York metropolitan district. Foreign Trade Week will be observed May 16-22, with special meetings to be held at the Hotel Astor, New York.

JACK HOWELL, former manager of KOMA, Oklahoma City, has joined the Navy and is taking basic training at Camp Peary, Williamsburg, Va.

SIDNEY DEAN, former account executive of J. Walter Thompson Co., New York, is a recent graduate of the Army Air Forces OCS.

FRANK FENTON, time salesman for WLW in New York, is now attending the Army Air Forces Officers' Candidate School at Miami Beach.

DR. AUGUSTIN FRIGON, assistant general manager of the CBC, Montreal, will spend two weeks in Jamaica making a survey and recommendations concerning the possible extension of broadcasting services on the West Indian island. Dr. Frigon has been loaned to the Jamaican government to advise on the best type of organization from the technical and administrative points of view.

ARTHUR SIMON, general manager of WPEN, Philadelphia, has gone to the Mayo Clinic at Rochester, Minn., for a two-week physical check-up.

DAN PARK, former salesman of KYW, Philadelphia, graduated from OCS last week. He is father of a baby girl born recently.

KEN KENNEDY, account executive of KTMS, Santa Barbara, has been transferred from that station's Ventura, Cal., staff to replace Jess Jones, recently inducted into the Army.

JOHN W. ELWOOD, general manager of KPO, San Francisco, is on a business trip to New York and Washington, D. C., expecting to return about the middle of May.

MERWYN McCABE, account executive of KFRC, San Francisco, recently is father of a baby boy.

ENSIGN JOSEPH H. ZIAS, attached to the War Plans Section, Office of Naval Communications, Washington, has been promoted to rank of lieutenant (j.g.). He formerly was with the radio law firm of Loucks & Scharfeld.

MILLER McCLINTOCK, Mutual president, has been appointed a member of the executive committee of the Federal Radio Educational Committee of the U. S. Office of Education.

HUGH GAGE of the sales department of CKWS, Kingston, Ont., has been transferred to the commercial department of CFCH, North Bay, Ont.

HAROLD LEVEY, of Washington, D. C., and Mrs. Edgar T. Hanson have joined the sales department of WLOL, Minneapolis.

DON S. ELIAS, executive director of WWNC, Asheville, N. C., has returned to his desk after a tonsil operation.

EDWIN P. CURTIN, formerly with BBDO and NBC and ex-radio publicity head of the New York World's Fair, has been advanced to the rank of lieutenant colonel at Camp Wheeler, Ga. After brief service with the radio branch of the War Department Bureau of Public Relations, Col. Curtin requested troop duty and has subsequently earned promotions at Camp Wheeler as commanding officer of the Tenth Training Battalion.

LEWIS W. WATERS, formerly vice-president in charge of research and development of General Foods Corp., New York, has been named to the newly created post of vice-president in charge of scientific relations. Thomas M. Rector, formerly manager of the company's central laboratories in Hoboken, has been named manager of research and development. Mr. Waters' new post was established in recognition of the increasing importance of a scientific approach to the basic problems of nutrition, as differentiated from commercial research, according to Clarence Francis, G-F president.

BENNET LOWRY, former office manager of Whittelsey Inc., New York, and for the five previous years assistant personnel manager of Certain-Teed Products Corp., New York, has joined CBS as employment manager, according to an announcement last week by Francis C. Barton Jr., CBS personnel manager.

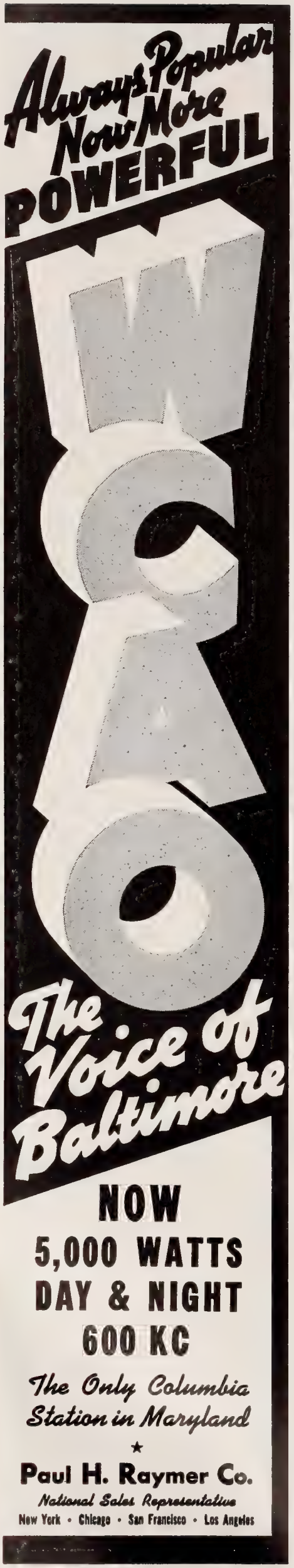
J. J. CLAREY JR., who resigned in February, 1942, as president of Export Adv. Assn., to join the radio division of the Office of the Coordinator of Inter-American Affairs was re-elected head of the association at its annual meeting in New York Wednesday, April 28. All other nominees on the slate (BROADCASTING, April 26) were elected.

Wm. D. Murray

WILLIAM D. MURRAY, 42, vice-president of the Hudson Adv. Co., New York, died May 2 at his home in Yonkers, N. Y. Mr. Murray joined the agency, which was founded by his father, after his graduation from Harvard in 1921. He is survived by his parents, his wife, a sister and two brothers.

FDR Miner Rating

PRESIDENT ROOSEVELT's four network address on the coal strike May 2 was heard by a listening audience of 43,761,000 persons, according to a survey made by C. E. Hooper Inc. and released by CBS. Rating of 56.7 compares with report on the President's Lincoln's birthday talk, Feb. 12, which received a Hooper rating of 57.1. Presidential talk on Washington's birthday was rated at 46.2.



BEHIND the MIKE

HOWARD GRAY, chief announcer of KFVD, Los Angeles, is the father of a girl born April 19.

ALVIN WILDER, news analyst-commentator, on April 30 started a twice-weekly quarter-hour commentary on KFI, Los Angeles, Friday, 5:30-5:45 p.m. (PWT), and Sunday, 10:45-11 a.m. (PWT). In addition he conducts a similar weekly series on KECA, that city.

WILLIS OBORN, formerly in charge of BLUE Hollywood mailroom, has been shifted to that network's announcing staff as vacation announcer.

ABBOTT TESSMAN, Hollywood announcer on the four-weekly quarter-hour Raymond Graham Swing program, sponsored by Socony Oil Co., on BLUE stations, has been inducted into the Army. Henry A. (Hank) Weaver has taken over Mr. Tessman's duties.

TOM BRENEMAN, Hollywood m.c. of the six-weekly *Breakfast at Sardi's* cooperatively sponsored on BLUE stations, in late April received the honorary title, "Commander of Hollywood Flight Squadron, U. S. Navy," in recognition of recruiting work for that branch. A squadron was organized from applicants whose enlistments followed Breneman's talk on opportunities in naval aviation during a recent broadcast.

FAYE SILVER, of KROY, Sacramento, has joined KHUB, Watsonville, Cal., as director of Women's programs.

IN THE
Atlantic
the more war bonds you buy... the safer will be our supply lines to fighting fronts ...so buy more!

IN
St. Louis
the better you rest at night... the more efficient you'll be next day... so stop at

HOTEL Lennox
EVERY ROOM AIR CONDITIONED... NOISE-PROOFED... FROM $3.00





RADIO CARRIES ON the old theater tradition and the show goes on. Ruth Lyons, who presents the *Consumers Foundation* program on WLW and *The Pettycoat Party Line* show on WSAI, does just this as she is quarantined at home by illness in her family. Walter Rogers, WLW-WSAI engineer, checks broadcast time on Miss Lyons' front porch.

BILLY MILLS, musical director of the weekly NBC Fibber McGee & Molly, sponsored by S. C. Johnson & Sons Inc. (wax products), has been elected Southern California vice-president of Beta Theta Pi, social fraternity.

FEY ROGERS, program manager of WOPI, Bristol, Tenn., was named "Bristol's Leading young 1942 citizen" by the Junior Chamber of Commerce. He was cited for his work promoting 10% War Bond Savings, Red Cross, Salvation Army, and the Junior Chamber of Commerce.

ELIZABETH HART and Louis Rowen, staff announcers of NBC, Chicago, were married at Waukegan, Ill.

WILLIAM B. RAY, director of news and special events of NBC, Chicago, is the father of a boy.

BOB KESTEN, program director of CKWS, Kingston, Ont., has been commissioned a lieutenant in the Royal Canadian Corps of Signals, and is training at Three Rivers, Que., and Brockville, Ont. Before joining CKWS he was a freelance producer at Toronto, and with Ardiel Adv. Agency, Toronto.

CY STRANGE, formerly of CKGB, Timmins, Ont., has been appointed program director of CKWS, Kingston, Ont.

VERNON BARTLETT, BBC news analyst, and a member of the British Parliament, will be heard on CBS May 20, following his arrival in this country for a lecture tour. This will be his third visit to America.

PHIL CLAYTON, formerly of CKCR, Kitchener, Ont., has been appointed program director of CFCH, North Bay, Ont.

PAUL WHITEMAN, BLUE Network musical director, was in San Francisco the latter part of April to confer with KGO Manager Don Searle, Bob Dwan, program manager, and other executives on plans for musical programs originating in San Francisco.

BETTY BERRY has joined the sound effects and transcription department of WEEI, Boston.

CECIL WOODLAND, continuity director of WSNY, Schenectady, on April 10 married Anne Graber, of Schenectady.

GEORGE THEERINGER, sports commentator of WSNY, Schenectady, has enlisted in the Marines and will be succeeded by Carol (Pink) Gardner, former light-heavyweight wrestling champion.

MARY LOU EVANS, new to radio, has joined W1XTG, FM affiliate of WTAG, Worcester.

KATE SMITH, CBS star of two General Foods programs, marked her twelfth year on the air May 1—also her 33rd birthday. Actual celebration took place April 30, on her regular Friday night program, now originating temporarily from the West Coast. Agency for Kate Smith's programs is Young & Rubicam, New York.

AL ROBINSON has returned to the announcing staff of WRDW, Augusta, Ga., and Bill Wofford, staff vocalist, is now announcing in place of Dick Goode who, joined the Army.

STELLA HOLOWELL, writer, following a four-year absence, has rejoined continuity department of KTMS, Santa Barbara, Cal., and is assigned to *Woman's Page of the Air*.

ROLAND J. SCHUMACHER, head of the traffic education division of the St. Louis Police Department and conductor of the weekly program, *So It Can't Happen to You* over KXOK, St. Louis, has been promoted to the rank of lieutenant. Landis Wilkenson, announcer, has received orders to report for active duty as a flying cadet in the Army. He will report to Camp Sheppard, Texas, for preliminary training.

MAX MELLINGER, former announcer of KFOX, Long Beach, Cal., has joined KFDB, Los Angeles.

BETTY BREWER of the KXOK, St. Louis, continuity department, was married last week to Lt. Paul Ley of the Army Air Forces. They will live temporarily in Colorado.

PVT. WALTER WINKOPP, announcer-producer known as Walter Windsor when on WMCA, New York, WSGN, Birmingham, and KLO, Salt Lake City, is now handling a weekly all-soldier show, *Fall in for Fun*, over KVEC, San Luis Obispo, Cal., where he is stationed with the 23d Special Service Unit. Pvt. Eddy King, formerly with KPO, San Francisco, is in the same unit.

BOB KNOX has joined the announcing staff of WIBG, Philadelphia.

JOANNE ROBERTS succeeds Franklin D. Little, now an aviation cadet, as traffic manager of KTAR, Phoenix.

HUNTER HANCOCK, formerly of KPAB, Laredo, Tex., has joined announcing staff of KFVD, Los Angeles.

ERNEST MORGAN, production manager of CBR, Vancouver, has been appointed Pacific Region program director of the Canadian Broadcasting Corp. Andrew Allan, CBS Pacific Region drama division chief, succeeds Morgan as CBR production manager, while retaining control of the drama division.

DAVID MANNING, announcer of KFVD, Los Angeles, is the father of a boy born April 27.

THE FIRST 100 SPONSORS ARE THE HARDEST!



100th Sponsor Signs Up Radio's Most Sponsored Program

Last week Fulton Lewis, Jr., Mutual's Washington Commentator, accepted his 100th current sponsor, making the newscaster radio's "most sponsored personality."

Lewis' commentaries (Monday through Fridays, 7 P.M. EWT) are cooperatively and locally sponsored in individual cities by different advertisers, ranging from a men's hand laundry to a concrete construction and supply company.

His radical innovation in sponsored broadcasting soared under the impetus of typical Lewis' scoops. Proof of his ability was noted this year when the Alfred I. DuPont Radio Commentator Award for outstanding reporting of the news was awarded to . .



• *Stanley Seibel, General Sales Manager, Cereophyl Laboratories, signs the contract making him Lewis' 100th current sponsor. William B. Dolph, WOL, and personal manager of Lewis looks on.*

FULTON LEWIS, JR.

. . . sell him at your one time quarter hour rate per week. Wire or write WILLIAM B. DOLPH,

WOL

WASHINGTON, D. C.

Originating from WOL Washington, D. C., affiliated with the MUTUAL BROADCASTING SYSTEM



• *Mr Frank Kirchop, president of the American National Bank of Denver and Lewis' oldest continuous sponsor, takes time out to renew his contract. With him are Gene O'Fallon, KFEL, and Mrs. Ethel Keane, Keane Advt. Agency.*

FRED SCOTT, announcer of WKRC, Cincinnati, has reported to the Army in Louisville, to enter OCS. It was erroneously reported in the April 26 issue of BROADCASTING that Fred Dodge, who is program director of WKRC, had been inducted. He is still on the job.

JACK MOSMAN, an assistant director in network operations, resigned from CBS April 30 to join the Navy as an ensign, after seven years with the network.

BILL REID has joined CKMO, Vancouver, as announcer, coming from CKWS, Kingston, Ont.

KEN BENNETT, former announcer of KHJ, Hollywood, has joined KFI-KECA Los Angeles, replacing Rollie Thomas, recently inducted into the Army.

ELENOR TARSHIS, former continuity editor of WKIP, Poughkeepsie, is now with the international division of NBC.



SUBSTITUTING for Velma Michener, mistress of ceremonies of *Budget Brigade* on KLZ, Denver, is Pete Smythe, station's new program director, backed up by Les Weelans, KLZ music director. Station didn't say whether Denver has a womanpower problem.

ROBERT H. WESSON, publicity director of KGO, San Francisco, has been promoted to manager of promotion and publicity for the station, replacing J. Gilbert Paltridge. Janet Matter, former assistant in the press department, will handle publicity under Mr. Wesson's direction.

JERRY SOESBEE, formerly of WPTF, Raleigh, N. C., has joined the announcing staff of WWNC, Asheville, N. C.

JOHN HENKES has joined WLOL, Minneapolis, as announcer, coming from KVOX, Fargo.

CATHERINE RUTHERFORD, new to radio, has joined WWNC, Asheville, N. C., as copy writer and director of women's programs.

JOHN J. ANTHONY, conductor of the *Good Will Hour*, is the subject of an article, "Self-Made Solomon", by Earl Wilson, appearing in the May 8 *Saturday Evening Post*. *The Good Will Hour* is sponsored by Ironized Yeast Co. on the BLUE on Sunday evenings.

ORRIN E. DUNLAP Jr., director of information of RCA, has contracted to write a book, "Radios 100 Men of Science," for Harper & Bros., to be published next spring.

PAUL BARON, band leader, has joined CBS as a staff conductor.

JOEL CHESNEY, announcer of WINS, New York, has taken on additional duties as assistant production manager. Mr. Chesney was formerly announcer of WAAT, Jersey City, and previously announcer, chief of continuity and traffic manager of WFPG, Atlantic City.

JOE WHITE, onetime singer on NBC's *Silvertown* program, and now with the network's record library, broke his leg last week, and is recovering at Roosevelt Hospital, New York.

LIEUT. (j.g.) JERRY DANZIG, former director of publicity of WOR, New York, has been reported on active duty somewhere on the Atlantic. He has been in the Navy for the last year, stationed in the New York area.

JOE NOVENSON, former announcer of WFIL, Philadelphia, has graduated from OCS and has been commissioned a second lieutenant in the Army Air Corps.

WALLY SHELDON, former announcer of WCAU, Philadelphia, has received his commission as second lieutenant at the Army Air Force Communications Cadet School at New Haven, Conn., and is assigned for duty in Florida.

LARRY THOMAS, news announcer of WDAS, Philadelphia, leaves this week to join the Army.

ROY PICKETT, former announcer on Detroit stations, has joined KIEV, Glendale, Cal.

NORMAN ROSTEN, poet whose scripts have been heard on NBC's *Cavalcade of America*, sponsored by E. I. DuPont de Nemours Co., has won the Lola Ridge Memorial Award of $100 from the Poetry Society of America. Award was for a group of five "Poems of Our Time."

BILL HART, announcer of WDRC Hartford, has been named president of the station's "Strictly Swing Club," which has more than 15,000 members. Hart succeeds Russell Naughton, who has just entered the Army. The *Strictly Swing* program is heard each Saturday afternoon for an hour, and the club has been in existence for more than five years.

PAUL J. CLARKE, announcer, has left WMT, Cedar Rapids, Ia., to join KVOR, Colo.

ARNIM POLSTER has left WOAI, San Antonio, to join WTAR, Norfolk, Va., as announcer. He will be known as Allan Polster. Bill Warren, formerly with the New York *Times*, has joined the staff as announcer.

STUART HANNON, traveller-scholar, on May 2 started a weekly quarter-hour news commentary on BLUE Pacific stations, Sunday, 10:45-11 a.m. (PWT).

CATHERINE SIBLEY, writer, producer and lecturer, has been named director of public service for KPO, San Francisco. She replaces Leonard B. Gross, who has gone into military service.

LOUISE LANDIS, manager of the press department of KPO, San Francisco, recently resigned to join one of the government agencies in San Francisco.

DARYLE HUTCHINS, announcer, formerly of KLX, Oakland, Cal., has joined KPO, San Francisco, replacing Bill Roddy, who has joined the merchant marine.

GEORGE CARAKER, news commentator of KPO, San Francisco, recently began a series of lectures on the war situation in the San Francisco bay area.

POLLY WHITTAKER, former announcer at stations in St. Louis and Lancaster, Pa., has joined WDAS, Philadelphia.

ARTHUR SILVERLAKE, Hollywood radio-film actor known professionally as Arthur Lake, and portrayer of Dagwood on the weekly CBS *Blondie*, in a recent Los Angeles Superior Court action legalized his professional name.

ROLAND DAWSON, for the last year production manager of WCHS, Charleston, W. Va., was named production manager of WIP, Philadelphia, succeeding Varner Paulson, who went into the Army. Dawson previously was associated for 13 years with WJSV and WOL, Washington, D. C.

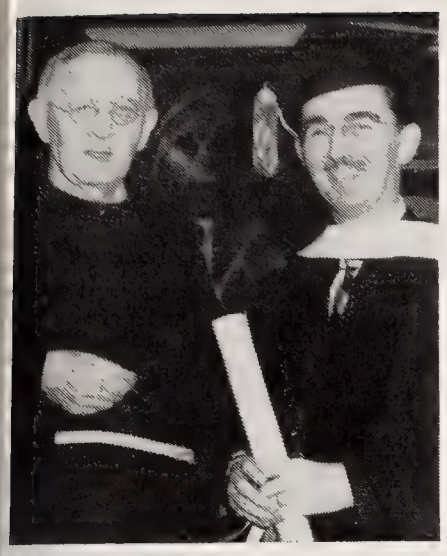
"HERE Y'ARE, FELLERS! GIT YOUR COPY OF THE NEW WDAY DATA BOOK! SEE FER YOURSELF WHY WDAY AND THE RED RIVER VALLEY MEAN BUSINESS FER SMART ADVERTISERS!"



WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES





ACK COSTELLO, NBC announcer (right), as he receives an Honrary Degree of Litt D., in recogition of his announcing on *The atholic Hour*, from St. Bonavenure College, Olean, N. Y. Presenation was made by Father Thomas lassman, president (left).

EORGIA FULLER, formerly of the rogram department of NBC Chicago, as been transferred to the internaional broadcasting division of NBC lew York.

OHN ELLIOTTE, Hollywood writr on the weekly NBC *Chase & Sanorn Show*, has joined the writing taff of that network.

GT. LARRY HAYS, writer-narraor of the weekly Mutual *Halls of Iontezuma*, half-hour series presented nder auspices of the U. S. Marine Corps, and formerly Vallejo, Cal., staion manager, has been commissioned first lieutenant.

HUGH W. MORRISON, former supervisor of talks for the Canadian Broadcasting Corp., Toronto, and now assistant to the president of British West Indian Airways, New York, is he father of a boy.

FRANCES JENSEN, who came to KGNC, Amarillo, Tex., from KSAL, Salina, Kan., as continuity writer, is n addition now teamed with musical director Eddie Baumel at the organ in early morning songs. Don Boles, new to radio, has joined the staff as announcer.

MELVIN DRAKE, manager of KGGF, Coffeyville, Kan., and Dick Campbell, program manager, are fathers of baby boys, and Bert Powell, continuity chief, is father of a baby girl.

RON RAWSON, new announcer of KXOK, St. Louis, will broadcast all home games of the Cardinals and Browns with France Laux, who is now in his third year of play-by-play descriptions on KXOK.

BOB HAFTER has been given the production assignment on the weekly CBS *Hollywood Showcase* when the series expanded to Pacific stations of the network on April 30.

HELEN WILDERMUTH, BLUE's head of program analysis, left the network May 7, to join the Red Cross Overseas Military Relief Service as staff assistant, after six years with NBC and BLUE.

EVERETT F. GOODMAN, vice president of Harry S. Goodman Radio productions, has enlisted in the Army and is to take Officer training in the Chemical Warfare Corps.

DENNIS DAY, Hollywood vocalist-comedian featured on the weekly NBC *Jack Benny Show*, is scheduled for an overseas entertainment assignment during mid-June. The half-hour variety series concludes current season with May 30 broadcast.

Russ Johnston Moves

RUSS JOHNSTON, Pacific Coast program sales manager of CBS, Hollywood, has joined McCann-Erickson Inc., as Hollywood radio director and agency producer on the weekly CBS *Grapevine Rancho*, sponsored by Roma Wine Co. Inc. Mr. Johnston will continue, however, in his former post until Donald W. Thornburgh, Pacific Coast vice-president of CBS, Hollywood, returns from current conferences with New York network executives and chooses a successor.

WINS Defense Day

WINS, New York, turned over to the local Civilian Defense Volunteer Office its entire broadcasting time, May 6. While commercials were retained throughout the day, sponsored and sustaining programs were either devoted entirely to airing appeals for the CDVO or carried spot announcements in behalf of the agency's needs.

$100,000 FOR RECORDS
WTMJ Audience Buys Bonds
To Watch Program

BOX-OFFICE charge was collected by WTMJ, Milwaukee, for the first time May 1, but all of the proceeds —$100,000—went to Uncle Sam. Unusual feature of WTMJ's sizable contribution to the Second War Loan Drive is that the 400 listeners paid their money to witness a broadcast of a record show.

Milwaukeeans have attended broadcasts of the hour-and-a-half *Rumpus Room Session* for more than 350 nights, but on May 1, m.c. Johnnie Olson closed the house except to persons buying War Bonds. Idea clicked, and *Rumpus Room Session's* Bond Night was a sell-out.

BETTY WASON, former CBS war correspondent in Athens, is author of a book on the Axis invasion of Greece titled *Miracle in Hellas*, which was published last week by Macmillan Co., New York.

Centaur Drive for ZBT May Exceed Last Year

CENTAUR Co. Division of Sterling Drug Inc. will start its annual spring and summer campaign for ZBT baby powder May 17, with a slight increase in time purchase over last year. Schedule includes twice-weekly participations on Adelaide Hawley's *Women's Page of the Air* on WABC, New York, and three-a-week sponsorship of quarter-hour units of Martin Block's *Make Believe Ballroom* on WNEW, New York. Hitchhike announcements for ZBT will be broadcast weekly from April 5 to Sept. 1 on *Lorenzo Jones* and *Young Widder Brown*, NBC daytime serials sponsored respectively by Bayer Co. and Chas. H. Phillips Chemical Co. divisions of Sterling. Pedlar & Ryan, New York, handles the ZBT advertising; Bayer and Phillips accounts are handled by Blackett-Sample-Hummert, New York.

Editor's note: This corrects item published in May 3 issue, page 64.

COVERING A BILLION-DOLLAR MARKET!

Lots 'a Mail THAT'S FINE!



Lots 'a Sales THAT'S BETTER!



The Lucky Coverage AREA



800,000 PIECES OF MAIL RECEIVED ANNUALLY!

—and they not only "write in"

BUT THEY BUY!

600,000 PIECES INCLUDED PROOF OF PURCHASE

AND HERE'S WHY!

KWFT SERVES...

39% OF ALL RADIO HOMES IN TEXAS

56% OF ALL OKLAHOMA RADIO HOMES

"GOOD LUCK" ON ANY SCHEDULE DIRECTED TO THE SOUTHWEST

*5,000 WATTS DAY *1,000 WATTS NIGHT

620 K., THE CHOICE SPOT ON THE DIAL

KWFT WICHITA BROADCASTING COMPANY

Wichita Falls, Texas

National Representative—PAUL H. RAYMER CO.

CBS



WARTIME SERVICE COMMITTEE of Philadelphia's Poor Richard Club, advertising agency group, discussed advertising's contribution to the war effort on the *Sweet Land of Liberty* program sponsored by the Land Title and Trust Co. on WFIL, Philadelphia. Around the mike (l to r) are Don Martin, producer and director of the show; William Berry, a former president of Poor Richard; Harold Le Duc, advertising manager of the Bell Telephone Co.; Jason Johnson, narrator of the program; Jerome B. Gray, of Gray & Rogers Adv. Agency; John Gnagy, advertising executive of the John Wanamaker department store; Peter L. Schauble, president of Poor Richard.

10 OUT OF 12

OF THE HIGHEST HOOPER-RATED NEWSCASTERS HEARD IN HOUSTON EACH WEEK ARE ON KXYZ

RAYMOND GRAM SWING • UPTON CLOSE
EARL GODWIN • ROY PORTER • GABRIEL HEATTER • DOROTHY THOMPSON • DREW PEARSON • RAY CLAPPER • JOHN W VANDERCOOK • JOHN GUNTHER

NOW 5000 WATTS ON 1320 KC

Attractive Combination Rates on KXYZ, KRIS (Corpus Christi)

KXYZ
HOUSTON, TEXAS
1320 KC BLUE, MUTUAL

REPRESENTED BY THE BRANHAM COMPANY

WLB Grants Rise In AFRA Salaries

Allows 4½ to 10% to Talent of Seven Companies

THE WAR Labor Board has notified the American Federation of Radio Artists that it has approved the 10% increases in minimum scale in network sustaining contracts as agreed upon by AFRA and the networks last winter. Increases are made retroactive to Dec. 15, 1942, date on which the agreements were reached, the Board's letter states.

Similar 10% increases for staff announcers on separate staff contracts on the BLUE and NBC in New York and Chicago were also approved by the WLB. A 6% increase requested under all staff contracts, including announcers, production and sound effects men and assistant directors, at KNX, CBS station in Los Angeles, was curtailed to 4.5% by the WLB, since this amount represented the Board's computation of the differences between increases already allowed by the "Little Steel" formula. The KNX employes had granted and the maximum 15% achieved increases of approximately 10% when their contracts were renewed in 1941.

Within 15% Formula

The WLB approved 10% increases in the NBC and CBS sound effects contracts in Chicago, but made them retroactive to Jan. 1 and Jan. 17 respectively, dates on which these increases were agreed on by AFRA and the networks. The Board did not approve 10% increases for the sound effects men at WGN, Mutual station in Chicago, nor for staff announcers at WTAM, NBC station in Cleveland, however, since both of these contracts had been signed in 1941 within the period of the "Little Steel" formula and the increases received at that time used up the 15% maximum.

Also disapproved was the 10% increase agreed to by AFRA and the Don Lee Broadcasting System for present staff employes, since Don Lee already pays ratese 10% above the minimum, but the WLB approved this increase for new employes. In this, and in the WTAM announcers' and the WGN sound effects men's contracts, AFRA is studying the "Little Steel" formula for possibilities of applying for reconsideration of applied-for increases by the WLB.

Approval of the 10% increases in the network sustaining minimums by the WLB is believed to presage similar Board approval of 10% increases in minimums in AFRA's commercial code, which is now awaiting WLB action.

WWL TECHNICIANS WIN ARBITRATION

RULING that technician's wages at WWL, New Orleans, present a gross inequity, J. Willard Ridings, arbitrator for the U. S. Conciliation Service, last week recommended wage increases for members of the International Brotherhood of Electrical Workers serving as transmitter engineers and control room operators at the Loyola U. station.

Outcome of the arbitrator's decision, which followed "cooperative" and "friendly" discussions, remains in doubt however, in view of the national stabilization policy at present prohibiting wage increases on ground of gross inequity.

The arbitrator found for the union on both issues, the first being one scale for both transmitter engineers and control room operators, and the second, the wage increase. Mr. Riding said 28 of 32 50,000 watts stations had uniform pay scales, and that it apparently "is the general practice of the industry." He found WWL paid an average of $38.49 weekly to technicians compared to $55.78 for ten similar stations. Decision is retroactive to Nov. 16, 1942.

WBBM Sustainer

ANOTHER in a series of CBS affiliate-built programs [BROADCASTING, April 12] is now heard Wednesday nights, 12:05-12:30 a.m., under the title *Forty Chicagoans*. Caesar Petrillo's orchestra, Jack Fulton, singer, the Robert Childe Choir and guest soloists are heard in a program of modern and semi-classical music. Series originates at WBBM, Chicago.

TEST YOUR KNOWLEDGE OF PANAMA

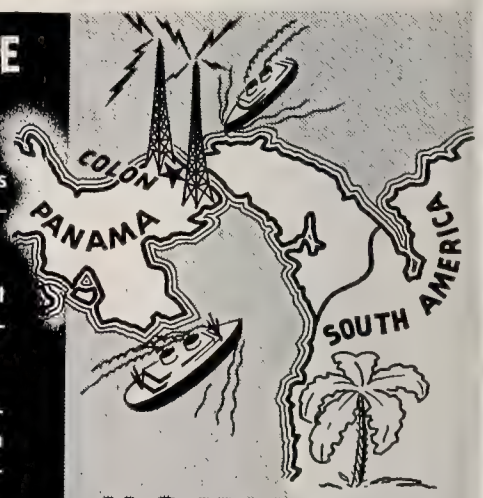
1 What percentage of Panama's present population speaks English?

2 Name the Panama station that carries English programs exclusively every evening.

3 How can you tell your advertising story to the big, rich English-speaking Panama population?

1. 50% 2. HOK 3. HOK

Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

Radio Advertisers

OUGLAS AIRCRAFT Co., Santa onica, Cal., as part of its current nployment campaign on May 7 arted sponsoring weekly spot an- ouncements on KFI and KECA, Los ngeles. Contracts are for 13 weeks. irm also sponsors a varied schedule five-minute transcriptions on those ations as well as KMPC KHJ KNX. ssig Co., Los Angeles, has the ac- ount.

OREST LAWN Memorial Park ssn., Glendale, Cal., on May 3 in- reased participation in *Art Baker's otebook* on KFI, Los Angeles, to five mes per week. Contract is for 47 eeks. Firm also sponsors five-weekly uarter-hour series, *Bill Hay Reads he Bible*, on KHJ, Hollywood, as well s weekly quarter-hour Sunday after- oon program, *This Is Bill Hay*, on NX, that city. Agency is Dan B. liner Co., Los Angeles.

ODOLOR MOTORS Inc., Los An- eles (used cars), on May 4 increased s thrice-weekly quarter-hour news- ast schedule on KECA, that city, to ix periods per week. Contract is for 9 weeks. Firm also sponsors six eekly half-hour participations in *tuart Hamblen* on KFVD and FWB. Allied Adv. Agencies, Los ngeles, has the account.

ENSON SHOPS, Los Angeles (Women's apparel), is sponsoring a eekly half-hour transcribed musical rogram, *Pan American Rhythms*, on ECA, Los Angeles, Sunday, 4:30-5 .m. (PWT). Contract is for 6 weeks, tarted May 1. Glasser-Gailey & Co., os Angeles, has the account.

U-TAY PRODUCTS Inc., Hunt- ngton Park, Cal. (Rain Drops water oftener), on May 10 starts a thrice- eekly announcement schedule on ARM, Fresno, Cal., and on May 17 dds 5 announcements per week on IDO, Boise, Ida. Contracts are for 3 weeks. Agency is Glasser-Gailey & o., Los Angeles.

HAWAII THEATRE, Hollywood, in local theatre attendance campaign hich parallels showing of the cur- ent film, "Journey Into Fear", is sponsoring a transcribed spot an- ouncement schedule varying from one o three announcements daily on 9 os Angeles area stations (KHJ KECA KMPC KIEV KFVD KMTR KFWB KFAC KRKD). Campaign, started April 13, is scheduled to con- inue during run of the picture, which is now booked for 8 weeks. Placement s through Dean L. Simmons, Holly- wood.

BROOKS Inc., Los Angeles (clothing chain), is sponsoring a five-weekly quarter-hour afternoon newscast, in addition to a similar early evening period six times per week on KECA, Los Angeles. Contract is for 52 weeks. Firm also sponsors a weekly quarter-hour Sunday newscast on KFI, that city. Hillman-Shane-Breyer, Los Angeles, has the account.

HELENA RUBENSTEIN Inc., New York, through its newly appointed agency Pettingell & Fenton, New York, has started weekly sponsorship of Alice Hughes, commentator, on WMCA, New York. Quarter-hour pro- gram is aired in behalf of Rubenstein cosmetics each Monday. Firm has not used radio for several years.

WILSON FLY PAD Co., Hamilton, Ont., on June 14 starts *Hank, the Yodelling Ranger*, one-minute pro- gramette on 22 Canadian stations three times daily alternate days, alter- nate weeks. Account was placed by A. McKim Ltd., Toronto.

MIDLAND SHOE Co., St. Louis (Penmoore shoes). Plans to use radio and other media. Datche Adv. Co., St. Louis, has the account.

SANTE CHEMICAL Co., New York (Sul-Ray Colloidal Sulphur Bath), Radio and other media handled through Hal. A. Salzman Inc. Hal A. Salzman is account executive.

INTERSTATE BAKERIES Corp., Los Angeles (bread), in a 13-week spring campaign which started during early May, has increased its total schedule of spot announcements on KHJ KNX and KECA, to 24 per week, and added from 5 to 7 similar announcements weekly on 5 other Los Angeles area stations (KFVD KFWB KMPC KFAC KRKD). Firm in addition on May 3 started sponsoring Boake Carter for 13 weeks on KXO, El Centro, Cal. Firm also sponsors a six-weekly noon newscast on KTMS, Santa Barbara. Agency is Dan B. Miner Co., Los Angeles.

COOPER BREWING Co., Philadelphia, is promoting its Cooper beer with a nightly five-minute period on WFIL, Philadelphia, called *News Highlight of the Day* with Norman Jay doing the commentary. Started May 3, the series is scheduled for 26 weeks, placed thru Earle A. Buckley Agency, Philadelphia.

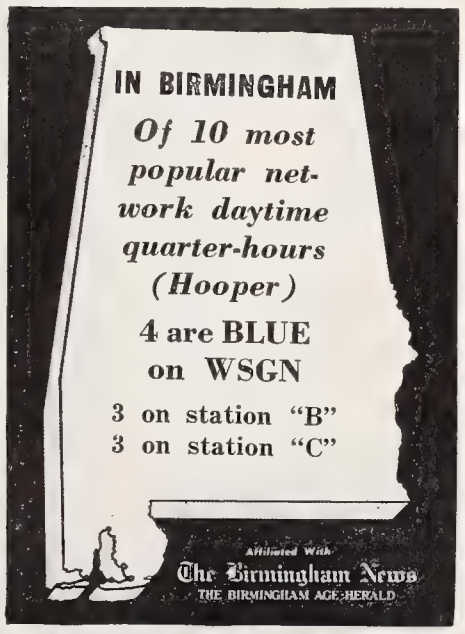
ESSLINGER Inc., Philadelphia (Esslinger beer), has added a third station to cover a third market for its weekly variety show, *The Flavor Lingers*, which originates each Wednesday evening at KYW, Philadelphia. In addition to feeding the program to WBAB, Atlantic City, KYW now feeds the half-hour program to WDEL, Wilmington, Del. Agency is Gray & Rogers, Philadelphia.

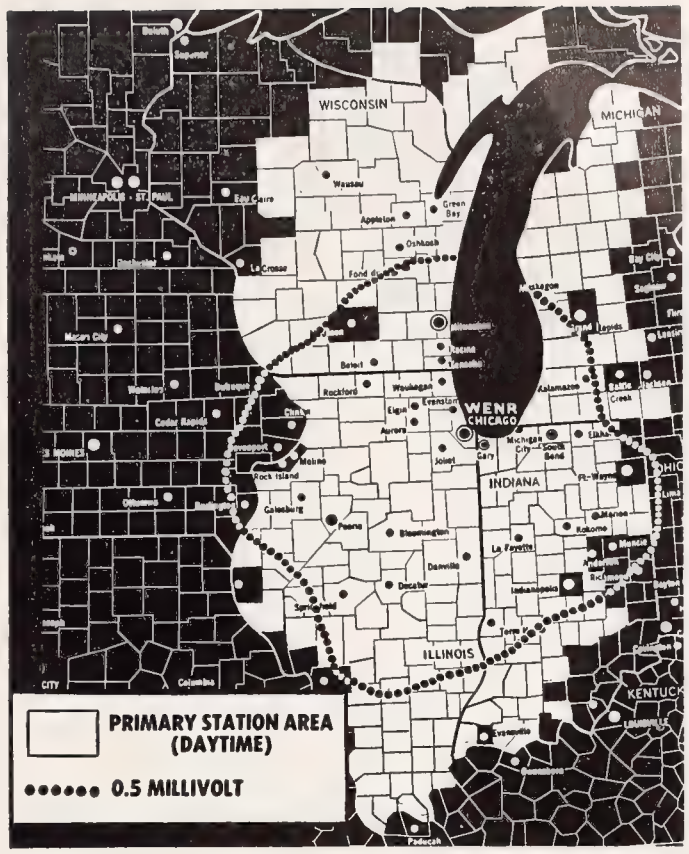
BURMA-VITA Co., Minneapolis, has taken five-minutes daily participation, six times weekly, in the *Musical Clock* morning show of KYW, Philadelphia, for Burma Shave. Scheduled at 8:15 a.m., the five minutes is devoted to a round-up of the day's lighter and unusual news happenings by Leroy Miller. The transcribed commercials featuring *Miss Burma* are in keeping with the lighter type of news stories used. Agency is Hays-MacFarland, Chicago.

GENERAL DRY BATTERIES of Canada, Toronto, on Aug. 2 starts dramatized announcements 4 times weekly on 23 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

WFTB on CBS

WFTB, Sarasota, Fla., will join CBS in the near future as a bonus station available with the network's Florida Group. WFTB operates full time with 250 watts on 1450 kc.





"That's a lot of coverage . . . but

DOES ANYONE LISTEN TO WENR?"

You be the judge!

■ *A WENR advertiser received 700% more returns than expected!*

■ *A late-hour test offer pulled returns from 42 states and 3 Canadian provinces!*

■ *On a recent offer over 55 network stations, WENR produced returns at lowest cost per inquiry!*

Yes, in this great market people *do* listen to WENR. And they respond! Are you familiar with WENR's rapid rise these last few months? Do you know what is happening to radio in Chicago? Just ask a Blue Spot sales representative.

COST ANALYSIS OF MAJOR CHICAGO STATIONS*

Station	Families	Cost per 1,000	% Increase over WENR
WENR	3,403,000	.03	——
A	2,157,000	.06	100.00
B	2,424,000	.05	66.6
C	3,188,000	.04	33.3

** Based on a 15-minute daytime show, 5 times per week. Source – NBC All-County Survey.*

WENR

50,000 WATTS

A CLEAR CHANNEL STATION

890 KILOCYCLES

Owned and Operated by the Blue Network Company

Represented Nationally by Blue Spot Sales

New York Chicago San Francisco Hollywood Detroit



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KQW, San Francisco

B. Cribari & Sons, San Francisco (Cribari wines), *sa* weekly, thru J. H. Diamond, San Francisco.
Luden's, Reading, Pa. (cough drops) 6 *sa* weekly, thru J. H. Mathes, N. Y.
Weinstein Co., San Francisco (department store chain), *sp* weekly, direct.
Ex Lax Mfg. Co., Brooklyn (laxative) 5 *sa* weekly, thru Joseph Katz Co., Baltimore.
Fox West Coast Theaters, San Francisco, 7 *sa* weekly, direct.
Coronet Magazine, New York, 11 *sa* weekly, thru Schwimmer & Scott, N. Y.
Carter Products, New York (liver pills) 3 *sp* weekly, thru Street & Finney, N. Y.
Petri Wine Co., San Francisco, weekly *sa*, thru Erwin, Wasey & Co., San Francisco.
Langendorf United Bakeries, San Francisco (Hollywood bread) *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Kilpatrick Bakeries, Oakland, *sa* weekly, thru Emil Reinhardt Adv., Oakland, Cal.
New Century Beverage Co., San Francisco (Belfast Sparkling water) 2 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Barrett & Hilp, San Francisco (construction) 5 *sa* weekly, thru A. E. Nelson Co., San Francisco.
Progressive Optical System, Fresno, Cal. (optical goods) 6 *sa* weekly, thru W. L. Gleeson, Riverside, Cal.
Bethlehem-Alameda Shipyards, Alameda, Cal. (employment) 33 *sa*, *ta* weekly, thru Ryder & Ingram, Oakland, Cal.
National Biscuit Co., New York (Shreddies) 6 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Lockhardt Seed Co., San Francisco, 7 *sa* weekly, direct.
Fox West Coast Theatres, San Francisco, *ta*, *sa* weekly, direct.
MacFadden Publications, New York (*True Story* magazine) 2 *sp weekly*, thru Raymond Spector, N. Y.
Kilpatrick Bakeries, Oakland, Cal. (Kilpatrick's bread), *sa* weekly, thru Emil Reinhardt Adv., Oakland.
Moore Drydock Co., Oakland, Cal. (employment) 5 *ne* weekly, direct.
Curtis Publishing Co., Philadelphia (Saturday Evepost) 3 *sa* weekly, thru MacFarland, Aveyard & Co., Chicago.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds and Palmolive soap) 4 *sa* weekly, thru Wm. Esty & Co., N. Y.
Acme Breweries, San Francisco (Acme beer) weekly *sp*, thru Brisacher, Davis & Van Norden, San Francisco.
Hirsch & Kaye, San Francisco (opticians) 3 *sa* weekly, thru Long Advertising Service, San Francisco.
Sunnyvale Packing Co., San Francisco (Rancho soups) 5 *sa* weekly, thru Foote, Cone & Belding, San Francisco.
Coronet magazine, New York, 12 *sa* weekly, thru Schwimmer & Scott, San Francisco.

WOR, New York

Artra Cosmetics, New York (Sutra Suntan cream), 6 *sa* weekly, 13 weeks, thru Murray Breese Assoc., N. Y.
Maggi Co., New York (Maggi Seasoning and Bouillon Cubes), 5 *sa* weekly, 9 weeks, thru Needham and Grohmann, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 3 *ne* weekly, 26 weeks, thru Franklin Bruck Adv., N. Y.
Hi-V Vitamin Corp., New York (vitamins), 5 *sa* weekly, 52 weeks thru Applied Merchandising Inc., N. Y.
Manufacturers Trust Co., New York, *sa*, 26 weeks, thru McCann-Erickson, N. Y.
Elway Food Products Corp., New York (Vitamalt), 5 *sa* weekly, 12 weeks, thru H. A. Salzman Associates, N. Y.
Mentholatum Co., Wilmington, Del. (salve), 4 *ne* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
McKesson & Robbins Inc., Bridgeport (Bexel), 3 *ne* weekly, 52 weeks, thru J. D. Tarcher & Co., N. Y.

KFI, Los Angeles

Elizabeth Arden, New York (Velva leg film), 6 *sa* weekly, 13 weeks, thru Duane Jones Co., N. Y.
National Biscuit Co., San Francisco (Shredded Wheat), 3 *ta* weekly, 15 weeks, thru Botsford, Constantine & Gardner, Los Angeles.
De Laney Sales Corp., Los Angeles (Calo), 3 *sp* weekly, 3 weeks, thru Warren P. Fehlman Adv. Co., Los Angeles.
Southern California Telephone Co., Los Angeles, 52 *sp*, 52 weeks, thru The Mayers Co., Los Angeles.
Kinslow's Milling Co., Los Angeles (Wheat Nuts), weekly *sp*, 52 weeks, thru Associated Adv. Agency, Los Angeles.
Sealy Mattress Co., Los Angeles, 2 *sp* weekly, 52 weeks, thru Alvin Wilder Adv., Los Angeles.
First Industrial Loan Co., Los Angeles (finance), 3 *sa* weekly, 52 weeks, thru Robert F. Dennis Inc., Los Angeles.
Talbot Mfg. Co., Los Angeles (bath powder), 52 *sp*, 52 weeks, thru J. Russel Miller Co., Los Angeles.
Ball Bros. Co., Muncie, Ind. (bottle caps, jars), 3 *sp* weekly, 18 weeks, thru Applegate Adv. Agency, Muncie, Ind.
Yami Yogurt Co., Los Angeles (dairy food product), 5 *sp* weekly, 13 weeks, thru Erwin, Wasey & Co., Los Angeles.
McFadden Publications, New York (*True Story*), 52 *sp*, 52 weeks, thru Raymond Spector Co., N. Y.
MacMillan Petroleum Corp., Los Angeles, 3 *t* weekly, 52 weeks, thru Logan & Arnold, Los Angeles.
Fisher Flouring Mills Co., Seattle (Zoom), 2 *sp* weekly, 3 weeks, thru Pacific National Adv. Agency, Seattle.

WLS, Chicago

Life of Wheat Co., Monticello, Ill. (wheat food), 5 *sa*, 13 weeks, thru Rogers & Smith, Chicago.
Kerr Glass Co., Los Angeles (glass jars), 5 *sa* weekly, 13 weeks, thru Raymond R. Morgan Co., Hollywood.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 6 *sa* weekly, 13 weeks, thru Compton Adv., N. Y.
Dr. Miles Labs., Elkhart, Ind. (Nervine), 5 *sa* weekly, 14 weeks, thru Wade Adv. Agency, Chicago.
Chick Bed Co., Cedar Rapids, Ia. (poultry supplies), 6 *sa* weekly, thru W. D. Lyon Co., Cedar Rapids, Ia.
Lever Bros., Cambridge, Mass. (Rinso), 17 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Vio Bin Corp., Monticello, Ill. (cattle remedies), 3 *sa* weekly, 5 weeks, thru Rogers & Smith, Chicago.

WADC, Akron

Dr. W. B. Caldwell, Monticello, Ill. (proprietary), 5 *ta* weekly, thru Sherman & Marquette, Chicago.
McKesson & Robbins, Bridgeport (Calox tooth powder), 5 *sa* weekly, thru J. D. Tarcher & Co., N. Y.
G. E. Conkey Co., Cleveland, 3 *ne* weekly, thru Rogers & Smith, N. Y.
Olive Tablet Co., Columbus (proprietary), 5 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 3 *ta* weekly, thru Compton Adv., N. Y.
Johnson & Johnson, New Brunswick, N. J. (band aids), 6 *ta* weekly, thru Young & Rubicam, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive Soap), 2 *ta* weekly, thru Ted Bates, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 10 *ta* weekly, thru Wm. Esty, N. Y.
Ward Baking Co., N. Y. (Tip Top Bread), 12 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Continental Baking Co., New York (Wonder Bread), 7 *ta* weekly, thru Ted Bates, N. Y.

WABC, New York

Penn Tobacco Co., Wilkes-Barre (Julep Cigarettes, Willoughby Taylor Smoking Tobacco), *sa* weekly, thru H. M. Kiesewetter Adv., N. Y.
Centaur Co., Rahway, N. J., division, Sterling Drug Inc. (ZBT baby powder), 2 *sa* weekly, thru Pedlar & Ryan, N. Y.
Kerr's Butterscotch Inc., New York, 3 *sa* weekly, thru Tracy-Locke-Dawson, N. Y.
Kemi-cal Corp., Oradell, N. J. (Kem, liquid plant food), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Rose Mfg. Co., Beacon (Tri-ogen rose spray), *sa* weekly, thru Picard Adv., N. Y.

KHJ, Hollywood

Bullock's, Los Angeles (department store), 5 *sa* weekly, 2 weeks, thru Dana Jones Co., Los Angeles.
Charm Kurl Co., St. Paul (permanent wave kit), 5 *sp* weekly, 8 weeks, thru Guenther-Bradford & Co., Chicago.
General Foods Corp., New York (Sure-jell), 3 *sp* weekly, 13 weeks, thru Benton & Bowles, N. Y.
Chevrolet Motor Co., Detroit (institutional), 2 *sp* weekly, 16 weeks, thru Campbell-Ewald Co., Detroit.
Kingsbaker Bros. Co., Los Angeles (wholesale produce), *sp* weekly, 52 weeks, placed direct.

Hooper Proposes Monthly Ratings

Uniform Station Coverage Audit in 1944, He Says

C. E. HOOPER head of the firm of the same name, proposed to approximately 400 station men at a War Conference breakfast in Chicago that monthly ratings be provided in the future. This service will meet two specifications laid down by both buyer and seller; average performance and frequent publication and will be a supplement to and not a substitute for the continuing measurement of radio listening.

Uniform Coverage

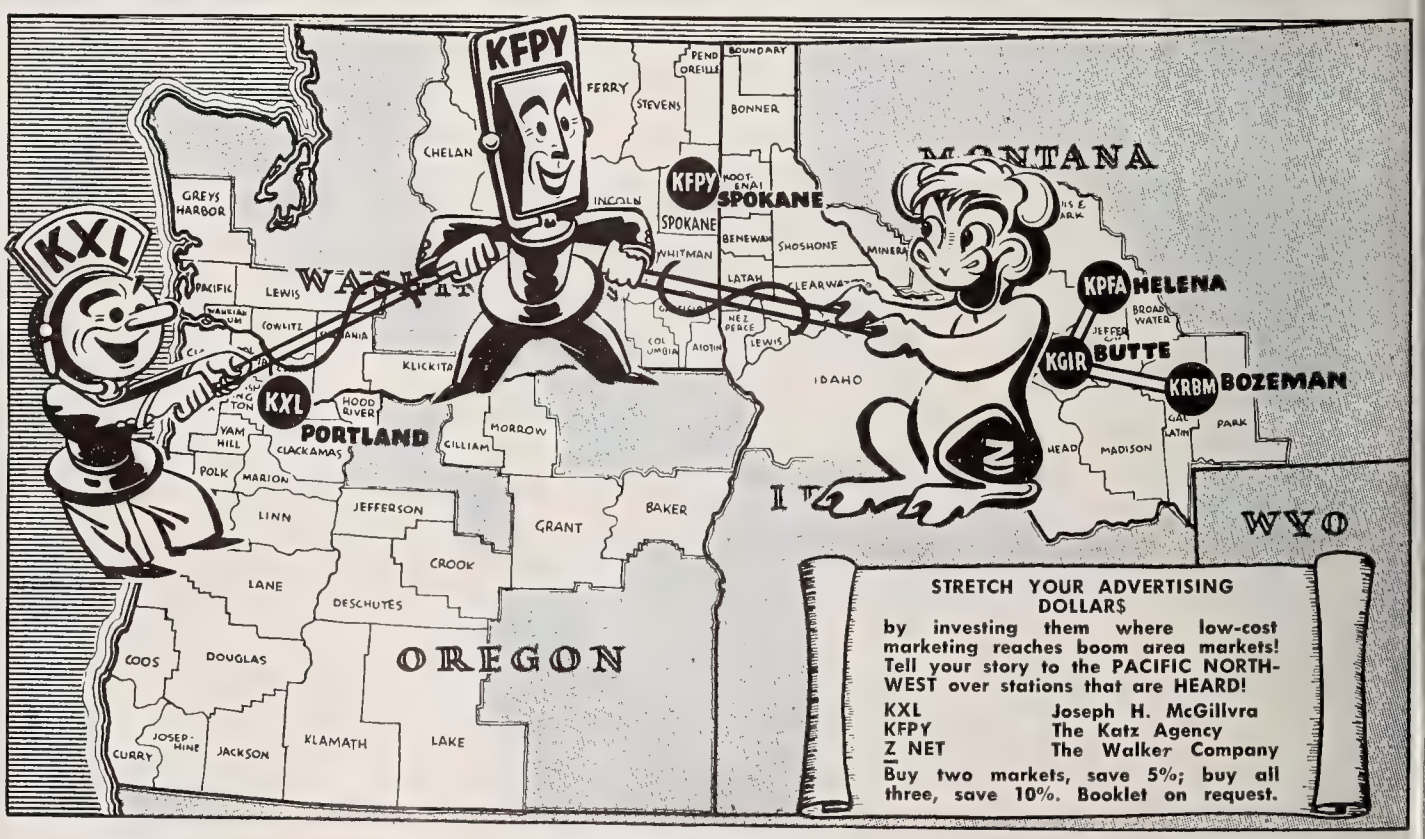
Bringing forth expressions of interest from station men was Mr. Hooper's announcement that a uniform station coverage audit is planned for 1944. "This will not be the same method used by any one heretofore but will be favored with the heritage of the lessons which have been learned in the practical experience which the industry has had with all methods," Mr. Hooper told the breakfast audience.

The audit is proposed as a uniformly comparative reflection of listening. It will mirror listening in a cross-section of all homes in cities, towns and rural areas and will be comparative between cities, towns and farms. Base for the report will be counties and it will be comparative between counties.

"Every county in which there is significant listening will be reported," Mr. Hooper said.

Wool-Foam Testing

WOOL NOVELTY Co., New York, making first radio venture, will start a test campaign on KSTP, St. Paul, for Wool-Foam, a wool-cleansing agent. Company will use Betty Baxter's women's interest program on that station. Agency is Redfield-Johnstone Inc., New York.



Agencies

KERR'S BUTTER SCOTCH Inc., Jamesburg, N. Y., has appointed the New York office of Tracy-Locke-Dawson, as advertising agency and merchandising council, effective at once.

ERWIN H. KLAUS has joined the Emery Adv. Co., Baltimore, as copy chief. He was previously with Koster Adv. Co., Washington, as copy chief and publicity director and before that with Acorn Agency, New York, as account executive.

HAL JAMES, new program buyer of Compton Adv., New York, on May 10 joins the New York office of H. W. Kastor Adv. Co. as associate radio director. He will supervise *Abie's Irish Rose*, sponsored on NBC by Procter & Gamble Co., Cincinnati, in addition to other radio accounts. Mr. James has been with Compton for the last five and a half years and was formerly with J. Walter Thompson Co. and Needham, Louis & Brorby, Chicago.

FREDERICK H. NICHOLS, formerly of Kelly, Nason Inc., has joined Kenyon & Eckhardt, New York, as account executive.

FRANCIS N. McGEHEE has resigned as account executive of Warwick & Ledger, New York. Future plans are not known.

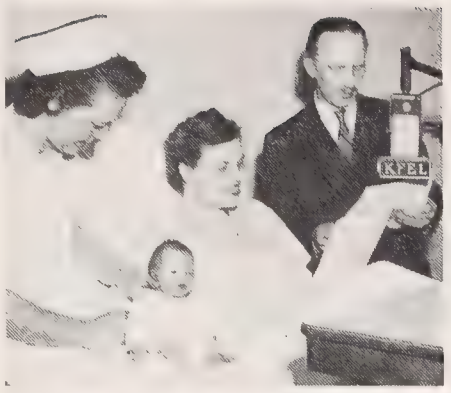
SYLVIA KALIEL, traffic manager of Atlantic Coast Network, has joined the script staff of Darcy Adv., New York. Her duties at ACN have been taken over temporarily by Julia Chatterton.

WILLIAM J. THOMAS Jr., New York vice-president and director of industrial research bureau, Young & Rubicam Inc., is in Hollywood on assignment covering the weekly CBS *Kate Smith Show*, sponsored by General Foods Corp. (Jello).

BERNARD PROCTER, New York radio director of The Biow Co., is in Hollywood for several weeks conference with staff of that office.

ED. W. BRODIE has been appointed radio director of A. McKim Ltd., Canadian advertising agency with head office at Toronto. He succeeds Don Bassett, who resigned to start his own radio production business (BROADCASTING, April 26). Mr. Brodie has been with A. McKim for many years, having held the managership at Montreal and of the London, England, office. He has been in Toronto since the London office was closed early in the war.

CARROLL O'MEARA, formerly office manager of Young & Rubicam, Hollywood and now with OWI, San Francisco, is the father of a boy.



REALITY WAS KEYNOTE of the *Nancy & Ned* broadcasts over KFEL, Denver, after the expected arrival of five-day-old Mary Esther Hansen, who patiently awaits conclusion of this broadcast from the hospital bedroom of Mrs. Hansen. Mr. and Mrs. Hansen take the title roles in the Public Service Co. show. The stork's approach was written into the script.

Penn Using Godfrey

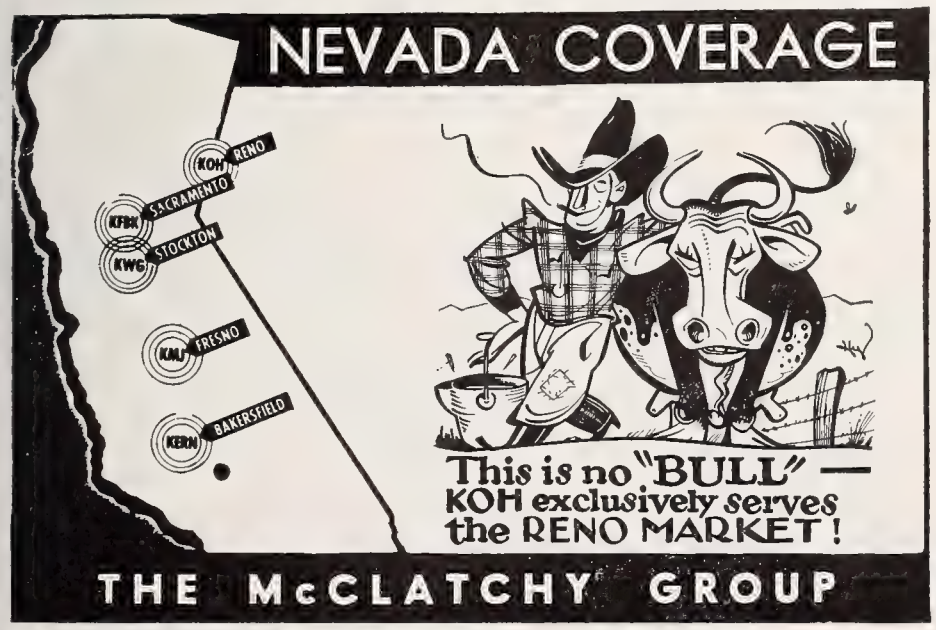
PENN TOBACCO Co., Wilkes-Barre, on May 3 started its second campaign on WABC, New York, for Julep Cigarettes and Willoughby Taylor Smoking Tobacco. Sponsor is participating six-times weekly on Arthur Godfrey's early morning program as part of a schedule of quarter-hour news programs on a total of 16 stations. Agency is H. M. Kiesewetter Adv., New York.

WILLIAM KING Jr., account executive and business manager of Gardner Adv. Co., St. Louis, has been named vice-president of Olian Adv. Co., St. Louis. Mr. King was at one time with the Shell Petroleum Corp.

BAILEY AXTON, formerly with Erwin, Wasey & Co., New York, will become assistant program director of WTOP, Washington, in charge of production, May 10. In addition to production work for the agency he has had his own program, "The Singing Neighbor," for Pertussin. He has formerly been with NBC in New York, WLW and KMBC.

FREDERICK H. NICHOLS, previously with Kelly, Nason Inc., Lynn Baker Co., and for 12 years in the New York and Kansas City Offices of BBDO, has joined Kenyon & Eckhardt, New York, as account executive.

ARTHUR GEDDES, former production manager of North Kassell Studios, New York, has joined Franklin Bruck Adv., New York, as production manager, succeeding John Doherty, who has left the agency.



SPARTANBURG?

That's down SOUTH, isn't it?



OBVIOUSLY, sir, you've never advertised in the Spartanburg market. Because if you had, you'd not only know that Spartanburg is the center of South Carolina's No. 1 market, but some other vital statistics as well.

To wit: That it's a market with half a million prosperous people (75% white), 73,670 radio homes, $52,000,000 in industrial payrolls, farm income well over $42,000,000, annual retail sales exceeding $100,000,000.

You'd probably know too that WSPA is the dominant radio station in the Spartanburg market—with far more listeners than all outside stations combined. *300% more* in Spartanburg, on a day and night average—as shown by the latest Hooper Station Index!

Now that you know all that, how about it?

Camp Croft's 25,000 soldiers just 5 miles away!

South Carolina's FIRST Station **WSPA** 5000 Watts Day 1000 Watts Night

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollingbery

Kem Expanding

CONTINUING expansion of spot campaign for the liquid plant food, Kem [BROADCASTING, April 19], Kem-ical Corp., Oradell, N. J., has signed for thrice-weekly participations on Adelaide Hawley's *Woman's Page of the Air* on WABC, New York. Agency is J. M. Mathes Inc., New York.



Army Says It Won't Solicit Paid Ads, Y&R Gets WAAC Recruiting Contract

MILITARY personnel will not be permitted to solicit paid advertising, and the Army probably will not buy radio time in behalf of WAAC recruiting, according to a letter dated May 5 from Lt. Col. William E. Slater of the Army Service Forces. (Col. Slater in civilian life was sports announcer for WOR, Mutual.)

Addressed to Fred Fletcher, manager of WRAL, Raleigh, the letter clears up an apparent discrepancy in Army policy occasioned by a previous letter to Mr. Fletcher from Lt. Gen. Brehon Somervell. This letter answered a complaint from the station manager against ad solicitation by a WAAC officer for two Raleigh newspapers [BROADCASTING, April 12], and stated "the policy of the Women's Army Auxiliary Corps is that WAAC recruiters shall not be used to solicit paid advertising." Furthermore, the letter continued, "The splendid cooperation of the radio industry, both by individual stations and by network groups, has been of such inestimable value to our WAAC recruiting effort that sponsored advertising can be completely dispensed with."

Meanwhile, WAAC recruiting headquarters in Washington confirmed the award of an advertising contract for WAAC recruiting to Young and Rubicam. The Y & R campaign, which is expected to continue until July 1, will use newspapers, buying space for copy urging women to "get in and fight." No radio time is scheduled, nor will the campaign make use of other ad media.

This campaign seemed to be in conflict with General Somervell's statement that sponsored advertising could be completely eliminated. However, last week's letter from Col. Slater to Mr. Fletcher throws further light on the matter.

Text of Letter

The letter to you of April 22 from the Commanding General of the Army Service Forces has been called to my attention. It occurs to me, as a former radio employee, that there might be a chance for misunderstanding of a part of this letter.

The intent of the letter is to state that it is not necessary for WAAC members to solicit sponsored advertising in various communities throughout the land. In fact, even if it were necessary, military personnel would not be allowed to make any such solicitation. It may still be necessary to have certain forms of national advertising in behalf of WAAC recruiting.

At the same time, further assistance from radio, in the same fine and effective manner that such assistance has been given in the past, is still needed with reference to WAAC recruiting. Your help, and that of many other radio men, is deeply appreciated.

Mr. Fletcher, in his complaint addressed to the Secretary of War, had written that he could not understand the necessity of having recruiting officers of the armed services sell advertising locally to merchants in order to get proper display support from the local press. He explained that WRAL had donated two 10-minute periods of well-established women's shows and two announcements a day to WAAC recruiting.

OWI Names Hymes Connor Successor

JOHN D. HYMES, timebuyer of Foote, Cone & Belding, will succeed Richard Connor as station relations chief of the OWI Radio Bureau, Don Stauffer, chief of the Bureau announced Friday. Mr. Connor leaves OWI May 15 to join Mutual as station relations executive.



The Radio Bureau's new station relations chief started with Lord & Thomas in 1934, and remained when the firm became Foote, Cone & Belding last winter. In 1940, he bought over $3,000,000 worth of radio time for Lord & Thomas clients.

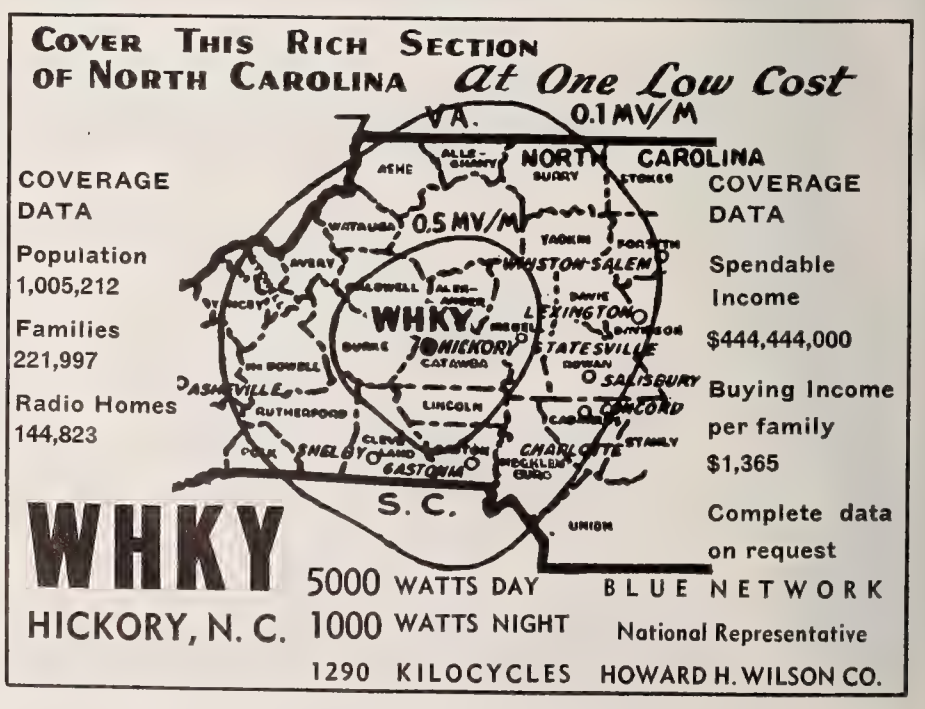
In addition to the duties as station relation director, Mr. Hymes will also be director of research for the Radio Bureau, having charge of analysis of all current OWI activities. He will continue to work through established research organizations, however, Mr. Stauffer said.

Mrs. Elaine Ewing will remain with the Radio Bureau as assistant chief of station relations.

WALTER ROTHSCHILD, president and general manager of Abraham & Straus, Brooklyn department store, and president of Metropolitan Television, operator of W75NY, has been elected president of the Retail Research Assn. and the Associated Merchandising Corp.

AT THE request of the U. S. Coast Guard, six CBS artists will entertain the boys at the Coast Guard Training Station, Manhattan Beach, Brooklyn, on May 11. M.c. will be Bob Hawk, and other artists include Walter Cassell, Jeri Sullavan, Louise Wilcher, Elizabeth Reller, and Nat Brusiloff.





AGENCY Appointments

VICTOR J. ANDREW Co., Chicago (radio transmission equipment) to Burton Browne Adv., Chicago. Business papers will be used.

SHURON OPTICAL Co., Geneva, N. Y., to Erwin, Wasey & Co., New York.

LARKEY, operating men's shops in Newark, Paterson and Passaic, N. J., to Consolidated Adv., New York, for radio and newspapers. Currently using news programs and spot announcements on WAAT and WPAT.

ATLANTIC RAYON Corp., Providence, R. I., to J. Walter Thompson Co., N. Y., for national advertising and publicity.

NORGE DIVISION of Borg-Warner Corp., Detroit (refrigerators), to Campbell-Ewald Co. Detroit. Company has used radio in the past but no media plans have been set so far by the newly-appointed agency.

DU MONT LABS., Passaic, N. J., to Buchanan & Co., New York.

HIGH STANDARD MFG. Co., Hamden, Conn., to Calkins & Holden, New York.

TRIMZ Co., Chicago, to MacFarland-Aveyard Co., Chicago, for Ready-Pasted Wallpaper. Radio and other media planned.

NU-OX PRODUCTS Co., Long Island City, N. Y., to Peck Adv. Agency, New York.

STICKNEY & POOR Spice Co., Charleston, Mass., to Ingalls-Miniter Co., Boston.

SARNOFF IRVING Inc., New York, to Pettingell & Fenton, New York, for Woodrow Stores for Men, chain of 38 men's wear shops. Sports and news programs used in seven markets—will expand.

GENERAL ELECTRIC SUPPLY Corp., Conn. (subsidiary of General Electric Co.), Hickerson Inc., New York. No media plans settled.

TOPICAL PRODUCTS Corp., Los Angeles (pharmaceutical), to Lockwood-Shackelford Adv. Agency, Los Angeles. David R. Fenwick is account executive. Radio is contemplated.

MICHIGAN Hospital Benefit Assoc., Detroit, to Simons-Michelson Co., Detroit. Radio, newspapers, outdoor adv. and direct mail will be used.

BUDDY KIT Co., Los Angeles (service men's buddy kits), to Hugo Scheibner Adv. Inc., that city.

LEONARD HOVER Co., Los Angeles (Jean Le Seyeux, Venetia Creations), to Hugo Scheibner Adv. Inc., Los Angeles.

REED DIAMOND Co., Los Angeles (jewelers), to Hugo Scheibner Adv. Inc., that city.

WOOL NOVELTY Co., New York, to Redfield-Johnstone Inc., New York, for Wool-Foam for washing woolens. Testing on one station.

MAJOR VITAMINS Inc., New York, to Peck Adv., New York. Spot radio campaign is being considered. Now using approximately five stations.

CJLS, Yarmouth, N. S., has appointed All-Canada Radio Facilities Ltd., Toronto, Montreal and western Canada, as exclusive representative.

Hopper Suit Moved

SUIT FOR $495,000 filed on April 13 by Hedda Hopper, Hollywood commentator and columnist, against Andrew Jergens Co. (lotion), and Lennen & Mitchell, New York, was ordered transferred from Los Angeles Superior Court to Federal Court, by Superior Judge Alfred L. Bartlett, on April 28. Attorneys for defendants requested the transfer on ground that neither company is a California corporation. Lotion firm, it was pointed out, is an Ohio corporation, and advertising agency is incorporated under laws of New York. Miss Hopper, as resident of California, filed action in local court claming breach of two agreements. (BROADCASTING, April 19.)

Denouement

LISTENERS won't let radio short-change them by signing off right in the middle of a good story. At least so it seemed at WOR, New York, after Michael O'Shea, film star, had failed to finish a Hollywood tale on Martha Deane's program because time was up. Station's switchboard was flooded with calls from women virtually demanding to hear the end of the story. O'Shea had to return to the program next day to tell how it came out.

Kaye Starts Two-Month Old Gold Tour May 12

TWO-MONTH road tour of Sammy Kaye's Wednesday evening series on CBS for Old Gold cigarettes will start May 12 when program originates in Albany. Announcer Red Barber will make tour taking Wednesdays off from his baseball broadcasts.

Broadcasts on the tour, to which will be added entertainment by Kaye's orchestra for service camps enroute, follow: May 19, Indianapolis; May 26, Youngstown; June 2, Chicago; June 9, Milwaukee; June 16, Akron; June 23 and 30, Detroit, and July 7, New York. Agency for P. Lorillard Co., New York, sponsor of the series, is J. Walter Thompson Co. New York.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Lowest Cost per Listener
In the Tri-City Area

TROY - ALBANY-
SCHENECTADY

WTRY

TROY, NEW YORK

1000 Watts
at 980 Kc.

The ONLY Basic BLUE Station
In Eastern New York

Represented by RAYMER

WCAE

WCAE INCORPORATED · PITTSBURGH · BASIC MUTUAL NETWORK

March 5, 1943

Mr. Basil A. Caparell
International News Service
235 East 45th Street
New York, New York

Dear Mr. Caparell:

I believe the most concrete evidence of our complete satisfaction with International News Service is to be found in the large number of consistent news sponsors we have, and in the consistently high Hooper ratings we are able to command on the local news broadcasts.

As of this date, the following advertisers are using your news service on WCAE -

Smith Brothers	Manhattan Soap Company
Joseph Horne Company	Grove Laboratories
Fort Pitt Brewing Co.	Latrobe Brewing Company
Pittsburgh Brewing Co.	Studebaker Sales Corp.
Bisceglia Brothers	Sunway Vitamin Company

It is certain to us and we hope a matter of common knowledge to radio time buyers, that WCAE is doing one of the outstanding jobs in the country in getting an audience for its local programs. News has consistently led in popularity among the local shows noted above.

I believe it is logical to assume that the International News Service is to a substantial degree responsible for our satisfactory record.

Cordially yours,

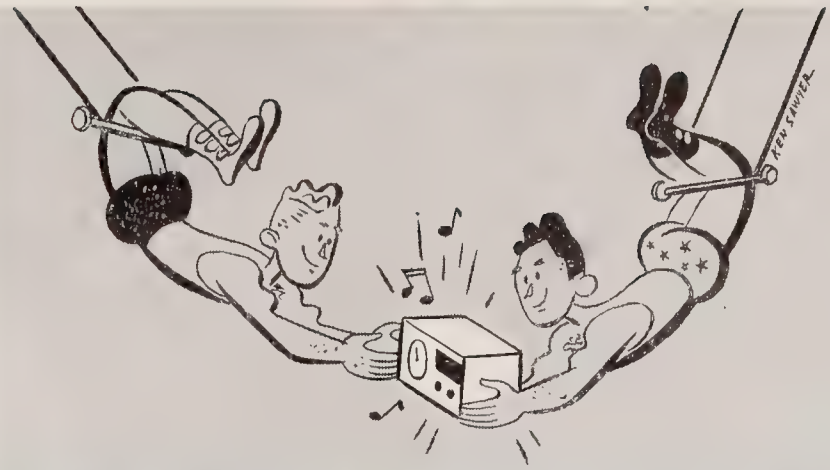
Bill Schroeder

Willard Schroeder
Sales Manager

Thank you, WCAE

INS

VOICE OF THE PITTSBURGH SUN-TELEGRAPH



MOST POPULAR STATION IN THE WEST

CLEAR CHANNEL STATION

KFI OF LOS ANGELES

Earle C. Anthony, Inc.

N. B. C. AFFILIATE • EDWARD PETRY & CO., National Representatives



Catch Two Birds with One Buy!

GET present wartime business—prepare for peacetime sales. In war or peace, WHIO *is* the Dayton market . . . the rich market of diversified industry and vast valley farmlands . . . consistently profitable. When you reach Dayton at war over WHIO, you automatically reach a wealthy Victory market, too. So "play Scotch"—buy full coverage of the *entire* Dayton market—for today and for tomorrow.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives

Boler Resigns at KSJB, New Appointments Made

JOHN H. BOLER has resigned as president of the Jamestown Broadcasting Co., KSJB, Jamestown, N. D., according to announcement last Tuesday in St. Paul. He is succeeded by Leonard McNeil, whose appointment was approved at a special meeting of the board of directors. The board also appointed D. A. Clayton as secretary, re-elected Howard S. Johnson as vice-president and Harlan Ohde as a director. Mr. Ohde will also continue as resident manager.

Mr. Boler is a principal stockholder in the North Central Broadcasting System and retains his position as president and general manager of the system. He is also president of KVOX Broadcasting Co., Moorhead, Minn., and stockholder in that corporation.

Food Chain's Chef

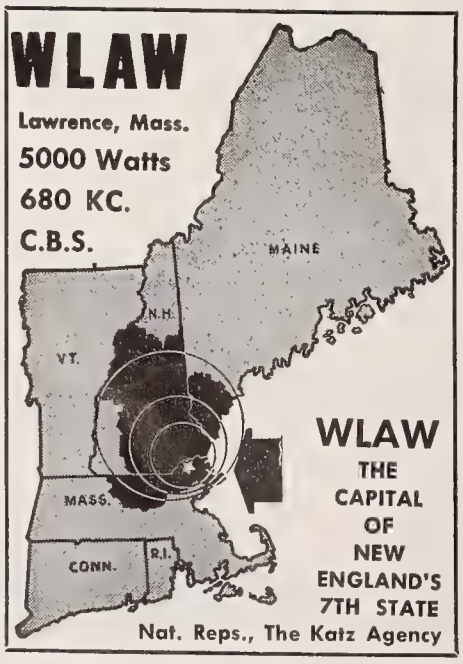
SAFEWAY STORES of Texas, grocery chain, have bought BLUE's *Mystery Chef* for broadcast on KGKO, Fort Worth and Dallas, with an initial contract covering five programs weekly for 13 weeks. To promote the program, Safeway is printing and distributing 6,000 of the Chef's weekly recipes. Distribution is through Dallas and Fort Worth stores, but listeners in other areas may write in.

Enter Service

ROY MAYPOLE, writer-producer of WABC, New York, has resigned to join the Marine Corps as combat correspondent. Joyce Farnham has left the CBS radio sales department, where she was assistant in promotion, to join the Clubmobile Division of the American Red Cross Overseas Unit. The network news staff has acquired the services of Beth Zimmershied, as editorial assistant on *Report to the Nation.* She is a recent graduate of Columbia School of Journalism.

Crosley Profits Up

FIRST quarter of 1943 for Crosley Corp. and subsidiaries shows a profit of $1,125,229 after charges and federal income and excess profit taxes, equal to $2.06 a share on 545,800 shares of capital stock. Net profit for comparable 1942 period was $391,138 or 71 cents a share. Net sales were $19,262,816 against $5,342,633.



Allan B. Miller

ALLAN B. MILLER, 27, director of the Clear Channel Broadcasting Service, died suddenly in Washington May 2 after having taken ill in Chicago during the NAB War Conference. He had been renamed by CCBS, representing independently owned Class 1-A clear channel stations at the annual meeting of the organization in Chicago, April 27.



Mr. Miller

Mr. Miller, who had had diabetic tendencies, became ill in Chicago but returned to Washington following the conference. His doctors reported he would be well in a few days. On May 2, however, he took a turn for the worse and died shortly after reaching a Washington hospital.

A newspaperman, Mr. Miller had joined CCBS in March, 1941, as assistant to Victor Sholis, director. He left the post of chief of the press division, Department of Commerce, to join Mr. Sholis, who had been his predecessor at the Department. When Mr. Sholis was inducted into the Army last December, Mr. Miller was named his successor.

A native of Duluth, Minn., Mr. Miller graduated from the U. of Missouri School of Journalism in 1935 and was editor of the university daily. He joined the *New York Journal* as a reporter upon graduation and was transferred to INS a month later. After working with INS in New York for two months, he was transferred to the Washington bureau. He handled the 1938 political campaign for the *Washington Times.* In 1939 he joined the Department of Commerce as assistant chief of the press division, becoming its chief 18 months later.

While in Washington, Mr. Miller covered Congressional hearings on extension of NRA and AAA. During that time he entered Georgetown Law School and was graduated in 1939. He was admitted to practice before all the courts in the District.

Mr. Miller is survived by his mother, who resided in Washington, and his wife, the former Helene Frank. Interment was in Superior, Wis., last Tuesday.

Ringling On Air

GIVING preference to those stations which have cooperated in the past in giving free promotion, Ringling Bros., Barnum and Bailey Circus, will buy time in towns and cities to be visited following completion of its current engagement in New York this month. Circus has been using spot announcements on key stations in that city through Caples Co. [BROADCASTING, April 5, 1943].

Radio Gave 765,190,000 Impressions To Government in Sample April Week

RADIO gave the Government 765,190,000 listener impressions during the week of April 26-May 2, the OWI Radio Bureau estimates. In other words, the industry enabled Uncle Sam to deliver his war message theoretically to every resident of the country at least six times during that period.

These figures, based on Hooper ratings of programs carrying OWI Scheduled Campaigns, cannot possibly take into account the spontaneous efforts on commercial programs or the additional efforts of individual stations in behalf of the Second War Loans, the Radio Bureau cautions.

Second War Loan

During that last week in April, the Second War Loan got an estimated 219 million listener impressions, 29% of the Radio Bureau's effort. Recruiting messages for WAVES and SPARS had second importance, with 161 million impressions, while the anti-black market drive was third with 123.3 million.

Other OWI campaigns, and their radio circulations were: Victory Gardens, 99 million; Absenteeism, 90 million; Home Forces, 34 million; United Nations, 15.4 million; Fighting Forces, 12.5 million; The Enemy, 6 million; The Issues, 3.2 million; Working Forces, 1.2 million; Post-War World, 1 million.

These circulation figures, compiled by the Radio Bureau, are part of the machinery used in allocating topics for future broadcast. Estimated listener impressions, officials of the Radio Bureau explain, are an important factor in the assignment of topics to various programs under the network allocation and other OWI plans.

Altogether, OWI estimated last March, the Radio Industry has given $86,900,000 in time and talent to the Government [BROADCASTING, March 29]. Of that figure, $71,570,000 was time.

Here is how the Radio Bureau used donated facilities in the week that began April 26:

The Second War Loan, getting particular attention at that time, was on 45 network commercial and sustaining programs with estimated listener impression rating of 129,150,000. In addition, 891 network and independent stations carried 21 one-minute announcements for an additional 90 million impressions.

Another 45 network and sustaining programs, with a circulation of 116 million, carried announcements for WAVES and SPARS. Again, 21 one-minute announcements were placed, this time on 324 independent stations, with a circulation totaling 45 million.

The war against black markets was carried on another group of 45 network commercial and sustaining programs, with Hooper circulations estimated at 120 million. A 15-minute *Uncle Sam* transcription. circulation of 3.2 million, was also devoted to this subject.

Victory Gardens were on 37 live and transcribed national spot and regional network programs, reaching 9 million. The main effort here was left to the 21 one-minute announcements on 891 network and independent stations under the Station Announcement Plan. Circulation of this OWI media is estimated at 90 million.

Absenteeism also reached 90 million under the Station Announcement Plan, while Home Forces were handled by nine programs under special network assignments reaching 26 million, and five special network feature assignments, reaching 7.7 million.

That week, the *Uncle Sam* series of 15 minute transcriptions, for local sponsorship, was devoted to Home Forces, with the story of how the Black Market operates; United Nations, dramatizing the story of a Dutchman who escaped the Nazis; The Issues, with an eye-witness story of a sea trip to Archangel; The Enemy, based on an incident in Antwerp, where a father kills his son for joining the Nazis; and Fighting Forces, with a salute to Flying Fortresses. *Uncle Sam* is credited with a circulation of 3.2 million.



149,000 people—more than the population of the entire state of Nevada or Albany, New York—have moved into Cook and five adjoining counties since the last census was taken.

The attention of the 149,000 people—who inhabit this great invisible city—is presented as a bonus to the advertisers who place their campaigns on

WMAQ

The Chicago Station Most People Listen to Most!

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND DENVER SAN FRANCISCO HOLLYWOOD



When Thinking Of Coverage in Georgia



WTOC
SAVANNAH · GEORGIA
CBS · 5000 WATTS

WCHS
CHARLESTON, W.VA.

Home of the world's largest synthetic rubber plant.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

KXOK
ST. LOUIS, MISSOURI
630 KC. 5000 WATTS FULL TIME
BLUE NETWORK
Represented by WEED & CO.

Ruthrauff to Red Cross As Kelley Joins Army



Mr. Ruthrauff

F. BOURNE RUTHRAUFF has been granted a leave of absence as a vice-president and account executive of Ruthrauff & Ryan, New York, to serve as chief of the radio section of the American Red Cross. He assumes his new duties in Washington, May 10, replacing Lamar Kelley who will enter military service this week.

Mr. Kelley, who has been in charge of radio for the Red Cross since war was declared, developed the overseas radio set-up, arranging shortwave shows to and from overseas areas. The radio section also handled the war fund campaigns, achieving a record in radio support for the Red Cross drive last March. Before coming to the Red Cross, Lamar Kelley handled the Major Bowes program for Ruthrauff & Ryan. He now joins the Army after several months of effort to get into active service.

RKO May Expand

RKO Pictures, New York, has had NBC's Radio-Recording Division transcribe a quarter-hour interview with Pat O'Brien and Robert Fellows, star and producer of the forthcoming film *Bombardier*. The interview, by Bill Stern, NBC sportscaster, will be broadcast in mid-May on the Texas Quality Network and possibly elsewhere. Company is considering extensive use of radio on a regular basis, following its successful use of this medium in exploiting *Hitler's Children*, but has announced no details of its plans as yet.

Editor's note: This corrects item published in May 3 issue, page 64.

K49KC Ownership

K49KC, pioneer FM station in Kansas City, is licensed to the Commercial Radio Equipment Co., headed by Everett L. Dillard, consulting radio engineer. The station was listed as associated with KMBC, Kansas City, owned by Arthur B. Church, in BROADCASTING, May 3. The Church station is W9XER, licensed experimentally for FM. BROADCASTING regrets this error. K49KC has been on the air since last August and is not affiliated with any other standard broadcast station.

Additional WNRC Awards Announced As Mrs. Rhode Leads Luncheon Talks

EXPRESSING faith in radio's power to help win the war and to forge a lasting, international peace, Mrs. Ruth Bryan Rhode, former U. S. Minister to Denmark, delivered the keynote address at the Women's National Radio Committee's ninth annual awards luncheon in New York last week.

Guests and radio listeners were told of the committee's choice of programs best serving the war effort, obtained through polling its 25 member organizations. Five of the top winners had been announced earlier [BROADCASTING, May 3] but 12 runners-up were made known for the first time as well as "honorable mention" awards to two New York stations.

WMCA, WQXR Awards

Singled out for special commendations, but not covered in the national poll, were WMCA, for "programs furthering democratic ideals and public service," and WQXR, for "musical programs of unusual quality and interest."

Raymond Gram Swing, winner of the WNRC news analysis award for his BLUE programs, stressed the importance of truth and courage in the current conflict. ". . . this crisis will not be solved by the leaders alone," he said, "but by the contribution of numberless men and women, a contribution not of action, but of fidelity to a standard within themselves."

Runners-up in news analysis programs, headed by Mr. Swing's news broadcasts sponsored by Petroleum Products, were H. V. Kaltenborn, NBC commentator (Pure Oil Co.), and Gabriel Heatter, Mutual analyst sponsored by Barbasol Co., R. B. Semler Inc., and Zonite Products Corp.

George V. Denny, who served as m.c. of the afternoon's entertainment, represented the BLUE's *America's Town Meeting of the Air*, voted the best of the forum type of program by the WNRC, for the seventh time since the awards were instituted. Honorable Mention went to three other forums—NBC's *Chicago Round Table of the Air; Quiz Kids*, sponsored on the BLUE by Miles Labs., and Mutual's *American Forum of the Air*.

In the music classification, in which the BLUE's Metropolitan Opera broadcasts ranked first, the N. Y. Philharmonic Symphony concerts on CBS, and NBC's *Telephone Hour*, sponsored by the Bell Telephone System, both received honors.

Three programs were accorded honorable mention in the category of dramas headed by the top winner, *Cavalcade of America*, NBC series sponsored by E. I. du Pont de Nemours & Co. Those commended were: *Lux Radio Theatre*, Lever Bros., CBS; *This Is Our Country*, Mutual, in cooperation with the WPB; and *One Man's Family*, Standard Brands serial, NBC.

Nila Mack's *Let's Pretend*, CBS, polled the most votes in the Young People's Classification. Mutual's *Rainbow House* and *The Aldrich Family*, General Foods, NBC, received honorable mention.

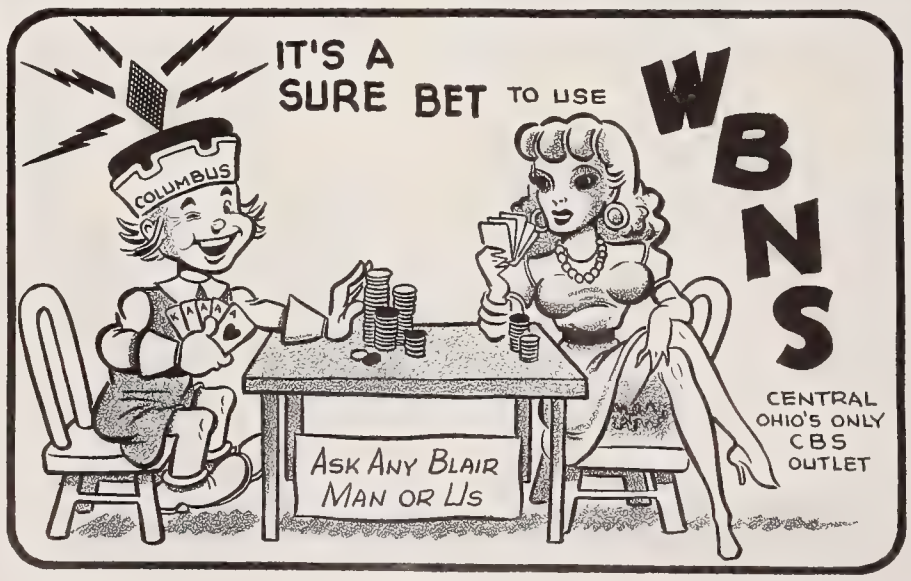
CBC Plans Broadcasts Direct From War Front

PLANS for direct radio broadcasting from the front line with the Canadian troops who are to spearhead the European invasion, have been announced by Dr. James S. Thomson, general manager of the Canadian Broadcasting Corp.

A. E. Powley, CBC editor at Toronto, and Matthew H. Halton, former *Toronto Star* newsman, have been assigned to the CBC Overseas Unit as special correspondents and will go to Britain soon.

Powley, who was on the *Toronto Mail and Empire*, *Star*, and *Telegram* before he joined the CBC national news service, will head the overseas news set-up from London, while Halton and Peter Stursburg, formerly of the CBC Vancouver newsroom and now with the overseas unit, will go with the troops into the fighting zones. Canadian reporters will cover the Army's activities for listeners on the CBC French network. Both outfits will be staffed by CBC engineers.

According to D. C. McArthur, chief editor of CBC's news service, present arrangements call for radio news reports to be recorded in the field and rushed back to London to be beamed across the Atlantic. Special stories will also be cabled back to the CBC central newsroom.



MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
WIBW The Voice of Kansas in TOPEKA

Yanks, Giants Ban Action Broadcasts

Unable To Get Sponsors, Teams Bar Sportscasts

FAILING to sell the broadcasting privileges to their games this year, the two New York baseball teams are refusing visiting clubs the right to broadcast play-by-play accounts of the games, even when these accounts would have been reconstructed from wire reports and broadcast in distant cities by stations not audible in New York.

Both the American League Yankees and the National League Giants are following this restrictive policy, although Ed Barrow, president of the Yankees, said that he had the matter under consideration and that wire reports from Yankee Stadium to out-of-town stations for local broadcasts might be permitted at a later date.

"We never have done it," he told BROADCASTING, "and we may or may not do it this year. But if we do it for one team we'll have to do it for all of them. When we tried to sell our broadcasts no one thought them worth buying, so to hell with it."

Follows Agreement

Leo Bondy, executive of the Giants, said that the refusal to allow broadcasts to originate from their parks, either by direct broadcast or from wire reports, was in accord with an agreement between his team and the Yankees. Last year, when their games were sponsored, the Giants allowed visiting teams to send wire reports home for broadcast, he said, but added that that was the exception. "Whenever we do not broadcast visiting teams may not do so," he stated.

Last year the home games of the Giants and Yankees were broadcast by WOR, New York, under the joint sponsorship of General Mills and R. H. Macy & Co., who were reported to have paid $75,000 to each team for the broadcast rights. This year no advertiser was willing to meet the demand of these teams, which are believed to be the same as last year.

This year, as last year, P. Lorillard Co. is sponsoring the games of the Brooklyn Dodgers, both home and abroad, on WHN, New York. Last year when the Dodgers played the Giants at the Polo Grounds, home field of the Giants, WHN broadcast descriptions of the games reconstructed from wire reports. This year, unable to continue this procedure, the sponsor is filling in those days with similar descriptions of the games of whatever other National League team is most in the public eye at that time.

Giants and Yankees were the first big league teams to permit their games to be broadcast. A three-team agreement among them and the Dodgers, not to allow broadcasts, persisted until the advent of Larry McPhail as president of the Dodgers, when he refused to extend the agreement and allowed his team's games to be aired, with the Giants and Yankees subsequently following suit.

In line with the refusal to allow any broadcasts from the Yankee Stadium except sponsored sportcasts for which the Yankees are paid, the club refused to allow WQXR, New York, to broadcast the "Labor for Victory" rally held at the stadium May 2. Club officials explained that the rally committee has contracted for the use of the park only and not for broadcasting rights.



SIGNIFICANT occasion for listeners of WSAI, Cincinnati, for it means a new series of sports reviews by Dick Bray under sponsorship of Pepsicola. Bray also does Cincinnati Redleg games. Signing contract is Walter Gross, Pepsicola president in Cincinnati; looking on are (seated) M. C. Haehnle, of the Walter Haehnle Advertising agency, and (standing l to r) O. R. Bellamy, WSAI salesman, and Walter Callahan, WSAI general manager.

Dean With Morris

LOUIS E. DEAN, formerly radio director of Maxon Inc., New York, has joined William Morris Agency, New York, to handle radio talent sales. He replaces Harry Ommerle, who has joined Ruthrauff & Ryan, New York, as vice-president and account executive. Mr. Dean was previously in charge of radio at Arthur Kudner Inc. and Campbell-Ewald Co., New York.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

$5,718.80

That's Hartford's amazing Effective Buying Income per family! Use WDRC now, and take full advantage of your sales opportunity in Connecticut's Major Market.

* See Sales Management, May 10th, Survey of Buying Power Issue.

CBS

IMPORTANT TO CHIEF ENGINEERS:

Are Limited License Holders Your Problem?

—IF you have limited license holders on your engineering staff . . .

—IF you are in need of qualified engineering personnel with technical ability . . .

—IF you are employing non-draftable men and women with limited technical experience . . .

. . . then CREI extension courses in Practical Radio Engineering will enable you to train your staff *on the job* . . . to train announcers and office staff for dual jobs by equipping them to obtain technical licenses. CREI will train them to acquire the necessary knowledge and ability. Face conditions now—get ready and start training non-draftable men and women for replacements.

WRITE FOR COMPLETE INFORMATION TODAY

Outline your technical manpower problems. We will furnish you complete data and outline of the CREI course of training which applies to your particular setup. No obligation, of course—write today; to—

E. H. Guilford,

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-5, 3224 16th Street, N. W., Washington, D. C.

SUCCESS STORY

The success story of radio, told in the steady increase of radio advertising since Pearl Harbor—even in a time of general retrenchment in advertising budgets and reduced volume in other media—bears still further witness to the fact that radio is ideal for goodwill-building 'selling for the future'.

The reason is obvious. Radio gives your customers something they value—entertainment—to remember you by.

CFRB

TORONTO

860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.



Three Named On NRC Committee

Press-Radio Steering Group Adds Hoyt, Stoer, Green

APPOINTMENT of Palmer Hoyt, *Portland Oregonian* (KGW-KEX); Maj. E. M. Stoer, Hearst Newspapers, New York City (WBAL WINS WISN); and Truman Green, *Tampa Tribune* (WDAE), to fill vacancies on the steering committee of the Newspaper-Radio Committee, was announced last week by Harold V. Hough, *Fort Worth Star-Telegram* (WBAP-KGKO), chairman.

At the meeting of the publisher members of the committee in New York April 20, at which a unanimous vote to continue the committee was given, the steering committee was instructed to fill the three vacancies. The steering committee will continue on the alert until the newspaper-radio ownership situation, provoked by the FCC's divorcement order and inquiry, is terminated.

Members Replaced

The new members replace Gardner Cowles Jr., *Des Moines Register and Tribune* (KSO KRNT WMT WNAX), who resigned to become assistant director of OWI; Guy C. Hamilton, McClatchy Newspapers, who has left his post as general manager of that organization and is retired; and Jack Howard, Scripps-Howard Newspapers and Radio Stations (WNOX WMC WMPS WCPO), now a lieutenant in the Navy.

Other committee members in the armed forces, whose posts previously were filled, are D. Tennant Bryan, *Richmond News-Leader* (WRNL), in the Army; and James M. Cox Jr., Dayton, O., also in Army service. The steering committee, aside from the three new members and Mr. Hough, includes Walter J. Damm, *Milwaukee Journal* (WTMJ), vice-chairman; Dean Fitzer, *Kansas City Star* (WDAF), treasurer; John E. Person, *Williamsport Sun* (WRAK); A. H. Kirchhofer, *Buffalo News* (WBEN); Col. Harry M. Ayers, *Anniston Star* (WHMA).

War Occupies Ohio Institute

(*Continued from page 14*)

tered with the simple statement that whenever enough of the American people didn't like something the government was doing, the government was likely to change its mind.

At a Saturday afternoon session ostensibly devoted to the subject of research in educational broadcasting, members of one panel session had a time harrying Don Stauffer of the domestic bureau, radio branch of OWI, who announced that OWI's radio plans are being revised with an eye to quality instead of quantity. He promised a reduction in the number of numerous short spots and said OWI is hoping to integrate its "must" messages into topflight commercial shows, something along the lines of the black market and inflation programs done so capably by *Fibber McGee and Molly.*

Stauffer Lavishly Praises Stations

As for the short spots, OWI is logging 102 stations to check the times the spots are used, thereby hoping to determine which are not up to standards of broadcasters. He said that OWI has approached the four major networks with ideas for just four shows which would bear the brunt of the government's appeals and messages during the summer.

Mr. Stauffer was lavish in his praise for the networks and local station managers, asserting that their cooperation with OWI has been "simply wonderful."

Mr. Glade's keynote address came during the NAB meeting which was the occasion for the presentation of the George Foster Peabody awards, distributed by Dr. John E. Drewry of the school of journalism at the University of Georgia, with which the NAB joins in selecting the award winners.

Neville Miller, president of the NAB, presided at the meeting and introduced Mr. Glade, who announced at the outset that the best legal minds in the nation have never been able to agree on the definition of the words "public interest, convenience and necessity" and that he felt a trifle awed at tackling a speech based on them.

After some generalized remarks on the functions of the FCC and the "maze of regulations which must be respected to the nth degree," Mr. Glade proceeded to the more immediate problem of what the industry can do in the way of reformation. He cited as the most important move which has been made by the industry the adoption of an operating code and asserted that those broadcasters who do not comply with it are largely responsible for the criticism currently aimed at the industry.

Radio's biggest problem as it affects the public interest at this time, Mr. Glade said, lies in keeping down wordage on commercials and a wholesale improvement in the standards of locally originated programs.

He outlined a program which the five groups most directly associated with radio in these times should adopt if they desire to obtain maximum efficiency from the industry and at the same time serve the best interests of the public and of one another. In regard to their radio appeals and recommendations to the public, the government should remember, Mr. Glade said, that "to emphasize everything is to emphasize nothing."

Program for Five Major Radio Groups

Network management can do its part by presenting a wider variety and better grade of daytime programs.

Advertising agencies should remember that brevity is the soul of other things than wit.

The public would remember that the institution of advertising is one of the finest agencies for building the community and is a part of the American basic principle of free enterprise.

Station managers should learn to say no to promoters who have no concern for the public interest and also should take time off to listen to their own stations occasionally.

Mr. Glade presented perhaps his best defense for the entire industry with his conclusion that "radio is for every one, but not at the same time."

The annual dinner of the Institute was held Sunday evening, May 2, and the principal speakers were

MOVIES may not be your product . . . .
BUT - -

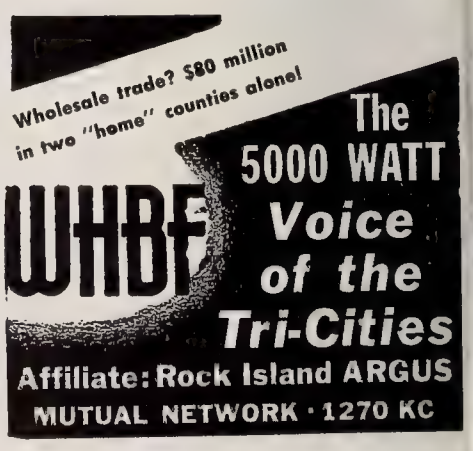
More motion picture companies have consistently bought announcements and programs on WHCU than on any other Upstate New York Station.

FOR RESULTS . . . USE

WHCU

ITHACA, NEW YORK

1000 Watts CBS 870 Kc



W. W. Charters, honorary director of the Institute now serving as chief of the training division of the War Manpower Commission, and Sir Gerald Campbell, British minister and special assistant to the British ambassador.

Radio Now a Life And Death Weapon

Radio, Sir Gerald said in his address, is surely the most important of all the amazing developments of this twentieth century. He said: "In a few short years it has been in turn a plaything, an instrument of popular entertainment and a weapon of life and death. Week by week news filters through to us in London today of Norwegians shot for listening to the British radio, Czechs shot for listening to the British radio, Frenchmen imprisoned for listening to the British radio, so we cannot treat such a weapon lightly."

Today in the United Nations, he continued, we are dying for one another. Tomorrow we will have to live with one another and radio will have to help us to do that. "It is not radio's job to solve all the problems of the world", he said, "but radio is uniquely fitted to help to create that atmosphere of understanding without which these problems never will become soluble."

Describing the important part radio is playing in developing closer understanding of the American people in his native England, Sir Gerald said: "The British people are turning more and more to radio for their knowledge of the world as well as their relaxation. And I think you would be interested in the amount of time on the air that is given to programs from America and about America.

"These are not just news digests of what is happening in Washington and New York; and not just entertainment programs like Jack Benny and Bob Hope which are recorded by the War department here and flown to London; but programs with a wide and appreciative audience which tell Britain about the American farmer, about what American women are doing in the war, about children in the United States."

In his conclusion, speaking about the development of understanding of the kind of world we live in and the relations that hold between us as men and groups and nations, he said:

"In applying the full measure of its creative power to the fulfillment of this task—the creation of the spirit of understanding and good will that will cement the formal agreements of statesmen—the radio business will acquire an added dignity and respect, for in tackling it, radio will demonstrate why it deserves to be classified as an essential industry both now and after the war."

Panel Tackles Writing Subject

Speaking at a panel discussion held Monday morning, May 3, on the topic of "Radio Writing Under War Conditions," Robert J. Landry, CBS director of program writing and member of the War Writers Board, explained the essential differences between entertaining and instructive radio writing.

"Naturally, instruction and entertainment can be combined and have been during the last six months with exceptional results." he said. "Comedians such as Fred Allen, Bob Hope and *Fibber McGee and Molly* have done wonders with dressing up, dramatizing and humanizing war messages for the American people."

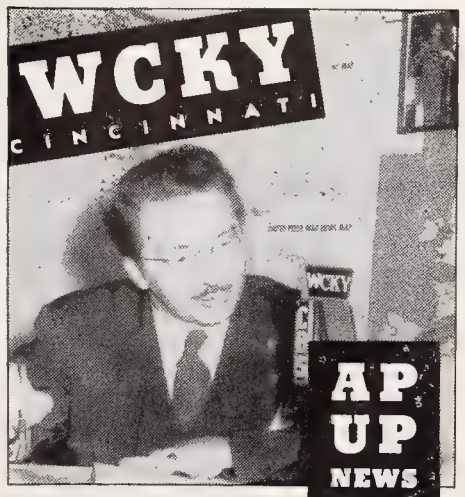
Attacking the problem of radio writing in wartime from the soap-opera angle, Lynn Stone and Addy Richton, writers of the CBS serial, "This Life Is Mine," stressed the importance of a sense of personal responsibility for each individual American. Miss Stone said: "The danger of superficial writing is still with us, but it is fast disappearing. Another danger, and an increasing one, is that in attempting to solve familiar war problems, the radio writer creates new ones because of his own lack of personal responsibility for the message he is trying to convey."

Concluding session of the Institute was a panel discussion on radio's part in the post-war world, the speakers including Dr. Lyman Bryson, CBS director of education; Professors H. Gordon Hullfish and H. Gordon Hayes, both of the Ohio State University faculty, and Louis Wirth, University of Chicago sociologist and regional chairman of the National Resources Planning Board.

Dr. I. Keith Tyler, director of the Institute, announced during the meeting that results of the judging of network programs in connection with the seventh American exhibition and citations of educational radio programs will not be announced until later, due to difficulties encountered in judging in the field [BROADCASTING, May 3].

Patriotic Song Contest Postponed

PATRIOTIC SONG contest sponsored by NBC and the National Federation of Music Clubs, has been extended to Oct. 31, because of lack of suitable material among the entries received to-date. Winning song was to be announced during National Music Week.



WITH
REX DAVIS
4 TIMES DAILY

PERFORMANCE
STRENGTH and
LOW COST...

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION SIOUX CITY, IOWA

$2,277,000 GRANTED FOR WICHITA AIR TERMINAL

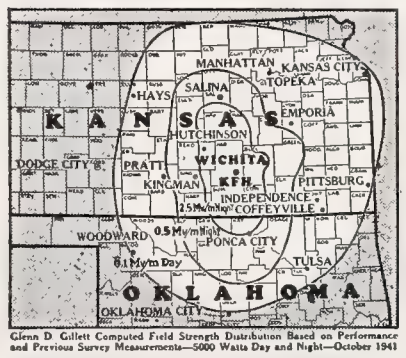
U. S. Expenditure Based On Future Commercial Values

WICHITA ON WORLD TRADE ROUTES

Congress has approved a $2,277,000.00 Federal grant for expansion of the Municipal Airport at Wichita. This huge expansion will lift the Wichita airport to a class 4 terminal, the highest rating an airport can be given.

One of the factors for making the grant was based on the future commercial value of the airport. Construction will be for the largest planes now in use and those for the immediate future.

The new Geography shows Wichita, Kansas, as the natural point in the Western World toward which Global Air Traffic will converge following Great Circle routes of World Air Commerce. This lends new permanence, new promise for the future, to Wichita's vast growth. Wise marketers realize this and are building a solid sales program through Radio Station KFH. Don't YOU miss out on the rich Wichita market.



Glenn D Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1941

That Selling Station
In Kansas' Biggest, Richest Market!

K F H
WICHITA
CBS . . . 5000 WATTS DAY & NIGHT
CALL ANY
EDWARD PETRY OFFICE

WAVE DOESN'T JUMP FOR JOY (Ky.)!

Chances are, WAVE doesn't even jump *to* Joy (Ky.)—much less *for*. But don't let that make you sad. WAVE *does* leap all over the big Louisville Trading Area, which, with 57.5% of Kentucky's buying power, is what counts in this State! To gladden your heart further, WAVE gives you this market at lowest cost—gets *listeners* because it's the only NBC station within 100 miles. Try WAVE, and you'll jump for joy!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

HOOPER *Shows* WHAT KANSAS CITY *Knows!*

A 250-WATT local non-network station holds more day-time listeners in Greater Kansas City than three network outlets.

It's KCKN, The Capper Publications station for Kansas City — Programmed entirely and exclusively for Kansas City's 725,000 "city" listeners.

Chicago—Central 5977
New York—Mohawk 4-3280

Article Tells of Careful Supervision By Blue Over All Children's Programs

IN RESERVING the right of "meticulous supervision," over all programs appealing to children, the BLUE recognizes the powerful influence of radio on the mind of the child, believed to listen to broadcasts an average of three or four hours a day.

The network's policies on programming children's adventure serials to bring a minimum of harm, and a maximum of entertainment and education, is revealed in an article by H. B. Summers, manager of the BLUE public service division, in the April issue of *Radio Age*, quarterly magazine issued by RCA. Network carries seven programs designated as children's dramatic sketches, all broadcast between 4:45 and 8 p.m. The network airs five other adventure serials, some of which appeal to children but which are primarily designed for adults.

Special policies set up to check on possible harmful elements in children's programs, over and above general policies governing the acceptance of BLUE programs for adults, are only one phase of the BLUE's supervision of adventure serials. Most obvious restrictions are those prohibiting use of program material which might arouse morbid suspense and hysteria. On the premise that children are more credulous than adults, the use of the supernatural or of superstitions is not permitted, the article says.

Comparing the quality of the first children's serials with today's programs, Mr. Summers notes much improvement over the sloppy writing and inadequate research of the past. The sponsors themselves were the first to recognize and correct these conditions, he says.

Keynote to the BLUE's over-all policy in accepting adventure programs is "an acceptable balance between wholesome stimulation and instruction." "Education, as such, we have found, is resented by the child who expects entertainment and thrills in his radio dialing," the article continues. "Adventure, however, peppered with interesting facts, constructive ideas and educational suggestions, is a sugar-coated pill for which American children cry." Cited as an example of such a program is the latest BLUE adventure series, *Dick Tracy*, which demonstrates that "crime never pays," and teaches youngsters the dangers of black markets, at the same time giving them plenty of excitement.

Other instances given to illustrate the network's standards for these programs include the fact that a psychologist is retained to check every script of the *Jack Armstrong* series; that *The Sea Hound*, having a South American locale, is required listening in some schools and that factual information for *Terry and the Pirates*, drama of war-time China, is obtained from government news agencies in this country and China.

Mindful of the opportunities for building war-time morale, the network maintains daily contact with the public relations offices of the Army, Navy and Office of the Coordinator of Inter-American affairs, it is pointed out.

Children's Dramatic Sketches

Hop Harrigan Mon. thru Fri., 5-5:15 p.m. (sponsored by General Mills 9-9:15 pm.).

Jack Armstrong, Mon. thru Fri., 5:30-5:45 p.m. General Mills.

Dick Tracy, Mon., Wed., Fri., 5:30-5:45 p.m. General Mills.

Captain Midnight, Mon. thru Fri., 5:45-6 p.m. Wander Co.

Terry and the Pirates, Mon. thru Fri., 6-6:15 p.m. Quaker Oats (off for summer).

The Sea Hound Mon. thru. Fri., 4:45-5 p.m. Sustaining.

The Lone Ranger, Mon., Wed., Fri., 7:30-8 p.m. General Mills.

Other adventure serials—*Red Ryder, Gangbusters, Counterspy, John Freedom, Adventures of the Falcon.*

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR

PONTIAC, MICHIGAN

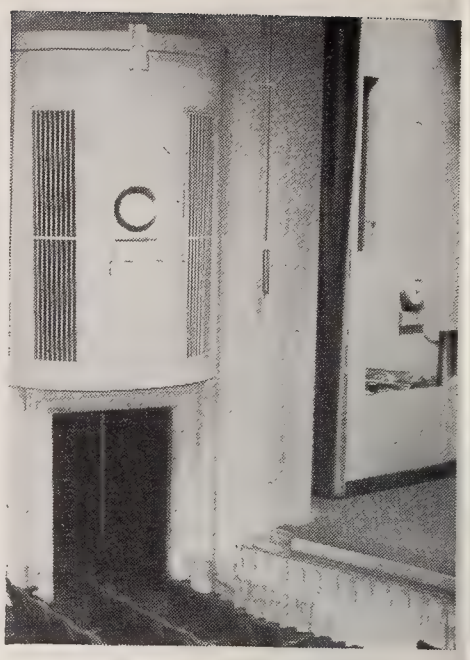
or the Foreman Co. • Chicago • New York

FLY SAYS IER NEWS GREATER THAN NAB

ASSERTING smilingly at his news conference last week that the Ohio U. meeting of the Institute for Education by Radio provided more news, with fewer news gatherers on hand to report it, Chairman James Lawrence Fly of the FCC observed that the NAB War Conference perhaps could have been more interesting. He declared, however, that the reaction to his presentation of the small station plight was sympathetic and that if there was any divergent feeling he was not aware of it.

Commenting further on the Columbus meeting, Chairman Fly said that he had voiced no opposition to stations specializing in educational programs. But he indicated their limitations and suggested a better integration of educational programs within the general framework of broadcasting was possible.

Asked whether the Conference discussed the need for modification of FCC regulations and such changes as envisaged in the White-Wheeler Bill for reorganization of the FCC, he replied that he knew of no such discussion. He declined to discuss the question of whether he had given the Cox Committee information on personal finances.



"DYNAMIKE," is the appropriate monicker of the ultra-sensitive microphone shown hanging in the new WOR-Mutual Theater in New York (formerly the Guild), which opened May 1. The mike, resembling a stick of TNT, is suspended above the middle of the orchestra floor, and with the accoustical stage is said to give concert hall quality to musical broadcasts.

HERE'S A TIP

In WLOG's Experience With Local Cooperatives

"SINCE Pearl Harbor the 250-watt station has been faced with the problem of dwindling revenues due to war production activities," writes James McGowan, manager, WLOG, Logan, W. Va. "But we decided to do something about it and we have come up with a strictly local show—all Logan—that may be a helpful hint to other stations."

Logan's program is called *King Koal Karnival.* It is a full hour once a week (Fridays, 6:45-7:45 p.m.) and is a fastmoving variety presentation in five-minute parts.

Louis Kent, a clothing merchant, does a comedy routine. News Behind the News is given by Dr. Edwin Mathews, a physician. Father Joseph Norton gives a talk on philosophy. A member of the announcing staff offers Today in Society. A local soldier, usually one home on furlough, is interviewed by a staff member. Wib Whited, a Logan native, appears as Old Timer and talks of town history.

Sponsors include a flower shop, shoe store, garage, shoe repair shop, beauty parlor, etc.

"More and more we are using cooperative shows" Mr. McGowan says. "The hour described requires only two hours preparation, with all the staff assigned work on it. We find the cooperative pays here."

Sweetheart Adds

MANHATTAN SOAP Co., New York, has started thrice-weekly sponsorship of Arthur Van Horn's Transradio News period on WOR, New York, and has renewed for 52 weeks a thrice-weekly news program by John Holbrook on WGN, Chicago. Firm continues to use approximately 70 stations for Sweetheart Soap. Agency is Franklin Bruck Adv., New York.

Recorded History

COMPLETE FILE of recordings of the highlights of the political career of Lt. Com. Harold E. Stassen, who resigned as Governor of Minnesota to go on active duty last month, will soon be turned over to an historical agency by WCCO, Minneapolis-St. Paul. The collection was completed April 27 when WCCO recorded the ceremony at which Gov. Stassen resigned, and the inauguration of Lt. Gov. Ed Thye.

AAAA Meet in New York On War Services Topics

ANNUAL meeting of the American Assn. of Advertising Agencies will be held in the Hotel Waldorf-Astoria, New York, Thursday and Friday, May 20 and 21. With agency war services as the predominating topic, specific campaign objectives in inflation, manpower and food problems will be discussed by representatives of Government departments, the OWI, advertising council coordinators and task force agencies. Wartime problems of the advertising agency to be considered at the meeting will include salary stabilization, advertising as a tax deduction and as cost in Government contracts. An exhibit of agency volunteer work will be displayed.

Because of the critical transportation situation, members in cities other than New York, are being asked not to have more than one representative per agency office. William R. Baker Jr., executive vice-president of Benton & Bowles, New York, is chairman of the program committee.

Sarnoff-Irving on 7

OPERATOR of 38 men's wear shops through the country, Sarnoff-Irving Inc., also makers of Halbrook hats, is currently sponsoring sports programs in six markets and news in a seventh, with plans to expand at a later date. Firm entered radio late in 1942, and is now using six times weekly sports broadcasts in Winston-Salem, Columbus, Wilmington, Dayton, Washington and Bridgeport, plus a daily news program in Atlanta. Newly appointed agency is Petingell & Fenton, New York.

Buy LISTENERS

Buy

WFMJ

covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.



PONIES CARRIED WCKY, Cincinnati, colors through downtown streets "tipping" off sports fans of the WKY-CBS-GILLETTE Derby broadcast — Adele Hughes and Ruth Ann Lamb, the ponies, were weighed in by Rex Davis, WCKY newscaster.

Eliot Subs for Swing

WHEN Raymond Gram Swing starts his annual three-week vacation May 27, Socony-Vacuum Oil Co., New York, which sponsors his news commentaries four nights a week on the BLUE, will present Major George Fielding Eliot, CBS military expert, effective May 31. Major Eliot is currently heard on CBS Saturday nights at 11:10, and makes occasional appearances on the *Admiral Radio News* program Sunday afternoons at 2:30 on CBS. Socony agency is Compton Adv., New York.

New Firm Takes WJHO License; Orr in Army

THE NEWLY FORMED partnership of Yetta G. Samford, C. S. Shealy, Thomas D. Samford Jr. was last week granted the voluntary assignment of the license of WJHO, Opelika, Ala., local, from the licensee, a partnership composed of the same owners including J. H. Orr, who is withdrawing because he is now in the Army. The assignee proposes to pay Mr. Orr $3,150 for his interest in the licensee partnership.

The new partnership will do business under the same name as the former one, the Opelika—Auburn Broadcasting Co. Mr. Samford is in the insurance business, Mr. Sheely is a cotton broker, and T. D. Samford Jr. is an attorney. Mr. Orr was an automobile dealer, before going into the Army.

Johnston Leaves

ADDITION of Russ Johnston, formerly Pacific Coast program sales director of CBS, Hollywood, to McCann-Erickson Inc., as radio director of the recently established Hollywood office, was announced by that agency in early May. New headquarters are located in Guaranty Building, 6331 Hollywood Blvd. August J. Bruhn, former co-manager of the agency's Los Angeles office, has been appointed Hollywood manager. Burt Cochran, formerly co-manager with Mr. Bruhn, becomes manager of the Los Angeles office.

New S. A. Register

EXPENDITURES in 1942 by advertisers in network and spot radio, magazines and farm papers are included in the Standard Advertising Register's 28th edition now completed. Agency and media information including personnel and data on more than 11,000 national advertisers is in the register.

ANOTHER Reason Why WSAI has EXTRA SELLING POWER in GREATER CINCINNATI

WSAI leads all local stations combined in successful program production . . . with the city's three outstanding sports authorities . . . its most prominent department store personalities . . . its most popular name orchestras and singers . . . its most widely known women's program personalities . . . its most comprehensive news service. Your brand name combined with a WSAI personality makes it a buy-word across the sales counters in Cincinnati.

WSAI

THE CINCINNATI STATION OF ASSURED SALES ACTION

Basic Blue Network . . . 5,000 Watts Day and Night
National Reps . . . SPOT SALES, INC. . . . New York . . . Chicago . . . San Francisco

"Your Western New York Salesman"

WHAM

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative:
GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

DO YOU KNOW THE ANSWER ?

(Copyright 1943, W. E. Long Co.)

WEEI,	Boston, Mass.
WISR,	Butler, Penn.
WBBM,	Chicago, Ill.
WCFL,	Chicago, Ill.
KVOR,	Colorado Springs, Colo.
KLZ,	Denver, Colo.
KFJZ,	Fort Worth, Texas
WHJB,	Greensburg, Penn.
WSAZ,	Huntington, W. Va.
WAVE,	Louisville, Ky.
WMAN,	Mansfield, Ohio
WISN,	Milwaukee, Wisc.
KTRB,	Modesto, Calif.
KDON,	Monterey, Calif.
WKPA,	New Kensington, Penn.
WDSU,	New Orleans, La.
WOV,	New York, N. Y.
KOY,	Phoenix, Ariz.
WCAE,	Pittsburgh, Penn.
WPAY,	Portsmouth, Ohio
KGHF,	Pueblo, Colo.
KQW,	San Jose, Calif.
KGDM,	Stockton, Calif.
KVOA,	Tucson, Ariz.
WMBS,	Uniontown, Penn.
WJPA,	Washington, Penn.
KROY,	Sacramento, Calif.

FOUR MORE STATIONS STARTING SOON

ASK ANY STATION LISTED ABOVE

Write, wire or call

The W. E. Long Co.
155 NORTH CLARK STREET
CHICAGO, ILLINOIS

Keep Copy Out of Trouble

(Continued from page 11)

"* * * What this label means; and you are to test that out by taking the language of it and imparting to that language the meaning of the words singly and together that would be conveyed to you as ordinary men; not as men who are skilled in medical, chemical, or pharmaceutical science, capable of making nice distinctions or nice discriminations, but rather the meaning that comes to you as ordinary men unskilled but seeking, we will assume, some sort of remedy or remedial help for the afflictions that flesh is heir to. Now in that connection you should examine this language in the light of the purpose of the law which is to protect humankind against the consequences of human weakness, frailty, credulity or the disposition to believe or of human gullibility. You should examine it in the light of the disposition of the ordinary humankind to wish to believe in the potency of remedial agents to relieve them from ills from which they are actually or conceivably suffering." N. J. 5906 D. C. E. D. Wis. 7/15/16. U. S. v. Bethesda Natural Mineral Springs Co.

Intention to Deceive

The following decision, I believe, goes still further to explain the effects of statements that may be false. The Court considers them a waste of printer's ink if they are not intended to deceive the reader.

"It seems to us that words 'recommended in the treatment of Bright's disease, etc.' could only mean that the use of the water in the treatment of the diseases named would effect a cure or alleviation of such diseases, otherwise why recommend it? Unless this means that the water did contain elements or ingredients which would alleviate or cure the diseases named, when taken according to the directions * * * it was a waste of printer's ink. Would not anyone suffering from any one of the diseases named understand that by the taking of the water his ailment would be alleviated or cured by reason of the ingredients contained in the water? It seems to us that he would. Treatment would only be taken with a view to alleviation or cure, and a water possessing elements or ingredients favorable to that end only would be recommended." 264 Fed. 79 N. J. 8701 Cir. Ct. Appeals 5th Cir., 3/18/20. Bradley v. U. S.

Necessity for Research

In my opinion the next decision points out clearly the necessity for research findings to substantiate the claims being made for medicinal products, since the manufacturer of a medicinal preparation is charged "to have superior knowledge":

"Persons who make or deal in substances or compositions alleged to be curative are in a position to have superior knowledge and may be held to good faith in their statements." 239 U. S. 510 N. J. 4816 U. S. Supreme Court 1/10/16. U. S. v. Eckman's Alterative.

Professional Authority

Many pieces of advertising refer to doctors, dentists and nurses, and the following language gives first, a statement from the manufacturer's labeling, and then the court's very definite views on the use of these words.

" 'We have received many letters from physicians reporting'—followed by what is represented to be the substance of such reports, which admittedly would tend to engender a belief to persons suffering from diabetes or Bright's disease that the use of the drugs would likely afford them relief. Unless we discredit their mental competence, such, we must presume, was the intent and expectation of the proprietors. * * * But if, as alleged, the drugs are worthless the proprietors cannot escape responsibility by hiding behind the phrase 'the doctors say'. Couched in such language undoubtedly the printed matter makes a more persuasive appeal to the credulity of sufferers from these diseases than if the representations thus implied were made directly upon the authority alone of the proprietors, and for that reason they are not less but more obnoxious to the law." 33 Fed. 2nd Series 506, N. J. 16387 Cir. Ct. App. 9th Cir., 7/1/29 U. S. v. Fulton's Comp.

A Summary Decision

The effects of all of these decisions are summed up, I believe, in the following decision. It shows the results that may ensue if products are labeled and advertised in a false and misleading manner:

"The danger and injury to the public from this character of advertisement is, however, considerable, in that it induces persons to rely in serious cases upon a preparation without healing virtue when but for this reliance they would no doubt secure proper advice and treatment for the ills which affect them." 267 Fed. 795 N. J. 8360 Dis. Ct. S. Texas 10/4/18, Cir. Ct. App. 5th Cir. 7/16/20. U. S. v. Texas Wonder.

Evidence to Substantiate

We feel that the manufacturer should, as we have stated, base his labeling and advertising upon the facts. In other words, he should have evidence to substantiate all of the claims that he is making for his preparation. With such information available he should not change the labeling or advertising at the whims of some Federal or State enforcing official, but should "stand his ground".

You will realize that the responsibility rests squarely upon the shoulders of each individual manufacturer to produce the facts concerning his product, and also upon the advertising agency to see that the copy it prepares is based upon the facts, and that it is in good taste. Many pieces of advertising that we see are such that they can be considered as anything but in good taste. In fact, in many instances I believe such copy has a tendency to detract from the sale of a preparation rather than to promote it.



TO FILL WAR JOBS, the Moore Drydock Co., shipbuilders of Oakland, Cal., turns to radio. Ralph R. Brunton (left), general manager of KQW, has announced the company's purchase of *Ten O'Clock News*, written and announced by Carroll Hansen (center), aired Sundays through Fridays at 10 p.m. (PWT). Ship company representative is Glenn R. Dolberg (right), executive assistant to the personnel director and active for many years in Pacific Coast radio.



KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

U. S. Rubber on CBS

(*Continued from page 9*)

Massey is slated to appear on the first of these features, titled "Our American Scriptures", but this was not definite the end of last week.

Concerts by the Philharmonic have been broadcast on a sustaining basis on CBS since October, 1930, although the network some years ago offered the Philharmonic concerts to a group of leading department stores throughout the country. It is the oldest musical organization in this country and the third oldest in the world.

Decision by the New York Philharmonic-Symphony Society to permit commercial sponsorship of its orchestra indicates that the trouble between the Society and Local 802 of the American Federation of Musicians over the dismissal of some of the Philharmonic's musicians by Dr. Rodzinski has been settled. Formal notice that the new director of the group would not have to face the union trial, scheduled for May 6, was issued him April 27.

Last Program on CBS

U. S. Rubber's last network radio program was titled *99 Men and a Girl*, featuring Raymond Paige and a 99-piece orchestra, and broadcast on CBS in 1939 as a Friday evening half-hour series. Since that program was discontinued, the company, through its agency, Campbell-Ewald Co., New York, has been concentrating on institutional newspaper advertising.

Last week, the Bureau of Advertising of the ANPA called special attention to the company's recent ads, with particular emphasis on "*The Empty Room.*" A special report issued by the Bureau with U. S. Rubber ads as examples, points out that "the people's unprecedented interest in institutional advertising has given industry its greatest opportunity to build public understanding and goodwill."

Coincident with the announcement of the U. S. Rubber contract, CBS last week compiled a list of the symphony orchestras which it has broadcast under sponsorship as far back as January, 1931. At that time, the Detroit Symphony was presented by Graham-Paige Corp., and subsequently from the fall of 1934 to the spring of 1942 by the Ford Motor Co. The Philadelphia Symphony was sponsored on CBS in 1931 by AT&T, until 1933 by Philco Corp., and during the season of 1933-34 by Liggett & Myers Tobacco Co. The following year, CBS carried broadcasts of the Minneapolis Symphony under sponsorship of General Household Utilities Corp., and in 1936 presented the Pittsburgh Symphony for Pittsburgh Plate Glass Co. In 1936-37, a group of American banks sponsored the Philadelphia Symphony again, and from the fall of 1940 to the spring of 1941, Libby-Owens-Ford Glass Co. presented the Chicago Women's Symphony on CBS.



COOKING UP FAREWELL PARTY for W. Donald Roberts, new CBS western sales manager, these "chefs" gaily posed with "Cowboy" Roberts in New York just before he left for his new offices in Chicago. Left to right are Joseph H. Ream, CBS vice-president and treasurer; H. V. Akerberg, CBS vice-president in charge of station relations; Paul M. Hollister, CBS vice-president in charge of advertising and sales promotion; Linnea Nelson, timebuyer of J. Walter Thompson Co., New York; William C. Gittinger, CBS vice-president in charge of sales, and Allyn Jay Marsh, CBS assistant sales manager.

WREC's 5,000 Watts

Through error in a page advertisement of Broadcasting Station WREC, Memphis, Tenn., published in a recent issue, the station's power was wrongly listed as 500 watts. It should have read 5,000 watts. WREC, one of the South's leading stations, has operated on 5,000 watts, day and night, for the past several years. It is owned and operated by Hoyt B. Wooten, one of the country's pioneer broadcasters.

New Squib Show

WITH PURCHASE of the Sunday, 8-8:30 p.m. period on CBS, E. R. Squibb & Sons, New York, will discontinue *Keep Working, Keep Singing, America*, heard on CBS Monday, Wednesday and Friday, 6:30-6:45 p.m. Firm will retain Walter Cassel Singer, and the general morale-building character of the present series for a new production, scheduled to start June 13. Talent line-up and other details are not yet available, pending Washington approval of the morale aspects of the program. Agency is Geyer, Cornell & Newell, New York.

Grape Nuts Spots

GENERAL FOODS Corp., New York, is lining up a spot campaign for Grape Nuts in the Denver and Minneapolis areas, and for Grape Nuts Flakes in the New York region. Further details are not available pending completion of plans. Agency is Young & Rubicam, N. Y.

EXCLUSIVE
COVERAGE
AUDIENCE
PROGRAMS
KTFI
TWIN FALLS, IDAHO
NEAREST STATION
100 MILES
— N B C —

BALTIMORE'S BLUE NETWORK OUTLET
WCBM
John Elmer, President
George H. Roeder, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York - Chicago - San Francisco

HIGH IN LISTENER RATING
WATL
ATLANTA
LOW IN RATES
MBS
WATL's coverage is confined to the *metropolitan Atlanta area.* With no rural audience to cater to, its programs are tuned to urban tastes, and are tops with Atlanta listeners. *Eleven years a favorite!*
If you want to cover Atlanta at lowest cost, put WATL on your list.
Represented by
SPOT SALES INC.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

MAY 1 to MAY 7 INCLUSIVE

Decisions . . .

MAY 5

WJHO, Opelika Ala.—Granted vol. assignment license from Yettal G. Samford, C. S. Shealy, Thos. D. Samford Jr., J. H. Orr d-b as Opelika-Auburn Broadcasting Co., to Yetta G. Samford, C. S. Shealy, Thos. D. Samford Jr., d-b as Opelika-Auburn Broadcasting Co., newly formed partnership d-b under same name as assignor and present licensee. Assignee proposes to pay J. H. Orr, the retiring partner, $3,150 for his 25% interest in the licensee partnership.

KSWO, Lawton, Okla.—Denied special service authorization operate unlimited to Aug. 1, 1944.

W59NY, Cincinnati—Granted license cover CP, as mod., in part.

W8XO, Cincinnati—Denied rehearing directed against Commission order of Dec. 29, 1942, dismissing application for license renewal and denied petition to dismiss without prejudice application for license renewal.

WWPG, Lake Worth, Fla.—Granted mod. license to change designation of station from Lake Worth to Palm Beach, Fla.

May 6

WSJS, Winston-Salem—Granted license cover CP as mod., for new equipment, DA-D-N, change frequency, etc.

W9XMB, Chicago—Granted mod. CP as mod., authorizing new ST station, extension completion date.

WSAY, Rochester, N. Y.—Granted mod. CP as mod., authorizing change frequency, power increase, DA-D-N, new transmitter, etc.



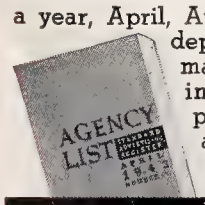
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Standard Advertising Register

In these days of rapid fire shifts, the new 1943 Standard Advertising Register and Service will keep you abreast of these changes.

The Register lists over 11,000 national and sectional advertisers. It gives the executive personnel of each including advertising manager, sales manager, buyer of printing. It shows the agency or agencies placing the account, territory covered and types of media used. In fact, it gives all information necessary to effectively solicit the advertiser or agency either by mail or in person.

• • •

THE AGENCY LIST—issued three times a year, April, August and December. A dependable source of information on 1600 advertising agencies with their personnel, recognition and the 30,000 clients they serve.



NATIONAL REGISTER PUBLISHING CO., Inc.
330 W. 42nd St. New York — 333 N. Michigan Ave. Chicago

Applications . . .

MAY 1

King-Trendle Broadcasting Corp. Detroit—CP new FM station on 47300 kc., coverage 6750 sq. mi. (Formerly W73D). CP new FM station on 46900 kc., coverage 5300 sq. mi. (Formerly W69GR).

MAY 4

Blue Network Co., New York—Extension of authority to transmit programs to CFCF and CBL and the Canadian Broadcasting Corp.

WLOL, Minneapolis—Transfer control from Beatrice L. Devaney, executrix of estate of John P. Devaney, David J. Winton and Charles J. Winton Jr., to Ralph Atlass (972 shares common stock).

Tentative Calendar . . .

WKBZ, Muskegon, Mich.—Mod. license for 1450 kc., 250 w., unlimited (May 10).

KDYL, Salt Lake City—CP 880 kc. 10 kw., unlimited, DA-D-N.

Network Accounts
All time Eastern Wartime unless indicated

New Business

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive), on May 29 starts *The Million Dollar Band* on 140 NBC stations, Sat., 10-10:30 p.m. and on May 28 shifts Bill Stern's *Sports Newsreel of the Air* (Colgate shave cream), on 126 NBC stations, Sat. 10-10:15 p.m. to Fri., 10:30-10:45 p.m. on 68 NBC stations. Agencies: Sherman & Marquette, Chicago (shave cream), and Ted Bates Inc., New York (Palmolive).

GILLETTE SAFETY RAZOR Corp., Boston, on Sat., May 8, 10 p.m., sponsored the Beau-Jack-Private Johnny Greco bout on 212 MBS stations, and on Fri., May 21, 10 p.m. will sponsor Beau Jack vs. Bob Montgomery on 212 MBS stations. Agency: Maxon Inc., N. Y

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on May 2 replaced *Aunt Jemima* on 35 CBS stations, Sun., 2:55-3 p.m. with *The Muffet Show*, adding 4 CBS stations (WMBD WRVA WWL WGST), making a total of 37 CBS stations. Agency: Sherman K. Ellis Co., Chicago.

CHEF BOY-AR-DEE Quality Foods, Milton, Pa., on May 3 started Boake Carter for 13 weeks on 5 MBS stations (WFIL WOL WCAE WCLE WGN), Mon., Wed., and Fri., 12 Noon-12:15 p.m. Agency: McJunkin Adv., Chicago.

BIBLE INSTITUTE, Los Angeles (religious), on May 3 started for 52 weeks, *Dr. Lewis D. Talbot*, on 14 Don Lee California stations, Mon. thru Fri., 11-11:30 a.m. (PWT). Agency: Smith & Bull Adv. Los Angeles.

BEN HUR PRODUCTS Inc, Los Angeles (coffee), on April 30 added 2 Ariz. stations (KOY KTUC) to *Hollywood Showcase* on KNX, Friday, 6-6:30 p.m. (PWT), making a total of 3 CBS Western stations. Agency: Barton A. Stebbins Adv., Los Angeles.

KELLOGG Co., Battle Creek, Mich. (Pep), on May 3 starts for 52 weeks, unit of *Breakfast at Sardi's*, on 133 BLUE stations, Mon. thru Fri., 11:15-11:30. Agency: Kenyon & Eckhardt, N. Y.

BEN HUR PRODUCTS Inc., Los Angeles (coffee), on April 30 adds 6 California and Arizona stations (KQK KROY KGDM KARM KOY KTUC) to *Hollywood Showcase* on KNX, Friday 6-6:30 p.m. (PWT), making a total of 7 CBS stations. Agency: Barton A. Stebbins Adv., Los Angeles.

Renewal Accounts

MANHATTAN SOAP Co., New York (Sweetheart soap), on May 10 renews for 52 weeks, *Dick Joy—News*, on 7 CBS Pacific stations, Mon. thru Sat., 7:30-7:45 p.m. (PWT). Agency: Franklin Bruck Corp., N. Y.

Network Changes

E. I. DU PONT NEMOURS Co., Wilmington, Del. (institutional), on April 26 shifted *Cavalcade of America* on 61 NBC stations, Mon., 8-8:30 p.m., with West Coast repeat, Mon., 8:30-9 p.m. (PWT), from New York to Hollywood for four weeks, BBDO, N. Y.

BARBASOL Co., Indianapolis, on April 26 shifted *Singin' Sam* from Tues. and Thurs., 8-8:15 p.m. to Mon. and Wed., 8:15-8:30 p.m. on 55 MBS stations. Agency: Erwin, Wasey Co., New York.

GENERAL FOODS CORP., New York (Grapenuts Flakes, Grape Nuts, Wheatmeal) on June 6 replaces for 17 weeks *Jack Benny* on 133 NBC stations, Sun., 7-7:30 p.m. with *Those We Love*, currently on 11 CBS stations, Sun., 2-2:30 p.m. Agency: Young & Rubicam, N Y.

GENERAL ELECTRIC Co., Schenectady (institutional), on May 29 discontinues Frazier Hunt's news program on 60 CBS stations Tues., Thurs., and Sat., 6-6:15 p.m. Agency: Maxon Inc., N. Y.

SOCONY-VACUUM Oil Co., New York (petroleum products), on May 31 replaces for three weeks Raymond Gram Swing with Maj. George Fielding Eliot on 124 BLUE stations, Mon. thru Thurs., 10-10:15 p.m. Agency: Compton Adv., N. Y.

WELCH GRAPE JUICE Co., Westfield, N. Y., on June 6 renews *Dear John* on 66 CBS stations, Sun., 6:15-6:30 p.m. Agency: H. W.. Kastor & Sons Adv., Chicago.

"We like the scripts ...we like the ideas... we like the program"
WAGM

● If you are an ASCAP-licensed station you will like these programs, too. They are furnished without cost, and more than five hundred stations are using them regularly. If you are interested in turning your music costs into music profits, write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

Three Join CBS

PAUL HITLIG, CBS technician since 1934, has been named to the WABC, New York, engineering staff, as assistant supervisor of the studio technical group. He assists D. Vorhes, acting studio supervisor. Others to join the technical operations staff are Samuel J. Lawrence, formerly of WHOM, Jersey City; Louis Murray, formerly of WAZL, Hazleton, Pa. and Marshal Serrano, recently of Western Electric Co.

WBBM, WLS Selected

ALL YEAR CLUB of Southern California Ltd., Los Angeles (promotional), in a 6-week campaign which starts May 17, will sponsor a weekly quarter-hour evening dramatized program, *Playground at War*, on WBBM and WLS, Chicago. Hedda Hopper, Hollywood radio commentator and columnist, is narrator of the series. Foote, Cone & Belding, Hollywood, has the account.

in the CONTROL ROOM



MARVIN ARMSTRONG, KGNC, Amarillo, transmitter supervisor, is now a second lieutenant in the Signal Corps, stationed temporarily at Ft. Monmouth. Bob Armstrong, master control chief, has replaced his brother Marvin at the transmitter.

DONALD F. LANGHAM, former engineer of WFBL, Syracuse, has been commissioned a second lieutenant in the Army. He reports for duty May 5.

CAROL RODER has taken leave of absence from the engineering staff of KYW, Philadelphia, to accept a commission as Lieutenant in the Army Signal Corps.

R. L. LEE, chief engineer of WJPR, Greenville, Miss., has been inducted into the Army and sent to Camp Shelby, Miss. Percy Lee Kuhn, transmitter operator, was to report to the Army May 7.

CHARLES A. CARY, former transmitter engineer of WJDX, Jackson, Miss.; Edward J. Conture, studio engineer of WDLP, Panama City, Fla.; W. J. Mahoney, transmitter engineer of WIBC, Indianapolis, have joined WLW-WSAI, Cincinnati.

WALT WILSON, veteran engineer of KYW, Philadelphia, is father of a boy.

H. DUKE HANCOCK, former assistant manager of KGFJ, Los Angeles, has been made chief engineer in charge of technical operations.

ARTHUR G. PECK, studio engineer of WCCO, Minneapolis-St. Paul, has resigned to become a member of the Airborne Instruments Labs. of Columbia U. on Long Island. Mr. Peck has also acted as technical supervisor for Beck Recording Studios of Minneapolis and was secretary-treasurer of the Twin City chapter of the Institute of Radio Engineers.

FRANK GENEREAU has joined the transmitter staff of WSNY, Schenectady.

NBC 10-Year Club

SECOND of the NBC "Executive Group" dinners was held last Wednesday night at the Hotel Waldorf-Astoria, New York. Highlight was a salute to 452 10-year employes of the network. Total personnel is 1,250. Of this 452, 235 are in the network's New York headquarters and attended the dinner and received scrolls and insignia denoting their years of service. Plans were made for formation of "10-year" clubs by other branches of NBC.

Shaw In Australia

JOHN W. SHAW, who left the directorship of the radio department of Henri, Hurst & MacDonald Inc., Chicago, to join the Red Cross Field staff, arrived last week in Australia where he will take over Southwest Pacific Red Cross radio operations.

"FOUR YEARS OF SPONSORSHIP"
And audience monopoly over **WQAM** for
THE SHADOW
Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.



CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Combination Announcer-Operator — (First or second class.) Able read news. Your present pay for forty hours with guaranteed pay for minimum of forty-eight. Network station in Rocky Mountains. Box 616, BROADCASTING.

CHIEF ENGINEER-ANNOUNCER — New and one of the very best small town independent locals wants good man who desires mild, high, dry climate of Southwest. Permanent connection starting at non-inflation salary. Full details, salary, first letter. KFUN, Las Vegas, New Mexico.

Aggressive Draft Deferred Salesman—Wanting position with opportunities for advancement. Wanted by 5 k.w. regional network station. Box 596, BROADCASTING.

Operator-Announcer—With first class license for Oregon 250 Watt independent station. Give information and salary desired. Box 597, BROADCASTING.

Experienced Sports and News Announcer—For midwest station. State minimum salary and experience in replying. Box 603, BROADCASTING.

Announcer—Network affiliate in Washington-Baltimore area needs experienced announcer to act as chief announcer and assist with programs. Permanent position, modest salary until worth proven. Give age and draft status. Box 606, BROADCASTING.

Recording Engineer — For Transcription Studio. State Experience. Draft Status, Salary. United Broadcasting, 201 N. Wells St., Chicago

Announcer—Permanent position with 5 k.w. regional network station for draft deferred experienced man. Box 595, BROADCASTING.

Announcer—No experience necessary. Give personal details, draft status, age, etc. Apply Box 610, BROADCASTING.

Announcer at Once—Permanent; give ability, draft status. Box 607, BROADCASTING.

Wanted Immediately—Licensed radiotelephone operator. Permanent position for qualified man. I.B.E.W. pay scale. Excellent opportunity for future advancement. Good living conditions. Inquire KROY, Sacramento, Calif.

Announcer—Experienced, for network station located in large metropolitan area in New York State. Send transcription and details in letter. Draft status, and salary. Box 613, BROADCASTING.

Radio Engineer Wanted—By 250 watt Southern Station. Must have first-class radio-telephone license. Steady position —good salary. Also have opening for young man with restricted license. Write — giving full details. WSKB, McComb, Mississippi.

Situations Wanted

Engineer—9 years background, age 29, married, 4-F. Now engineer 10 Kw Regional. Desires Chief Engineer or Engineer with major network. Box 615, BROADCASTING.

Organist—Now available with or without own Hammond organ. Age 24, union, 4-F, single. Has been Musical Director of mid-west network station. Write Box 611, BROADCASTING.

Second-Class Engineer—With eight months' experience and limited announcing experience available immediately. Married, classified 4-F. Write or wire Box 612, BROADCASTING.

Situations Wanted (Cont'd)

ANNOUNCER-PROGRAMMER — Desires connection with Southern coastal station. Ten years in the business, wide-awake, capable, efficient. Excellent references. 1-C. Details on request. Box 599, BROADCASTING.

All-Around Radio Woman—Good ideas. Warm friendly voice, personality. Announcer, writer, producer, commentator, planner, salesman. Southwest preferred any reasonable offer accepted. Box 604, BROADCASTING.

Announcer-Salesman—Who can write copy. South. No draft. Box 594, BROADCASTING.

ANNOUNCER; NEWSCASTER—4-F. Now with regional affiliate. Versatile; dependable; can take responsibility. College background. Eastern location preferred. Box 598, BROADCASTING.

ANNOUNCER — Draft deferred. Experienced on studio commercials, newscasts, special events. Available May 15. Edward Jaeger, WCLO, Janesville, Wis.

Program Director—Up to 1 KW, announcer over that—local or network. Four-F, married, three children. Desire change to station paying good living wages. Prefer Midwest. *I can satisfy.* Box 600, BROADCASTING.

Available Now—Man. Twelve years' experience Commercial and Station Management. Enviable record of personal sales in Network, National Spot and Local Fields. Desires Commercial Management position that will permit of greater opportunities for exercise of proven sales ability. Income, Five Thousand plus. Best references. Draft exempt. Box 601, BROADCASTING.

Producer-Announcer — Answer this. Three years' production and acting experience. Handle commercials limited news, ad lib. Young man and 4-F. BILL WALLACE, 619 N. Columbus St., Alexandria, Virginia.

Top-Notch Radio Writer—Network shows. Desires position in news or continuity department radio station. Preference West Coast. 4-F draft. Victor Dodge, 909 E. River Road, Minneapolis, Minnesota.

First Class Engineer—Ex-Army operator. John Gann, 2310 Pine, Little Rock, Arkansas.

Continuity Writer—Young woman with writing and producing background in radio at large metropolitan and out-of-town stations. Unusually capable, desires position where original ideas can be used. Can pitch in as secretary. Box 605, BROADCASTING.

Attention: Station Reps.—Man. Ten years' Radio Sales Experience, Network and National Spot. Desires position Sales Staff Station Representative. Best references. Draft exempt. Box 602 BROADCASTING.

Wanted to Buy

Sales Manager—Desires part interest, or to buy small radio station. Box 614, BROADCASTING.

LOCAL STATION—Responsible party. Replies confidential. Send full particulars. Box 593, BROADCASTING.

Field Intensity Measuring Equipment—Federal preferred, but what have you? Radio station WAKR, Akron, Ohio.

Hammond organ and speaker—Must be in excellent condition. Also interested in Novachord. Box 609, BROADCASTING.

Bishop's News Views

EPISCOPAL CHURCH, Los Angeles, on May 29 starts sponsoring a weekly quarter-hour late afternoon news commentary, *A Churchman Views the News*, on KMPC, Beverly Hills, Cal. Featuring the Rt. Rev. William Bertrand Stevens, Episcopal Bishop of Los Angeles, the non-sectarian series will utilize UP as well as religious news services. It is believed to be the first time a Christian Bishop has used radio regularly to address his diocese. Contract is for 52 weeks, through Little & Co., Los Angeles.

Food Hour Stays On

WITH THE problems of gardening and home canning growing in importance to the nation's welfare, Alfred W. McCann has decided to continue his five-times weekly *Pure Food Hour* on WOR, New York, throughout the summer months. Helpful advice on raising and preserving foods is a feature of the program, which has some 10 participating sponsors. Mr. McCann also announced that he will conduct a campaign this summer in collaboration with the Farm Labor division of the War Manpower Commission to enlist the voluntary services of men, women and children to harvest crops.

500th Milestone

THE 500th network broadcast of *National Barn Dance*, sponsored by Miles Labs., Elkhart, Ind., on NBC Saturdays 9-9:30 p.m., was observed Saturday, May 1, with a special celebration for the cast, following the broadcast, at the Saddle and Cycle Club, Chicago.



PROFESSIONAL DIRECTORY

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An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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EXACT MEASUREMENTS
ANY HOUR—ANY DAY
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BUY WAR BONDS!

Workable Plan or Permanent Stalemate Seen Result AFM-Disc Meeting, May 11

WHEN the executive board of the AFM and representatives of the transcription industry resume their conversations tomorrow afternoon, (May 11) it is with the understanding that the discussions will continue until they have either evolved a mutually satisfactory plan whereby AFM members will again be available for employment on transcriptions or the conferees are satisfied that they have reached a stalemate which further negotiations cannot possibly resolve.

Last month, when the AFM board met with transcribers and makers of phonograph records and agreed that because of the diverse natures of the two types of recording business separate negotiations should be conducted with each group, a single session between the union and the phonograph recorders was sufficient to convince both sides that further discussions would be fruitless [BROADCASTING, April 19]. A subsequent meeting of the AFM board with the transcribers, however, concluded on a more optimistic note and both sides have expressed the feeling that they may well be able to reach an agreement permitting the union to rescind its ban on the making of transcriptions by AFM members [BROADCASTING, April 26].

No specific terms or even general plan of settlement have been advanced by either the AFM or the transcribers, following the definite rejection by the entire recording industry committee of the AFM proposal for a flat fee to be levied on each recording with the money to be utilized for a union unemployment fund [BROADCASTING, March 1]. The transcribers in resuming negotiations with the union have not changed their attitude on this point, a stand which the broadcasting industry has upheld through a resolution adopted at the recent NAB War Conference in Chicago [BROADCASTING, May 3].

If no alternative solution is reached in this week's discussions, the War Labor Board may be asked to resolve the impasse. The Federal Court in Chicago, in denying the Department of Justice's suit for an injunction against the AFM, ruled that the issue was a labor dispute, a decision which was upheld by the Supreme Court, so that an appeal to the WLB is appropriate.

A breakdown in union-transcriber negotiations would probably result in a resumption of the hearings by the Senate subcommittee appointed to investigate the recording ban. Hearings were recessed in January following the testimony of James C. Petrillo, AFM president, in which he promised the committee that the union would submit a definite proposition to the recorders. Committee Chairman Sen. D. Worth Clark (D-Ida.) has stated that the committee will remain recessed during negotiations, but that if no plan of settlement were worked out within a reasonable time, action would be taken, possibly by a direct appeal to President Roosevelt to use his wartime powers to order the union to call off its ban on recordings for the duration, because of its adverse effect on the morale of both the civilian population and the members of the armed forces.

D. of J. Suit Waits AFM Negotiations

WHETHER the Dept. of Justice will file a third anti-trust suit against James C. Petrillo and his American Federation of Musicians, in the light of its action last month dismissing the pending proceeding before the Federal District Court in Chicago, depends upon the outcome of current negotiations between AFM and the recording and transcription industries.

Assistant Attorney General Tom C. Clark, successor to Thurman Arnold as head of the Anti-Trust Division, stated last week that the issues in the Chicago case had become more or less moot in the light of the pending industry negotiations. While the phonograph record manufacturers have broken off with Petrillo, the transcribers meet with him in New York tomorrow. If these negotiations rupture, and the public is deprived of recorded music by virtue of the Petrillo strike, it is presumed the Department will file a third bill of complaint. This, however, will depend upon the issues and the reasons for the failure to reach an accord.

The Government asked dismissal of the suit on April 28—the last day on which such action could be taken, since the AFM answer was then due. With the dismissal, the way was left open for the filing of a third action. The original suit, personally argued by Mr. Arnold, an avowed opponent of Petrillo's methods, had been dismissed last year by Federal Judge John P. Barnes on the ground that it constituted a labor dispute.

The second suit was dropped because it was felt the Government, at this stage, and as long as negotiations were in progress, could not prove that the AFM ban was invoked for the purpose of driving out of business small independent stations. While the ban has been in effect since Aug. 1, no station has gone out of business due to lack of recordings, because of the backlog of records and transcriptions built up in anticipation of the strike.



FIRST ANNUAL staff dinner of WOW, Omaha, witnessed unveiling of art for station's new letterhead. The design portrays Mercury, symbolizing "spirit of communications". When the work was unveiled by "Uncle Tom" Wallace, of Chicago, it turned out to resemble John J. Gillin Jr. (on right), general manager of WOW. Wallace, formerly vice-president of Russel M. Seeds Co., Chicago, a director of WOW Inc., served as toastmaster.

BUD FOSTER, speaking from KFAR, Fairbanks, Alaska, during the Alka-Seltzer *World News Round-Up* on NBC, April 30, made the first broadcast from Alaska since Pearl Harbor.



Drawn for BROADCASTING by Sid Hix

"They Won't Work Unless They Hear 'Ma Perkins' at Lunch . . . and Our Radio Battery Is Dead!"

WPB Civilian Unit Gets New Powers

McIntosh Programs to Guide Its Radio Plans, However

CREATION of the Office of Civilian Requirements, under Arthur Whiteside, Dun & Bradstreet president who was recently appointed WPB vice chairman, will not materially effect the operations of the Radio & Radar Division's foreign and domestic branch, it appeared last week, as Frank H. McIntosh and his staff proceeded toward adoption of a standardized program for civilian radio repair parts.

According to an order issued by WPB Chairman Donald M. Nelson, the Whiteside organization is to have power to provide products and services to maintain civilian life. The order instructs industry divisions, such as the Radio & Radar Division, to provide Mr. Whiteside with information to enable him to determine requirements of consumer goods and services.

Free Hand

In actual practice, however, it appeared that the new Office of Civilian Requirements would continue to give Mr. McIntosh virtually free reign so far as radio is concerned. Oscar W. Meier, chief of the OCR branch dealing with radio, pointed out that, in the past, the agency had depended on Mr. McIntosh because of superior technical information in his organization. Mr. Meier said he saw no reason why cooperation between the agencies should not continue along the same line.

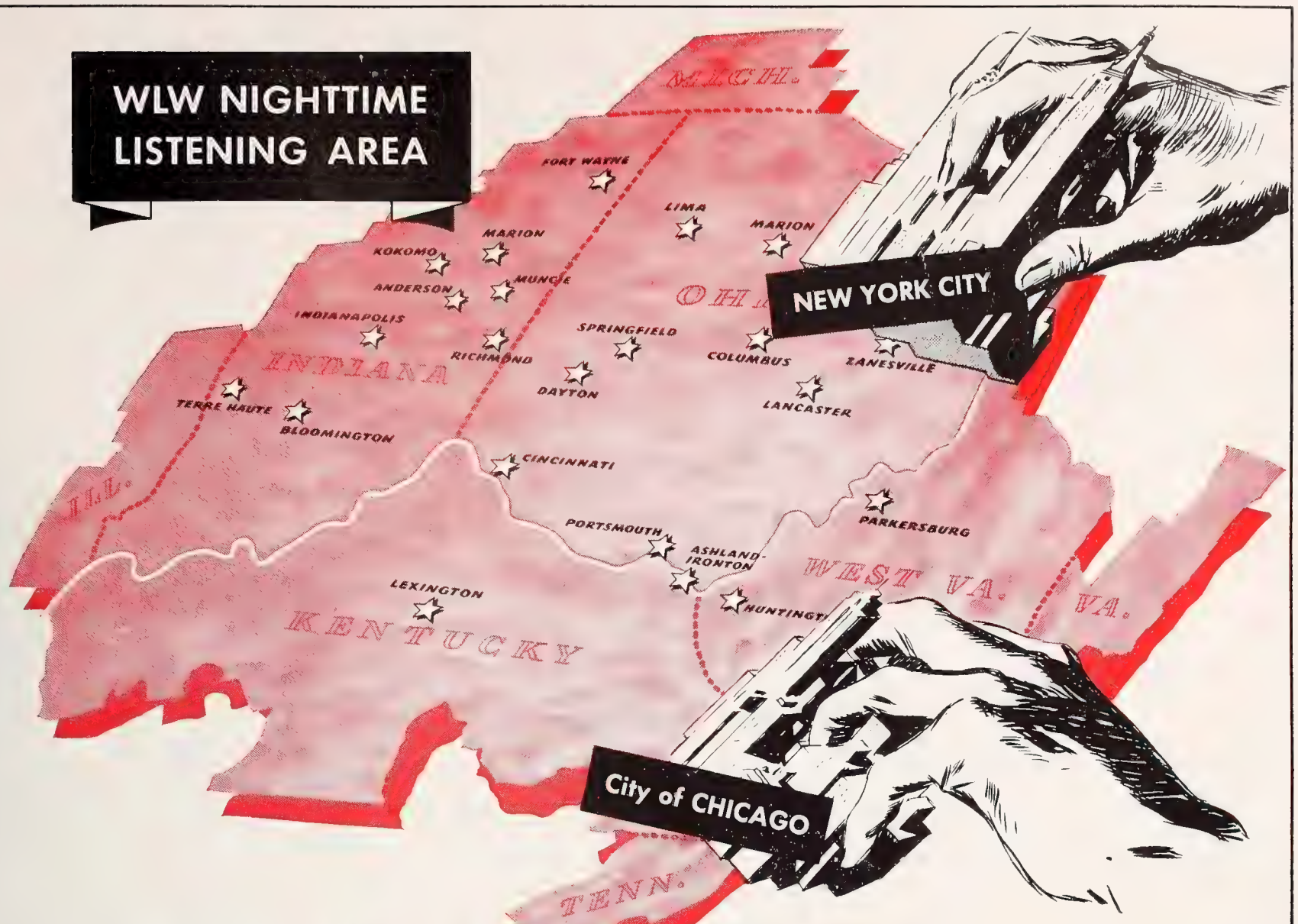
Mr. Meier explained that, in the past, OCR has accepted Mr. McIntosh's programs, and that this was likely to continue, although a representative of OCR would probably attend Radio & Radar Division meetings. The McIntosh outfit will continue to serve broadcasters with parts and priority assistance.

In the Radio & Radar Division, meanwhile, the program to standardize maintenance and repair parts for home sets was nearing completion. Last week an order reducing the number of types of parts was being circulated, and early adoption appeared likely.

Under the order, manufacturers would be prohibited from making any parts other than those included in a list adopted by the American Standards Association at the request of WPB and OPA. The order would cover Dry Electrolyte Capacitors, Fixed Paper, and Dielectric Capacitors, and Power and Audio Transformers and Reactors. A similar standardization program for tubes is already in operation under orders from the Radio & Radar Division.

WWPG Now at Palm Beach

WWPG was last week granted permission by the FCC to change its designation from Lake Worth to Palm Beach, Fla. WWPG operates on 1340 kc., with 250 watts.



LIFT 'EM OUT!... and you'd still have $103,000,000 MORE Grocery and Drug Sales per Year

DELIVERING 47.7% OF THE NIGHTTIME LISTENING* in a market of 12,000,000 people, WLW gives you advertising dominance, and wholesale-retail acceptance, in a trade area which, in a year, buys $806,573,000 grocery and drug-store products. That is $103,000,000 MORE than are purchased by New York City's five boroughs and the City of Chicago, *combined*. (New York, $476,327,000; Chicago, $227,291,000.)†

**Based on Hooper Mid-Winter WLW Area Rating, 1943; a weighted average figure which does not represent the size of our audience in any one city.*

†Census of Business, 1939; U. S. Department of Commerce.

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. SPECIALTY SALES enables you to maintain dealer contacts or introduce new products at a fraction of the cost for man-power.

- **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION



LONGER LIFE / HIGHER CURRENT

866-A / 866

HALF-WAVE MERCURY VAPOR RECTIFIER

$1.50 *List Price*

"A Rectifier with a Longer Life"

REBUILT TUBES

RCA Types 207, 891, 891-R, 892, and 892-R

As a wartime emergency service to help keep broadcast stations on the air, RCA offers a Tube Rebuilding Service on the types listed above. Actual use has proved the efficiency of these RCA Rebuilt Tubes beyond question. Ratings or characteristics are in no wise impaired. If your station uses any of the five listed types, write today for full details.

FOR DESIGN PURPOSES—

Now you can take advantage of the small size and outstanding dependability of the RCA 866-A/866 Half-Wave Mercury-Vapor Rectifier on high current applications—up to a peak inverse voltage of 2,000 volts maximum!

Improvements incorporated months ago make these new ratings just as conservative as the original lower current rating on which the reputation of this famous rectifier was built.

FOR REPLACEMENT PURPOSES—

Obviously, the higher current rating for the RCA 866-A/866 has no particular bearing on replacement applications of the tube where use is based on the old rating—but the improvements which make it possible do. They mean greater dependability, a greater margin of safety at the old ratings—and consequent longer life to the tune of hundreds of additional hours.

RCA RADIO-ELECTRONIC TUBES

RCA Victor Division, RADIO CORPORATION OF AMERICA, Camden, N. J.

Buy War Bonds and Stamps Every Payday!

MAY 17, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

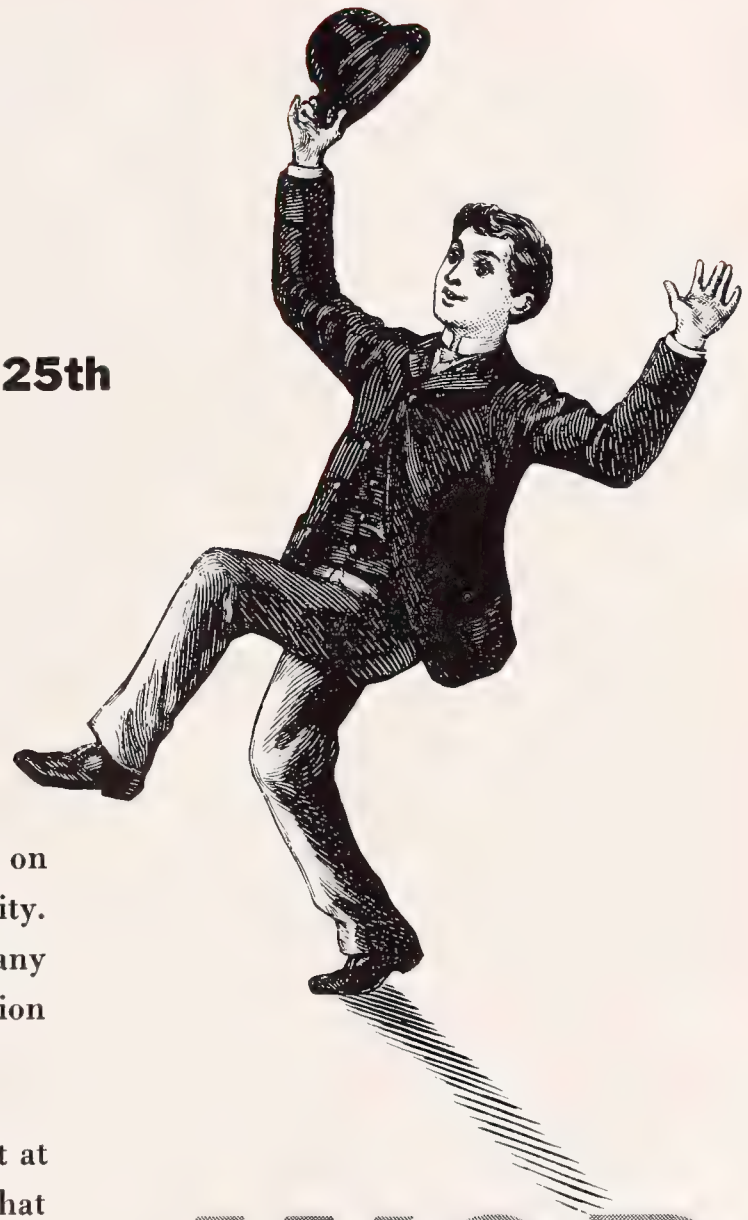
Broadcast Advertising

ONE ANNOUNCEMENT

MADE OVER WOR ON APRIL 25th

PULLED 66,172 REQUESTS

FROM WOR LISTENERS!



The incident recited above is not being run on this cover because it happens to be a WOR rarity. We mention it rather because WOR, in many months, has not been taking time out to mention this sort of thing.

It shows, we think, these things: Time bought at *any* time on WOR gets the kind of results that please agencies; leave sponsors happily bewildered; and, incidentally, amazed at the genius of their advertising agents!

We have just issued an interesting memorandum called "It's a fact . . . " It describes the amazingly simple but shrewd strategy that created the bombburst reported above. A copy can be had pronto by addressing . . .

WOR

THAT POWER-FULL STATION AT

1440 BROADWAY, IN NEW YORK

IN THIS ISSUE: TEXTS SUPREME COURT OPINIONS IN NETWORK CASES



Green and Golden Fields . . .

Their Life, Their Work, Their Home

Green and golden fields are battlegrounds, too. Tanks are tractors; bayonets are pitchforks. Without uniform, without glamour, the American farmer today is doing his job—doing it *well*. His is the biggest "Victory Garden" in the world; feeding sons, brothers and neighbors in uniform though they're half the world away. When whistles blow and the bands play "welcome home" to millions of America's fighting men, the farmer's job will have just begun. In the three years following the Armistice of World War I, more people died from famine and disease than were killed by bullets. The American farmer is determined that this shall not happen again. To us at WLS, these are our kind of people, the folks we like to keep informed and entertained. They like us and we like them. We have earned their friendship, their loyalty and their confidence—a confidence that extends also to advertised products associated with our name.

WLS

CHICAGO

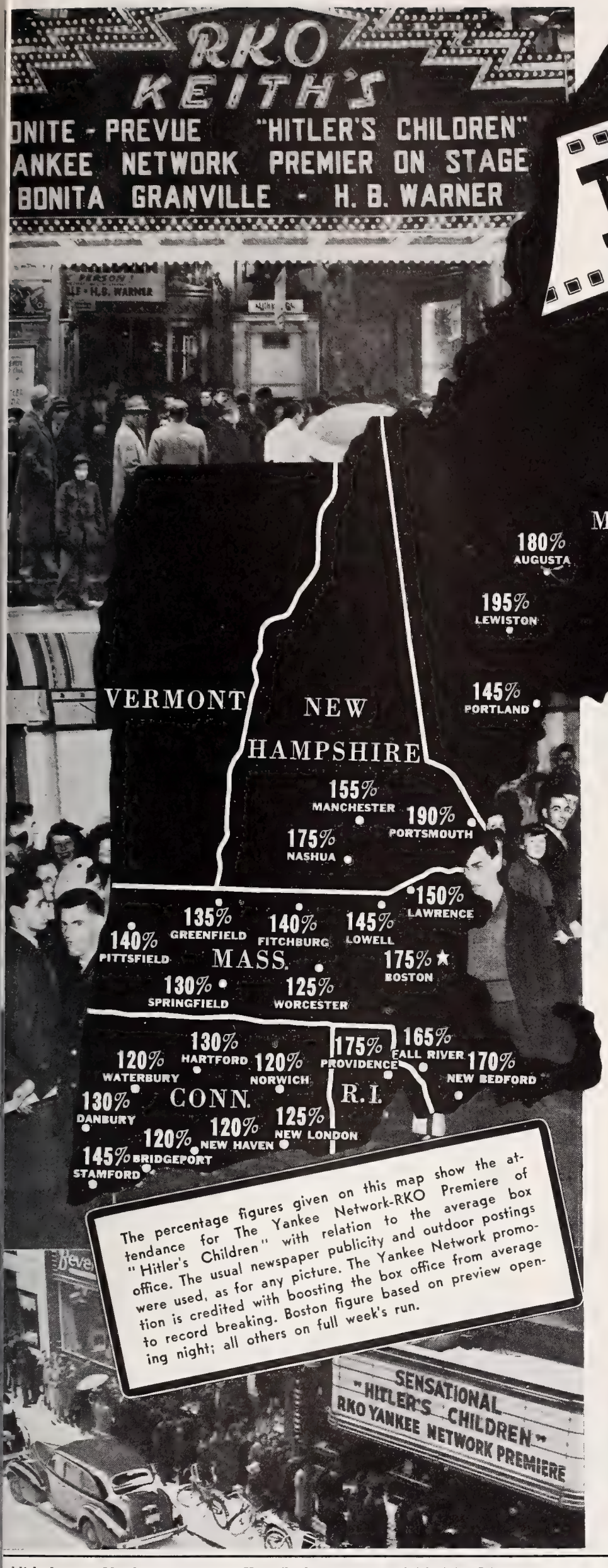
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY JOHN BLAIR & COMPANY

AFFILIATED WITH KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-LOWELL



PACKING 'EM IN

YANKEE NETWORK *Smashes* Box Office Records Throughout New England

The Yankee Network-RKO promotion of the 50-city Premiere of " Hitler's Children " is a sensational and positive demonstration of the effectiveness of Yankee Network home-town coverage in giving equal emphasis to a sales message at all key points.

The promotion covered 26 cities where " Hitler's Children " was showing in March. These 26 cities were plotted to draw from nearby cities (as they do when a picture is playing one theatre exclusively in a given territory) to make up the 50-city Premiere.

The Yankee Network promotion broke box office records in every one of the 26 cities.

The results are dramatic proof that the friendly, neighborly acceptance of Yankee Network home-town stations is a potent sales factor throughout New England — and that this *"Acceptance Is The Yankee Network's Foundation."*

★ Bangor, Me., Laconia, N. H., and Rutland, Vt. omitted, as picture did not show in these cities.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE
Boston, Massachusetts

EDWARD PETRY & CO., INC.
National Sales Representative

ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

The MOST ECONOMICAL BUY in OMAHA ★ KOIL



is a MUST
For Outstate Nebraska

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 20 MAY 17, 194

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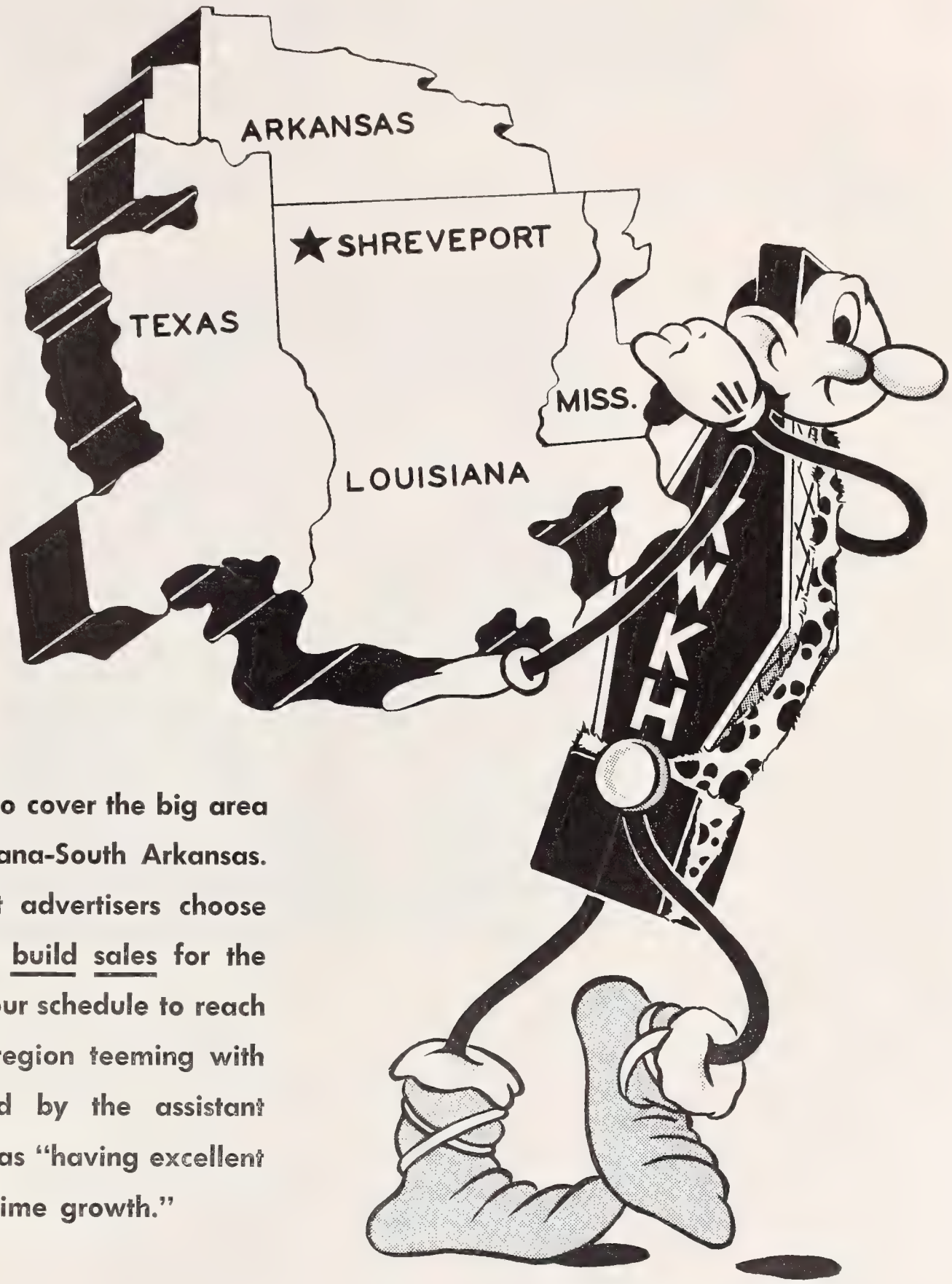
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Published every Monday, 53rd issue (Yearbook Number) Published in February

PLAYING TO A PACKED HOUSE

ADVERTISERS using "spots" on WFLA are playing to a packed house . . . the biggest audience that Tampa and WFLA have ever offered. A receptive audience, too, because it's made up of well-paid shipyard and other war workers; plus the military; plus the regular home folks. All with money to spend. The stage is set in Tampa for your product or service. You can ring up the curtain on increased sales with "spots" on WFLA . . . the most-listened-to-station in the Tampa trade area.

WFLA TAMPA NBC
JOHN BLAIR & CO. NATIONAL REPRESENTATIVE

SOME LOAD!



● It takes a BIG medium to cover the big area of East Texas-North Louisiana-South Arkansas. That's why scores of alert advertisers choose KWKH to sell now and to build sales for the future. Include KWKH on your schedule to reach this important market—a region teeming with war activity. It's classified by the assistant director, Bureau of Census, as "having excellent prospects of retaining wartime growth."

CBS sets net daytime Circulation at 313,000 radio homes; net nighttime at 425,000. Ask Branham Company for further details.



cover it with

CBS 50,000 WATTS

KWKH

A SHREVEPORT TIMES STATION

SHREVEPORT, LOUISIANA

The **SELLING POWER** *in the* **BUYING MARKET**

HARRY H. BUCKENDAHL

NATIONAL SALES MANAGER, KOIN-KALE, PORTLAND



1917 Manager of Chicago retail store while attending High School
1918 Joined Gilman, Nicoll & Ruthman
1920 Advertising Representative, Gilman, Nicoll & Ruthman
1926 Pacific Coast Manager, Gilman, Nicoll & Ruthman
1940 National Sales Manager, KOIN-KALE, Portland

THE only difference between Harry Buckendahl and the typical Horatio Alger hero is that Harry has really been a hard worker! He was hard at work before he left High School. Immediately after that, he got into media sales (via stenography) and after a story-book succession of advances, is now the *very* successful National Sales Manager of two *very* successful radio stations . . . .

Alongside such a biography, we rather quail from talking about how hard we've worked, "too"—but the fact remains that, lots of nights, you'll find our lights burning a good deal later than would seem necessary for the ordinary kind of time-peddling. Maybe getting off a bunch of telegrams for market data on some customer's special problems. Maybe dictaphoning or teletyping our stations for latest availabilities. Or this or that . . . .

. . . . The point is that Free & Peters believes in Service as a fact—not as a figure of speech. Otherwise how could we expect to continue pioneering, here in this group of pioneer radio-station representatives?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
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KDAL . . . . . DULUTH
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KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

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Pioneer Radio Station Representatives

Since May, 1932

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BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 20 WASHINGTON, D. C., MAY 17, 1943 $5.00 A YEAR—15c A COPY

Nets Prepare to Operate Under New Rules

United Front Presented on Appeal to Congress for New Legislation

STUNNED by severity of the Supreme Court opinion upholding the right of the FCC to regulate practically everything that is radio, all networks are in the throes of contract renegotiations with their affiliates, in conformity with the chain-monopoly regulations, to meet the June 14 effective date.

At the same time, however, the industry girded for a last-ditch effort for prompt enactment of legislation along the lines of the White-Wheeler bill (S-814) to limit and clearly define the FCC's jurisdiction.

Complete texts of Supreme Court majority and minority opinions, pages 20-31. Rules as revised by FCC Oct. 11, 1941, scheduled to become effective June 14, page 8. Statements of network heads, pages 20, 22 and 24. Detailed network regulations as analyzed by court majority, quoted in full in majority opinion, page 22. Newspaper editorial reaction, page 18.

Chance of Delay

The 5-2 ruling of the Supreme Court May 10 was not expected to wreak havoc overnight in the industry.

Although FCC Chairman James Lawrence Fly said last Thursday that the June 14 effective date would not be postponed, reports persisted that a later date might ensue, either by FCC consent, through further court action, or possibly upon suggestion of appropriate Congressional committees. The desire is to allow for an orderly transition. If no postponement is forthcoming, it is expected the networks promptly will notify their affiliates that all contracts are revised in accordance with the terms of the regulations.

Chairman Fly said Thursday, after numerous questions regarding postponement had been raised:

> "I want to correct any such misapprehension. The enforcement of the chain broadcasting regulations has already, as the result of litigation, been postponed over a year and a half since they were promulgated in their present form. The effective date of the regulations is now stayed by Supreme Court order until 10 days after its mandate goes to the lower court, or, in normal course, until June 14. The Commission has no intention of delaying their effective date further. A full month thus remains for stations and networks to make necessary adjustments of contracts."

The Fly statement occasioned considerable surprise, since it had been generally understood conferences would be held forthwith, looking toward an orderly transition from existing methods of operation. Chairman Fly, however, was represented as feeling that the Supreme Court decision constituted the last chapter in the five-year-old controversy and that no further delay should be entailed. Moreover, he evinced disappointment over the industry's decision to press for legislation. Evidently he feels there should be no conferences with the industry unless the legislative campaign is dropped. A delay in the regulations, it appears, can come only through normal legal processes or by way of Congressional demand.

An avowed opponent of new legislation now, Chairman Fly, however, on June 25, 1942, asserted that if the FCC lost in the courts, he would seek new legislation to give the FCC added authortiy. His refusal to confer with the networks or even consider a postponement appeared to be at odds with the expression of the Supreme Court majority that the Commission "did not bind itself inflexibly to the licensing policies expressed in the regulations."

The majority opinion, handed down by Justice Frankfurter, was the most devastating blow yet struck upon radio's freedom of action. Aside from the effect it will have upon the dominant position of networks and their relations with stations, the opinion is of such magnitude and breadth as to cover several controverted issues affecting the FCC's regulatory powers.

In the majority opinion there is inferred judgment against multiple ownership of stations in the same locality. There is also implied control in the FCC over program content. Broad discretion is conferred on ownership aspects, which may have a bearing on the explosive issue of newspaper ownership of stations.

The regulations adjudged by the Supreme Court majority to be within the authority given the FCC by Congress were those as modified by the Commission Oct. 11, 1941. In essence, they are stripped down to the vital issue of option time, with the automatically drawn-in edict of non-exclusive affiliation. Stations, however, could contract for first call on the time of particular networks, with contracts to run for not longer than two years — the FCC license term. In effect, every station becomes a free agent, since no network may exclusively option time on a given outlet.

Conferences Awaited

The "non-exclusive" options, regarded as no options at all, are exercisable, under the regulations, on 56 days' notice instead of 28.

The other rules were postponed by the FCC when it issued its revised regulations in latter 1941. It was from these regulations that CBS and NBC appealed, first to a statutory three-judge court in New York and then, after that court had upheld the Commission, to the highest tribunal.

In anticipation of developments, the networks some time ago appointed advisory committees which have met regularly with network officials. Station relations operations also have been enlarged, on the assumption that good-will and team work largely must displace rigid contractual aspects in maintaining efficient network performance, program clearance and sustaining program service.

While the five-year battle over

Sponsorship of 'Uncle Sam' Is Ordered Stopped July 31

OWI's *Uncle Sam* series of 15-minute transcriptions will not be available for local sponsorship after July 30, Don Stauffer, chief of the Radio Bureau, notified stations last weekend, announcing that a revised program for sustaining use only would be distributed about August 1.

Wanted Name Stars

Change in the *Uncle Sam* series was brought about, Mr. Stauffer said, after many stations had expressed disappointment at the lack of big name stars in the series. Mr. Stauffer said that services of these stars could not be obtained due to the fact that local sponsorship of *Uncle Sam* had been permitted.

Expressing regret that withdrawal of the program would hurt about 250 stations which had obtained sponsors for the five-weekly series, officials of the Radio Bureau pointed out that *Uncle Sam* is used on 820 stations. They said the majority wanted the improved type of program, which could not be had on a local sponsorship basis.

The new *Uncle Sam* programs, Mr. Stauffer explained, will consist of only two programs weekly. They will use top ranking stars and will use familiar radio appeals that assure larger listening audiences. Advances and promotion material will precede each program.

Withdrawal of *Uncle Sam* from local sponsorship has been approved by top officials of OWI. Mr. Stauffer said Friday. Officials of the agency earlier this month had said there was little chance that the Government would act favorably on a suggestion advanced at the NAB War Conference urging increased production of programs for local sponsorship (BROADCASTING, May 10).

OWI's action in abandoning in-

(*Continued on page 56*)

the chain-monopoly regulations has ofttimes been tinged with acrimony, there was little rancor in evidence following the Supreme Court opinion. There was no immediate thought of an upheaval in the industry, though the major networks cling to their view that radio overall is destined to suffer on the long haul. All were agreed that the practical effect of the new rules would stem wholly from the kind of administration given them.

Despite the Fy statement, it was expected network heads shortly would confer with the Commission regarding enforcement of the rules, possible extension of time, and probable revision of the option provision for the wars duration, lest there be an adverse effect on time clearance for sustaining programs, which these days almost without exception are tied into the war effort.

Presidents Niles Trammell, of NBC, and William S. Paley, of CBS, have repeatedly contended that application of the regulations would kill incentive for production of sustaining programs and result in destructive competition which could mean only deterioration of overall service. It is thought the FCC will move slowly in the light of wartime conditions.

Legislative Plans

The all-out effort for remedial legislation got under way simultaneously with the Supreme Court's ruling which had been expected for several weeks. Under the leadership of NAB President Neville Miller, a group of industry representatives conferred in Washington several times last week and agreed that the White-Wheeler measure should be supported. Hearings are scheduled to get under way on that bill before a five-man subcommittee headed by Senator Wheeler (D-Mont.) on May 25. The industry is expected to present a strong case, through the NAB, the Federal Communications Bar Assn., NBC, CBS, and probably other groups.

Promptly after the decision was handed down Mr. Miller said:

"Hearings on the White-Wheeler Bill to review the present Communications Act are set to commence May 25th. Today's decision of the Supreme Court once more emphasizes the necessity for prompt Congressional review of the radio law in the light of present development of the broadcasting art."

Whether Mutual, which along with the FCC emerged victorious in the Supreme Court fight, will foster new legislation was not indicated, but the conciliatory statement of Miller McClintock, recently named president of that network, was favorably received. While Mr. McClintock welcomed application of the rules "without apprehension" and failed to reflect the misgivings of the other networks, he recognized that if the rules fail to accomplish the desired results his network will be among the first to seek a more equitable solution.

FCC Network Regulations As Finally Promulgated

THE FCC's network regulations, affirmed and validated by the decision of the Supreme Court May 10 as finally revised, were promulgated Oct. 11, 1941, to become effective November 15, 1941. The subsequent appeals on October 30, 1941, by NBC and CBS resulted in indefinite postponement of the regulations pending their adjudication.

As things stand now the regulations as finally modified, would become effective June 14, barring a rehearing by the Supreme Court or Congressional intervention.

The last official release of the FCC, on Oct. 11, 1941, outlining the final form of regulations follow in full text. Instead of becoming effective Nov. 15, 1941, as stated, however, under present authority they are scheduled to become effective June 15:

Text of Order

AT A MEETING of the FCC held at its offices in Washington, D. C., on the 11th day of October, 1941.

The Commission having under consideration the petition of the Mutual Broadcasting System, filed August 14, 1941, requesting that the Commission amend its order entered in Docket No. 5060 promulgating regulations applicable to radio stations engaged in chain broadcasting by modifying the regulations dealing with option time and the duration of affiliation contracts, having heard oral argument on said petition and having reconsidered its report and order in Docket No. 5060.

IT IS ORDERED, That the Commission's order of May 2, 1941, entered in Docket No. 5060, BE, AND THE SAME IS HEREBY, AMENDED in the following particulars:

Sections 3.102, 3.103, and 3.104 of the Regulations set forth in said order are hereby amended to read as follows:

Section 3.102. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

Section 3.103. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within 120 days prior to the commencement of such period.

Section 3.104. No license shall be granted to a standard broadcast station which options[1] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours[2] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m.[3] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

The last paragraph of said order is hereby amended to read as follows:

"IT IS FURTHER ORDERED, That these regulations shall become effective immediately: *Provided*, That, with respect to existing contracts, arrangement or understandings, or network organization station licenses, the effective date shall be deferred until November 15, 1941; *Provided further*, That the effective date of Regulation 3.106 with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and *Provided further*, That the effective date of Regulation 3.107 shall be suspended indefinitely and any further order of the Commission placing said Regulation 3.107 in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties."

T. J. SLOWIE, Secretary.

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[1] As used in this section, an option is any contract, agreement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[2] All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[3] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

In addition to the impending Senate hearings, attention also was focused upon the House Select Committee investigation of the FCC, particularly since there have been indications recently that after its investigation this five-man group proposes to make legislative recommendations to the House. Renewed signs of activity also were seen in the House Interstate & Foreign Commerce Committee, with Chairman Bulwinkle (D-N. C.), of its communications subcommittee, predicting consideration of new legislation within a few weeks.

Two Divisions

The White-Wheeler bill, upon which greatest reliance is now placed, would reorganize the FCC into two autonomous divisions of three members each—one to handle broadcasting and related matters, the other common carrier activites. The functions of the Commission would be clearly delineated, eliminating all doubt as to the Congressional intent. Senator White, who in collaboration with Chairman Wheeler drafted the measure, is understood to be considering further changes dealing directly with the network issues and eliminating any semblance of FCC control over contractual relations between networks and affiliations.

While the only fundamental question involved in the network appeals was that of jurisdiction of the FCC over business dealings of networks with affiliates, Justice Frankfurter went far afield in covering the scope of FCC jurisdiction and the Congressional intent. Although such observations and comments are regarded as dicta, not having a direct bearing on the issue before the tribunal, they nevertheless are considered significant in view of the judicial trend conferring more and more authority on administrative agencies.

Broad in Scope

The court's ruling was admittedly a smashing victory for the FCC. There were no signs, however, of exuberance around the Commission following the decision, presumably because of the split court vote and the virtual mandate by both majority and minority of the court that the proper forum for the industry is Congress. Moreover, it was generally recognized that the court's ruling, because of its revolutionary character, would galvanize Congress into action.

The powerfully-worded dissenting opinion of Justice Murphy, concurred in by Justice Roberts, also curbed FCC enthusiasm.

FCC-DCB Chairman Fly has steadfastly opposed any efforts toward revision of the Communications Act, despite its ancient vintage. The radio portion of the existing Act was written in 1927—at a time when network broadcasting was just getting under way. Chairman Fly, who has conferred intermittently with the network heads regarding revision or modification of the regulations, even in their present form, evidently has urged against any legislative steps. He repeatedly has expressed indignation over industry efforts to foster new legislation, presumably on the ground that the courts would decide the issue with finality.

Capital Meeting

At a meeting in Washington last Tuesday, called by President Miller, the legislative picture was canvassed in the light of the Supreme Court's ruling. Present, in addition to Mr. Miller, were F. M. Russell, NBC Washington vice-president; William B. Dolph, WOL-MBS, Washington; Earl C. Gammons, CBS Washington director; Joseph H. Ream, CBS vice-president and

(*Continued on page 54*)

Nets Receive Decision Blow Calmy

'Status Quo to Go On,' 'Up to Stations' Are Comments

WORD of the Supreme Court decision upholding the authority of the FCC to issue its network monopoly regulations was received calmly by the nationwide networks. NBC and CBS, which had instituted the court action in an attempt to enjoin the Commission from putting the rules into force, notified their affiliates that it will be some time before the new rules can be put into effect and that they will notify the stations of necessary contract changes before that time.

Mutual, which had sided with the FCC, sent to its affiliates copies of a statement given to the press by the network's president, Miller McClintock, pledging the network's cooperation to both the FCC and the broadcasting industry. [See Page 24].

Practical Effect

Memorandum of CBS president William S. Paley to his network pointed out that because the practical effect of the rules will depend on the way they are administered, "we plan to confer with the Commission and determine, if possible, the explicit interpretation which will be placed upon each rule in connection with our present operations and contract relationships with stations" [See Page 22].

Niles Trammel, NBC president, sent the following message to NBC stations: "The United States Supreme Court in a decision rendered today (May 10) held that the FCC was within its jurisdiction in the promulgation of the long contested network regulations. These regulations cannot go into effect earlier than ten days from the filing of the mandate of the Supreme Court with the three-judge Federal court which originally heard the case. Before the regulations go into effect we will advise you of any necessary contract changes to conform with the regulations. You may rest assured that every effort will be made on the part of your network to keep broadcasting functioning efficiently".

In a press release, Mr. Trammel pointed out the "grave responsibility" of the Commission is so to administer its rules as to enable the continuation of a "satisfactory service to the public" [See Page 20].

The BLUE Network alone issued no public statement on the decision, but in the weekly closed channel talk with its stations BLUE executives pointed out that the BLUE had been organized as a separate network company after the FCC had announced the new rules and had operated with the knowledge that these rules might some day be put into effect.

The stations were reminded that their experience has shown that the future can be best assured by affiliation with a strong network and that the cooperation between the network and its stations which has proved mutually profitable in the past should continue so in the future.

This danger of special super-networks was stressed by the American Assn. of Advertising Agencies and the Assn. of National Advertisers in their briefs submitted to the Supreme Court in support of the opposition of NBC and CBS to the FCC rulings [BROADCASTING, Jan. 25, Feb. 8]. Neither of these organizations would comment on the decision last week. Frederick R. Gamble, managing director of the AAAA, said: "The brief is our statement. I don't think we feel any differently now than we did then."

Private Net Problems

Nor was any comment forthcoming from any national advertiser or agency. It is common knowledge that the possibility under the new regulations for the formation of such private networks has been discussed in the past but a number of leading agencies contacted by BROADCASTING last week unanimously denied any present plans for taking such a step.

The present network system has worked out profitably for themselves and their clients, they said, and there would be a big risk in upsetting it. Furthermore, to set up an individual network would require building up new departments to handle its operations, an almost impossible task in view of the shortage of experienced personnel. The consensus seemed to be that unless application of FCC regulations of itself so upsets normal network operations as to necessitate such a move, it was unlikely any advertiser or agency would initiate it, in the near future, at least.

Effects of the rulings have already been mitigated to a considerable extent. All networks have organized affiliate boards which meet periodically with network executives to work out mutual problems, giving the affiliates a voice in the formation of network policies. All networks have also instituted full-network discount plans which have induced many national advertisers to place their network programs on small or isolated stations not formerly included on their network schedules, to the profit of these affiliates, which will not be apt to risk being excluded from these plans by angling for business from other networks.

Effect of Rules

Of the eight rules promulgated by the Commission, no network is currently affected by those guaranteeing the stations the right to reject network programs or to establish their own national spot time rates. The rule banning operation of two networks by a single organization has been suspended following the separation of the BLUE from NBC. CBS alone would be affected by the rule prohibiting the requirement that an affiliate agree to take no programs from another network, while the converse rule against a station's requiring territorial exclusivity from its network would affect CBS and MBS.

Restriction of network ownership of stations in cities where there are not enough stations to permit all four networks to have individually exclusive affiliates would require CBS to dispose of WBT, Charlotte, and might, if broadly interpreted, result in the sale of other network-owned stations in markets where these outlets are the dominating stations. All networks would be affected by the limitation of station contracts to a two-year period.

Chief difficulties in operation under the new rules, however, would result from the one limiting network option of station time to restricted hours and making those limited options non-exclusive against other networks, as well as lengthening the recall time from 28 to 56 days. It is this rule which might conceivably lead to the breakdown of consistent network affiliations and to the establishment of special private super-networks.

Industry opinion in New York is generally that the status quo will be continued for some time. In view of the changed conditions since the rules were first laid down two years ago, it is believed the Commission will not put the regulations into effect without conferring with network executives.

Station relations executives generally agreed that the effect of the new regulations will depend largely on the attitude of the stations. Pointing out that the rules do not require stations to take programs from other networks, although enabling them to do so, they expressed the belief that most of their affiliates would pass up such offers, realizing that the ultimate effect of accepting them would be to weaken or possibly destroy the present network formula which has proved so profitable for networks, stations and advertisers alike.

It should be obvious, they said, that if stations consistently and in large numbers reject network prestige sustaining programs, such as major symphony orchestras or public forums, in favor of outside commercial shows, the networks will be forced to discontinue their public service features and disintegrate into mere time brokers.

These network executives also agreed that by and large their affiliates would be less susceptible to the offerings of other networks than they would be to proposals from national advertisers or advertising agencies who might attempt to set up their own networks of major market stations by contracting for choice blocks of time across the board, contracts which would assure these stations a series of top-ranking programs which are now divided among the affiliates of the various networks.



AS NEW SPONSOR of the thrice-weekly quarter-hour news commentary, these executives of Fisher Flouring Mills Co., Seattle, stood by with network sales manager and announcer while Bill Henry (seated) recently prepared material for his program, *By the Way*, on 6 NBC Pacific stations. On-looking quartet (l to r) are Clinton (Buddy) Twiss, announcer on the series; J. S. Davis, and E. G. Lawrence, sales manager and California sales manager, respectively, of Fisher Flouring Mills Co., and Frank A. Berend, western division sales manager of the network.



NEITHER LACK of manpower nor flat tires shall hinder the movement of the studio grand at WDAY, Fargo, N. D. Ken Kennery, program director, inflates one of the three sturdy rubber tires that replaced wooden legs thus enabling women staff members to move the piano around the studio. Marjorie Moore, WDAY, vocalist, looks on.

Personna on WJZ

PERSONNA BLADE Co., New York, is publicising style news of interest to men in a twice-weekly ten-minute program, *News for Men*, which started on WJZ, New York, May 19. Program features Ken Farnsworth, commentator. New program follows 13 week cycle of spot announcements started in March. Agency is Amos Parrish Co., New York.

Summer Show Lineup Resembles 1942

War Affecting Decisions Of Some Sponsors This Year

AMERICA'S second war summer will show little change as far as network schedules are concerned from last year's warm weather fare. Listeners will find some favorites taking the hiatus to which contracts entitle them; others will be replaced as in the past.

The war, however, has effected decisions by some advertisers. Many agencies reported conferences with their clients in progress last week or scheduled for the coming fortnight to decide on possible summer replacements or whether to discontinue until fall.

NBC Most Definite

NBC seemed most definite on its summer schedule with the following sponsors pretty well assured last week of continuing their programs without a summer break: American Tobacco Co., Kay Kyser, *Your All Time Hit Parade;* Bell Telephone System, *Telephone Hour; Cities Service Concert;* E. I. Du Pont de Nemours Co., *Cavalcade;* Emerson Drug Co., *Ellery Queen;* Firestone Tire & Rubber Co., *Voice of Firestone;* General Electric Co., *Hour of Charm;* Kraft Cheese Co., *Music Hall;* Molle Co., *Battle of the Sexes;* Philip Morris & Co., Ginny Simms; R. J. Reynolds Tobacco Co., *Garry Moore Show,* with Jimmy Durante expected to drop out of the program; Sealtest Inc., Rudy Vallee; Time, Inc., *March of Time;* Westinghouse Mfg. Co., *Westinghouse program.*

General Foods Corp. has annonounced plans for Jack Benny to vacation May 30 to Sept. 26 with *Those We Love* currently on CBS, as the fill-in. The company will give its Maxwell House *Coffee Time* show an eight-to-ten week hiatus, starting July 3; *The Aldrich Family* probably a four-week vacation, but has not yet designated replacements for either. Standard Brands will take the *Chase & Sanborn Hour* off NBC May 30 to give Edger Bergan an opportunity to tour army camps. A musical program, rumored to feature Paul Whiteman's orchestra, is slated to take its place.

Ruthrauff & Ryan has purchased a package program entitled *That's Life* with Fred Brady to replace Bob Burns for Lever Bros. Co., effective July 8. The 13-week series will feature Brady, M-G-M comedian, with other comics doing guest stints. Lever's second show on NBC, *Tommy Riggs & Betty Lou,* may go off, as Riggs expects to go in the army. This is not definite. Eddie Cantor leaves the network June 30 until fall. Bristol-Myers Co. will replace him with *A Date With Judy.* Procter & Gamble Co. will give Ralph Edwards and *Truth or Consequences* a two-month respite starting June 26, and plans no replacement.

Information Please will be taken off NBC by H. J. Heinz Co. July 12 for an eight-week vacation with no substitute planned. Bob Hope is expected to go to London with some of the cast of his Pepsodent Co. show after his June 29 broadcast. It is rumored that Johnny Mercer and Freddie Stack may be signed for the summer.

NBC's Procter & Gamble show, *Abie's Irish Rose,* is uncertain. Raleigh's Red Skelton show will be replaced effective June 7 by *Beat the Band* as a summer test. Show will be m.c.'d by Hildegarde and is a music quiz. If successful it will continue next fall, according to the agency, Russel M. Seeds Co., Chicago. Kraft Cheese Co. June 27 discontinues *The Great Gildersleeve,* Sundays, at 4:30, for eight weeks.

Shows to stay on the BLUE so far include Coca Cola Co., *Victory Bands, Morton Downey;* Carter Products, *Inner Sanctum Mysteries;* Ironized Yeast, *Good Will Hour;* Andrew Jergens Co., *Chamber Music Society;* Dr. Earle S. Sloan, *Gangbusters.*

Bristol-Myers will replace *Duffy's* with Haven MacQuarrie's *Noah Webster Says,* effective July 6. J. Walter Thompson is replacing J. B. Williams Co.'s *True or False,* which goes off the BLUE the end of June. Dubonnet may extend Alec Templeton's five-minute thrice weekly series to a half-hour, while M-G-M is looking for a replacement for Victor Borge, currently in Hollywood, but who will go in the army.

Jergen's will make up its mind on Walter Winchell for summer and next year's option, probably within two weeks. Indefinite as to continuance or replacement are Ford Motor Co., *Watch the World Go By;* American Cigarette & Cigar Co., Gracie Fields, who may return to England; Miles Laboratories, *Quiz Kids,* and Wheeling Steel Corp., *Musical Steelmakers.*

CBS shows due to continue are American Tobacco Co., *Your Hit Parade;* Armstrong Cork Co., *Theatre of Today;* P. Ballantine & Sons, *Three Ring Time;* Campbell Soup Co., *Radio Readers Digest;* Celanese Corp. of America, *Great Moments in Music;* Chrysler Corp., *Major Bowes;* Coca Cola Co., *Pause That Refreshes on the Air;* Emerson Drug Co., *Vox Pop;* Eversharp Inc., *Take It or Leave It;* General Foods, *Adventures of Thin Man;* Gulf Oil Corp., *We, The People;* Lady Esther, *Screen Guild Players;* Prudential Insurance Co. of America, *Family Hour* with a possible shift in talent; R. J. Reynolds Tobacco Co., *Blondie, Thanks To The Yanks;* Schenley Import Corp., *Cresta Blanca Carnival* and Pabst Sales Co., *Blue Ribbon Town.*

Fred Allen Goes Off

Although Texas Co. is taking Fred Allen off CBS June 27, the company has not yet decided whether a musical show starring James Melton and Al Goodman's orchestra will replace. Campbell Soup is taking the Milton Berle show out of the Wednesday 9:30-10 p.m. period on CBS, replacing with a program built around Jack Carson, June 2. The *Lux Radio Theatre* goes off CBS July 12, to return for Lever, Sept. 13. E. R. Squibb & Sons will substitute another morale-building show for *Keep Working, Keep Singing America* on June 13. Liberty Magazine's *Ghost Shift* goes off May 21, with fall return undecided. General Electric Co. will discontinue Frazier Hunt's thrice weekly news on CBS May 29. A replacement may be announced next week.

No plans have been announced for Colgate-Palmolive-Peet Co.'s Al Jolson; R. J. Reynolds *Camel Caravan;* Corn Product's *Stage Door Canteen;* General Food's Kate Smith; Ironized Yeast's *Lights Out,* or Lever Bros. *Mayor of Our Town.* Lever plans to replace Burns & Allen June 29.

Lutheran Laymen's League is planning to continue its hour on Mutual, although in the past it has taken a summer vacation. Conti Products has extended its *Treasure Hour of Songs* Thursday night on Mutual for an additional four weeks through June 3. While Raymond Clapper remains in Sweden Paul Sullivan is handling his twice weekly news program sponsored by General Cigar Co. New series recently started on MBS is *Take a Card,* audience participation show sponsored by Lehn & Fink Products Co. on 204 stations. Details on other Mutual shows, which may be replaced or go off for the summer, are not yet available.



CBS, OWENS-ILLINOIS closed circuit preview of the new show, *Your Home Front Reporter,* at Washington's Carlton Hotel found in attendance (l to r): Col. C. F. Shook, who spoke for the Surgeon General; Steve Mudge and V. M. Wallace, D'Arcy Adv. Co.; William Temple, Washington manager, Owens-Illinois: S. L. Rairdon, vice-president and general sales manager, Owens-Illinois; Howard A. Trumbull, merchandising manager, Owens-Illinois; Earl H. Gammons, CBS Washington director. From their offices, Morse Salisbury, information director for the War Food Administrator, and Gardner Cowles Jr., OWI director of domestic operations, spoke over the closed wire.

Summer Schedule Of General Mills

Lines Up News Broadcasts and Continues Child Programs

ALTHOUGH General Mills, Minneapolis, is not sponsoring broadcasts of ball games this year, the company has been lining up news programs on both network and spot basis for Wheaties through Knox Reeves Adv., Minneapolis. On May 7, G-M started sponsorship of John Gunther in a quarter-hour commentary Friday and Saturday evenings at 10-10:15 on 59 BLUE stations, while an unrevealed number of stations are carrying local newscasts under G-M sponsorship for Wheaties. Contract for the John Gunther series is for 26 weeks.

Juvenile Series

For the first time, General Mills is continuing through the summer, although on a partial basis, with its two children's programs on the BLUE, *Jack Armstrong* at present on 95 stations for Wheaties Monday through Friday at 5:30 (three repeats at 6:30, 7:30, and 8:30); and the *Lone Ranger,* now heard on 48 stations, Mondays, Wednesdays, and Fridays at 7:30-8 p.m. for Kix.

Effective May 31, however, for 13 weeks throughout the summer, G-M will sponsor *Jack Armstrong* on Tuesdays and Thursdays and it will be carried sustaining on Mondays, Wednesdays, and Fridays. The *Lone Ranger,* effective June 2 will be sponsored by G-M on Wednesdays and Fridays and broadcast sustaining on Mondays. Under terms of a 52-week renewal contract effective May 31 full sponsorship of both shows will be resumed in the fall. Blackett-Sample-Hummert, Chicago, is agency for Kix, while Knox Reeves handles Wheaties.

CBS-Nielsen Contract

CBS has contracted with A. C. Nielsen Co. for its continuing measurement of listening habits, for which the research firm utilizes the Nielsen Audimeter. Nielsen is currently negotiating with NBC, and the BLUE also has the service under consideration.

NATIONAL SPOT ADVERTISERS WANT ACTION

... AND THEY GET IT WHEN THEY USE WSPD

Berry Brothers	Roman Cleanser
B. C. Remedy	Smith Brothers
Bulova	Rem
Dr. Caldwell	Socony Vacuum
Carters	Sofskin
Colgates	Studebaker
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Ex-Lax	Kroger
Arrid	Vicks
Foulds	Wyandotte
Silver Cup Bread	Coca Cola
Jelke	Hi-Speed
Tek Toothbrush	Groves Bromo
Lever Brothers	Doans
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P & G Ivory	Tasty Bread
Pertussin	Raisin-Bran
Soilex	Supersuds



You Must Have Audience to Get Results . . . And "The Voice of Toledo" Has That Audience.

★ **COVERAGE MAPS PROVE IT**
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Years ago WSPD decided that to "get" you must "give". And in the word "give" we mean:—Service, Top Audience Programs, Public Events, Local Showmanship — truly the finest in radio entertainment! Result? — 21 years of honest-to-goodness work has made the people of this Community more than just WSPD-CONSCIOUS— WSPD is their "Listening Habit". That's important!

Our Advertisers Get Action
Because Quality and Service Are Items
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WSPD
TOLEDO, OHIO
5,000 WATTS
A FORT INDUSTRY STATION
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

JUST ASK KATZ

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Durr Demands Cox Dismissal From House Probe Committee

Claims Congressman Has 'Personal Interest' in Proceedings, Criticizes Committee Methods

ANOTHER episode in the controversy provoked by Commissioner Clifford J. Durr, of the FCC, with the House Select Committee to investigate the organization, personnel and activities of the Commission, erupted last Thursday with the demand by Commissioner Durr that Chairman E. E. Cox (D-Ga.), of the House Committee, be disqualified because of "bias" and "prejudice" as well as "personal interest" in the proceedings.

Releasing to the press for Friday morning papers a petition filed with Speaker Rayburn and a letter to the five members of the Select Committee, along with a memorandum in support of the petition, Commissioner Durr in dramatic fashion included in his "handout" facsimiles of a $2,500 check issued to Rep. Cox by WALB, Albany, and of the check voucher showing it as in payment for "legal expense". He claimed that Judge Cox, by virtue of his personal interest in WALB, could not properly discharge his duties.

Refused to Answer

The formal petition demanding Judge Cox's disqualification followed the refusal last month of Mr. Durr to answer a questionnaire inquiring into his personal financial affairs, copies of which also had been sent other members of the FCC and, it is understood, have been answered in almost every instance.

Mr. Durr protested the handling of the preliminary inquiry by the committee's chief counsel, Eugene L. Garey, of New York, and said he was unwilling to testify before the Committee and certainly not before Congressman Cox or Mr. Garey in closed session. He added he was unwilling to furnish the Committee staff any further information unless and until the House, with a full knowledge of the facts, indicates its desire that the Committee, as now constituted, should continue with the investigation, or indicate it does not "deem such facts are of sufficient importance to warrant its attention." If the House so indicates, Mr. Durr said he would appear and answer all questions.

President Roosevelt, asked at his press conference last Friday about the Cox incident and the failure of the Dept. of Justice to act, said he knew nothing about it. He commented he had heard something about the case in the past but had no new information.

Speaker Rayburn made no comment after receipt of the petition. He referred the whole matter to the Judiciary Committee. Judge Cox, however, remarked:

"Nowhere does Durr disclose that the resolution to investigate the Commission was pending long before the Commission's effort to implicate me. We (the Committee) are not going to be smoked out in such a manner as this. We are going to wait until all our investigative material is collected and then we will start hearings in an open and orderly manner. These boys down at the FCC have just waked up and discovered that they are being investigated. Congress could disqualify me if it wanted to. The question is whether Congress will."

Garey Silent

Mr. Garey maintained his policy of no public discussion of the inquiry until public hearings are held. It was generally presumed, however, that Mr. Durr, as the Commission's newest member, was carrying the burden of the controversy for the Commission's majority. There was some thought that the majority was endeavoring to bait Judge Cox into open controversy on the proceedings and to force public hearings.

Commissioner Durr tossed the gauntlet not only to the House but to the Dept. of Justice, observing that criminal charges had been made against the Cox alleged representation of WALB, in view of criminal code provisions. He reported, however, that "so far as petitioner is advised, such matter is still under consideration by the Attorney General."

The FCC is in bad odor in the House also because of its failure to discharge two employes of the Foreign Broadcast Intelligence Service, created by Chairman Fly, on grounds of purported affiliations with Communist front organizations. House action is expected demanding their severance from the FCC payroll as a rider to the pending Deficiency Appropriation Bill.

In addition to the petition (full text herewith), Mr. Durr addressed an identical letter to the five members of the Committee—Judge Cox himself; Wigglesworth (R-Mass.); Magnuson (D-Wash.); Hart (D-N. J.), and Miller (R-Mo.).

He pointed out he has on several occasions objected to the procedure being followed by the Committee staff in obtaining information, asserting they were unnecessarily hampering the Commission in the performance of its duties and did not afford assurance that the members of the Committee or of Congress would receive all the information they should have. Moreover, he said certain specific inquiries from the Committee staff seemed to call for information of an entirely personal nature, in which he assumed the members of the Committee were not interested.

Removal of Files

"In addition to these objections to inquiries addressed to me individually, I have also opposed the action of my fellow Commissioners in permitting the carting away by truck of Commission files when time was not allowed even to list what was taken or to see to it that irreplaceable Government records were properly receipted for," Mr. Durr said. (Presumably he referred to the confidential minutes of Commission meetings taken over by the Cox committee, along with other official files [BROADCASTING, May 10]).

Mr. Durr recited that a further incident had arisen. He said Dr. Robert D. Leigh, director of the FCC's Foreign Broadcast Intelligence Service, was called in by the Committee last Monday (May 10) and asked to testify with no member of the Committee present. Dr. Leigh was denied his request that a transcript be made available to him and after his unwillingness to testify under oath in closed session, was promptly served with a subpoena and ordered to testify in closed hearing with only one member of the Committee present—Judge Cox. While Mr. Durr's letter did not say so, it was learned that Judge Cox remained only briefly and that Dr. Leigh was questioned at length regarding activities of his bureau, and the failure of the FCC to follow the Congressional instruction that Dr. Goodwin Watson and William E. Dodd Jr., FBIS employes, be discharged for alleged Communist front sympathies. Such a recommendation was made by the House Appropriations Subcommittee last month, but the FCC, by a 4-3 vote, refused to discharge the men. The matter is being reconsidered in the House, with renewed demand expected for the discharge.

Contempt Considered

Also reported but not related in the Durr letter was the fact that Mr. Garey called Chairman Fly regarding Dr. Leigh's refusal to testify unless a transcription was supplied him. In this telephonic exchange, Chairman Fly was told that the Committee would not release transcript and that witnesses would be subpoenaed if they did not testify voluntarily. The extreme measure of citing witnesses for contempt of the House has been under consideration in connection with refusals to testify.

Commissioner Durr said in his letter that the Leigh incident and the requirement that witnesses testify behind closed doors before Congressman Cox alone "raises an issue even more fundamenal than the procedure previously adopted, and

(*Continued on page 52*)

TEXT OF DURR PETITION

Text of petition filed with Speaker Rayburn seeking disqualification of Rep. Cox (D.-Ga.) as chairman of the select committee to investigate the FCC:

I, Clifford J. Durr, a citizen of the United States and a duly qualified member of the FCC (hereinafter sometimes referred to as the "Commission"), respectfully petition the House of Representatives of the Congress of the United States that the Hon. E. E. Cox be disqualified by said House as a member of its Select Committee appointed pursuant to House Resolution 21, 78th Congress, 1st Session, to investigate the organization, personnel and activities of the Federal Communications Commission, for the following reasons:

1. That said E. E. Cox has a personal interest in the investigation authorized by such resolution in that:

(a) Such resolution was introduced by the said E. E. Cox and he was at the time of the introduction of such resolution and at the time of the adoption thereof the record owner of $2,500 aggregate par value of stock of Albany Herald Broadcasting Company and, so far as petitioner has been able to ascertain, is still the record owner of such stock; proceedings are now pending before the Commission to determine whether or not the renewal of a license heretofore issued by the Commission to Herald Publishing Co., an affiliate of Albany Herald Broadcasting Co., for the operation of the broadcasting station in Albany, Georgia, and the transfer of such license to Albany Herald Broadcasting Co. will be in the public interest; the facts indicate that the said E. E. Cox, in introducing such resolution, was motivated to a large degree, if not wholly, by the Commission's activities in connection with the ownership of Station WALB.

(b) The $2,500 of stock above referred to was purchased by the said E. E. Cox with the proceeds of a check in the amount of $2,500 issued by Albany Herald Broadcasting Co. to the said E. E. Cox accompanied by a voucher stating that said check was in payment of "legal expenses"; the Commission being of the opinion that such information should be submitted to the Dept. of Justice for a determination as to whether or not such payment was made for services rendered by the said E. E. Cox in an endeavor to secure favorable action in connection with applications filed with the Commission with respect to said broadcasting station and was therefore in violation of Section 113 of the Criminal Code of the United States, the matter was, pursuant to unanimous action of the Commission, duly reported to the Attorney General of the United States for appropriate action; so far as petitioner is advised such matter is still under consideration by the Attorney General.

In his remarks in support of House Resolution 21 Congressman Cox stated on the floor of the House on Jan. 19, 1943:

"Mr. Speaker: I am this morning bringing to you a matter in which I have the deepest possible personal interest."

2. That the said E. E. Cox, prior to this appointment to the Select Committee had already prejudged and condemned the Commission, its personnel and activities and has shown himself to be biased, prejudiced, and lacking in the objectivity of mind requisite for a member of such Committee in that he, in a speech on the floor of the House on Jan. 19, 1943, in support of Resolution 21, accused the Commission of being "the nastiest nest of rats to be found in this entire country" and "a nest of Reds"; and has otherwise on numerous occasions publicly denounced in violent and intemperate language, the Commission, its personnel and activities.

Respectively submitted,
CLIFFORD J. DURR
May 13, 1943.



The Truth Shall Make Them Free

Across the seas, over the desert, through battle itself, short-wave radio brings the truth to untold millions. The hunted people in occupied Europe listen for its words of hope and promise. Neighbor nations renew their confidence in our friendship. The whole world is drawn towards a free, tolerant, united world-to-come. ● Short-wave Station WBOS, Boston, Westinghouse owned and operated, and dedicated to the Four Freedoms, represents 22 years of Westinghouse development in international short-wave broadcast. Here in America, the same crystal-clear transmission of trustworthy programs makes Westinghouse standard broadcast stations popular with audiences and sponsors alike.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

Battery Production Better, Says WPB

April Rate Was 425,000 with Goal of Two Bs Per Set

BATTERIES for farm-type radios were produced at a rate of 425,000 a month in April, the WPB Consumers Durable Goods Division reported Friday, noting that the present output is more than double the rate of mid-March when a serious shortage of B Batteries was reported.

Cautioning that circumstances may prevent fulfillment of its plans, WPB said that it hopes to provide two batteries for every radio set, although only 1.4 batteries had been available in 1941. Increased supply of batteries per set was necessary, WPB said, in recognition of greater reliance of farmers on their radios. The statement estimated that rural sets now operate two hours more daily than before the war.

Sets Out of Operation

Stepped up production was arranged, the division said, when it was found that sets were going out of operation at a high rate. In February, WPB had admitted, only 200,000 batteries were made. [BROADCASTING, March 29].

The present production rate, 425,000 monthly, is 50,000 more than the average monthly output for 1941 when 1.4 batteries were made for each set. Even allowing for the increased number of sets now in use, WPB said the April rate meant 1.62 batteries per set.

Despite these encouraging reports the division said undue optimism was unwarranted since two factors could easily prevent attainment of the two battery-per-set goal. The first, the statement explained, was the abnormal backlog of requirements that had piled up in the last six months.

Second, the statement warned, was impossibility of assuring that the production rate could be maintained since prior claimants, including Army and Navy, might need facilities, manpower and critical materials involved.

Loan Firm Uses 27

SEABOARD FINANCE CO., Los Angeles (loans, investments), in a 30-day campaign which started May 15, is sponsoring live and transcribed announcements on 27 stations, to stress prompt payment of second installment on 1942 income tax. Pattern follows March campaign. Schedule is one to twelve announcements daily on each station. List includes KFOX, KFAC, KMTR, KFVD, KMPC, KFMB, KPMC, KGDM, KROY, KRTB, KROW, KJBS, KFRC, WLVA, WSLS, WITH, WCBM, WWDC, WGKV, WARM, KGBI, WBRE, WBAX, WROL, WDOD, WMPS, WAGA. Finance company, in addition, currently sponsors newscasts on KFI, KMPC, KPO and KSFO. Smith & Bull Adv., Los Angeles, has the account.

A DEPARTMENT STORE'S RECORD

Daily Quarter-Hour on KMBC, Kansas City, Boosts John Taylor Dry Goods Sales

WITH NO CHANGE in title, program format or broadcast time, *Joanne Taylor*, a retail promotion show, enters its eleventh year of successful selling on KMBC, Kansas City, for John Taylor Dry Goods Co.

More than ten years ago, the program was a bright idea in the brain of Maj. H. Kenneth Taylor, vice-president of the company, now in active service, and Fred M. Lee, general manager. Why not a dramatized presentation of store news? So they chose a Monday-through-Friday mid-morning time when the women of Kansas City at their household tasks could tune in conveniently for shopping news.

The 15-minute programs have an institutional flavor and practical results. Ostensibly presented as a service to Kansas City women who have known John Taylor's as a shopping center for 62 years, the feature promotes the sale of specific merchandise. Scene is the personal shopping office of "Joanne Taylor" where the store's "shopper" and others of the personnel carry on gossipy, informal conversation. During the course of the broadcast, merchandise is described in detail and prices given as it is shown to friends and customers who "drop in."

According to the store's executives, the program has not only been selling goods for the last decade but has won new customers. Today, in the face of wartime merchandise shortages, it spreads good will and develops customer cooperation. Patriotic and civic efforts also have their place on the program—Red Cross, War Bonds, blood donor drives.

Meredith Warner, advertising director of the firm, is in charge of the program, with R. J. Potts-Calkins & Holden agency handling the account.



JOANNE TAYLOR

LACK DIRECTS W-E N. Y. RADIO DIVISION

FREDERICK R. LACK, former officer of Western Electric Co., New York, who resigned last November to become director of the Army and Navy Electronics Procurement Agency in Washington, has been elected a vice-president of Western Electric by the company's board of directors. He will rejoin the company to direct its radio division in New York.



Mr. Lack

Mr. Lack's recent Washington assignment marked the second occasion during his 31 years with W-E when he has entered wartime services of the U. S. During World War I, he enlisted in the Signal Corps and saw action in France. He joined W-E in 1911 as an assembler and following his return from France in 1919 he was assigned to development work on radio telephony.

In charge of vacuum tube development from 1935 to 1939, when he became manager of W-E's specialty products division, Mr. Lack directed the engineering of tubes for use on ultra-high frequency radio and for high power operations, fundamental to the present manifold applications of radio in war operations.

Produces Jolson-Wooley

ASSUMING additional duties, William L. Lawrence, Pedlar & Ryan, producer of the weekly CBS Screen Guild Players sponsored by Lady Esther Ltd. (cosmetics), has taken over production of the Al Jolson-Monty Woolley Show, sponsored by Colgate-Palmolive Peet Co. (toothpowder) on that network, for the remaining weeks of the season. He replaced Bill Bacher, formerly producer of Sherman & Marquette, who resigned to devote full time to his motion picture commitments.

Stan-B on 29

A TOTAL of 29 stations will be used by Standard Brands Inc., New York, in a drive for the new vitamin product, Stan-B, starting in six West Coast states May 17 [BROADCASTING, April 19]. Spot schedule calls for 15 transcribed one-minute announcements weekly on the following stations: KTAR KOW KSUN KTUC KVOA KYUM KGLU KNX KFI KHJ KWQ KPO KFRC KMJ KARM KFBK KGW KEX KSL KDYL KUTA KFPY KHQ KGA KIRO KMO KJR KOL KMO. Agency is Ted Bates Inc., New York.

BOY SCOUT organizations are being solicited for filler announcements with wartime appeal for local use on stations carrying Mutual's *Superman* on a sustaining basis, until Kellogg Co. completes expansion of its sponsorship to the full network June 21.

Hammond Calumet Corp. Placed in Receivership

HAMMOND Calumet Broadcasting Corp., Hammond, Ind., operators of WJWC, Hammond, which went off the air last February, has been placed in receivership by the County Court of Chicago on petition of Marshall Field 3d, who filed suit for $200,000 loaned to the corporation. Mr. Field is a minority stockholder of the corporation. The majority interest is held by John W. Clarke, Chicago investment broker, who has been commissioned a major in the Army and is to be stationed at Charlottesville, Va.

Timothy P. Galvin, attorney of Hammond, Ind., has been appointed receiver, and Wm. R. Cline, who was general manager of the station and is a vice-president of the corporation, has been retained to liquidate the property. Among the remaining assets are a 5000 watt WE transmitter, two towers, speech input system and other equipment. Stock alignment of the corporation is: John W. Clarke, 51%; Dr. G. E. Courrier, Elgin Minister and original owner, 41%; Marshall Field 3rd and Doris Keane, former manager, 4% each.

Stauffer to L. A.

OUTLINING future OWI plans, Don Stauffer, chief of radio bureau, that organization, will address combined writer, talent, network executive and agency producer personnel of the Hollywood radio industry, during a meeting at NBC studios, that city, on May 27. Mr. Stauffer will be accompanied by Phil Cohen, his assistant and Washington deputy chief. Latter will deliver an OWI report to radio. Mr. Stauffer will meet with Hollywood radio section executive committee of the Advertising Council on May 25.

'E' Award Broadcast

ARMY-NAVY "E" award ceremony of the Reliance Mfg. Co. at Loogootee, Ind., was broadcast May 15 by WLW, Cincinnati, and fed to WIRE, Indianapolis; WAOV, Vincennes; WBOW, Terre Haute, and WLS, Chicago. The governor, Army and Navy representatives, plant officials and dignitaries of the city appeared on the program. Broadcast was handled by Gordon Graham, assistant to James Cassidy, WLW-WSAI special events director.

Fur Shop Disc Series

PENN FIFTH AVE., New York fur store, is calling attention to its new and enlarged shop in a series of transcribed announcements on WHN and WNEW, New York. Campaign started April 28. Firm is new to radio, and plans to add other stations if its first venture is successful. Agency is Lester Harrison Associates, New York.

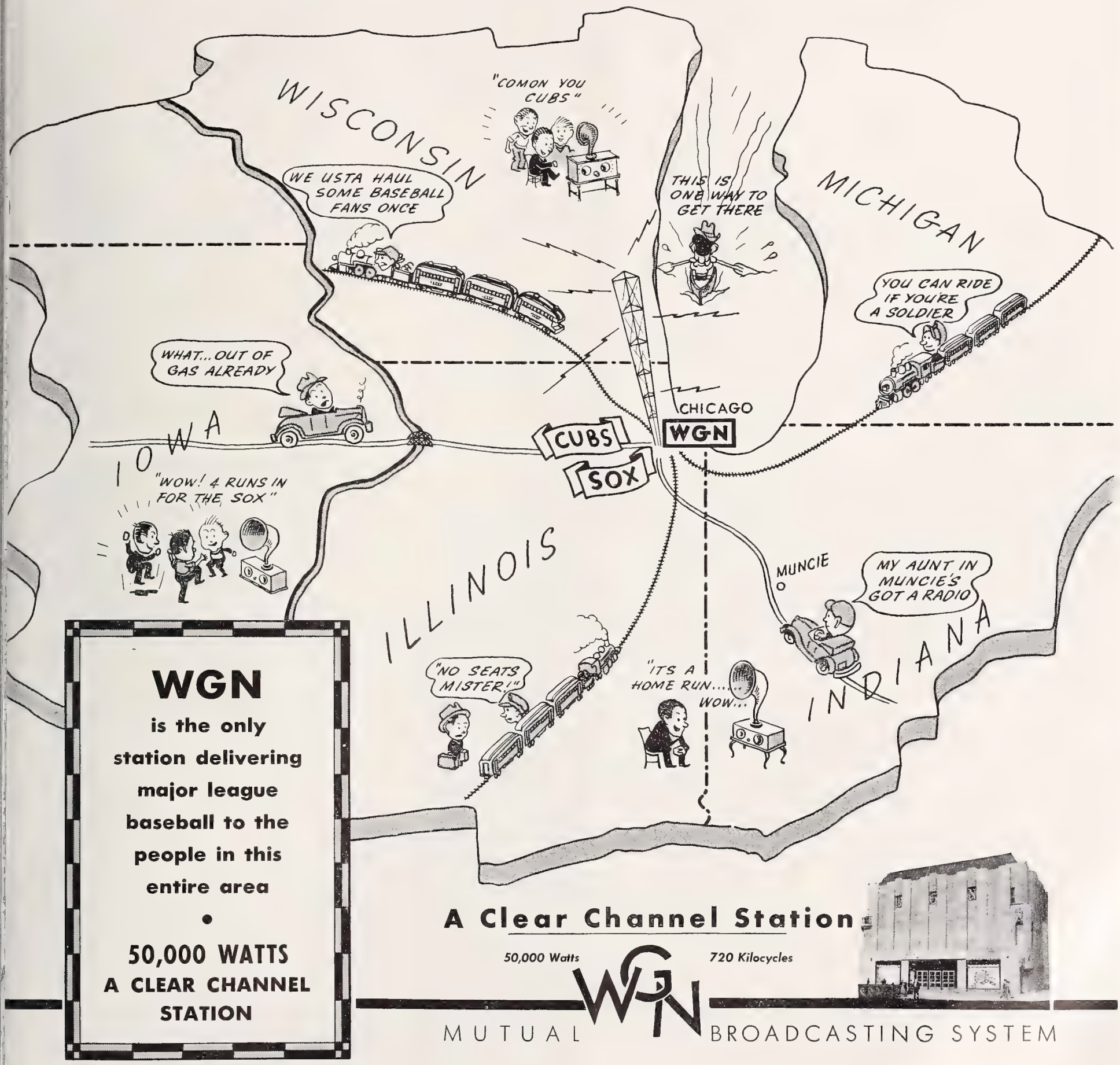
National 'E' Award

NATIONAL BATTERY Co. will use the full BLUE May 29, for a broadcast from its plant in Depew, N. Y., marking receipt of the Army-Navy "E" award. Participants will include military officials and Dorothy Thompson, BLUE commentator, who was born in a nearby neighborhood. Agency is Bronson West Adv. Co., St. Paul.

NOW... MORE THAN EVER BEFORE...

FROM CEDAR RAPIDS to Wrigley Field on an "A" card is a tough haul. The train from Wisconsin Rapids to Comiskey Park is crowded with people traveling on necessary war business. So . . .

THIS YEAR more than ever before, baseball to millions of fans in metropolitan Chicago and the five state surrounding area is going to mean the *WGN baseball broadcasts.*



WGN

is the only station delivering major league baseball to the people in this entire area

•

50,000 WATTS
A CLEAR CHANNEL STATION

A Clear Channel Station

50,000 Watts WGN *720 Kilocycles*

MUTUAL BROADCASTING SYSTEM

ASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. ★ ***PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.***

AFM and Transcribers at Impasse

Negotiations Failure as Union Demands Boycott

NEGOTIATIONS between the American Federation of Musicians and the manufacturers of transcriptions were discontinued last Thursday evening, after extended discussion had failed to resolve the impasse created by the union's demand that the transcription companies agree to withold their recordings from any station cited as unfair by the AFM. The transcribers refused to comply with this boycott demand, which they described as "business suicide" as well as "of doubtful legality."

This is the second time in recent months that the AFM has proposed a plan for settling the strike against the transcription companies, in effect since Aug. 1, 1942, which the transcribers have rejected. The first, in mid-February, called for a tax on each recording to be paid by the recorders in addition to the regular wages to AFM members employed in making the disc, the money so collected to be used by the union for unemployment relief. In joint session, makers of transcriptions and phonograph records turned down this plan as embodying "a startling new kind of social philosophy" which would require Congressional approval before it could be accepted by a single industry.

Individual Negotiations

Subsequently, conferences between the union and the recorders were separated to permit individual negotiations as the two groups have different distribution problems. The phonograph record companies and the AFM, after one stormy session, decided that further conversations at this time would be fruitless. The transcribers continued their meetings with the union with both sides hopeful that a method could be worked out to permit these companies again to employ union musicians.

Next move is uncertain but it may well be a decision to submit the problem to the War Labor Board. In dismissing the suit of the Dept. of Justice for an injunction against the AFM, the Federal Court in Chicago held the disagreement to constitute a labor dispute, a ruling which was upheld by the United States Supreme Court. There is also a possibility that the Dept. of Justice, which filed and then withdrew a second suit, may start a third action.

Sen. D. Worth Clark (D-Ida.), chairman of the subcommittee of the Interstate Commerce Committee, authorized to investigate the AFM ban on recordings, has repeatedly said that if a satisfactory settlement were not reached through negotiations within a reasonable time he would resume hearings by the commitee, which recessed in January following the promise of James C. Petrillo, AFM president, that his union would submit a definite proposal to the recording industry.

Following the final meeting of the representatives of the transcription companies with Mr. Petrillo and the AFM executive board last Thursday, Mr. Petrillo could not be reached for comment. A union spokesman said negotiations had been temporarily discontinued while each side considered the proposals of the other, but that the meetings might be resumed in three or four weeks. The transcription group issued the following statement:

Transcribers' Statement

"Representatives of a number of electrical transcription companies have been meeting with the executive board of the AFM since Feb. 11 in an effort to effect a solution of the problems concerned in the strike of musicians against the electrical transcription industry which has been continued since Aug. 1 of last year, a period of more than 9 months.

"These meetings which started some weeks ago were concluded tonight (May 13) with both sides agreeing that an impasse had been reached.

"In a meeting last month a proposal was made to the union by the electrical transcription manufacturers that musicians be permitted to resume work on commercial advertising transcriptions with no further restrictions except that they be limited to one use or for a single broadcast on a station.

"For libraries it was proposed that they resume work on the basis of an increase in the pay of the musicians. This proposal first met with a favorable response from the Federation but they subsequently decided that the possible additional compensation was not a sufficient inducement for them to return to work.

"It appears that there is no dispute between the union and the employers on the general subjects of wages, hours and working conditions but the only basis on which the Federation is presently prepared to return to work is with the limitation that the recordings made be withheld from broadcast by stations deemed at any time unfair by the AFM. This boycott demand was rejected by the transcription companies because of their station and customer relations and its doubtful legality.

"The meeting was concluded with the understanding that the electrical transcription companies would be available to meet at any time the Federation had new proposals to make which did not involve the boycott principle.

"The above statement was made by the following companies: Associated Music Publishers Inc., Empire Broadcasting Corp., Lang-Worth Features Programs Inc., Muzak Transcriptions Inc., Radio Recording Division of NBC, Standard Radio, WOR Recording Studios and World Broadcasting System."

Club Over Local Station

Effect of compliance with the AFM proposed condition for permitting the reemployment of union members in making music recordings would be to give the AFM practically complete control over any station's supply of transcriptions. This lever could be used to force a station to employ whatever number of staff musicians the local AFM union in the station's community wanted to demand, under threat of depriving the station of its transcription service.

Industry attorneys have consistently held that a company which withheld service from a client because that client had been declared unfair by a union would be guilty of boycott. When the AFM has asked the networks to refuse to send musical programs to affiliate stations which had been placed on the union's unfair list the networks have declined to cut off service to any station on legal grounds, and have maintained that stand even when the AFM has removed remote music pickups from the complete network in order to prevent them reaching a single unfair station. In only one instance, when the AFM had ordered its members to stop work on all programs of MBS, studio as well as remote and commercial as well as sustaining, did the union succeed in forcing a network to halt service to an affiliate station.

The transcription situation is legally comparable. But even if the transcription companies were willing to accept the legal risk, it would be practically impossible for them to sell transcription library services if the conditions of the sale included the provision that continuation of service to any station would depend on that station's remaining on the AFM fair list.

Palmer Hoyt Succeeds Cowles As OWI Assistant Director

APPOINTMENT of Palmer Hoyt, editor and publisher of the *Portland Oregonian* (KGW-KEX) as assistant director of the OWI in charge of the Domestic Branch succeeding Gardner Cowles Jr., president of the Iowa Broadcasting Co. and of the *Des Moines Register & Tribune* organization, was announced last Friday by OWI Director Elmer Davis.

Returns to Business

Mr. Cowles, who accepted the key OWI post last July for a temporary tenure, leaves June 20 to return to his private business interests. In addition to the IBC stations and the *Register & Tribune*, they include the *Minneapolis Star-Journal* and *Look*. The stations are KSO-KRNT, Des Moines; WMT, Cedar Rapids, and WNAX, Yankton.

Mr. Hoyt, one of the best-known figures in the newspaper field, is a former president of the American Society of Newspaper Editors and of Sigma Delta Chi. He has been granted a six-months leave from the Oregonian to accept the Washington post.

"We are sorry to lose Mr. Cowles," OWI Chief Davis said. "He has already given a year of his time and must return to his publications and other interests. We are fortunate that as his successor we are getting Palmer Hoyt, who has had so much experience and knows so well the sentiments of the people of the far West."

The Domestic Branch encompasses all radio activities of OWI in this country. The Cowles resignation is the second within a week of top officals of the agency. Milton Eisenhower, deputy director, has resigned effective Sept. 1, to become president of Kansas State College, his alma mater (see story on page 41).

PALMER CONDUCTS CLINICS ON SALES

SERIES of radio clinics based on the book "Radio Salesmanship" is being held by the author, B. J. Palmer, owner of WHO, Des Moines, and WOC, Davenport. Sessions are being held free of charge for all who are interested in improving radio copy.

Dates are New York, May 14; Hollywood, May 25, and Chicago, June 7. Hollywood meeting will be in the Terrace room, Roosevelt Hotel, and Chicago meeting in the Roosevelt Hall of the Morrison Hotel. The "school" is in three sessions in each city, at 9 a.m., and 2 and 7 p.m.

Mr. Palmer, as an exponent of "cleaning up" commercial air copy, is spending his own time and money on the trip.

S. D. Gregory Resigning As Manager of WEAF

SHERMAN D. GREGORY will resign as manager of WEAF, New York, May 22. A successor will not be named for the immediate present, according to station officials. Mr. Gregory will announce his future plans shortly.

In 1938 Mr. Gregory joined KDKA, Pittsburgh, at that time an NBC-sponsored station. He was transferred to New York, as manager of the network's managed and operated stations, in 1940, and in April, 1942, was appointed manager of WEAF.



WE APOLOGIZE

for any misconceptions which may have been created by our ad on page 57 of the April 26th issue of Broadcasting.

We'd like to make this one point clear.

We are *not yet* operating in Cleveland.

However, we're working night and day, constructing our 5000 watt transmitter plant. If vim and vigor count we'll soon complete the job.

We won't give you a definite date for the birth, but we are certainly in an interesting condition. Actually, the experts in attendance assure us that the mid-summer breezes from Lake Erie will waft the programs of the new WJW to the eager ears of two million listeners in the Cleveland area.

WJW

BILL O'NEIL, PRESIDENT

Represented by
HEADLEY-REED COMPANY

Press Blasts Opinion as Blow To Freedom of Speech, Press

Comment Attacks It as Promoting Law-Making By Courts and Regulatory Commissions

TORRENTS of editorial criticism were loosed upon the majority of the Supreme Court for its decision last Monday, upholding the right of the FCC to regulate business aspects of broadcasting in the network monopoly cases. Newspaper columnists and major newspapers lost no time in interpreting the ruling as a blow at freedom of speech and as giving administrative agencies far more power than Congress intended.

Aside from the editorial criticism, a number of figures important in public life expressed their views, mainly off-the-record. In one quarter the opinion was described as "judicial legislation." An influential member of the Senate said he regarded it as a "political declaration," rather than a judicial opinion, designed to conform to the political philosophy of some aspects of the New Deal. Everywhere the plea was made for legislation.

Touchstone Phrase

The *Wall Street Journal* flayed the majority opinion, alluding to its use of the phrase "public interest, convenience or necessity" as "the touchstone provided by Congress." It pointed out editorially that from time immemorial that has been the rock upon which every proposer of every reform has taken his stand.

The inevitable conclusion, it said, is that when Congress creates a regulatory commission and empowers it to act "in the public interest," that commission may make 'virtually any regulation in the field of its jurisdiction which the social, economic and political opinions of a majority of the commissioners may regard as 'in the public interest'."

David Lawrence, eminent columnist, saw in the Supreme Court decision the first step toward abridging the freedom of the press. He said it puts broadcasting "into a Government straitjacket" and "opens the way for strangulation of the newspapers of America."

If the principle applied to the FCC is correct, he continued, it means that it can be applied to newspapers which also must depend on licenses from the Government, such as the second-class mailing privilege.

The *Washington Star* last Tuesday cited the drastic changes which the court's decision will force and observed the FCC "should, and no doubt will, move to lay down explicit guides for the direction of the broadcasting industry, so the regulations may become effective with the least possible dislocation."

Frank C. Waldrop, columnist in the *Washington Times-Herald*, said the real issue is much broader than that formally decided. He described the issue as "whether the Government should have its fingers tight around radio's throat every hour of the night and day."

Alluding to radio as "the most powerful political instrument ever made," Mr. Waldrop said that in every major country except one, government domination of the radio became absolute early in this century, and in such countries one-party government, "sometimes known by the short title of dictatorship' has followed." The sole exception, he said, was the United States and it was not until 1934 that the Government began to tighten its fingers around "the most powerful throat in the land."

Because of the FCC's rigid control, Mr. Waldrop observed that radio operators are "scared to death of Government agents." He added it has been "well said that radio has a loud voice but a weak heart."

He urged that the Communications Act be rewritten in the interest of free speech and that Congress should "speak up first."

Widen Cox Probe

In a second column May 12, Mr. Lawrence predicted one immediate effect of the "reactionary decision," which he said gave the Government "the power of censorship even in peacetime over all radio programs," would be to widen the special investigation by the Cox Committee. He held that the public will be interested in the "arbitrary method by which the FCC has drawn up regulations exercising a power of coercion, amounting to intimidation, over the radio stations and networks.

"All radio stations and networks now become the football of politics —they must stand in with the administration in power—they must give time on the air to political propaganda and generally do those things which in Europe have made radio the subservient tool of dictatorships.

"Justice Frankfurter seems to think that the owner of a station isn't capable of thinking for himself and that if he wants to make a contract with one network for five years because he likes their programs, the manager of the station in question must be prevented from doing so because during those five years presumably there may be changes in the 'economic, political and social life of the nation or of the community'."

Mr. Lawrence said apparently Justice Frankfurter wants to tell stations what they can or cannot do "by means of a Federal agency composed of bureaucrats who will do whatever the administration in power wants them to do." He held that the court's refusal to consider the freedom of speech element and the applicability of the first amendment in the network cases could be used to justify regulation of the press and other communications.

WILLARDS CHOCOLATES Ltd., Toronto (Sweet Marie candy bar) on May 10 started five-weekly transcribed Sonovox announcements on CHNS, Halifax; CHSJ, St. John, N. B.; CFCF, Montreal; CFRB, Toronto; CKCK, Regina, Sask.; FQC, Saskatoon, Sask.; CFCN, Calgary, Alta.; JOR, Vancouver. Account was placed by Cockfield Brown & Co., Toronto.



SOUND OF A PEN gliding across the contract is identified by this quartet as the *Chicago Sun* purchases a half-hour five times a week on a 52-week basis on WBBM, Chicago (l to r) are: Kelly Smith, commercial manager; Ernest Shomo, salesman, WBBM; Frank Ferrin, radio director of the agency, Leo Burnett Co., Chicago, and Edward Richer, promotion manager of the *Sun*. The new late evening half-hour program, titled *Sound-O*, awards $1,000 a week to listeners for identifying various sounds, and is m.c.'d by Don McNeill. Five minutes of the program is devoted to a news broadcast by Clifton Utley. The new program is in addition to a morning quarter-hour Monday-through-Saturday, and a Sunday half-hour, sponsored by the *Sun* on the station.

NEW BABBITT SERIAL IS 'LORA LAWTON'

NEW DAYTIME serial to be started on NBC May 31 by B. T. Babbitt, Inc., New York, in the Monday-through-Friday, 10-10:15 a.m. period [BROADCASTING, May 10], will be *Lora Lawton*, authored by Mrs. Anne Hummert, vice-president of Blackett-Sample-Hummert, New York. Agency for Babbitt, however, is Duane Jones Co., which handles both Bab-O, cleansing agent, and Aunt Polly's Soup Mix, a new product. Both products will be advertised on an alternating basis on the new serial, and on NBC's *David Harum*, which has been promoting the new soup for the past month.

Lora Lawton, featuring Joan Tompkins as "Lora" and James Meighan as "Peter Carver," will be heard on 37 NBC stations. *David Harum* on CBS ended May 12.

Aunt Polly's Soup Mix is also being promoted through a five-weekly quarter-hour serial on WEVD, New York, titled *My Mother and I*. Series started March 29.

Gardner Extends

FURTHER EXPANDING its spot broadcasting, Gardner Nursery Co., Osage, Ia., added 89 stations to its previously announced list of outlets. Five-minute periods will be used 6 and 12 times weekly. Account is handled by Northwest Radio Adv. Co., Seattle. Following stations haye just been added:

WAPI, WGNY, KABR, KGER, WBRC, WMCA, KEUB, KSRO, KARM, WNEW, KBKR, KTMS, KMYR, WHEC, KHAS, KVEC, WSYR, WSAM, KSFO, KFKA, WDRC, WFBL, WCPO, KHJ, WNBC, WHAZ, KSAL, KHSL, WATR, WAYS, WLW, KMJ, WBRY, WBIG, KUIN, WAGA, WPTF, KGKY, WMBD, WCKY, WJBK, KSLM, WSPD, WASK, WIND, WTOL, WADC, WIRE, WKBN, KGHI, WISH, KOMA, WEAN, WAVE, WKY, WFTL, WNOE, KQV, WHBL, WCAO, WCAE, WKPA, WHDH, WEEU, WORC, WGBI, WCOL, WMBS, KGCX, WJAR, KGNF, WAPO, WMUR, WDOD, WPAT, WNOX, WOKO, WREC, WCED, WMBG, WHP, WEAU, WIBG, KMED, WEBR, WIP, WHCU, WITH, WALL.

John W. LaRue to WLW

MANAGING editor of the *Cincinnati Enquirer* for the last 10 years, John W. LaRue, has been appointed to the news writing staff of WLW-WSAI, according to announcement of James D. Shouse, vice-president in charge of broadcasting. Mr. LaRue was the Enquirer's chief editorial writer for several years. Mr. Shouse said the news room was fortunate in acquiring a "man of LaRue's news experience and background. It is essential we have trained men for the presentation of the news."

Nesbitt Breaks

NESBITT FRUIT PRODUCTS, Los Angeles (citrus fruit products), in its first use of radio outside West Coast, on June 1 starts a 13-week campaign utilizing thrice-weekly transcribed night station breaks on about 100 stations. Transcriptions feature Mills Brothers quartet. Brochure outlining campaign is being distributed to bottlers. Company also sponsors Fulton Lewis jr. twice-weekly on 15 Don Lee Western stations. M. H. Kelso & Co., Los Angeles, has the account.

The Telephone in

TWO WARS



IN ROUND FIGURES, how much would you guess the telephone business — in this country — has spent for additions to its physical equipment — materials, buildings, lines, switchboards, things like that — since the last war?

A hundred million dollars? A billion?

Four and one-half billion dollars have gone into telephone plant and equipment in the 25 years since that time.

And what would you say as to the number of toll calls in this war, compared to the last? You can probably guess that it's more this time, but how *much* more might surprise you.

More toll and long distance calls were handled in 1942 alone than in three whole years, at the time of World War One.

Then surely, you say, there are more telephones today to handle such an increase as that — and you're right. There are more than twice as many as there were during the last war, and there are more lines, too, and yet there are not enough. And copper, rubber and other materials are too scarce to build more.

These are just a few items about the telephone and the war. Telephone people are in the front rank of the war job here at home, and they are glad that this is so.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES
BELL SYSTEM

This is a quotation from THE TELEPHONE HOUR, *a regular program heard each Monday night over N.B.C.*

TEXT OF SUPREME COURT NETWORK DECISION

FOLLOWING is the decision of the Supreme Court of the United States (Nos. 554-555, October term, 1942) handed down May 10 by a 5-2 vote (dissenting opinion herewith) on the appeals from the U. S. District Court for the Southern District of New York (No. 554, NBC Inc., Woodmen of the World Life Insurance Society and Stromberg-Carlson Telephone Mfg. Co., appellants, vs. the United States of America, FCC and MBS Inc.; No. 555, CBS Inc., appellant, vs. United States of America, FCC and MBS Inc.):

Mr. JUSTICE FRANKFURTER delivered the opinion of the Court.

In view of our dependence upon regulated private enterprise in discharging the far-reaching role which radio plays in our society, a somewhat detailed exposition of the history of the present controversy and the issues which it raises is appropriate.

These suits were brought on Oct. 30, 1941, to enjoin the enforcement of the Chain Broadcasting Regulations promulgated by the FCC on May 2, 1941, and amended on Oct. 11, 1941. We held last Term in *Columbia System* v. *U. S.*, 316 U. S. 407, and *NBC* v. *U. S.*, 316 U. S. 447, that the suits could be maintained under § 402(a) of the Communications Act of 1934, 48 Stat. 1093, 47 U. S. C. § 402(a) (incorporating by reference the Urgent Deficiencies Act of Oct. 22, 1913. 38 Stat. 219, 28 U. S. C. § 47), and that the decrees of the District Court dismissing the suits for want of jurisdiction should therefore be reversed. On remand the District Court granted the Government's motions for summary judgment and dismissed the suits on the merits. 47 F. Supp. 940. The cases are now here on appeal. 28 U. S. C. § 47. Since they raise substantially the same issues and were argued together, we shall deal with both cases in a single opinion.

Inquiry by FCC Into Chain Broadcasting

On March 18, 1938, the Commission undertook a comprehensive investigation to determine whether special regulations applicable to radio stations engaged in chain broadcasting[1] were required in the "public interest, convenience, or necessity". The Commission's order directed that inquiry be made, *inter alia*, in the following specific matters: the number of stations licensed to or affiliated with networks, and the amount of station time used or controlled by networks; the contractual rights and obligations of stations under their agreements with networks; the scope of network agreements containing exclusive affiliation provisions and restricting the network from affiliating with other stations in the same area; the rights and obligations of stations with respect to network advertisers; the nature of the program service rendered by stations licensed to networks; the policies of networks with respect to character of programs, diversification, and accommodation to the particular requirements of the areas served by the affiliated stations; the extent to which affiliated stations exercise control over programs, advertising contracts, and related matters; the nature and extent of network program duplication by stations serving the same area; the extent to which particular networks have exclusive coverage in some areas; the competitive practices of stations engaged in chain broadcasting; the effect of chain broadcasting upon stations not licensed to or affiliated with networks; practices or agreements in restraint of trade, or in furtherance of monopoly, in connection with chain broadcasting; and the scope of concentration of control over stations, locally, regionally, or nationally, through contracts, common ownership, or other means.

On April 6, 1938, a committee of three Commissioners was designated to hold hearings and make recommendations to the full Commission. This committee held public hearings for 73 days over a period of six months, from Nov. 14, 1938, to May 19, 1939. Order No. 37, announcing the investigation and specifying the particular matters which would be explored at the hearings, was published in the Federal Register, 3 Fed. Reg. 637, and copies where sent to every station licensee and network organization. Notices of the hearings were also sent to these parties. Station licensees, national and regional networks, and transcription and recording companies were invited to appear and give evidence. Other persons who sought to appear were afforded an opportunity to testify. Ninety-six witnesses were heard by the committee, 45 of whom were called by the national networks. The evidence covers 27 volumes, including over 8,000 pages of transcript and more than 700 exhibits. The testimony of the witnesses called by the national networks fills more than 6,000 pages, the equivalent of 46 hearings days.

History of Chain Broadcasting Regulations

The committee submitted a report to the Commission on June 12, 1940, stating its findings and recommendations. Thereafter, briefs on behalf of the networks and other interested parties were filed before the full Commission, and on Nov. 28, 1940, the Commission issued proposed regulations which the parties were requested to consider in the oral arguments held on Dec. 2 and 3, 1940. These proposed regulations dealt with the same matters as those covered by the regulations eventually adopted by the Commission. On Jan. 2, 1941, each of the national networks filed a supplementary brief discussing at length the questions raised by the committee report and the proposed regulations.

On May 2, 1941, the Commission issued its Report on Chain Broadcasting, setting forth its findings and conclusions upon the matters explored in the investigation, together with an order adopting the Regulations here assailed. Two of the seven members of the Commission dissented from this action. The effective date of the Regulations was deferred for 90 days with respect to existing contracts and arrangements of network-operated stations, and subsequently the effective date was thrice again postponed.

Regulations Were Expression Of General Policy in Licensing

On August 14, 1941, the Mutual Broadcasting Company petitioned the Commission to amend two of the Regulations. In considering this petition the Commission invited interested parties to submit their views. Briefs were filed on behalf of all of the national networks, and oral argument was had before the Commission on Sept. 12, 1941. And on Oct. 11, 1941, the Commission (again with two members dissenting) issued a Supplemental Report, together with an order amending three Regulations. Simultaneously, the effective date of the Regulations was postponed until Nov. 15, 1941, and provision was made for further postponements from time to time if necessary to permit the orderly adjustment of existing arrangements. Since Oct. 30, 1941, when the present suits were filed, the enforcement of the Regulations has been stayed either voluntarily by the Commission or by order of court.

Such is the history of the Chain Broadcasting Regulations. We turn now to the Regulations themselves, illumined by the practices in the radio industry disclosed by the Commission's investigation. The Regulations, which the Commission characterized in its Report as "the expression of the general policy we will follow in exercising our licensing power", are addressed in terms to station licensees and applicants for station licenses. They provide, in general, that no licenses shall be granted to stations or applicants having specified relationships with networks.

Each Regulation is directed at a particular practice found by the Commission to be detrimental to the "public interest", and we shall consider them *seriatim*. In doing so, however, we do not overlook the admonition of the Commission that the Regulations as well as the network practices at which they are aimed are interrelated: "In considering above the network practices which necessitate the regulations we are adopting, we have taken each practice singly, and have shown that even in isolation each warrants the regulation addressed to it. But the various practices we have considered do not operate in isolation; they form a compact bundle or pattern, and the effect of their joint impact upon licensees necessitates the regulations even more urgently than the effect of each taken singly." (Report, p. 75.)

The Commission found that at the end of 1938 there were 660 commercial stations in the United States, and that 341 of these were affiliated with national networks. One hundred and thirty-five stations were affiliated exclusively with the National Broadcasting Company, Inc., known in the industry as NBC, which operated two national networks, the "Red" and the "Blue". NBC was also the licensee of 10 stations, including seven which operated on so-called clear channels with the maximum power available, 50 kilowatts; in addition, NBC operated five other stations, four of which had power of 50 kilowatts, under management contracts with their licensees. One hundred and two stations were affiliated exclusively with the Columbia Broadcasting System, Inc., which was also the licensee of eight stations, seven of which were clear-channel stations operating with power of 50 kilowatts. Seventy-four stations were under exclusive affiliation with the MBS Inc. In addition, 25 stations were affiliated with both NBC and Mutual, and five with both CBS and Mutual. These figures, the Commission noted, did not accurately reflect the relative prominence of the three companies, since the stations affiliated with Mutual were, generally speaking, less desirable in frequency, power, and coverage. It pointed out that the stations affiliated with the national networks utilized more than 97% of the total nighttime broadcasting power of all the stations in the country. NBC and CBS together controlled more than 85% of the total nighttime wattage, and the broadcast business handled by the three national network companies amounted to almost half of the total business of all stations in the United States.

The Commission recognized that network broadcasting had played and was continuing to play an important part in the development of radio. "The growth and development of chain broadcasting", it stated, "found its impetus in the desire to give widespread coverage to programs which otherwise would not be heard beyond the reception area of a single station. Chain broadcasting makes possible a wider reception for expensive entertainment and cultural programs and also for programs of national or regional significance which would otherwise have coverage only in the locality of origin. Furthermore, the access to greatly enlarged audiences made possible by chain broadcasting has been a strong incentive to advertisers to finance the production of expensive programs. . . . But the fact that the chain broadcasting method brings benefits and advantages to both the listening public and to broadcast station licensees does not mean that the prevailing practices and policies of the networks and their outlets are sound in all respects, or that they should not be altered. The Commission's duty under the Communications Act of 1934 is not only to see that the public receives the advantages and benefits of chain broadcasting, but also, so far as its powers enable it, to see that practices which adversely affect the ability of licensees to operate in the

[1] Chain broadcasting is defined in § 3(p) of the Communications Act of 1934 as the "simultaneous broadcasting of an identical program by two or more connected stations". In actual practice, programs are transmitted by wire, usually leased telephone lines, from their point of origination to each station in the network for simultaneous broadcast over the air.

NILES TRAMMELL, PRESIDENT, NBC

"THE MAJORITY decision of the United States Supreme Court holding that the FCC was within its jurisdiction in the promulgation and enforcement of the much-disputed network regulations is of grave concern to American broadcasters. We have had an era in which networks and stations, through collaboration, have been able to build the finest broadcasting service the world has ever known. This has been accomplished through private enterprise, with no interference on the part of the FCC with business relationships voluntarily entered into between networks and stations.

"With the present radio law given this broad interpretation by the Supreme Court, the FCC may endeavor to extend its regulations to cover practically every phase of the business relationship between the networks and the stations. The Commission now assumes a grave responsibility that it exercise the greatest possible wisdom in the issuance of regulations which will enable the broadcasters of the nation to continue to render a satisfactory service to the public. I am convinced that unless such wisdom prevails within the Commission, that the people of the United States will insist upon a revision of the fundamental laws governing broadcasting so that the American system of broadcasting as we have known it will not be impaired.

"I have every confidence that despite the present limitations which are about to be imposed upon the broadcasting industry, that ultimately, either through action of the Commission itself or through Congress, broadcasting will continue as the greatest means of mass communication, as an effective medium for the preservation of the morale of the American public in war time and as its greatest source of entertainment in peace time."



CBC OPENS TO CANADA

A WINDOW ON THE WORLD

Canadians are served today by news that is authentic, unsensational, complete

TODAY, in the exciting time of war, Canadians enjoy through the CBC News Service bulletins that are dependable, authentic and presented in a clear and unambiguous style.

Here truly is a window on the world...a window that gives Canadians everywhere an accurate and impartial view of the world in action. Five CBC News Bureaux in Toronto, Halifax, Montreal, Winnipeg and Vancouver provide both national and regional services of news bulletins, based on the full newspaper wire services of The Canadian Press (which includes the international dispatches of Associated Press) and the British United Press (which includes the foreign service of the United Press). To 95% of the whole Canadian population... four CBC news bulletins are broadcast daily in each Time Zone. In the preparation of news, accuracy and conciseness are the guiding principles. There is no sensationalism, no false emphasis, no glorification of minor successes, no belittling or overstressing of enemy victories—a balanced picture of the day's significant events.

CBC RADIO CANADA

CANADIAN BROADCASTING CORPORATION

public interest are eliminated." (Report, p. 4.)

Eight Network Abuses: (1) Exclusive Affiliation

The Commission found that eight network abuses were amenable to correction within the powers granted it by Congress:

Regulation 3.101—Exclusive affiliation of station. The Commission found that the network affiliation agreements of NBC and CBS customarily contained a provision which prevented the station from broadcasting the programs of any other network. The effect of this provision was to hinder the growth of new networks, to deprive the listening public in many areas of service to which they were entitled, and to prevent station licensees from exercising their statutory duty of determining which programs would best serve the needs of their community.

The Commission observed that in areas where all the stations were under exclusive contract to either NBC or CBS, the public was deprived of the opportunity to hear programs presented by Mutual. To take a case cited in the Report: In the fall of 1939 Mutual obtained the exclusive right to broadcast the World Series baseball games. It offered this program of outstanding national interest to stations throughout the country, including NBC and CBS affiliates in communities having no other stations. CBS and NBC immediately invoked the "exclusive affiliation" clauses of their agreements with these stations, and as a result thousands of persons in many sections of the country were unable to hear the broadcasts of the games.

"Restraints having this effect", the Commission observed, "are to be condemned as contrary to the public interest irrespective of whether it be assumed that Mutual programs are of equal, superior, or inferior quality. The important consideration is that station licensees are denied freedom to choose the programs which they believe best suited to their needs; in this manner the duty of a station licensee to operate in the public interest is defeated. . . . Our conclusion is that the disadvantages resulting from these exclusive arrangements far outweigh any advantages. A licensee station does not operate in the public interest when it enters into exclusive arrangements which prevent it from giving the public the best service of which it is capable, and which, by closing the door of opportunity in the network field, adversely affect the program structure of the entire industry." (Report, pp. 52, 57.)

Accordingly, the Commission adopted Regulation 3.101, providing as follows: "No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization."

(2) Territorial Exclusivity 'Not in the Public Interest'

Regulation 3.102 — Territorial exclusivity. The Commission found another type of "exclusivity" provision in network affiliation agreements whereby the network bound itself not to sell programs to any other station in the same area. The effect of this provision, designed to protect the affiliate from the competition of other stations serving the same territory, was to deprive the listening public of many programs that might otherwise be available. If an affiliated station rejected a network program, the "territorial exclusivity" clause of its affiliation agreement prevented the network from offering the program to other stations in the area.

For example, Mutual presented a popular program, known as "The American Forum of the Air", in which prominent persons discussed topics of general interest. None of the Mutual stations in the Buffalo area decided to carry the program, and a Buffalo station not affiliated with Mutual attempted to obtain the program for its listeners. These efforts failed, however, on account of the "territorial exclusivity" provision in Mutual's agreements with its outlets. The result was that this program was not available to the people of Buffalo.

The Commission concluded that "It is not in the public interest for the listening audience in an area to be deprived of network programs not carried by one station where other stations in that area are ready and willing to broadcast the programs. It is as much against the public interest for a network affiliate to enter into a contractual arrangement which prevents another station from carrying a network program as it would be for it to drown out that program by electrical interference." (Report, p. 59.)

Recognizing that the "territorial exclusivity" clause was unobjectionable in so far as it sought to prevent duplication of programs in the same area, the Commission limited itself to the situations in which the clause impaired the ability of the licensee to broadcast programs otherwise available Regulation 3.102, promulgated to remedy this particular evil, provides as follows: "No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization."

(3) Term of Affiliation—FCC Said Two Years Long Enough

Regulation 3.103—Term of affiliation. The standard NBC and CBS affiliation contracts bound the station for a period of five years, with the network having the exclusive right to terminate the contracts upon one year's notice. The Commission, relying upon § 307(d) of the Communications Act of 1934, under which no license to operate a broadcast station can be granted for a longer term than three years, found the five-year affiliation term to be contrary to the policy of the Act: "Regardless of any changes that may occur in the economic, political, or social life of the Nation or of the community in which the station is located, CBS and NBC affiliates are bound by contract to continue broadcasting the network programs of only one network for 5 years. The licensee is bound even though the policy and caliber of programs of the network may deteriorate greatly. The future necessities of the station and of the community are not considered. The station licensee is unable to follow his conception of the public interest until the end of the 5-year contract." (Report, p. 61.)

The Commission concluded that under contracts binding the affiliates for five years, "stations become parties to arrangements which deprive the public of the improved service it might otherwise derive from competition in the network field; and that a station is not operating in the public interest when it so limits its freedom of action." (Report, p. 62.)

Accordingly, the Commission adopted Regulation 3.103: "No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years:[2] *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within 120 days prior to the commencement of such period."

(4) Option Time Clauses— 'Hindered Local Service'

Regulation 3.104—Option time. The Commission found that network affiliation contracts usually contained so-called network optional time clauses. Under these provisions the network could upon 28 days' notice call upon its affiliates to carry a commercial program during any of the hours specified in the agreement as "network optional time". For CBS affiliates "network optional time" meant the entire broadcast day. For 29 outlets of NBC on the Pacific Coast, it also covered the entire broadcast day; for substantially all of the other NBC affiliates, it included 8½ hours on weekdays and 8 hours on Sundays. Mutual's contracts with about half of its affiliates contained such a provision, giving the network optional time for three or four hours on weekdays and six hours on Sundays.

In the Commission's judgment these optional time provisions, in addition to imposing serious obstacles in the path of new networks, hindered stations in developing a local program service. The exercise by the networks of their options over the station's time tended to prevent regular scheduling of local programs at desirable hours. The Commission found that "shifting a local commercial program may seriously interfere with the efforts of a [local] sponsor to build up a regular listening audience at a definite hour, and the long-term advertising contract becomes a highly dubious project. This hampers the efforts of the station to develop local commercial programs and affects adversely its ability to give the public good program service. . . . A station licensee must retain sufficient freedom of action to supply the program and advertising needs of the local community. Local program service is a vital part of community life. A station should be ready, able, and willing to serve the needs of the local community by broadcasting such outstanding local events as community concerts, civic meetings, local sports events, and other programs of local consumer and social interest. We conclude that national network time options have restricted the freedom of station licensees and hampered their efforts to broadcast local commercial programs, the programs of other national networks, and national spot transcriptions. We believe that these considerations far outweigh any supposed advantages from 'stability' of network operations under time options. We find that the optioning of time by licensee stations has operated against the public interest." (Report, pp. 63, 65.)

The Commission undertook to preserve the advantages of option time, as a device for "stabilizing" the industry, without unduly impairing the ability of local stations to develop local program service. Regulation 3.104 called for the modification of the option-time provision in three respects: the minimum notice period for exercise of the option could not be less than 56 days; the number of hours which could be optioned was limited; and specific restrictions were placed upon exercise of the option to the disadvantage of other networks. The text of the Regulation follows:

"No license shall be granted to a standard broadcast station which options for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m. Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations."

(5) Right to Reject— An Obligation of Licensee

Regulation 3.105—Right to reject programs. The Commission found that most network affiliation contracts contained a clause defining the right of the station to reject network commercial programs. The NBC contracts provided simply that the station "may reject a network program the broadcasting of which would not be in the public interest, convenience, and necessity." NBC required a licensee who rejected a program to "be able to support his contention that what he has done has been more in the public interest than had he carried on the network program". Similarly, the CBS contracts provided that if the station had "reasonable objection to any sponsored program or the product advertised thereon as not being in the public interest, the station may, on 3 weeks' prior notice thereof to Columbia, refuse to broadcast such program, unless during such notice period such reasonable objection of the station shall be satisfied."

While seeming in the abstract to be fair, these provisions, according to the Commission's finding, did not sufficiently protect the "public interest". As a practical matter, the licensee could not determine in advance whether the broadcasting of any particular network program would or would not be in the public interest. "It is obvious that from such skeletal information

[2] Station licenses issued by the Commission normally last two years. Section 3.34 of the Commission's Rules and Regulations governing Standard and High-Frequency Broadcast Stations, as amended October 14, 1941.

WILLIAM S. PALEY, PRESIDENT, CBS

CBS ISSUED no public statement on the Supreme Court decision and the FCC-Network Case, but William S. Paley, president, sent the following communication to CBS affiliated stations:

"In view of the decision of the Supreme Court handed down this morning upholding the Commission's power to promulgate network rules, we shall of course make such changes in our contracts with affiliated stations as may be necessary. We feel sure that it is mutually understood that the new rules will make no immediate change in our present network schedule, since the Commission has publicly stated that there is no intention to displace present programs.

"Because the practical effect of the Commission's new rules will depend almost wholly on the way they are administered, we plan to confer with the Commission and determine, if possible, the explicit interpretation which will be placed upon each rule in connection with our present operations and contract relationships with stations.

"In view of the fact that the Supreme Court disclaimed any responsibility on the good or bad effect of the Commission's regulations, we are more than ever convinced that the Commission's areas of authority, and the broadcaster's areas of freedom should be redefined by the Congress in a new radio act."



IT'S THE WORLD'S WACKIEST PROGRAM

(but how it puts over those spots!)

Toss a circus side show, a jitterbug carnival and some Dead-End kids into a radio studio, and there you have a reasonably exact facsimile of WGAR's popular new program, the "Friendly Open House."

Wayne Mack is master of ceremonies and has cooked up a super-duper method of making live and transcribed commercials a part of the entertainment, introducing them with drama, song, double talk or what-have-you.

Sherlock Holmes or Napoleon may introduce your announcement. Or perhaps Mr. Argus who lives in the attic of "Open House" (rap thrice on the water pipe for me, please) may do the honors. The only certainty is that listeners *listen!*

Adding to the fun, frivolity and hilarity are Maestro Walberg Brown and the Clevelandaires, the songs of Reg Merridew, and the piano team of Pildner and Wilson—all of whom (in person, ladies and gentlemen) help set the stage for your advertising message.

First choice in Cleveland for many spot buyers, this new radio show that packs a selling punch already has been expanded (now 4:45 to 5:30 P.M. weekdays). Even so, there'll soon be another waiting list. That's why right now is a dandy time to come on over to the "Friendly Open House."

RADIO
IN SERVICE OF HOME AND NATION

BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . John F. Patt, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

[as the networks submitted to the stations prior to the broadcasts] the station cannot determine in advance whether the program is in the public interest, nor can it ascertain whether or not parts of the program are in one way or another offensive. In practice, if not in theory, stations affiliated with networks have delegated to the networks a large part of their programming functions. In many instances, moreover, the network further delegates the actual production of programs to advertising agencies. These agencies are far more than mere brokers or intermediaries between the network and the advertiser. To an ever-increasing extent, these agencies actually exercise the function of program production. Thus it is frequently neither the station nor the network, but rather the advertising agency, which determines what broadcast programs shall contain. Under such circumstances, it is especially important that individual stations, if they are to operate in the public interest, should have the practical opportunity as well as the contractual right to reject network programs. . . .

"It is the station, not the network, which is licensed to serve the public interest. The licensee has the duty of determining what programs shall be broadcast over his station's facilities, and cannot lawfully delegate this duty or transfer the control of his station directly to the network or indirectly to an advertising agency. He cannot lawfully bind himself to accept programs in every case where he cannot sustain the burden of proof that he has a better program. The licensee is obliged to reserve to himself the final decision as to what programs will best serve the public interest. We conclude that a licensee is not fulfilling his obligations to operate in the public interest, and is not operating in accordance with the express requirements of the Communications Act, if he agrees to accept programs on any basis other than his own reasonable decision that the programs are satisfactory." (Report, pp. 39, 66.)

MILLER McCLINTOCK, PRESIDENT, MBS

"FINALLY the radio industry is to have a practical application of the broadcasting rules promulgated by the FCC and confirmed by the Supreme Court. We welcome their application without apprehension.

"The Mutual Broadcasting System pledges its full cooperation to the FCC, to the broadcasting stations of the nation and to the nework industry in the fair and businesslike operation of these rules as they now stand or as they may be amended.

"Mutual's position in this matter is predicated upon several fundamental policies:

"1. We recognize that the strength of the American system of broadcasting lies in the cooperative relationship between networks and privately owned and competitive broadcasting stations.

Service Facilities

"2. We believe that if this private operation is to be perpetuated as an integral part of our business structure and as an essential part of our democratic system of free speech, it must be free from governmental controls which go beyond the requirements of orderly and equitable operation and free from economic controls which impair competitive enterprise.

"3. We hold that network operation is not an end in itself but a service facility to the American public through privately owned and freely affiliated broadcasting stations assisting such stations in the fuller performance of their duty of serving public necessity and convenience.

"4. Consistent with the above principles we stand for such contractual relations between the network organizations and their affiliated stations as will result in the broadest possible program service to the public and in the maintenance of competitive enterprise.

"5. Finally, as operators of a national network, we recognize that we are engaged in a private enterprise which is carried on in the public interest and therefore rightly and properly subject to such community controls as may be indicated by our democratic processes.

"The application of the FCC's rules will have no revolutionary effect upon advertising practices, upon the operations of Mutual, nor in our opinion upon the operations of the other networks.

"We shall continue to enter into affiliation agreements with such privately owned broadcasting stations as may wish to join the Mutual system.

"We shall continue to contract with such stations for network option time and we shall enforce such agreements in the interest of systematic efficiency.

"We shall insist upon a meticulous compliance with all contracts entered into under such option agreements.

Sees General Benefit

"We shall without exception or qualification continue to offer to regular Mutual affiliates a first acceptance of all sustaining and commercial programs.

"Where a particular market is requested by an advertiser and Mutual does not have an affiliate in the market, the program will be offered to an independent station or to a regular affiliate of another network as the advertiser may indicate with right of refusal or acceptance by the station in accordance with law.

"It is our belief that such offerings will benefit the public, the stations, the advertisers, and the networks.

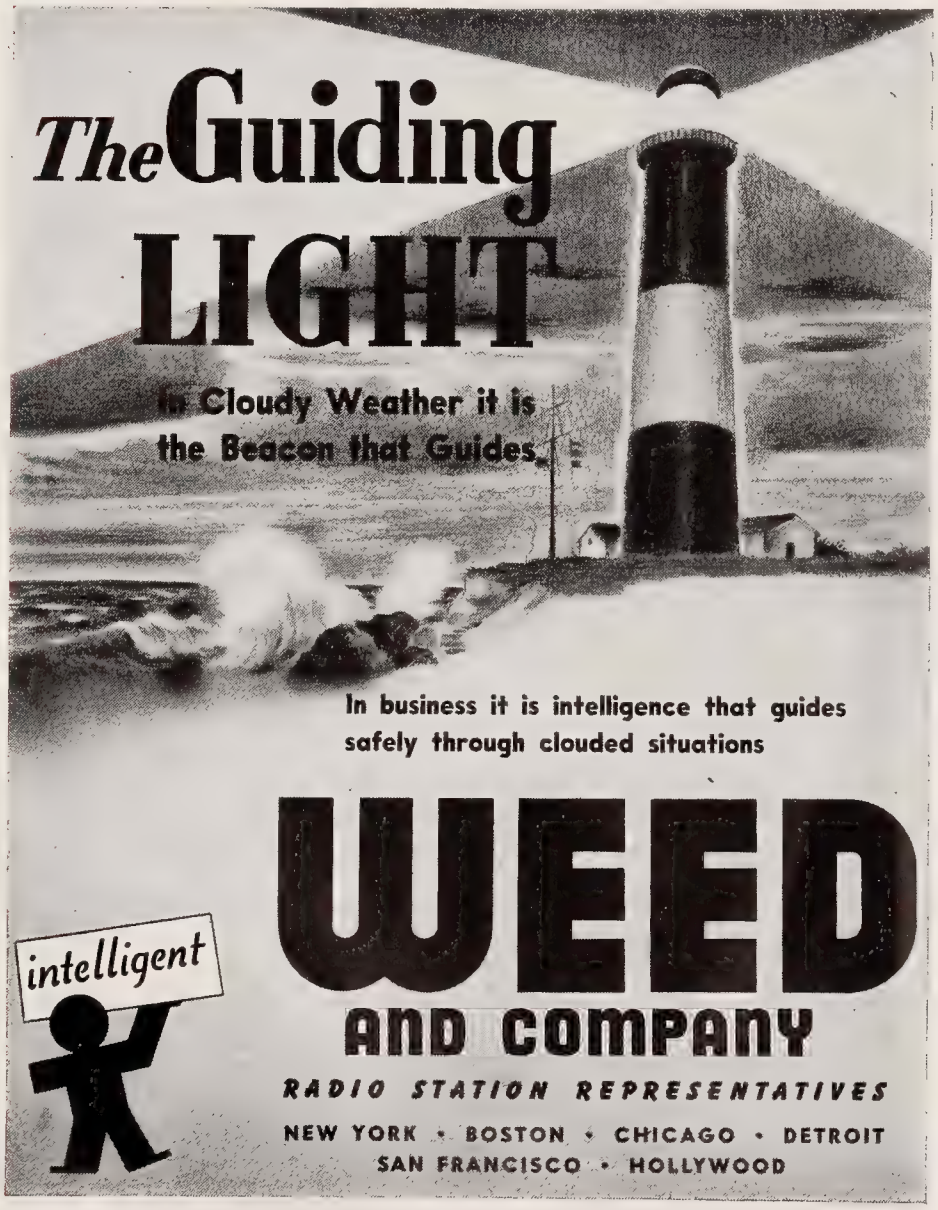
"If in any respect the new rules fail to serve the interest of these four parties, Mutual will be among the first to join with the industry and public officials in seeking a more equitable and effective solution."

The Commission undertook in Regulation 3.105 to formulate the obligations of licensees with respect to supervision over programs: "No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance."

(6) Network Ownership—One License to One Owner

Regulation 3.106—Network ownership of stations. The Commission found that NBC, in addition to its network operations, was the licensee of 10 stations, two each in New York, Chicago, Washington, and San Francisco, one in Denver, and one in Cleveland. CBS was the licensee of eight stations, one in each of these cities: New York, Chicago, Washington, Boston, Minneapolis, St. Louis, Charlotte, and Los Angeles. These 18 stations owned by NBC and CBS, the Commission observed, were among the most powerful and desirable in the country, and were permanently inaccessible to competing networks. "Competition among networks for these facilities is nonexistent, as they are completely removed from the network-station market. It gives the network complete control over its policies. This 'bottling-up' of the best facilities has undoubtedly had a discouraging effect upon the creation and growth of new networks. Furthermore, common ownership of network and station places the network in a position where its interest as the owner of certain stations may conflict with its interest as a network organization serving affiliated stations. In dealings with advertisers, the network represents its own stations in a proprietary capacity and the affiliated stations in something akin to an agency capacity. The danger is present that the network organization will give preference to its own stations at the expense of its affiliates." (Report, p. 67.)

The Commission stated that if the question had arisen as an original matter, it might well have concluded that the public interest required severance of the business of station ownership from that of network operation. But since substantial business interests have been formed on the basis of the Commission's continued tolerance of the situation, it was found inadvisable to take such a drastic step. The Commission concluded, however, that "the licensing of two stations in the same area to a single network organization is basically unsound and contrary to the public interest", and that it was also against the "public interest" for network organizations to own stations in areas where the available facilities were so few or of such unequal coverage that competition would thereby be substantially restricted. Recognizing that these considerations called for flexibility in their application to particular situations, the Commission provided that "networks will be given full opportunity on proper application for new facilities or renewal of existing licenses, to call to our attention any reasons why the principle should be modified or held inapplicable." (Report, p. 68.) Regulation 3.106 reads as follows: "No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power frequency, or other related matters) that competition would be sub-



stantially restrained by such licensing."

(7) Dual Network Operation

Regulation 3.107—Dual network operation. This regulation provides that: "No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided*, That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network." In its Supplemental Report of Oct. 11, 1941, the Commission announced the indefinite suspension of this regulation. There is no occasion here to consider the validity of Regulation 3.107, since there is no immediate threat of its enforcement by the Commission.

(8) Control of Station Rates

Regulation 3.108—Control by networks of station rates. The Commission found that NBC's affiliation contracts contained a provision empowering the network to reduce the station's network rate, and thereby to reduce the compensation received by the station, if the station set a lower rate for non-network national advertising than the rate established by the contract for the network programs. Under this provision the station could not sell time to a national advertiser for less than it would cost the advertiser if he bought the time from NBC. In the words of NBC's vice-president, "This means simply that a national advertiser should pay the same price for the station whether he buys it through one source or another source. It means that we do not believe that our stations should go into competition with ourselves." (Report, p. 73.)

The Commission concluded that "it is against the public interest for a station licensee to enter into a contract with a network which has the effect of decreasing its ability to compete for national business. We believe that the public interest will best be served and listeners supplied with the best programs if stations bargain freely with national advertisers." (Report, p. 75.) Accordingly, the Commission adopted Regulation 3.108, which provides as follows: "No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs."

Did Congress Authorize FCC Power in Regulations?

The appellants attack the validity of these Regulations along many fronts. They contend that the Commission went beyond the regulatory powers conferred upon it by the Communications Act of 1934; that even if the Commission were authorized by the Act to deal with the matters comprehended by the Regulations, its action is nevertheless invalid because the Commission misconceived the scope of the Act, particularly § 313 which deals with the application of the antitrust laws to the radio industry; that the Regulations are arbitrary and capricious; that if the Communications Act of 1934 were construed to authorize the promulgation of the Regulations, it would be an unconstitutional delegation of legislative power; and that, in any event, the Regulations abridge the appellants' right of free speech in violation of the First Amendment. We are thus called upon to determine whether Congress has authorized the Commission to exercise the power asserted by the Chain Broadcasting Regulations, and if it has, whether the Constitution forbids the exercise of such authority.

Federal regulation of radio[3] begins with the Wireless Ship Act of June 24, 1910, 36 Stat. 629, which forbade any steamer carrying or licensed to carry 50 or more persons to leave any American port unless equipped with efficient apparatus for radio communication, in charge of a skilled operator. The enforcement of this legislation was entrusted to the Secretary of Commerce and Labor, who was in charge of the administration of the marine navigation laws. But it was not until 1912, when the United States ratified the first international radio treaty, 37 Stat. 1565, that the need for general regulation of radio communication became urgent. In order to fulfill our obligations under the treaty, Congress enacted the Radio Act of Aug. 13, 1912, 37 Stat. 302. This statute forbade the operation of radio apparatus without a license from the Secretary of Commerce and Labor; it also allocated certain frequencies for the use of the Government, and imposed restrictions upon the character of wave emissions, the transmission of distress signals, and the like.

[3] The history of federal regulation of radio communication is summarized in Herring and Gross, Telecommunications (1936) 239-86; Administrative Procedure in Government Agencies, Monograph of the Attorney General's Committee on Administrative Procedure, Sen. Doc. No. 186, 76th Cong., 3d Sess., Part 3, dealing with the Federal Communications Commission, pp. 82-84; 1 Socolow, Law of Radio Broadcasting (1939) 38-61; Donovan, Origin and Development of Radio Law (1930).

History of Broadcasting Regulations Summarized

The enforcement of the Radio Act of 1912 presented no serious problems prior to the World War. Questions of interference arose only rarely because there were more than enough frequencies for all the stations then in existence. The war accelerated the development of the art, however, and in 1921 the first standard broadcast stations were established. They grew rapidly in number, and by 1923 there were several hundred such stations throughout the country. The Act of 1912 had not set aside any particular frequencies for the use of private broadcast stations; consequently, the Secretary of Commerce selected two frequencies, 750 and 833 kilocycles, and licensed all stations to operate upon one or the other of these channels. The number of stations increased so rapidly, however, and the situation became so chaotic, that the Secretary, upon the recommendation of the National Radio Conferences which met in Washington in 1923 and 1924, established a policy of assigning specified frequencies to particular stations. The entire radio spectrum was divided into numerous bands, each allocated to a particular kind of service. The frequencies ranging from 550 to 1500 kilocycles (96 channels in all, since the channels were separated from each other by 10 kilocycles) were assigned to the standard broadcast stations.

But the problems created by the enormously rapid development of radio were far from solved. The increase in the number of channels was not enough to take care of the constantly growing number of stations. Since there were more stations than available frequencies, the Secretary of Commerce attempted to find room for everybody by limiting the power and hours of operation of stations in order that several stations might use the same channel. The number of stations multiplied so rapidly, however, that by Nov., 1925, there were almost 600 stations in the country, and there were 175 applications for new stations. Every channel in the standard broadcast band was, by that time, already occupied by at least one station,



Intensive Coverage of a Prime Market

REACHING more people than ever before—and with a clearer signal—WSIX gives intensive coverage of a market bursting with sales potentials.

Within this station's 0.1 MV/M contour are over 1,250,000 **residents,** PLUS an enormous number of troops who also listen! To reach this cross-section of America, get on WSIX now at the peak of its coverage.

Spot Sales, Inc., National Representatives

Member Station, the Blue Network and Mutual Broadcasting System

5000 WATTS — **WSIX** "The Voice of Nashville" NASHVILLE, TENN. — 980 KILOCYCLES

and many by several. The new stations could be accommodated only by extending the standard broadcast band, at the expense of the other types of service, or by imposing still greater limitations upon time and power. The National Radio Conference which met in November, 1925, opposed both of these methods and called upon Congress to remedy the situation through legislation.

The Secretary of Commerce was powerless to deal with the situation. It had been held that he could not deny a license to an otherwise legally qualified applicant on the ground that the proposed station would interfere with existing private or Government stations. *Hoover* v. *Intercity Radio Co.*, 286 Fed. 1003. And on April 16, 1926, an Illinois district court held that the Secretary had no power to impose restrictions as to frequency, power, and hours of operation, and that a station's use of a frequency not assigned to it was not a violation of the Radio Act of 1912. *United States* v. *Zenith Radio Corp.*, 12 F. 2d 614. This was followed on July 8, 1926, by an opinion of Acting Attorney General Donovan that the Secretary of Commerce had no power, under the Radio Act of 1912, to regulate the power, frequency or hours of operation of stations. 35 Ops. Atty. Gen. 126. The next day the Secretary of Commerce issued a statement abandoning all his efforts to regulate radio and urging that the stations undertake self-regulation.

President (Coolidge) Asked Radio Law to End Chaos

But the plea of the Secretary went unheeded. From July, 1926 to Feb. 23, 1927, when Congress enacted the Radio Act of 1927, 44 Stat. 1162, almost 200 new stations went on the air. These new stations used any frequencies they desired, regardless of the interference thereby caused to others. Existing stations changed to other frequencies and increased their power and hours of operation at will. The result was confusion and chaos. With everybody on the air, nobody could be heard. The situation became so intolerable that the President in his message of Dec. 7, 1926, appealed to Congress to enact a comprehensive radio law:

> "Due to the decisions of the courts, the authority of the department [of Commerce] under the law of 1912 has broken down; many more stations have been operating than can be accommodated within the limited number of wave lengths available; further stations are in course of construction; many stations have departed from the scheme of allocations set down by the department, and the whole service of this most important public function has drifted into such chaos as seems likely, if not remedied, to destroy its great value. I most urgently recommend that this legislation should be speedily enacted." (H. Doc. 483, 69th Cong., 2d Sess., p. 10.)

The plight into which radio fell prior to 1927 was attributable to certain basic facts about radio as a means of communication—its facilities are limited; they are not available to all who may wish to use them; the radio spectrum simply is not large enough to accommodate everybody. There is a fixed natural limitation upon the number of stations that can operate without interfering with one another.[4] Regulation of radio was therefore as vital to its development as traffic control was to the development of the automobile. In enacting the Radio Act of 1927, the first comprehensive scheme of control over radio communication, Congress acted upon the knowledge that if the potentialities of radio were not to be wasted, regulation was essential.

Radio Act of 1927 Conferred Wide Powers

The Radio Act of 1927 created the Federal Radio Commission, composed of five members, and endowed the Commission with wide licensing and regulatory powers. We do not pause here to enumerate the scope of the Radio Act of 1927 and of the authority entrusted to the Radio Commission, for the basic provisions of that Act are incorporated in the Communications Act of 1934, 48 Stat. 1064, 47 U. S. C. § 151 *et seq.*, the legislation immediately before us. As we noted in *FCC* v. *Pottsville Broadcasting Co.*, 309 U. S. 134, 137, "In its essentials the Communications Act of 1934 [so far as its provisions relating to radio are concerned] derives from the Federal Radio Act of 1927. . . . By this Act Congress, in order to protect the national interest involved in the new and far-reaching science of broadcasting, formulated a unified and comprehensive regulatory system for the industry. The common factors in the administration of the various statutes by which Congress had supervised the different modes of communication led to the creation, in the Act of 1934, of the Communications Commission. But the objectives of the legislation have remained substantially unaltered since 1927."

Section 1 of the Communications Act states its "purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all the people of the United States a rapid, efficient, Nation-wide, and world-wide wire and radio communications service with adequate facilities at reasonable charges". Section 301 particularizes this general purpose with respect to radio: "It is the purpose of this Act, among other things, to maintain the control of the United States over all the channels of interstate and foreign radio transmission; and to provide for the use of such channels, but not the ownership thereof, by persons for limited periods of time, under licenses granted by Federal authority, and no such license shall be construed to create any right, beyond the terms, conditions, and periods of the license." To that end a Commission composed of seven members was created, with broad licensing and regulatory powers.

[4] See Morecroft, Principles of Radio Communication (3d ed. 1933) 355-402; Terman, Radio Engineering (2d ed. 1937) 593-645.

'SO SOLLY'
Jap Spokesman Slips—Once; —Tojo Uses Hook—

PSYCHOLOGICAL warfare waged on the shortwave beams between the United States and Japan apparently claimed its first human casualty recently with the disappearance of John Holland, renegade Australian newsman heard regularly on Radio Tokyo.

Mr. Holland, engrossed in telling the American public that Russians are ingrates, artlessly commented, "When the question of who won the war arises, the Russian people will give the United States no credit." Not so artless, however, was William Winter, news analyst for CBS and the OWI Overseas Branch, as well as other OWI West Coast commentators.

Americans pounded at Holland's unwitting admission of inevitable allied victory. Tojo broadcast transcriptions of the renegade's earlier talks, but Mr. Holland hasn't been heard live since March 20.

FCC Powers as Defined In Radio Act of 1934

Section 303 provides:

"Except as otherwise provided in this Act, the Commission from time to time, as public convenience, interest, or necessity requires, shall—

(a) Classify radio stations;
(b) Prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class;
* * * * *
(f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act . . . ;
(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest;
* * * * *
(i) Have authority to make special regulations applicable to radio stations engaged in chain broadcasting;
* * * * *
(r) Make such rules and regulations and prescribe such restrictions and conditions, not inconsistent with law, as may be necessary to carry out the provisions of this Act. . . ."

The criterion governing the exercise of the Commission's licensing power is the "public interest, convenience, or necessity". §§ 307(a) (d), 309(a), 310, 312. In addition, §307(b) directs the Commission that "In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same."

The Act itself establishes that the Commission's powers are not limited to the engineering and technical aspects of regulation of radio communication. Yet we are asked to regard the Commission as a kind of traffic officer, policing the wave lengths to prevent stations from interfering with each other. But the Act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic. The facilities of radio are not large enough to accommodate all who wish to use them. Methods must be devised for choosing from among the many who apply. And since Congress itself could not do this, it committed the task to the Commission.

The Commission was, however, not left at large in performing this duty. The touchstone provided by Congress was the "public interest, convenience, or necessity", a criterion which "is as concrete as the complicated factors for judgment in such a field of delegated authority permit". *FCC* v. *Pottsville Broadcasting Co.*, 309 U. S. 134, 138. "This criterion is not to be interpreted as setting up a standard so indefinite as to confer an unlimited power. Compare *N. Y. Central Securities Co.* v. *U. S.*, 287 U. S. 12, 24. The requirement is to be interpreted by its context, by the nature of radio transmission and reception, by the scope, character, and quality of services. . . ." *Radio Comm'n.* v. *Nelson Bros. Co.*, 289 U. S. 266, 285.

The "public interest" to be served under the Communications Act is thus the interest of the listening public in "the larger and more effective use of radio". § 303(g). The facilities of radio are limited and therefore precious; they cannot be left to wasteful use without detriment to the public interest. "An important element of public interest and convenience affecting the issue of a license is the ability of the licensee to render the best practicable service to the community reached by his broadcasts." *FCC* v. *Sanders Radio Station*, 309 U. S. 470, 475. The Commission's licensing function cannot be discharged, therefore, merely by finding that there are no technological objections to the granting of a license. If the criterion of "public interest" were limited to such matters, how could the Commission choose between two applicants for the same facilities, each of whom is financially and technically qualified to operate a station? Since the very inception of federal regulation by radio, comparative considerations as to the services to be rendered have governed the application of the standard of "public interest, convenience, or necessity". See *FCC* v. *Pottsville Broadcasting Co.*, 309 U. S. 134, 138 n. 2.

The avowed aim of the Communications Act of 1934 was to secure the maximum benefits of radio to all the people of the United States. To that end Congress endowed the Communications Commission with comprehensive powers to promote and realize the vast potentialities of radio. Section 303(g) provides that the Commission shall "generally encourage the larger and more effective use of radio in the public interest"; subsection (i) gives the Commission specific "authority to make special regulations applicable to radio stations engaged in chain broadcasting"; and subsection (r) empowers it to adopt "such rules and regulations and prescribe such restrictions and conditions, not inconsistent with law, as may be necessary to carry out the provisions of this Act".

Court Finds No Limitation To Technical Functions

These provisions, individually and in the aggregate, preclude the notion that the Commission is empowered to deal only with technical and engineering impediments to the "larger and more effective use of radio in the public interest". We cannot find in the Act any such restriction of the Commission's authority. Suppose, for example, that a community can, because of physical limitations, be assigned only two stations. That community might be deprived of effective service

BEATING AROUND THE BUSH (Ky.) LEAGUES?

Come out of the shrubbery, gents—there's darn little business in Bush (Ky.), or in any of the other little towns in this State. For big business, beat around in the Louisville Trading Area—a veritable forest of buying power (35.5% *more* than the rest of Kentucky *combined!*). . . . To reach all 242,077 radio homes in this area, you need only WAVE—the lowest-cost-complete-coverage station in this neck of the woods! Write for availabilities—*now!*

LOUISVILLE'S WAVE

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National Representatives

in any one of several ways. More powerful stations in nearby cities might blanket out the signals of the local stations so that they could not be heard at all. The stations might interfere with each other so that neither could be clearly heard.

One station might dominate the other with the power of its signal. But the community could be deprived of good radio service in ways less crude. One man, financially and technically qualified, might apply for and obtain the licenses of both stations and present a single service over the two stations, thus wasting a frequency otherwise available to the area. The language of the Act does not withdraw such a situation from the licensing and regulatory powers of the Commission, and there is no evidence that Congress did not mean its broad language to carry the authority it expresses.

In essence, the Chain Broadcasting Regulations represent a particularization of the Commission's conception of the "public interest" sought to be safeguarded by Congress in enacting the Communications Act of 1934. The basic consideration of policy underlying the Regulations is succinctly stated in its Report: "With the number of radio channels limited by natural factors, the public interest demands that those who are entrusted with the available channels shall make the fullest and most effective use of them. If a licensee enters into a contract with a network organization which limits his ability to make the best use of the radio facility assigned him, he is not serving the public interest . . . The net effort [of the practices disclosed by the investigation] has been that broadcasting service has been maintained at a level below that possible under a system of free competition. Having so found, we would be remiss in our statutory duty of encouraging 'the larger and more effective use of radio in the public interest' if we were to grant licenses to persons who persist in these practices." (Report, pp. 81, 82.)

'Act Gave Commission Expansive Powers'

We would be asserting our personal views regarding the effective utilization of radio were we to deny that the Commission was entitled to find that the large public aims of the Communications Act of 1934 comprehend the considerations which moved the Commission in promulgating the Chain Broadcasting Regulations. True enough, the Act does not explicitly say that the Commission shall have power to deal with network practices found inimical to the public interest. But Congress was acting in a field of regulation which was both new and dynamic. "Congress moved under the spur of a widespread fear that in the absence of governmental control the public interest might be subordinated to monopolistic domination in the broadcasting field." *FCC* v. *Pottsville Broadcasting Co.*, 309 U. S. 134, 137. In the context of the developing problems to which it was directed, the Act gave the Commission not niggardly but expansive powers. It was given a comprehensive mandate to "encourage the larger and more effective use of radio in the public interest", if need be, by making "special regulations applicable to radio stations engaged in chain broadcasting". §303 (g) (i).

Generalities unrelated to the living problems of radio communication of course cannot justify exercises of power by the Commission. Equally so, generalities empty of all concrete considerations of the actual bearing of regulations promulgated by the Commission to the subject-matter entrusted to it, cannot strike down exercises of power by the Commission. While Congress did not give the Commission unfettered discretion to regulate all phases of the radio industry, it did not frustrate the purposes for which the Communications Act of 1934 was brought into being by attempting an itemized catalogue of the specific manifestations of the general problems for the solution of which it was establishing a regulatory agency. That would have stereotyped the powers of the Commission to specific details in regulating a field of enterprise the dominant characteristic of which was the rapid pace of its unfolding. And so Congress did what experience had taught it in similar attempts at regulation, even in fields where the subject-matter of regulation was far less fluid and dynamic than radio. The essence of that experience was to define broad areas for regulation and to establish standards for judgment adequately related in their application to the problems to be solved.

No Support Found for 'Cramping Construction'

For the cramping construction of the Act pressed upon us, support cannot be found in its legislative history. The principal argument is that § 303 (i), empowering the Commission "to make special regulations applicable to radio stations engaged in chain broadcasting", intended to restrict the scope of the Commission's powers to the technical and engineering aspects of chain broadcasting. This provision comes from § 4 (h) of the Radio Act of 1927. It was introduced into the legislation as a Senate committee amendment to the House bill (H. R. 9971, 69th Cong., 1st Sess.) This amendment originally read as follows:

"(C) The commission, from time to time, as public convenience, interest, or necessity requires, shall—

(j) When stations are connected by wire for chain broadcasting, determine the power each station shall use and the wave lengths to be used during the time stations are so connected and so operated, and make all other regulations necessaary in the interest of equitable radio service to the listeners in the communities or areas affected by chain broadcasting."

The report of the Senate Committee on Interstate Commerce, which submitted this amendment, stated that under the bill the Commission was given "complete authority . . . to control chain broadcasting." Sen. Rep. No. 772, 69th Cong., 1st Sess., p. 3. The bill as thus amended was passed by the Senate, and then sent to conference. The bill that emerged from the conference committee, and which became the Radio Act of 1927, phrased the amendment in the general terms now contained in § 303(i) of the 1934 Act: the Commission was authorized "to make special regulations applicable to radio stations engaged in chain broadcasting". The conference reports do not give any explanation of this particular change in phrasing, but they do state that the jurisdiction conferred upon the Commission by the conference bill was substantially identical with that conferred by the bill passed by the Senate. See Sen. Doc.

Post-War Plans Group Named by GOP Leader

A 33-MAN committee of Republicans to study post-war problems, including government finance, control of industry, and reconversion of war plants, has been appointed by Rep. Joseph W. Martin Jr., GOP House leader.

Included are eight Republican members of the House who have exhibited particular interest in radio and advertising. They are Rep. Wolverton, N. J., chairman; Holmes, Mass.; Wadsworth, Pa.; Halleck, Ind.; Harness, Ind.; Dirksen, Ill.; Hinshaw, Cal.; Ditter, Pa.

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We use it to cultivate the permanent friendship and goodwill of farm and small town listeners. We use it to bring them friendly, neighborly personalities . . . entertainment and service features that fit their every-day needs and interests.

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No. 200, 69th Cong., 2d Sess., p. 17; H. Rep. 1886, 69th Cong., 2d Sess., p. 17. We agree with the District Court that in view of this legislative history, § 303(i) cannot be construed as no broader than the first clause of the Senate amendment, which limited the Commission's authority to the technical and engineering phases of chain broadcasting. There is no basis for assuming that the conference intended to preserve the first clause, which was of limited scope, and abandon the second clause, which was of general scope, by agreeing upon a provision which was broader and more comprehensive than those it supplanted.[5]

Conviction No Prerequisite To Action Under § 311

A totally different source of attack upon the Regulations is found in § 311 of the Act, which authorizes the Commission to withhold licenses from persons convicted of having violated the anti-trust laws. Two contentions are made—first, that this provision puts considerations relating to competition outside the Commission's concern before an applicant has been convicted of monopoly or other restraints of trade, and second, that in any event, the Commission misconceived the scope of its powers under § 311 in issuing the Regulations.

Both of these contentions are unfounded. Section 311 derives from § 13 of the Radio Act of 1927, which expressly commanded, rather than merely authorized, the Commission to refuse a license to any person judicially found guilty of having violated the anti-trust laws. The change in the 1934 Act was made, in the words of Senator Dill, the manager of the legislation in the Senate, because "it seemed fair to the committee to do that". 78 Cong. Rec. 8825. The Commission was thus permitted to exercise its judgment as to whether violation of the anti-trust laws disqualified an applicant from operating a station in the "public interest". We agree with the District Court that "The necessary implication from this [amendment in 1934] was that the Commission might infer from the fact that the applicant had in the past tried to monopolize radio, or had engaged in unfair methods of competition, that the disposition so manifested would continue and that if it did it would make him an unfit licensee." 47 F. Supp. 940, 944.

That the Commission may refuse to grant a license to persons adjudged guilty in a court of law of conduct in violation of the anti-trust laws certainly does not render irrelevant consideration by the Commission of the effect of such conduct upon the "public interest, convenience, or necessity". A licensee charged with practices in contravention of this standard cannot continue to hold his license merely because his conduct is also in violation of the anti-trust laws and he has not yet been proceeded against and convicted. By clarifying in § 311 the scope of the Commission's authority in dealing with persons convicted of violating the anti-trust laws, Congress can hardly be deemed to have limited the concept of "public interest" so as to exclude all considerations relating to monopoly and unreasonable restraints upon commerce. Nothing in the provisions or history of the Act lends support to the inference that the Commission was denied the power to refuse a license to a station not operating in the "public interest", merely because its misconduct happened to be an unconvicted violation of the anti-trust laws.

[5] In the course of the Senate debates on the conference report upon the bill that became the Radio Act of 1927, Senator Dill, who was in charge of the bill, said: "While the commission would have the power under the general terms of the bill, the bill specifically sets out as one of the special powers of the commission the right to make specific regulations for governing chain broadcasting. As to creating a monopoly of radio in this country, let me say that this bill absolutely protects the public, so far as it can protect them, by giving the commission full power to refuse a license to anyone who it believes will not serve the public interest, convenience, or necessity. It specifically provides that any corporation guilty of monopoly shall not only not receive a license but that its license may be revoked; and if after a corporation has received its license for a period of three years it is then discovered and found to be guilty of monopoly, its license will be revoked. . . . In addition to that, the bill contains a provision that no license may be transferred from one owner to another without the written consent of the commission, and the commission, of course, having the power to protect against a monopoly, must give such protection. I wish to state further that the only way by which monopolies in the radio business can secure control of radio here, even for a limited period of time, will be by the commission becoming servile to them. Power must be lodged somewhere, and I myself am unwilling to assume in advance that the commission proposed to be created will be servile to the desires and demands of great corporations of this country." 68 Cong. Rec. 2881.



ONE BIG HAPPY FAMILY—by courtesy of NBC. This trio of femmes from the NBC New York office went visiting and stopped to chat with two officials of the West Coast office. They are (l to r) Alex Robb, western division manager of package sales; Helen Shervey, business manager of the New York office program department; Evelyn Hale, secretary to Frank Mullen, vice-president and general manager; Helen Kellie, secretary to Niles Trammell, president, and Sidney N. Strotz, western division vice-president. Yes, the ladies saw Hollywood.

Court Concludes 1934 Act Authorized the Regulations

Alternatively, it is urged that the Regulations constitute an *ultra vires* attempt by the Commission to enforce the anti-trust laws, and that the enforcement of the anti-trust laws is the province not of the Commission but of the Attorney General and the courts. This contention misconceives the basis of the Commission's action. The Commission's Report indicates plainly enough that the Commission was not attempting to administer the anti-trust laws:

"The prohibitions of the Sherman Act apply to broadcasting. This Commission, although not charged with the duty of enforcing that law, should administer its regulatory powers with respect to broadcasting in the light of the purposes which the Sherman Act was designed to achieve. . . . While many of the network practices raise serious questions under the antitrust laws, our jurisdiction does not depend on a showing that they do in fact constitute a violation of the antitrust laws. It is not our function to apply the antitrust laws as such. It is our duty, however, to refuse licenses or renewals to any person who engages or proposes to engage in practices which will prevent either himself or other licensees or both from making the fullest use of radio facilities. This is the standard of public interest, convenience or necessity which we must apply to all applications for licenses and renewals. . . . We do not predicate our jurisdiction to issue the regulations on the ground that the network practices violate the antitrust laws. We are issuing these regulations because we have found that the network practices prevent the maximum utilization of radio facilities in the public interest." (Report, pp. 46, 83, 83n. 3.)

We conclude, therefore, that the Communications Act of 1934 authorized the Commission to promulgate regulations designed to correct the abuses disclosed by its investigation of chain broadcasting. There remains for consideration the claim that the Commission's exercise of such authority was unlawful.

The Regulations are assailed as "arbitrary and capricious". If this contention means that the Regulations are unwise, that they are not likely to succeed in accomplishing what the Commission intended, we can say only that the appellants have selected the wrong forum for such a plea. What was said in *Board of Trade* v. *United States*, 314 U. S. 534, 548, is relevant here: "We certainly have neither technical competence nor legal authority to pronounce upon the wisdom of the course taken by the Commission."

Our duty is at an end when we find that the action of the Commission was based upon findings supported by evidence, and was made pursuant to authority granted by Congress. It is not for us to say that the "public interest" will be furthered or retarded by the Chain Broadcasting Regulations. The responsibility belongs to the Congress for the grant of valid legislative authority, and to the Commission for its exercise.

It would be sheer dogmatism to say that the Commission made out no case for its allowable discretion in formulating these Regulations. Its long investigation disclosed the existences of practices which it regarded as contrary to the "public interest". The commissknew that the wisdom of any action it took would have to be tested by experience:

"We are under no illusion that the regulations we are adopting will solve all questions of public interest with respect to the network system of program distribution . . . The problems in the network field are interdependent, and the steps now taken may perhaps operate as a partial solution of problems not directly dealt with at this time. Such problems may be examined again at some future time after the regulations here adopted have been given a fair trial." (Report, p. 88.)

Commission Not Bound Inflexibly by Rules

The problems with which the Commission attempted to deal could not be solved at once and for all time by rigid rules-of-thumb. The Commission therefore did not bind itself inflexibly to the licensing policies expressed in the Regulations. In each case that comes before it the Commission must still exercise an ultimate judgment whether the grant of a license would serve the "public interest, convenience, or necessity." If time and changing circumstances reveal that the "public interest" is not served by application of the Regulations, it must be assumed that the Commission will act in accordance with its statutory obligations.

Since there is no basis for any claim that the Commission did not fail to observe procedural safeguards required by law, we reach the contention that the Regulations should be denied enforcement on constitutional grounds. Here, as in *N. Y. Central Securities Co.* v. *U. S.*, 287 U. S. 12, 24-25, the claim is made that the standard of "public interest" governing the exercise of the powers delegated to the Commission by Congress is so vague and indefinite that, if it be construed as comprehensively as the words alone permit, the delegation of legislative authority is unconstitutional. But, as we held in that case, "It is a mistaken assumption that this is a mere general reference to public welfare without any standard to guide determinations. The purpose of the Act, the requirements it imposes, and the context of the provision in question show the contrary." *Ibid.* See *Radio Comm'n* v. *Nelson Bros. Co.*, 289 U. S. 266, 285; *FCC* v. *Pottsville Broadcasting Co.*, 309 U. S. 134, 137-38. Compare *Panama Refining Co.* v. *Ryan*, 293 U. S. 388, 428; *Intermountain Rate Cases*, 234 U. S. 476, 486-89; *United States* v. *Lowden*, 308 U. S. 225.

'Radio Inherently Not Available to All'

We come, finally, to an appeal to the First Amendment. The Regulations, even if valid in all other respects, must fall because they abridge, say the appellants, their right of free speech. If that be so, it would follow that every person whose application for a license to operate a station is denied by the Commission is thereby denied his constitutional right of free speech. Freedom of utterance is abridged to many who wish to use the limited facilities of radio. Unlike other modes of expression, radio inherently is not available to all.

That is its unique characteristic, and that is why, unlike other modes of expression, it is subject to governmental regulation. Because it cannot be used by all, some who wish to use it must be denied. But Congress did not authorize the Commission to choose among applicants upon the basis of their political, economic, or social views, or upon any other capricious basis. If it did, or if the Commission by these Regulations proposed a choice among applicants upon some such basis, the issue before us would be wholly different.

The question here is simply whether the Commission, by announcing that it will refuse licenses to persons who engage in specified network practices (a basis for choice which we hold is comprehended within the statutory criterion of "public interest"), is thereby denying such persons the constitutional right of free speech. The right of free speech does not include, however, the right to use the facilities of radio without a license. The licensing system established by Congress in the Communications Act of 1934 was a proper exercise of its power over commerce. The standard it provided for the licensing of stations was the "public interest, convenience, or necessity". Denial of a station license on that ground, if valid under the Act, is not a denial of free speech.

A procedural point calls for just a word. The District Court, by granting the Government's motion for summary judgment, disposed of the case upon the pleadings and upon the record made before the Commission. The court below correctly held that its inquiry was limited to review of the evidence before the Commission. Trial *de novo* of the matters heard by the Commission and dealt with in its Report would have been improper. See *Tagg Bros.* v. *United States*, 280 U. S. 420; *Acker* v. *United States*, 298 U. S. 426. *Affirmed.*

Mr. Justice BLACK and Mr. Justice RUTLEDGE took no part in the consideration or decision of these cases.

DISSENTING OPINION

Following is the dissenting opinion rendered in the cases:

Mr. Justice MURPHY, dissenting.

I do not question the objectives of the proposed regulations, and it is not my desire by narrow statutory interpretation to weaken the authority of government agencies to deal efficiently with matters committed to their jurisdiction by the Congress. Statutes of this kind should be construed so that the agency concerned may be able to cope effectively with problems which the Congress intended to correct, or may otherwise perform the functions given to it. But we exceed our competence when we gratuitously bestow upon an agency power which the Congress has not granted. Since that is what the Court in substance does today, I dissent.

In the present case we are dealing with a subject of extreme importance in the life of the nation. Although radio broadcasting, like the press, is generally conducted on a commercial basis, it is not an ordinary business activity, like the selling of securities or the marketing of electrical power. In the dissemination of information and opinion radio has assumed a position of commanding importance, rivalling the press and the pulpit. Owing to its physical characteristics radio, unlike the other methods of conveying information, must be regulated and rationed by the government. Otherwise there would be chaos, and radio's usefulness would be largely destroyed. But because of its vast potentialities as a medium of communication, discussion and propaganda, the character and extent of control that should be exercised over it by the government is a matter of deep and vital concern.

Events in Europe show that radio may readily be a weapon of authority and misrepresentation, instead of a means of entertainment and enlightenment. It may even be an instrument of oppression. In pointing out these possibilities I do not mean to intimate in the slightest that they are imminent or probable in this country, but they do suggest that the construction of the instant statute should be approached with more than ordinary restraint and caution, to avoid an interpretation that is not clearly justified by the conditions that brought about its enactment, or that would give the Commission greater powers than the Congress intended to confer.

Finds No Authority In Contract Relations

The Communications Act of 1934 does not in terms give the Commission power to regulate the contractual relations between the stations and the networks. *Columbia System* v. *United States*, 316 U. S. 407, 416. It is only as an incident of the power to grant or withhold licenses to individual stations under §§ 307, 308, 309 and 310 that this authority is claimed,[1] except as it may have been provided by subdivisions (g), (i) and (r) of § 303, and by §§ 311 and 313. But nowhere in these sections, taken singly or collectively, is there to be found by reasonable construction or necessary inference, authority to regulate the broadcasting industry as such, or to control the complex operations of the national networks.

In providing for regulation of the radio the Congress was under the necessity of vesting a considerable amount of discretionary authority in the Commission. The task of choosing between various claimants for the privilege of using the air waves is essentially an administrative one. Nevertheless, in specifying with some degree of particularity the kind of information to be included in an application for a license, the Congress has indicated what general conditions and considerations are to govern the granting and withholding of station licenses.

Thus an applicant is required by § 308(b) to submit information bearing upon his citizenship, character, and technical, financial and other qualifications to operate the proposed station, as well as data relating to the ownership and location of the proposed station, the power and frequencies desired, operating periods, intended use, and such other information as the Commission may require. Licenses, frequencies, hours of operation and power are to be fairly distributed among the several States and communities to provide service to each. § 307(b).

Explicit provision is made for dealing with applicants and licensees who are found guilty, or who are under the control of persons found guilty of violating the federal anti-trust laws. §§ 311 and 313. Subject to the limitations defined in the Act, the Commission is required to grant a station license to any applicant "if public convenience, interest or necessity will be served thereby". § 307(a). Nothing is said, in any of these sections, about network contracts, affiliations, or business arrangements.

Powers Cannot Be 'Derived by Implication'

The power to control network contracts and affiliations by means of the Commission's licensing powers cannot be derived from implication out of the standard of "public convenience, interest or necessity". We have held that: "the Act does not essay to regulate the business of the licensee. The Commission is given no supervisory control of the programs, of business management or of policy. In short, the broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assigned channel." *Commission* v. *Sanders Radio Station*, 309 U. S. 470, 475.

The criterion of "public convenience, interest or necessity" is not an indefinite standard, but one to be "interpreted by its context, by the nature of radio transmission and reception, by the scope, character and quality of services", . . . *Radio Comm'n* v. *Nelson Bros. Co.*, 289 U. S. 266, 285. Nothing in the context of which the standard is a part refers to network contracts. It is evident from the record that the Commission is making its determination of whether the public interest would be served by renewal of an existing license or licenses, not upon an examination of written applications presented to it, as required by §§ 308 and 309, but upon an investigation of the broadcasting industry as a whole, and general findings made in pursuance thereof which relate to the business methods of the network companies rather than the characteristics of the individual stations and the peculiar needs of the areas served by them.

If it had been the intention of the Congress to invest the Commission with the responsibility, through its licensing authority, of exercising far-reaching control—as exemplified by the proposed regulations—over the business operations of chain broad-

[1] The regulations as first proposed were not connected with denial of applications for initial or renewal station licenses but provided instead that: "No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization", which contained any of the disapproved provisions. After a short time, however, the regulations were cast in their present form, making station licensing depend upon conformity with the regulations.



THIRTEEN cigarette and tobacco brands—all ranking top-sellers—have chosen WSYR as their Syracuse advertising medium—*4 more* than the second station and *12 more* than the third!

Leaders appreciate WSYR's leadership . . . with its perfect combination—5000 Watts at 570 kc. (lowest frequency between Buffalo and New York). Basic Red NBC outlet serving an outstandingly prosperous area. High caliber station talent, with large local following. WSYR stays ahead of any Syracuse station not only in tobacco advertising but in foods and drugs, too.

Where there's smoke there's sales—and 13 tobacco brands make a lot of smoke over WSYR!

S T K
WSYR
SYRACUSE, N. Y.
Basic NBC Red

5000 WATTS
570 kc.
The Perfect Combination
H. C. WILDER, Pres.
Represented by RAYMER

The Basic NBC Red Network Station Covering Central New York

casting and radio networks as they were then or are now organized and established, it is not likely that the Congress would have left it to mere inference or implication from the test of "public convenience, interest or necessity", or that Congress would have neglected to include it among the considerations expressly made relevant to license applications by § 308(b). The subject is one of such scope and importance as to warrant explicit mention.

To construe the licensing sections (§§ 307, 308, 309, 310) as granting authority to require fundamental and revolutionary changes in the business methods of the broadcasting networks —methods which have been in existence for several years and which have not been adjudged unlawful—would inflate and distort their true meaning and extend them beyond the limited purposes which they were intended to serve.

Commission Not Authorized To Make 'Drastic Changes'

It is quite possible, of course, that maximum utilization of the radio as an instrument of culture, entertainment, and the diffusion of ideas is inhibited by existing network arrangements. Some of the conditions imposed by the broadcasting chains are possibly not conducive to a freer use of radio facilities, however essential they may be to the maintenance of sustaining programs and the operation of the chain broadcasting business as it is now conducted. But I am unable to agree that it is within the present authority of the Commission to prescribe the remedy for such conditions. It is evident that a correction of these conditions in the manner proposed by the regulations will involve drastic changes in the business of radio broadcasting which the Congress has not clearly and definitely empowered the Commission to undertake.

Objects to Commission's 'Assumption of Authority'

If this were a case in which a station license had been withheld from an individual applicant or licensee because of special relations or commitments that would seriously compromise or limit his ability to provide adequate service to the listening public, I should be less inclined to make any objection. As an incident of its authority to determine the eligibility of an individual applicant in an isolated case, the Commission might possibly consider such factors. In the present case, however, the Commission has reversed the order of things. Its real objective is to regulate the business practices of the major networks, thus bringing within the range of its regulatory power the chain broadcasting industry as a whole.

By means of these regulations and the enforcement program, the Commission would not only extend its authority over business activities which represent interests and investments of a very substantial character, which have not been put under its jurisdiction by the Act, but would greatly enlarge its control over an institution that has now become a rival of the press and pulpit as a purveyor of news and entertainment and a medium of public discussion. To assume a function and responsibility of such wide reach and importance in the life of the nation, as a mere incident of its duty to pass on individual applications for permission to operate a radio station and use a specific wave length, is an assumption of authority to which I am not willing to lend my assent.

Suggests 'Clear Mandate From the Congress'

Again I do not question the need of regulation in this field, or the authority of the Congress to enact legislation that would vest in the Commission such power as it requires to deal with the problem, which it had defined and analyzed in its report with admirable lucidity. It is possible that the remedy indicated by the proposed regulations is the appropriate one, whatever its effect may be on the sustaining programs, advertising contracts, and other characteristics of chain broadcasting as it is now conducted in this country. I do not believe, however, that the Commission was justified in claiming the responsibility and authority it has assumed to exercise without a clear mandate from the Congress.

An examination of the history of this legislation convinces me that the Congress did not intend by anything in § 303, or any other provision of the Act to confer on the Commission the authority it has assumed to exercise by the issuance of these regulations. Section 303 is concerned primarily with technical matters, and the subjects of regulation authorized by most of its subdivisions are exceedingly specific—so specific in fact that it is reasonable to infer that, if Congress had intended to cover the subject of network contracts and affiliations, it would not have left it to dubious implications from general clauses, lifted out of context, in subdivisions (g), (i) and (r). I am unable to agree that in authorizing the Commission in § 303(g) to study new uses for radio, provide for experimental use of frequencies, and "generally encourage the larger and more effective use of radio in the public interest", it was the intention or the purpose of the Congress to confer on the Commission the regulatory powers now being asserted. Manifestly that subdivision dealt with experimental and development work—technical and scientific matters, and the construction of its concluding clause should be accordingly limited to those considerations. Nothing in its legislative history suggests that it had any broader purpose.

Interference Problem Showed Congress' Intent

It was clearly not the intention of the Congress by the enactment of § 303(i), authorizing the Commission "to make special regulations applicable to radio stations engaged in chain broadcasting", to invest the Commission with the authority now claimed over network contracts. This section is a verbatim reenactment of § 4(h) of the Radio Act of 1927, and had its origin in a Senate amendment to the bill which became that Act. In its original form it provided that the Commission, from time to time, as public convenience, interest, or necessity required, should:

"When stations are connected by wire for chain broadcasting, [the Commission should] determine the power each station shall use and the wave lengths to be used during the time stations are so connected and so operated, and make all other regulations necessary in the interest of equitable radio service to the listeners in the communities or areas affected by chain broadcasting."

It was evidently the purpose of this provision to remedy a situation that was described as follows by Senator Dill (who was in charge of the bill in the Senate) in questioning a witness at the hearings of the Senate Committee on Interstate Commerce:

" . . . During the past few months there has grown up a system of chain broadcasting, extending over the United States a great deal of the time. I say a great deal of the time—many nights a month—and the stations that are connected are of such widely varying meter lengths that the ordinary radio set that reaches out any distance is unable to get anything but that one program, and so, in effect, that one program monopolizes the air. I realize it is somewhat of a technical engineering problem, but it has seemed to many people, at least many who have written to me, that when stations are carrying on chain programs that they might be limited to the use of wave lengths adjoining or near enough to one another that they would not cover the entire dial. I do not know whether legislation ought to restrict that or whether it had better be done by regulations of the department. I want to get your opinion as to the advisability in some way protecting people who want to hear some other program than the one being broadcasted by chain broadcast." (Report of Hearings Before Senate Committee on Interstate Commerce on S. 1 and S. 1754, 69th Cong., 1st Sess. (1926) p. 123.

In other words, when the same program was simultaneously broadcast by chain stations, the weaker independent stations were drowned out because of the high power of the chain stations. With the receiving sets then commonly in use, listeners were unable to get any program except the chain program. It was essentially an interference problem. In addition to determining power and wave length for chain stations, it would have been the duty of the Commission, under the amendment, to make other regulations necessary for "equitable radio service to the listeners in the communities or areas affected by chain broadcasting."

Should Not Be 'Interpreted Out of Context'

The last clause should not be interpreted out of context and without relation to the problem at which the amendment was aimed. It is reasonably construed as simply authorizing the Commission to remedy other technical problems of interference involved in chain broadcasting in addition to power and wave length by requiring special types of equipment, controlling locations, etc. The statement in the Senate Committee Report that this provision gave the Commission "complete authority . . . to control chain broadcasting" (S. Rep. No. 772, 69th Cong., 1st Sess., p. 3) must be taken as meaning that the provision gave complete authority with respect to the specific problem which the Senate intended to meet, a problem of technical interference.

While the form of the amendment was simplified in the Conference Committee so as to authorize the Commission "to make special regulations applicable to radio stations engaged in chain broadcasting", both Houses were assured in the report of the Conference Committee that "the jurisdiction conferred in this paragraph is substantially the same as the jurisdiction conferred upon the Commission by . . . the Senate amendment." (Sen. Doc. No. 200, 69th Cong., 2d Sess., p. 17; H. Rep. No. 1886, 69th Cong., 2d Sess., p. 17). This is further borne out by a statement of Senator Dill in discussing the conference report on the Senate floor:

"What is happening today is that the National Broadcasting Co., which is a part of the great Radio Trust, to say the least, if not a monopoly, is hooking up stations in every community on their various wave lengths with high powered stations and sending one program out, and they are forcing the little stations off the board so that the people cannot hear anything except the one program.

"There is no power today in the hands of the Department of Commerce to stop that practice. The radio commission will have the power to regulate and prevent it and give the independents a chance." (68 Cong. Rec. 3031.)

Section 303(r) is certainly no basis for inferring that the Commission is empowered to issue the challenged regulations. This subdivision is not an independent grant of power, but only an authorization to: "Make such rules and regulations and prescribe such restrictions and conditions, not inconsistent with law, as may be necessary to carry out the provisions of this Act." There is no provision in the Act for the control of network contractual arrangements by the Commission, and consequently § 303(r) is of no consequence here.

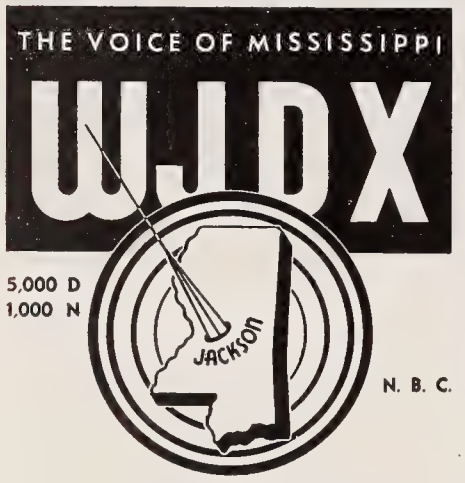
To the extent that existing network practices may have run counter to the anti-trust laws, the Congress has ex-

WOMAN PUBLISHER DROPS LIBEL CASE

WITHDRAWAL of a $200,000 libel suit against Walter Winchell, columnist and commentator for the Andrew Jergens Co. (hand lotion) on the BLUE, Sunday 9-9:15 p.m., was announced last week by attorneys for Mrs. Eleanor M. Patterson, publisher of the Washington *Times-Herald*.

Suit had been filed last fall by R. H. Yeatman and Simon E. Sibeloff, as attorneys for Mrs. Patterson, over Winchell's comments on a *Times-Herald* editorial dealing with U. S. foreign policy.

Mrs. Patterson's attorneys explained that in a pre-trial examination Winchell had disclaimed any intention or desire to besmirch or harm the paper. The attorneys also said that Mrs. Patterson felt no good purpose could be served by further prosecution since, under Winchell's radio contract, the Jergens Company must bear the burden and the liability for all expenses, including lawyer's fees.



JACKSON'S POPULATION UP 10%

Jackson's 1943 City Directory — now on the press — shows a corporate-limit population increase of 10% over the 1942 Directory.

BUSINESS ACTIVITY CONTINUES ITS STRONG UPWARD TREND—March registered a 16 per cent increase, in the Jackson district, over March 1942.

☆

AND, WJDX, The Voice of Mississippi, dominates this profitable, growing market!

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI



pressly provided the means of dealing with the problem. The enforcement of those laws has been committed to the courts and other law enforcement agencies. In addition to the usual penalties prescribed by statute for their violation, however, the Commission has been expressly authorized by § 311 to refuse a station license to any person "finally adjudged guilty by a Federal court" of attempting unlawfully to monopolize radio communication. Anyone under the control of such a person may also be refused a license. And whenever a court has ordered the revocation of an existing license, as expressly provided in § 313, a new license may not be granted by the Commission to the guilty party or to any person under his control.

In my opinion these provisions (§§ 311 and 313) clearly do not and were not intended to confer independent authority on the Commission to supervise network contracts or to enforce competition between radio networks by withholding licenses from stations, and do not justify the Commission in refusing a license to an applicant otherwise qualified, because of business arrangements that may constitute an unlawful restraint of trade, when the applicant has not been finally adjudged guilty of violating the anti-trust laws, and is not controlled by one so adjudged.

Congress' Intentions Made Clear Elsewhere

The conditions disclosed by the Commission's investigation, if they require correction, should be met, not by the invention of authority where none is available or by diverting existing powers out of their true channels and using them for purposes to which they were not addressed, but by invoking the aid of the Congress or the service of agencies that have been entrusted with the enforcement of the anti-trust laws. In other fields of regulation the Congress has made clear its intentions. It has not left to mere inference and guess-work the existence of authority to order broad changes and reforms in the national economy or the structure of business arrangements in the Public Utility Holding Company Act, 49 Stat. 803, the Securities Act of 1933, 48 Stat. 74, the Federal Power Act, 49 Stat. 838, and other measures of similar character. Indeed the Communications Act itself contains cogent internal evidence that Congress did not intend to grant power over network contractual arrangements to the Commission. In § 215(c) of Title II, dealing with common carriers by wire and radio, Congress provided:

"The Commission shall examine all contracts of common carriers subject to this Act which prevent the other party thereto from dealing with another common carrier subject to this Act, and shall report its findings to Congress, together with its recommendations as to whether additional legislation on this subject is desirable."

Congress had no difficulty here in expressing the possible desirability of regulating a type of contract roughly similar to the ones with which we are now concerned, and in reserving to itself the ultimate decision upon the matters of policy involved. Insofar as the Congress deemed it necessary in this legislation to safeguard radio broadcasting against arrangements that are offensive to the anti-trust laws or monopolistic in nature, it made specific provision in §§ 311 and 313. If the existing network contracts are deemed objectionable because of monopolistic or other features, and no remedy is presently available under these provisions, the proper course is to seek amendatory legislation from the Congress, not to fabricate authority by ingenious reasoning based upon provisions that have no true relation to the specific problem.

Mr. Justice ROBERTS agrees with these views.

Lane Bryant Test

LANE BRYANT, New York, women's apparel chain, has started *Melody Playhouse*, six-weekly quarter-hour variety program on WLIB, Brooklyn, to promote Brooklyn branch, which has not used radio previously. Time purchase is a test campaign, and includes an additional half-hour broadcast of the program. Several Lane Bryant stores in other localities have used spots for mail order business. Lane Bryant agency is Cramer-Tobias-Meyer, N. Y.

MBS Billings Up

MUTUAL'S billings for April showed an increase of 6.3% over the figure for the same month last year, while billings for the first quarter of 1943 represented a decrease of 5.1% over a similar period in 1942. Figure for the first four months of this year stands at $3,721,640, compared to $3,920,986 last year. April billings were $961,918 this year and $904,845 the previous year.

Edwin Hughes Honored

EDWIN HUGHES, president of National Music Council, has been awarded a citation of merit by National Assn. for American Composers and Conductors, for outstanding services to American music during the 1942-43 season. Award, which will be presented at the Waldorf-Astoria Hotel, New York, May 14, calls special attention to the Music Council's surveys on orchestral programs in relation to native compositions.

NEW IDEAS FOR
CAMPAIGN THEMES

"This campaign's got a terrific angle: Where did you get it?"

"Well, most of it was developed from an idea I got out of a recent Printers' Ink story on Farm Morale. It seemed applicable to the bottling business, so I used it. Why the smile?"

"It's funny, Bill Jones of the Chronicle called my attention to a phase of that article in connection with our textile accounts in both urban and foreign language markets, shortly after I had suggested that it had a swell thought for our chicle people to use in radio, and now you. Doesn't the usefulness of Printers' Ink ever stop?"

* * *

This little scene may be taking place in your office right now. It might be a sales and ad manager instead of the copy and accounts men we pictured. It could be a publisher and his assistant — a space man and his account, or an agency-client conversation. It could be anyone and everyone who knows he can do a better selling job with the help of Printers' Ink.

This is normal usage for Printers' Ink material, for P. I. builds this usage, this wealth of ideas and information, into all its articles. This interpretive editorial policy delivering the "know-how" and "know-why" of advertising, management and sales, provides the vital "difference" that makes Printers' Ink the most quoted voice in the industry.

Printers' Ink

...THE VOICE OF ADVERTISING
always heard, often quoted, never ignored



BIGGEST LISTENING IN AMERICA'S 4TH



3 TIMES AS MANY PERSONAL CALLS AS EVER MADE BEFORE!

This survey was based on personal interviews—not on telephone calls! It utilized the technique recognized as the most reliable: the one seldom used—only because it's the most costly!



WAAT

SURVEY EVER MADE
ARGEST MARKET!*

Impartial Radio Research Paid for Cooperatively Proves WAAT Invariably Delivers in North Jersey
Most Listeners Per Dollar! Send for the Facts!

AS a smart time buyer you owe it to yourself to send for a detailed report (by ¼ hour periods) of the latest Continuous Listener Survey in America's 4th largest market—conducted by the Pulse of New York . . . whose monthly surveys are paid for cooperatively by all major stations in this area.

This survey proves conclusively that although WAAT does not deliver the most listeners in North Jersey—it invariably delivers the "Most Per Dollar."

No wonder leading agencies and advertisers are getting "on the beam"—are placing more new national business than ever before on New Jersey's First Station! It will pay you to investigate! Write, wire, or telephone WAAT; Executive Offices, Hotel Douglas, Newark, New Jersey.

2nd Largest Audience Between 12 Noon and 6 P.M. In America's 4th Largest Market

WABC	*18%*
WAAT	*13%*
STATION C	*11%*
STATION D	*10%*
STATION E	*10%*
STATION F	*8%*
STATION G	*5%*
STATION H	*4%*
STATION I	*4%*
STATION J	*3%*



"DOLLAR FOR DOLLAR, NORTH JERSEY'S BEST RADIO BUY"

**Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

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Without Rancor, Malice or Fear

AMERICAN broadcasting has a new business manager—the FCC. The sweeping and all-embracing decision of the Supreme Court affirms the philosophy of the FCC majority that, Congressional intent to the contrary, broadcasters are not competent to handle their own business affairs.

It is a neat victory—its greatest—for the FCC majority. We think it constitutes the most dangerous blow yet struck to the freedom of American broadcasting. Worse than that, it sanctions a most hazardous experiment in the nation's hour of greatest trial. The FCC, as far as broadcasting goes, is now omnipotent. The Sanders opinion, excluding the FCC from regulating business aspects of broadcasting, is out the window—reversed and stripped of all its power by the same court that decreed it a couple of years ago.

'In the Public Interest'

The decision transcends any mere question of network contracts. It invests the Commission with plenary powers over all station activities. The FCC appears to have a one-way street on almost every conceivable phase of station operation, save possibly direct censorship. Newspaper ownership, multiple ownership, rates, rebates and discounts, program policies—all conceivably fall within its regulatory pale. After the war, there will be other radio media—television, FM, facsimile—all subject to what the FCC may construe to be "in the public interest, convenience or necessity."

Right or wrong, the nation's court of last resort has ruled, by a 5-2 vote, in favor of the FCC. There can be no more exclusive network contracts; option-time becomes a relic of the past. A station may have "first call" on the programs of a particular network for particular segments of the broadcast day. How sustaining programs will be cleared, however, is a mystery. And how the Government will be able to get, through the networks, guaranteed clearance for its war effort programming also is a problem.

As things stand now, networks and stations must reweave the whole fabric of their business operation to meet whatever deadline the FCC may establish. Taking cognizance of the times, and of a watchful Congressional eye, we naturally assume the FCC will allow time for readjustment — certainly a reasonable time.

But the FCC can move in almost any direction at will under the broad authority vested in it by the Supreme Court majority. Nothing can happen until June 14—the date the court's mandate becomes effective.

The reasoning of the court majority is difficult to fathom, though it sounds plausible enough, if read without knowledge of the facts. On the other hand, the minority—Justices Murphy and Roberts—read out of the Congressional debates and the background the clear-cut Congressional intent that the FCC should have no control over the contractual relations of stations and networks.

More striking is that fact that both majority and minority commended the industry to Congress. Justice Frankfurter, speaking for the majority said the networks selected "the wrong forum". The minority said flatly the Commission had no authority to invoke the rules "without a clear mandate from Congress".

Only Avenue of Redress

Thus the Supreme Court, both majority and minority, points to Congress as the only avenue of redress. That has been obvious from the start of the FCC's arrogation a half-dozen years ago of powers not contemplated in the law. The industry hasn't been united. The FCC majority has resented overtures for new legislation, which would clearly define the wishes of the people as expressed through Congress. In these columns over the years there has been an unbroken, unremitting plea that Congress be petitioned for new legislation to fit the changed conditions surrounding so active and dynamic an art and industry as radio.

The majority of the court swings the balance in favor of the FCC's majority by an ingenious definition of the phrase "public interest, convenience or necessity", a yardstick incapable of precise definition. Yet by deploying it to reach a desired result, the broadcasting industry is thrown virtually into the class of common carrier operation.

There was never more compelling argument for clear cut expression from Congress. Radio has gone a long way since the existing provisions of law were written 16 years ago. So has radio regulation.

The White-Wheeler Bill is pending before a Senate subcommittee, with hearings scheduled this month. It's co-author, Senator White (R-Me.), as a member of the House, was co-author of the original Radio Act of 1927, which the Supreme Court majority now has interpreted. He *knew* the Congressional intent. He was there. He wrote most of it. He knew the Radio Commission, predecessor of the FCC, was never endowed with the broad powers the FCC majority invented.

The Cox Select Committee of the House is investigating the FCC. Contrary to some rumor, it appears to be doing an objective job. It is conducting the most exhaustive investigation of the FCC yet undertaken. It will be in a position to make legislative recommendations. It has not indulged in muck-raking or headline hunting, and evidently doesn't propose to. A capable attorney heads its legal staff. It is the duty of the industry for its salvation and self-preservation (and by invitation of the Court) to go to Congress for a new mandate.

United Front Needed

The industry must present a united front in the legislative approach. Networks and stations are not working at cross-purposes. The networks must have facilities to sell and programs to build, commercial as well as sustaining. The stations have thrived by virtue of network affiliation, despite inequities that admittedly have existed.

President Miller McClintock of Mutual has taken a fine, conciliatory attitude. He views the rules without apprehension. He pledges a fair and businesslike operation. That's a distinct departure from the position of that network before Mr. McClintock took over its helm.

Preparatory to full-scale revision of the law, one other avenue is open. On June 13, 1938, Senator Wheeler, chairman of the Senate Committee handling radio legislation, introduced a resolution expressing it as the sense of the Senate that power above 50,000 watts should not be granted by the FCC. That resolution was adopted by the Senate and forcibly eliminated the superpower issue.

Senator Wheeler is the co-author of the pending bill to amend the Communications Act on which hearings begin May 25. In the light of the Supreme Court opinions, majority and minority alike, of the doubt as to Congressional intent, of the pending legislation, and of the House investigation, why shouldn't a resolution of the same pattern issue from Congress —a simple mandate that the FCC should not invoke any of its network rules until Congress disposes of the pending legislation?

The broadcasting industry has never faced a more difficult trial than that awaiting introduction of the FCC's rules under the plenary powers it now wields. The industry must act without rancor or malice and above all without fear. The ability of the industry to serve the public as a free, unfettered, virile, aggressive instrumentality is at stake. If the law remains as interpreted, radio must become a servile, shackled pawn of an overly-solicitous Governmental agency.

An industry can live with a bad law under good administration, or perhaps with a good law under hit-and-miss administration. But no industry can live long with a bad law under bad administration. The spearhead of the drive for industry salvation can go but one way—unqualified and absolute support of the White-Wheeler Bill and the House Committee inquiry.

We Pay Our Respects To —



VICK KNIGHT

VIGOR should be Vick Knight's middle name. He has just joined Foote, Cone & Belding as vice-president and radio director for the agency. Vick will make his headquarters in the agency's Hollywood office.

Until last week he had been executive producer of radio in Hollywood for the Biow Co., New York agency. There he had charge of talent and performance on the three programs sponsored by Philip Morris cigarettes—the *Playhouse* and *Crime Doctor* on CBS and *Johnny Presents Ginny Simms* on NBC.

Vick did the same for Eversharp on the CBS *Take It or Leave It* and handled spots for Procter & Gamble's Lava soap, Teel dentrifrice and Bulova watches. In addition, he set up new programs for Biow clients.

In his spare time he turns out dramatic and musical works. His play, *Cartwheel* was selected by the Oxford U-Press as one of the "ten best in radio history", while a recent song of his, "We've Got a Job to Do", heard on a Fred Allen program, was purchased by Universal Films as a patriotic finale for the picture "Private Buckaroo". He is also author-composer of the two current hit tunes, "Savin' Myself for Bill" and "Clancy".

Vick (that's his real name) has crowded a lot into one life. Born Aug. 8, 1908, in Moundsville, W. Va., he had a taste of showboat life in his early years, his parents having been performers on the Ohio river between Pittsburgh and Cincinnati. The family finally settled down in Cleveland where Vick got his formal education at Cleveland Preparatory College.

Vick got his first taste of radio in Cleveland as a singer on WGAR. At the time he was office boy for the *Cleveland Press*, having been hired for that menial job by Fred Ripley, who later also forsook newspaper work for radio and now is manager of WSYR, Syracuse.

For a while Vick was a combination singer-announcer-director on the old WJAY, now WCLE, Cleveland, where he acquired one of his most valued radio skills, "stop watch" experience. During his summer vacations Vick tried to "crash" big time radio in New York. He met John Carlile, CBS production manager, who gave him his first job. Later he became one of three members of the program board which selected shows for Columbia network.

He tried his hand at writing plays for the *Columbia Workshop*, magazine articles, comedy scripts and music. They were good and Vick was in demand. Stoopnagle and Budd kept him busy working on all their scripts when they were on top of the radio comedy ladder.

In 1935 he produced the Chrysler *Airshow* on CBS, *Kate Smith's Bandwagon;* in 1936, *We, The People;* in 1937-38-39 he handled all of Eddie Cantor's air shows, was loaned to Rudy Vallee in 1940 for a timing and reconstruction job on Sealtest program and in 1941 became producer-director of the Fred Allen show, when he achieved the miraculous feat of getting Allen off the air on time.

Early in 1942 Vick left to become unsalaried producer-director of *Command Performance*, the official War Dept. shortwave program for service men. After the program was running smoothly, he entered his recent position with Biow agency. For four years he was producer-director of *The March of Dimes* programs for President Roosevelt's National Foundation for Infantile Paralysis.

Vick is married, has two children, Vick Jr., 14, and Virginia 10, and lives in Hollywood. He is a member of the Radio Writers' Guild, AFRA and ASCAP. He says his hobby is gardening.

Personal NOTES

LT. SETH DENNIS, of the BLUE's sales promotion department, has completed Ordnance Officer Candidate School and has been assigned to the staff and faculty of the Ordnance School, Aberdeen, Md. He will write and edit technical manuals.

RICHARD HUBBELL, television consultant for *Fortune Magazine* and formerly in charge of television production at CBS, will be speaker of the evening at the annual dinner meeting of Advertising Women of New York, at Town Hall Club, May 20.

ROLLIE WILLIAMS and Robert Carpenter have resigned as account executives of KMOX, St. Louis. Mr. Williams has gone with the St. Louis Trust Co., while Mr. Carpenter is in Washington, D. C., for instructions as a Red Cross overseas Recreational Director.

CLINTON PRESCOTT, of the commercial dept. of WSAZ, Huntington, W. Va., has been transferred to WPAR, Parkersburg, and Mildred Chernoff of WPAR has taken his place at WSAZ.

LEO E. SPAETH, former theatrical producer and writer, has joined the sales staff of WCKY, Cincinnati. He is a graduate of Xavier U. and has been with the Burroughs Adding Machine Co. and American Sales Book Co.

ROY W. McLAUGHLIN, for 20 years a salesman with the advertising division of Hearst newspapers, Chicago, has joined the sales staff of WENR, Chicago.

JUDITH POPE ANDERSON has joined the commercial department of KGVO, Missoula, Mont. She will continue to appear on the air as the *Club Calendar Reporter* and will do copywriting and selling.

WILLIAM R. YENDALL, vice-president of Wilcox Canadian Co., London, Ont., and C. R. Desverine, attorney and past president of Crucible Steel Corp. of America, New York, spoke on May 16 on CFCF, Montreal, on "Canada and U. S. and Post-War World", sponsored jointly by Assoc. of Canadian Advertisers and the American Economic Foundation.

MORSE SALISBURY, director of information of the Dept. of Agriculture, last week was named deputy administrator in charge of information of the Department by War Food Administrator Chester C. Davis.

ARTHUR L. FORREST, with NBC since 1942 in the promotion department, has been appointed manager of NBC's public service promotion division, succeeding William E. Webb, commissioned a lieutenant (j. g.) in the Navy, reporting to Quonset, R. I., for indoctrination.

ROBERT L. HUTTON Jr., formerly of the sales promotion department of WEAF, New York, has joined the sales promotion staff of WJZ, New York, as a writer, according to John McNeil, manager of WJZ. Mr. Hutton was formerly promotion manager of WCCO, Minneapolis, and before that on the sales staff of *Advertising & Selling* Magazine.

JACK H. NORTH, of Aubrey, Moore & Wallace, Chicago, has been appointed trustee of the Chicago Radio Management Club, replacing Ward Dorrell who has joined C. E. Hooper Inc., New York.

ARNOLD C. BOONE has joined KMOX, St. Louis, as salesman. He was formerly with WCKY, Cincinnati.

FIVE WOR SALESMEN GET SALES PRIZES

FIVE WOR salesmen received cash and War Bond prizes in April as they hit the sales path for a 28% increase over the same month last year. Bob Wood received first prize of $100. He made the largest single new business sales, Plough Inc., for sponsorship of Fulton Lewis five-times weekly.

Other prizes went to Bill Crawford for the largest number of new business sales; Otis Williams, greatest number of accounts not on the New York station for the last two years; Malcolm Stuart, most personal calls during first week, and John Nell, most new business in second week.

Bonus checks also were given to George Schmidt, Mr. Nell, Mr. Crawford and Mr. Stuart, of the New York office, and Mr. Wood and John Shelton, of the Chicago office.

New business sales totaled 61, including contracts from 18 accounts not on the station in the last two years.

Southard CRC V-P

PAUL E. SOUTHARD, sales manager of Columbia Recording Corp., New York, since 1939, has been elected vice-president in charge of sales, effective May 1. Starting in 1916 with the Aeolian Piano Co., Mr. Southard spent six years with the Brunswick-Balke Callender Co. His next position was with RCA-Victor in charge of the company's record operations and supervisor of Victor's Camden school for distributor salesmen. He joined CRC in 1939, where he organized the record sales department.



Mr. Southard

Mrs. Edwin M. Spence

ADELLA SPENCE, wife of Edwin M. Spence, former NAB official and director of WWDC, Washington, died in Stuart, Florida last Wednesday after a year's lingering illness. Following an operation last fall, Mrs. Spence was removed to Florida to recuperate, accompanied by Mr. Spence and their daughter Anne. A native of Atlantic City, Mrs. Spence was to be interred in a family plot at Pleasantville, New Jersey.

GEORGE DePUE Jr., for the last three years national sales manager of WSAN, Allentown, Pa., on May 17 is joining Headley-Reed Co., New York station representative, as a solicitor. Mr. DePue's appointment represents an expansion of the sales force.

JACK SPRINGER, in sales and advertising at Portland and San Francisco, has joined the sales staff of KIRO, Seattle.

TOM WHITE, former commercial manager of WJZM, Clarksville, Tenn., is now civilian supervisor of 20 warehouses in the Quartermaster Corps at Camp Campbell, Tenn.

MAURICE McMURRAY, on the sales staff of WHO, Des Moines, before he entered the Army, is now liaison officer in the War Dept.'s Bureau of Public Relations, and has been promoted to first lieutenant.

BEHIND the MIKE

GEORGE LOWTHER, writer-director-narrator of Mutual's *Superman*, and production executive for other juvenile programs including the BLUE's *Hop Harrigan*, and Mutual's *Highway Patrol*, will be a guest lecturer during the summer radio courses of NYU and Columbia U. His special topic will be script writing for juvenile listeners.

TAYLOR FRAZIER and Del Jackson have joined the announcer's ranks at WSAZ, Huntington, W. Va., taking over duties of James Martin who has left for WGAR, Cleveland. The new recruits are being trained not only for announcing but also news editing and control operating.

JACK SLATTERY, announcer of CBS Hollywood, has been assigned to the weekly *Grapevine Rancho*, sponsored by Roma Wines on that network.

FRED H. RAGSDALE, former announcer of KOL, Seattle, and KMPC, Beverly Hills, Cal., has joined BLUE Hollywood. He replaces Wilson T. Knight, who resigned to join NBC Chicago.

BETTY RHODES, star of the weekly Mutual *The Fleet's In*, has been signed for a leading role in the technicolor Paramount film, "Mardi Gras".

BRUCE DENNIS, former publicity and special events director of WGN, Chicago, has been promoted to lieutenant senior grade. He entered the Navy as a lieutenant j.g. last July.

Ann Ginn Named

ANN GINN, director of women's activities of WTCN, Minneapolis-St. Paul, has been named state chief of the household salvage campaigns, the regional WPB office announced last week. Mrs. Ginn has been state chairman of the women's division of general salvage. Her new job requires her to travel throughout the state, in charge of collection of household fats, tin, and nylon and silk hosiery. Although she begins work with her new job immediately, Mrs. Ginn will continue her acitvities with WTCN, where she has a daily program, *Around the Town with Ann Ginn.*



Miss Ginn

MARGARET WHITTEMORE, former assistant manager of the CBS studio building, has been made program assistant to William Robson, a CBS producer-director. Miss Whittemore joined CBS in 1940 as secretary to John R. Carey.

LEIGHTON BLOOD, who has been in charge of publicity for WEAF, New York, and was formerly in the NBC press department, has resigned.

DALE STAFFORD, sports editor of the *Detroit Free Press*, has begun a 10-minute sports broadcast over WJR, Detroit, addressed to the swing-shift workers. The program is aired from 12:20 to 12:30 a.m., five times weekly.

BYRUM SAAM, veteran football and baseball broadcaster, is starting his own show *The Sport Page, Byrum Saam, Editor* on WIBG, Philadelphia, six nights weekly, 7:30-7:45 p.m. Mr. Saam currently does broadcasts of both Philadelphia major league teams on WIBG and the *Atlantic Baseball Network.*

CHARLES WRIGHT, program director of WELI, New Haven, is the father of a boy.

GLORIA EILEEN McENRY (known on the air as Gloria Henry) and Robert Dale Lamb (known as Bob Lamb), of the staff of KPRO, Riverside, Cal., were married May 3. They both came from WDSU, New Orleans, where Mrs. Lamb, known as Bobbie Thompson, was a news commentator, and Mr. Lamb was an announcer and engineer.

VIRGINIA CHURCH has joined WEEI, Boston, as assistant to Alice Santti, traffic manager.

NEAL VanELLS has joined Vincennes, Ind., as announcer.

WYNONAH WINSLOW, formerly of KUTA, Salt Lake City, has joined KLX, Oakland, as news traffic manager.

DICK KOTHE, formerly of WLOL, Minneapolis, and Pete Lyman, formerly of WTCN, Minneapolis, have joined the announcing staff of KDAL, Duluth.

LEWIS A. SMITH, Notre Dame graduate formerly with WORC, Worcester, has joined WEIM, Fitchburg, Mass., as announcer.

GENE SOARES has joined WMFF, Plattsburg, N. Y., as program director. He leaves WTHT, Hartford, where he was chief announcer.

EDWARD KRUG, veteran writer and producer, is production manager of KWK, St. Louis. He has handled programs for Lever Bros., Coca Cola, Philco, Kecker Products, General Motors, and U. S. Tobacco.

DEANE S. LONG has been promoted from assistant program director to program director of KXEL, Waterloo, Ia. He came to KXEL from WAKR, Akron, where he was program director.

BILL STROTHMAN, senior announcer at KGVO, Missoula, Mont., is leaving June 1 to enter the armed services.

YVON GUNETTE of the announcing staff of CFCH, North Bay, Ont., has left to join the Royal Canadian Air Force.

RON DUNN has been named special events announcer at CKGB, Timmins, Ont., and Simone McFadden, CKGB secretary, is now doing a program, *For Ladies Only.*

CARLETON YOUNG, Hollywood radio actor, has been signed to a term contract by 20th Century-Fox Film Corp.

BUD HIESTAND, announcer on the weekly NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike cigarettes), has resigned that post to join OWI, San Francisco.

TOM CAFFERTY, announcer of WGN, Chicago, entered the Army last week at Camp Grant, Ill., as a private.

JERRY BURNS, sports announcer of KXOK, St. Louis, has started a new program, *Sports From A Different Angle*, heard across the board at 10:15 p.m. He will bring leading figures in sports to the mike several times each week. Harry Renfro and Guy Lowe have been assigned to the civilian defense announcing staff, their duties to include broadcasting incidents and dispatching rescue squads and equipment over the OCD radio system during blackouts and actual air raids.

Super-Boner

EX-PRIZE FIGHTER Willie Meehan, who keeps his muscles flexed these days as guard at KSFO, San Francisco, committed the unpardonable. He bounced a sponsor. Frank Bull, of Smith & Bull, who signed a contract for client Seaboard Finance for two newscasts daily, dropped in with the station's commercial manager, Mort Sidley, to hear the broadcast. Properly indignant with these two who had not only arrived late but had failed to register, Meehan asserted his authority. "Nobody gets past Willie Meehan without a pass," he said. But the name Willie Meehan rang bells for Frank Bull, and 15 minutes later, the boys had relived (conversationally) many a Dempsey-Meehan battle. Happy though bounced, Mr. Bull returned another night to hear the show.

GEORGE SKINNER from WWVA, Wheeling, W. Va., where he was special events director, and Austin Williams, former production manager of KLZ, Denver, have joined WLW-WSAI, as announcers, according to George C. Biggar, WLW program director.

ELIZABETH SORENSEN has replaced Lillian Robinson, resigned, as music librarian of W67NY, CBS' FM station.

BEN BRADY, who conducts *And So To Brady* on WEAF, New York, left last Friday for his Army induction examination.

FRANCES COREY, who conducts *Women and the War* on WQXR, New York, is the mother of a baby girl, born May 2.

FRANK BURKE, for two years with William Morris Agency, Chicago, has opened the Frank Burke Artist Bureau, with offices in Suite 1800A, Merchandise Mart, Chicago. Telephone is Delaware 4950. Mr. Burke has been appointed personal representative of Don McNeill, m.c. of the BLUE Network's *Breakfast Club.*

COLLEEN MOORE, former movie star, has joined WGN, Chicago, to conduct a new late afternoon children's safety program titled *Safety Legion Time.*

TOM McINTYRE has been named news editor of WOR, replacing Floyd Mack, who resigned to join the OWI. Lucy Kent, until recently assistant to Maj. George Fielding Eliot, has joined the news staff.

NELSON BAKER has left the news department of WFBR, Baltimore, to become news editor of WIBC, Indianapolis. Stan Corley has joined the WIBC news staff, coming from WJWC, Hammond.

JACK LUCAS, announcer of WELI, New Haven, is now taking basic training at Camp Robinson, Ark.

DELTA SNEEN, of Minneapolis, has joined WFHR, Marshfield, Wisc.

STANLEY DIXON has left WGRC, Louisville, to join KSO-KRNT, Des Moines, where he will continue broadcasts to Mutual.

CHARLEIN CONN, of Vancouver, B. C., and Vivien Bertnober, Seattle, have joined the music library, KIRO, Seattle.

FRANK P. MANSUY, from WGBI, Scranton, and Henry Joyner and Michael Leonard, who left the stage, have joined WNBF, Binghamton, N. Y., as announcers.



DWIGHT HAUSER, writer of *Raffles*, five-weekly quarter-hour sustainer on CBS Pacific stations, has joined the CBS writing staff.

MAJ. DICK DIESPECKER, Canadian Army radio liaison officer, and formerly with CJOR, Vancouver, will have his half-hour dramatic play *Maple Street* produced on the Canadian Broadcasting Corp. national network on May 12. The play is placed in a desert foxhole in Tunisia, recalls home town to two soldiers in the foxhole. Diespecker has written other Canadian radio plays, including the 1942 series *Men of War*. Major Raymond Massey, famous Canadian stage star, is slated to play the supporting role in *Maple Street*.

ELIZABETH LONG, in charge of Women's Interests at the Canadian Broadcasting Corp. national program office, Toronto, is making a trans-Canada tour in the interests of women's programs, arrived in Vancouver early in May.

BILLIE BROWN, now heard on CJOR, Vancouver, recently celebrated 19 years of Canadian broadcasting, centered mainly about Vancouver.

JACK BANNER, publicity director of WNEW, New York, on May 13 resigned to join the Maritime Service as a lieutenant.

CPL. WILLIAM HIPPEE, on leave from the newsroom of KSO-KRNT, Des Moines, returned recently from Camp Claiborne, La., to marry Margaret Chambers, of Des Moines.

STEWART DEAN will resume duties as announcer of WFAA-WBAP, Dallas and Fort Worth, until assignment to the second phase of flight training, having just completed the first part of the CAA course.

GRETL URBAN, daughter of Joseph Urban, composer and conductor, has been named manager of the music department of Associated Music Publishers, Inc.

TED LENZ, newscaster, has returned to KSAN, San Francisco, following honorable discharge from the U. S. Maritime Service. Announcer Harry Doyle has rejoined the staff.

CHUCK KANE, announcer, has returned to KYA, San Francisco.

MRS. INA SHIPPEY, formerly of the Visalia Times-Delta, Visalia, Cal., and Robert Fasson, news commentator, have joined the news staff of KPO, San Francisco.

YVONNE RIVET has been appointed assistant to Leopolde Houle, press and information chief for Quebec province for the Canadian Broadcasting Corp., Montreal.

NORVELL SLATER, announcer of the Early Birds, WFAA-WBAP, Dallas and Fort Worth, is the father of a baby girl.

Several Changes in Farm Staff Announced By CBC

W. J. McPHERSON, agricultural economist, has joined the staff of the CBC farm broadcast department at Toronto. He was formerly with the Bank of Nova Scotia, Manitoba Pool Elevators Ltd., and lately has been secretary to the National Farm Radio Forum. McPherson replaces Neil M. Morrison, who has been appointed CBC supervisor of talks at the national program office, Toronto.

Harry J. Boyle, farm commentator for Ontario and English-speaking Quebec, has been transferred to the farm broadcast department of the national program department. He was formerly with the *Stratford* (Ont.) *Beacon-Herald*, and prior to that farm commentator on CKNX, Wingham, Ont. His new work will be the coordination of the CBC's daily regional noon farm broadcasts to make this service more unified across Canada. Boyle's place on the Ontario regional farm broadcast is taken by A. R. Kemp, new to radio, farm specialist of the *Sarina* (Ont.) *Observer*.

NYU Workshop Faculty

ROBERT J. LANDRY, CBS director of program writing, has been appointed director of the Summer Radio Workshop of New York U. for 1943, succeeding Douglas Coulter, CBS director of broadcasts. Earle McGill, a CBS program director, will once again be in charge of production for the Summer Workshop, which will be conducted July 6 to Aug. 13. Included will be lectures by leading authorities in the radio field, sessions on radio in the classroom, field trips, and visits to rehearsals and broadcasts of leading network shows.

DORIS HASTINGS, secretary to Thomas Velotta of the BLUE's news and special features division, has been made head of the program division of the network's research department. Priscilla Lombard leaves the staff of the program business office to take over Miss Hastings' former duties.

ROBERT L. McKEE has left the announcing staff of WBBM, Chicago, to rejoin NBC Chicago, succeeding Fort Pearson, who has joined the Navy.

MYRON GOLDEN, continuity writer of NBC, Chicago, has been appointed assistant continuity editor.





"How to get more listeners per dollar in the Atlanta market"

•

A new study of comparative coverage in the Southeast's Number One market

•

WAGA or Headley-Reed will be happy to furnish you with a copy

WAGA
Atlanta
A FORT INDUSTRY STATION
5,000 WATTS
DAY & NIGHT
NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

94 QUALITY BAKERS USING SPOT SERIES

QUALITY BAKERS of America, New York, has started a spot radio campaign to obtain from housewives and local grocers support for the Government nutrition program and to promote bread and Flavo-Range Baking through 94 member bakeries.

Public service angle, including an attempt to get 75,000 grocers to pledge themselves as "home front quartermasters," is an added feature in the cooperative organization's radio advertising.

Beginning in mid-April Quality Bakers began distributing spot announcements to members for placement on local stations 12 to 15 times weekly. Live spots will be followed by transcriptions now in processing. In the fall shift will be made to quarter-hour transcribed programs for about 50 stations.

Last year Quality distributed announcements for use in a campaign for Flavo-Range on approximately 35 stations [BROADCASTING, June 8, 1942].

Store displays, truck posters, full-page ads in papers and other media are being used as well as radio.

Blayne R. Butcher Goes To Ward Wheelock Co.

BLAYNE R. BUTCHER, executive in the radio department of Lennen & Mitchell, New York, for nine years, is joining Ward Wheelock Co., New York, as radio director the latter part of this month. Among other duties he will supervise the *Radio Reader's Digest* program, sponsored on CBS by Campbell Soup Co.



Mr. Butcher

Prior to joining Lennen & Mitchell, where he has handled such programs as Walter Winchell, Sammy Kaye and Paul Whiteman musical series, and the serial *Follow the Moon*, Mr. Butcher was night supervisor of WCAU, Philadelphia, was in the production department of WLW, Cincinnati, and had previous radio experience with WBAP, Ft. Worth; WGH, Newport News; WLVA, Lynchburg, and WTAR, Norfolk, Va.

Serials Archived

SCRIPTS of two NBC serial programs, *Pepper Young's Family* and *When a Girl Marries*, both authored by Elaine Stern Carrington, have been requested by Princeton U. for inclusion in its Archives of Radio. General Foods Corp., New York, sponsors the latter program for its various food products, while Pepper Young is sponsored by Procter & Gamble Co., Cincinnati, for Camay soap and Chipso.

Swing Repeats Broadcast

RAYMOND GRAM SWING, BLUE commentator, on May 10 will repeat a broadcast he made ten years ago in which he indicted the burning of books in Germany. Talk will be repeated at the request of the Office of War Information and the Council on Books in Wartime.

'EDUCATION' MADE POPULAR

KDKA Pet, 'Adventures in Research', Wins Adult Interest For School Feature

AN EDUCATIONAL program which has won instantaneous popularity among old and young alike is the 15-minute *Adventures in Research*, which originates at KDKA, Pittsburgh. Started on Jan. 7, 1942, as a local feature, the "KDKA pet" is now carried by 96 stations in 43 states and Alaska. KVCV, Redding, Calif., is the latest to adopt the show.

Adventures in Research has become a "national institution of learning," through the answers to countless commonplace and intricate questions submitted by the radio audience to Dr. Phillips Thomas, veteran engineer of Westinghouse Research Laboratories.

When the program was introduced it was designed primarily to appeal to adolescents. It was conceived as a practicable supplement to the academic pursuits of youngsters of high school age. But the questions submitted for Dr. Thomas' solution by husbands, wives and many of advanced learning soon indicated *Adventures in Research* had attracted a cosmopolitan adult audience.

KDKA's popular 5:45 p.m. Saturday program was adopted by the other stations in the Westinghouse group, KYW, Philadelphia; WBZ and W-67-B, Boston; WBZA, Springfield, Mass.; WOWO, Fort Wayne, and W-75-P in Pittsburgh. Thereafter its adoption in all sectors of the United States was rapid.

Today Dr. Thomas is deluged with a wide variety of queries ranging from those which deal with prosaic household gadgets to others probing deep into the maze of science. He is interviewed by Paul Shannon, KDKA Staff Announcer, who casually asks and discusses the questions from which many little-known facts evolve.



QUIZZER PAUL SHANNON, KDKA staff announcer (l), who interviews Dr. Phillips Thomas on "*Adventures in Research*," Saturdays at 5:45 p.m.

Schools in many cities have adopted *Adventures in Research* as a part of their curriculum. They borrow the weekly transcriptions that the student bodies may assimilate the wealth of worthwhile information.

Much credit for the success of the program must be given to Dale Jackson, KDKA's "man behind the scenes," who produces the program.

Walter Guild Is Named As Partner in Agency

WALTER GUILD, vice-president and radio director of Sidney Garfinkel Advertising Agency, San Francisco, is now a full partner in the firm. Coincidental with the new partnership the head of the agency has changed his name to Sidney Garfield. Name of the agency is now Garfield & Guild, Advertising, and new headquarters to provide office space for increased personnel are at 660 Market St. Agency now occupies the penthouse floor of the Pacific Mutual Life Insurance Building.



Mr. Guild

Associated with the Garfinkel Agency for four years, Mr. Guild is the author of a recent article on the woes of the spot radio buyer [BROADCASTING, April 5].

CBS foreign correspondent Larry Lesueur's forthcoming book on Russia will be titled *12 Months That Changed the World* and will be published by Alfred A. Knopf, July 12.

Stars in Films

NEGOTIATIONS for a Columbia Pictures Corp. film based on the life of Al Jolson, were completed by the star of the Colgate-Palmolive-Peet show, during early May. Withdrawing from his major role in the RKO film, "Around the World", Edgar Bergen will devote full time to his radio commitments and Army camp show appearances, it was said. Kay Kyser will be featured.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Agencies

ATHERTON W. HOBLER, New York board chairman of Benton & Bowles Inc., is in Hollywood for a week's conference with Al Kaye, West Coast representative and producer, to discuss a summer replacement show for the weekly NBC *Maxwell House Coffee Time*, sponsored by General Foods Corp. (coffee). Current season ends July 1, with half-hour variety series scheduled to resume following an eight-week hiatus.

HARRY M. SAVAGE, formerly in charge of the script and public relations department of Harry E. Foster Agencies in Toronto, is now a Pilot Officer in the RCAF, attached to the Radio Branch of the Department of Public Information, Ottawa. He has been assigned to work with the Adv. Agencies of Canada and will assist Jack Horler of Baker Adv. Agency in production of a new series of quiz broadcasts featuring RCAF personnel.

C. W. CULPEPPER, freelance copy writer, has joined the copy department of Hillman-Shayne-Breyer, Los Angeles. Mr. Culpepper will also handle research.

ROBERT A. DAVIES Jr., formerly of George P. Hollinbery Co., station representative, has joined Donahue & Coe, New York, as account executive.

EDWARD F. THOMAS has left Carl Byoir & Assoc. to join the publicity staff of Geyer, Cornell & Newell, New York.

HOMER GRIFFITH Co., Hollywood, has been appointed western representative of KTKC, Visalia, Cal.



HONOR GUEST Emerson Foote, president of Foote, Cone & Belding, chatted with network and agency executives at an informal Hollywood reception tendered him during a West Coast trip. Hollywood hosts (l to r), are Donald W. Thornburgh, Pacific Coast vice-president of CBS; Mr. Foote; Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System; Don Belding, Los Angeles manager and chairman of the board of Foote, Cone & Belding; Don E. Gilman, western division vice-president of BLUE, and Lewis S. Frost, assistant to Sidney N. Strotz, western division vice-president of NBC.

MARY BURKE, a member of the publicity staff of BBDO, New York, in 1938, has returned to the agency as assistant to Bill Maloney, publicity director. Miss Burke replaces Mary O'Neil, who is giving up her business career to devote her time to her home. Miss Burke has been active in the agency field as publicity representative and account executive since leaving BBDO several years ago.

CORLIS WILBER, program supervisor in the radio department of Compton Adv., New York, has been placed in charge of all daytime serials for the agency. Joan Geddes, former publicity director, has been named program supervisor in charge of new programs, while Lillian Schoen of the radio department replaces Miss Geddes as publicity head.

DOUGLAS V. MARTIN Jr. has joined the Gardner Adv. Co., St. Louis, in an executive capacity. He is the originator of the "49th State" definition of the St. Louis Globe-Democrat market and has headed the paper's promotion department for 21 years.

MAXINE SMITH, at one time motion picture editor of the *Chicago American* and more recently freelance publicity writer, has been appointed Pacific Coast radio publicity director of J. Walter Thompson Co., Hollywood.

WICK CRIDER, New York publicity director of J. Walter Thompson Co., returns to his headquarters in mid-May following 10 days' conferences with West Coast executives of that agency.

JOHN DOHERTY, formerly production manager of Franklin Bruck Adv., New York, has joined Peck Adv., New York.

A. W. NEALLY, former vice-president of Gardner Adv. Co., St. Louis, has joined Blackett-Sample-Hummert, Chicago, as account executive.

JACK W. MURRAY, associated with Robert E. Clarke & Assoc., Miami, has joined Donahue & Coe, New York, as account executive and member of the service staff.

KNIGHT MADE V-P OF F-C-B AGENCY

VICK KNIGHT, who resigned as executive producer for Biow Co. on the West Coast in April, has joined Foote, Cone & Belding as vice-president and radio director, with headquarters in the agency's Hollywood office (see 'We Pay Our Respects To'). His first assignment will be the new Campbell Soup Co. program starring Jack Carson which starts on a CBS nationwide network June 2.

Mr. Knight has been in New York the last few weeks clearing up his affairs with Biow. His most recent creation was the Philip Morris & Co. program *Johnny Presents Ginny Simms*, which has risen steadily in popularity since it started on NBC last September. Since his resignation from Biow, John Ryder, manager of the agency's Hollywood office, has taken over temporary supervision of the Ginny Simms show as well as the CBS *Take It Or Leave It* show.

Mathes Vice-Presidents

DR. O. L. TINKLEPAUGH, director of research and merchandising, of J. M. Mathis Inc., New York, and Howard W. Newton, copy director of the agency, have been elected vice-presidents. Dr. Tinklepaugh was associated with Lennen & Mitchell, New York, in research work, prior to joining present agency five years ago. Before joining L & M, he served as personnel director of Vick Chemical Co. Mr. Newton, who has served as copywriter for several agencies, once headed an agency in California.



BRITISH counterpart of the BLUE's *Chamber Music of Lower Basin Street* is now in full swing with the overseas edition under the direction of James Dyrenforth, an American serving on the BBC production staff. Titled *Music Society of Lower Basin Street,—The British Branch,* the series is shortwaved to fighting forces in Europe Tuesday, 9:35 p.m., London time, and is also heard on the BBC's Home Service broadcasts. The English version uses Paul Lavalle's musical arrangements, which are shipped abroad in micro-film form. American program is sponsored on the BLUE by Jergens Co., Atlanta, in behalf of Woodbury Soap. Agency is Lennen & Mitchell Inc., N. Y.

Purely PROGRAMS

Home Front Heroes

HEROES on the home front—men and women who have performed outstanding feats on the production line, or in other fields related to the war effort—are saluted on Mutual's *Double or Nothing* in a new cycle of morale-building features. Program has honored United Nations countries, the armed services, and war effort organizations. Chief pilot of American Airlines was singled out for recognition on a recent broadcast. Plannaco Inc. sponsors the program.

New Exchange Service

BY LISTENING to the *Let's Go Victory Gardening* series on WTOC, Savannah, Monday through Friday, 10:05-10:20 a.m., victory gardeners may exchange plants of which they have an over-abundance for other plants needed, through a service which puts listeners in touch with others where an exchange is possible. Other features of the program are news on when and what to plant, how to lay out a garden, what fertilizers to use, how to rotate crops, pest control, and daily recipes giving full balanced meal using fewest number of ration points. Derst Baking Co. sponsors the program. Sample scripts are available on request.

* * *

High School Tie-up

HIGH SCHOOL students are radio markets of tomorrow, was conviction of CKGB, Timmins, Ont., when it initiated a successful group of programs by and for high school youth. The plan embraces a Collegiate Quiz contest; an English reading contest in collaboration with the school faculty; a school of radio for enterprising students; and now a Collegiate Caravan devoted solely to student activities and produced by the students themselves. Results: goodwill from tomorrow's buyers, cash from six sponsors, new station personnel and generally improved civic relations.

* * *

Rumor Stopper

TAKING OWI's advice about "stopping that rumor" WFIL, Philadelphia, has started a special Rumor Department which functions as a regular feature of the weekly program, *Sweet Land of Liberty,* sponsored by the Land Title Bank & Trust Co. Called *Foiling the Phonies,* this section of the program presents a dramatization of some rumor currently going the rounds and proves it to be groundless. Background material is obtained from the OWI and the scripts are being made available by WFIL to interested stations.

* * *

Best Foot Forward

DANCE exercises have been added to *What's New,* Nancy Grey's women's program at WTMJ, Milwaukee, each week day, 8:30 to 9 a.m. Nancy McKnight, modern dance exponent, will have charge of "Your Best Foot Forward", as the new feature is known. Six women will be invited to the studio each morning to participate in the dance lessons, which promote physical fitness in wartime. Miss McKnight also will do a newspaper series to tie in with the broadcasts.

* * *

KNX Open House

CALLING ATTENTION to its outstanding programs for each ensuing week, KNX, Hollywood, on April 26 inaugurated a 25-minute series, *KNX Open House,* Saturday, 5-5:25 p.m. (PWT). Program includes interviews with talent as well as production staff members on current shows. Beverly Barnes, station exploitation director, is mistress of ceremonies, with Lud Gluskin musical director.

Intruders

WHEN Betty Wells, operator of *Women's Club* on KSO, Des Moines, invited listeners to enroll as members, she was amazed to find six men among the first hundred writing in. Swing shift, with men home at odd hours, seems the logical explanation, says KSO.

Yankee Doodle Quiz

INSPIRED by the current controversy over students' ignorance of American history, precipitated by the *New York Times* survey, WJZ, New York, has started a Saturday program, titled *Yankee Doodle Quiz.* Three adults team against three high school students in the broadcasts, each of which deals with a single historical field, such as transportation, or inventions. Brief dramatizations, employing sound effects and actors, introduce each round of questions.

* * *

Note Quotes

TO ENCOURAGE listeners to write more letters to servicemen, and to use space-saving V-Mail, *Singin' Sam,* MBS series sponsored by Barbasol Co., invites listeners to take part in a "Quote from a Note" feature. Listeners send in "quotes" from letters from servicemen, and for each one used on the broadcast, Singin' Sam will send a $10 money order made out in the name of the uniformed man. Agency is Erwin, Wasey & Co., New York.

* * *

Prophylactic

INFORMATION for fruit-growers of Southern New Jersey and Eastern Pennsylvania is being given week-to-week by KYW, Philadelphia. Spotted each Saturday morning at 6:35 a.m. during the regular *R.F.D. 1060* broadcasts, the feature deals largely with the incidence of common diseases and insects in specific fruit-growing areas and what growers can do to prevent damage to their fruit crop.

* * *

Bonus

BONUS prize of $10 for every tenth question missed by the *Play 'Em or Pay 'Em* musicians ties in with the tenth anniversary of the Pate Oil Co., sponsor of the show on WTMJ, Milwaukee, 5:30 to 6 on Sunday afternoons. Listeners and audience try to stump the music makers with old and new song titles, with cash prizes for every one missed.

* * *

Quartermaster Hour

DEDICATED to the Quartermaster Corps, WFIL, Philadelphia, has started a new weekly program called *The Quartermaster Quarter Hour,* dramatizing the needs of our soldiers fighting on foreign fronts. It is under the direction of Capt. Thomas D. Richter, of the Quartermaster Depot in Philadelphia.

* * *

Rationing Help

WITH Gremlins demonstrating the "Do's and Don'ts" of food planning, and a Question Box based on queries from listeners, *What's Cookin'* on KIRO, Seattle gives housewives advice in meeting rationing problems four quarter hours weekly at 3 p.m.



NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

** Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE *Buy U.S. Bonds Today!*

Freedom's Workshop

USING scripts already produced on other stations, as well as original dramas on the general theme of America's way of life in wartime, WNYC, New York, has started a weekly program titled *Freedom's Workshop*. Station has also instituted broadcasts of public recitals by promising music students, in cooperation with the music department of the Brooklyn Museum. Artists compete for a certificate of merit awarded by a board of musicians.

* * *

Local Musical

NEW all-Milwaukee half hour music show under sponsorship of Allis-Chalmers Co., of West Allis, Wisc., over WTMJ and W55M, Milwaukee titled, *Made in Milwaukee*, makes use of a 22-piece orchestra and services of Gertrude Bartlet, dramatic soprano. Program originates on stage of the studio auditorium.

* * *

Immortal Voices

REVIVING the great singers of the past, WWL, New Orleans, last week started *Immortal Voices*, a program made possible when a New Orleans music lover, Theodore Baptist, placed at the station's disposal a collection of 3,000 classical records dating back to the first days of voice recording. Continuity is by Terry Brick.

* * *

Reverse English

LISTENERS are given the chance to hear the professors answer the questions for a change in the new *Profs Are Human* program on KGO, San Francisco. Each week a board of three professors, chosen from Stanford, U. of California and local colleges in San Francisco, are quizzed by m.c.s George Fenneman and Bob Sweeney.

* * *

Waves, Spars, Marines

WAVES, Spars and Marines getting their "boot training" at the Naval Training School in New York, take part in a half-hour program heard on WOV, New York. Broadcasts take the form of dramatized letters to parents, interspersed with popular and military tunes.

* * *

Sea Tales

TITLE of a new weekly series of programs on KGO and the Blue network on the Pacific Coast, is *Men of the Merchant Marine*. Dramatizing true experiences undergone by the men of the Merchant Marine the program is narrated by Jack Moyles. Dick Tate is writer and producer.

* * *

Soap Opera Formula

THE "SOAP OPERA" formula is used by the N. J. League of Women Voters, in a series on WPAT, Paterson, N. J., designed to define the civilian's attitude towards wartime government, and to boost morale. Montclair State Teacher's College radio workshop is collaborating in the production.

* * *

Coast Guard Voice

COAST GUARD base on Government Island is the originating point for *Voice of the Coast Guard*, a new series on KGO and the Blue network on the Pacific Coast. Bill Baldwin, KGO director of special events, conducts the series.

OWI'S EISENHOWER TAKES COLLEGE JOB

RESIGNATION of Milton S. Eisenhower, deputy director of OWI, was announced by Elmer Davis last week. Mr. Eisenhower, who has been administrative troubleshooter for OWI since it was set up a year ago, is to leave about Sept. 1, to become president of Kansas State College, his alma mater.

A veteran of 20 years in government, Mr. Eisenhower has always been closely associated with radio through intimate friendships resulting from associations in the Agriculture Dept. in the 1920s. Among his friends there were Frank E. Mullen, NBC vice-president and general manager; Frank M. Russell, NBC vice-president; Lt. Com. Harry C. Butcher, CBS vice-president now on active duty, and Sam Pickard former radio commissioner, and later CBS vice-president. At Kansas State he will have opportunity to participate in radio through KSAC, the college station.

As director of information for Agriculture Mr. Eisenhower was an early advocate of the use of radio, and in 1926 helped establish the *National Farm & Home Hour*. He served as director of information for Agriculture until 1940, when he went with the War Relocation Authority. It has been said the plan for OWI was largely his creation. Gen. "Ike" Eisenhower is his brother.

Benes on Wax Series

QUARTER-HOUR radio portrait of Eduard Benes, president of the Czechoslovak Government in exile, with Paul Muni cast as Benes, is being distributed to a selected list of stations by World-Wide Broadcasting Foundation for broadcast during the stay of President Benes in this country, May 13 to 22. Program is one of a series of transcribed profiles of leaders of the United Nations. Future transcriptions will include portraits of Chiang Kai-Shek, Queen Wilhelmina, King Haakon and others.

APRIL RATINGS UP IN HOOPER REPORT

APRIL 30 Hooper "National" Program Ratings Report indicates that 10.6% of the 123 network sponsored programs show significant gains in their ratings over the previous report, a gain not shown by a single program in April, 1942. Only 18.7% of the programs showed significant losses this year. The Evening Average Audience Index, which currently stands at 10.5, also shows an increase of more than 10% over last year in the audience to sponsored evening network programs.

Heading the list of "First 15" programs in the April 30 report is *Bobe Hope*, followed by *Fibber McGee and Molly*, Charlie McCarthy, *The Aldrich Family*, Jack Benny, *Radio Theatre*, *Mr. District Attorney*, Walter Winchell, Frank Morgan-Fannie Brice, Rudy Vallee, Bing Crosby, *Screen Guild Players*, *Take It Or Leave It*, Kay Kyser and Fred Allen. Red Skelton continues to lead after 10:30 p.m. (EWT).

HOOPER shows what Kansas City knows

KCKN is 3rd in KANSAS CITY

KCKN—A 250-watt local non-network station holds *more* day-time listeners than three network outlets at a *lower* program rate.

KCKN is programmed entirely and exclusively for Kansas City's 725,000 "city" listeners. No other Kansas City station is programmed exclusively for the metropolitan city audience. No other Kansas City station offers national advertisers a low "local" rate.

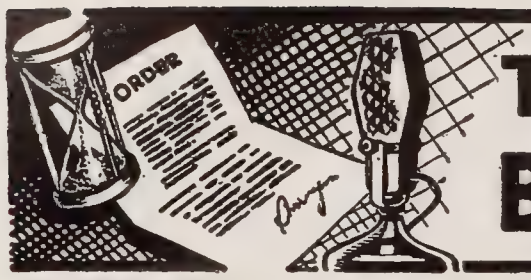
	Morning	Afternoon	¼-Hr. Rate
Network Station A	37.2%	29.5%	$50.00
Network Station B	27.3%	37.2%	$57.50
KCKN—LOCAL	**10.1%**	**14.4%**	**$18.00**
Network Station C	8.6%	8.2%	$43.20
Network Station D	8.8%	6.2%	$40.00
Network Station E	6.2%	3.1%	$30.00

Hooper — October through February
Radio Advertising Rates & Data—May

KCKN

ELLIS ATTEBERRY, General Manager

CAPPER PUBLICATIONS, INC.
In N. Y. C. — 420 Lexington — Mohawk 4-3280
In Chicago — 180 North Michigan — Central 5977



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

WHO, Des Moines

DeKalb Agricultural Assn., DeKalb, Ill. (DeKalb corn), 156 *ne*, thru Western Adv. Agency, Racine.

Murphy Products Co., Burlington, Wis. (stock feeds), 52 *sp*, thru Wade Adv. Agency, Chicago.

Morton Salt Co., Chicago, 40 *t*, thru J. Walter Thompson Co., Chicago.

Old Ben Coal Corp., Chicago, 30 *sa*, thru J. R. Hamilton Adv. Agency, Chicago.

Peter Paul Inc., Naugautuck, Conn. (Mounds, etc.), 39 *ne*, thru Platt-Forbes, N. Y.

Garden City Publishing Co., New York (high school course), 6 *t*, thru Northwest Radio Adv. Co., Seattle.

Carey Salt Co., Hutchinson, Kan., 52 *sp*, thru McJunkin Adv. Co., Chicago.

Pennsylvania Salt Co., Scranton, Pa. (Lewis Lye), 39 *sa*, thru Sherman K. Ellis & Co., Chicago.

Gospel Broadcasting Co., Los Angeles, 52 *t*, thru R. H. Alber & Co., Los Angeles.

Lever Bros., Cambridge (Oxydol, Lipton Tea), 300 *sa*, thru Ruthrauff & Ryan, N. Y.

Pierce's Proprietaries, Buffalo (Gold Medal Discovery), 80 *t*, thru Duane Jones Co., N. Y.

Hulman & Co., Terre Haute, Ind. (Clabber Girl baking powder), 156 *sa*, thru Follyea Adv Agency, Terre Haute.

KQW, San Francisco

Richmond Shipyards, Richmond, Cal. (employment), weekly *sp*, direct.

Procter & Gamble Co., Cincinnati (Ivory soap), 2 *sa* weekly, thru Compton Adv., N. Y.

Larus Bros. & Co., Richmond (Domino cigarettes), 2 *ta* weekly, thru Warwick & Legler, N. Y.

Norwich Pharmacal Co., Norwich, N. Y. (Pepto-Bismol), 3 *ta* weekly, thru Lawrence C. Gumbinner, N. Y.

Langendorf United Bakeries, San Francisco (Langendorf bread). 5 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.

Langendorf United Bakeries, San Francisco (Holsum & American Meal bread), 5 *sp* weekly, thru Erwin, Wasey & Co., San Francisco.

Procter & Gamble Co., Cincinnati (Duz), 2 *sa* weekly, thru Compton Adv. Agency, N. Y.

WEAF, New York

S. & W. Fine Foods, San Francisco (orange marmalade, apple juice, etc.), 5 *sa* weekly, 52 weeks, thru S. C. Croot Inc., N. Y.

National Biscuit Co., New York (Shredded Wheat), 75 *ta*, thru Federal Adv. Agency, N. Y.

New York Telephone Co., New York (institutional), 65 *sa*, thru BBDO, N. Y.

Macfadden Publications, New York (*True Story Magazine*), 4 *sa* 4 days, thru Raymond Spector Co., N. Y.

Horn & Hardart Baking Co., Philadelphia (automats), weekly *sp*, 52 weeks, thru The Clements Co., Philadelphia.

KPAS, Pasadena, Cal.

Inter-Ocean Insurance Co., Los Angeles, 6 *sp* weekly, thru Earl R. Culp Agency, Los Angeles.

Simon & Schuster, New York (One World), 5 *sa* weekly, thru Northwest Radio Adv. Co., Seattle.

William H. Wise & Co. Inc., New York (Modern Home Physician), 3 *sp* weekly, thru Huber Hoge & Sons, N. Y.

WABC, New York

Savings Banks of New York State, New York (bank services), 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

Gordon Baking Co., Detroit (Silver Cup bread), 6 *sa* weekly, thru C. L. Miller Co., N. Y.

WOV, New York

Barney's Clothes, New York (men's clothes), 39 *ne*, thru Emil Mogul Co., N. Y.

Roxy Theatre, New York, 23 *sa*, thru Kayton-Spiero Co., N. Y.

Curtis Publishing Co. Philadelphia (*Saturday Evening Post*), 1248 *sp*, thru Macfarland, Aveyard Co., N. Y.

Macfadden Publications, New York (*True Story Magazine*), 5 *t*, thru Raymond Spector Co., N. Y.

Charm Kurl, St. Paul (permanent wave kit), 18 *sp*, thru Guenther-Bradford Co., Chicago.

National Birth Certificate, Chicago, 32 *sp*, thru United Adv., Chicago.

General Baking Co., New York (Bond Bread), 1248 *sa*, thru BBDO, N. Y.

Miller & Co., Chicago (telescopes), 13 *sp*, thru United Adv., Chicago.

WJZ, New York

Mennen Co., Newark, N. J. (talcum, shave products), 6 *ta* weekly, 30 weeks, thru Russel M. Seeds Co., Chicago.

United Drug Co., Boston (Rexall one-cent sale), 14 *ta*, 1 week, thru Street & Finney, N. Y.

Beechnut Packing Co., Canajoharie, N. Y. (gum), 2 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.

N. Y. Telephone Co., New York, 5 *sa* weekly, 13 weeks, thru BBDO, N. Y.

Lever Bros., Cambridge (Lifebuoy soap), 5 *ta* weekly, 6 weeks, thru Ruthrauff & Ryan, N. Y.

WLIB, Brooklyn

Lane Bryant, New York (women's apparel), 7 *sp* weekly, 13 weeks, thru Cramer-Tobias-Meyer, N. Y.

Henry George School of Social Science, New York (free courses), 7 *sa* weekly, 13 weeks, direct.

Twentieth Centry Fox Film Corp., New York (Roxy theatre), *sa*, *sp*, thru Kayton-Spiero, N. Y.

WQXR, New York

General Foods Corp., New York (Maxwell House coffee), 6 *sp* weekly, 52 weeks, thru Benton & Bowles, N. Y.

Charms Candy Co., Bloomfield, N. J. (Tasty Yeast), *ta*, 13 weeks, thru C. L. Miller Co., N. Y.

WQXR, New York

General Foods Corp., N. Y. (Post-Tens), 7 *ne* weekly, 52 weeks, thru Benton & Bowles, N. Y.

CFCH, North Bay, Ont.

Household Finance Corp., Toronto (small loans), 52 *ta*, thru BBDO, Chicago.

KHJ, Hollywood

Interstate Bakeries Corp., Los Angeles, 2 *sa* weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.

Joseph Dixon Crucible Co., Jersey City, N. J. (pencils), 2 *sp* weekly, 13 weeks, thru Federal Adv. Agency, N. Y.

Kerr Glass Mfg. Corp., Los Angeles (Mason jars), 2 *sp* weekly, 13 weeks, thru Raymond R. Morgan Co., Hollywood.

Sparkletts Drinking Water Co., Los Angeles, 3 *sp* weekly, 13 weeks, thru Raymond R. Morgon Co., Hollywood.

Douglas Aircraft Co., Santa Monica, Cal. (employment), 3 *sa* weekly, 13 weeks, thru Essig Co., Los Angeles.

Independent Druggists of Calif., San Francisco (pharmaceutical), 3 *t* weekly, 52 weeks, thru W. C. Jeffries Co., Los Angeles.

Durkee Famous Foods, Berkeley, Cal. (dressing), 2 *ta* weekly. 52 weeks, thru Emil Reinhardt Adv., Oakland.

KDB, Santa Barbara

Rainier Brewing Co., San Francisco, *sa*, 1 year, thru Buchanan & Co., Los Angeles.

Lockheed & Vega Aircraft Corp., Burbank, Cal. (Vega Aircraft), 30 *sa*, direct.

United Drug Co., New York (Rexall Sale), *sa*, thru Spot Broadcasting, N. Y.

Pacific Aeronautics Co., Santa Barbara, three *sa* daily, 1 sp weekly, direct.

Nehi Beverages Corp., Columbus, Ga., *sa*, 26 weeks (Par-T-Pak), thru BBDO, Los Angeles

WHN, New York

Penn Fifth Ave., New York (furs), *sa*, 13 weeks, thru Lester Harrison Assoc., N. Y.

Lutheran Laymen's League, St. Louis, weekly *t*, 52 weeks, thru Gotham Adv., N. Y.

Jacob Ruppert Brewery, Brooklyn, *sa*, 2 weeks, thru Ruthrauff & Ryan, N. Y.

Esquire Inc., Chicago (*Coronet*), *sa*, 1 week, thru Schwimmer & Scott, Chicago.

Rodale Press, Emmaus, Pa. (*Organic Gardening Book*), *sa*, 1 week, thru Huber Hoge & Sons, N. Y.

WWVA, Wheeling, W. Va.

Studebaker Corp., South Bend, Ind. (institutional), 4 *ne* weekly, thru Roche, Williams & Cunnyngham, Chicago.

CHEX, Peterborough, Ont.

Dr. A. W. Chase Medicine Co., Oakville, Ont., 75 *sa*, thru Ardiel Adv. Agency, Oakville, Ont.

THREE DRUG ITEMS AMONG FTC ORDERS

CEASE AND DESIST orders were issued last week by the Federal Trade Commission covering alleged misrepresentations in advertising over the radio and in other media by three firms manufacturing medicinal products.

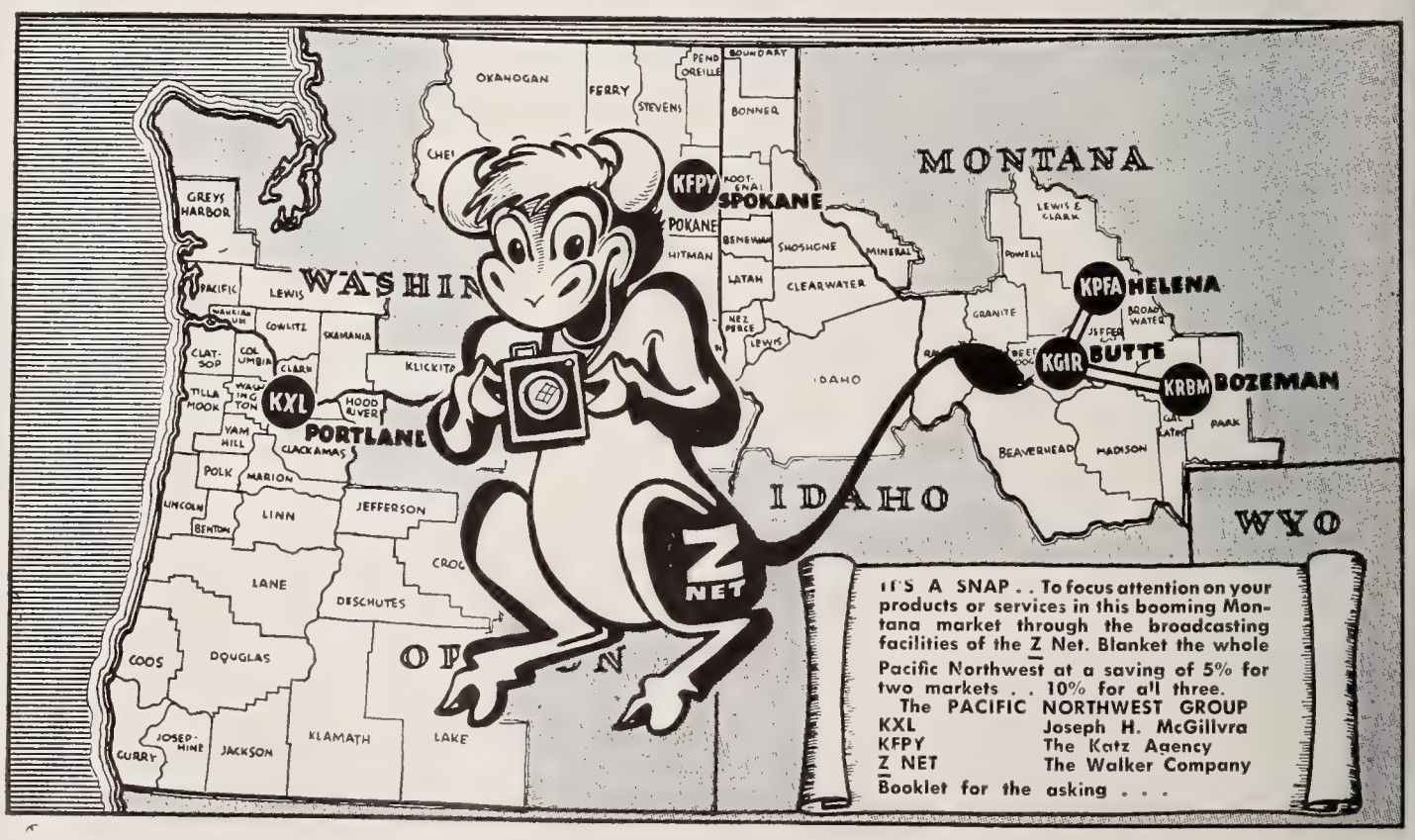
Bristol-Myers Co., Hillside, N. J., is ordered to cease false advertising concerning its laxative Sal Hepatica, which claims therapeutic and curative properties as a treatment for certain ailments such as rheumatism, indigestion, etc.

For the preparation Nash's C & L Malaria Chill Tonic and Laxative, formerly known as Nash's C & L Tonic, made and distributed by William G. Nash Sr., William G. Nash Jr., and Florence Nash Cox, trading as Nash Bros. Drug Co., Jonesboro, Ark., the Commission ordered cessation of advertising that the preparation is an effective treatment for malaria, liver trouble and other ills and that it is not habit forming and is endorsed by physicians and nurses.

McNeil Drug Co. and Associated Adv. Agency, both of Jacksonville, Fla., have been ordered to cease representing that the medicinal preparation variously known as Magic Remedy, McNeil's Magic Remedy and McNeil's Magic Remedy Brand, has any therapeutic value in alleviating any pain associated with rheumatism, glandular swellings or similar conditions, in excess of that afforded by a mild analgesic.

Ad Club Re-elects

ALL OFFICERS and directors of the Advertising Club of New York were re-elected to office for the coming year at the annual meeting of the Club in New York May 11. Among the group of 11 directors continuing in office are Daniel S. Tuthill, vice-president of National Concerts & Artists Corp.; Frederic R. Gamble, managing director of the 4 A's; Charles C. Green, managing director of the Advertising Club, and Eugene S. Thomas, sales manager of WOR, New York.



Radio Advertisers

FORD INSTRUMENT Co., Long Island City, N. Y., purchased a quarter-hour on WLIB, Brooklyn, May 14, to broadcast the presentation of a three-starred Army-Navy E pennant and a Treasury Dept. Minute Man flag by Government officials. Milton Cross, NBC announcer, was m.c. Business was placed direct.

JOSEPH TETLEY & Co., New York, is sponsoring *The Folk Singer* on WEVD, New York, Monday and Wednesday, 8:30-8:45 p.m. for Jiffy Soup, a dehydrated product. Sponsorship started April 5, and was placed thru Joseph Jacobs Jewish market organization, New York. Firm also promotes the soup on the BLUE.

WESTERN & SOUTHERN Life Insurance Co. will sponsor a series of programs by the Cincinnati Symphony Trio on WKRC, Cincinnati, to sustain interest in the Cincinnati Symphony through the summer months. Series begins May 18, features guest artists.

H & R POGUE Co., Cincinnati department store, in first radio usage in two years, sponsors "War Correspondent," Ziv series, on WKRC. Merchandising and promotion will back it up.

RALPH GLEASON, formerly trade news editor of CBS, who recently joined the Overseas Division of the Office of War Information, is to open an OWI branch in Lisbon, Portugal.

ALL-STATE Insurance Co., Chicago, insurance subsidiary of Sears, Roebuck & Co., Chicago, has purchased a six-weekly early morning, five-minute newscast on WMAQ, Chicago. Agency is Ruthrauff & Ryan, Chicago.

CALIFORNIA CHRISTIAN Endeavor Union, Los Angeles (religious) recently started *Christian Endeavor Hour*, weekly on KROW, Oakland, Cal., placed direct.

PLOUGH, INC. (St. Joseph Aspirin) is sponsoring Fulton Lewis, Jr., Washington correspondent, Monday through Friday, 7-7:15 p.m., on WOR, New York. Contract, placed through Lake-Spiro-Shurman, Memphis, was effective May 3 and runs 52 weeks.

McKESSON & ROBBINS, Bridgeport, Conn. (Bexel) are sponsoring the Monday, Wednesday, Friday editions of Charles Woods' AP news periods on WOR, New York, 2:30-2:45 p.m. Contract, effective April 26 for 52 weeks, was handled through J. D. Tarcher & Co., New York. Firm, also for Bexel, sponsors Arthur Van Horn's 11 a.m. *Transradio News* Tuesday, Thursday and Saturday.

N. Y. Bell Spots

AS PART of the Bell Telephone Co.'s projected radio campaign to urge limited use of long distance telephoning [BROADCASTING, May 3], the New York Telephone Co. started a 13-week campaign in New York State, the week of May 3, using four stations in each of three major markets—New York, Buffalo and Syracuse. Company is using about five live announcements weekly on WJZ WEAF WOR WABC WGR WKBW WBEN WEBR WSYR WFBL WOLF WAGE. Agency is BBDO, New York.

NBC's Radio-Recording Division has produced a master recording containing 10 35-word announcements, for George H. Newstedt Co., Cincinnati jewelers.

WENY, Elmira, N. Y., has sold the games of the Elmira Pioneers to Gorton Coy, women's specialty shop; J. P. & M. Sullivan, furniture store, and McKinnon General Tire Co., tires and recapping. Mr. McKinnon is president of the ball club. Bill Pope will do recreations of the games when the team is away, as well as broadcast from the home park.

PITTSBURGH BREWING Co. (Iron City Beer) is now sponsoring Walter Compton's four o'clock commentary on WCAE, Pittsburgh.

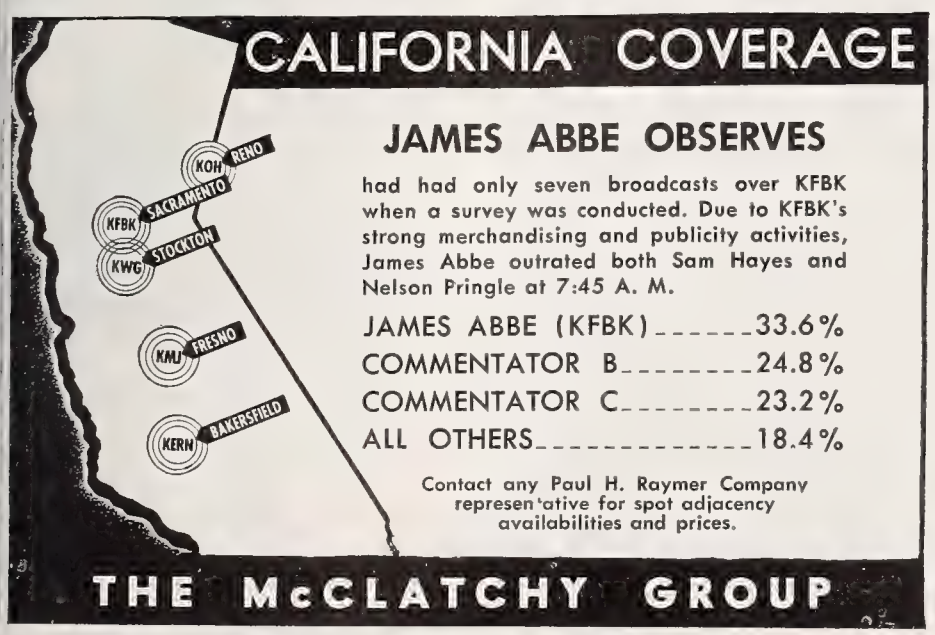
KELITE PRODUCTS Inc., Los Angeles (Kenu cleanser), on May 7 started live origination of its thrice-weekly five-minute program, *Name in the News*, on the Arizona network (KOY KTUC KSUN). Featured is Blythe Miller with local talent. Transcribed version had formerly been used on KOY. Agency is Little & Co., Los Angeles.

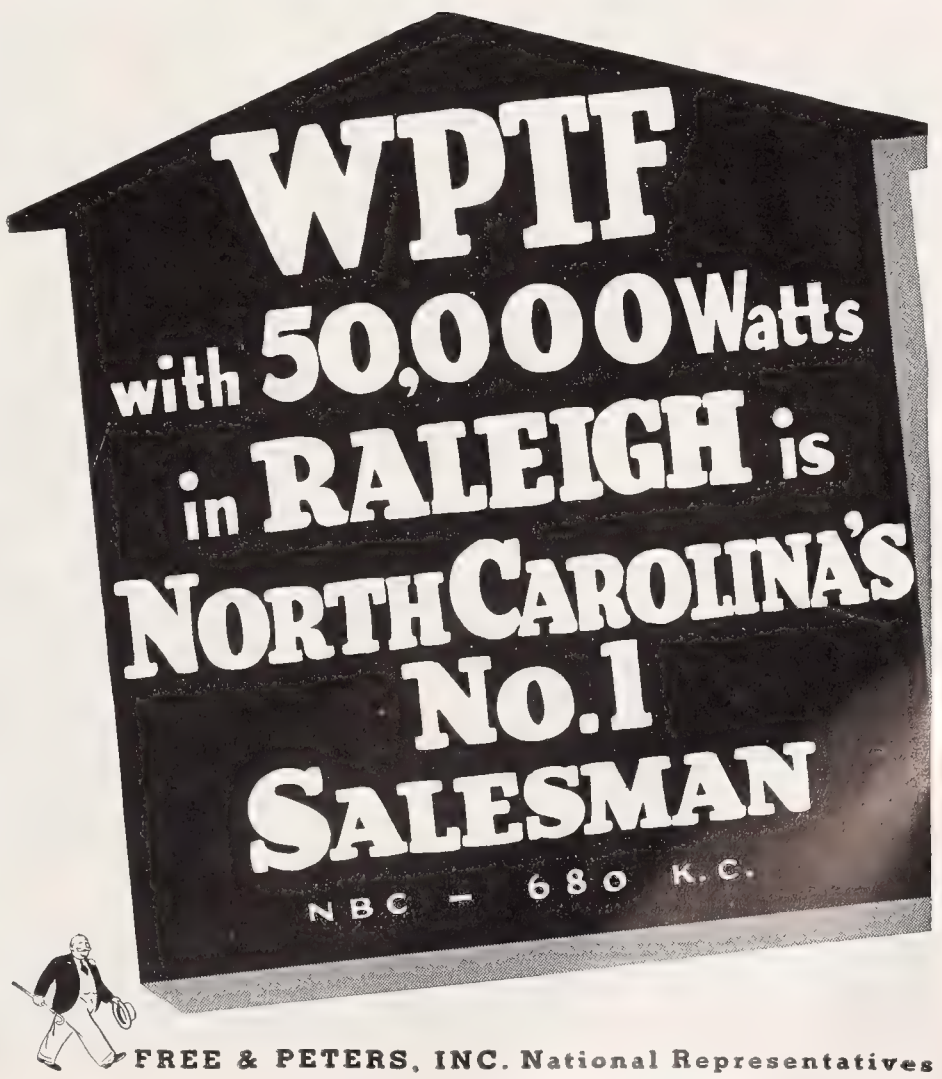
GENERAL FOODS Corp., N. Y. (Grape Nuts and Grape Nuts Flakes), is sponsoring broadcasts of home games of the Chicago White Sox and Cubs on WCFL, Chicago. Season started April 21. Hal Totten, who has been handling the games since 1924, will again announce the broadcasts. Agency is Young and Rubicam, N. Y.

BARKER BROS. Corp., Los Angeles (home furnishings), in a six-day campaign which started May 2, sponsored 15 announcements calling attention to pre-fabricated home now on exhibit in that store, on five Los Angeles area stations, KNX KFI KECA KHJ KMPC. Agency is Roderick Mays Adv., that city.

SUNNYVALE PACKING Co., San Francisco (Rancho soups), has started participations on KQW, San Francisco. Agency is Foote, Cone & Belding, San Francisco.







WSJS
Winston-Salem
N. C.

One of the 35 SELECT stations broadcasting the

ESSO
REPORTER

★

Standard Oil Company of New Jersey, and its advertising agency, Marchalk and Pratt, have paid us a high compliment. They select only the TOP stations for this famous feature!

●

Representatives
Headley-Reed Co.

NBC
Station For
Winston-Salem
and
Greensboro
and
High Point

Kansans at Home, Listen More, With Rationing of Gasoline

Dr. Whan Completes Supplementary Farm, Village Audience Survey Including Battery Sets

EFFECT of gasoline rationing on Kansas rural buying habits and radio listening has been studied by Dr. F. L. Whan, U. of Wichita, Wichita, Kan., as a supplemental study to the 1943 Kansas Radio Audience Survey. Copies of the 36-page report have been released by WIBW, Topeka, and Ben Ludy, manager.

Gas rationing in itself made the usual Whan personal interview method, used in earlier studies of the series, impossible. Instead, school children carried questionnaires home, parents filled them in, and the children returned them to school heads. One of every 109 farm families in the state was covered; one of every 102 "village" families, or community of 2,500 persons or less.

More or Less Time at Home

Of particular interest to the radio industry was Question 8 of the study: As compared with last year, do you and your family spend less time or more time (since gasoline rationing) in your home? Slightly more than 62% of the farm families reported spending more time at home; 54% of the village families. Only 4.6% and 4.1% of the farm and village families respectively reported less time. Remainder said "same time as before."

Question 9 followed with: Do you and your family spend more or less time listening to the radio, than you did a year ago? Although the increases reported were strikingly large they did not quite equal the increased time spent in the home. A fraction more than 47% of farm families said they listened more, 11.5% less, 41.4% the same; village families—46.3% more, 6% less, 47.7% the same.

Relationship of battery sets to increased or decreased listening in rural areas, and the possible effect of failure to get batteries, is reflected in another question: How does your set get its power?

Of the 1,029 set-owning farmers reporting, 891 said sets were battery-powered. Of these, 154 were served by family-owned generators. Of the 1,060 set-owning village families, 42 reported battery sets, 5 having generators. Of the 933 battery set families, 15 or 1.6% wrote in the margin of the questionnaires that they were having trouble getting batteries. (Three said they would listen more if they could get the batteries.)

By types of power for sets, 47.4% of the high-line families said they listen more than a year ago; 4.9% less, and 46.2% the same. Battery powered set owners reported: 44.3% more listening, 14.1% less, and 40.4% the same.

With 4.9% of the high-line families reporting less listening it is not reasonable to suppose that all of the 14.1% battery set families reporting less listening are having trouble with batteries.

More Money to Spend

Other questions brought out that Kansas farm families have far more money to spend than last year. They reported as follows: 32.8% have about the same as last year; 40.0% have up to half again more; and almost 20% report 1½ to twice more.

Figures for village families were comparable showing only 6.6% receiving less income than last year.

Another question asked: When war ends or materials are again available, what household articles or farm equipment do you plan to buy as soon as possible—either to replace things worn out or to buy for the first time?

Answers indicate that 20.7% of the farm families will buy receiving sets; 25.3% of the village families. Higher percentages of families will buy, according to the answers, autos, farm equipment such as trucks, tractors, etc.; furniture, refrigerators, watches or clocks. More than 21% will buy washing machines; 10% guns, and 8% furnaces.

Standards of living do not affect the decision to buy receiving sets when available again. But those in a high standard of living will buy more tractors, autos, watches or clocks and furnaces.

On the other hand the answers proved that the low standard families will buy many more washing machines, furniture and refrigerators than in the high standard bracket.

The report shows that the Kansan is still active despite gas rationing. Question 11: Before gasoline rationing did you or your family do a part of your family buying in any large town (larger than one given as your post office). Answer: 82.4% farm families, 71.4% village families, said yes. Same question, covering gas rationing period: 68.8% farm families said yes, 57.3% village families.

AGENCY *Appointments*

COMFOOT PRODUCTS, Chicago (foot balm), to Malcolm-Howard Adv. Agency, Chicago. Radio test campaign planned, but no details yet released.

S. A. SCHONBRUNN & Co., New York, to Ruthrauff & Ryan, New York, for Savarin coffee. Account has been using spot radio in the East. Future media plans not set.

GROCERY STORE PRODUCTS Co., New York, to Duane Jones Co., New York, for Kitchen Bouquet only. Radio will probably be used.

NATIONAL BATTERY Co., Depew N. Y. (institutional), on Sat, May 29, 4:30-5 p.m. sponsors one-time broadcast of Army-Navy E award ceremonies on 155 BLUE stations. Agency: Bronson West Adv. Co., St. Paul.

B. T. BABBITT, Inc. New York (Aunt Polly's Soup Mix, Bab-O), on May 31 starts *Lora Lawton* on 37 NBC stations, Mon. thru Fri. 10-10:15 a.m. Agency: Duane Jones Co., N. Y.

CURTIS PUBLISHING Co., Philadelphia (*Satevepost*, institutional), on June 3, 10:30-11:30 p.m. only, sponsors one-time broadcast of New York opening of picture exhibit on 155 BLUE stations (recorded rpt, 12 midnight). Agency: MacFarland, Aveyard & Co., New York.

GENERAL MILLS, Minneapolis (Cheerioats), on May 7 started *John Gunther* on 59 BLUE stations, Fri. and Sat., 10-10:15 p.m. Agency: Knox Reeves Adv., Minneapolis.

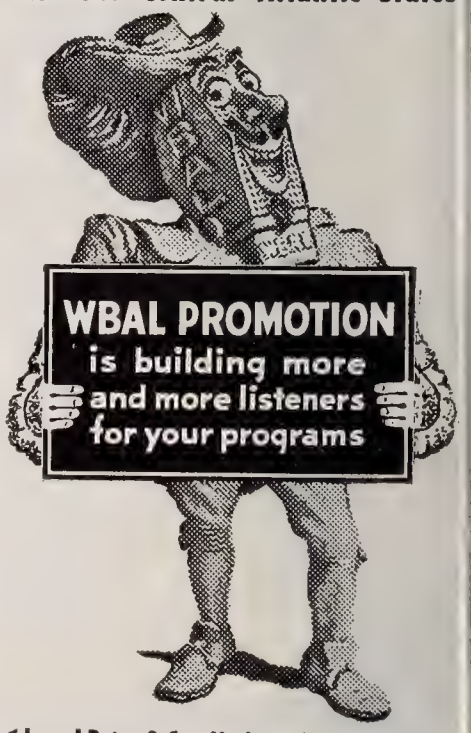
Hare Collingwood

IF THE ARABS have newspapers they probably are flagging first pages with "Collingwood Out-races Rommel!" CBS's corespondent entered Tunis with the first American troops, saw the melee, raced back to Algiers by truck and plane without sleep through the night and told his story to American listeners at the regular morning broadcast. Collingwood told the boys on the cue line that his and one other were the only soft-skinned vehicles entering Tunis—with the conquering tanks! It may be Herr Rommel, but it's Hare Collingwood.

Fred Allen Shortwaved

IN COOPERATION with the Special Service Division of the War Dept., BBC on May 16 started rebroadcasting from London to U. S. servicemen in England and North Africa a series of six transcriptions of the Fred Allen programs on CBS. Commercials for Texas Co., sponsor, are deleted. BBC has transmitted similar repeats of Bob Hope and Jack Benny shows, as well as of *Command Performance*, since last fall.

in BALTIMORE
and the Central Atlantic States



Edward Petry & Co., National Representative

Alger WTTM Manager in New Jersey Changes

REORGANIZATION of the three New Jersey stations operated by the United Broadcasting System was announced last week. Paul Alger, former general manager of WSNJ, Bridgeton, has been appointed general manager of WTTM, Trenton, succeeding A. Harry Zoog, who was also general manager of WFPG, Atlantic City. John B. Reynolds, general manager of WKWK, Wheeling, who has been acting as temporary general manager of WTTM, has returned to WKWK. Mr. Zoog remains with United Broadcasting to handle certain sales functions. Edwin E. Kohn, sales manager of WFPG, has been named general manager. Frank Wellman, head of the Frank Wellman Adv. Agency, Philadelphia, has been made sales manager of WTTM, but will also continue operation of his agency. Johnny Thompson has joined WTTM as program director.

A hearing was held last Monday in Trenton by the NLRB on a complaint of the IBEW that WTTM had engaged in unfair labor practices by signing a contract with the ACA, a CIO union. The IBEW contended that the entire technical staff constitutes an appropriate bargaining unit and should be covered in a single labor agreement. The ACA defended its contract on the ground that it was intended to be limited to a bargaining unit consisting only of technicians holding FCC first class operator licenses. A decision is expected within the next few weeks.

Celanese Rulings

RULING them "legally insufficient," New York Supreme Court Justice Kenneth O'Brien on May 10 dismissed two of the three causes of action in a minority stockholders' suit against the directors of Celanese Corp. of America. The dismissed causes dealt with royalty payments made by the company to its vice-president, Henri Dreyfus, a resident of London. Ruling did not affect the third cause of action, asking recovery of $1,000,000 which the suit alleges was improperly expended for a radio program starring Jean Tennyson, a singer and wife of Camille Dreyfus, president of the corporation [BROADCASTING, March 15, May 5].

WOODSIDE PARK, Philadelphia, is the first amusement park in the city to use radio this season. A varied schedule of spot announcements has been placed on WFIL, Philadelphia, for the summer months, representing a large increase over its schedule last year. Business was placed direct.



"When he started advertising on WFDF Flint Michigan, all his salesmen were fired with enthusiasm."

Watch Fishing Bulletins for Violation Of Weather Code, Censorship Warns

THE Office of Censorship in Washington has turned its attention to a problem arising out of information releases on fishing conditions being sent to stations by the conservation departments of several states. The releases are a compilation of news on fishing as reported by telegram from different sections of each state, then forwarded on to radio stations by fast mail for broadcast as soon as received.

The problem results from the fact that in many cases detailed weather information is included in the releases and, if used on the air, would constitute a violation of the Weather Clause of the Code of Wartime Pratices for American Broadcasters. The Office of Censorship is contacting state conservation departments as fast as it is discovered that a state is furnishing broadcasters with such a service in an effort to control this dangerous information at the source. However, the office points out that stations should edit any weather information in these releases in accordance with the provisions of the Code. The fact that it is furnished by a state agency does not constitute appropriate authority for broadcast.

Radio management is asked to report any such cases to the Office of Censorship.

Driscoll to Go Overseas

DAVE DRISCOLL, director of war services and news of WOR, New York, will go overseas soon to make on-the-scene recordings of fighting activities in the European war area for rebroadcast in this country. Mr. Driscoll will use the Soundscriber, recording and playback equipment with which he has pioneered in documentary broadcasting.

Our Error

EDITOR, BROADCASTING:

An obvious typographical error was made in BROADCASTING Magazine, issued today, stating that the RMA-FCC plan for organization of the Radio Technical Planning Board was rejected last week "by the Radio Manufacturers Association". It is obvious that the article intended to state that the RMA-FCC plan had been rejected by the Institute of Radio Engineers, and a correction in your next issue would be appreciated so that all interests may be correctly advised.

BOND GEDDES
Executive Vice-President
Radio Manufacturers Assn.
May 10, 1943

POP CONCERTS of the Boston Symphony Orchestra started on the BLUE Saturday, May 1, 8:15-9:15 p.m., continuing until mid-July. Milton J. Cross, commentator of the BLUE Metropolitan Opera Co. broadcasts, now concluded, is heard on the Boston Symphony programs. Special feature of this year's concert is a music memory quiz. Prizes are recordings.

ART MOSBY
KGVO • MISSOULA, MONT.

says . . . "SZATH-MYRI and his symphonic swing orchestra is tops in modern music. We sold 'SZATH-MYRI PRESENTS' instantly to a local bank and to our radio audience — so everyone is happy! With Lang-Worth stars and production scripts we never lack sales arguments for local accounts."

"Szath-Myri Presents" (½ hour weekly) has been sold, to date, by 162 Lang-Worth subscribers. It forms an integral part of Lang-Worth Planned Program Service.

LANG-WORTH, Inc.
420 MADISON AVENUE • NEW YORK, N. Y.

AMERICAS NETWORK OBSERVES BIRTHDAY

IN OBSERVANCE of the first year of full-scale operations, the CBS Network of the Americas will present a special birthday broadcast May 19 on CBS, 11:15 p.m. to midnight (EWT), with musical greetings from New York, Buenos Aires, Santiago and Havana. A special musical program will be shortwaved to Latin America from 10:30-11:15 p.m. the same evening with a recapitulation in Spanish of the network's program highlights.

William S. Paley, president of CBS, in dedicating the network a year ago stated its purpose: "The underlying philosophy of this new network is a simple one—the establishment of a medium for the exchange of culture, entertainment and information among the peoples of this hemisphere, an instrument of friendship and understanding among the Americas."

A year ago, the network was of 76 stations; today it totals 97. Starting with a daily schedule of seven program hours, the network now shortwaves daily over CBS' three international transmitters eight and one-half hours in Spanish and six and one-half hours in Portuguese.

Under the supervision of Edmund A. Chester, director of shortwave broadcasting and Latin American relations, outstanding entertainers have been brought to New York and are heard daily on shortwave broadcasts of typical music of their respective countries.



THIRD YEAR of affiliation with MBS was marked by North Central Broadcasting System and its member stations at a dinner given by John Boler, NCBS president at the Hotel Nicollet, in Minneapolis recently. NCBS, which has opened offices in New York and Chicago, has renewed the Mutual affiliation contract for another two years. Seated clockwise around the table are: L. I. McCurnin, KWNO, Winona; A. A. Fahy, KABR, Aberdeen; Leonard J. McNeil, KSJB, Jamestown; Bert Wick, KDLR, Devil's Lake, N. D.; W. Westmoreland, WEAU, Eau Claire, Wis.; E. M. Marget, KVOX, Moorhead, Minn.; J. W. Huss, WATW, Ashland, Wis., and WJMS, Ironwood, Mich.; James Conroy, Robert A. Kennedy, WDSM, Superior, Wis.; D. A. Clayton, NCBS vice president; Howard S. Johnson, NCBS director; Charles Winton, E. S. Mittendorf, WLOL, Minneapolis; Fred Weber, MBS general manager; Mr. Boler; Edward L. Hayek, KATE, Albert Lea; Harry Linder, KWLM, Willmar.

War Agency Guide

HANDBOOK listing the names and functions of all Government war agencies, including the Army and Navy, has been published by OWI. The booklet, covering 150 pages, contains names of all key personnel, their functions and telephone numbers. It is available (20c) through the Supt. of Documents, Government Printing Office, Washington.

U. S. SHOWS WIN, SAYS FRANCISCO

SHORTWAVE and transcribed programs from this country to Latin America are fast overcoming German propaganda, Don Francisco, director of the radio division, Office of the Coordinator of Inter-American Affairs, said during a three-day Pacific Coast visit in early May.

Mr. Francisco conferred with Jack Runyon and Hobart Montee, Hollywood and San Francisco managers, respectively, of CIAA, to collect data on coast operations, prior to his current tour of Latin American republics. He commended the cooperation of radio and film stars, and of the Hollywood Victory Committee.

Among the most effective programs, Mr. Francisco mentioned a narrative series on people and customs of the United States, conducted by Molinos Campos, Argentine caricaturist; broadcasts featuring film stars speaking in Spanish or Portuguese; a musical series, *Hollywood Views the Americas*, featuring Rosita Moreno; and all shows dealing with U. S. war activities.

Programs are designed to hold regular audiences through use of film talent and material of sustained merit. Scheduled for transcribed release soon is *We Women Up North*, new series with Jinx Falkenburg interviewing women in all phases of war work. Touching upon comparative influence of United States and German programs, Don Francisco added that with construction of a third shortwave transmitter in San Francisco, a further advantage will be gained.

Gunther For G. Mills

GENERAL MILLS, Indianapolis, on May 7 started its third program on the BLUE in the interests of Cherrioats with sponsorship of John Gunther's twice-weekly news broadcasts. Other programs for Cherrioats are *The Lone Ranger* and *Hop Harrigan*, while General Mills also presents *Jack Armstrong* on the BLUE for Wheaties. Gunther's news is heard Friday and Saturday, 10-10:15 p.m. Agency is Knox Reeves Adv., Minneapolis.

Symphony Saved By Radio Is Hinted

U. S. Rubber Contract Given Board Report Prominence

SPONSORSHIP by U. S. Rubber Co., New York, of the CBS Sunday afternoon Philharmonic Symphony Orchestra will provide financial assistance to the Philharmonic Society at a time when "such help was necessary if the organization was to go forward," according to Marshall Field, president and chairman of the board of directors of the Society.

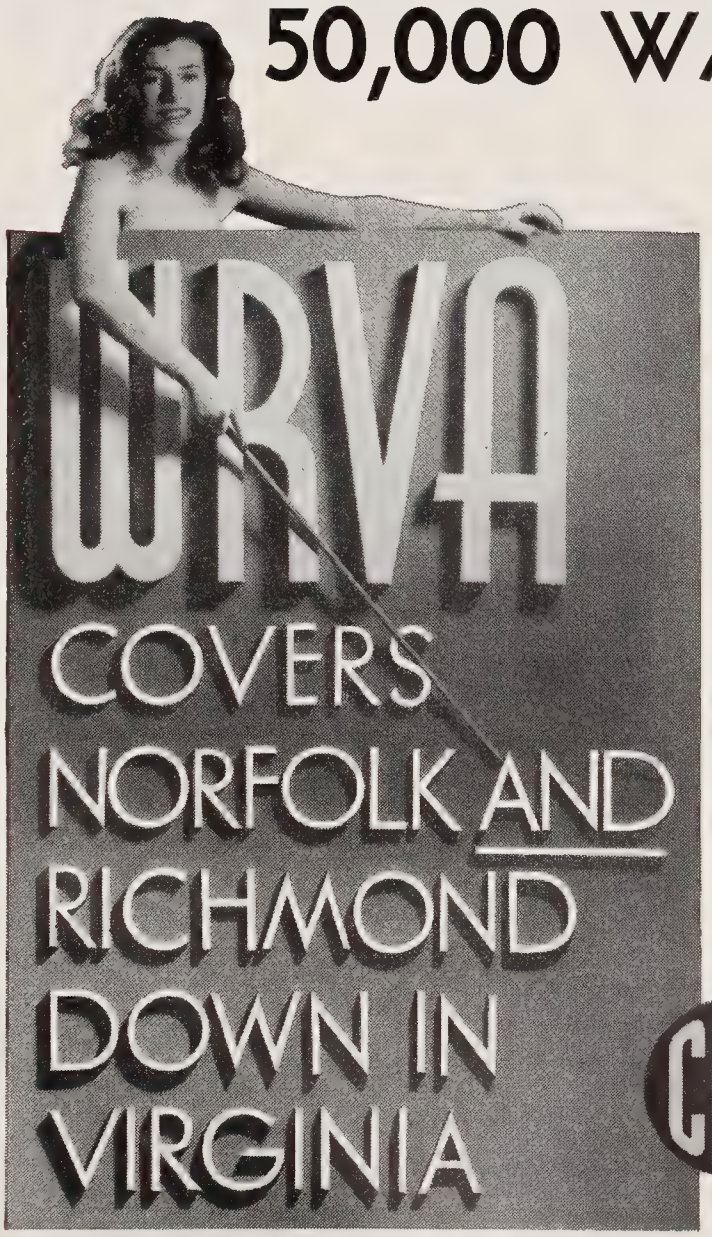
Mr. Field included this statement in his report of the 101st Philharmonic season at the Society's annual meeting in Steinway Hall, New York, last Monday. He reported the Society had an operating deficit of $130,504 last season "met from sources other than the sale of tickets, fee from broadcasting and royalties from records." "This deficit," he continued, "was made up by income from the Endowment Fund, the Guarantors Fund, dues from the Auxiliary Board, contributions from radio members and gifts from friends of the Society."

Speaking of U. S. Rubber's presentation of the concerts starting May 23 [BROADCASTING, May 10], Mr. Field said the Society "will now be able to issue to its subscribers a prospectus of the coming season and it is hoped that their response will be as generous as in the past. It is further hoped that the friends of the Society who have supported it with gifts in the past will continue to do so as generously as possible so that plans for the future development of the Society may be carried out."

Mr. Field said that the trouble between the Society and Local 802 of the AFM has been cleared up to a point "where I can state that an agreement satisfactory to both sides will be arrived at shortly."

Another For Gootee

LT. THOMAS E. GOOTEE, former NBC studio engineer in Hollywood, has been decorated with the Order of the Purple Heart for wounds received serving with the Army Air Forces in the European theatre of operations. Lt. Gootee, who is attached to the RAF in England, has already received the RAF Air Force Cross and two other American decorations.



PAUL H. RAYMER CO., *National Sales Representative*

WATL
COVERS ATLANTA
AT LOWEST COST
1400 KC
MBS
Represented by SPOT SALES Inc.



HIS EYE ON FUTURE, Sidney Pearlman, radio engineer for the Iowa Broadcasting Co., has trained 11 physically handicapped men in the art of radio engineering. Most of them in their 20's, the men have gained a new lease on life as well as helping to guarantee the continuing operation of a number of local stations. Here Mr. Pearlman (left) instructs William Green, coal miner until his back was broken in a mining accident. One of his pupils, Elmore Balthis, is now chief engineer of KFRE, Fresno.



LYDIA GAMBLE, secretary in the program department of WDRC, Hartford, has been made a fulltime control operator. Jean Kirwan has handled a control job for nearly a year.

ROBERT GRIFFIN, traffic manager of Universal Microphone Co., Inglewood, Cal., has been elevated to plant engineer.

W. W. CASTLEBERRY, acting service manager at Graybar Electric Co.'s Jacksonville office, has been appointed service manager.

URBAN F. ALBRECHT and William Hielkema have joined KSTP, Minneapolis-St. Paul, as control operators.

TOM RASOVICH, technician, of KFRC, San Francisco, recently was commissioned a second lieutenant in the Army Signal Corps.

GEORGE C. SCHISSELBAUER has joined WFIL, Philadelphia. He is a graduate of the Philadelphia emergency school.

HELEN BOGOSTA has been transferred from WNBF's FM adjunct, W49BN, Binghamton, where she was control operator-announcer, to the control-room of the parent station. Earl L. Pittsley has joined as control-engineer at WNBF.

BETTY BOYER of WCCO Minneapolis has joined KXRO, Aberdeen, Wash., as newscaster and technician, with a second class radio operator's license.

ELZA G. RUNKLE Jr., pioneer engineering staff member of KCMO, Kansas City, has returned as chief engineer after two years with WOL.

Flynn on War Job

ROY M. FLYNN, chief engineer, KRLD, Dallas, has been drafted to do a war job at the Radio Research Laboratories, Cambridge, Mass. Station's technical staff until Mr. Flynn's return will be headed by Claude Maund and B. B. Honeycutt. Mr. Flynn came to KRLD from the Dallas Radio Laboratories in 1927. He has superintended the construction of the station's subsequent power equipment.

Mysteries of Radar Partially Disclosed

WPB Releases Two Articles On Building War Machine

A PEEK into the problems faced by Ray C. Ellis, and the WPB Radio & Radar Division, in building a giant new electronics industry to supply Radar to the armed forces, was given last week in two articles released by the WPB, outlining the history of Radar and the military Radar program.

Interpreting for the layman in some detail the operating principles of Radar, the WPB articles explained that Radar itself was based on the same radio discoveries that made standard broadcasting possible. The articles continued beyond the points covered in an Army-Navy statement last month to describe expansion of the radio industry to meet the multi-billion dollar Radar demands.

Since Pearl Harbor

At the time of Pearl Harbor, five major companies turned out military radio equipment, the releases said, only one of them an important producer of home sets. There were 1,000 companies making components and about 50 assembling home sets at the time.

To spread the work done by these five companies to many thousands needed to do the job, WPB said, management, engineers, workers all had to be trained and facilities provided. In April, 1942, production of home sets was stopped and within a year the industry was turning out military material at eight times peace-time levels.

The articles described the industry's personnel problems, pointing out that most of the engineers are young men who are being absorbed by selective service. Large numbers of the workers, however, are women, including more than 50% of Signal Corps inspectors.

Over half the materials required for Radar are critical, the report says, and maintenance of the flow of production has been difficult. Much trouble has resulted from failure of manufacturers to order components on a regular basis, resulting in bottlenecks and peaks of production. At the moment, the articles said, the Radio & Radar Division is seeking to smooth the flow of production.

Defeat of the Axis will be followed, Mr. Ellis, chief of the division, predicts, by use of knowledge in electronics to build peacetime industries putting ultra-high frequency radiation to a dozen purposes. Food preservation, automatic control of machinery, fire detection, regulation of lighting and other uses will be found, he said.

Sprague 'E' Award

ARMY-NAVY E awards have been presented to Sprague Specialties Co., North Adams, Mass., owners of two plants manufacturing condensers, resistors, and other electronic equipment.



There Goes The

IMPROVED GATES TRANSMITTER

You'll Want Tomorrow!

A few years ago we "got a kick" when a station in Alaska bought Gates equipment—*Alaska seemed so far away . . .* and names like Guadalcanal and Bizerte were places we left behind in our geography books.

But today, we at Gates suddenly find ourselves at the crossroads of the world. Everyday Gates transmitters, tuning and control units, amplifiers and remote equipment start on their journey to the many odd-named war fronts.

Our experience of over 21 years of good designing, durable construction and assured performance, stand behind every Gates product. To this has been added new methods of engineering, improved efficiency. These developments are vital to our Armed Forces and of great significance to you who have plans in post-war radio.

Our engineering staff stands ready to assist and advise on the maintenance of your present equipment — whether you are Gates-equipped, or not.

Gates

RADIO AND SUPPLY CO.

QUINCY, ILLINOIS, U. S. A.

Manufacturing Engineers Since 1922

WOR's DOCUMENTARY REPORTING

SoundScriber Overcomes Censor's Restrictions —And Yet Provides On-Scene Stories—

By DAVE DRISCOLL
and
JOHN WHITMORE
War Services & News Division, WOR, New York

THE NEWSPAPER REPORTER attends the scene of a news event with his paper and pencil, makes his notes and then returns to the office to write the story or telephones it to the rewrite man. We have become identified with a device that really puts the story "on record" as it takes place. Many a glance of surprise has been directed toward WOR's reporters arriving at the scene of an important news event with a SoundScriber, one of the most compact recording machines ever used by a radio broadcasting station.

Several complications confronting radio because of war restrictions are responsible for the adaptation of what formerly was a high class office dictating machine into an instrument which provides the radio audience with a factual report of the action as it is taking place. First was the restriction on last minute orders for lines due to congestion of telephone facilities as phone companies met the demands of the Armed Forces and war industries. Second the necessity of reviewing all material before it is broadcast to prevent our supplying the enemy with information that might aid him.

Provides Spot Reviewing

Because the SoundScriber is equipped to reproduce instantly the recording it has made all interviews and description of action involving government or military activities can be reviewed by appropriate authorities on the spot. If it is found that the recording contains a part that is not clear for broadcast, this is edited out when the final dubbing is made.

Many important news conferences have been reported by the SoundScriber, providing top notch broadcasts. When Admiral Frederick C. Sherman gave his account of the sinking of the aircraft carrier *Lexington* for reporters his description of this historic event was recorded and brought to the listener in his own words. Many a ship returning from combat zones has arrived in port to find us waiting with the microphones ready to bring the listener first hand knowledge of events in other parts of the world. Some of these were the *U. S. S. Marblehead*, the exchange ship *Drottningholm* and the recent arrival of the French cruiser *Richelieu*. WOR and Mutual Network listeners have heard the description of these historic events from the people who participated in making them.



REPORTING TEAM of John Whitmore (left) and Dave Driscoll (right), as they cull the news for WOR's war services and news division, with their Soundscriber—a portable machine designed to record and instantly reproduce important events, for rebroadcast on WOR.

Obviously standard recording equipment is too cumbersome for one man to carry as he covers news events under such a variety of conditions. We needed a recorder that was light, small and compact. These features first attracted us to the SoundScriber. It records at 33⅓ revolutions per minute; the records are of a non-breakable plastic material and, while the disks are not pregrooved, the groove that results from the lateral action of the stylus is embossed into the surface of the plastic, eliminating the thread which might foul the recording head.

Made Portable Pack

We added two standard mike cable connectors, a gain control for each of the microphone inputs. The original volume control now serves as a master gain control. To give us control of the sound level we changed the rectifier tube which made possible the addition of an illuminated VI meter.

To facilitate operation in localities not equipped with power we constructed a portable power pack utilizing two six-volt motorcycle batteries and a six-volt converter. With these adaptations we can operate under almost any conditions. The recorder now weighs approximately 45 pounds and the power supply 70 pounds.

As an outstanding example of how the SoundScriber has made a large contribution to the field of documental reporting we offer the story of how we made "Death On Wheels", an editorial broadcast on WOR, January 17, and recognized as the first program of its kind to be presented by a major radio station.

With the power pack perched on the back seat and the recorder between us in the front we drove the dimly lighted streets of New York City for five nights describing actual movements of pedestrians as they dashed out of the path of some speeding automobile or the operator drove his truck through a red light. We followed taxis, private cars, trucks and buses, some of them traveling at speeds of 50 or 60 miles per hour.

Accident Marathon

Each time we encountered a violator the action along with the "on the spot" description went on the record. Nine hours of recording was made. We had everything but a fitting climax. Dozens of people were being killed due to lack of enforcement of the laws and observance of sensible driving. To make our program smack home to the listener, we needed an accident. What's more we needed the right kind of an accident.

One entire night we sat at one of the metropolitan hospitals. Every once in a while an emergency call would come through. We would dash to the car, turn on the SoundScriber and follow the ambulance. Those who heard the broadcast will testify that the accident we got was a fitting climax. We arrived at the same time with the ambulance and recorded the account of witnesses selected from the crowd at the curb, of how a hit and run driver struck a child whose legs were broken.

Response from the public has convinced us that the SoundScriber has established itself in the field of documental broadcasting and widened the latitude for documental reporting.

J & L on Mutual

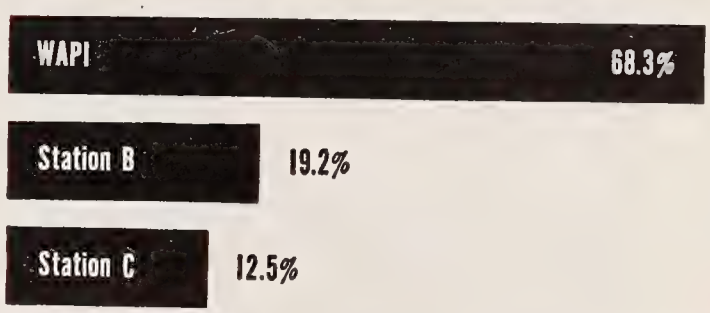
JONES & LAUGHLIN STEEL Corp., Pittsburgh, has purchased a half-hour on Mutual, Saturday, May 22 to show the public what the steel industry is accomplishing in wartime. The program, which appears to be a test, will offer "fact-o-grams" on the industry's achievements, and music by the Jones & Laughlin Steel Corp. Little Symphony Orchestra. Broadcast will be sponsored on 12 Mutual stations in the East and Midwest, 7-7:30 p.m. with a recorded repeat on two of those outlets. Agency is Calkins & Holden, New York.

PAUL SCHUBERT'S Mutual commentaries are now being shortwaved in part to the British Isles and to Allied troops overseas by the Office of War Information.

and now it's 64

Since January, 1938, WAPI has been the national spot business leader in Birmingham. In foods. In drugs. In fact—in *total* spot quarter-hours WAPI has, every month, broadcast *twice* as much spot time as the other two local stations *combined*.

During April, 1943 (the 64th consecutive month) Birmingham national spot quarter-hours were distributed like this:



Ask Radio Sales why WAPI is this unfailing first choice of experienced advertisers.

WAPI★BIRMINGHAM

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Dentifrices Production Threatened; Oral Hygiene Study Proves Big Usage

WARTIME problems of container and material supplies are believed by drug trade observers to constitute a serious threat to continued production of prepared dentifrices, an important group of radio-advertised products.

In some quarters, it is believed that there is a tendency greatly to underrate the importance of dentifrices to public health. This is considered the motivating factor in a study of the usage of prepared dentifrices, submitted last week by the Committee on Oral Hygiene of the Toilet Goods Association. The information was gathered by A. C. Nielsen Co., Chicago research firm, and the Psychological Corporation, through inventory of homes and drug stores and personal interviews of a representative sample of urban population.

Almost seven packages of prepared dentifrices are consumed per year for each family in the United States. Consumption has been growing, with an increase from 208 million packages in 1936 to 233 million packages in 1942.

There is little difference in consumption between the upper, middle and lower income groups, indicating that all classes of the population regard these products as necessities. The figures gathered by Nielsen show that 93.8 per cent of upper income families use prepared dentifrices, as do 91 per cent of the middle income group and 87.3% of the lower income group, with a composite figure of 91.4%.

Very few consumers believe tooth brushing is adequate for oral hygiene unless the tooth brush is used with a prepared dentifrice. This is shown by the figures on use of toothbrushes compared with use of dentifrices. The greatest number of those using a toothbrush without a prepared dentifrice is found in the lower income group, where 93.2% use a brush and 87.3% use both a brush and a dentifrice. Thus, nearly all families in all income groups using toothbrushes also use prepared dentifrices.

Directed toward the problem of wartime supplies of materials and containers, the report points out that in Britain production of dentifrices was allowed to expand 11 per cent in the last six months of 1942.

The American public uses mainly paste dentifrices (50.5%), powders (35%), and liquids, 5 per cent. Two per cent use "others"—mainly salt and soda.

"With an overall consumer demand of 233 million packages," the report says, "it is obvious that no one type can possibly supply the consumer's dentifrice requirements, either because of ingredient shortages or lack of packaging facilities."

The report concludes with three observations:

(1) The availability of dentifrices in forms the American people have accepted, and which have become traditional, has created habits of oral hygiene which have contributed to public health.

(2) There is nothing in experience to justify the belief that if deprived of prepared dentifrices the vast majority would continue to maintain their habits of oral hygiene.

(3) Any act which might cause a substantial portion of the American people to discontinue their habits of oral hygiene is detrimental to public health and welfare.

Schenley Sponsors Shows In Latin American Field

MARKING its venture into international radio advertising, Schenley International Corp., New York, has just started an institutional campaign which will be carried on about 30 stations in approximately 14 Latin American countries by the end of the summer. Purpose of the drive is to familiarize listeners in southern countries with the House of Schenley, as a build-up for post-war promotion of Schenley products.

Initial schedule, which got under way in Brazil, May 4, and in Argentina, May 7, utilizes a half-hour weekly program of drama and music. Series is aired live or transcribed on four stations in Brazil and on Argentina's Radio Splendide network, comprising some eight stations. Remaining part of the schedule is expected to begin sometime in August, with transcriptions in some countries and live programs in others where recordings are not desirable. Business is placed by McCann-Erickson, N. Y., which handles domestic advertising for Roma Wine Co., Schenley subsidiary, and for Old Charter whiskey.

Knomark Sports

KNOMARK MFG. Co., Brooklyn, beginning a campaign for Knomark and Esquire shoe polishes [BROADCASTING, Feb. 22], has started sponsorship of a seven-times weekly, quarter-hour resume of sports on WHN, New York. Bert Lee and Marty Glickman, sportscaster, are heard in the 5 to 5:15 p.m. period usually preceded by baseball broadcasts of the Dodgers Games, in a round-up titled *Sports Extra*. Agency is Consolidated Adv., New York.

Arrid Complaint

ARRID is not harmless and will not accomplish the results claimed in terminating under-arm perspiration and odor, as advertised, according to a complaint by the Federal Trade Commission against Carter Products Inc., New York, which markets Arrid deodorant. Continued use, the complaint alleges, will irritate the skin of some individuals.

WFTL, Ft. Lauderdale-Miami, has appointed Headley-Reed Co. as national sales representative.

Boycott Threat!

PROTESTING absence of Joel Kupperman, six-year-old brain whiz, who dropped out of the *Quiz Kids* program several weeks ago because of a low score, listeners are threatening to picket BLUE's Chicago studios, and boycott sponsor's products. Included in thousands of letters which demand reinstatement of Joel was one which read: "We will not touch a drop of Alka-Seltzer nor take a One-A-Day tablet until you bring that little boy back on your program. He had fun on the program and so did we." Other "Quiz Kids" have been in a similar predicament and fought their way back to the airways—so it is possible for Kupperman to stage a come-back.

WJWC Is Not Station Mayor Kelly Would Buy

ALTHOUGH Mayor Edward J. Kelly of Chicago says that the city is considering a municipal radio station it does not seem likely that the defunct WJWC, Hammond-Chicago, will be acquired. WJWC went off the air last February. Receiver of the property, Timothy P. Galvin, of Hammond, Ind., has not received a bid from the city of Chicago.

WJWC studio equipment and three towers have been sold. Remaining are the 5,000-watt W-F transmitter, two towers and supplementary equipment. Receivership was requested by Marshall Field, minority stockholder, who filed judgment to recover $200,000 loaned to the corporation.

Physical properties remaining were valued at $70,000 four months ago and are expected to go on sale in two weeks.

City now has an FM station, WBFZ, operated by the Board of Education. The mayor's admission he was thinking of a city-owned station brought fire from the Chicago Daily News.

FM License for WHEC

WHEC, Rochester, N. Y., has been granted a commercial license by the FCC to operate on FM, the grant carrying a change from the old W8XAD on 42.6 mc. to the newer W47R on 44.7 mc., with transmitter and tower located at the site of the parent WHEC transmitter. W47R is now operating 18 hours a day, with five hours given to a separate program schedule devoted to music for war workers. WHEC was one of the first ten stations in the country to experiment with FM broadcasting.

Henderson on BLUE

O'SULLIVAN RUBBER Co., Winchester, Va., will start its first network advertising Aug. 14, with a quarter-hour of comment by Leon Henderson, former OPA administrator, Saturday evenings, 6:45-7 p.m., on a BLUE network of 70 stations. Program is handled by Advertising & Sales Council, Winchester.

100 STATIONS GET WORLD WIDE SERIES

TO AID in the creation of an informed public opinion to deal with the problems of the post-war world, World Wide Broadcasting Foundation, working in cooperation with the Carnegie Endowment for International Peace, has prepared a series of transcribed addresses by eminent authorities which will be distributed to about 100 selected stations, beginning with the week of May 24, Walter S. Lemmon, president of World Wide, announced last week.

Series will feature such speakers as Nicholas Murray Butler, president of Columbia U. and head of the Carnegie Endowment; James B. Shotwell, noted historian who served on President Wilson's advisory staff at the peace conference following the last war and who is now chairman of the Committee to Study the Organization of Peace; John W. Davis, Democratic candidate for President in 1920; Silas Strawn, chairman of Montgomery Ward & Co.; Douglas S. Freeman, historian and publisher of the *Richmond News* Leader, and others.

An audience-participation feature will be injected into the series, Mr. Lemmon stated, through announcements on the programs requesting listeners to submit suggestions for post-war plans to the sponsoring groups. Those deemed most valuable and those most frequently submitted will be used as the basis for future programs.

First 13 of the post-war broadcasts already have been recorded and are ready for distribution, Mr. Lemmon said. A preview recording, introducing and explaining the series to station managers and containing excerpts from some of the talks, has been sent out.

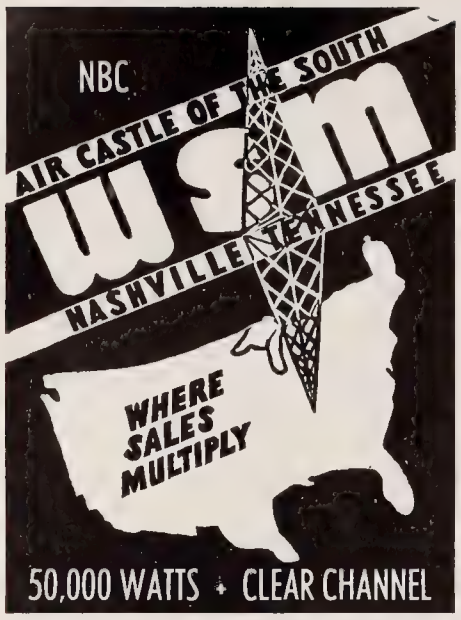
'Inequity' Raises Legal Under New WLB Ruling

POWER for the War Labor Board to grant wage increases in cases involving gross inequities was restored by Economic Stabilization Director James F. Byrnes last week, following a statement by the Board that it would be unable to operate under provisions of the President's "hold-the-line" order which permitted raises only to correct substandards of living.

The Byrnes order will open the way for settlement of some of the 35 or so radio cases now in the hands of the Board, it is believed. Extent of the relief is still in doubt, however, since WLB still may not grant raises in cases of inequalities. Further definition of the terms is expected.

Fitch Adds Dreier

F. W. FITCH CO., Des Moines (shampoo and hair tonic), starting May 16 will incorporate a five-minute newscast featuring Alex Dreier into the *Fitch Bandwagon*, heard Sundays at 7:30-8 on the full NBC network. Mr. Dreier's commentary will be broadcast at 7:55-8, with special commercials for the Fitch shaving products, No-Brush and lather shave creams. Agency is L. W. Ramsay Co., Davenport, Ia.



CHNS

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The Busiest
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Radio Station
of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

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5000-1000 WATTS • CBS

REPRESENTED BY
HOLLINGBERY

WFBG

ALTOONA, PA.

Complete Coverage

NBC affiliate and
BLUE Network

19 years in the public service

HEADLEY-REED CO.
National Representatives

Sponsored Army Show on CBS Canceled by AFRA Decision

Union Won't Waive Code for AER Benefit Show Because of Profit to Network and Sponsor

REFUSING to waive its commercial code to allow the all-soldier cast of *This Is the Army* to broadcast a series of four one-hour programs on CBS under the sponsorship of Liggett & Myers Tobacco Co., the American Federation of Radio Artists last week rejected the request of officials of Army Emergency Relief for permission to present the series, which would have netted the fund approximately $40,000.

Union notified Maj. Gen. Irving J. Phillipson, executive director of the Army Emergency Relief Fund, of its decision after the union's national board had voted "by an overwhelming majority" that it would be unfair to permit uniformed men, working for regular Army pay, to participate in a venture that would result in substantial profits for both CBS and the sponsoring company, it was explained by Emily Holt, executive secretary of the union.

Tibbett to Washington

Before polling the board members, she said, she and Lawrence Tibbett, president of AFRA, had gone to Washington to discuss the whole question with Maj. Gen. Philippson, with whom CBS had made arrangements for the series.

Union's stand was endorsed by A. L. Berman, president of This Is the Army Inc., Army-controlled agency in charge of the show's financial affairs, who said that his organization agrees with the union, adding that "if it were a purely Army show we know AFRA would be the first to cooperate."

At the War Dept., the Radio Branch indicated that if AFRA, CBS and the sponsor had worked out arrangements for the show, there would have been no objection by Army officials. Though War Dept. policy dictates that in general Army men may not appear as comedians and stooges on commercial shows, exceptions are made when a program advances the interests of the Army and is in good taste. Army Regulations provide that military personnel shall not be placed in economic competition with civilians in any manner to reduce civilian opportunity to earn a means of livelihood. They further provide that "if the program is sponsored, performance of Army personnel . . . is permitted, provided such performance is an incidental part of a complete program but not a regular part of a series of programs."

Last February when the CBS *Lux Radio Theatre* broadcast condensed version of *This Is the Army*, the War Dept. approved the all-soldier cast.

Citing figures collected by the Hollywood Victory Committee that the entertainment industry of America has raised well over $2,000,000 for Army-Navy Relief, Mrs. Holt said that even so the decision to reject this request was a difficult one, but the union feels that "soldiers and sailors should not be asked to go on the air to sell cigarettes or soap or any other competitive commercial product."

It was also pointed out that the series was to be presented on Tuesday evenings from 9:30-10:30 p.m., when *Fibber McGee & Molly* and *Bob Hope* broadcast on NBC, time not currently sold on CBS which, with Army talent, would have collected time charges for its full network for the four-week period, or possibly for longer if these broadcasts secured a large enough audience.

Executives of Newell-Emmett Co., agency for Liggett & Myers, declined to comment on the situation except to say that the agency had not been involved in the negotiations with the Army or AFRA, which had been conducted entirely by CBS. CBS executives similarly refused to discuss the subject or to amplify the statement sent May 8 to its stations when the rejection was received. This message read:

Decision Surprise to CBS

"A wholly unexpected development has blocked the broadcasting of *This Is the Army* which we asked you to clear beginning May 25 for four weeks. Confidentially, after this was cleared through laborious weeks of negotiations with high officials of the United States Army and Irving Berlin and after order was signed by Liggett & Myers, AFRA raised objections to allowing Army soldier cast to perform. We have negotiated unsuccessfully with AFRA management who met for final decision last night and refused permission for broadcast. We must regretfully therefore cancel earlier reservation."

AFRA's action raises the whole question of the propriety of radio appearances of members of the country's armed forces, which it is alleged in some quarters heretofore has been decided on an apparently hit or miss basis, with no consistent policy. Sgt. Gene Autry broadcasts each Sunday for Wrigley's Spearmint Gum, but Sgt. Ezra Stone was denied permission to broadcast on Thursdays for General Foods, to cite but a single example. Outside of radio, the Army cancelled the Joe Louis-Bill Conn fight which had been scheduled for the benefit of Army Emergency Relief because the fighters and the promoters would also profit, yet they would have permitted the *This Is the Army* broadcasts if AFRA had not intervened.

Henry Isolated

STUDIO AUDIENCE for *The Aldrich Family* on NBC has been eliminated indefinitely pending the decision as to whether or not the show improves for listeners without benefit of studio laughs. Experiment started April 15. General Foods Corp., New York, sponsors the program for Post. Agency is Young & Rubicam, New York.

Persons Over 45 to Get WSJS Technical Courses

MEN and women over 45 will be trained as radio technicians by WSJS, Winston-Salem. Phil Hendrick, station technical supervisor, will teach the courses tutition-free. Object is to get transmitter and control operators.

Mr. Hendrick has had previous teaching experience, having conducted the extension division of North Carolina State College technical school work in Winston-Salem.

"The school is planned to be of benefit to all stations in our area," says Harold Essex, station director. "Each student accepted understands he or she is under no obligations to accept employment at WSJS nor is the station under obligation to provide or obtain employment for any student. "Naturally we expect to pick a couple good ones for ourselves."

Course will last six to eight weeks, two evenings per week. Graduates should be ready for the next FCC examination due in Winston-Salem first week in August.

FCC Orders Link Rates Equalized After June 30

Equalizing the charges representing the radio link in foreign or overseas radiocommunications, the FCC last week ordered establishment of uniform arrangements for the division of charges for foreign and overseas radiocommunications between licensees in the fixed public and fixed public press services and their foreign correspondents to be effective June 30.

The Commission ordered that each of the fixed public and fixed public press licensees of the AT&T, Globe Wireless, Mackay Radio & Telg. Co. (Cal.), Mackay Radio and Telg. Co. (Del.), Press Wireless, RCA Communications, Radio Corp. of Puerto Rico, South Porto Rico Sugar Co., Tropical Radio Telegraph Co., United States-Liberia Radio Corp. be modified to include the following condition:

This license is granted upon condition that the licensee shall not operate under or enter into any contract, agreement, or arrangement for the division of the radio-link portion of the charges for foreign or overseas radiocommunications on a basis other than 50% thereof to the licensee and 50% thereof to the foreign correspondents of such licensee.

Red Cross Cites WHAM

CITATION from the American Red Cross for "appreciation of service" has been awarded to *Little Show*, weekly program heard for the past 26 weeks on WHAM, Rochester. Presentation took place May 7. Program aims to recruit blood donors, and features servicemen who have received blood plasma while in action, as well as talks by prominent citizens, and music.

Employment Helps At USES Offices

McNutt Points Out Varying Regional Provisions

MOST RELIABLE information about the rights and responsibilities of employers and workers under the recently enacted hiring controls [BROADCASTING, April 19] of the War Manpower Commission is available at local USES offices, War Manpower Commission Chief Paul V. McNutt said last week. He pointed out that the entire nation is now blanketed with regional stabilization agreements involving varying provisions in many of the 12 national manpower regions.

Completion of the network of regional stabilization agreements makes it possible for workers in essential industries to move to new jobs provided it is in the interest of the war effort. Under the usual stabilization agreement, WMC points out, employers issue "statements of availability" to workers to enable them to accept new jobs.

Consult the USES

These statements are to be issued when an employe is discharged or when he wishes to take a job where his services will be more effectively utilized. Refusing to explain further how employes will know when they have a right to issue these statements of availability, Mr. McNutt said, "when in doubt, consult the USES."

While the national hiring controls were going into effect, officials of the WMC confirmed Thursday that a new list of critical industries may be drawn up to assist draft boards in granting deferments.

Admitting that the present list of essential industries, which covers 35 industries and 1800 jobs, is now too bulky to provide any sort of effective assistance to draft boards in determining deferments, officials of WMC said that a shorter list of "critical' jobs is being considered.

Even if the critical list is adopted, they indicated, the list of 35 essential industries will probably be retained since it has become a vital part of hiring machinery under the stabilization programs, and since "industries like to be on an essential list because it gives them sort of a Government blessing."

Officials explained that the essential industry list never guaranteed deferment, and that with the manpower pinch becoming more acute it has become far too all-inclusive to be of service to draft boards. It is, however, they say, a practical instrument for other manpower regulations.

Another development last week was an announcement by Brig. Gen. Lewis B. Hershey, director of Selective Service, that drafting of pre-Pearl Harbor fathers is likely to begin by August 1. Selective Service has advised employers to fill in Form 42B for each such father now on his staff. This form assures the employer 15 days' notice before these men, now in 3A, are reclassified, so that he may appeal for their occupational deferment to 2A or 2B.

Games to Soldiers

PERMISSION has been granted the Western Union Telegraph Co. by the FCC to furnish play-by-play descriptions of baseball games to the Armed Forces in the South Pacific war zone. Broadcasts are to be transmitted through KWID, San Francisco.

WLB OK's CBS Contract

APPROVAL of the entire new contract between the International Brotherhood of Electrical Workers (AFL) and CBS covering technicians and supervisory personnel was announced by the War Labor Board last week following reconsideration of an earlier decision which had ruled out provisions for a shorter wage progression and shorter maximum work day, although approving a 7-cent-an-hour wage increase. WLB notified Lawson Wimberly, international representative of the union, that it had reconsidered in the light of IBEW's appeal [BROADCASTING, April 5, 12].

All the top NBC Programs
Associated Press News
THE STATION MOST PEOPLE LISTEN TO MOST
in the Savannah Seaboard Market

NBC
BLUE, TOO

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

SPRING ARCADE BUILDING ✦ LOS ANGELES ✦ PHONE TUCKER 7111

RADIO BROADCASTERS, INCORPORATED
KRKD
RADIO STATION

March 11, 1943

INTERNATIONAL NEWS SERVICE
235 East 45th Street
New York City, N. Y.

Attention:
ERICH BRANDEIS

Gentlemen:

It is only fitting that we pass on to the International News Service the proper credit due a splendid news service - in helping KRKD maintain superior newscasts. In this connection, we want to express our appreciation of the excellent co-operation furnished by your representative Milton Harker. Both he and the INS service have contributed greatly to our excellent newscasting. This expression of our appreciation is prompted by the ever-increasing merit of the INS service - both in the home and foreign fields, and the belief that when a pat on the back is deserved - it should be given.

This bit of a compliment is sent to you by a newspaperman. I believe twenty years of wrestling with copy should qualify me as a fair judge of INS quality. We haven't a thing to "crab" about - and when that condition prevails in a newsroom - INS must be good.

Congratulations.

Sincerely,

"Doug" Douglas
News Editor.

Thanks, "Doug"

INS

Durr Asks Cox Dismissal

(*Continued from page 12*)

intensifies a concern which I have felt for some time." Mr. Durr said these facts raise serious question as to whether or not Congressman Cox has the disinterest and objectivity requisite for the chairman or member of a committee charged with a duty to investigate and to report upon its investigation to the House.

The facts indicate, he charged, that Congressman Cox was inspired "to a large degree, if not wholly, by prejudice, animosity, and personal interest in introducing the resolution pursuant to which this investigation is being conducted, in pressing for its adoption, and in conducting the investigation since its passage."

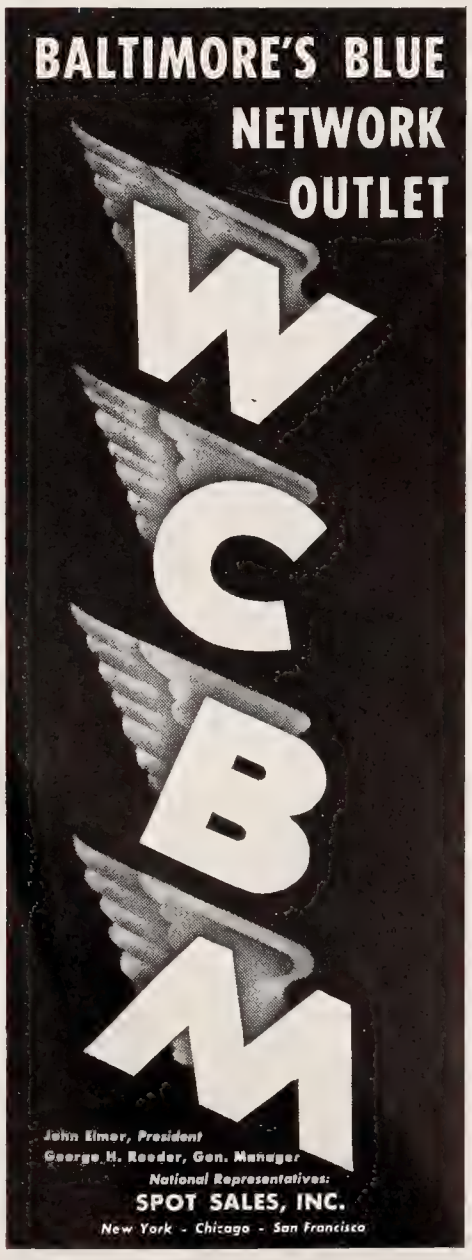
Exhibits Included

"Because of his personal interest and because of the prejudice and bias which he has already shown . . . I do not think Congressman Cox is an appropriate person to conduct an inquiry into my activities as a member of the FCC, or into my personal affairs," said the Durr letter. "Nor, in the light of long-standing precedents of the House, do I believe that, having the full information before it, the House will deem it appropriate for him to conduct an inquiry into the activities of the FCC."

Along with the petition, Mr. Durr filed a nine-page memorandum, dated May 13, reciting the history of the WALB case and quoting copiously from testimony during the proceedings, which began on March 6, 1940. He pointed out that the $2,500 check matter had been referred by unanimous vote of the Commission in March, 1942, to the Dept. of Justice for such action as the Department might deem appropriate. He alluded to Section 113 of the U. S. Criminal Code, making acceptance of compensation for services rendered by members of Congress and certain others in public life in any proceeding before a Government agency a criminal offense punishable by imprisonment and fine.

He contended the record "shows a self-interest and a bias so obvious as to render Congressman Cox unsuited to serve on the select committee." He also cited "long-standing precedents of the House to support the disqualification here sought." After enumerating these, he said other examples could be cited showing it has been repeatedly determined that where charges are brought by a member in a matter in which he is even indirectly interested, that member is not appointed to the investigating committee.

The exhibits attached to the Durr newspaper release included a photostat of a purported WALB check dated Aug. 18, 1941, made out to Judge Cox, for $2,500 and endorsed by Judge Cox, and having cleared through the City National Bank of Albany on Auy. 30, 1941, and the voucher purportedly showing payment for "legal expense."



No Replies To FTC

RADIO & Periodical Division of the Federal Trade Commission has received no comments yet from broadcasters on suggestions made by PGad B. Morehouse, director, for simplifying clerical work in assembling commercial continuity returns submitted to the commission, according to Mr. Morehouse. The suggestions, made in a letter to a broadcaster and printed in the May 7 *NAB Reports*, are intended to make the continuity returns easier for the broadcaster but would have no effect on their handling by the FTC, Mr. Morehouse said. Broadcasters have been most cooperative, he continued, and the Commission is glad to do what it can to make their work easier.

War Food Guide

OFFICIAL GUIDE, showing how food advertisers can tie in with the National Wartime Nutrition program, was released last week by the Nutrition & Food Conservation Branch, Food Distribution Administration, in cooperation with the OWI and the Advertising Council. Promotional phases were developed through the Council, with Benton & Bowles, as volunteer agency. H. W. Roden, of Harold H. Clapp Inc., is campaign coordinator. Kellogg Co., Battle Creek, Mich., printed the folder.

UP's STYLE BOOK
Phil Newsom, Radio Manager, Advises on Writing

STYLE BOOK for radio news has been written by Phil Newsom, radio news manager of United Press, and is available to UP radio clients, the UP radio staff, journalism schools and others.

Pocket size, cloth bound, and illustrated with cartoons which emphasize the chief idea of each chapter, the book assumes the reader is already experienced in news writing, and tells him how to alter his style to make stories as clear and effective when heard as they have been on the printed page.

Mr. Newsom stresses use of short "warm-up" sentences, advises an informal style, frequent rewrites, and care in picking stories since they go indiscriminately to the whole family. The book is illustrated throughout with news stories involving the principles set forth.

'This Is Official' Set By Blue as War Series

SECOND network program to be announced following the statement made at the NAB Convention that the four networks were being asked to contribute a full weekly program to Government messages [BROADCASTING, May 3], is the BLUE's "Washington press conference of the air", which starts May 23. Titled *This Is Official* and heard Sundays 1-1:30 p.m., the program is to be presented from Washington in cooperatio nwith the OWI and is designed to provide answers to questions on the war, as submitted by the people.

Each broadcast features a "answer panel," made up of Government officials starting with Prentiss Brown, head of the OPA; Chester Davis, Federal food administrator; Paul V. McNutt, chief of the War Manpower Commission, and representatives of WPB and the War Dept. An interlocutor, who will select the questions each week and present them to Government heads, will be named shortly. NBC's all-Government program, *For This We Fight*, gets under way June 5.

This Is Official was developed by John H. Heiney, of Washington, who also will produce. Mr. Heiney originated *Prof. Quiz*, said to have started the q-and-a cycle in network broadcasting.

Strong Jap Signal

JAPANESE international broadcast transmitter at Tokyo is throwing a good signal along the Eastern Seaboard of the United States, as well as the West Coast, according to reports received in Washington. The Tokyo international station JLG4, apparently using about 100 kw. beamed to this country on 15105 kc., is putting on the news in English at 7 p.m. (EWT). These propaganda broadcasts are followed by a half-dozen recorded messages from American prisoners held by the Japs, allegedly attesting good treatment and good health. The wife of one American prisoner reported she received some 120 letters from friends throughout the country after a recorded broadcast mentioning his name.

JOHN MULLEN GETS NEW OWI COPY JOB

JOHN A. MULLEN, vice president of Benton & Bowles, has been appointed Copy Chief of the OWI Radio Bureau, Don Stauffer chief of the Bureau announced last week. The Copy Chief post is a new one, Mr. Stauffer said, involving supervision of the texts of all OWI Radio Bureau announcements, and other duties not yet assigned.



Mr. Mullen

Mr. Mullen was one of the original consultants of the OWI Radio Bureau. Officials stated that he had done "yoeman work in helping to lay plans for the Bureau's operations." At his new post, Mr. Mullen will report directly to Mr. Stauffer.

At Benton & Bowles, Mr. Mullen was director of commercials. Date of his departure from the agency has not yet been set, nor have plans been made for his replacement. He will be on leave of absence from the agency, with which he has been associated for nine years. For the past year, he has been on the Radio Advisory by Committee of the Advertising Council.

Own Agency Is Opened By Weston Hill in N. Y.

WESTON HILL, widely known to the radio industry as a copywriter and creative executive for various agencies, has announced the opening of his own agency, Hill Adv. Inc., with offices at 250 Park Ave., New York. Telephone is PL 3-7800.

Mr. Hill also announced that a branch office will be opened soon in Chicago. He did not reveal details of personnel or accounts.

Most recent agency affiliation for Mr. Hill has been with Sherman & Marquette, Chicago, where he served as a copywriter and contact man on Colgate - Palmolive - Peet Co.'s Cashmere Bouquet cosmetic and soap ,and on the Country Distillers Products account. Prior to that, he was vice-president and copy chief of H. W. Kastor & Sons, Chicago, and has also served in an executive capacity with Ruthrauff & Ryan and Blackett-Sample-Hummert.

ASCAP in North Dakota

ASCAP is again doing business in North Dakota, the Society reports, following notification by State officials that its compliance with Chapter 115 of the 1939 Session laws has been accepted and that the documents submitted by ASCAP have been accepted and filed as provided for by the statute. Licenses in North Dakota are handled through the Minnesota office, under the direction of E. W. Peterson.

Made Director

HILDRED SANDERS (Mrs. Fred Levings, Jr.), copywriter for the past three years of Mitchell-Faust Adv. Co., Chicago, has been appointed associate radio director. Lt. Paul Holman Faust, vice-president and radio director, is on leave, serving with Naval Public Relations in Chicago.



NEWSMEN WELCOME Henry Cassidy, reporter who scored the beat on Premier Stalin's demand for a second front, at a dinner at Toots Shor's restaurant, New York. Occasion was Cassidy's first network appearance, on the BLUE's *Watch the World Go By* with Roy Porter. Present were G. W. (Johnny) Johnstone, director of news and special events for the BLUE Network; Max Hill, former AP newsman at Tokyo; Porter, Cassidy, Louis Lochner, former AP news chief at Berlin; W. J. McCambridge general manager of Press Association, AP's radio subsidiary; and Clark Lee, AP newsman with MacArthur on Bataan.

FLYERS TO LEARN FROM DISCS

Navy and Interior Depts. Completing Course of Eight Months on Morse, Blinker, Etc.

BIGGEST transcription job for a single project—an estimated 250,000 pressings of a recorded naval training course—was described last week by Shannon Allen, director of the Interior Dept.'s Radio Section, and Warrant Officer George E. Marshall of the Navy's Bureau of Aeornautics.

Elements of the Morse Code, and blinker and semaphore signalling systems, will be taught to every Navy aviator by means of recordings, the masters of which are now being prepared at the radio studios of the Interior Dept. Thus, through transcriptions, one man will teach the systems simultaneously in all Navy schools, providing a measure of relief for the manpower problem.

Masters of the entire 600-disc course are expected to be finished by summer. Transcribed on eight-minute records, the course covers eight months of training, using four records per lesson. Records carry Mr. Marshall's voice as he gives instruction and dictation, and the sounds of Morse code as it spells out practice messages. Through the use of filters in both the recording and playback equipment, the 700-cycle tone of the audible code is also used to actuate a flash lamp for the teaching of blinker. Special equipment required for the project was designed and constructed by the radio section's engineering department.

A completely automatic playback set-up, in which the recorded tone actuates a loudspeaker, operates an automatic slide film projector and actuates a flashlamp blinker, is manufactured by Magnavox Co.

World Broadcasting System has the transcription contract. Pressings will be made on vinylite.

Sousa Still Leads

WITH BAND music hitting a high in popularity in time of war, the Army Band reports that John Philip Sousa's "Stars and Stripes Forever" still leads the hit-parade of band selections. In fact, it is played almost as much as the National Anthem, says Capt. Thomas F. Darcy Jr., who leads the band. Second number is Rossini's "Overture to William Tell", with the Strauss waltz "Beautiful Blue Danube", the "Poet and Peasant" overture of Von Suppe, and Sousa's "The Invincible Eagle", third. fourth and fifth on the list.

Nehi on 22

NEHI Corp., Columbus, Ga., to promote its Par-T-Pak beverages and sparkling water, on May 17 starts a varied schedule of transcribed spot announcements on 22 western stations. Contracts are for 26 weeks. Utilizing four and five announcements weekly, station list includes KFRE KVEC KSRO KENO KBKR KVRS KDYL KHQ KOL KGW KQW KHJ KTMS KGB KORE KTUC KPMC KVOE KXO KIT KIDO KIEM. Agency is BBDO, Los Angeles.

Tube Meeting Called

MEETING of the Tube Industry Advisory Committee to plan production of replacement tubes for home radios has been called for May 27, by Frank H. McIntosh, chief of the Radio & Radar Division's foreign and domestic broadcasting branch. Production of tubes for the third and fourth quarters of 1943 will be determined, and a program of parts for maintenance and repair will be discussed.

McClintock Recovers

MILLER McCLINTOCK, Mutual president, who has recovered from his recent attack of bronchial pneumonia, will speak on the network May 19 during the Navy School of Music program, when he receives a "For Victory" salute for MBS participation in Navy war-effort shows.

Compton Substitutes

MILITARY officials of high rank are substituting for Mutual's Washington newscaster, Walter Compton, while he makes a 10-day tour of Army camps. Compton's trip as official Mutual representative is part of a Government project to give commentators a picture of Army operations.

DREW PEARSON TIP TERMED A 'SMEAR'

INVESTIGATORS checking the alleged "smearing" of a Louisiana member of the U. S. Congress by Drew Pearson, columnist and radio commentator, will be heard today (May 17) by the House Military Affairs Committee which assigned the investigators to the case after Rep. Brooks (D-La.) appeared representing Louisiana members and requesting the probe.

Chairman May of the committee said witnesses would be Representative Morrison (D-La.) and a New Orleans businessman who deals in secondhand boilers.

Mr. Pearson, in his BLUE net broadcast Sunday night, May 9, is said to have referred to social affairs at 2101 R street NW in Washington at which John P. Monroe was host. Mr. Monroe's dinners have been widely publicized and the military affairs committee has been questioning him in regard to various persons reported as having been his guests. Rep. Morrison had been a guest at Mr. Monroe's house, according to newspaper accounts.

In his regular broadcast, for Serutan, Mr. Pearson is said to have offered "a tip" to the committee saying that a member of the Louisiana House delegation was to get "a juicy commission" on a contract deal promised by Mr. Monroe. Since no Louisiana member was specified by name the delegation made its formal request for an inquiry into what it termed a "smear" charge by the commentator.

NO COMMERCIAL

But WFIL Client Renews On Good-Will Basis

HARMON L. BLACKBURN, owner of Old Original Bookbinder's, Philadelphia seafood restaurant, has signed a second 13 weeks *Home Front Heroes* contract over WFIL. For ten minutes six nights a week the program permits volunteer war workers to tell their stories and make a pitch for their activities—and not a word of commercial for the restaurant is given.

Only identification of the show with the client is a single line by way of credit. Occasionally Mr. Blackburn does the interviewing although Eddie First usually handles it.

Scripts are handled by the Philip Klein Advertising agency, Philadelphia. Requests for time are received from numerous volunteer agencies and the greatest single problem is making the selections. Time is asked by war relief agencies for Britain, China, Russia, Belgium and Holland; the United War Chest, merchant seaman's canteen, Stage Door Canteen, Kitty Foyle Canteen, Jewish Welfare Board clubrooms, YMCA, American Legion, Red Cross, Philadelphia Fellowships Committee and many others.

Only restriction is that organization representative make no request for financial aid. Gifts may be solicited such as equipment and fittings for canteens. Mr. Blackburn, although making no commercial appeal on the air, plugs the program in numerous ways in his restaurant.

Mr. Blackburn seeks no returns in these days of limited food supplies. He's satisfied in good-will accumulating.

AP

KONO, San Antonio, Texas

. . . AP is the best news service available anywhere at any price.

James M. Brown,
Commercial Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC
NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

5000 WATTS 1330 KILOCYCLES
WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
ENGLISH • JEWISH • ITALIAN
The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.
HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

Nets Prepare for New Rules

(*Continued from page 8*)

secretary; Judge E. O. Sykes, former FCC chairman, Philip J. Hennessey Jr., and Herbert L. Bingham, members of the Federal Communications Bar Assn. executive committee; Kenneth L. Yourd and Howard Houseman, CBS attorneys.

Following this session, Mr. Miller called a meeting of the NAB Legislative Committee to be held in Washington, Wednesday (May 19). Members of the committee are James D. Shouse, WLW-WSAI, Cincinnati; James W. Woodruff Jr., WRBL, Columbus, Ga.; Don S. Elias, WWNC, Asheville; and Messrs. Russell and Ream.

Under Supreme Court procedure, the mandate will not be handed down for 25 days, or until June 5 at the earliest. During that time the networks may petition the court for rehearing, a procedure often resorted to but seldom granted. The regulations, however, cannot become effective until June 14 because on March 12 the court granted the CBS motion for a stay of mandate 10 days beyond the regular date. The cases were argued before the court Feb. 11-12, with Solicitor General Charles Fahy for the Government; Louis G. Caldwell, MBS general counsel, for that network, in support of the Government's position; Charles Evans Hughes Jr., for CBS; and John T. Cahill, for NBC.

The extremes to which the court majority went in deciding the case were manifested not only in the written opinion but in the oral comments of the former Harvard professor in reporting the momentous ruling in open court.

Extemporaneously, he commented that Congress intended that the FCC should regulate the "spiritual and intellectual" phases of broadcasting, as well as the technical.

This precise language did not appear in the written opinion. It was regarded as of highest significance, however, for if that judgment holds, there is nothing spoken into the microphone that cannot be regulated by the FCC. The comment was made in the face of the precisely-worded "no censorship" provision of the law.

Powerful Dissent

Justice Frankfurter was joined in the majority opinion by Chief Justice Stone and Associate Justices Reed, Douglas and Jackson. Justice Black disqualified himself, presumably both because his brother-in-law, C. J. Durr, is a member of the FCC and because he was a member of the Senate when the Communications Act of 1934 was passed. Justice Rutledge, newest member of the Court, took no part because he did not hear the arguments.

The powerfully worded dissenting opinion was delivered from the bench almost in toto by Justice Murphy. He was joined by Justice Roberts, who had written the opinion in the Sanders Case two years ago, overriding the FCC and holding that it had no authority to control business aspects of broadcasting operations. That opinion was effectively overturned by the majority in the network-monopoly ruling.

The Supreme Court ruling, however, does not terminate pending litigation against the networks on the question of purported monopoly, aimed at exclusive contracts, time options and the related issues. The Dept. of Justice still has pending before the Federal District Court in Chicago its anti-trust suits against RCA-NBC and CBS, alleging violation of the Sherman Act on these counts and others, including dual ownership and operation of two networks by RCA, station ownership, transcription company and artists bureau affiliations and in fact all the original counts cited in the FCC's first report of May 3, 1941.

September Trial Set

These proceedings are set for trial on Sept. 13 before Federal District Judge Barnes. There also is pending the triple-damage suit of Mutual against RCA-Blue, seeking redress of some $10,000,000 which would be pressed if that company is found guilty of infraction of the anti-trust statutes. It is expected, in the light of the Supreme Court ruling, that CBS and RCA-NBC will seek dismissal of the Government suits on the ground that the whole issue now is moot. Presumably the Mutual litigation will fall too.

Justice Frankfurter's opinion of 27 pages is the most exhaustive handed down in a radio case to date. In it he reviewed at length the history of the network controversy from its inception in March, 1938, when the Commission undertook its original investigation. He pointed out that since Oct. 30, 1941, when the suits were filed, the enforcement of the regulations has been stayed either voluntarily by the Commission or by order of court.

Enumerated in the opinion were the eight regulations, the reasons cited by the FCC for their adoption, and the reasons the Court majority sustained the Commission. He termed regulation of radio as vital to its development as traffic control was to the development of the automobile, because of the "fixed naural limitation" upon the number of stations that can operate without interference.

Traffic Officer

Answering contentions that the Commission is a "kind of traffic officer, policing the wavelengths to prevent stations from interfering with each other", Justice Frankfurter said the Act does not restrict the Commission merely to the supervision of the traffic but puts upon it "the burden of determining the composition of that traffic. The facilities of radio are not large enough to accommodate all who wish to use them. Methods must be devised for choosing from among the many who apply. And since Congress itself could not do this, it committed the task to the Commission."

It was this dictum that appeared to convey to the FCC implied control over program content. The emphasis placed by the majority on the import of the phrase "public, interest, convenience or necessity" as all-embracing, likewise connoted broad new powers which the FCC has attempted to invoke, but which till now had not been sanctioned by the courts. The "public interest", the court held further, is also the interest of the listening public in "the larger and more effective use of radio", as contained in Section 303 (g) of the Act, used by the FCC as a vehicle authorizing it to make rules applicable to chain broadcasting.

Related to the issue of multiple ownership, which the FCC sought to ban, but dropped, apparently until such time as the court adjudicated the network controversy, was the observation by Justice Frankfurter of an extreme hypothetical case. One man, financially and technically qualified, might apply for and obtain the licenses of both stations in a community and present a single service over the two stations "thus wasting a frequency otherwise available to the area".

The Act, the majority opinion continued, "does not withdraw such a situation from the licensing and regulatory powers of the Commission, and there is no evidence that Congress did not mean its broad language to carry the authority it expresses."

While the act does not explicitly say the Commission shall have power to deal with network practices found inimical to the public interest, Justice Frankfurter contended that in the context of the developing problems to which it was directed, the act gave the Commission "not niggardly but expansive powers." The Commission was given a "comprehensive mandate to 'encourage the larger and more effective use of radio in the public interest," if need be, by making 'special regulations applicable to radio stations engaged in chain broadcasting'."

Broad Powers

Throughout the opinion, Justice Frankfurter emphasized the broad, rather than the restricted powers given the FCC by Congress, because of the fluid and dynamic state of radio. Congress did not attempt to give the Commission "an itemized catalog of the specific manifestations of the general problems for the solution of which it was establishing a regulatory agency," he said.

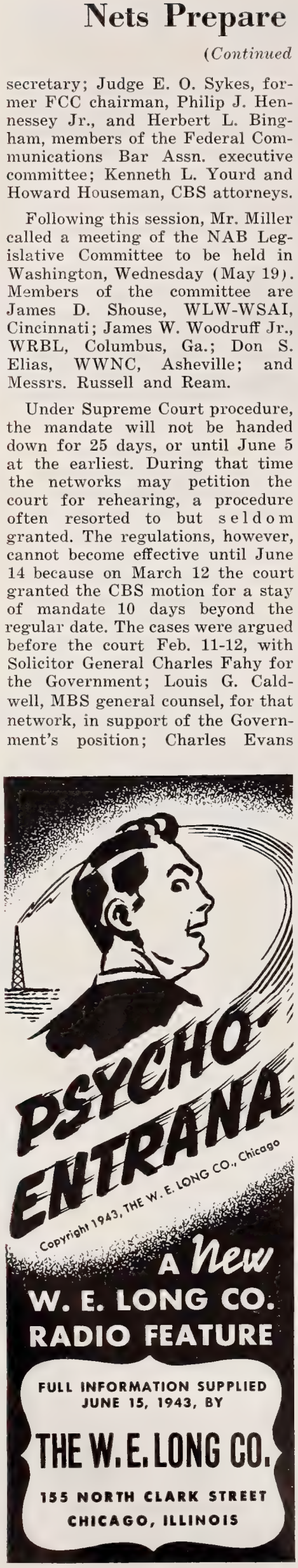
After concluding that the act authorized the Commission to "promulgate regulations designed to correct the abuses disclosed by its investigation of chain broadcasting," the majority opinion stated there remained for consideration the claim that the Commission's exercise of such authority was unlawful. Pointing out that the regulations were assailed as arbitrary and capricious, Justice Frankfurter said that if this contention mears they are "unwise," that they are not likely to succeed in accomplishing what the Commission intended, "we can only say that the

IN THE KNOW

142-Station Survey Shows Farmers Are Informed

FARMERS are better informed about current market conditions than they have ever been in the past, according to Lance G. Hooks, Chief of Radio and Market News Section of the Great Lakes Regional Office of the Food Distribution Administration, Chicago, who recently conducted a survey of 142 stations in Illinois, Indiana, Ohio, Michigan and Wisconsin.

Of the 119 stations reporting, 100 carry 486 daily market news broadcasts and farm programs. Of these 293 are market news programs. Ninety stations broadcast 193 daily farm programs directed toward aiding farmers to solve wartime problems of production and marketing.



appellants have selected the wrong forum for such a plea."

The court's duty is at an end, he said, when it finds that the action of the Commission was based upon findings supported by the evidence and was made pursuant to authority granted by Congress.

Congress' Responsibility

"It is not for us to say that the public interest will be furthered or retarded by the chain broadcasting regulations. The responsibility belongs to the Congress for the grant of valid legislative authority, and the Commission for its exercise."

Contending that the Commission did not bind itself inflexibly to the licensing policy expressed in the regulations, the majority held that "if time and changing circumstances reveal that the 'public interest' is not served by application of the regulations, it must be assumed that the Commission will act in accordance with its statutory obligations."

Answering the networks' contention that the first amendment to the Constitution is contravened because the regulations abridge the right of free speech, the majority held that if that be so, it would follow that every person whose application for a license to operate a station is denied by the Commission "is to be denied his Constitutional right of free speech." Unlike other modes of expression, the court said, radio inherently is not available to all.

"That is its unique characteristic and that is why, unlike other modes of expression, it is subject to governmental regulation. Because it cannot be used by all, some who wish to use it must be denied."

The question is simply whether the Commission, by announcing that it will refuse licenses to persons who engage in specified network practices, is thereby denying them the Constitutional right of free speech, the majority said. The right of free speech does not include, the court held, "the right to use the facilities of radio without a license. The licensing system established by Congress . . . was a proper exercise of its power over commerce. . . . Denial of a station license on that ground, if valid under the act, is not a denial of free speech."

Vast Potentialities

The Murphy dissent, concurred in by Justice Roberts, which obviously will be strongly relied upon in the effort to get a new legislative expression from Congress, stated at the very outset that the court's minority did not question the objectives of the network regulations. Justice Murphy held that the court exceeded its competence when we "gratuitously bestow upon an agency power which the Congress has not granted."

The minority emphasized the extreme importance of radio in the life of the nation, pointing out that it has assumed a position of "commanding importance, rivaling the press and the pulpit. Because of its vast potentialities as a medium of communication, discussion and propaganda, Justice Murphy held, the character and extent of control that should be exercised over it by the Government "is a matter of deep and vital concern."

Citing events in Europe which show that radio may readily be a weapon of authority and misrepresentation, instead of a means of entertainment and enlightenment, the minority said it may even be used as "an instrument of oppression." Disclaiming any thought that such developments are imminent or probable in this country, Justice Murphy suggested, however, that the construction of the statute "should be approached with more than ordinary restraint and caution, to avoid an interpretation that is not clearly justified by the conditions that brought about its enactment, or that would give the Commission greater powers than the Congress intended to confer."

Holding unequivocally that the Communications Act does not in terms give the Commission power to regulate the contractual relations between stations and networks, Justice Murphy said nowhere in the act is there to be found by reasonable construction or necessary inference authority to regulate the broadcasting industry as such, or to control the complex operations of the national networks.

Differing sharply with the majority, he contended the power to control network contracts and affiliations by means of the Commission's licensing powers cannot be derived from implication out of the use of the public interest standard. He cited the Sanders case wherein the court held the Commission is given no supervisory control of the "programs, of business management, or of policy" of licensees.

Not Judged Unlawful

"To construe the licensing sections as granting authority to require fundamental and revolutionary changes in the business methods of the broadcasting networks—methods which have been in existence for several years and which have not been adjudged unlawful—would inflate and distort their true meaning and extend them beyond the limited purposes which they were intended to serve," Justice Murphy said.

Pointing out it is quite possible that maximum utilization of radio is inhibited by existing network arrangements and that some of the conditions imposed are possibly not conducive to a freer use of radio facilities, the minority nevertheless said it was unable to agree that it is within the present authority of the Commission to prescribe the remedy for such conditions.

"It is evident that a correction of these conditions in the manner proposed by the regulations would involve drastic changes in the business of radio broadcasting which the Congress has not clearly and definitely empowered the Commission to undertake."

The Commission had reversed the order of things, Justice Murphy said, asserting its real objective is to regulate the business practices of the major networks, "thus bringing within the range of its regulatory power the chain broadcasting industry as a whole." By means of these regulations and their enforcement, the Commission would not only extend its authority over business practices but would "greatly enlarge its control over an institution that has now become a rival of the press and pulpit as a purveyor of news and entertainment and a medium of public discussion."

'Mere Incident'

To assume such a function and responsibility of such wide reach and importance in the life of the nation "as a mere incident of its duty to pass on individual applications for permission to operate a radio station and use a specific wavelength, is an assumption of authority to which I am not willing to lend my assent," he said.

Reiterating the view that there may be need of regulation, Justice Murphy declared he did not believe that the Commission was justified in claiming the responsibility and authority it has assumed to exercise "without a clear mandate from the Congress."

The conditions disclosed by the Commission's investigation, which began in 1938, if they require correction, "should be met, not by the invention of authority where none is available or by diverting existing powers out of their true channels and using them for purposes to which they were not addressed," the minority opinion stated, "but by invoking the aid of the Congress or the service of agencies that have been entrusted with the enforcement of the anti-trust laws."

He concluded that "if the existing network contracts are deemed objectionable, because of monopolistic or other features, and no remedy is presently available under these provisions, the proper course is to seek amendatory legislation from the Congress, not to fabricate authority by ingenious reasoning based upon provisions that have no true relation to the specific problem."

Devoted to Art

NAMING a bass fiddle, flute, piano, piccolo, guitar, and banjo as co-respondents Mrs. Suzanne D. Kettering was granted a divorce from Frank D. Kettering, of WLS *National Barn Dance* fame. Claiming her husband spent more time with his instruments than with her, Mrs. Kettering was awarded $8,000 cash, household furnishings, an automobile, $45,000 in insurance that her husband must keep up, and $85 a week alimony.

In the Sweet Buy and Buy

If you'd like that grand and glorious feeling that comes from seeing your merchandise move almost like magic, put WAIR to work in this great American market. You'll learn quickly why WAIR is famous for its salesability.

WAIR

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BRITISH COLUMBIA LAND OF OPPORTUNITY

First With National Business, Too

CJOR

VANCOUVER, CANADA
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NOW MORE THAN EVER 1ST

Another WCKY Star



DAVID CARTER DEANE
WCKY ORGANIST

50,000 WATTS C B S

THE L. B. Wilson STATION

Talk to 50 PROSPEROUS Iowa, Illinois and Wisconsin Counties!

WHBF

The 5000 WATT Voice of the Tri-Cities

Affiliate: Rock Island ARGUS

MUTUAL NETWORK · 1270 KC

WCHS
CHARLESTON, W.VA.
Home of the world's largest synthetic rubber plant.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS
Get latest survey—no cost!
Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.
Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

The TIME BUYERS' STATION
WDOD
Chattanooga, Tenn.
5,000 WATTS
CBS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

KXOK
ST. LOUIS, MISSOURI
630 Kilocycles
5000 Watts Full Time
BLUE NETWORK
Represented Nationally by
WEED & CO.

Grade Labeling Is Abandoned By OPA for This Year's Pack

Price Fixing by Grade to Be Continued but New Rule Does Not Require Quality on Label

ABANDONMENT of compulsory grade labeling of the 1943 fruit and vegetable pack was announced by OPA last weekend, after four months of indecision while canner and consumer groups respectively sought to overthrow and sustain the order.

OPA's action had been variously predicted and denied throughout recent weeks, with rumors of action either way leaking from the agency. Grade labeling had been carried over from the Leon Henderson administration, but was reaffirmed by Prentiss M. Brown in a statement Feb. 26 [BROADCASTING, March 1]. Mr. Brown said it was necessary to enforce price ceilings.

Decision to abandon grade labeling resulted, an official said, from Congressional pressure and from the impracticability of putting the order into effect after such a long delay.

Grading to Remain

Officials of the agency said OPA will continue to set prices on foods by grade but that the grade need not be carried on the label. Grading will be based on Agricultural Marketing Administration standards, which are to be marked on sale invoices and made available to consumers.

At the time that OPA was deciding to drop its grade label rulings, the agency adopted new regulations basing pricing on a mixture of grade labeling and established brand names. Prices on canned fruits and vegetables were fixed by brand where no grade appears on the label. Where labels carry an indication of quality, the price is determined by a schedule based on grades.

Other Objects Priced

Two other important groups of radio-merchandised products also came under new OPA pricing systems during the week. Elaborate systems of determining the ceilings of proprietary drugs and pharmaceuticals and of cosmetics and toilet articles were issued.

As to price control by brand, OPA officials said this was regarded as the simplest and most efficient way of fixing prices, and that the agency has never had any desire to injure or detract from established brand names, as charged by some opponents of grading.

OPA's adoption of brands as a price-fixing device came at the same time that a House Interstate subcommittee, under Rep. Lyle Boran (D-Okla.) was hearing Price Administrator Prentiss Brown defend OPA's standardization programs. There is no reason, however, to believe that the two events are related. Rep. Boran's committee, acting under the Halleck Resolution (HRes 98) will begin public hearings next Monday. After an executive session with the Committee last Thursday, Mr. Brown said that OPA intended to go ahead with enforcement of its hosiery standardization order, one of the principal topics before the committee.

The original momentum for the Halleck Resolution had been provided by canner opposition to the grade labeling regulations. Instigated by these groups, Rep. Halleck (R-Ind.) proposed the study, which was later enlarged to include all OPA plans for standardization, and for regulation of newsprint.

RCA Planners to Study Social, Economic Trends

RCA Victor Post-War Planning Committee, announced by David Sarnoff, RCA president, in his address to the company's annual stockholders' meeting May 4, is studying the current trend of social and economic events as a basis for determining the problems that will arise in the immediate post-war period.

This study will make possible the development of proper solutions, according to F. R. Deakins, executive assistant on commercial matters to the general manager of the RCA Victor Division, and chairman of the planning committee. Other committee members are: Dr. C. B. Jolliffe, chief engineer; J. M. Smith, general plant manager; Henry C. Bonfig, general sales manager, and F. H. Corregan, executive assistant on financial matters to the general manager.

Golenpaul Misses First Show

FOR THE FIRST time since *Information Please* has been on NBC, Dan Golenpaul, owner and producer of the show, sponsored by H. J. Heinz Co., will not be sitting at m. c. Clifton Fadiman's side to help with timing and scoring the broadcast of May 17 from New York. The program is again going to hook up with NBC Hollywood studios where Jan Struther and Boris Karloff will be guest contestants. Golenpaul will be there helping them. Franklin P. Adams and John Kieran continue as the "experts" in New York. Agency is Maxon Inc., New York.

Vacation Policy Continued

WHIO, Dayton, believes that in spite of war conditions all employes should get away from wartime radio for a short time. All personnel with station a year will get two weeks with pay; those serving six months or more, one week. Even those who have worked less than six months will have a few extra days off in addition to regular holidays. Earliest vacationer, Announcer Harry Butler, has already returned to work.

IN a move to help alleviate current war manpower shortages among broadcast engineers and technicians, a 48-hour week was started on May 1 for technical staffs of KHJ KFRC KGB KDB and FM station K45LA, California outlets owned and operated by Don Lee, Hollywood.

Free Calls

AT REQUEST of the Pacific Coast Maritime Industry Board, the FCC has granted KYA, San Francisco, permission to broadcast without charge calls to longshoremen. Need for the announcements, which will be of five minutes, a.m. and p.m., arose from inability of the hiring hall to handle a flood of calls from longshoremen incident to the loading of ships under wartime emergency conditions. The plan, which will be handled in such a way as not to reveal information of military importance, has the approval of appropriate Army and Navy authorities, according to the FCC.

Station Breaks Slated On OWI Air Schedule

STATION break announcements will probably be included shortly as a more important part of the OWI national packet, officials of the agency promised a regional meeting in Cleveland last Thursday. The meeting had been called by H. K. Carpenter, WHK-WCLE, regional consultant.

Attending the meeting were representatives of 45 stations in Ohio, Michigan, West Virginia, and Kentucky. William M. Spire, chief of the Allocation Division, Richard F. Connor, retiring station relations chief, and Mrs. Elaine Ewing, assistant station relations chief, represented OWI. Mr. Spire also said the station breaks would be used by regional offices wherever material permitted.

Scholarships Changed

WARTIME conditions have led the Detroit Board of Education to change the terms of the radio education scholarship offered by G. A. Richards, president, and Lee Fitzpatrick, vice-president and general manager of WJR, Detroit. The $5,000 U. of Michigan scholarship, offered Detroit high school seniors to stimulate them to make radio management a life career, has been replaced with an outright grant of $1,000 plus $4,000 to be held in escrow until the winner returns from military service. The sum will then be available for the education or rehabilitation of the winning contestant.

New Campbell Series

CAMPBELL Soup Co., Camden, through Foote, Cone & Belding, on June 2 starts sponsoring for 13 weeks a half hour comedy-variety program on 119 CBS stations, Wednesday 9:30-10 p.m. (EWT). Packaged by Music Corp. of America, national talent service, series replaces *The Milton Berle Show* for the summer. Jack Carson is featured comedian with Johnnie Johnston as vocalist. Produced by Vick Knight, the Hollywood originating variety show will utilize weekly guest stars. Lud Gluskin is musical director. Carlton Kadell announces.

FM fundamentals and practices are treated in newly-published *Frequency Modulation*, by August Hund, consulting engineer. The 375-page volume has 113 illustrations [McGraw-Hill Book Co., New York, $4].

NBC, UNION PACT BEING NEGOTIATED

NATIONAL Assn. of Broadcast Engineers & Technicians and NBC began negotiations last week for a new contract between the network and its technical employes, to become effective at the expiration of the present contract, which dates from July 1, 1941. When negotiations with NBC are completed, the union will negotiate with the CBLUE, whose present union contract was taken over from NBC at the time the two networks were separated. Meetings are being held under the arbitration clause of the contract.

Major changes asked by the union are a 10 per cent increase in compensation, in accordance with the cost-of-living differential; an eight-hour minimum work day, and extra compensation for men working the 1 a.m. to 6 p.m. shift. Both sides reported "satisfactory progress" last Friday after three days of negotiations, which will continue this week.

NABET negotiating committee comprises J. H. Brown, Hollywood, president of the union; F. C. Schnepper, NABET vice-president and chairman of the Chicago chapter, and Harry Hiller, chairman of the New York chapter. O. B. Hanson, vice-president and chief engineer of NBC, and John H. Macdonald, vice-president and assistant secretary, represent the network.

Phipps Would Buy WTAL

VOLUNTARY assignment of the license of WTAL, operated by Florida Capitol Broadcasters Inc., Tallahassee, to Capital City Broadcasting Corp. for $22,500 is sought in an application filed with the FCC. Sole stockholder in the new corporation is J. H. Phipps, a major in the Army Air Forces, now stationed in Washington. President is his wife, Elinor K. Phipps; vice-president is Teresa Myers, for two years advertising manager of the Tallahassee (Fla.) *News Democrat;* secretary is Lester Cross; treasurer and asst. secretary is J. T. Riley. Mr. Phipps is the son of John S. Phipps and grandson of Henry Phipps, who with Andrew Carnegie founded the U. S. Steel Corp.

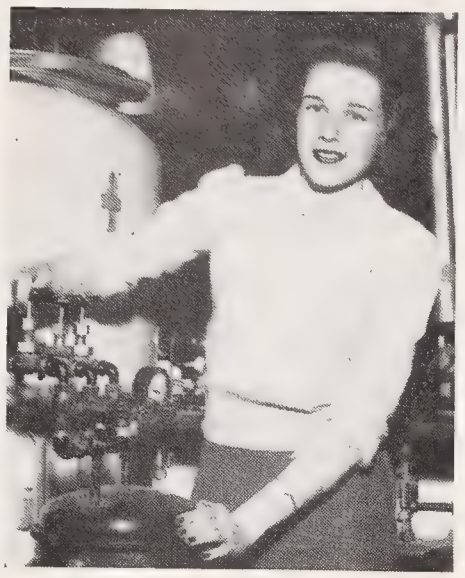
STARRING military personnel, the *Fort Benning Theatre of the Air*, a new program from Fort Benning, Ga., is being aired on WRBL, Columbus, Ga. Originally produced by Pvt. Barry Sturmer, Special Service Office, show is heard semi-monthly on Thursday at 7:30 CWT. Capt. Robert Shackelton and Lt. Robert H. Bumpus handle casting and directing. First program presented phases of the career of Lt. Gen. George S. Patton, whose armored units, now in Tunisia, were activated at Benning.

100% Girls

WITH the arrival of June Remaly, first class license holder, K49KC, FM station in Kansas City, has a 100% girl staff in both technical and programming. Orren Nigh, whom Miss Remaly replaced, remains as supervising technical chief, but spends most of his time in the War Production activities of Commercial Equipment Co., licensee of the station.

'SOUND SISTER'
Jane Gray Chose Her Job With Deliberation

NEW KIND of career girl is Jane Gray, who has joined the WLW-WSAI, Cincinnati, sound-effects department. Unlike most young ladies whose aspirations lead to radio she passed up the customary feminine



roles of actress, woman's commentator or announcing.

Jane became interested in radio at the U. of Iowa, where she took courses in radio acting, writing and directing and for two years managed the sound effects department of WSUI, the college station.

Speaking frankly, she says: "I know clearly I haven't a good vocie. I can't act as well as I'd like to, and my writing leaves something to be desired, so sound seems the best bet. I like radio—so I'm willing to do practically any job around a station."

Jane's ambition brought her to the sound department of WLW-WSAI and an opportunity to learn all about the assorted rattles and noises that make the "scenery" of radio productions.

Lou Maxon May Leave OPA Information Job

LOU R. MAXON, Detroit advertising executive serving as public relations chief of OPA, was reliably reported last week to be considering resigning from the agency to protest OPA's "lack of clearcut policies". Mr. Maxon, it was said, is also dissatisfied with the work he has been allowed to do in Washington.

An outspoken opponent of OPA grade labeling policies, Mr. Maxon's resignation had been sought by labor and consumer groups. During those periods, he had said he "would not quit under fire." Mr. Maxon was brought to Washington at the beginning of the administration of Prentiss M. Brown. He would return to his agency.

AMP Licensees

KGA, Spokane, has a new licensing agreement with Associated Music Publishers, and the following stations have extended their licenses with AMP for additional periods: KDON, Monterey; KHSL, Chico, Cal.; KIT, Yakima, Wash.; KORE, Eugene, Ore.; KRNR, Roseberg, Ore.; WJEJ, Hagerstown, Md.; WLOL, Minneapolis; KMO, Tacoma, and KICA, Clovis, N. M.

Uncle Sam Discs

(*Continued from page 7*)

direct aid to the local stations left Government subsidies entirely in Congressional hands. Treasury officials were reported last week to be preparing an opinion on the Bankhead Bill to authorize paid advertising in weekly newspapers. While the Bankhead Bill rested with the Senate Banking and Currency Committee, Rep. Cannon (D-Mo.) introduced a similar measure in the House, which was referred to the Ways and Means Committee. Like the Bankhead Bill, the Cannon Bill omitted radio although Rep. Cannon said the omission was merely an oversight and did not indicate his opposition to paid time for radio.

The *Uncle Sam* programs started about three months ago. Officials said reaction has been mixed with favorable reports from many large cities and sharp criticism from small stations, many of whom expressed disappointment over the lack of big name talent, and the failure to use audience appeals.

Although no definite plans for the new series were available last weekend, discussions are underway with the Advertising Council. Officials said the new programs will be around the particular talents of the stars, and will utilize showmanship to provide the widest possible circulation for the war messages. Mr. Stauffer's letter urged stations to give the best time they had open.

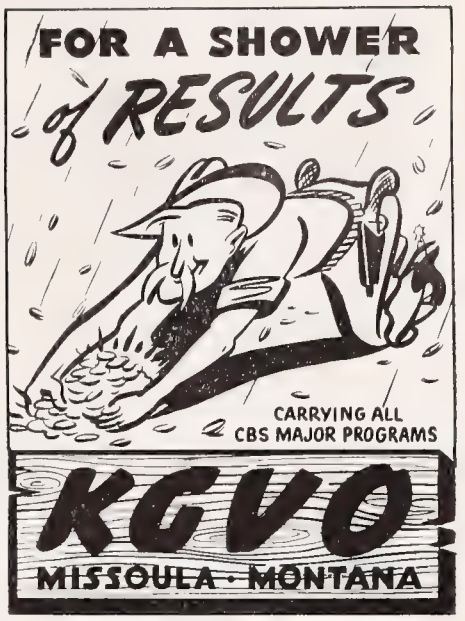
"Because we are asking the help of the top programs on the air, we do not find it possible to present five programs a week as we have in the past," Mr. Stauffer wrote, explaining the cut from five to two discs weekly.

"We realize that many stations which have presented *Uncle Sam* as a sponsored series will regret that sponsorship under this new arrangement is no longer possible. At the same time we feel that the new series, using the great radio stars of this country, will secure a larger listening audience for the stations and will provide the widest possible circulation for war messages."

SECOND 'FREEDOMS' PROGRAM TO BLUE

BLUE will again be used by the *Saturday Evening Post* as an exhibit of "Four Freedoms" paintings, on June 3 goes on public display at Rockefeller Center, New York. Washington preview of the exhibit, which features the original paintings of the "Four Freedoms" by Norman Rockwell for the *Post*, was broadcast on the BLUE April 26 [BROADCASTING, April 26]. War Bonds are sold in connection with the display which is now touring the country.

The June 3 program, which occupies double the amount of time previously used, will be heard 10:30-11:30 p.m., with a recorded repeat at midnight. Talent will include a name band, singers, and comedians. Audience will be made up of 2,500 invited guests. Agency is MacFarland Aveyard & Co., New York.



"We have found these programs admirably adapted to our schedule." WMVA

● If you have not yet scheduled the ASCAP Radio Program Service, do so at once. You will find these programs a real help in changing music costs into music profits. It is without cost to any ASCAP-licensed station.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York





Robertson Follows Jones In Agency

Cincinnati Man Retires After 30 Years; Will Vacation

RALPH H. JONES, after more than 30 years as president of the Cincinnati and New York advertising agency bearing his name, has announced his retirement. Simultaneously the board of directors elected Charles M. Robertson Jr. as president, and Stanley A. Willer as vice-president and general manager.

Announcement also was made that A. E. Johnston, director of advertising and display of Kroger Grocery & Baking Co., had resigned to become vice-president in charge of creative production of the agency. Mr. Johnston, an authority on the mass market, had been with Kroger for 12 years, coming from Sears, Roebuck & Co., Chicago. Before that he was a sales executive of Philip Morris & Co. For the past year he has served as a member of the Advisory Council of the Treasury in war bond sales.



Mr. Johnston

To Take Rest

"A long deferred vacation" was looked forward to by Mr. Jones who added that his immediate plans were indefinite. His company is in "the hands of men who have long been trained in the principles and technique which have won the Ralph H. Jones Company recognition throughout the U. S. as a leader in the creation of effective advertising," he said.

The new president joined the company 14 years ago and for 10 years he has been director of radio. His experience includes copy writing, research and mechanical problems. He has applied to radio advertising many ideas which have marked advances in the use of the medium.

Mr. Willer has been vice-president for six years but takes over the general managership for the first time.

"We will continue to build upon the solid foundation Mr. Jones has formed over a period of three decades," Mr. Robertson said.

Mr. Johnston, originator of "Joe America", personifying the voting and laboring populace, is the author of a new book, "One Nation For Sale." In announcing the appointment, Mr. Robertson said his "masterly grasp of how to sell 'Joe America' is an extraordinary asset to an advertising agency, whose stock in trade is its ability to influence the average man and woman to buy products and services."

Among accounts served at the Ralph H. Jones Co. are Carter Coal Co.; P. F. Collier & Son Corp. (Dr. Eliot's 5 Foot Shelf); Modern Kitchen Bureau; Electric Range and Water Heater Division of National Elec. Mfrs. Assn.; Alexander Hamilton Institute; Korger Grocery & Baking Co.; Ten-B-Low Co.; Dow Drug Co.; Netherlands Plaza Hotel; Miami Margarine Co.; Crosley Corp. (WLW, WSAI); C. F. Streit Mfg. Co.; Stearns & Foster Co.; Sorg Paper Co.; Cincinnati Street Railway; J. G. Wilson Co.



HANDING KEYS to the shop to Charles M. Robertson Jr. (right), newly-elected president of Ralph H. Jones Co., is Mr. Jones himself (left), retiring after 30 years as head of his own agency. Looking on is Stanley A. Willer, named vice-president and general manager.

ADVERTISING AS SOCIAL PANACEA

Bert Johnston in New Book Proposes Broad Application of Selling Techniques

IT'S UP to the advertising profession, the men whose job it is to understand people and who know the science of selling products or politics, to sell the world the ideas of enduring peace, the brotherhood of man, and the ecenomics of "The American Way", writes Bert Johnston in his recently published *One Nation For Sale* [Johnson & Hardin Co., Cincinnati, $2]. The author of this thought-provoking little volume is a vice-president of the Ralph H. Jones Agency.

Johnston calls this broad application of market analysis and selling technique "Humanics", and the "combination marketer-advertiser-psychologist-sociologist" who applies its principles, a "Humanicist". He sets forth two basic laws of selling—Displacement and Point of Superiority. Ideas and merchandise are not introduced and put over in a vacuum; they must displace the old idea, preconception, inferior or familiar article, he claims. And they accomplish this through their Point of Superiority, that quality which makes them more desirable than their predecessors. In our dynamic capitalistic economy, we don't simply sell; we "*out*-sell, *out*-advertise, *out*-campaign, *out*-influence the competition". First of all The American Way must be sold to the American public, characterized by the author as Joe America. This means solving the knotty problem of capital vs. labor which, says Mr. Johnston, is primarily a public relations job.

It requires a new branch of the advertising profession "to point out to Labor [in the common language of Joe America] the value of capital and the need for labor to be responsible to capital, and then to point out to capital its need for and dependence upon labor and the responsibilities it must assume toward labor."

Radio plays a leading role among the promotional media the Humanicist must use, the author believes, for it is "the No. 1 factor of entertainment and communication in the round of Joe America's activities". Anyone who wants to influence people must study radio listening habits. Research proves that "people spend more time listening to radio than doing any other one thing except working and sleeping".

Now Lt. Koplovitz

WILLIAM C. KOPLOVITZ, member of the radio law firm of Dempsey & Koplovitz, last Monday reported for duty as a lieutenant (s. g.) in the Coast Guard, headquartering for the present in Washington. He is on leave from his law firm for the duration. Lt. Koplovitz, former assistant general counsel of the FCC, established law offices with William J. Dempsey, former FCC general counsel, three years ago, upon their retirement from the Commission. He is now attached to the legal section at Coast Guard headquarters.

Taylor For BLUE

HENRY J. TAYLOR, correspondent for the North American Newspaper Alliance, has joined BLUE's staff of commentators, and is now heard Monday through Friday, at 6:05 p.m. except on WJZ, New York. Mr. Taylor started a series of commentaries on WJZ, April 19, and will continue on that station in the 11:05-11:15 p.m. period.

Kaltenborn on Coast

MACMILLAN PETROLEUM Corp., Los Angeles, shifting starting date of its Pacific Coast radio campaign to promote MacMillan Ring-Free motor oil, begins thrice weekly sponsorship of H. V. Kaltenborn on six NBC Pacific stations, May 31, Monday, Wednesday, Friday, 4:45-5 p.m. (PWT). Transcribed rebroadcasts are also scheduled three times per week on KPO KHQ KMJ KOMO, 10:45-11 p.m. (PWT) with similar releases on KFI and KGW, 10:30-10:45 p.m. (PWT). On KFI only, products promoted will be MacMillan Ethyl gas. Contract is for 52 weeks. Logan & Arnold, Los Angeles, has the account.

Bank's New Series

A CAMPAIGN, prepared in cooperation with the Federal Housing Administration, to show how substantial savings may be effected through a new amortized mortgage plan, has been started on WMCA, New York, by the Dime Savings Bank, Brooklyn. Contract, started May 16, calls for about 25 transcribed announcements weekly. Announcements consist of famous quotations, including the source, tied in with sales copy. Campaign will be confined to WMCA, New York, station used by Dime Savings for the past ten years. Contract for 52 weeks, was placed through Austin Adv., New York.

Peterson in Sweden

ELMER PETERSON, correspondent of the NBC London staff, has arrived in Sweden as a guest of the Swedish Press Club—the only staff radio commentator in a group of Americans invited to make a tour of the country in reciprocation for a U. S. tour arranged for five Swedish journalists last summer. Mr. Peterson will remain in Sweden one month. During his stay, he will broadcast to NBC listeners from Stockholm. Mr. Peterson visited Sweden in 1933 and 1935 as a reporter.

Union Sponsoring

TELLING the public about their contributions to the welfare of community and country, Shipbuilders' Union, Local 802, CIO, is sponsoring 10 fifteen-minute programs beginning May 17, from WIBG, Philadelphia. The programs, at 8 p.m. Mondays, are directed by Shirley Nason, feature writer for Public Ledger Syndicate and conductor of women's programs on various stations. Guest speakers will be interviewed.

New Record Drive

CAMPAIGN conducted last year by Records For Our Fighting Men proved so successful that a second drive to obtain even more than the 300,000 records already shipped to our forces at home and abroad will be held in July. Radio will again be the most important medium used, and the American Legion will again offer its 11,000 posts as collection centers.

JACK BENNY, star of the weekly NBC show bearing his name and sponsored by General Foods Corp. (Grapenuts Flakes), has been signed for leading role in the Warner Bros. film, "The Horn Blows at Midnight".

Radio Urged to Continue Bond Selling, Second Loan Final Count Is 18½ Billion

ITH SECOND War Loan oversubscribed by five and a half bilon dollars, hitting a top of $18,-3,000,000 in the final count, high raise has been sounded for radio's erwhelming bond promotion. At e same time, the industry is beg urged to continue unabated mpaigning.

In a recent radio address, Secrery Morgenthau thanked stations roughout the country, but point- out that "the real battle is still ead of us" for "our war expentures during this year will be ore than one hundred billions." Washington, the War Savings aff reports that people will be ked now to invest every dollar ove basic essentials in bonds, d payroll savings will no longer ply to individuals but to families well.

The 10% plan will become past story as families are asked to an a budget which will permit gher and higher wage deductions r bonds. It is felt that as the ive drills beyond the painless ea and reaches the nerve, susined and intensified appeals will e needed.

Campaign Suggestions

Latest edition of "Radio News", Treasury bulletin, presents some f the best ideas evolved during e Second War Loan so that staons may borrow features from ach other for future promotions. he May-June edition of "'Big uns", a Treasury bulletin for reail stores, asks that the sale of extra bonds", over and above the mount regularly subscribed, be ushed, and suggests that radio dvertising use the "Four Freeoms" theme and tie in with Naional Flag Week (June 7-14) and ather's Day (June 20).

According to recent OWI figres, the greatest portion of radio ime given to Government anouncements went to bonds during he Second War Loan, with listener mpressions reaching 80% on Radio Day. War Bond listener impresions average roughly 25%. Members of the Radio Section of the War Savings Staff who have been n the field state that station mangers and staffs continue to do an mazingly good job of using every possible event and local angle to but War Bonds over, often giving more time to promoting U. S. securities than to promoting their own stations.

Auctions Sell Bonds

At KWK, St. Louis, Rush Hughes has received his third Treasury citation for "magnificent" bond selling which has resulted in the purchase of $1,102,275 worth of securities since last August 19.

Bond auction at KVOR, Colorado Springs, evoked laughs as well as sales. Among the auctioned articles, which netted $101,900 in bonds, were a pig, billy goat, calf, donkey and silver fox. A bit of silk from the parachute of a flyer who jumped to safety after the Tokyo raid brought $30,000. So excited was the bond chairman that he offered the shirt off his back—which brought $5,000 more in bonds. At WSAZ, Huntington, W. Va., Manager Flem J. Evans' brother, pilot of a B-17, offered bullets fired from the guns of his ship in an auction which raised about $6,000 in two hours.

To mark the million-dollar mark passed by WJBK, Detroit, a scout troop visited the studios and took part in a 15-minute program centering about bond purchases. WHAI, Greenfield, Mass., raised $17,000 for Uncle Sam in half an hour through an "interview with bond buyers" program in a local department store. Lanny Ross addressed the spectators, sang his theme song and led the crowd in the National Anthem.

Whaling on Main Street

Patriot's Day in Massachusetts was celebrated by WNBH, New Bedford, in a whaleboat which sailed down a main street harpooning bonds. This novel stunt raised $47,175. Hitler birthday announcement by "Grouchy Gus" at WITH, Baltimore, brought pledges totaling $53,675. Evening of dining and entertainment staged at a New York night club by WBYN, with admission by purchase of a $100 bond, netted a gate of $100,000 and an equal sum for the sale of dances at $10,000 a dance.

A Mayday show at the "Rumpus Room" broadcast was finale for the Second War Loan at WMTJ, Milwaukee. Admission was by bond purchase, adding $115,000 to M. C. Johnnie Olson's total bond sale of a quarter million dollars. In Dayton and Montgomery Counties, where thirty million dollars was raised for the Second War Loan, WHIO programs and rallies were credited with much of the drive's success. On WAAT, Newark, the home town of Norman Tokar, the "Henry" of NBC's *Aldrich Family*, Norman and Jack Kelk ("Homer Brown") broadcast every ten minutes on May 15, and took telephone bond pledges in person from listeners.

Buyers Get Free Records

For the month of May, KTUL, Tulsa, stimulates bond sales from a band stand on main street and makes free recordings, to send to servicemen, of the voices of parents and sweethearts who buy bonds during a daily two-hour program.

Sales accomplished by the bond tour of *Truth or Consequences*, sponsored on NBC by Procter & Gamble, have rocketed to $69,616,-953 after the May 8 broadcast in Seattle. Another amazing sale promoted by a network star was the disposal of Jacy Benny's violin for a million dollars in bonds. Benny has now volunteered his services as virtuoso to the Treasury and plans are being laid for the comedian to appear with a symphony orchestra, with admission by War Bonds only.

Over $5,000,000 in Bonds bought as admission to today's (May 17) opening of the Ringling Brothers Barnum and Bailey Circus sold out 17,000 seats in the Boston Garden. WBZ-WBZA promoted this special performance in cooperation with the Treasury, giving announcements and setting up ticket offices. Since last December, the stations have added over $11,000,000 to the U. S. "war chest".

BMI Station Program Managers Meet in N. Y.

SIXTH conference of program managers of BMI affiliated stations was held in New York last week, May 10-11, for a discussion of program structure. M. E. Tompkins, vice-president and general manager of BMI, introduced the speakers, including Sydney Kaye, BMI executive vice-president; Carl Haverlin, station relations director; Roy L. Harlow, program director; and Robert Burton, staff counsel. Clarence Menser, NBC vice-president in charge of programming, also spoke. Seventh in the series of program conferences [BROADCASTING, April 5, 26] will be held May 24-25.

Present at last week's meeting were:

Gene Wilkey, WDOD, Chattanooga; Wallace Brazeal, KFPY, Spokane; David Baylor, WGAR, Cleveland; Robt. M. Peebles, WKNE, Keene, N. H.; Mrs. Eleanor Fitzhugh, WMC, Memphis; Harvey Smith, WDEL, Wilmington; Edwin Reimers, WBEN, Buffalo; Howard Pyle, KTAR, Phoenix; G. Mallory Freeman, WRNL, Richmond; Deane S. Long, KXEL, Waterloo, Ia.; Virginia Braunberger, KGHL, Billings, Mont.; Ralph Kanna, WNBC, Hartford; Paul Corbin, KIEM, Eureka, Cal.; William Pendergast, WNBH, New Bedford; George Erwin, KFJZ, Fort Worth; Burnham Adams, WPDQ, Jacksonville; Lee Gillette, WAAF, Chicago; Edgar Parsons, WLDS, Jacksonville, Ill.; Jimmie Willson, Birmingham, and Fey Rogers, WOPI, Bristol, Tenn.

Gets Committee Post

EDWARD JARRETT, for two years in the office of Senator Wheeler (D-Mont.) and former secretary to Governor Ayers, of Montana, when he was a member of Congress, last week was named clerk of the Senate Interstate Commerce Committee, in which radio legislation originates. Senator Wheeler is chairman of the committee. Mr. Jarrett succeeds Lt. (j.g.) Bailey Stortz, who went on active duty in the Navy last September. Miss Alma Lovely, assistant clerk, has been acting clerk since Lt. Stortz's departure. Miss Lovely remains with the committee. Mr. Jarrett is a native of Roundup, Mont.

Nabisco Parades

NATIONAL BISCUIT CO., New York (cookies and crackers), have purchased a five-minute six-weekly portion of the *Good Morning* program on WGN, Chicago. The five-minute portion is titled *On Parade* and features transcribed march tunes. Contract for 13 weeks was placed through Federal Adv. Agency, New York.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
$21,250,000
That's Sales Management's forecast of Hartford's Retail Sales in June—15.6% ahead of the same month last year. Similar gains show throughout WDRC's Primary Area. Connect in Connecticut by using WDRC. Basic CBS, Hartford.
CBS

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC — Natl. Rep.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MAY 8 to MAY 14 INCLUSIVE

Decisions . . .

MAY 11

License renewals for regular period: KALB KDLR KFJI KGY KPFA KVSO WFOY WGCM WJEJ WMFG WSNJ KCRJ WTRC WFTC KBND KOCY KVIC KVOL KWOC KXRO WAIR WBRK WCLS WFBG WGTM.

WPTZ, Wyndmoor, Pa.—Granted permission to announce "WPTZ, Philadelphia" for program correlation, with conditions.

W75NY, New York—Granted license renewal to June 1, 1944.

KALW, San Francisco—Granted license renewal to May 1, 1944.

WBRY, Beattyville, Ky.—Same.

W9XER, Kansas City, Mo.—Same.

KYA, San Francisco — Granted special service authorization to broadcast calls to Longshoremen, service to be rendered without charge, announcements to be of 5 min., a.m. and p.m.

MAY 12

WCOP, Boston—Passed over to June 16 action on petition for order to take depositions re license renewal application.

WLAN, Endicott, N. Y.—Granted permission to dismiss without prejudice application for mod. of CP for 1450 kc., 250 w., unlimited.

WJRM, Elkins, W. Va.—Granted continuance hearing on application for CP to June 7, 1943.

Transradio Press Service—Granted extension to August 2, 1943 to file proposed findings of facts, etc. in case of Transradio vs. AT&T et al and in investigation of rates etc. of AT&T in rendering certain press service.

MAY 13

WKBZ, Muskegon, Mich.—Granted leave dismiss without prejudice application for mod. license to change frequency 1490 kc. to 1450 kc.

W8XCT, Cincinnati—Granted mod. CP as mod. authorizing new experimental television station, extend completion date to Oct. 28, 1943.

Applications . . .

MAY 10

WMMN, Fairmont, W. Va. — License cover CP as mod., change DA for N use, increase power.

KLRA, Little Rock—License cover CP as mod., to move transmitter, for new transmitter, change frequency, increase power, changes in DA for N use, etc.

WBKB, Chicago—License cover CP for new commercial television station, in part.

MAY 14

WFTL, Ft. Lauderdale, Fla.—Vol. Assignment license and CP to Fort Industry Co.; mod. license move main studio to Miami, contingent on granting license assignment.

Tentative Calendar . . .

WJRM, Elkins, W. Va.—Mod. CP for 1240 kc., 250 w., unlimited. (May 17).

Winterine Answers FTC

WINTERINE Mfg. Co., Denver, (Antarctic antifreeze) has denied Federal Trade Commission allegations that the product causes corrosion, rust, etc., in auto cooling systems. OPA ceiling prices were later set at a price below cost of making the product. This, the answer asserts, was followed by a WPB order prohibiting manufacture of the product, and by reason of these orders the company has suffered great financial loss and is unable to employ attorneys to represent it. Hearings will be held.

Short Time Meter

TIMER for extremely short intervals, as low as 100 microseconds, has been announced by the Special Products section of General Electric. The new electronic meter is designed to measure the interval between two events which can be converted into electrical impulses, such as the elapsed time between the closing of two controls, between an electrical impulse and a light impulse, or between two impulses to a phototube.

Swing Paid $73,050

RAYMOND GRAM SWING, commentator for the General Cigar Co., New York, on Mutual, was paid $73,050 by the company in 1942, General Cigar's annual report to the Securities and Exchange Commission showed last week.

Subscribe to Library

STANDARD RADIO announces the following new and renewal subscribers to the Standard Program Library: KXYZ, Houston; KRIS, Corpus Christi; WBZ-WBZA, Boston; WNEW, New York; WTHT, Hartford; WJHL, Johnson City, Tenn.; WKWK, Wheeling; WFCI, Providence; KYW, Philadelphia; WSTV, Steubenville, O.; WJPF, Herrin, Ill.; WMFF, Plattsburg, N. Y.; KSRO, Santa Rosa, Cal.; WCOV, Montgomery, Ala.; WLBJ, Bowling Green, Ky.; WCOP, Boston; WFHR, Wisconsin Rapids; WFIN, Findlay, O.; WHDF, Calumet, Mich.; WADC, Akron; WEEU, Reading; WLAY, Sheffield, Ala.; KXL, Portland, Ore.; KTBC, Austin; WHLD, Niagara Falls.

Ham Shortwave Permits

OPERATING permits for several shortwave amateur stations within Los Angeles County during air raid alerts, were recently issued by the FCC to Los Angeles County Defense Council. Covering the San Dimas and Temple City districts, the permits, according to H. G. Martin, CDC radio aide, raise the number of these stations to 12. Part of a county-wide network, the system operates on two and one-half meters.

Capt. William Sparks

CAPT. William Sparks, president of Sparks-Withington Co., manufacturers of the Sparton receiver, died on May 13, after several years' illness. Services were held May 15 in his home city of Jackson, Mich., where he was a leader in civic affairs. Capt. Sparks was a pioneer in development of automotive radio, and was a leading member of the Radio Manufacturers Assn., in which he was active in important capacities.

Video Session

WILL BALTIN, program director of W2XWV, Du Mont television station in New York, and Sam Cuff, in charge of the station's experiments with commercial telecasts, were featured speakers at the spring meeting of American Television Society, held last Thursday at the Hotel Capitol, New York.

Merger of Postal, W. U. Covered in Agreement

AGREEMENT to merge was signed last week by the Postal Telegraph and Western Union Telegraph Cos. The action was taken under authority of an Act of Congress approved March 6, 1943, and in cooperation with a merger committee consisting of Commissioners Payne, chairman; Clifford J. Durr and Ray C. Wakefield, named by the FCC to deal generally with problems arising in connection with any proposed merger of domestic telegraph carriers.

FCC Chairman James Lawrence Fly commented that "a genuine public benefit, in terms of improved public service during the war period, will result from a sound plan of merger between Western Union and Postal Telegraph. The companies can be sure of our prompt consideration of the matter."

The carriers must now submit an application to the Commission before a merger can be affected and thereupon the Commission will order a public hearing on the application, according to the FCC. While plans for distribution of international telegraph traffic among the carriers concerned has been discussed, this subject is still under consideration by the FCC Committee and the companies affected. Leading up to the signing of the merger agreement, a number of conferences was held by the Committee and representatives of Postal, Western Union, American Communications (CIO) the Commercial Telegraphers' Union (AFL) and others whose interest the merger might effect.

NEW FM ANTENNA



DESIGNED TO RELAY FM programs from studio to main transmitter via any of the 23 assigned channels centering on 337 megacycles, a new radio relay antenna has been developed by engineers of the General Electric electronics department at Schenectady. One of the new antennas is in operation relaying programs of W85A, Schenectady, to the main transmitter 12 miles away in the Helderberg mountains.

Says M. W. Scheldorf, G-E engineer, "The antenna concentrates its radiation in a narrow beam in the desired direction only, in accordance with well defined and narrow limitations of the Federal Communications Commission." Mounted within a nonmetallic housing which protects the entire electrical system from the weather, it mounts easily on a single metal pole.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PRINCE MATCHABELLI Inc., New York (Stradivari perfume), on May 16 only sponsored Paul Lavalle conducting Stradivari Orchestra on 118 CBS stations, Sun., 4-4:15 p.m. Agency: Morse International, N. Y.

JONES & LAUGHLIN STEEL Corp., Pittsburgh (institutional), on Sat., May 22, 7-7:30 p.m. only, sponsors educational and music program on 12 MBS stations. Agency: Calkins & Holden, N. Y.

DOMINION GOVERNMENT, Royal Canadian Air Force, Ottawa (recruiting), on May 19 starts *RCAF Quiz Show* on 56 Canadian Broadcasting Corp. stations, Wed., 9-9:30 p.m. Agency: MacLaren Adv. Co Ltd., Toronto.

Renewal Accounts

GENERAL MILLS Inc., Minneapolis (Wheaties), on May 31 renews *Kitty Fogle* on 43 CBS stations, Mon. thru Fri., 10:15-10:30 a.m. (Rpt., 11:30 a.m., and on May 31 renews *Valiant Lady* (Bisquick), on 43 CBS stations, Mon thru Fri., 10-10:15 a.m. (Rpt. 11:15 a.m.). Agency: Knox-Reeves Adv., Minneapolis.

U. S. TOBACCO Co., New York (Dills Best and smoking tobacco), on May 24 renews *Gay Nineties Revue* on 66 CBS stations, Mon., 8:30-8:55 p.m. (Rpt. 11:30). Agency: Arthur Kudner Inc., N. Y.

PRUDENTIAL Insurance Co. of America, Newark, on May 30 renews *The Family Hour* on 84 CBS stations, Sun., 5-5:45 p.m. Agency: Benton & Bowles, N. Y.

D. L. CLARK Co., Pittsburgh (candy), on May 30 renews for 13 weeks *Where Do We Stand?* on 110 BLUE stations, Sun., 5-5:30 p.m. Agency: Walker & Downing, Pittsburgh.

Network Changes

LEVER BROS., Cambridge, Mass. (Rinso), on May 12 added to *Mayor of the Town* on 119 CBS stations, Wed. 9-9:30 p.m., a West Coast repeat. Wed., 9:30-10 p.m. (PWT). Agency: Ruthrauff & Ryan Inc., N. Y.

GENERAL CIGAR Co., New York (Van Dyck cigars), on May 11 shifted *William Winter* on 7 CBS Pacific stations from Wed., 9:30-9:45 p.m. (PWT), to Tues., 9:45-10 p.m. (PWT). Agency: Federal Adv Agency Inc., N. Y.

GENERAL FOODS Corp., New York (Jell-O), on May 14 shifted *Kate Smith Hour* on 116 CBS stations, Fri., 8-8:30 p.m., with West Coast repeat, 9-9:30 p.m. (PWT), from Hollywood to New York; shifted *Kate Smith Speaks*, same date, on 73 CBS stations, Mon. thru Fri., 12 noon-12:15 p.m., from Hollywood to New York. Agency: Young & Rubicam Inc., N. Y.

LOEW's Inc., New York (MGM pictures), on May 10 shifted *The Lion's Roar*, on 51 BLUE stations, Mon. thru Fri., 7-7:05 p.m., with transcribed West Coast repeat, Mon. thru Fri., 6:25-6:30 p.m. (PWT), from New York to Hollywood. Agency: Donahue & Co., N. Y.

KRAFT CHEESE Co., Chicago (margarine), on June 27 discontinues *The Great Gildersleeve, Sundays* 4:30-5 p.m. on 67 NBC stations for 8 weeks. Agency: Needham, Louis & Brorby, Chicago.

E. R. SQUIBB & SONS, New York (Squibb products), on June 11 discontinues *Keep Working, Keep Singing, America*, on 61 CBS stations, Mon., Wed., and Fri., 6:30-6:45 p.m., and on June 13 starts unnamed program on 117 CBS stations Sun., 8-8:30 p.m. Agency: Geyer, Cornell & Newell, N. Y.

F. W. FITCH Co., Des Moines (shampoo and hair tonic), has added 4 stations to *Fitch Bandwagon*, making a total of 129 NBC stations, Sun., 7:30-8 p.m. Agency: L. W. Ramsey Co., Davenport, Ia.

CHESEBROUGH MFG. Co., New York (Vaseline products), on May 19 shifts *Dr. Christian* on 114 CBS stations, Wed., 8:30-8:55 p.m., West Coast rpt, 8:30-8:55 p.m. (PWT), from Hollywood to New York, for 4 weeks Agency: McCann-Erickson, N. Y.

WHDH To Spot Sales

SPOT SALES Inc. has been appointed national sales representatives for WHDH, Boston. Offices are located in New York, Chicago and San Francisco.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

An Experienced Announcer—Wanted at once for regular assignment. Permanent position on 5000 watt NBC station in Great Lakes District. Please write full details on experience and background. All replies treated confidentially. Box 630, BROADCASTING.

KGNC, Amarillo, Texas—Needs Emcee announcer capable of handling variety shows—special events. Also need experienced news man, and continuity writer. Send complete information to Raymond Hollingsworth.

EXPERIENCED SALESMAN — A 5,000 watt CBS station can use a salesman of proven ability who is more interested in his future than present inflationary salary. If you are a live-wire who wants to invest in the future we have an excellent opportunity for you. Write WKZO, Inc., Kalamazoo, Michigan, giving full details about yourself, age, draft status, etc.

Combination Announcer-Operator — (First or second class). Able read news. Your present pay for forty hours with guaranteed pay for minimum of forty-eight. Network station in Rocky Mountains. Box 626, BROADCASTING.

Announcer—Permanent position with 5 k.w. regional network station for draft deferred experienced man. Box 623, BROADCASTING.

Announcer—Give experience, abilities. Permanent. Box 625, BROADCASTING.

Announcer—Experienced, for network station located in large metropolitan area in New York State. Send transcription and details in letter. Draft status, and salary. Box 627, BROADCASTING.

Announcer—No experience necessary. Give personal details, draft status, age, etc. Apply Box 628, BROADCASTING.

Aggressive Draft Deferred Salesman—Wanting position with opportunities for advancement. Wanted by 5 k. w. regional network station. Box 624, BROADCASTING.

Wanted Immediately—Chief Engineer for 1,000 watt southern regional station. State qualifications and salary desired in first letter. Station WALB, Albany, Georgia.

Announcer—Capable and willing to develop into all around man. Permanent not "Duration" position. Good character reference essential. Please write full details including salary wanted and enclose photo. WTOL, Toledo, Ohio.

Experienced Announcer — Draft exempt. Flat salary plus commercial fees on one of South's most progressive stations. 5,000 watt network affiliate. Write, wire or phone Henry P. Johnston, WSGN, Birmingham, Alabama.

Situations Wanted

ANNOUNCER-PRODUCER — At liberty June first. No draft. Good station or agency proposition. In or near New York or Boston. Please detail first letter. Box 634, BROADCASTING.

Solid Background—For news presentation, programming, and commercial and/or personality announcing. Midwest family man. Let's exchange references. Box 632, BROADCASTING.

Young Woman — Experienced Programming, Production, Writing, Announcing. Ideas plus zest for work. Now writing and producing weekly show over 5000-watt NBC-Blue affiliate. Available June 30. Box 633, BROADCASTING.

Situations Wanted (Cont'd)

Experienced Farm Broadcaster — Eight years of farming - USDA - Agricultural broadcasting-selling. Can develop and write shows. College, 3-A. Now earning $4400. Box 635, BROADCASTING.

Announcer — Several months' experience small station. Age 28. 4-F. Box 637, BROADCASTING.

Draft Deferred — News Editor and announcer, play by play sports man, also staff announcing. Now employed, wants better position. Box 636, BROADCASTING.

What's Your Staff Problem—MC? Program Director? Solid news? Strong commercial? Experienced man can really qualify—Available soon. Box 631, BROADCASTING.

AVAILABLE JUNE 1st—General Manager. Good organizer. Can obtain operators, salesmen and announcers if needed. Nine successful years in radio as Salesman-Commercial Manager-General Manager. Have doubled business present location since February 1st. Wide reputation in industry. Good agency connections. Proven record. Best of references. Gentile. Married. Age 40, draft exempt. Give full details in reply. Box 617, BROADCASTING.

Announcer—6 years, 4F. Experienced in programming, production. Knowledge of engineering. Desires to change present position. Prefer northeast. Box 618, BROADCASTING.

First Class Licensee—All around broadcast experience; 4F. Available immediately for position with progressive station. Box 629, BROADCASTING.

ANNOUNCER—Draft deferred. Available now. Experienced studio commercials, newscasts, special events. Edward Jaeger, WCLO, Janesville, Wis.

Announcer — Experienced; commercial, news, ad lib, emcee, vocalist; 4H draft; available June 1. Box 622, BROADCASTING.

Young Woman—Wishes position with progressive station in large city. 8 years' varied radio experience; program director, production manager, public relations, sales, continuity writing, announcing in in commercial radio station; teaching broadcasting technique in university and directing educational broadcasts. Box 621, BROADCASTING.

WANTED—By experienced radio man, now manager of eastern network station, permanent position with progressive midwestern station. Prefer program or production fields. Experienced in all departments. 38, family. Excellent personal reasons for change. Box 620, BROADCASTING.

ENERGETIC MANAGER—Age 37, 3-A draft status, married with family. 15 years' newspaper and radio experience, now employed manager 5 k. w. regional network affiliate—desire to make change for personal reasons. Thoroughly experienced in handling personnel, own commercial manager. Excellent program experience. Natural flair for sales-producing ideas. Successful selling record. Details on request. Box 619, BROADCASTING.

Wanted to Buy

Field Intensity Measuring Equipment—Federal preferred, but what have you? Radio station WAKR, Akron, Ohio.

Recorder and Playback—RCA or Presto preferred, radio station WBML, Macon, Georgia.

FTC Cites Willys

THE IDEA of creating a "Jeep" was originated by the American Bantam Car Co., of Butler, Pa., in collaboration with certain officers of the Army, and not by Willys-Overland Motors, of Toledo, the Federal Trade Commission says in a complaint against Willys-Overland for purported misrepresentation in its radio and other advertising as to the creation and perfection of the Army Jeep. Named with Willys-Overland as respondents are United States Adv. Corp., Toledo; and executives of the manufacturer and the advertising agency.

Woods Enters Winchell Censorship Controversy

CONTINUED objections by Walter Winchell of "censorship" of his Sunday night broadcasts on the BLUE last week brought Mark Woods, president of the BLUE, into the picture. Disputes heretofore have been mainly between Winchell and the Andrew Jergens agency, Lennen & Mitchell, New York [BROADCASTING, April 19].

Two items in Winchell's script for May 9 were reportedly blue-penciled by Mr. Woods, one referring to the draft deferment request of the son of a Kansas Representative, the other a reference to "grudge fights" between prominent Washingtonians.

The BLUE had no comment to make on Winchell's criticism of script supervision, and Lennen & Mitchell, queried as to whether Winchell's option for 1944 due May 31 had been renewed, said no decision had been reached.

Kennedy Lauds, Raps Recording Engineering

HIGH praise for researchers and technicians who are developing better methods of sound transmission was given by T. R. Kennedy Jr. of the *New York Times* radio department at the May meeting of the Institute of Radio Engineers in New York. Strong condemnation was added for those engineers and manufacturers of home sound reproducing equipment who undo the good work of the former.

Mr. Kennedy illustrated his talk with records of radio programs made by himself on home equipment. He emphasized the quality of NBC FM station recordings as having "good balance, minimum of noise and more musical 'reality'" and said, "and this is the way phonograph records will sound when needle noise has been banished."

An enthusiastic FM fan, Mr. Kennedy said that "FM broadcasting is doing something for the listener beyond the immediate possibilities of AM broadcasting. The only objection is that FM and television sound channels reveal too many defects from our studios. FM actually is too good for the studios and the concert artists, in a sense. They could be placed more advantageously when FM carries the program."

BILL MORROW and Ed Beloin, for more than three years writers on the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Grapenuts Flakes), report to Fort MacArthur, Cal., for Army induction in late May.

PROFESSIONAL DIRECTORY

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An Organization of
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Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Fort Industry Co. Acquires WFTL, Ft. Lauderdale, Fla., at $275,000 Cost

SALE of WFTL, Fort Lauderdale, Fla., by Ralph A. Horton, retired investment banker, to the Fort Industry Co., headed by Lt. Com. George B. Storer, for $275,000, was consummated last week, subject to FCC approval. Applications covering the transfer were filed with the FCC last Wednesday in behalf of both Mr. Horton and the Fort Industry Co.

The station recently began operating on 710 kc. with 10,000 watts full time, in lieu of a local 250-watt assignment. There have been reports of its impending sale for some time, due to the ill health of Mr. Horton. It is a Mutual outlet.

Fort Industry Co. owns and operates WWVA, Wheeling; WSPD, Toledo; WMMN, Fairmont, W. Va.; WAGA, Atlanta; WHIZ, Zanesville; WLOK, Lima. O. J. Harold Ryan, assistant director of censorship, is vice-president and treasurer of the Fort Industry radio operation, but is on leave while on Washington duty.

Lt. Com. Storer likewise is on leave, serving as materiel procurement officer in the 9th Naval District in Chicago. Active direction of the company is in the hands of George W. Smith, executive vice-president, and directing head of WWVA, and L. A. Pixley, general manager in Detroit.

The agreement covering the transaction, filed with the FCC, sets out that several mortgages are outstanding on WFTL, which are satisfied as part of the $275,000 transaction. The grand total of all the equipment and property in WFTL was given as approximately $181,000. A certified report by an accountant set the total cost to Mr. Horton of WFTL and its operations, to March 31, at $252,500, including original cost, depreciation, cost of financing and interest and services.

Included in the purchase price of $275,000 were mortgages aggregating $36,000 held by Florida banks. The contract may be cancelled if, at the end of six months, the FCC has not approved the application for transfer.

The application for transfer was filed by Andrew W. Bennett, Washington attorney.

Pen to Hubbard

BECAUSE President Stanley E. Hubbard of KSTP, Minneapolis-St. Paul, started the movement to create a post-war world center of aviation in the Twin Cities, he received a letter of thanks from Gov. Harold E. Stassen. And with the letter came the pen the Governor used when he signed the airport bill.

Nelson, Grabhorn Slated For New York Club Post

NOMINATIONS of officers for the 1943-44 sessions of the Radio Executives Club of New York were announced at last Wednesday's meeting by the nominating committee, with ballots to be mailed out to members this week and results to be announced May 26.

Candidates for next year's presidency are Linnea Nelson, timebuyer of J. Walter Thompson Co., and Murray Grabhorn of the BLUE Spot Sales Department. Vice-president nominee is Beth Black, timebuyer of Joseph Katz Co.; for secretary, Warren Jennings, New York representative of WLW, Cincinnati, and Lou Moore, Radio Advertising Corp., and for treasurer, Ninette Joseph Taranto, BBDO, and Maxwell Dane, WMCA, were named.

The May 19 meeting of the club has been designated SESAC Day, it was announced by Tom Lynch, Wm. Esty & Co., and president of REC.

Also featured at last week's meeting was the award of a plaque from the club to Marvin Kirsch, business manager of *Radio Daily*. Out-of-town guests included Lew Avery, NAB, and C. Merwin Dobyns, KGER, Long Beach.

THREE STATE RADIO GROUPS IN MEETINGS

ANNUAL MEETING of the Radio Council of New Jersey, held last Monday in Newark, was attended by more than 60 representatives of civic and educational groups. Theme was radio education in wartime, with speakers including Sterling Fisher, director of the NBC *Inter-American U. of the Air*; Irene Wicker, "The Singing Lady"; Leon Levine, CBS assistant director of education; Elsie Dick, educational director, WOR, New York. Irving Rosenhaus, general manager, WAAT, Jersey City, was elected one of the vice-presidents of the council.

Last Friday, two other state radio councils held their annual meetings, the Northeastern Radio Council at Schenectady, and the Radio Council of Minnesota in Minneapolis. Former group also met May 15 to hear talks by Mrs. Dorothy Lewis, NAB coordinator of listener activities; Grace Johnson, BLUE; Arch Oboler, producer-author-director; Dr. James Rowland Angell, NBC public service counselor. Kolin Hager, general manager of WGY, Schenectady, was luncheon toastmaster.

The Minneapolis meeting featured reports on radio in the war and after from the Ohio State conference, with talks by Burton Paulu, WLB, Minneapolis; Max Karl, educational director, WCCO, Minneapolis; Muriel Steward, director of radio of the state tuberculosis assn.; Ann Ginn, WTCN, Minneapolis, and Hale Cavanor, OWI.

ALL BLUE OFFICERS ARE AGAIN ELECTED

MARK WOODS, BLUE president, and other officers of the network were re-elected to their respective positions at a meeting May 7 of the board of directors. Officers include Niles Trammell, chairman of the executive committee; Edgar Kobak, executive vice-president; Phillips Carlin, vice-president in charge of programs; Keith Kiggins, vice-president in charge of stations; Fred M. Thrower, Jr., vice-president in charge of sales; E. R. Borroff, vice-president in charge of the central division; Don E. Gilman, vice-president in charge of the western division; Lunsford P. Yandell, vice-president; Charles E. Rynd, treasurer; Lewis MacConnach, secretary; Alexander D. Nicol, controller; Anthony M. Hennig, asst. treasurer; Robert D. Swezey, asst. secretary, and Christian Pfautz, asst. secretary.

Summer Plans

WESTINGHOUSE ELECTRIC & MFG. Co., East Pittsburgh, Pa. foregoing a summer hiatus, will continue its Westinghouse Program on 126 NBC stations, Sunday, 2:30-3 p.m. (EWT). John Charles Thomas is m.c.-vocalist, with John Nesbitt, narrator. Victor Young is musical director, with Ken Darby's vocal chorus being featured. Clare Olmstead is producer for Young & Rubicam Inc., agency servicing the account.

RESULTS from the first announcer training school of WEEI, Boston, were so successful that a second school is to be opened May 17. Only men are eligible, and they must be in deferred draft classifications and be employed in a non-essential industry.

Air Wick on WOR

SEEMAN Bros., New York, starts promotion for Air Wick—a new product designed to neutralize cooking and other undesirable odors —with participations on Bessie Beatty's program on WOR, New York. Contract starts May 17 and continues for 52 weeks. No further radio plans at present. Agency is William H. Weintraub Co., New York.

Comfoot Plans Test

COMFOOT PRODUCTS, Chicago (foot balm), is planning a test radio campaign in Midwestern and West Coast markets. A new product, this is the first advertising planned. Nature of radio promotion and markets have not been released by agency, Malcolm-Howard, Chicago.

Ups To 213 Stations

GENERAL FOODS Corp., New York, has expanded the list of stations carrying announcements for Post Toasties, Post Raisin Bran and Bran Flakes from 150 to 213 [BROADCASTING, May 3]. Of the current total, 74 are used as part of the G-F campaign on the Keystone Transcription Network [BROADCASTING, May 10]. Agency is Benton & Bowles, New York.



Drawn for BROADCASTING by Sid Hix

". . . I've Just Been Handed a Special Bulletin!"

Nelson Promises Paper Status Quo Until Oct. 1

PRESENT shortage of paper for newspapers and magazines is not alarming, WPB Chairman Donald Nelson told a House Interstate subcommittee last week, assuring that further cuts in paper for publications is unlikely, at least until Oct. 1. Mr. Nelson's statement was read to a committee investigating the newsprint situation, in accordance with a resolution offered by Rep. Halleck (R-Ida.).

The subcommittee issued a report Monday recommending that the 10% paper cut be applied to government agencies as well as publishers. The committee also suggested that the War Manpower Commission recognize paper making as an essential activity to protect its labor supply.

Lt. Com. Guider Promoted, Heads Radio Procurement

LT. COM. JOHN W. GUIDER has been promoted to full commander in the Radio Division of the Navy's Bureau of Ships. Formerly in the Bureau of Supplies & Accounts, Com. Guider is now head of the Procurement Branch of the Radio Division.

A pioneer in the practice of radio law, Com. Guider left the law firm of Hogan & Hartson, of which he had been a member for 10 years, when he was called to active duty last September. He followed into service his partner, Lt. Com. Duke M. Patrick. Com. Guider was graduated from the Naval Academy in 1922.



HAVE A HEART, FELLOW—

WHO'S UP AT 6 IN THE MORNING?

We made one of those worked-to-death map offers * — at 6 A. M. imagine!

All of the Heart of America responded—from the 49% rural as well as the 51% urban.

Yes—they're wide-awake with the Early Birds out here—wide-awake to a sales story.

Proof again that one station—and only one station—reaches all of the Heart of America!

* Map offer at 6 A.M. brought replies from 90 Missouri and Kansas counties—from 14 outside states and Canada. This offer was made six mornings only—at 6 A.M.—no other teasers or plugging.



The alarm at KMBC goes off at 5:30 A. M. The Early Bird Jamboree starts the day with a song and a laugh.



To keep in touch with the times, 6 A. M. finds news from all the world being aired by KMBC to all of the Heart of America.



That 49% rural audience tunes to KMBC at 6:15 A. M. for Phil Evans and his farm and livestock market news.



Colorado Pete and the Dixie Four, a KMBC service feature, keep them awake at 6:30 A. M. with western and hillbilly hoedowns.



Service features build audiences in the Heart of America. The Midland Minstrels and the Texas Rangers carry on at 7:30 A. M.

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS



WHAT'S THE "COVERAGE" COVERING UP?

● "Coverage" is a loosely used term often employed in radio to cover up embarrassing features such as, for instance, a lack of listeners. Less and less do time buyers jump at the conclusion that "coverage" is synonymous with "listeners", or "circulation."

You can get "coverage" of Oklahoma City through four different stations, but only ONE . . . WKY . . . has LISTENERS in large, profitable quantities.

In the morning, WKY has 47.0% of the listeners (Hooper, February-March); in the afternoon, 55.6%; and in the evening, 57.8%.

WKY provides coverage far out into the state, too; farther out on its 930 kc. frequency than any other Oklahoma City Station. What's under THIS coverage? Well, listening habits aren't bound by city limits and every survey of out-state listening ever made has shown WKY to be the decisive favorite among Oklahoma City stations there, too.

If you want coverage, and if you want LISTENERS in the Oklahoma City area, WKY provides more of both than any other station.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AY 24, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT

SIX GOOD RADIO STATIONS. Period



FORT INDUSTRY STATIONS

WSPD
Toledo, Ohio
5,000 WATTS—1370 KC.
NBC BASIC

WAGA
Atlanta, Ga.
5,000 WATTS—590 KC.
BLUE NETWORK

WLOK
Lima, Ohio
250 WATTS—1240 KC.
NBC NETWORK

WWVA
Wheeling, West Va.
50,000 WATTS—1170 KC.
BLUE BASIC

WMMN
Fairmont, West Va.
5,000 WATTS—920 KC.
CBS NETWORK

WHIZ
Zanesville, Ohio
250 WATTS—1240 KC.
NBC NETWORK

KVOO

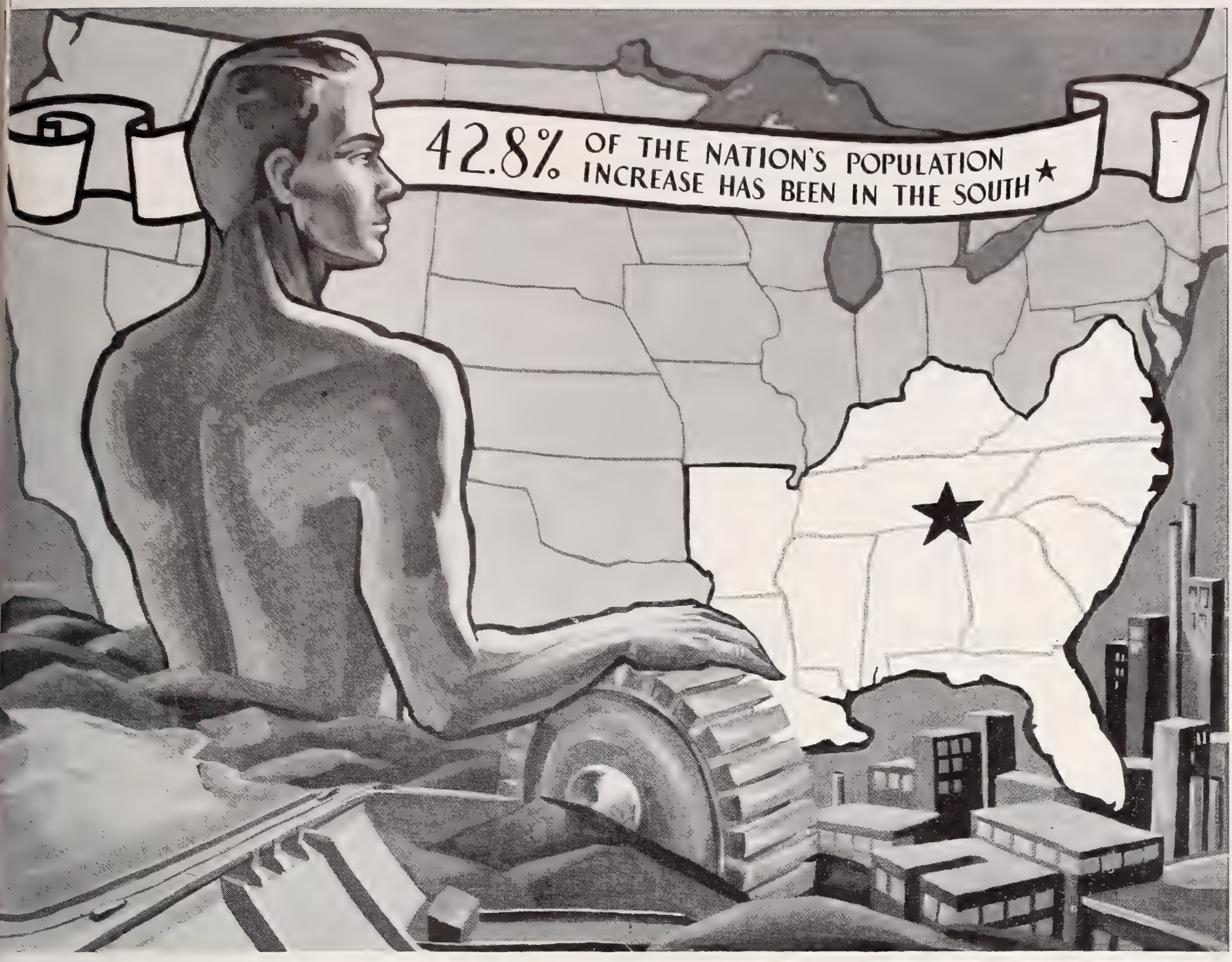
TULSA, OKLAHOMA

DEDICATED TO THE
PUBLIC INTEREST
CONVENIENCE
and
NECESSITY

This radio station endeavors to render a living service to the basic intent of the license granted us by the Federal Government. We feel that we can best serve the public through constant watchfulness as to the type and quality of our program structure. In our daily effort to best serve the greatest audience we firmly believe in the fundamental idea that the station in any given area with the best programs will have the greatest audience.

Oklahoma's Most Powerful Station
50,000 Watts Day and Night

Edward Petry & Company, Inc., National Representatives



A Mid-War and Post-War Market of Opportunity

With abundant, cheap T.V.A. power, ideal climate, strategic location, skilled labor and an unsurpassed variety of raw materials, the South is attracting more permanent industries than any other part of the United States. Already 42.8% of the nation's population increase has been in the South!

One of the South's dominant advertising mediums in this fast growing section is WSM, "The Air Castle of the South." With a low frequency, one of radio's largest talent staffs and a pulling power that recently brought 250,000 letters from two broadcasts, WSM is the station for mid-war sales and post-war planning.

WSM — Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL

HARRY L. STONE, Gen'l Mgr., NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

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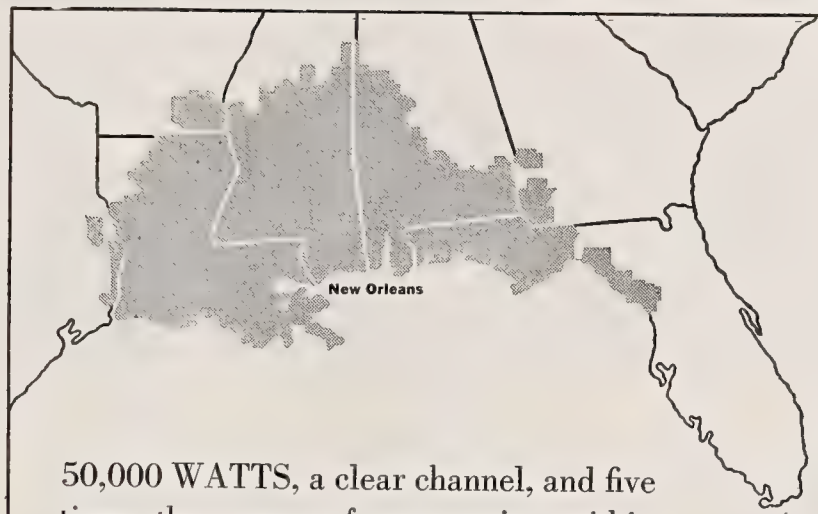
The Historic Battlefield

OF

Vicksburg

IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states



50,000 WATTS, a clear channel, and five times the power of any station within hundreds of miles—that's WWL!

IF THE DEEP SOUTH is on your program, just one station will do the whole job—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 21 MAY 24, 194

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Published every Monday, 53rd issue (Yearbook Number) Published in February

KOIL *is the most economical buy in OMAHA*



is a MUST!

For Outstate Nebraska - KFAB . . .

"YOU SHALL HAVE MUSIC"... AND MUSIC PROFITS

"You Shall Have Music" is one of the programs prepared by the ASCAP Radio Program Service. It is written by skilled commercial writers and, in a substantial percentage of stations using it, is sponsored. Any ASCAP-licensed station may have this program . . . and others . . . without cost. Let us tell you how alert stations everywhere are turning music *costs* into music *profits*.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City

MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS

Broadcast Station
WMEX
OWNED AND OPERATED BY THE NORTHERN CORPORATION

WMEX Building
70 BROOKLINE AVENUE, BOSTON
TELEPHONE COMMONWEALTH 3900

ROBERT L. MURRAY, DIRECTOR
RADIO PROGRAM SERVICE
A S C A P
30 ROCKEFELLER PLAZA
NEW YORK CITY, N. Y.

DEAR MR. MURRAY:

IT IS WITH GENUINE DELIGHT THAT I INFORM YOU OF THE PLEASANT RESULTS OF YOUR SCRIPT SHOWS, "YOU SHALL HAVE MUSIC". THE SCRIPTS MAKE UP A REGULAR FEATURE SHOW HEARD EACH MONDAY EVENING AT 10.30 OVER THIS STATION, AND I SHOULD LIKE TO QUOTE IN PART A RECENT LETTER RECEIVED FROM ONE OF OUR LISTENERS IN REGARD TO THE PROGRAM.

".....IT WAS A GRAND PROGRAM AND BROUGHT BACK MANY PLEASANT MEMORIES THAT WE ALL LOVE TO RECALL. THE ANNOUNCER WAS SPLENDID WITH HIS EASY, NATURAL WAY OF INSERTING HIS OWN COMMENTS TO AN ALREADY EXCELLENTLY WRITTEN NARRATION."

THE SHOW IS ON A SUSTAINING BASIS AND IS ONE OF THE MOST POPULAR NOW HEARD ON THE AIR, OF THIS TYPE.

YOURS SINCERELY,
Debora B. Springer
DEBORA B. SPRINGER,
ASS'T TO PROGRAM DIRECTOR

Biggest Listening Survey Ever Made in America's 4th Largest Market!*



Impartial Radio Research Paid For Cooperatively Proves WAAT Invariably Delivers in North Jersey *The Most Listeners Per Dollar!*

AS a smart time buyer you owe it to yourself to send for a detailed report (by ¼ hours periods) of the latest Continuous Listener Survey in America's 4th largest market — conducted by the Pulse of New York . . . whose monthly surveys are paid for cooperatively by all major stations in this area.

This survey proves conclusively that although WAAT does not deliver the most listeners in North Jersey — it invariably delivers the "Most Per Dollar."

No wonder leading agencies and advertisers are getting "on the beam"—are placing more new national business than ever before on New Jersey's First Station! It will pay you to investigate! Write, wire, or telephone WAAT; Executive Offices, Hotel Douglas, Newark, New Jersey.

2nd Largest Audience Between 12 noon and 6 P. M. In America's 4th Largest Market

WABC	*18%*
WAAT	*13%*
STATION C	*11%*
STATION D	*10%*
STATION E	*10%*
STATION F	*8%*
STATION G	*5%*
STATION H	*4%*
STATION I	*4%*
STATION J	*3%*

BUY BONDS WITH  WHAT YOU SAVE



WAAT

"DOLLAR FOR DOLLAR NORTH JERSEY'S BEST RADIO BUY!"

Do you realize this market contains over 3½ million people; more than these 14 cities combined:— Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.



★ TEN THOUSAND WATTS ON 1010 KC.* ★ CLEAR CHANNEL ★ NEW RCA 10E TRANSMITTER ★ THE ONLY COLUMBIA STATION IN ARKANSAS ★ THE ARKANSAS STATION WITH THE GREATEST COVERAGE AND POWER

LITTLE ROCK, ARKANSAS

KLRA

Affiliated with the ARKANSAS GAZETTE

Represented Nationally by the Katz Agency, Inc.

NEW YORK • CHICAGO • DETROIT
ATLANTA • DALLAS • KANSAS CITY • SAN FRANCISCO

* 5000 WATTS AT NIGHT

J. DUDLEY SAUMENIG

SALES MANAGER, WIS, COLUMBIA



1918 U. S. Navy
1920 Goodyear Tire & Rubber Company
1923 Vice President, Turner Music Stores of Florida. Manager, St. Petersburg store
1927 Manager, WSUN, St. Petersburg, Fla.
1929 Columbia Phonograph Company, Transcription and Record Division
1932 Manager, WNOX, Knoxville, Tennessee
1936 Manager, WCSC, Charleston, S. C.
1938 Sales Manager, WIS, Columbia, S. C.
1942 Chairman Sales Manager's Division, 4th District, NAB.

SUCCESSFUL men in any field are usually versatile. Such a man is Dud Saumenig. An Episcopal parson's son, he early acquired a taste for music in the church choir and has been the bass main-stay for many an NAB convention quartet. Golfing is another hobby . . . and he's something of a bridge expert. But most of all Dud has lived for radio, and knows it like the palm of his hand. His surveys and marketing maps are famous. They're trumps dealt by an expert who does much to make his station a leader in the South.

Have you ever considered that the very self-same management, or sales personality, that would assure the success of a station in Rochester, say, might mean its *ruination*, say, in Virginia or Nevada? Well, it's a fact—and it's proof that you can't buy *any* station just on the promise of power, or location, or kilocycles. It's *management* that makes the station.

Here at F&P, one of our biggest jobs is to know about the management of the various stations in all the markets we help serve. Knowing those facts, we are in an ideal position to help you choose your stations effectively. Are you availing yourself fully of the information we have for you, here in this group of pioneer radio-station representatives?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 21 WASHINGTON, D. C., MAY 24, 1943 $5.00 A YEAR—15c A COPY

Senate to Open Probe on Radio Legislation

Industry United As Full Committee Is Called

A LAST-DITCH effort to offset the sweeping Supreme Court decision in the network cases through legislation designed to break the FCC's newly - sanctioned stranglehold on radio will be undertaken by a virtually united industry with the opening of hearings tomorrow (Tuesday) by the Senate Interstate Commerce Committee on the White-Wheeler Bill (S-814).

Following sessions in Washington all last week which saw no disposition on the part of the FCC to postpone the June 14 effective date of the chain regulations, plans were completed for presentation of an industry case supporting the White-Wheeler Bill, with modifications geared directly toward closing up the gaps afforded by the Supreme Court ruling, and to define clearly the Congressional intent as to the limit of the FCC's regulatory functions.

The NAB Legislative Committee, after an all-day meeting in Washington last Wednesday, held that new legislation "is the only hope of free radio in America".

Full Committee

Seen as particularly significant was the action of Chairman Wheeler (D-Mont.) substituting the full Interstate Commerce Committee of 22 men for the hearings, in lieu of a five-man subcommittee named early in the session to consider the White-Wheeler Bill. Action was taken because of the widespread interest on the Committee in the legislation and the impetus given the whole subject by the far-reaching Supreme Court opinion of May 10, upholding the FCC's right to regulate contractual relations between networks and affiliated stations and also inferring broad powers covering all aspects of radio to the Commission.

The hearings are expected to run at least two weeks. Among the witnesses definitely slated to appear are Neville Miller, NAB president; William S. Paley, CBS president; Niles Trammell, president of NBC and chairman of the board of the BLUE. Whether Mark Woods, BLUE president, or Miller McClintock, MBS president, would appear was not clear last week. It was thought MBS would make no appearance unless the trend of the testimony by the competitive networks made offsetting testimony desirable. Mutual sided with the FCC in the litigation.

Feeling was high in the industry as the impact of the Supreme Court's opinion was felt. No petitions had been filed with the Commission seeking postponement of the regulations. A delay is still expected, either through Commission action on its own motion, as a result of Congressional suggestion, or by formal petition of any of the parties. Chairman James Lawrence Fly, however, stated last Monday he thought there was no reason for postponement and that he would not condone "dilatory tactics".

After the case in favor of legislation along lines of the White-Wheeler bill is presented, it is presumed Commission witnesses will appear, led by Chairman Fly. He has opposed new legislation on all counts and had denounced the Sanders Bill in the House last session as untimely and unnecessary.

Many of the features of the Sanders Bill, which encompass suggestions of the Federal Communications Bar Assn., are incorporated in the White-Wheeler measure to reorganize the FCC into two autonomous divisions and with clear-cut language as to the scope and extent of the Commission's powers. One three-man division would handle all matters relating to broadcasting and the other only those having to do with common carriers. The chairman would be the executive officer.

Hearings on the White-Wheeler Bill (S-814) begin tomorrow (Tuesday, May 25) before the 22-man full Senate Interstate Commerce Committee, in the Caucus Room, Senate Office Building, at 10:30 a.m.

That Big Opening!



William Summers in Buffalo News

NAB Board Meeting

Indicating the widespread industry interest was the action of Mr. Miller in serving notice on the NAB board to be prepared for a meeting in Washington early next month. Tentatively, it is expected the 26-man board will meet in Washington June 2 or 3. NBC, CBS and BLUE called meetings of advisory committees.

Members of the Interstate Commerce Committee are (Democrats): Chairman Wheeler; Smith, of South Carolina; Wagner, of New York; Barkley, of Kentucky; Bone, of Washington; Truman, of Missouri; Andrews, of Florida; Johnson, of Colorado; Hill, of Alabama; Stewart, of Tennessee; Clark, of Idaho; Tunnell, of Delaware; and McFarland, of Arizona. Republicans are: White, of Maine; Austin, of Vermont; Shipstead, of Minnesota; Tobey, of New Hampshire; Reed, of Kansas; Gurney, of South Dakota; Brooks, of Illinois; Hawkes, of New Jersey; and Moore, of Oklahoma.

The NAB Legislative Committee, which will keep constant watch on the legislative hearings, comprises Mr. Miller, chairman; Don S. Elias, WWNC, Asheville; Clair R. McCullough, WGAL, Lancaster; James D. Shouse, WLW, Cincinnati; Frank M. Russell, NBC Washington vice-president; and Joseph H. Ream, CBS vice-president and secretary.

While the five-man Senate subcommittee was designated to conduct the hearings, it was announced last Thursday that Chairman Wheeler had asked the full committee to participate because of the interest expressed by committee members in the proceedings and

because of the added importance given the whole subject by the sweeping Supreme Court decision in the network cases. Members of the subcommittee, in addition to Chairman Wheeler and Senator White, are Hill (D-Ala.); Clark (D-Idaho) and Austin (R-Vt.).

Though there was no formal agenda, it was evident that industry spokesmen, rather than the FCC, would appear first. The hearings will be in the Caucus Room, auditorium in the Senate Office Bldg.

Tentatively slated to appear first will be the Federal Communications Bar Assn., original sponsor of the Sanders Bill in the House last session, some of the terms of which were incorporated in the White-Wheeler measure. Herbert M. Bingham, chairman of the association's legislative committee and special counsel for the Petrillo Investigation Subcommittee of the Senate, will be the association spokesman, with the opening statement by Horace L Lohnes, president of FCBA.

Press-Radio Group

Mr. Miller will be chief spokesman for the NAB and probably will be followed by Messrs. Trammell and Paley. Whether President Miller McClintock, of Mutual, will appear was not certain last weekend

Also expected to offer testimony in favor of restrictive legislation is the Newspaper-Radio Committee, which has opposed proposed FCC regulations designed to force divorcement of newspapers from station ownership. Harold V. Hough, WBAP-KGKO, Fort Worth, has called a meeting in New York May 31 of the steering committee of this group. It will then be decided whether the committee will merely submit a written brief or authorize a personal appearance in its behalf. Sydney M. Kaye, of New York, is the committee's counsel.

The FCC's principal case, probably in opposition to legislation at this time, will be presented by Chairman Fly. His appearance, however, has not been definitely scheduled. The minority viewpoint on the FCC, in favor of legislation for clearcut instructions from Congress, may be presented both by Commissioners T. A. M. Craven and Norman S. Case, who have constituted a consistent minority and who signed a minority report on the chain-monopoly regulations when originally issued May 2, 1941.

The NAB Legislative Committee, at its meeting in Washington last Wednesday, considered proposals regarding suggested amendments to the White-Wheeler bill as drawn, designed to clarify the limits of the FCC's functions. Broad new authorities granted the Commission by inference in the Supreme Court's opinion would be restricted under these proposals, to come within the Congressional purview. All business and contractual relations of broadcasters would be excluded, along with control or influence over programs. Carefully guarded would be the "no censorship" requirement of the statute.

At the all-day session, in which Messrs. Trammell, Paley and Kesten participated during lunch, it was agreed that a militant campaign in favor of new legislation should be embarked upon. Following the session, the committee issued its strongly-worded statement citing the Supreme Court decision as giving the FCC "broad and fantastic powers."

President Miller, following the meeting, notified the 26-man board of the NAB that a meeting would be called in Washington about June 1 and to prepare for the session. He cited the great importance of the pending legislation and the need for expeditious action.

Also acting speedily, three of the four major networks called meetings of their advisory affiliate committees for Washington within the next fortnight. Both NBC and CBS have called their affiliate advisory committees for sessions in Washington today (May 24). BLUE had called its committee together for June 2 in New York. MBS said last weekend it had no present plans.

Messrs. Trammell and Paley were in Washington practically all last week and conferred not only with Chairman Fly, separately, but also with Senators White and Wheeler. Messrs. Kesten and Ream, as well as several other network officials, were in town earlier in the

(*Continued on page 48*)

U. S. Coal Discs Must Be Sponsored

Interior Department to Provide Programs For Fuel Men

TRANSCRIPTIONS to be used only on a commercially sponsored basis on local stations have been prepared by the Radio Section of the Interior Dept. in connection with the Order Coal Now campaign. The discs are being supplied free to coal dealers all over the country. Shipped express last week, they are now in the hands of coal dealers in about 300 localities.

Tied to the OWI national campaign, which began early this month to urge summer coal orders through thousands of free radio spots, the discs have been made available to help with local coal advertising campaigns. Messages do a direct selling job, emphasizing the coal dealer's role in the war effort, with provision for local commercial announcements.

Not for Sustaining

On the label of each record is a special notice: "These programs are NOT to be used on sustaining programs but are for the exclusive use of commercial programs presented by local dealers or coal dealers' associations." The original message from H. A. Gray, Deputy Solid Fuels Administrator for War, mailed to dealers to inform them of the free discs, stated they are separate from OWI's transcriptions, distributed to 850 stations. "The OWI radio material is being used by stations without charge as a patriotic contribution," the message stated. "In view of the contribution of free time which the radio industry is making toward the Order Coal Now campaign," wrote Mr. Gray, "we have a distinct understanding with OWI that free time will not be requested for the records offered to the industry by this circular . . . we cannot expect radio and OWI to keep the campaign on the air continuously this summer, and with this in view, we believe the recordings described here will take up when the OWI schedule pauses in mid-June . . ."

No Description

The letter accompanying the transcriptions suggests that dealers get in touch with their local radio stations and have the records played so they can make a selection to fit their needs. No description of the transcribed material is given. Therefore, to find out what the programs consist of, dealers are expected to contact their local stations.

Consisting of three 16-inch discs, the program material includes announcements, music and dramatic programs. First transcription carries 20 45-second dramatized spots. Second carries three four-minute dramatic programs and one 12½-minute musical program, *Pirates of Penzance*. Two 12½-minute music shows, *Spanish American Festival* and *Old-Time Music Festival*, are transcribed on the third disc.

"The radio industry is doing an outstanding war service in helping to stimulate public cooperation with the Government's efforts to get people to order their coal now and store it as it can be made available to them this summer," said Mr. Gray.

"The adequacy of the Nation's coal supply for next winter will depend in large part upon the success of the 'Order Coal Now' campaign, in which the radio industry is cooperating heartily.

"The effectiveness of the help of the radio industry was clearly demonstrated in a similar campaign last summer. The success of that campaign was a major contribution to the adequacy of last winter's fuel supply.

"I want to thank the radio stations and networks for their fine cooperation in helping to meet the coal problem."

Churchill 27.1 Rating

PRIME MINISTER Winston Churchill attained a rating of 27.1 for his four-network address to Congress May 19, according to a survey made by C. E. Hooper Inc., and released by CBS. Figure approaches the rating for President Roosevelt's Congressional message Jan. 7, reported at 27.7, or an estimated 14,290,200 listeners. Mr. Churchill's listeners were estimated at 14,045,000.

Meservey a Major

DOUGLAS W. MESERVEY, former assistant chief of the OWI Radio Bureau, last Friday was commissioned a major in the Army of the United States and reports to the Military Government School at Charlottesville, Va., today (May 24). He left OWI April 17, after 17 months of Government service. He joined OWI on leave of absence from NBC, where he was assistant to Bertha Brainard, manager of the network's program and talent sales department. At Charlottesville, Maj. Meservey will join Maj. James C. Hanrahan, executive vice-president of the Scripps-Howard Radio Stations and WMPS, Memphis, who reported to the School on May 14.



Mr. Meservey

NAB LEGISLATIVE STAND

FOLLOWING is the full text of the statement issued by the NAB Legislative Committee, after its all-day meeting in Washington May 19:

"The Supreme Court decision of May 10 places broad and fantastic powers in the hands of the FCC.

"The decision hands over to the Commission complete control of broadcasting. This Government agency now has the power, whenever it wishes, to determine what the American people shall and shall not hear, whether it be news, music, drama, comedy or political broadcasts. The world's last remaining system of free radio has been brought under complete Government domination by this decision, a condition which previously has been bitterly deplored by the people and the press of the United States.

"This result, astonishing to the radio industry and the public alike, emerged from a case purportedly concerned only with the power of the Commission to regulate contracts between stations and networks.

"The decision went far beyond these issues and constituted an hitherto unsuspected interpretation of 'public interest, convenience and necessity' by the majority of the court, with strong minority dissent. New legislation is the only hope of free radio in America."

ASCAP Asks Cut From Spot Revenue

Per Program Use Held Violating Agreement

BROADCASTERS who have taken out per program rather than blanket licenses for the use of ASCAP music were notified last week that programs of ASCAP music preceded or followed by spot announcements are commercial programs under the terms of the licenses and that the stations must pay ASCAP a percentage of the revenue from such announcements in accordance with the licenses provisions.

Explaining that after more than a year's experience in checking station logs and accountings ASCAP has found "certain practices which are contrary to the language and spirit of the agreement," the letter states that "many stations are not accounting properly due to a misunderstanding as to what constitutes a sustaining and what constitutes a commercial program.

Amenable to Percentage

"For example," the letter continues, "a musical program containing compositions in the Society's repertoire which is preceded or followed by a spot announcement is a commercial program under the local station program commercial license. The income from such spot announcements whether they precede or follow the musical program is amenable to percentage under a local station program commercial license.

"There should be no misunderstanding on this point because this question was discussed in detail time and again at meetings of the broadcasting industry all over the United States and the interpretation of the contract in connection with this type of income was made perfectly clear and the Society's position was reiterated over and over at each of these meetings.

"The only exceptions or modifications of this understanding were contained in a letter sent to all broadcasters by the Independent Broadcasters, Inc., subsequently called Network Affiliates Inc., under date of October 17, 1941, in the contents of which letter ASCAP advised the stations it concurred. In that letter an exception was made for spot announcements between completed programs at 'station breaks.' We understood that this exception would cover only such announcements as Bulova, Longine, and weather reports (when permitted) and similar announcements."

NAB Opposed

Despite ASCAP's claim that there should be no misunderstanding on this point, there is bound to be, since the NAB only last month issued to its members with ASCAP per program contracts a special music bulletin [BROADCASTING, April 12] stating that "There is no basis for asking for compensation with respect to contiguous programs which do not use ASCAP music," and also declaring that both "the consent decree signed by ASCAP and ASCAP's per program licenses are clear on this point."

Citing the same type of example as that used by ASCAP, the NAB *Bulletin* said: "If a station presents a five-minute newscast, followed by a sustaining program of ASCAP music, ASCAP is entitled only to the sustaining fee on the ASCAP musical program. . . . The local station program commercial license issued by ASCAP specifically provides that compensation shall be paid only on local commercial programs which utilize ASCAP music, and local commercial programs are defined to mean a local program in connection with which a sponsor pays for the use of the broadcasting facilities of the station, including participating programs."

Subject of participating programs is also raised in the ASCAP letter, which states "The entire income from so-called 'participating' programs, no matter the duration thereof, where such programs contain compositions in the Society's repertoire is amenable to percentage under our license. However, there is one exception and only one. If there is included in such 'participating' program a complete fifteen minute news broadcast which is sponsored, the income from such newscast need not be accounted for. This exception was provided for in the said Independent Broadcasters, Inc., letter."

Paine Had Agreed

On this point, the *NAB Bulletin* quotes from a letter written by the NAB to ASCAP and "approved in substance by Mr. Paine" (John G. Paine, ASCAP general manager), which states that if a participating program containing music, news, etc., is "listed, announced and billed as one program, the station is obligated to pay ASCAP on the entire program.

"If, however," the NAB letter continued, "this program is broken down into a number of separate programs, for instance, with a news period segregated from the portion of the program which uses ASCAP music and the portion of the program which uses BMI, P.D. and other music, so that there will be a number of separate programs instead of one program, a substantial saving may result to the station, and this should be considered by all stations."

The ASCAP letter, dated May 18 and signed by Mr. Paine, points out that ASCAP has cleared music for broadcasting by the military and other government agencies, but that such clearances were for sustaining purposes only.

"Accordingly, when such broadcast is used other than as a sustaining program it is not cleared through the Governmental agency furnishing the program, but is a regular station broadcast and should be treated accordingly."

Letter continues that "the reduced amount of logging information which we agreed with the Independent Broadcasters Inc. to accept, is not proving satisfactory, and as matters now stand it would appear that the information required to be furnished under the contract as originally drawn is in fact the absolute minimum we need. However, the Society in its desire to cooperate with the radio industry did agree to accept a substantial reduction in the information required to be furnished.

"Certainly this cooperation on our part should elicit cooperation on your part and the Society should not be expected to accept less information from stations when, in fact, it needs more. We must insist that all logging reports must conform completely and in all detail to the agreement as interpreted by the said IBI letter."

Early Appeal to Labor Board Is Seen in AFM Disc Strike

WAR LABOR Board intervention in the recording strike was foreseen last week after the abrupt break in negotiations between AFM and transcription manufacturers because of the "secondary boycott" proposal of AFM President James C. Petrillo.

While formal action will await a meeting of the transcribers in New York Tuesday or Wednesday, it was openly predicted that no other course of action appeared open and that every effort to reach an accord with the union head had failed. A. Walter Socolow, New York attorney designated to explore the whole subject of legal remedy, was in Washington last week but made no comments pending a report to the transcribers and their legal counsel.

'Business Suicide'

The last Petrillo proposal—that transcription companies agree to withhold their recordings from any station cited as unfair by AFM—was refused as "business suicide" as well as "doubtful legality". This proposal, it was felt, would give AFM the same sort of stranglehold over independent stations that it has over network affiliates, permitting Petrillo to "pull the plug" whenever he concluded a particular station was "unfair" by failing to accede to union demands in the hiring of staff musicians or for almost any other reason.

The recording strike, which began, Aug. 1, has been decried by officials in public life as well as in the industries affected. The Senate Interstate Commerce Subcommittee, headed by Senator Clark (D-Idaho), which has been marking time on its inquiry into AFM pending the negotiations, now may resume its hearings. Senator Clark said last Friday, however, he would await the decision of the transcribers regarding an appeal to the Labor Board, and the views of the NAB on resumption of the hearings which terminated last January after appearances by Petrillo and Joseph A. Padway, AFM general counsel.

Also in Washington last week, in connection with the AFM situation as well as other matters, was Sydney M. Kaye, chief counsel for NAB on music activities. The NAB consistently has urged the transcribers to appeal to the Labor Board, particularly in the light of the Federal court decision in Chicago last fall holding the Petrillo ban a "labor dispute".

Rejection of the Petrillo boycott proposal constituted the second time an AFM proposed plan of settlement had been rejected. The first, in mid-February, provided for a tax on each recording to be paid by the recorders for purported "unemployment relief". This would have been in addition to the regular union scale (highest in the field) paid AFM members for recording engagements. Both record manufacturers and the transcription companies rejected the first proposal. The record manufacturers previously had broken off negotiations, concluding they were futile.



ADMIRING the Henry Hadley Medal awarded to Deems Taylor (right), ASCAP president and CBS music commentator on the Philharmonic Symphony broadcasts are Mrs. Henry Hadley, wife of the late founder of the National Assn. for American Composers and Conductors, which confers the medal; and Gene Buck, composer, and member of the board of directors of ASCAP, who received the award in a previous year.

Supreme Court Grants KOA Hearing Right

Allocations Given Protection by 4-2 Ruling

INTEGRITY of existing broadcast allocations was preserved in large measure by the Supreme Court last Monday in a decision preventing the FCC from modifying coverage or service of stations without prior hearing and with the burden of proof on the applicant.

The 4-2 ruling against the FCC came in the KOA-WHDH case, with the court upholding the conclusion of the Court of Appeals for the District of Columbia that the clear channel Denver station had been denied hearing and the right to intervene in the FCC proceedings, which resulted in the breakdown of 850 kc. as a Class I-A channel and the assignment of WHDH, Boston, to fulltime on that frequency.

Upholds Hearing Right

In essence, the highest court's opinion means that the FCC cannot authorize new station assignments which tend to modify the service of existing stations without according full right of hearing from the beginning. The burden of proof thus is placed on the applicant station. The end result, according to legal observers, may be the same but the FCC cannot grant applications without the participation of those stations which might be adversely affected.

The lower court, by a 4-2 split, and in five separate opinions, reversed the FCC and remanded the case for further hearing. The Commission then appealed on certiorari to the Supreme Court. The case is regarded as of importance because it makes hearings mandatory in all cases regarding modification of license where interference of any substantial character is involved.

The ruling in the KOA case came a week following the Supreme Court's momentous decision in the network cases upholding the FCC's right to issue regulations controlling contractual relations between affiliated stations and the networks. The two cases, however, did not overlap.

FCC Chairman James Lawrence Fly stated following the court opinion, that he assumed the case promptly would come back to the FCC for hearing, so that NBC could become a party. He said he was not attempting to interpret the decision because he hadn't studied it. He added it was his understanding that the substance of the decision went only to the matter of hearing.

The Commission was given broad authority over business aspects of broadcasting in the May 10 opinion. In the May 17 ruling its authority to allocate facilities without regard to interference, however small, which might result to existing stations, was restricted with full hearing rights accorded existing stations which would be adversely affected.

WINS KOA FIGHT



MR. HENNESSEY

The majority opinion in the KOA case was written by Associate Justice Roberts and concurred in by Chief Justice Stone and Associate Justices Reed and Jackson. A strong overall dissent was handed down by Associate Justice Frankfurter, supporting the FCC's position throughout. Associate Justice Douglas concurred in the Frankfurter dissent but submitted a brief written opinion of his own on other aspects.

Associate Justices Black, Murphy and Rutledge did not participate, the latter because he was a member of the lower court and wrote the majority opinion of that tribunal in the case. Associate Justice Black did not participate presumably because his brother-in-law, C. J. Durr, is a member of the FCC. Associate Justice Murphy was absent at the time of the argument due to illness.

Under the court's ruling, WHDH, BLUE Network outlet in Boston, could be required to return to its daytime assignment on 850 kc. No stay order, however, has been pressed by NBC, as licensee of KOA. Similarly, the FCC has authorized the removal of WJW, Akron, to Cleveland, with assignment on the same channel, resulting in further breakdown as a 1-A clear. Whether NBC will press for clearing of the channel and its return to 1-A classification was not indicated last week. Presumably nothing will be done until the court's mandate comes down in 25 days, or about June 11. The FCC, through the Solicitor General, also, if it chooses, can petition for rehearing, though such grants are rare.

Full text of majority opinion in FCC vs. NBC Inc. (KOA), page 20. Abstract of dissenting opinion of Justice Frankfurter, page 22. Text of Douglas dissent, page 24.

The case was argued before the court April 8 by Philip J. Hennessey Jr., member of the law firm of Segal, Smith & Hennessey, for NBC-KOA, and by Paul A. Freund, special assistant to the Attorney General, for the FCC. It was regarded as a significant victory for radio.

Both the lower court and the Supreme Court were divided on the issue. In the lower court, there were five separate opinions by six judges. In the highest court, with only six judges sitting, there were three separate opinions.

Procedural Questions

Justice Roberts, in the majority opinion, recited that the case presented important questions of procedure arising under the radio provisions of the Communications Act. After reviewing the history of the KOA case from its inception in 1938, he pointed out that the Commission granted WHDH authority to operate fulltime in lieu of daytime with 5,000 watts on the KOA clear channel, on April 7, 1941. NBC, in KOA's behalf, then appealed to the lower court, which concluded that the Commission's action effected a modification of KOA's license and that consequently it was entitled to participate in the proceedings.

The FCC contended that grant of the WHDH application did not amount to a substantial modification of KOA's license or affect its rights in such fashion as to require KOA to be permitted to intervene, and that KOA was not denied any substantial right of participation, since it did appear at oral

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Several Replacement Programs Ready To Fill Gaps Slated for the Summer

WHILE a number of network advertisers were still indefinite last week [BROADCASTING, May 17] as to the status of their programs for the summer months, new replacements have been set up, and several periods appear to be slated to be abandoned by their regular sponsors until the fall.

General Foods Corp., which last year continued *Maxwell House Coffee Time* on NBC under a new format with a change of product throughout the summer, will be off the air from July 8 to Aug. 26, with no replacement, and definitely discontinue *Aldrich Family* for the July 8 to 29 period, with no replacement planned.

Kraft Cheese Co. has decided on a hiatus for *The Great Gildersleeve* from July 4 to Aug. 22, and has not indicated plans for a substitute. Gracie Fields will give her last broadcast for the summer on the BLUE for American Cigarette & Cigar Co., June 9, but replacement plans are still under discussion.

On the positive side Brown & Williamson Tobacco Co. is replacing *Red Skelton* on NBC, Tuesday, 10:30-11 p.m., with a former NBC show titled *Beat the Band*. Summer series, which starts June 15, will feature Hildegarde, nightclub chanteuse, as both m.c. and singer, with Bob Grant's orchestra supplying the music. Parker Gibbs will direct, show originating in New York. Agency is Russel M. Seeds Co., Chicago.

Dinah Shore, singer, and Paul Whitman, band leader, and BLUE director of music, are definitely set for Standard Brands summer substitute for the current NBC *Chase & Sanborn Hour*. First guest artist will be Eddie Cantor, May 30. Agency is J. Walter Thompson Co., New York.

New England Plan

From the New England Regional Network, J. B. Williams Co., Glastonbury, Conn., will take its current program *Adventures of Nero Wolf*, based on Rex Stout's mysteries of the same name, and place it in the BLUE period currently occupied by the company's *True or False* which will be off from June 28 to sometime in September. Firm is filling the resulting vacancy on NERN with a comedy program titled *Circus Saints or Sinners*. Agency is J. Walter Thompson Co., New York.

The Ransom Sherman program sponsored on CBS by Roma Wine Co. will be completely revamped, effective June 3. New show will feature Mary Astor, Charles Ruggles, and Mischa Auer, actors, with only Carlos Ramirez, Latin singer, and Lud Gluskin's orchestra and chorus remaining from the current series. Program, heard Thursday, 8-8:30 p.m., will switch from comedy to variety. Agency is McCann-Erickson, San Francisco.



"WE'LL BUY IF YOU USE W-H-O!"

● Thanks to a Survey made by the Iowa Pharmaceutical Assn., you now have confirmation of what merchandising help your Iowa druggists, *themselves,* say they want.

They want W-H-O!

The Association itself made the Survey early in 1943. They asked members: "What state-wide advertising medium helps to sell the most goods for you?"

Replies were received from every county in Iowa. When tabulated, the score stood as follows:

87.4% said *Radio*

7.8% said *Large Newspapers*

4.5% said *Farm Papers*

0.3% said *Billboards*

Among those druggists who mentioned *any particular station,* the score stood as follows:

WHO	65.1%
Station B	13.7%
Station C	3.6%

(No other station received more than 3% of votes.)

We thought these figures might help you make your 1943 radio plans in Iowa. The complete Survey will be gladly sent on request. Or ask Free & Peters.

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Time Inc. News On Atlantic Coast Net

Nightly Summary Planned To Fill News Schedule

TIME Inc., publisher of *Time*, *Life* and *Fortune*, which last year began experimenting with radio programming in cooperation with WQXR, New York, last week concluded an agreement whereby *Time Views the News*, nightly quarter-hour news summary, will be heard over the Atlantic Coast Network, regional hook-up extending from Boston to Washington.

Westbrook Van Voorhis, voice of *The March of Time* on both the air and the screen, is featured in the newscasts compiled from reports from *Time* correspondents around the world. Series will be sent to Washington beginning May 24 and available to the full ACN hook-up May 31.

Other Plans

Announcing this *Time* arrangement as the first step in the network's expanded program plans, Edward Codel, ACN general manager, stated that on May 29 ACN will start a Saturday afternoon program series to be produced by the United States Engineers from Fort Belvoir, Va., featuring soldier talent and a military band, and that ACN is also adding three New York and one Washington dance band remote pickups to its musical schedules.

Negotiations are under way for an early morning commentary series from Washington, Mr. Codel said, which with the new *Time* evening news programs would round out the network's news schedule which also includes the noontime Washington reports of Mrs. Van Wagner Tufty, Johannes Steel's early evening newscasts from New York, late evening news from London, and Richard Eaton's weekly broadcast from Washington.

Invasion?

ALLIED INVASION of Europe may take place anytime between May 25 of this year and the spring of 1944, according to the diverse opinions of members of NBC's International Division. Joining in a pool, which will "pay off" when the first wave of United Nations forces lands on the Continent, writer-announcers in the Italian section named May 25, while the German-speaking representative foresees no action till next spring. Two French news analysts have placed their bets on June 22, an English writer has selected July 4, and a Turkish broadcaster names Aug. 7.

Joe Lopez Heads WEAN; Women Assistant Named

MANAGERSHIP of WEAN, Providence, has been added to the duties of Joe Lopez, Bridgeport, where he is manager of WICC. The announcement came from John Shepard 3rd, general manager of the Yankee Network, on May 18.

Mr. Lopez takes over position vacated when Malcolm Parker was inducted into the Army. Rose Powers has been appointed assistant station manager of WEAN, and Florence Ballou has been made assistant station manager at WICC.

American Express Show

AMERICAN EXPRESS Co., New York, will promote the use of its travelers checks on a twice-weekly program on WQXR, New York, titled *American Express Cavalcade of Music*, effective May 24. Aired Monday and Wednesday 9:30-9:55 p.m., the broadcasts will present recorded comedy and show music. Further radio advertising plans are not yet set. Firm used several small stations in the New York area about this time last year to promote use of American Express drafts among listeners sending money to relatives in Great Britain. Caplese Co., New York, handles the account.



MEETING IN CINCINNATI to settle problems arising from OWI regional activities, representatives of stations in Michigan, Ohio, West Virginia, Kentucky and Indiana were promised that the Government would place increasing reliance on chain break announcements. At a cocktail party given by WLW following the session are (l to r), William M. Thompson, field representative for OWI; James D. Shouse, Crosley vice-president in charge of broadcasting, WLW-WSAI; Katherine Fox, coordinator of war activities, and public service director for WLW-WSAU, and William Spire, chief of the Allocations Division for the OWI Radio Bureau, Washington.

Religious Group Offers Award In Promoting Understanding

A THIRD annual award for radio programs was established last week when the National Conference of Christians & Jews announced that it would give Awards of Distinguished Merit for programs in several fields, which make outstanding contributions "to an understanding of the American tradition of fair play, respect for religious differences, and the concept of harmonious collaboration among Americans of all faiths."

The new award will take its place as an annual event beside the previously established Peabody Awards and the DuPont Award for public service.

Explaining that it is aware of the importance of radio in the promotion of its objective, the Conference said "we should like to give public recognition to the individuals and programs in radio that contribute to a wider understanding of our American heritage."

Awards will be given to programs in several fields: straight dramatization, public addresses, children's programs, musical programs, women's programs, serials, and special events. Presentation will be made during Brotherhood Week which is marked the week of Washington's birthday.

Stations and members of the industry have been invited to submit nominations during the course of the year for consideration of the Board of Judges.

The National Conference of Christians and Jews was established 15 years ago "to promote justice, amity, understanding and cooperation among Protestants, Catholics and Jews in the United States, and to analyze, moderate and finally eliminate intergroup prejudices."

WMC Hiring Rules Face New Revision

FURTHER relaxation of War Manpower Commission restrictions on transfers of workers was predicted last week as WMC Chief Paul V. McNutt completed amendments to his hiring controls, issued under the President's "Hold-The-Line Order," to prevent movement of workers for higher pay.

The new McNutt regulations would allow free movement of workers whose wages were less than the "going rate" for that particular job in that area. In essence the revision parallels the freedom recently granted the War Labor Board, which is again authorized to approve wage raises in "inequity" cases.

Uses WLB Definition

Adopting the WLB definition of inequity, the WMC proposes to allow workers in such instances to take new jobs, without the necessity of proving that the transfer is in the interest of the war effort. Although the amendment has not been completed, it is being rushed through and will probably appear this week.

In addition to revisions of the hiring controls, the WMC last week set up machinery to handle appeals from both employers and workers who have been refused statements of availability or the right to hire. The machinery works cases through the local level, with appeals right up to WMC Chief McNutt.

A study of a national 48-hour week has been underway at the WMC for several weeks. Decision on the matter has been reserved, officials say, because there is some doubt whether there could be any great labor saving, since most industry already works 48 hours.

IRA MARION, of the BLUE script division, is collecting material on women flyers in the armed forces for his forthcoming book, *Flying Sweethearts*.

Butcher a Commander After African Victory

PROMOTION of Lt. Com. Harry C. Butcher, former CBS vice-president, and Naval aide to Gen. Dwight D. Eisenhower, to rank of full commander was reported in Washington last week, effective early in May.

Com. Butcher, a Naval reservist prior to Pearl Harbor, initially was called to active duty in the Navy Department in June, 1942, in the office of the Director of Naval Communications. Subsequently, he was sent to London as aide to Gen. Eisenhower, as commanding general of our forces there, and went to North Africa with him with the launching of the campaign there last fall. Com. Butcher returned to the United States last March on an official mission for Gen. Eisenhower. His promotion, a "spot" elevation in rank, was understood to have been upon recommendation of Gen. Eisenhower.

CAB to Meet

DISCUSSION of an appearance before the 1943 Parliamentary Committee on Broadcasting, which is expected to start its sittings at Ottawa early this summer, will be a major item on the agenda of the meeting of the board of directors of the Canadian Assn. of Broadcasters at Toronto May 24-25. The agenda is also expected to include a report on the latest Canadian manpower regulations as they affect broadcasting.

Krelstein Permanent

NEW general manager of WMPS, Memphis, is Harold R. Krelstein, whose permanent appointment has been announced by Jack Howard, president of the Memphis Broadcasting Co. Mr. Krelstein joined WMPS in 1939 as salesman and became commercial manager in 1940. Before coming to WMPS he was a salesman for transcribed radio shows.

75 Quarter Hours of News Broadcasts and Commentaries Sponsored Weekly



NOWADAYS the Public demands—above all things—News. WSIX is currently running a total of 75 quarter hours of sponsored news broadcasts and commentaries per week.

Through its policy of giving the Public what it wants, WSIX, "the Voice of Nashville," has built a tremendous audience for all its advertisers.

For rate card, coverage data and availabilities, contact the station or Spot Sales, Inc., National Representatives.

Member Station The Blue Network and Mutual Broadcasting System

5000 WATTS

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

980 KILOCYCLES

Baudino Is Named Manager of KDKA

Rock Entering Marine Corps; Myer Succeeds Baudino

WITH THE departure of James B. Rock, general manager of KDKA, Pittsburgh, to accept a commission in the Marine Corps, appointment of Joseph E. Baudino, assistant to the general manager of Westinghouse Radio Stations, as his successor, was announced last Friday by Lee B. Wailes, WRS general manager.

Mr. Rock began his leave effective today (May 24) but has not yet been sworn in. An engineer, it is expected that he will be assigned to the communications division of the Marine Corps about June 1.

Myer Promoted

Simultaneously, Mr. Wailes announced promotion of Dwight A. Myer, KDKA chief engineer, as Mr. Baudino's successor in Philadelphia. Theodore C. Kenney, assistant chief engineer of KDKA, is advanced to Mr. Myer's position. The three promotions followed closely the recent promotion of



Mr. Baudino



Mr. Myer

W. B. McGill, KDKA sales manager, to general advertising manager of Westinghouse stations in Philadelphia; departure of John S. deRussy from Pittsburgh as KDKA sales manager to the same post at KYW, Philadelphia; and appointment of Frank V. Webb, former assistant sales manager of WRS in Philadelphia, to the Pittsburgh post.

Mr. Rock's Marine Corps status has not been announced and won't be until he is sworn in. He leaves KDKA after 2½ years as its manager. Prior to that he was at Philadelphia headquarters as assistant to the manager in charge of technical operations. He joined Westinghouse in 1927 and spent two years as an engineer at KDKA and KYW, then in Chicago. After five years with RCA, Mr. Rock rejoined Westinghouse in 1937 as assistant manager of the radio division. He is a native of Milwaukee and a graduate of Illinois U. in 1923. The Rocks have two children, Stephen Clark, 2½, and Janet Foote, 1.

Mr. Baudino, also an Illinois U. graduate in 1927, has been with Westinghouse since that time. In 1931 he was chief engineer of WBZ, Boston, but returned to KDKA in 1936. He supervised the installation of the 50 kw. transmitters and studios at WBZ, KDKA and KYW. He succeeded Mr. Rock in Philadelphia in 1940 as assistant to the general manager. The Baudinos have four children—all girls.

Mr. Myer has been with Westinghouse for 21 years and is responsible for several noteworthy engineering achievements, aiding materially in the installation of the first high-powered broadcast transmitter of KDKA, and the first water-cooled transmitter at KYW. He joined Westinghouse at KYW in Chicago in 1922, and has worked as well in Springfield, Boston and Pittsburgh for the company. The Myers have three children—all boys.

Ted Kenney has been with KDKA since 1926, starting as a transmitter operator. He was named assistant chief engineer in 1941 and has served continuously with the company for 17 years. A native of Scottdale, Pa., he is a graduate of Carnegie Tech. The Kenneys have two children.

NEW MARINE



JAMES B. ROCK

AAAA Told to Face Manpower Drain

War Contributions Will Not Get Special Consideration

PRAISE for their contributions to the war, and their cooperation in further war campaigns now being developed, was given advertising agencies of the country at the 26th annual meeting of the American Assn. of Advertising Agencies, held at the Waldorf-Astoria, New York, last Thursday and Friday.

At the same time, the agencies were told they must perform these important war tasks as well as their regular services to clients without any special consideration for personnel from the draft boards.

Brig. Gen. William C. Rose, chief of executive services, War Manpower Commission, told the agency men to prepare to lose all of their able-bodied draft-age men to the armed services before the year is out and urged them to begin immediately to train women and older men to take over these jobs. Without in any way belittling the value of advertising's wartime contribution, Gen. Rose said that there is little likelihood of advertising being included in the "essental industry" list as long as men are being taken from war plants into the armed forces.

Howard Coonley, director of the Conservation Division, War Production Board, explained that the Government's program of standardization and simplification does not generally involve adherence to "Victory Models" as was done in the case of bicycles, but that usually only one or a few parts of a manufactured product must be standardized to comply with Government specifications for maximum amount of material, minimum standards of quality or performance and price range, permitting the maximum of individuality that is compatible with the nation's war needs.

Raymond Rubicam, chairman of the executive committee, Young & Rubicam, presided at the Thursday afternoon session, at which Raymond Moley of *Newsweek* discussed post-war planning and Dewitt MacKenzie of AP reported on a recently completed 35,000-mile tour of the battle areas of Europe, Africa and Asia.

Fighting Inflation

Opening the Friday morning meeting on agency war services, Dr. Herman Hettinger, campaign manager on inflation for the Office of War Information, outlined the task advertising is being asked to perform to help prevent inflation, which he described as one of advertising's toughest assignments. In addition to explaining, briefly and simply, the complex economic and social factors involved, he said advertising copy on the subject should get across seven basic positive action appeals.

He said it must urge the public to buy and hold as many War Bonds as they can afford; to pay willingly any taxes — increased taxes — that the country needs; pay up all old debts and avoid making new ones; provide for the future with adequate life insurance and savings; pay no more than ceiling prices and buy rationed goods only by exchanging stamps; buy only what they need and make what they already have last longer; don't try to profit from the war by asking for either higher prices or higher wages.

Recruiting Womanpower

Advertising's part in solving the womanpower problem was presented in a three-part discussion introduced by A. O. Buckingham, vice-president, Cluett-Peabody & Co. and Advertising Council Coordinator on this campaign. Citing public opinion surveys on the present unwillingness of most women to take work outside their homes and of most men to let the women in their families work unless it is an economic necessity, Mr. Buckingham outlined the need for an immediate job of reeducation.

William Berchtold of J. Walter Thompson Co., volunteer agency which developed the campaign, outlined the localized campaigns

(*Continued on page 41*)

Allen L. Billingsley Elected Chairman Of AAAA's Board At N. Y. Convention

ALLEN L. BILLINGSLEY, president of Fuller & Smith & Ross, Cleveland, was elected chairman of the board of the American Assn. of Advertising Agencies at the opening session of the AAAA's 26th annual meeting, held at the Waldorf-Astoria Hotel, New York, last Thursday and Friday. Other sessions were devoted chiefly to the effects of the war on advertising agency operation, and the part the agencies are performing in the war effort (see story on this page).

Other officers elected at the meeting are: Emerson Foote, president, Foote, Cone & Belding, New York, vice-president; Robert E. Grove, vice-president, Ketchum, MacLeod & Grove, Pittsburgh, secretary; John L. Anderson, secretary and treasurer, McCann-Erickson, New York, treasurer. John Benson continues as AAAA president, having been elected to a four-year term in 1940. Other officers are elected for one-year terms. Frederic R. Gamble continues as managing director.

Members-At-Large of the AAAA Executive Board elected at the meeting for three-year terms are: J. C. Cornelius, executive vice-president, BBDO, Minneapolis; J. F. Oberwinder, vice-president, D'Arcy Adv Co., St. Louis; William Reydel, partner, Newell-Emmett Co., New York.

Other Members

Members representing Councils were elected for one-year terms as follows: New York Council, Philip W. Lennen, president, Lennen & Mitchell, New York; New England Council, Kenneth R. Sutherland, partner, Sutherland-Abbott, Boston; Atlantic Council, H. K. Dugdale, executive vice-president, Van Sant, Dugdale & Co., Baltimore; Central Council, W. F. Lochridge, vice-president, J. Walter Thompson Co., Chicago; Pacific Council, Dan B. Miner, president, Dan B. Miner Co., Los Angeles (reelected).

SCHENECTADY

- HOME of the largest works of the General Electric Company and the American Locomotive Company
- WHERE factory payrolls exceed $2,000,000 a week, a gain of nearly half a million dollars a week since a year ago
- WHERE more than a thousand new employees are hired each month

IS A FIRST-RATE MARKET

But it's only 1/12th* of the 1½-Billion-Dollar Market put together by . . .

THE POWER

THE PROGRAMS

THE POPULARITY

In the Hudson Circle, where the cities are scattered and the conductivity only fair, it takes power to put together a 1½-billion dollar retail market. WGY—with the region's highest power (50,000 watts) and the lowest frequency (810 kilocycles)—is the only station that can do it.

★

Within a radius of 100 miles from Schenectady, there is only one outlet for NBC, the most popular network, and that is WGY. NBC's great shows, plus the foremost local productions, give 'GY 3½ times as many listeners as the next nearest station.

★

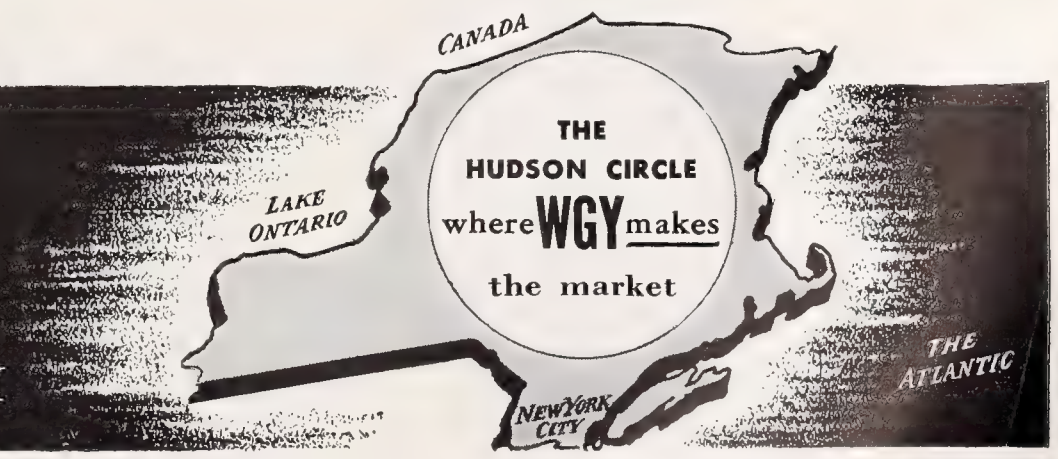
WGY's first listeners heard it over crystal sets 21 years ago. Later they were the first listeners in the world to be served by a 50,000-watt station. Today, WGY is a regular listening habit in the 1,045,700 radio homes of the Hudson Circle.

**Schenectady PLUS Troy, Albany, Pittsfield, Utica, Binghamton, Rome, Burlington, Kingston, Watertown, Elmira, Amsterdam*

WGY 103

of **GENERAL ELECTRIC'S WGY**

SCHENECTADY, NEW YORK



U. S. Rubber Co. Adopts Policy for Symphony Series

Will Feature Carl Van Doren As Intermission Speaker

THE BIGGEST decision United States Rubber Co. had to make before assuming sponsorship of the New York Philharmonic Symphony broadcasts on CBS [BROADCASTING, May 10] was whether or not these concerts ought to be sponsored at all, according to Thomas H. Young, director of advertising. Once that had been settled, he said, the company was faced with the consequent problem of keeping its commercials on the same high plane as the music of the orchestra.

"As a commercial company we have to look at our expenditure from the commercial side," he stated. "What we bought was the audience of the Philharmonic. If we handle our part of the programs with intelligence and good taste we will have made a good venture."

Van Doren Gives Talks

To adapt the Philharmonic concerts to the long range planning of the sponsor, only two changes in the present format were necessary, Paul M. Hollister, CBS vice-president in charge of advertising, stated. The intermission periods, formerly devoted to "philosophic musical commentaries", will henceforth feature Carl Van Doren, historian and author, in a series of brief word pictures of the circumstances surrounding historic spoken or written words of national figures.

A rehearsal recording was played of the opening episode, in which Mr. Van Doren described the national scene at the time of Abraham Lincoln's election to the Presidency, with Frederic March reading Lincoln's farewell address to his fellow townsmen of Springfield, Ill.

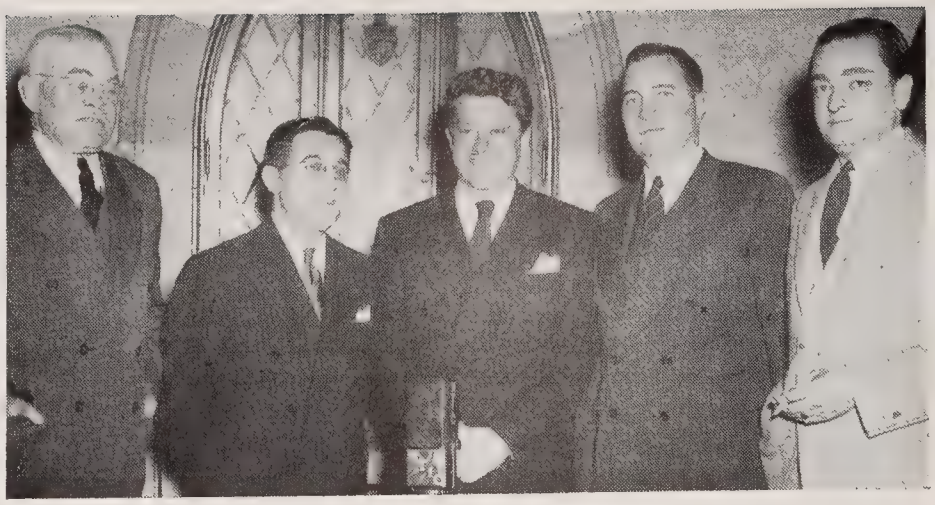
Audience to See Full Show

This program, broadcast May 23, first time the Philharmonic ever has been heard under commercial sponsorship, presented Bruno Walter as guest conductor. Other guest conductors will direct the concerts until the beginning of the regular Philharmonic winter season on Oct. 10, when the group's new director, Dr. Artur Rodzinski, will take over the baton permanently.

During the summer the full broadcast, concert and intermission feature, will be witnessed each week by the audience in the hall. In the winter, however, these seats are utilized by the regular Philharmonic subscribers, and the intermission feature cannot be broadcast from the stage of Carnegie Hall but must come from an outside studio. U. S. Rubber, Mr. Young said, will distribute tickets to listeners wishing to see the historical part of the programs, after which they will hear a round-up of CBS world news and then the concluding half of the concert. It was felt that the complete hour-and-a-half broadcast would be too long for a studio audience unable to see the orchestra. For concert-goers wishing to hear the mid-concert part of the broadcasts, they will be piped into a gallery at Carnegie Hall, Mr. Young stated.

Difficulties between the Philharmonic Society and Local 802 of the AFM over Dr. Rodzinski's dismissal of several of the orchestra's employes are being settled.

Agency is Campbell-Ewald Co., New York.



LOCAL BOY MAKES GOOD. Eddie (Michael) O'Shea, (c) former member of the *WTIC Playhouse*, returns to Hartford for the preview of his first motion picture, "Lady of Burlesque" in which he co-stars with Barbara Stanwyck. Station personnel at a testimonial dinner are (l to r): James F. Clancy, sales promotion manager; Leonard Patricelli, program manager; O'Shea; Paul W. Morency, general manager; Paul Lucas.

Spot Announcements Receive Big Play At Luncheon of Radio Executives

SPOT announcements stole the spotlight from daytime serials and other programs in a panel discussion of "Radio Programs and Radio's Future" at the luncheon meeting of the Radio Executives Club of New York last Wednesday. Ben Gross, radio editor of the *New York Daily News*, opened the discussion by berating the operators of independent radio stations for their lack of courage in experimenting with new forms of entertainment.

With an Egg-Beater

These stations, he declared, "take a stack of recordings and stir in commercial announcements with an egg-beater." He warned them that although this practice may be profitable at the moment, unless they develop good studio programs they will eventually lose their audiences.

Linnea Nelson, timebuyer of J. Walter Thompson Co., admitted that stations are flooded with spot announcements but added that an agency trying to buy good local studio programs has a hard time finding any and that under present conditions it is impossible to record such a program for use on other stations. "As long as the stations sell them and they produce results, we'll buy spot announcements," she concluded.

Speaking for the independent station, Herbert L. Pettey, managing director of WHN, New York, said that when a station builds a program and presents it to an agency, the agency asks for a rating and when the program has been kept on sustaining long enough to get a rating the agency then asks about availabilities before and after the program. All salesmen follow the line of least resistance, he said, "so long as we have availabilities for announcements and someone willing to buy them, we'll sell them."

Mr. Pettey also said that program experimentation is expensive, citing WHN's *Gloom Dodgers*, broadcast from 9 a.m. to 1 p.m. each weekday with "everything live except some recorded spot announcements" WHN finds the program worth its weekly cost of $4,700, he said, but added that few independent stations outside New York and Chicago could afford such expenditures on daytime programs.

C. L. Menser, NBC Vice-President in charge of programs, stated that at present the spot announcement is an economic necessity for many stations, some of which derive as much as 65% of their total income from this source.

Jerry Franken, radio editor of *PM*, agreed with Mr. Gross that stations should present more live programs.

Leonard Callahan, of SESAC, moderator of the panel discussion and responsible for planning and presenting the luncheon feature, said he had found many stations in small towns doing a real job in serving their listeners with entertainment and news, giving local talent a chance to develop, selling bonds and promoting other Government wartime programs, even when their complete personnel totals only two or three persons.

Out-of-town guests at the meeting included H. H. Hoessly, WHKC, Columbus, O.; James Woodruff, WRBL, Columbus, Ga.; John T. Parsons, WBRK, Pittsfield, Mass.; Kay Fisher, Walker Co., Chicago; Walter Dennis, NAB, Washington; Maj. Harold W. Kent, War Dept; Lt. Don Weiss, Camp Walters, Tex., formerly of WRUF, Gainesville, Fla.

TRANSFER OF KEVR TO TALBOT GRANTED

EVERGREEN Broadcasting Corp., operator of KEVR, Seattle, was granted consent of the FCC last week to transfer control of the station to A. W. Talbot from Walter L. Wyckoff and Fred Bianco by transfer of 950 shares (72%) of issued and outstanding capital stock of the licensee corporation. The proposed amount to be paid is $17,515.

Mr. Talbot controls Hartley Rogers & Co., Seattle, underwriters, sellers and traders in investment securities, and owns 100% Bellingham Marine Railroad & Boatbuilding Co., Bellingham, Wash. He had 90% interest in the Olympic Broadcasting Co. which applied for a construction permit for a station in October, 1941. The application was dismissed without prejudice in November, 1942, at the request of the applicant, because of wartime material shortages. At one time he owned an interest in KWLK, Longview, Wash., which he sold several years ago.

Mr. Wyckoff, of Seattle, is in the investment business and Mr. Bianco is president of the Seattle Shipbuilding & Drydocking Co. and the Bianco Coal Mines. Minority stockholders are Robert S. McCaw, Seattle, 6.5%, and R. R. Groninger, Seattle insurance man, 19.5%.

WFTL Seeks Approval Of Removal to Miami

REMOVAL of the main studios of WFTL from Fort Lauderdale to Miami, contingent upon granting of the application for sale of the station by Ralph A. Horton to the Fort Industry Co., for $275,000, is sought in an application filed last week with the FCC. The removal application was filed coincident with that seeking transfer of the station [BROADCASTING, May 17].

WFTL now is licensed as a Fort Lauderdale station with primary studios in that city and with secondary studios in Miami. The application for change of location would designate the main studios in Miami and the secondary ones in Fort Lauderdale. The applications for the transfer are awaiting FCC action.

Pack Entering Service

DICK PACK, director of publicity of WOR, New York, will leave the station shortly to enter military service. He reports to Camp Upton, N. Y., June 1. Before joining WOR three years ago, Mr. Pack was director of publicity and continuity of WNYC, New York's municipal station. Charles J. Oppenheim, assistant head of the press department and trade news editor, replaces Mr. Pack. Mr. Oppenheim was director of publicity and advertising for Jay Thorpe Inc., New York, previous to coming to WOR last year. Succeeding Mr. Oppenheim as trade news editor is Bob Davis, who has been on the station's night press desk.

BALTIMORE
AND THE FUTURE

FASTEST GROWING BIG CITY IN THE EAST

It is estimated that about 200,000 people have moved into the Baltimore area since 1940. While this has been largely due to Baltimore's importance as a war industry center, it represents also the acceleration of a trend which has been apparent for 25 years.

The 1940 census showed that Baltimore had added 300,000 in population in the preceding 30 years. Over a 24-year period (1914-1937) in the number of manufacturing wage earners most eastern cities including New York, Philadelphia, and Boston showed an actual decrease, while Baltimore showed an increase of 31.7%. The census showed that Baltimore was growing more rapidly than any other Eastern seaboard city—moving into 7th place among the cities of the United States (according to the recent Survey of Buying Power by Sales Management magazine, Baltimore is now 6th city). In value of manufactured products all cities showed an increase—but none came close to the 211% increase of Baltimore. This same situation existed in increased payrolls.

So Baltimore's present war time "boom" is simply accelerating a 25-year trend—a trend that seems destined to carry Baltimore to even greater heights in the post-war world.

Number One of a Series

For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

TEXT OF SUPREME COURT KOA DECISION

FOLLOWING is the text of the majority decision of the Supreme Court of the United States (No. 585, October term, 1942) handed down May 17 in the case of FCC, Petitioner, vs. NBC Inc. (KOA), et al., on writ of certiorari to the U. S. Court of Appeals, District of Columbia (see dissenting opinions on pages 22 and 24):

Mr. Justice ROBERTS delivered the opinion of the Court.

This case presents important questions of procedure arising under Title III of the Communications Act of 1934.[1]

The respondent is licensed to operate station KOA at Denver, Colorado, on a frequency of 850 kc. Station WHDH, of Boston, Massachusetts, had a license to operate, daytime only, on the same frequency. October 25, 1938, WHDH applied to the Communications Commission for an increase in power and for operation unlimited in time.

The Commission set down the application and designated certain issues for hearing, of which the following are pertinent: To determine whether the interests of any other stations may be adversely affected by reason of interference, particularly KOA and other named stations; to determine whether public interest, convenience or necessity would be served by modifying the rules governing standard broadcast stations to authorize the proposed operation of WHDH.

Effect of FCC Rules On Status of KOA

The Commission's rules precluded the operation of a second station at night on KOA's frequency;[2] provided that an application not filed in accordance with its regulations would be deemed defective, would not be considered, and would be returned to the applicant;[3] and also that if an applicant desired to challenge the validity or wisdom of any rule or regulation he must submit a petition setting forth the desired change and the reasons in support thereof.[4]

The respondent petitioned to intervene. Its petition was denied. It then moved to dismiss WHDH's application for failure to conform to the rules and regulations. The motion was denied. Meantime the Commission evidently believing that, in view of the possible alteration of the rules concerning standard broadcast stations, questions of policy might be involved and that, consequently, under Sec. 409(a), the hearing would have to be conducted by a member of the Commission,[5] designated Commissioner Case to conduct the hearing.

No hearing was held under the original notice. A new notice was issued which indicated that the Commission did not then contemplate modification of its substantive rules but intended merely to afford the applicant an opportunity to urge that they be construed in the applicant's favor.

Issues specified in the second notice were "to determine whether or not the Commission's Rules Governing Standard Broadcast Stations, particularly Sections 3.22 and 3.25 (Part III) properly interpreted and applied preclude the granting of the application" and to determine the nature, extent, and effect of any interference which would result from a grant of the application, particularly with Station KOA and others named. The inquiry thus limited could be heard before an examiner under Sec. 409(a) and, accordingly, the Commission withdrew the designation of Commissioner Case and assigned an examiner.

A hearing was held Jan. 29 and 30, 1940, but the respondent was not permitted to appear or participate. Dec. 9, 1940, the Commission promulgated proposed findings of fact and conclusions. Two commissioners dissented. All agreed that Secs. 3.22 and 3.25 of the regulations precluded a grant of WHDH's application. Three voted to modify those regulations and to grant the application. Respondent then filed its second petition to intervene, which was denied. The Commission subsequently, on its own motion, permitted respondent to file briefs and present an oral argument *amicus curiae*. April 7, 1941, the Commission adopted a final order amending Sec. 3.25 of the rules and granting the WHDH application, two commissioners dissenting.

Rehearing Petition Filed by KOA

Respondent filed a petition for rehearing pursuant to Sec. 405 of the Act.[6] This was denied. Thereupon respondent gave notice of appeal to the Court of Appeals of the District of Columbia,[7] which concluded that the Commission's action effected a modification of respondent's license and consequently the statute entitled the respondent to be made a party and to participate in the hearing. The court below therefore reversed the Commission's order and remanded the case for further proceedings.[8]

The respondent contends that it was entitled, as a matter of right, to participate in the hearing before the Commission on the question of the granting of WHDH's application and that its rights in this respect were not satisfied by permitting it to file a brief and present argument. It further insists that the Commission's proceeding was invalid due to the provisions of Sec. 409(a) of the statute, the failure to comply with the rules then in force, and the arbitrary and capricious action taken. Finally, the respondent asserts § 405 entitled it to a rehearing and § 402(b) (2) granted it an appeal.

The petitioner urges the grant of WHDH's application did not amount to a substantial modification of KOA's license or so affect KOA's rights as to require that KOA be permitted to intervene and that, in any event, KOA was not denied any substantial right of participation in the proceeding.

Interference Found In Decision by FCC

First. We are of opinion that respondent was entitled to be made a party.

Section 312(b) of the Act provides:

"Any station license hereafter granted . . . may be modified by the Commission . . ., if in the judgment of the Commission such action will promote the public interest, convenience, and necessity . . . . *Provided, however,* That no such order of modification shall become final until the holder of such outstanding license . . . shall have been notified in writing of the proposed action and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue."

The Commission found that there would be interference with KOA's broadcast in the eastern part of the United States if WHDH's application were granted. The Commission's own reports to Congress show that at night a small proportion of the urban population and a much larger proportion of the rural population of the country enjoy only such broadcasting service as is afforded by clear channel stations. KOA, one of the stations upon which this service depends, has operated continuously at Denver since 1924 and has used a clear channel upon which only one station is permitted to operate during the night. Under the Commission's regulations (§§3.22 and 3.25) KOA had, therefore, little or no channel interference from any station located within the United States.

In addition, its signals throughout the United States were free, and entitled to remain free, of channel interference from any station in Canada, Mexico or Cuba, pursuant to the provisions of the North American Regional Broadcasting Agreement.[9] The Commission's order deprives KOA of freedom from interference in its night service over a large area lying east of the Mississippi River. Furthermore, the order opens the way for Canada, Mexico, and Cuba, signatories to the broadcasting agreement, to acquire the right to operate stations which may cause channel interference at night on KOA's frequency within the United States.

The respondent urges that it can be shown that the service of WHDH, while interfering at night with that of KOA, would not be a service equally useful, and that the grant to WHDH adds a new primary service to an area already heavily supplied with such service.

In its petitions to intervene, the respondent called attention to the terms of its existing license, asserting that the grant of WHDH's application would cause interference in areas where KOA's signal was interference free; that respondent would be aggrieved and its interests adversely affected by a grant of the application and that the operation proposed by WHDH would not be in the interest of public convenience and necessity; that a grant of the application would result in a modification of respondent's license in violation of § 312(b) and would result in a modification of the Commission's regulations without such a hearing as is required by § 303(f) of the Act. In its petition for rehearing the respondent elaborated and reiterated the reasons embodied in its motions for dismissal of the petition and its petitions to intervene.

No Application To Case, FCC Claims

The Commission says that the section has no application to this case. It asserts that the proceeding was an application by WHDH for modification of its station license and that, under § 309(a) of the Act, the Commission might have acted on the application without any hearing. So much may be conceded, if nothing more were involved. But the grant of WHDH's application, in the circumstances, necessarily involved the modification of KOA's outstanding license. This petitioner denies, saying KOA's license granted no more than the privilege of operating its station in a prescribed manner and that the grant of WHDH's application in nowise altered the terms of KOA's license. This contention stems from the circumstance that KOA's license authorizes it to operate a transmitter of 50 kw. on the frequency 850 kc. at Denver. The petitioner says that the grant of WHDH's application affects none

[1] Act of June 19, 1934, c. 652, 48 Stat. 1064, 1081; 47 U. S. C. Sec. 301 ff.
[2] Secs. 3.22 and 3.25.
[3] Sec. 1.72.
[4] Sec. 1.71.
[5] Sec. 409(a), 47 U. S. C. § 409(a) provides that, in the administration of Tit. III, an examiner may not hold hearings with respect to a matter involving a change of policy by the Commission or a new kind of use of frequencies.
[6] 47 U. S. C. Sec. 405.
[7] Pursuant to Sec. 402(b) (2); 47 U. S. C. Sec. 402(b) (2).
[8] 132 F. 2d 545.
[9] 55 Stat., Part 2, 1005.

NEWS KNOW-HOW!

The Prestige and Popularity of KLZ'S NEWS SERVICE Are Wrapped Up in These Words!

NEWS, as KLZ gathers, edits, and broadcasts it, is a major, full-time service operated by a full-time staff of experienced newsmen.

The management of KLZ is innately news-minded and for that reason has concentrated relentlessly on this phase of its service. With a managerial background of newspaper know-how, KLZ has manned its news staff carefully with highly trained and experienced personnel.

News editing, as KLZ does it, is infinitely more than tearing off a wire report from a teletype on the way to the microphone. KLZ has established an inimitable record of scoops and news beats in this area because of its sincerity of purpose, its facilities, its staff, and its know-how.

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Denver

Columbia Network 560 Kc.

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of these terms. But we think this too narrow a view. When KOA's license was granted the Commission's rules §§ 3.21 and 3.25 embodied these provisions:

"A 'clear channel' is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas."

"The frequencies in the following tabulation are designated as clear channels and assigned for use by the classes of stations are given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: . . . The power of the class I stations on these channels shall not be less than 50 kilowatts."

850 kc. was one of the frequencies appearing on the schedule forming part of the rule.

Rules Incorporated In Terms of License

These rules were incorporated into the terms of KOA's license which granted it a frequency of 850 kc. and a power of 50 kw. To alter the rules so as to deprive KOA of what had been assigned to it, and to grant an application which would create interference on the channel given it, was in fact and in substance to modify KOA's license. This being so, § 312(b) requires that it be made a party to the proceeding. We can accord no other meaning to the language of the proviso which requires that the holder of the license which is to be modified must have notice in writing of the proposed action and the grounds therefor and must be given a reasonable opportunity to show cause why an order of modification should not issue.

Certainly one who is to be notified of a hearing and to have the right to show cause is not to be considered a stranger to the proceeding but is, by the very provisions of the statute, to be made a party. The very notices issued by the Commission show that that body knew there would probably be an interference with KOA's signals if the pending application of WHDH were granted; and that the Commission also realized there was a serious question whether the application could be granted under its existing rules.

It is not necessary to discuss at any length the sufficiency of the petitions to intervene if, as we have held, the Act itself provided that, in such an instance as the present, KOA was entitled to be brought in as a party. A licensee cannot show cause unless it is afforded opportunity to participate in the hearing, to offer evidence, and to exercise the other rights of a party.

Much is said to the effect that KOA was not in fact injured, because the Commission permitted it to file a brief *amicus curiae* and to present oral argument. It is beside the point to discuss the Commission's rules as to intervention and the privileges accorded by the Commission to one denied intervention since we are of opinion, as already stated, that, under the terms of the Act, the respondent was entitled to participate in the proceedings.

Jurisdictional Issue Raised in Proceedings

Second. While the Commission did not urge before the court below, and did not advance as a reason for the grant of certiorari, that respondent was not entitled to appeal to the Court of Appeals, this matter was argued here and, as it raises a question of jurisdiction, we shall consider it.

It would be anomalous if one entitled to be heard before the Commission should be denied the right of appeal from an order made without hearing. We think the Act does not preclude such an appeal. Section 402(b) (2) permits an appeal to the Court of Appeals of the District of Columbia by "any . . . person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing" any application for modification of an existing station license. If, within the intent of the statute, the interests of KOA would be adversely affected, or if KOA would be aggrieved by granting the application of WHDH, then the statute grants KOA a right of appeal.

In *Federal Communications Commission* v. *Sanders Bros. Radio Station*, 309 U. S. 470, we dealt with a similar situation. There the question was whether a rival station, which would suffer economic injury by the grant of a license to another station, had standing to appeal under the terms of the Act. We held that it had. We pointed out that while a station license was not a property right, and while the Commission was not bound to give controlling weight to economic injury to an existing station consequent upon the issuance of a license to another station, yet economic injury gave the existing station standing to present questions of public interest and convenience by appeal from the order of the Commission. Here KOA, while not alleging economic injury, does allege that its license ought not to be modified because such action would cause electrical interference which would be detrimental to the public interest.

In view of the fact that § 312(b) grants KOA the right to become a party to the proceedings, we think it plain that it is a party aggrieved. or a party whose interests will be adversely affected by the grant of WHDH's application, as, indeed the Commission seems to have thought when it first noticed WHDH's application for hearing. We, therefore, hold KOA was entitled to appeal from the Commission's action in excluding it from participation in the proceeding and from the order made by the Commission.

The judgment is affirmed.

Mr. Justice BLACK, Mr. Justice MURPHY and Mr. Justice RUTLEDGE took no part in the consideration or decision of this case.

JUSTICE FRANKFURTER'S DISSENT

FOLLOWING are the highlights of Associate Justice Frankfurter's dissent—abstracted from his 14-page opinion:

Unlike courts, which are concerned primarily with the enforcement of private rights although public interests may thereby be implicated, administrative agencies are predominantly concerned with enforcing public rights although private interests may thereby be affected. To no small degree administrative agencies for the enforcement of public rights were established by Congress because more flexible and less traditional procedures were called for than those evolved by the courts. It is therefore essential to the vitality of the administrative process that the procedural powers given to these administrative agencies not be confined within the conventional modes by which business is done in courts.

Provisions of Act Explaining Hearing

In my judgment the decision of the Court in this case imposes a hampering restriction upon the functioning of the administrative process. This is the aspect that lends this case importance and leads me to express the reasons for my dissent. * * * *

The Court holds that the Commission was required as a matter of law to grant KOA's petition to intervene in the hearing upon the WHDH application. In my judgment the Act precludes such a construction. * * * *

The Act explicitly provides for a "hearing", therefore, when the Commission proposes to deny an application for a license, or to revoke a license, or to change the frequency, power, or hours of operation of a station licensee. But when a Commission order merely involves "modification" of the license of an existing station, the latter is entitled only to notice in writing and a "reasonable opportunity to show cause" why the order should not issue. * * * *

KOA's petition for intervention was denied, presumably because the showing required by § 1.102 had not been made. And on January 29 and 30, 1940, a hearing upon the WHDH application was held before an examiner of the Commission. Although KOA was denied the right to intervene, it could, under § 1.195 of the Commission's Rules, have appeared and given evidence. * * * *

On April 25, 1941, KOA filed a petition for rehearing before the Commission, repeating in substance the allegations contained in its earlier petitions to intervene. And on May 20, 1941, the Commission, in an opinion that considered in detail each of the allegations in the petition for rehearing, denied the petition. * * * *

On June 7, 1941, KOA filed an appeal from the Commission's order in the Court of Appeals for the District of Columbia under § 402(b)(2) of the Communications Act of 1934. Section 402(b) provides for appeals to the Court from decisions of the Commission "in any of the following cases: (1) By any applicant for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, whose application is refused by the Commission. (2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application."

The court below could not take jurisdiction of the suit unless KOA had a right to appeal under § 402(b)(2), in other words, unless it was "aggrieved" or its "interests were adversely affected" by the granting of the WHDH application. Since the Commission in exercising its licensing function must be governed by the public interest and not the private interest of existing licensees, an appellant under § 402(b)(2) appears only to vindicate the public interest and not his own. *Federal Communications Comm'n* v. *Sanders Radio Station*, 309 U. S. 470; *Scripps-Howard Radio, Inc.* v. *Federal Communications Comm'n*, 316 U. S. 4.

Effect of Sanders Ruling Discussed

That the Commission's order may impair the value of an existing station's license is in itself no ground for invalidating the order; it merely may create standing to attack the validity of the order on other grounds. Whatever doubts may have existed as to whether the ingredients of "case" or "controversy", as defined, for example, in *Muskrat* v. *United States*, 219 U. S. 346, are present in this situation were dispelled by our ruling in the *Sanders* case that the legality of a Commission order can be challenged by one "aggrieved" or "whose interests are adversely affected" thereby, even though the source of his grievance is not what is claimed to make the order unlawful. But from this it must not be concluded that anyone who claims to be "aggrieved" or who is in any way adversely affected by Commission action has a right to appeal.

As the prevailing opinion in the Court of Appeals pointed out: "In the present stage of radio, very few changes, either in frequency or in power, can be made without creating some degree of electrical interference. This may range from minute and practically harmless interruption with remote and very occasional listeners in secondary service areas to total obliteration in the primary field. . . . It seems not unreasonable to read the [*Sanders*] opinion as requiring by implication that there be probable injury of a substantial character.

So much by way of limitation seems necessary to prevent vindication of the public interest from turning into mass appeals by the industry at large, with resulting hopeless clogging of the administrative process by judicial review. Likewise, with electrical interference, it is hardly necessary to secure appellate championship by every broadcaster who may be affected in only a remote and insubstantial manner." 132 F. 2d 545, 548.

In order to establish its right to appeal, therefore, KOA had to make a showing that its interests were substantially impaired by a grant of the WHDH application. This, the record makes clear, it failed to do. In its notice of appeal to the court below, KOA made only a general allegation, what courts normally regard as a conclusion of law, that the Commission's action resulted in a "substantial modification" of its license.

No supporting allegations of fact



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Hiding above the clouds there's a plane. Anti-aircraft guns let loose—down crashes the enemy bomber.

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were tendered. There was no claim that KOA's economic position was in any way impaired, or that the proposed operation of WHDH would cause substantial interference with KOA, or that such operation would result in a substantial loss of listeners to KOA, or that any areas of substantial size would no longer be able to receive satisfactory service from KOA. Neither in its petitions for intervention, nor in its petition for rehearing before the Commission, nor in its notice of appeal to the court below, did KOA specifically challenge the correctness of the Commission's findings.

The record affords no basis, therefore, for finding that KOA had standing to appeal from the grant of the WHDH application. But even if it had, I do not believe that KOA was afforded less opportunity to participate in the proceedings before the Commission than the statute requires. * * * *

KOA does not claim that it did not have sufficient notice, formal and otherwise, of the proceedings upon the WHDH application. Nor can there be any doubt that it had ample and "reasonable opportunity to show cause" why WHDH's application should not be granted. Under § 1.195 of the Commission's Rules it could have appeared and given evidence at the hearing upon the WHDH application. That it did not take advantage of such an opportunity is certainly no reason for saying that it had none. KOA was permitted to argue before the Commission that the proposed grant of the WHDH application should not be made final. It submitted a petition for rehearing which the Commission considered on its merits and which the Commission denied only after a detailed review of all the contentions made by KOA.

Holds Legislative Scheme Disregarded

The Court holds, nevertheless, that the Commission was required to afford KOA more than all these opportunities to show cause. Section 312 (b) is construed to require a hearing in which the licensee whose interests may be affected is entitled to intervene as a formal party. Such a construction appears to me to disregard the structure and language of the legislative scheme. * * * *

To deny to the Commission the right to require a preliminary showing, such as was found wanting here, before admitting a petitioner to the full rights of a party litigant is to fasten upon the Commission's administrative process the technical requirements evolved by courts for the adjudication of controversies over private interests. See *Federal Communications Comm'n* v. *Pottsville Broadcasting Co.*, 309 U. S. 134, 142-44. It is to assume that the modes familiar to courts for the protection of substantial interests are the only permissible modes, regardless of the nature of the subject matter and the tribunals charged with administration of the law.

This is to read the discretion given to the Federal Communications Commission to fashion a procedure relevant to the interests for the adjustment of which the Commission was established through the distorting spectacles of what has been found appropriate for courts. We must assume that an agency which Congress has trusted is worthy of the trust. And especially when sitting in judgment upon procedure devised by the Commission for the fair protection of both public and private interests, we must view what the Commission has done with a generous and not a jealous eye.

JUSTICE DOUGLAS' DISSENT

Following is the full text of Justice Douglas' dissenting opinion:

Mr. Justice DOUGLAS dissenting.

While I am in substantial agreement with the views expressed by Mr. Justice FRANKFURTER, there are a few words I desire to add on one phase of the case.

I agree with the Court that if as we held in the *Sanders* case (309 U. S. 470) a person financially injured by the grant of a license has a standing to appeal, so does one whose station will suffer from electrical interference if the license is issued. I expressed my doubts, however, in *Scripps-Howard Radio, Inc.* v. *Federal Communications Commission*, 316 U. S. 4, 20-21, whether Congress endowed private litigants with the power to vindicate the public interest when it gave the right to appeal under § 402(b) to a person "aggrieved or whose interests are adversely affected" by a decision of the Commission. I also expressed my concern in that case with the constitutionality of a statutory scheme which allowed one who showed no invasion of a private right to call on the courts to review an order of the Commission. See *Muskrat* v. *United States*, 219 U. S. 346. But if we accept as constitutionally valid a system of judicial review invoked by a private person who has no individual substantive right to protect but who has standing only as a representative of the public interest,[1] then I think we must be exceedingly scrupulous to see to it that his interest in the matter is substantial and immediate. Otherwise we will not only permit the administrative process to be clogged by judicial review; we will most assuredly run afoul of the constitutional requirement of case or controversy. *Federal Radio Commission* v. *General Electric Co.*, 281 U. S. 464.

Any actual controversy which may now be present in this case is between KOA and the Commission. Any controversy which existed between WHDH and the Commission has come to an end. *United States* v. *Alaska S. S. Co.*, 253 U. S. 113, 116. The interest, if any, of the appellant KOA is the interest of a private person and accordingly must be measured in terms of private injury. That interest must be substantial and immediate if the standard of the statute and if the constitutional requirements of case or controversy, as interpreted by the *Sanders* and the *Scripps-Howard* cases, are to be satisfied. It is necessary to show in effect that KOA has sustained or is about to sustain some direct and substantial injury (see *Massachusetts* v. *Mellon*, 262 U. S. 447, 488)—an injury which for the purpose of this case must result from electrical interference. The *Sanders* case and the *Scripps-Howard* case do not dispense with that requirement. They merely hold that an appellant has his case decided in light of the standards of the public interest, not by the criteria which give him a standing to appeal.

I do not understand that the opinion of the Court takes a contrary view. It only holds on this phase of the case that KOA made an adequate showing under § 402(b). I disagree with that conclusion.

[1] Referred to as a sort of King's proctor by Edgerton, J., in Colorado Radio Corp. *v.* Federal Communications Commission, 118 F. 2d 24, 28; and as "private Attorney Generals" by Frank, J., in Associated Industries of N. Y. State, Inc. *v.* Ickes, —F. 2d —.

McCLINTOCK BACK; WAS ILL A MONTH

MILLER McCLINTOCK, Mutual president, is expected back at his desk May 24, having completed his convalescence from an attack of bronchial pneumonia, which occurred almost a month ago during the NAB and Mutual meetings in Chicago.

Following Mr. McClintock's return to his home in New York, after the serious stage of his illness had passed, announcement was made of the network's newly elected board of directors, of which he is the only new member. Election of Mr. McClintock as director, at a meeting of Mutual shareholders April 26, was occasioned by the fact that this was the first such meeting since he took over the presidency of Mutual in January.

At the same meeting, shareholders reelected all former members of the board of directors as follows: Chairman, A. J. McCosker, WOR, New York; W. E. Macfarlane, WGN, Chicago; Theodore C. Streibert, WOR; E. M. Antrim, WGN; Lewis Allen Weiss, Don Lee Network; John Shepard 3rd, Yankee network; W. H. Brown, Don Lee; H. K. Carpenter, WHK, Cleveland; Leonard Kapner, WCAE, Pittsburgh; I. R. Lounsberry, WGR, Buffalo, and Hope E. Barroll Jr., WFBR, Baltimore.

All Mutual officers were reelected at a meeting of the board of directors and shareholders.

Mr. McClintock will resume in June his trip to the West, interrupted by his illness. He is scheduled to address the Pacific Coast Adv. Assn. in San Francisco June 24, and the Rotatry Club of Los Angeles June 27. On May 26 he will speak of the Rotary Club of Philadelphia.

New WIBG Antenna Is Said to Provide Unusual Suppression Over Wide Angle

SUPPRESSING 10,000 watts into 10 watts over an angle of more than 200 degrees is the evident technical achievement of WIBG, Philadelphia, which last week began program tests with a directional antenna "which produces more suppression over a large angle than any other antenna built to date," according to Raymond M. Wilmotte, consulting radio engineer of Washington. Mr. Wilmotte supervised the installation, with C. X. Castle, a staff engineer, directing the work.

Protects Canada, Knoxville

WIBG, licensed to operate on 990 kc. with 10,000 watts, was given the grant provided certain rigid engineering limitations regarding its coverage pattern could be met. At first it was believed both by FCC engineers and by Mr. Wilmotte that the full suppression required by the construction permit could not be achieved. The tests to date, however, show that the engineering result has been attained and, according to Mr. Wilmotte, even more suppression than was required by the construction permit has been produced through adjustments, giving the station some leeway of operation.

"We have suppressed 10 kilowatts of power down to less than 10 watts over an angle of more than 200 degrees — that is, over that angle there are a few directions in which as much as 10 watts of power is being radiated, while in nearly all directions less than 3 watts of power is being radiated," said Mr. Wilmotte. "Over an angle of 180 degrees there is no direction in which a power in excess of about 6 watts is being radiated. In the direction of maximum signal, about 55 kilowatts is being radiated (calculated on the basis of the average efficiency of a regional station)."

The WIBG antenna is designed to protect the whole Canadian border so that the signal does not exceed 25 microvolts per meter 10% of the time at any point inside Canada. The nearest Canadian border point is 275 miles. Besides protecting the border, it was necessary to protect WNOX, Knoxville, as well as a station in Cuba. All these limitations necessitated reducing the signal to a very low value over a wide angle.

The antenna consists of five guyed radiators insulated at the base and coupled to the transmitter through coaxial transmission lines and Western Electric coupling circuits. In the case of two of the radiators, power goes from the radiator back into the transmitter, instead of the usual direction from the transmitter to the towers. The suppression of signal has been measured for two weeks and the pattern in both wet and dry weather has not appreciably changed. In making a proof of performance, some 700 measurements of field intensity were entailed.

Strong in Philadelphia

Mr. Wilmotte said the station will produce a strong signal in Philadelphia, and the service was found to be "very close to that predicted." He said the result shows that with proper care in selection of site and in design, it is possible to achieve theoretical results to a remarkable degree of accuracy.

"The high degree of accuracy achieved may best be realized from the fact that the greatest power radiated in any direction over the whole semi-circle where suppression is greatest is about one-ten-thousandth of the power radiated in the direction of maximum signal."

The station went into full time operations at 10,000 watts May 18, with no advance announcement of the move. Until now WIGB had been operating on a dawn-to-dusk schedule at 1,000 watts. While permission was granted some time ago to increase power and operations, the construction program was held up by priorities problems.



FEEDING TODAY'S ARMIES TAKES ALL-OUT EFFORT ALONG THE ENTIRE FRONT FROM FARM FIELDS TO FIGHTERS. STRATEGICALLY LOCATED TO REACH OVER A HALF MILLION FARMS* ON AMERICA'S FOOD PRODUCTION-FRONT . . . COWLES STATIONS ARE DOING THEIR UTMOST TO ENCOURAGE A RECORD-BREAKING 1943 OUTPUT.

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Resignation of Trio Indicated As House Hits FCC Employes

Overwhelming Vote Urges Deletion of Watson And Dodd for Alleged Communist Activities

INDICATIONS that the FCC may bow to the Congressional will by separating from its staff employes charged with Communist associations, was seen last week with the report that one of three employes of Foreign Broadcast Intelligence Service had resigned, another was about to quit, and that the Commission itself is considering steps against the third.

The FCC gave credence to reports that Dr. Frederick L. Schuman, former Chicago U. professor, had resigned effective June 12. The reported resignation of Dr. Goodwin Watson, FBIS chief analyst was denied, though informed sources said it was imminent. The FCC itself met in what was described as a "star-chamber" session last Wednesday to consider action involving William E. Dodd Jr., of FBIS looking toward his separation from the FCC.

These developments came simultaneous with the action of the House last Tuesday for the ouster of Dr. Watson and Dodd. Dr. Schuman had been cleared by the House investigating committee previously, but he had loosed a blast against the Congressional activities.

The vote followed a report by an Appropriations subcommittee headed by Rep. Kerr (D-N. C.) which declared the men "unfit to continue in Government service". Also lumped in the rider to withhold salaries was Dr. Robert Morss Lovett, an official of the Interior Dept. The FCC previously had split 4-3 against releasing the two FBIS employes, after Congressional suggestion that they be separated from the Government payroll.

Denounced by Dies

Last year a similar amendment was beaten in the Senate. The present bill awaits Senate action. Drs. Watson and Dodd had been denounced in the House by Rep. Dies (D-Tex.), chairman of the special committee on Un-American activities. At that time, Dr. Frederick L. Schuman, FBIS principle political analyst, and about 30 other Federal employes had been named by the Texan [BROADCASTING, Feb. 6]. Special study of the cases by the Appropriations subcommittee resulted in recommendations that Dr. Watson and Dr. Dodd be dismissed. The committee said it had failed to complete a case against Dr. Schuman [BROADCASTING, April 26].

Debate last week centered about the constitutional right of Congress to bar an individual from Government services. Members of the Kerr Committee said that Congress controlled the purse strings, and contended it was within the rights of the body to specify who was fit to serve the Government.

'Bill of Attainder'

Opponents, led by Rep. Hobbs (D-Ala.) contended that the amendment was a Bill of Attainder, contrary to Art. I, Sec. 9 of the Constitution. A Bill of Attainder is defined as a legislative act inflicting punishment without a judicial trial. Rep. Hobbs told the House Congress has power to abolish an agency, or a job, but has no right to fire an individual.

"Maybe the FCC should be abolished," Mr. Hobbs suggested. Congress has the power, undoubtedly, to abolish it. Why not act within our power to do it? . . .

"We can abolish the FCC. We can prescribe incidental regulations to control or limit the appointing powers or the powers of removal we grant, but we cannot violate the Constitution by passing a bill of attainder," he said.

Entire two hours of debate allotted to the Deficiency bill Tuesday was spent on the Watson-Dodd-Lovett amendment, with members of the Kerr Committee explaining the Committee's charges against the men.

The case against Dr. Watson was outlined by Rep. Keefe (R-Wis.) who said, that a man expressing the opinions Dr. Watson's record shows "ought not to be serving in the position of chief analyst of foreign broadcasts in the office of the FCC. Let him submit his advocacy to the people and run for Congress and then he will learn the attitude of the people," he said.

Rep. Keefe said Dr. Watson opposed the profit system, advocated revolution—"a sharp break"—and was a member of several Communist Front and other organizations condemned by the Attorney General. He said in testimony before the Committee that Watson claimed he had changed his mind on these subjects, but had failed to submit written articles or other material to substantiate this.

Attack on Dr. Dodd was carried by Rep. Anderson (D-N. M.) who said that in addition to membership in several condemned groups, Dr. Dodd, the son of the former U. S. Ambassador to Germany, misrepresented his activities to Chairman Fly and to the FBI.

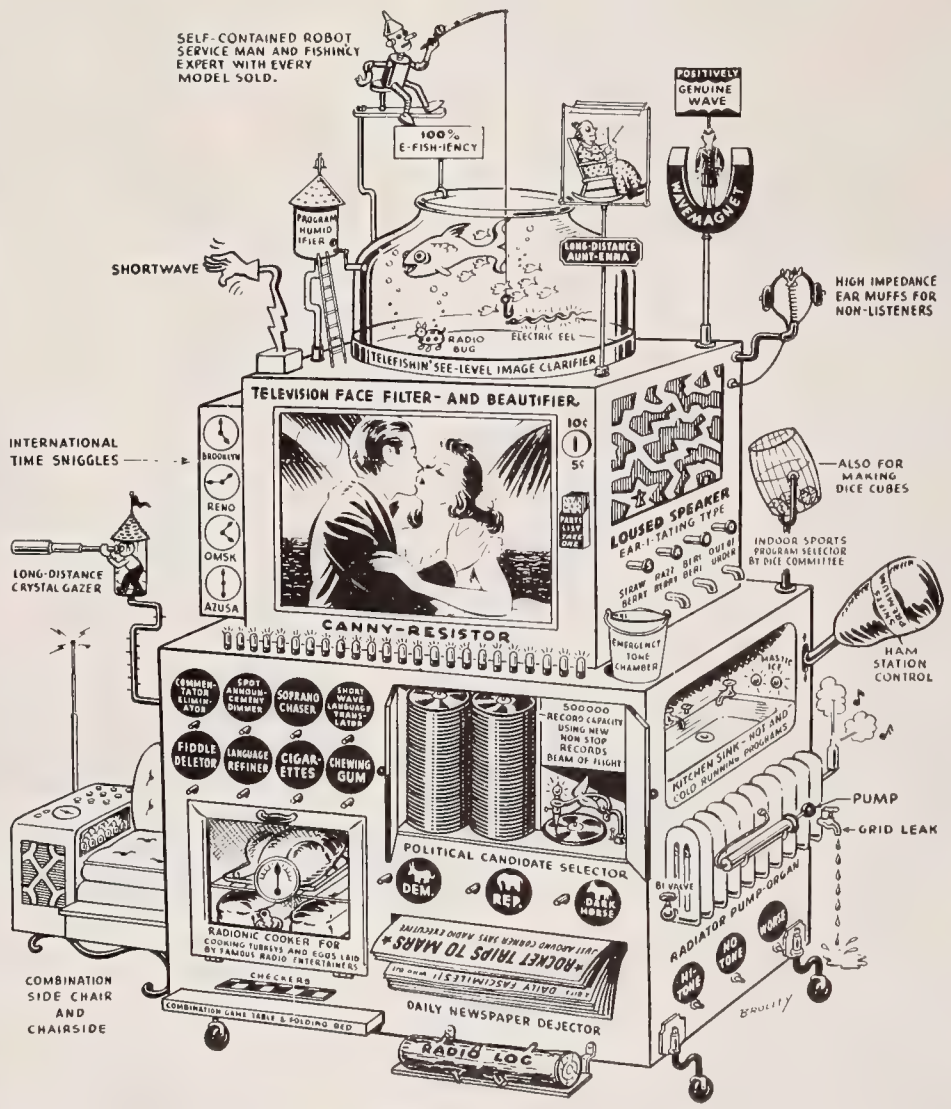
Rep. Anderson told the House that a letter on Dr. Dodd submitted to Rep. Woodrum (D-Va.) by Chairman Fly contained repeated inaccurate statements, all of which, the Congressman said, were Dodd's fault. He hinted, however, that the FCC chairman had strained every effort to make out a good case for Dodd. Pointing to Chairman Fly's statement that Dodd had advocated an embargo on Japanese goods—a position which Dodd denied in testimony before the Kerr Committee—Mr. Anderson said, "Mr. Fly was willing to pat Mr. Dodd on the back for his foresight in supporting a boycott on Japanese goods . . .

"I suggest," Mr Anderson continued, "that Mr. Fly has not done the cause of the FCC any good in passing on to the distinguished gentleman from Virginia (Mr Woodrum) such misleading information . . . Mr. Fly had never talked to Mr. Dodd and had no personal information whatever of what his answer correctly should have been"

Rep. Anderson continued by attacking an FCC request for deferment for Dodd, pointing that his work was merely that of a copy cutter. "This, my friends, is essential war work for which he should be deferred from the operations of the Selective Service Act in the opinion of the FCC," he continued.

Several Congressmen criticized the Committee for not submitting complete reports of the hearings to the House. Rep. Keefe explained that this had not been possible since certain information from the FBI, and Army-Navy intelligence, was confidential. Rep. Coffee (D-Wash.) attacked the report of the Kerr Committee on grounds that no adequate definition of "subversive activity" existed. He inserted in the record the report of the FCC in which the Commission declared no reason existed for dismissing the men [BROADCASTING, May 31].

CRYSTAL GAZER'S POST-WAR DREAM

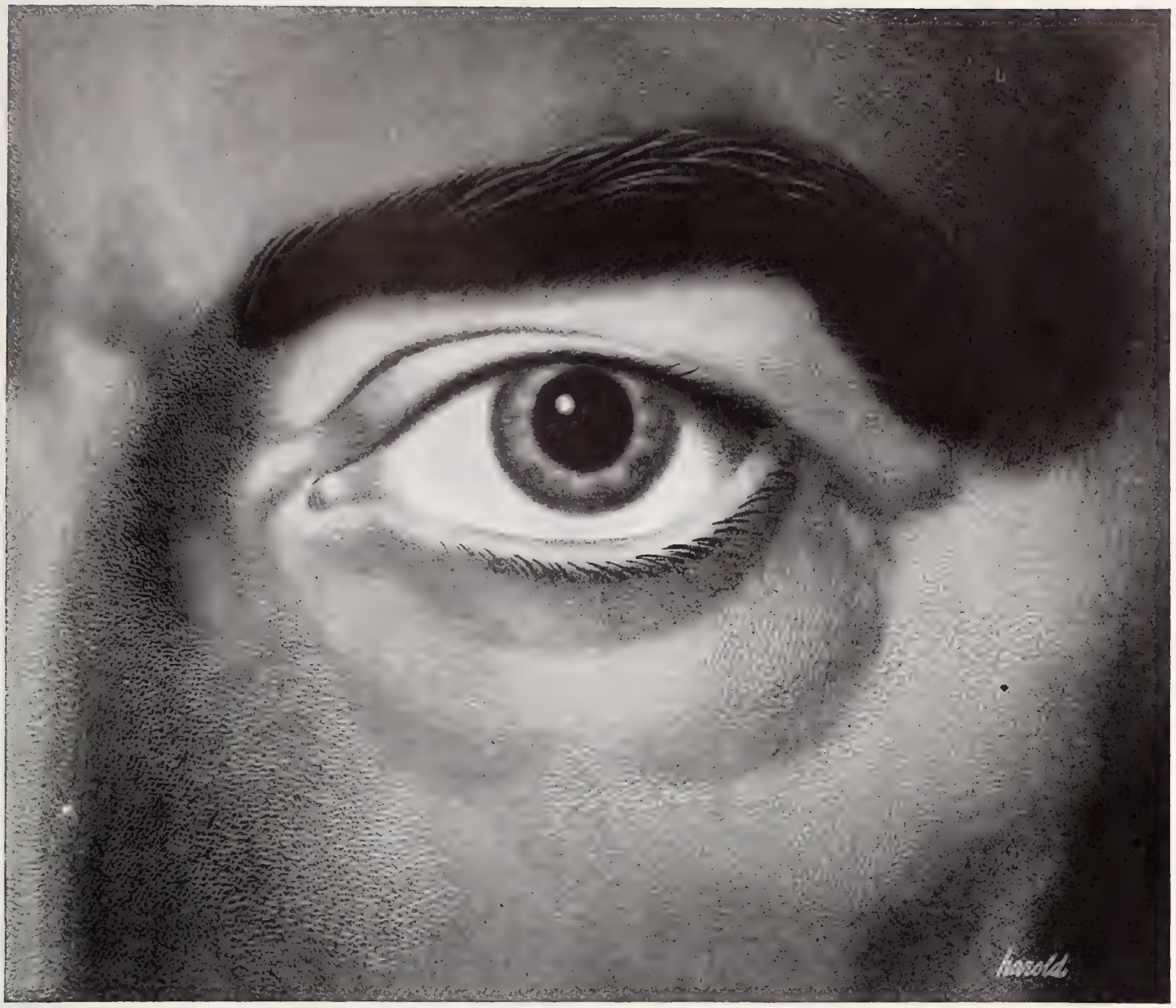


Editor's Note—This cartoon of a post-war combination radio receiver was sent to 65,000 radio dealers by Zenith Radio Corp. It is described as the "Great Christopher Model, priced at $14.92 in honor of discovery of America by Columbus. 40% off for cash. Liberal trade-in allowance for your old radio."

SHIRER TO ENGLAND FOR CONSULTATIONS

WILLIAM L. SHIRER, CBS news analyst, will leave for England, probably sometime this week, to interview Allied leaders on European and political matters. "In England, he will be on the scene of the closest possible point for Allied invasion of Western Europe," said Paul W. White, CBS director of news and public affairs.

Mr. Shirer, who plans to return July 1, will talk with American servicemen at military bases, and will consult with CBS London correspondents, which include Edward R. Murrow, chief, John Daly, Bob Trout, and Paul Manning. He will also talk with Charles Collingwood, CBS Algiers correspondent, who expects to visit London at the same time. Mr. Shirer's regular Sunday broadcasts on CBS, 5:45 p.m., will continue, and he will make other news broadcasts from London.



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KELLOGG COMPANY, with "Superman" starting in January . . . LUMBERMENS MUTUAL CASUALTY CO., with Upton Close starting in February . . . SINCLAIR REFINING CO., with "Confidentially Yours" starting in March . . . CONSOLIDATED RAZOR BLADE CO., with "The Better Half" starting in April . . . LEHN & FINK PRODUCTS CORP., with "Take A Card" starting in April . . . PETRI WINE CO., with "Sherlock Holmes" starting in April . . .

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Lots of important eyes are focussed on Mutual these days —and so are plenty of ears: *we regularly serve eight out of every ten ears in America.*

THE MUTUAL BROADCASTING SYSTEM

LOEW'S THEATRES is using the facilities of its 70 movie houses in the New York area, plus regular space in local newspapers, in a joint promotion venture with WHN, New York, featuring a contest conducted on the daily four-hour variety program, *Gloom Dodgers*. Initial contest, which started May 14, invites listeners, and newspaper readers to find misspelled words in Loew's daily newspaper advertisements, which are also read during a portion of the variety show each morning. Winners of this and other contests to follow receive free tickets to local theatres.

Loew's promotion includes trailers and lobby cards in all chain theatres and plugs in Loew's "Movie Guide", which appears daily in eight New York papers. Willy and Nilly, cartoon characters featured in Loew ads, figure in the movie, newspaper and radio promotion of the contest. Both station and theatre chain are operated by the MGM interests.

Merchandising & Promotion

Strip Tease—Career Booster—Flash Bulletin
Combination Card—YHF Reporter

Combination Card

TYING in with the Camel slogan, "First in the Service," a radio card plugging all three Camel-CBS shows heard on KRNT, Des Moines, was worked out by H. F. White, R. J. Reynolds representative in Iowa, and placed with regular Camel displays in Des Moines retail outlets.

* * *

Proud of Remote

WHEN the Wyoming U. championship basketball team traveled to Madison Square Garden to play for national and world titles with Georgetown and St. John's of Brooklyn, KMYR, Denver, bought a direct wire to the courtside, and the story has been brochured to 5,000 agencies and advertisers.

YHF Reporter

INTRODUCING *Your Home Front Reporter*, under sponsorship of Owens-Illinois Glass Co. since May 10, CBS has issued an oversize red-white-and-blue folder containing a double-spread map showing location of network affiliates in relation to sponsor's plants and offices. Presentation starts with quotes from President Roosevelt, taken from a Congressional message, on the importance of the "home front," and is followed by statements from network and sponsor officials illustrating how the program came into being as a public service and institutional feature. Included are reproductions of Owens-Illinois ads containing "home front" messages, and plugs.

Want Schedules

SURVEY conducted by KLZ, Denver, brought immediate responses from 70% of listeners receiving the KLZ monthly program schedule who asked continuance of the service. Replies indicated universal desire for more pictures and information on stars, which the new KLZ program schedule includes.

Langendorf Patrol

MANAGERS of Langendorf United Bakeries on the Coast met in BLUE studios in San Francisco, Hollywood, Wenatchee, Seattle, Portland and San Diego May 7 to hear a closed circuit announcement of the *Red Ryder Victory Patrol*. Membership is open to all children, who help war effort by collecting critical materials and buying War Stamps and Bonds. Each member gets free comic book, membership card, de-coder, pictures of planes and tanks, Indian wrestling tricks and directions on how to obtain luminous badge. Applications are filed at grocers. More than 100,000 joined last year. Ruthrauff & Ryan is agency.

* * *

Career Booster

CAPITOL RADIO Engineering Institute, Washington, has published an over-sized, slick paper brochure presenting its home study courses, with pictures of instructors and equipment accompanying the various descriptions. The brochure explains the schedule of courses, tuitions and terms, together with information on selection of courses and the value of home study training. With this piece is a large companion brochure containing 29 pages of letters from former students telling of ways in which their study with CREI has been of help to them.

* * *

Strip Tease

SPICY promotion for the latest United Artists feature "Lady of Burlesque" for which extensive radio is being used, is reaching the desks of radio editors and promotion men in the form of a 12-oz. drinking glass, stamped with a figure portraying Barbara Stanwyck, star of the film and the motto "Your Troubles Will Melt Away With U. A." Accompanying directions advise Miss Stanwyck's dress can be washed away with warm water and "after the glass has dried the dress will return ready for the next show."

* * *

Flash Bulletin

BLUE SPOT SALES will release June 1, the first issue of a monthly "Flash Bulletin," to a selected list of advertising agencies throughout the country. Contents will include short items on WJZ, New York; WENR, Chicago; KGO, San Francisco; WMAL, Washington; and the Pacific BLUE Network, all represented by the spot sales department. Exceptional time periods available will be listed. Four-page bulletin, produced by photo offset process, will be edited by Murray B. Grabhorn, national spot sales manager.



THE SWING IS TO
LANG-WORTH

Radio Broadcasting today is big business. Successful operators can't rely on hunches — they must be realists.

When hard-headed radio realists swing to Lang-Worth there must be a reason — and it's utterly simple.

Comparative tests prove Lang-Worth the outstanding service to improve programming and increase sales.

Ask any Lang-Worth customer.

LANG-WORTH
INCORPORATED
PLANNED PROGRAMS
420 MADISON AVE. • NEW YORK



Towers that talk . . .

Tall towers of slender steel. A spider web of steel flung across the sky. A small building. Nothing more.

Nothing more?

Much, much more—for this is radio. And in radio as in man, the things unseen count most. Like the power of the human spirit, the energy of radio is invisible.

From the silence of these towers come the ringing words of patriot radio speakers—the lilt and lift of radio music—the saving grace of radio drama—the instruction and counsel of radio teachers and advisors—the linking of the people's needs and aspirations with the services of America's manufacturers and merchants.

This is the work of America's broadcasters, in which RCA is proud to assist. Through years to come radio broadcasting will render service now but dimly realized—not only in standard broadcast, but in FM, television, and facsimile—in these, too, RCA's special knowledge, extensive facilities and tireless research will play their part.

RCA's resources are today concentrated on war production. Yet RCA engineers are still available to help you solve your pressing technical problems. To the fullest extent possible under war conditions we shall continue to supply and service the vitally important broadcasting industry.



RCA

RCA BROADCAST EQUIPMENT

RCA VICTOR DIVISION • RADIO CORPORATION OF AMERICA • CAMDEN, N. J.

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HENRY S. LIEBSCHUTZ, Art Director

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Paging Congress

THE SUPREME COURT has spoken twice within a fortnight on the subject of radio. It has acted in both directions.

In its momentous May 10 opinion in the network cases, the court set up the FCC as a sort of Lord High Executioner of all it surveyed, with that ephemeral, indefinable phrase "public interest, convenience or necessity" its sharp-edged sword. All business operations of broadcasting fall within the pale of the FCC's administrative powers; even broader authorities are inferred.

Last Monday, on May 17 the highest tribunal decided the NBC-KOA case against the FCC. Thereby it curtailed certain of the FCC powers, since the court held that any technical interference resulting to licensed stations through FCC grants, constitutes a modification of license. Established stations thereby are automatically entitled to notice and full hearing. The burden is on the applicant.

That was a notable victory. But it doesn't offset or vitiate what the court decreed in the network cases. These cases did not overlap. One dealt with the FCC's authority to regulate business aspects, writing into the law what we firmly believe was never contemplated by Congress. The other limits the FCC's power to modify a station's license without a full hearing.

The two opinions, taken together, as we see them, mean that the FCC is the Lord High Executioner, but it can't execute without a trial.

In the KOA case the FCC assigned WHDH, a daytime station in Boston, to the 850 kc. clear channel, fulltime, without permitting NBC, licensee of KOA, to participate until the case had reached the oral argument stage, and then only as a "friend of the Commission", not as an intervenor or participant. The Commission changed its rule establishing 25 Class I-A clear channels in the process. The Court held, and properly we believe, that KOA should have been in from the start, since a substantial modification of its license would result. Purely as an incident to the proceeding, a clear-channel breakdown was averted. The breakdown still may develop after a full hearing, or by acquiescence. But more important is the fact that the right of hearing extends to all stations, whether local, regional or clear, for the court clearly said those in the broadcasting business, once they are given a license, have a right to expect to continue operation without substantial modification of their service.

It was the lucid, effective argument of Philip J. Hennessey Jr., attorney for NBC-KOA in the Supreme Court proceedings, that obviously resulted in that tribunal's ruling in the industry's favor. What motivated the court in going so far afield in investing the FCC with such broad powers in the network cases is more difficult to figure.

In the network cases the court actually decreed "judicial legislation" by a split 5-2 vote. In the KOA case the court, by a 4-2 vote, was unable to agree on the Congressional intent regarding cases in which electrical interference is involved. The lower court in this case split and six judges handed down five separate opinions. Certainly there is need for Congressional guidance.

We restate now what we said in these columns a week ago. The two recent opinions make this more imperative than ever. Congress must be impressed, forcibly and convincingly, of the need for new legislation. The industry must be courageous. It should not be bludgeoned into submission by threats.

The most direct legislative approach is adoption by Congress of a resolution expressing it as the sense of that body that the FCC withhold its network regulations until new legislation is appraised. That was done once before (in 1938) by Chairman Wheeler of the Senate Committee on the higher power issue. It can be done again. It seems almost suicidal to gamble with so sensitive and important a medium as radio in these times.

With that accomplished, or with enactment of a simple amendment to the existing law which would not mean long hearings, Congress could in due course consider fullscale legislation along the lines of the White-Wheeler Bill. The results of the Cox Committee inquiry into the FCC also could be considered.

The situation requires headwork and action. Otherwise, look out for that Lord High Executioner, with or without full hearings.

JIMMY PETRILLO has done it again. He proposes a boycott by transcribers of stations declared "unfair" by his union for failure to shell out enough for staff orchestras. It's too late for the transcribers to expect a hero to ride up on a white horse and rescue them. The only recourse is a plea to the War Labor Board or to Congress.

Guestitorial

WHENCE POST-WAR TALENT?

By Lt. (jg) HOWARD M. PAUL
Public Relations Officer, Navy Pier, Chicago
(On leave from WTMJ—*The Milwaukee Journal*)

UPON the termination of this global conflict radio will enter a golden era destined to dwarf into virtual insignificance broadcasting developments of the past quarter-century. How many times have we in radio heard that optimistic note sounded by our ether-minded brethren?

Improvements in standard broadcasting and FM, the maturation of television and the perfection of facsimile radio promise to provide a field of opportunity rivaled only by the potentialities of aviation. And that brings up the question before the house of broadcasters: Whereas the very nature of this aerial war guarantees an overabundance of well trained specialists in all aspects of aviation, where

(*Continued on page 38*)

Uncle Sam—Unsponsored

WHEN WORD got around last week that OWI was scrapping the *Uncle Sam* formula of Government production for local sponsorship, many were the station managers whose first reaction must have been, "write and give 'em hell." The letters are already pouring in on Washington, for *Uncle Sam* represented, to many of the 250 stations carrying the series under sponsorship, an ideal solution to their war time information job, and related war time business problems.

With the many advantages of the *Uncle Sam* formula in mind, the NAB War Conference in Chicago last month, by formal resolution, asked that the Government expand its plans for producing shows for local sponsorship. *Uncle Sam*, it appeared, got the war message across, and at the same time brought badly needed revenue to those much belabored "loser" stations.

Unfortunately for the 250 who were making good with *Uncle Sam*, almost two-thirds of the nation's outlets (some 600 stations) were handling the program sustaining. These stations have asked for a better program, a show which OWI says cannot be produced while local sponsorship is permitted.

Conscious of its war information job, and perhaps worried over the legality of the *Uncle Sam formula*, OWI bowed to the majority. It plans a higher type program, using less time and offering more audience appeal.

No one will doubt that Don Stauffer and his staff at the Radio Bureau are acutely interested in the welfare of the stations. In adopting chain break announcements last week, Mr. Stauffer gave convincing proof that OWI is open and responsive to suggestion.

Although the Bureau's production budget is definitely limited, it might have been better if *Uncle Sam* had been continued in its original format for stations that wanted it, and a new series begun for those unable or unwilling to sell, who wanted a "little better show." Radio men know that big names are not necessary for successful programming; that the local program, with its own loyal following, can also do a job.

We Pay Our Respects To —



EDWIN PALMER HOYT

WHEN ELMER Davis, director of the Office of War Information, was confronted with selection of a successor to Gardner Cowles Jr., to head up the far-flung domestic activities of his organization, it didn't take him long to decide upon the right man. It was simply a question of getting him.

Palmer Hoyt, hard-hitting and enterprising executive head of the Oregonian Publishing Co. and its two stations, KGW and KEX, Portland, was the hands-down choice. Mr. Hoyt was given a six months' leave of absence and reports to OWI on June 20.

The appointment didn't come as a great surprise to "Ep" Hoyt's associates in Portland. In recent months his activities have been definitely tied to the war effort. As a matter of fact, he was approached by Elmer Davis a year ago about a top OWI job, but couldn't cut loose then.

"Mike" Cowles had been on the job directing domestic activities of OWI since last July. He left such private business interests as the presidency of the *Des Moines Register & Tribune* operations, the Iowa Broadcasting System, the *Minneapolis Star-Journal* and the pioneer picture magazine, *Look*, to come to Washington. He feels he must return to his private business interests, but he has no qualms about the handling of his activities here. Mr. Hoyt's selection, he said, "should be applauded by newspaper and radio men everywhere."

Of "Ep" Hoyt, Mr. Davis said: "He is a competent, experienced newspaperman who knows particularly well the problems and point of view of the West, which should be helpful to all of us here in Washington."

The OWI announcement labeled Mr. Hoyt "a Republican." So far as is known, this is the first time a political affiliation has been mentioned in an OWI announcement. Since "Mike" Cowles also is a Republican, it was evidently the desire to bring out that the latter's departure would not upset the political balance of OWI. "Mike" Cowles was an original supporter of the Wendell Willkie presidential campaign. He may become identified with the new Willkie campaign, if and when it develops.

"Ep" Hoyt is a journalistic success story. From modest beginnings, he heads one of the most important newspaper-radio operations in the country. He first gained national recognition as one of the youngest and most successful among the editors and publishers of metropolitan newspapers. Since the war began, he has been active in Government campaigns. He is state chairman of Oregon's war bond campaign and has been from its inception, and is active in innumerable civic and public affairs. He is national president of Sigma Delta Chi, journalistic fraternity.

Edwin Palmer Hoyt was born in Roseville, Ill., March 10, 1897, the son of a Baptist minister. He was raised in Vermont and Montana and came to Oregon in 1912. Before the war he attended Linfield College in McMinnville, Ore. World War I came along and young Hoyt enlisted in the 162d Infantry. He served 18 months in France successively as a private, corporal, sergeant and sergeant-major.

Deciding on a journalistic career, he returned home and attended the U. of Oregon, graduating in 1923 with an A.B. degree. He worked his way through college in such capacities as janitorial operations, representation of local merchants on the campus, and a lumberjack's stint during the summer.

He joined the *Oregonian* staff for two months following graduation, and then went to work as telegraph editor of the Pendleton *East Oregonian*. In 1926 he returned to Portland as copy reader on the *Oregonian*. That was the beginning of his meteoric journalistic rise. Successively he was copy reader (1926-28), reporter (1928-29), drama editor (1929-31), night city editor (1931-32), executive news editor (1932-33), managing editor (1933-38), publisher since 1938.

Commenting editorially, the Bend (Ore.) *Bulletin* recently said: "Skeptics who believe it no longer possible for young men to get ahead in this highly competitive world should consider the case of Palmer Hoyt, a Montana boy, who rose from the position of copy reader to the publisher of one of America's leading newspapers in a scant 13 years."

The *Oregonian*, in the 30's, when "Ep" Hoyt started making his influence felt, was one of those stalwart, staid newspapers with nearly a century of background and history and with little else. Under "Ep" Hoyt's aggressive leadership, the newspaper was made over from a conservative, tradition-bound

(*Continued on page 32*)

Personal NOTES

HAROLD J. BOCK, western division manager of press relations, NBC Hollywood, is accompanying Sam Hayes, network news commentator, on his two-week Pacific Coast recruiting drive to secure filter center volunteers for aircraft warning service of Army IV Fighter Command. They will travel via Army bomber from San Diego, Cal., to Port Angeles, Wash.

LESTER GOTTLIEB, director of publicity of Mutual, has returned to New York, after a three-week tour of Mutual affiliates. Mr. Gottlieb accompanied MBS president Miller McClintock on the first lap of the trip and continued when Mr. McClintock was forced to abandon the tour in Chicago where he was attacked with bronchial pneumonia.

HAL HUDSON, Pacific Coast program manager of CBS, Hollywood, has been appointed program sales director of the Pacific network, replacing Russ Johnston who resigned to join McCann-Erickson as Hollywood radio director.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Hollywood, is convalescing at home following a major operation during mid-May. He expects to return to his desk in early June.

RALPH L. POWER, former Los Angeles radio counsellor and now with the Signal Corps, has been elevated to senior inspector, and is on duty in western field unit under jurisdiction of San Francisco zone headquarters.

JACK RICHARDSON, West Coast manager of recording division, NBC, Hollywood, is now in San Francisco to expand transcription facilities.

ROBERT K. RICHARDS, chief assistant to J. Harold Ryan, Assistant Director of Censorship for broadcasting, has returned from a West Coast trip where he conferred with foreign language station executives and met in San Francisco with shortwave officials of Censorship's Broadcasting Division.

ALEX ROSENMAN, commercial manager of WCAU, Philadelphia, and Rosalyn Lynch, were married May 12 in Philadelphia.

EDWARD E. KEELER, account executive of KHJ, Hollywood, has been elected treasurer of Alpha Delta Sigma, national advertising fraternity.

CRAIG MAUDSLEY, former radio director and account executive with the Harry J. Patz Adv. Agency, Baltimore, has joined the sales department of WIND, Chicago-Gary.

DONALD GREENLEAF has joined the commercial department of WJNO, West Palm Beach, coming from WBLK, Clarksburg, W. Va.

JOSEPH C. BURWELL, president of WMBS, Uniontown, Pa., has been presented the Distinguished Service Certificate by the American Legion, Department of Pennsylvania, for his "unselfish devotion to his community and his valuable contributions in time and effort to the American way of life."

NEIL BROOKS, recently of Radio Sales, has joined the sales staff of KLZ, Denver.

MERWYN McCABE, account executive of KFRC, San Francisco, is the father of a baby boy.

LT. (j.g.) JOHN R. PEPPER, owner of WJPR, Greenville, Miss., is to return to WJPR for a visit on leave from the 7th Naval District Headquarters in Miami.

PAULA BORAK, formerly of WWL, New Orleans, has joined Forjoe & Co., station representative, as head of the research department. Patricia Diamond has been transferred from research to sales.

DON SEARLE, new general manager of KGO, San Francisco, was guest of honor at a luncheon given by the Chamber of Commerce. Don E. Gilman, vice-president in charge of the BLUE western division, introduced Searle.

STANLEY YOUNG, sales executive of The Foreman Co., New York, will join Spot Sales Inc., New York, effective June 1.

DUDLEY BREWER, new to radio, has joined KWK, St. Louis, as a member of the Sales Service department. He did research and media work at the D'Arcy Adv. Co., St. Louis.

MELVIN DRAKE, manager of KGGF, was elected last week to the board of directors of the Coffeyville Chamber of Commerce.

JOSEPH KIRBY, account executive and head of the transcription department of WCOP, Boston, was last week accepted for OCS and was to leave May 21.

TOM COLTON, manager of WWSR, St. Albans, Vt., has been called to active duty with the Army Air Forces and sent to Keesler Field for preliminary training. Win Blake succeeds him as manager. Other new staff members are Art Bostwick, program director, and Bradley Hart, engineering department.

STUART MacHARRIE, formerly of WSRR, Stamford, Conn., and Radio Transcription Co., Hollywood, joined the sales staff of WJZ, New York, May 17.

EMMETT J. HEERDT Jr., office manager of WCCO, Minneapolis, has joined the New York Radio Sales Division of CBS, effective May 24.

Buffalo's Most Powerful Transmitter Plant

MAKES

WKBW

Buffalo's only

50,000

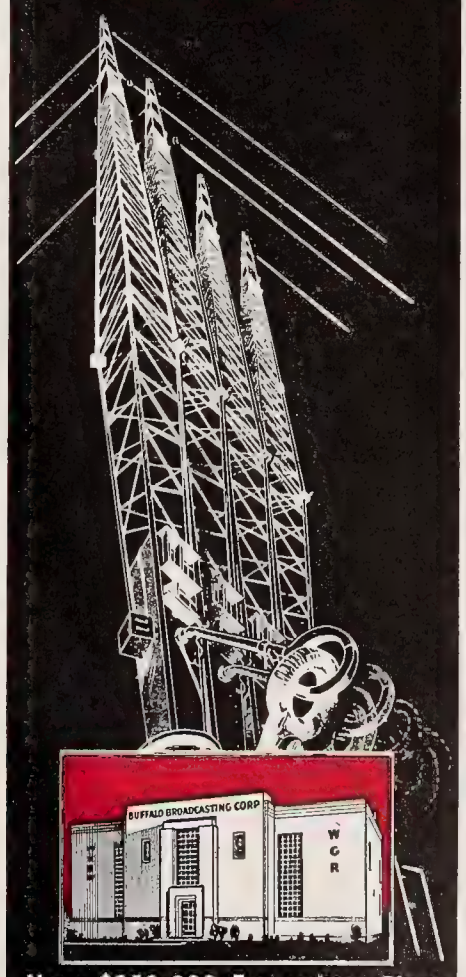
WATT STATION

Blanketing 11 Eastern Seaboard States

227,000 Square Miles

Over 12,000,000 people

BASIC COLUMBIA 1520 K.C.



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

National Representatives: FREE & PETERS, INC.

BEHIND the MIKE

BAILEY AXTON, formerly with Erwin, Wasey & Co., New York, has become assistant program director of WTOP, Washington, in charge of production. In addition to production work for the agency he has had his own program, *The Singing Neighbor*, for Pertussin. He was previously with NBC in New York, WLW and KMBC.

HERBERT DEXTER, former announcer of WBAB, Atlantic City, has joined WPEN, Philadelphia.

MRS. LILLIAN ZATT, assistant director of publicity and head of special features of WNEW, New York, has been appointed acting publicity director, replacing Jack Banner, who resigned to enter military service. Mrs. Zatt also conducts a weekly program, *Cafe Television*, for Dumont Television Corp.

DOROTHY WEIL (Goodman), formerly of the publicity staff of WINS, New York, who has been freelancing two years, has joined Harry S. Goodman Radio Productions, New York.

GEORGE VOSS, recently assistant to S. James Andrews, radio director of Lennen & Mitchell, and who has served as production supervisor, announcer and program director, in the radio field since 1935, has joined CBS as an assistant director.

NELSON BRAGG, former announcer of WGAN, Portland, Me., has joined WIBG, Philadelphia.

EMILY AULL, news commentator and announcer of WNEL, San Juan, Puerto Rico, is in this country on a business trip. She has spent most of her trip in New York and Washington.

EARLE R. ALCOTT has been promoted from announcer to program director of KVOS, Wenatchee, Wis.

CARL CHRISTOPHER, announcer of KMOX, St. Louis, has been inducted into the Army.

ROGER STONE, of Muskogee, Okla., is to join KGGF, Coffeyville, June 1, as announcer.

ELSIE HOLMES, who recently joined WJDX, Jackson, Miss., as announcer, has taken in addition the jobs of traffic manager and publicity director vacated by Lyle Little, who enlisted in the Army.

BRYN MORTENSON, from WPIC, Sharon, Pa., has joined the continuity department of WING, Dayton. She will soon take a regular shift as announcer, in addition.

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR

PONTIAC, MICHIGAN

or the Foreman Co. • Chicago • New York

HAL MOORE, who conducted *Start the Day Right*, musical program on WNEW, New York, reported for military service at Camp Upton, May 19. Program has been taken over by Billy Kelso, of *Milkman's Matinee*, which is now handled by Art Ford, with Jack Lescoulie continuing.

DICK WEAVER, formerly in newsroom of KOY, Phoenix, has been transferred to the announcing staff, replacing Bob Morris, resigned. Luise Putcamp, new to radio, has been added as apprentice news writer. Dorothy Tuthill, formerly of KPHO, Phoenix, has joined the KOY continuity staff.

FRANK GRAHAM, Hollywood announcer, has been assigned to the weekly NBC *Johnny Presents Ginny Simms*. He replaces Frank Bingman, training for the Army Signal Corps in San Francisco.

JIM CHRISTENSEN, news editor and war program manager of WSOY, Decatur, Ill., will join the announcing staff of WWJ, Detroit, May 24. He will be known as James Arlynn.

BEN ALEXANDER, Hollywood writer-announcer-actor, has been commissioned lieutenant (j.g.) in the Naval Reserve, and will be attached to Naval Aviation Corps.

FRED BRIGGS, formerly of KFAC, Los Angeles, has joined KHJ, Hollywood, as announcer. Other recent additions include Marvin Bet, formerly of WTSP, St. Petersburg, Fla., and Bruce Buell, of KVOE, Santa Ana, Cal.

Edwin Palmer Hoyt

(*Continued from page 31*)

publication with a falling circulation to a modern publication whose opinions are respected everywhere. The paper, after 92 years, even added a "bull-dog" edition, primarily for street sales, adorned with a pink page one and with screaming headlines in stud-horse type. The editorial page was worked over, releasing three talented writers from their conservative bonds to such a degree that one of them became a Pulitzer prize winner.

In his spare time, "Ep" Hoyt has managed to blow off steam by selling more than 50 short stories and maintaining his hobbies of golf and fishing. The journalistic paper, *Quill*, said of him: "He possesses an interest in the other fellow and the world about him which make him a man's man first, and a newspaperman always."

"Ep" Hoyt married a U. of Oregon classmate, Cecile DeVore, of Heppner, Ore., in 1921. They have two children, Edwin Palmer 3d and Charles Richard. He has never lost his interest in colleges and kids. He always finds time to advise youngsters or to appear at the U. of Oregon campus for a fraternal initiation or some other function, or to make speeches at banquets, or just being around having fun.

He is a director of the Portland Symphony Society, trustee of the Multnomah Amateur Athletic Club, a member of the Portland Chamber of Commerce, and numerous other clubs. Aside from Sigma Delta Chi, which he heads, he is also a member of Chi Psi and Sigma Upsilon.

Not Quite

SIX-FOOT-FOUR of Harvey Olson, chief announcer of WDRC, Hartford, was more than could be accommodated by the Jap two-man submarine, touring the East for the Treasury, Harvey learned recently when he set out to do a broadcast from inside the ship. However, his ten-minute description of wiggles and twists trying to get inside the conning tower helped bring out crowds for the all-day Bond Sale.

HENRY SCHMIDT Jr., formerly of the sales promotion staff of McCann-Erickson, New York, has joined the research promotion staff of Mutual. He was at one time associated with Dr. Frank Gallup's Institute of Public Opinion.

HAROLD M. KARKAS, of NBC's press department, is recovering from an attack of pneumonia.

BILL REID has been appointed chief announcer at CKMO, Vancouver, and Al Erskine as program director.

JAY SIMS, announcer on CBS' New York staff, has joined the Army. Joseph Weeks, formerly of WHAS, Louisville, and WJR, Detroit, has joined the CBS staff.

FIELDEN FARRINGTON, CBS announcer, has written a short story which has been accepted for publication by *Story Magazine* probably in the July 1 issue.

SAM KAUFMAN, director of sales promotion and publicity of WCCO, Minneapolis, is the father of a baby boy born May 13.

TONY LA FRANO, announcer-newscaster of Don Lee Broadcasting System, Hollywood, is the father of a boy.

CPL. WILLIAM MOORE (Peter Potter), former announcer of KMPC, Beverly Hills, and Aline Brandeis, film actress, were married in Los Angeles May 16.

SKINNAY ENNIS, former musical director of the NBC *Pepsodent Show*, has reported to Santa Anita Ordnance base as warrant officer.

FRED MARKLE, leading aircraftsman, former Canadian Broadcasting Corp. script writer of Vancouver now with the radio section of Royal Canadian Air Force public relations, has been promoted to sergeant.

PVT. LEN PEDERSON, formerly of CKCK, Regina, Sask., has been appointed to the radio section of the Canadian Army public relations staff.

GEORGE MATTAR, announcer of KGFJ, Los Angeles, has been inducted into the Army. Leonard Brown, new to radio, has taken his place. Luther Newby also has joined the announcing staff.

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

FRED VOSBERG will resign as radio director of the New York War Savings Staff. Date of his departure has not been set, nor has a replacement been named.

LAWRENCE RUDDELL, with the traffic department of NBC's International Division since 1940, replaces Earl Harder as head of the department.

MARION RADCLIFF has joined the publicity department of WNEW as assistant to Mrs. Zatt, acting publicity director. Miss Radcliff comes to WNEW from the radio department of *Billboard* and was formerly in the publicity department of Helena Rubinstein, New York.

LEON GOLDSTEIN, Publicity director of WMCA, New York, will serve as instructor in radio news, news and publicity writing and war programming at the summer radio workshop of New York U., which opens July 6 [BROADCASTING, May 17].

JANICE WIDMOYER, women's editor of WSAM, Saginaw, Mich., and Capt. John E. Johnson of Fort Brady were married April 17.

HOWARD FINGER, announcer, and James Muehlenbeck, announcer-engineer, of WSAM, Saginaw, Mich., have joined the Army. Harold Berg, from WARM, Scranton, Pa., and Rockwell (Rocky) Force, from WHIZ, Zanesville, Ohio, are now respectively in charge of continuity and of programming and production.

RAY SHANNON, from KQV, Pittsburgh, has joined KMBC, Kansas City, as program director, and Jack Fitzpatrick, from WJJD, Chicago, and KLZ, Denver, has joined the news department.

JACK LENNHOFF has joined W65H, Hartford, as a part-time announcer. Although only 17, Lennhoff has had previous announcing experience.

BERNARD PENROSE has joined the announcing staff at WIBG, Philadelphia, coming from WBAB, Atlantic City.

E. J. DEGRAY, office manager of WBT, Charlotte, N. C., is the father of a boy, born May 8.

EARL HARDER, traffic department head of NBC's International Division, has joined the Navy. No replacement has been named.

MONROE BENTON has resigned from the purchasing department of WOR, New York, to join the news and feature branch of the Office of War Information, New York. He will train for overseas service.

HELEN EARLY, formerly of the home economics department of KGO, San Francisco, has been transferred to the sales promotion department, where she is assistant to Bob Wesson, manager of promotion and publicity. She replaces Peggy Wood, who resigned due to ill health.

PATTY CRAIG, former radio actress, is in the NBC's first sound effects operator on the West Coast, at KPO, San Francisco.

BOB WILLIAMS, announcer of KPO, San Francisco, recently was transferred to production.

LEO RUMSEY, announcer, formerly of KGMB, Honolulu, has joined KPO, San Francisco.

JACK CARBUTT, chief announcer of CKMO, Vancouver, has joined CFJC, Kamloops, B. C.

GORDON SHAW has joined the engineering staff of WOR, New York, assigned to the transmitter in Carteret, N. J. Replacing John Ruddley, who resigned from the staff to enter the Army, is Kenneth Benjamin Tuttle.

AL ERSKINE has been appointed program director of CKMO, Vancouver.

WBYN Servicemen

THREE MEMBERS of the foreign language staff of WBYN, Brooklyn, are now in the armed forces, the station announced last week, including Rodian Slipij, former Ukrainian program producer and announcer; Alfredo Barea, m.c. of the Spanish program heard nightly at 6:30 p.m., and Joe Connelly, Irish program announcer.

CAL MORROW has joined WJNO, West Palm Beach, as announcer, after an absence from radio of ten years. His last job in radio was as production manager of WBIG, Greensboro, N. C.

MURRAY ARNOLD, program director of, WIP, Philadelphia before joining the Army, has been promoted to Corporal. He is stationed at Camp Van Horn, Miss.

BURRIDGE D. BUTLER, president of WLS, Chicago, supervised the Arizona Network stations KOY, KTUC and KSUN while in Phoenix last winter. He recently returned to Chicago. Jack Stilwill, announcer of WLS, Chicago, has been commissioned a lieutenant (j.g.) in the Navy and is expected to be called soon. Cy Harrice has resigned to join WGN, Chicago.

RUSS RAYCROFT, WGN producer, has enlisted in the Merchant Marine and is in New York for training. In addition to his WGN duties, Raycroft was a lecturer in radio at Northwestern U.

DR. MIGUEL ALBORNOZ, New York correspondent of *El Comercio*, Quito (Ecuador), newspaper, and now studying at Columbia U., has joined NBC's international public relations department to prepare special publicity material for Latin American newspapers and magazines.

MATT GETTINGS, of the production department of WPDQ, Jacksonville, is the father of a girl.

LEONARD LEVINSON, writer on the weekly CBS *Al Jolson-Monty Woolley Show*, has resigned to devote full time to packaging his own show, *Half-a-Million Smith*. Don Prindle, Victor McLeod, and Harry Edelman have been added to writing staff of the variety series.

LT. (j.g.) MARK BARTLETT, former production manager of WSB, Atlanta, has been assigned to duty in the Navy public relations office in Jacksonville, Fla.

W. K. AUGHENBAUGH, engineer of WLW-WSAI, Cincinnati, is the father of a baby girl born May 17.

DONALD A. BRINKLEY of the continuty department of WGN, Chicago, reported May 17 to Camp Grant, Ill., for induction in the Army.

BOB WALKER, announcer of WTOL, Toledo, has left to become editor of the Owens-Illinois Glass Co. new weekly trade publication in Bridgeton, N. J.

JAMES McNEAR, only two months with WFBL, Syracuse, N. Y., has resigned to wait orders from the Navy.

CAPT. RUSSELL A. GEHRING, former program director of WSPD, Toledo, O., is with the Fourth Ferrying Group, Memphis, Tenn., as public relations officer for the post.

CHARLES WHITE McGEHEE, previously with WSKB, McComb, Miss., has joined the continuity department of WSGN, Birmingham.

JOHN MURRAY has joined KXOK, St. Louis, as announcer. He comes from Louisville, Ky.

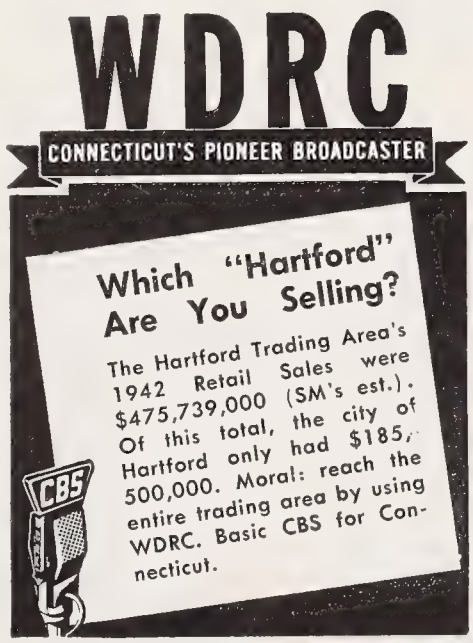
PATRICIA HOOLEY has succeeded William O. Aldridge as program director of WPAY, Portsmouth, O., being promoted from announcer and assistant program director. Mr. Aldridge has been appointed program manager of WSAZ, Huntington, W. Va., effective May 17.

DICK LAWRENCE, formerly of WBBM, Chicago, last week joined the announcing staff of WAIT, Chicago, whose staff is being increased.

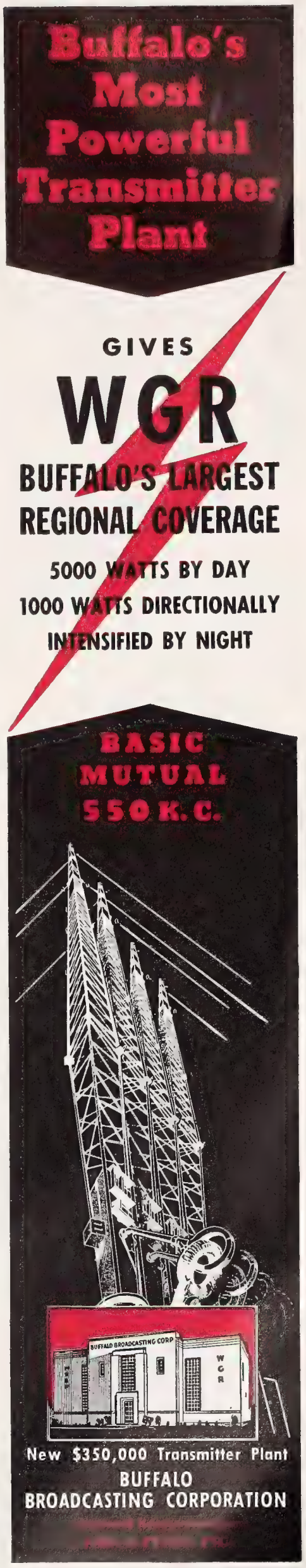
WILF DAVIDSON, chief announcer of CKY, Winnipeg, has joined the Canadian Army. Earl Cameron, formerly with CHAB, Moose Jaw, Sask., has joined the staff.

BOB MORRISON, formerly announcer of CKY, Winnipeg, and lately with Canadian Broadcasting Corp., has joined the Royal Canadian Navy.

ROLAND J. MORRIER, from CBK, Watrous, Sask., has been appointed to the producing staff of the Prairie Region of the Canadian Broadcasting Corp., Winnipeg.









Results Bring Renewals! Arkay Furniture Company started WINN-vertising in July, 1940. They're still with us!

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

BILL NUTTING, formerly of KWJB, Globe, Ariz., has joined KERN, Bakersfield, Cal., as operator-announcer, replacing Wesley Craig, now with the Navy.

CARROLL COLEMAN, has replaced Bob Seal as NBC producer on the weekly *Great Gildersleeve*, sponsored by Kraft Cheese Co.

CPL. DICK MISENER, formerly commercial manager of CKOV, Kelowna, B. C., and staff announcer of CKMO, Vancouver, is now stationed at Vernon, B. C., as instructor. He edits the camp paper, *Rookie*.

JOHNNY LANE has joined the announcing staff of CKMO, Vancouver. Jack Carbutt, chief announcer, is joining the Canadian Army.

ANN KEITH, announcer of KVSF, Santa Fe, has joined KFUN, Las Vegas, N. M.

BOB ATCHER, former vocalist of WJJD, Chicago, has reported for Army duty at Ft. Benjamin Harrison, Indiana.

GENEVIEVE CAPSTAFF, former sound effects technician of WGN, Chicago, has been appointed a producer for the station. She is the second woman producer on the WGN staff, the first being Mary Afflick.

THE STEELE TWINS, Clifton and Clifford, former musicians of WJJD, Chicago, last week reported together for basic training in the Navy at Great Lakes, Ill.

BOB MILLER, announcer and assistant producer of WGES, Chicago, has been appointed program director to succeed Arnold Hartley, who recently left to become program director of WOV, New York.

BILLEE MUSIL, formerly of KFWB, Hollywood, has joined Arthur Eddy, publicity service, that city, as assistant on film, radio and commercial accounts.

HUGH DOWNS, formerly of WWJ, Detroit, and recently honorably discharged from the Army, has joined the announcing staff of WMAQ, Chicago.

AL LAVALLE, announcer of WGES-WSBC, Chicago, reports for induction into the Army May 17. He is succeeded by Don Doolittle, former announcer of WISN, WTMJ, and WEMP, Milwaukee.

KSAM MAINTAINS 'EDITORIAL POLICY'

EDITOR, BROADCASTING:

In response to the suggestion by Com. Eugene F. McDonald Jr. [BROADCASTING, May 3] that broadcasters should lift their voices in editorial comment, this is to advise that "The Voice of KSAM", first lifted in April, 1941, has not since been stilled or lowered.

"The Voice of KSAM—this station's editorial column of the air," is a quarter-hour of opinions voiced every Sunday at 12:30. The only reason there isn't more of it is a shortage of manpower.

A former newspaperman, like a good many others now in radio, I saw no reason why editorial comment should be limited to the newspaper field — particularly when radio offered a far more powerful, and extensive, field of operations. The physical limitations of our 250 watts do not, perhaps, permit the molding of national opinion, but we're telling those within range of our amplified voice.

And—they're listening.

J. C. ROTHWELL,
KSAM, Huntsville, Tex.
May 12, 1943.

CBS 'Listening Diary' Results Chart Flow of Audience Habits

Study Indicates Serials Best to Hold Listeners While Musicals Have Largest Audience

TO CHECK survey methods for its intensive eight-station "listening diary" research, made for CBS by Industrial Surveys Co., Chicago, a test study in Washington, D. C., has revealed interesting new facts about listening habits which are true of that city and its environs at least.

CBS is still tabulating the results of the large survey made for its owned and operated stations last January, but has provided BROADCASTING with the results of the Washington research, together with a description of the techniques used in all of the listening diary studies to date.

In the nation's capital, daily use of the family radio was found to vary proportionately with the size of the family, ranging from an average of 3½ hours for single individuals to 6 hours and 8 minutes for families of five or more.

Program Types Rated

To check continuity of listening to various types of programs, CBS compared the daily audiences of three Monday-through-Friday daytime broadcasts, a dramatic serial, a newscast and a musical program, all quarter-hour broadcasts and all with coincidental rating between 8 and 10. The dramatic serial had the most consistent following, with a turnover of 1.8; the newscast had a turnover of 2.4 and the musical show one of 2.9. Other factors being equal, an advertiser would choose the serial to drive home his sales story to the same group of listeners, the musical show to reach the largest cumulative audience throughout the week.

The "diary" technique measures the flow of a station's audience, sometimes called station loyalty, throughout the day. In Washington at 7:30 a.m. 4% of the audience was made up of new listeners, 36% came from other stations and 60% were holdovers from the previous programs on the same stations. At noon, however, 54% of the listeners turned on sets which had been silent, 8% switched stations and 38% continued to listen to the same stations.

Changes in Audience

Measuring the change in audience make-up, the Washington survey showed that 100 sets in use at 6:15 a.m. in the city accounted for 190 listeners—90 men, 30 women and 20 children. One hour later, at 7:15 a.m., the urban audience per 100 receivers had grown to 220, but proportioned—70 men, 100 women and 50 children. The rural audience, during the same period, changed from a 6:15 audience of 260 per 100 sets—100 men, 110 women and 50 children—to 250 at 7:15—80 men, 110 women and 60 children.

Such data, while secured by CBS primarily for managers of its O & O stations, should prove equally helpful to advertisers and agencies, CBS believes, as they are basic radio statistics of a non-competitive nature which add to the industry's general fund of information about the habits of the average listener.

Speidel Newspapers Ask For License of WKIP

RICHARD E. COON, chief owner of Poughkeepsie Broadcasting Corp., Poughkeepsie, N. Y., operator of WKIP, applied to the FCC last week for permission to transfer control to Poughkeepsie Newspapers Inc. The sale involves 480 shares of common and 80 shares of preferred stock, for which Mr. Coon would receive $10,600.

The newspaper corporation has the same stockholders, officers and directors as WGNY, Newburgh, N. Y., with Merritt C. Speidel, president; John B. Snow, vice-president; Edward A. Chappell, treasurer; Harry S. Bunker, secretary. The officers are on the board of directors, which also includes Robert M. Speidel. In addition to these directors, other stockholders are Edna M. Speidel, Marjorie J. Speidel and Merritt C. Speidel Jr.

The Speidel newspaper interests, besides owning several weekly and daily papers in various parts of the country, are also interested in KFBC, Cheyenne, Wyo., and KDON, Monterey, Cal. [BROADCASTING, July 7, 1941].

Talent Mobilization

PLANS to mobilize personnel and resources of the entertainment industry in an all-out war program will be formulated at a conference to be held at the Hotel Edison, New York, June 3-4, under auspices of the Associated Actors & Artists of America, parent organization of all AFL talent unions.

AP

WBRY, Waterbury, Conn.

. . . Your new telescript, "Washington Inside Out", was sold before you transmitted the first program.

Walter Howard,
Program Director.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

G. E. builds FM's future on these four facts

TRANSMITTERS

STUDIO EQUIPMENT

ELECTRONIC TUBES

ANTENNAS

RECEIVERS

GENERAL ELECTRIC

160-84-6914

NO OTHER MANUFACTURER OFFERS SO MUCH FM EXPERIENCE

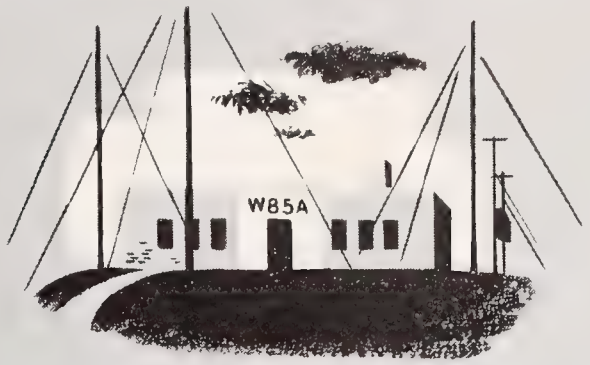
COMPLETE STATION EQUIPMENT

FM • TELEVISION • AM



G. E. Builds Both FM Transmitters and Receivers

G.E. is the *only* manufacturer with experience in building the complete FM system — FM broadcasting equipment and FM home receivers. Radio research and volume production for war are yielding new possibilities for further improving FM equipment.



G. E. Has Program and Equipment Experience

Three years of broadcast experience in its own proving-ground Station W85A, Schenectady, will enable G.E. to help new FM stations get started quickly. General Electric's experience also includes equipping more than a third of the 36 commercial FM broadcast stations now in operation.



G. E. is Telling Public the Advantages of FM

A powerful G-E advertising campaign in the nation's big-circulation magazines and the thrice-weekly nation-wide G-E program over C.B.S.—Frazier Hunt and the News — are pre-selling the public on the advantages of FM — and are steadily building an expanding post-war market.



Survey Proves Vast Increase in FM Acceptance

An independent consumer survey reports that: The public already strongly approves FM; 85% call it a definite improvement over conventional broadcasting; present owners of G-E FM receivers are the most enthusiastic of all FM owners! . . . *Electronics Department, General Electric, Schenectady, N. Y.*

WAVE DOESN'T CATER TO PEOPLES (Ky.)!

Honest—we're not the least bit anti-social, but Peoples (Ky.) and dozens of other little towns *combined* just don't add up to much of a market. So we just concentrate on the Louisville Trading Area, with its 1,336,000 people, doing 53.9% of all retail buying in the whole State! That's the market we reach—the market *you* want. With WAVE, it's yours at lowest cost!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

5,000 Watts

(Day and Night)

A personality operation that assures you a responsive mass audience at a record low cost per listener.

A FORT INDUSTRY STATION

COLUMBIA
WMMN

Fairmont, W. Va.

ASK JOHN BLAIR

Vandeburg Quits OWI For Aircraft Council

CLYDE VANDEBURG, formerly director of public relations for three western "World Fairs", has resigned as deputy director of the OWI, and chairman of the government's Inter-Departmental Production Information Committee, Gardner Cowles, Jr., director of the Domestic Branch announced last week. Mr. Vandeburg will become general manager of the Aircraft War Production Council, East Coast, but will continue with OWI as a non-salaried consultant on labor and management industrial relations in the aircraft field and elsewhere.



Mr. Vandeburg

In 1936, he was with the California-Pacific International Exposition in San Diego, where he introduced radio and p.a. installations. In 1937, he was Director of Information at the Texas Centennial, again using large radio installations. He was later Director of Publicity for the Golden Gate Exposition in San Francisco, resigning in the fall of 1939 to go with Packard Motor Car Co. in charge of industrial relations. He had been with the government since January, 1941 when he took a major role in early WPB production drives.

War Dept. Amateurs

AS A BOOSTER for Civil Service morale, the CBS Major Bowes program, which in recent weeks has been originating at Army camps, last week broadcast from Constitution Hall, Washington, and featured as contestants civilian employes of the War Dept. For two weeks before the broadcast, Bowes' representatives conducted a series of talent auditions, listening to more than 400 vocal, instrumental and specialty acts by inhabitants of the Army's huge Pentagon Bldg. Among the War Dept. employes who appeared on the show was Bill Coleman, script writer in the Radio Branch of the Bureau of Public Relations.

'Story' Case Argued

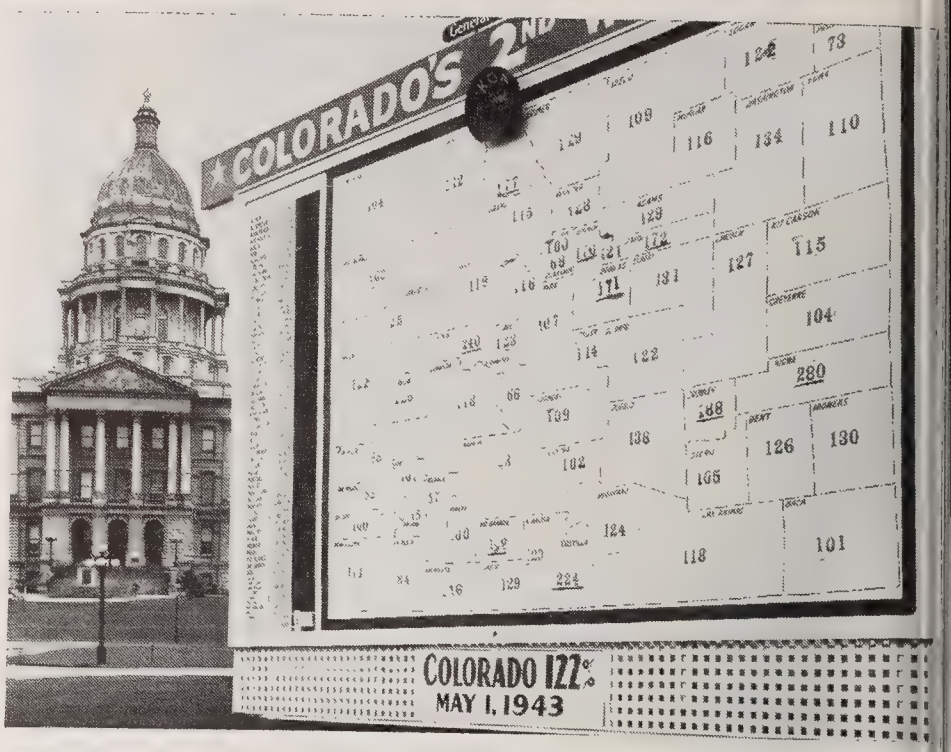
ARGUMENTS of AFRA and the BLUE on the commercial or sustaining status of the *My True Story* series on the BLUE, which is carried on a sustaining basis, although *True Story* magazine is credited on each broadcast as the source of the story material, were heard last Tuesday by a three-judge panel operating under the auspices of the American Arbitration Assn. Decision is expected in the near future, probably this week.

WPTZ in Operation

PHILCO RADIO & TELEVISION Corp. began operation May 19 of its new television station, WPTZ, according to Paul Knight, program manager. Installation and testing of transmitter, at Wyndmoor, Pa., had been delayed by war demands on company's engineering facilities. Tentative schedule calls for regular telecasts every Wednesday and Friday at 8:30.

COLORADO MEDIA COOPERATE

KOA Carries Nightly Reports By Governor in Bond Drive That Runs 134% of Quota



OUTDOOR MEDIA, radio, and newspapers coordinated efforts to put over Colorado's Second War Loan, oversubscribed in the final tabulation by 34%. Erected on State Capitol grounds by authorization of Gov. John C. Vivian, this giant billboard lists counties and quotas.

HAILED by the Treasury as one of the outstanding examples of coordination of radio, newspaper and billboard exploitation, Colorado's bond sales in the Second War Loan Drive gave the State 134% of its quota of approximately 39 million dollars, according to final tabulations last week released by KOA, Denver, focal operation of the all-media, State-wide drive.

Radio was accorded a bigger-than-average share of the credit for putting the campaign over. Regarded as the main factor in keeping the competition hot was the nightly report over KOA by Colorado's Gov. John C. Vivian, citing latest figures, county by county, saluting those in the lead and spurring on others. A giant master billboard, erected on the State Capitol grounds by authorization of the Governor, kept tally on the competition.

Many Exceeded Quotas

Seemingly a simple procedure, the Governor's talks meant many hours of work behind the scenes. Every day county chairmen of the War Finance Committee wired or phoned their percentage quota standings. Manager James R. MacPherson tells how KOA tabulated the returns to show county quota progress for the day, and these figures were transmitted to the people in the Governor's broadcasts. Not only did the program fan the public's spirit of competition, but it fired the thousands of War Bond field workers with renewed daily enthusiasm. So intense was rivalry between counties that some spurted to totals as high as 200% of quotas.

All media cooperated during the drive, with outdoor advertising playing a notable part. By authorization of Gov. Vivian, the master billboard, giving all county's quotas and marking their progress, was erected on State Capitol grounds at the outset of the campaign. Through cooperation of Beall Hart, of General Outdoor Advertising, every county received a large outdoor poster to mark its sales. Newspapers gave prominent space to the campaign's progress and the Governor's talks.

Edwards Broadcasts

Two broadcasts of the Ralph Edwards *Truth or Consequences* show, with admission by bonds, were sold out so completely that KOA had to get Edwards to put on a personal appearance show the Friday evening preceding his broadcast. Over $6,500,000 in bonds was raised through the broadcasts.

Lorillard Answers FTC

P. LORILLARD Co., Jersey City, in answer to a Federal Trade Commission complaint of misleading advertising for Old Gold and Sensation cigarettes and Beech-Nut smoking tobacco, admits featuring an article in the July 1942, issue of *The Reader's Digest*, but denies that it has done more than inform the public about what the article said. The company also declares that its published testimonials were all genuine in all respects. Allegations as to the other products named in the complaint are also denied.

Awards and Rewards

IT has been our earnest endeavor to serve the public in the WMCA area by offering worthwhile programs, keyed to the tempo of the times. We are pleased that the effort has been recognized by Ohio State University and the Women's National Radio Committee in their annual awards.

-+- -+- -+-

A radio station in these times has a function to perform for its audience. Over and above the purposes of providing popular entertainment, is its duty to create and broadcast programs of significance which keep alive the principles of democracy. This purpose we shall strive to maintain in the future as in the past.

wmca NEW YORK

America's Leading Independent Station

Representative: Weed & Co. • Chicago Detroit • Hollywood • Boston

"LABOR ARBITRATION"

conducted by Samuel R. Zack
Sundays 9:03—10:00 p. m.
has received from Ohio State University
the National First Award for
Public Discussion Programs
1941 . . . 1942 . . . 1943

THE WOMEN'S NATIONAL RADIO COMMITTEE

has awarded WMCA a citation for
"programs furthering democratic ideals and public service"

In addition, the May bulletin of the WNRC, "Important Programs in War Times", lists six programs from New York Independent Stations. Five of them are WMCA programs.

Guestitorial

(*Continued from page 30*)

does radio plan to go for the horde of skilled craftsmen it will need.

True, the technical radio training offered by the various branches of the armed service is certain to produce many top-flight technicians. But how about announcers, producers and actors, writers and other artists certain to be in greater demand than ever before? If the progress in production and showmanship is to match the technical improvements in radio it would seem to be high time for the broadcasting fraternity to start making plans for personnel training.

What steps are now being taken for the instruction of potential radio talent? Eliminating the "Take-Our-Short-Course-And-Sell-Your-Soap-Opera" schools on their worth, it appears that the only legitimate educational facilities for training budding young writers, etc., are those to be found in our colleges and universities. There, under the tutelage of a drama instructor who won his spurs in 72 consecutive performances of East Lynn or a journalism professor who wrote his masters thesis on flagrant misuse of the semi-colon in 18th century literature, those who aspire to key positions in radio receive their training.

Radio is a specialized field, just as law, engineering, medicine or dentistry. True, it draws for its talent upon the moving picture, vaudeville, the concert stage and various other media of entertainment. But it is very definitely a specialized art and will become more and more so as it grows. Our universities have their schools of journalism, schools of business, schools of physical education, and so on. Have you ever heard of a university-sponsored "school of radio"? We haven't. Does this fault lie with the universities or with the radio industry itself? We are inclined to blame the latter and give as the reason—just plain lack of interest. It's time we embarked on a program of educating the educators in the value of sound, practical radio training. Is there any plausible reason why a system can't be devised whereby those who seek places in the broadcasting profession can be trained before they are full-time station employes, receiving full salaries while learning?

The drain on man-power brought about by the war has inspired several stations to start their own schools for announcers. Others have taken it upon themselves to train technicians. Aristotle, or one of his contemporaries, once quipped something about necessity being the mother of invention. And mayhap in taking these emergency steps the pioneering stations have laid the foundation for a program of radio-education supervised by the industry itself.

The matter's open for discussion. What's your solution to the problem? Or is it a problem . . .?

Coming Events

KXOK, St. Louis, in a tieup with the *St. Louis Star-Times* and the 29 Fanchon & Marco theatres, is promoting a Bond selling campaign to replace the bombers lost in the raid on Tokyo. For each $175,000 in Bonds—the cost of a medium bomber—a scroll bearing the names of the buyers is condensed on microfilm and placed in the fuselage of the bomber purchased.

Double-Mix Spots

DOUBLE-MIX Inc., Kansas City (butter amplifier), has purchased the quarter-hour twice-weekly afternoon program, *Meet the Missus* on WBBM, Chicago. Varying schedule of programs and one-minute spot announcements is being used currently on KSO, Des Moines; WFBM, Indianapolis; KMBC, Kansas City; KSD, St. Louis; WMT, Cedar Rapids. Agency is Jerome G. Galvin Adv. Co., Kansas City.

2,000 Women Wanted

TWO THOUSAND women will receive training in military communications work under a new plan just announced by the War Dept. Training program has been arranged by the Signal Corps, Office of Education, and Women's Army Auxiliary Corps. Enlistments are now being accepted at all WAAC recruiting offices for the new courses, to be taught in about a dozen schools distributed through the nine Service Commands. Trainees will learn radio code operation, radio repair, teletypewriter operation, and similar Signal Corps duties, as civilian Civil Service employes, paid on a basis of $1020 a year for the first three months and $1440 for the succeeding three months.

New Schenley Show

REVISING program format, Schenley Distillers Corp., New York (Roma wines), starts its weekly CBS half-hour series under new title, *Fiesta Night at Grapevine Rancho*, with June 3 broadcast, Thursday, 8-8:30 p.m. (EWT), repeat 9:30-10 p.m. (PWT). Mary Astor will be m.c. with Charles Ruggles and Mischa Auer as featured comedians. Carlos Ramirez, South American vocalist, and Lud Gluskin, musical director, will be retained. A mixed chorus will be added. Russ Johnston, radio director of McCann-Erickson, will produce. He replaces Tom McAvity, executive of James L. Saphier Agency, Hollywood talent service which packaged the original show. Series started March 4 under a 52-week contract.

"A Great Radio Station in the Great Southwest"

Keep your advertising message pulling sales and goodwill on the full CBS-schedule station for South Texas, located in San Antonio, one of the nation's greatest military centers.. Acknowledged one of six fastest-growing metropolitan areas most likely to retain gains in postwar era.*

★ Philip M. Hauser's Recent CENSUS Forecast.

550 KC

Nationally Represented by JOHN BLAIR & CO.

MEMBER Taylor-Howe-Snowden Group COMPRISING

KGNC AMARILLO KFYO LUBBOCK KTSA SAN ANTONIO KRGV WESLACO

TWX DLS 297 KEN L. SIBSON, General Sales Manager TEL. RIVERSIDE 5663

CENTRAL SALES OFFICE — 805-6 TOWER PETROLEUM BUILDING — DALLAS, TEXAS

'O FUNDS SO WOCB GOES OFF THE AIR

'OCB, West Yarmouth, Mass., be-me the second station to go off e air since the FCC's policy rul-g of March 9 which refuses to low stations to quit the air for e duration without prejudice. A legram from the station to the CC last week said: "WOCB off r indefinitely. Power and phone sconnected. No tower light. No nds." WOCB operates on 1240 . with 250 watts.

While WOCB, according to the ommission, had not previously re-ıested permission to suspend op-ation for the duration, it is be-ɐved the station has been in ıancial straits for some time, the ıpe country in which it is lo-ted having been one of the first ctions to feel the strictures of artime economy. It is not yet ıown, however, what plans the ıpe Cod Broadcasting Co., owners WOCB, have for returning to the r, no further information having en received than that contained the telegram to the FCC. Four ations in all have left the air this ar because of wartime stresses—JWC, Hammond, Ind.; WBBR, ooklyn; WPID, Petersburg, Va.; ASH, Grand Rapids, Mich., was mbined with WOOD, Grand Rap-s, a sister operation of Kind-endle Broadcasting Co.

The absence of a tower light at OCB constitutes a hazard to air-aft flying in the area, according the Civil Aeronautics Authority, ıd until the Air Safety Division notified that the light is again ırning or that the tower has been smantled, notices will be sent rough regional offices to all pilots ring in the area.

'CKY PROGRAM JOB 'O ROBERT FLEMING

OBERT M. FLEMING, vice-resident and radio director of arry M. Miller, Cincinnati agency, ıs been named program and production manager of WCKY, L. B. Wilson, owner of the station, announced.



Mr. Fleming

Mr. Fleming has been in advertising and radio production for the past ten years, and is currently writer and producer of *Let Freedom Ring*, WCKY program dedicated to Red Cross blood donors by Cokes Industries. He has also been active in dramatization of news for transcription locally and throughout the South and East.

A resident of Cincinnati since 1919, he was president of the Advertisers Club in 1931, and a member of the Board of Governors for years. Previous to his work in radio writing and producing which began in 1933, he was with several Cincinnati industrial firms as advertising and sales executive.

ARRY W. FLANNERY, Holly-ood news analyst on the twice-eekly series sponsored by Planters ut & Chocolate Co. on CBS Pacific ations, has been signed as technical dvisor on the 20th Century-Fox film, Last Train from Berlin".

Statisticians tell us that KPO is 99.9996% perfect (KPO just won the General Electric Award for mechanical performance)... The Peabody Award Committee tells us that KPO's STANDARD HOUR and Standard School Broadcast rate number 1 for "outstanding entertainment in music." And advertisers tell us that KPO is tops in coverage lowest in cost per listener. Get the facts...and you'll buy

REPRESENTED BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

KPO
50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO



'KSO Makes Good Record in Fruit Sales'

. . . Says Harold West

As head of the O. B. West Company, one of Iowa's large distributors of perishable foods, Harold West knows the feel of radio at work. From his experience comes this first hand report:

"During 1942, the United Fruit Company sponsored a series of programs to help housewives plan nutritional menus. Fruit is a big item with us—so our sales soon showed the benefit of these broadcasts over Station KSO.

"We particularly liked the way that KSO's home economist, Helen Watts Schreiber, wove information on fruits into her daily broadcasts on foods and meal-planning.

"Last fall, KSO also hung up a good performance record in their broadcasts for the American Cranberry Exchange, drawing hundreds of recipe-requests during a short seasonal campaign . . . and helping us Iowa distributors show a good record in cranberry sales."

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with Des Moines Register & Tribune

Represented by The Katz Agency

Agencies

SAM FULLER, of the radio production staff of Young & Rubicam, New York, was sworn in as a lieutenant (j.g.) in the Naval Reserve last Monday and is awaiting his orders. No replacement has been named.

RICHARD E. HACKENGER, formerly of McCann-Erickson, Detroit, where he served the Ford Motor Co., on the *Ford Sunday Evening Hour* on CBS, has joined Campbell-Ewald, New York, as a director, to handle the N. Y. Philharmonic symphony broadcasts now sponsored by U. S. Rubber Co., New York.

SAM WEISBORD, of the radio department of William Morris, New York, talent agency, has joined the Army, and Phil Weltman, also radio, leaves for the same purpose in July. Maurice Morton and George Gruskin, in the radio department of the agency's Hollywood office, are also scheduled for induction.

WILLIAM F. FIELDER, of Fielder, Sorensen & Davis, advertising agency, San Francisco, was elected the new president of San Francisco Advertising Club on May 12.

BROOKS MIDDLETON, former copy writer of Schwimmer & Scott, Chicago, has joined W. W. Garrison & Co., Chicago, as vice-president in charge of copy.

ROBERT PIGGOTT, formerly on the research staff of Needham, Louis & Brorby, Chicago, has joined BBDO, Chicago, as spacebuyer.

MARTIN GOSCH, producer of William Esty & Co., on the CBS *Camel Comedy Caravan*, sponsored by R. J. Reynolds Tobacco Co., signed contract with MGM as associate producer in early May. He will continue to produce the radio series for the current season.

J. WILLIAM SHEETS, head of J. William Sheets, Seattle, returns to his desk in late May following two-week business conference in New York.

W. REED JOHNSTON, a former copy and account executive with C. P. Clark Inc., Nashville, and Meyer Sacks, former vice-president of Bruck-Sacks Inc. and copy chief of Ratcliffe Adv., have joined the copy staff of Gardner Adv. Co., St. Louis.

JAMES N. RILEY, former copywriter of Ruthrauff & Ryan, and Blackett-Sample-Hummert, Chicago, has joined the copy staff of Russel M. Seeds Co., Chicago where he will work on the Grove vitamins account.

JOHN COHAN, writer-producer of Smith & Bull Adv., Los Angeles, and Sudie Cannon of that city, were married in Las Vegas, Nev., on May 5.

"PULSE OF THE MAGIC VALLEY"

Agricultural Wonderland

◆

KTFI

TWIN FALLS
IDAHO

1000 W. 1270 Kc.

SPECIAL Y&R DEPT. FOR LATIN AMERICA

YOUNG & RUBICAM, New York, has set up a Latin-American department, to service current and future accounts advertising in southern countries. Manager of the new division, which was organized May 3, is Ovid Riso, formerly advertising manager of the international division of RCA Victor Co.

Mr. Riso, who has made a number of trips to Latin America, for the latter firm, was for five years on the editorial staff of McGraw Hill Publications, handling electrical merchandising and radio retailing material. Previously he was associated with the Alexander Hamilton Institute, in the advertising and printing department.

Several Y & R accounts have used Latin American advertising, the most recently active being Consolidated Aircraft. New department's plans are still in the formative stage. Present personnel includes Mr. Riso, and Julia Puig, secretary.

LT. JACK DIAMOND, former radio director of John Falkner Arndt Adv. Agency, Philadelphia, and now with the Army Ordnance Dept., and Sylvia Ostroff, former receptionist of WIP, Philadelphia, were married last week.

H. LEANDER LESSERAUX, former advertising manager of United Petroleum Products, Philadelphia, has joined Julian G. Pollock Adv. Agency, Philadelphia, as account executive.

ERLAND ADV., New York, is the agency for Lane Bryant, New York, incorrectly reported in BROADCASTING, May 17, as purchasing time on WLIB, Brooklyn, through Cramer-Tobias-Meyer. Erland has moved to new quarters at 18 East 41st St. Telephone number is Murray Hill 5-4764.

CHARLES H. PINKHAM, vice-president and chairman of the plans board of Erwin, Wasey & Co., New York, is serving as temporary radio director of the agency. A permanent replacement is being sought for Edward J. Fitzgerald, resigned to join Donahue & Coe, New York, as radio director.

DONALD M. BROWN, of the copy department of Schwab & Beatty, New York, has been appointed copy chief, effective at once.

HERB R. BEAVEN, account executive of Brisacher, Davis & Van Norden, Los Angeles, has been made a vice-president.

Eugene Thomas Elected Ad Club WAC Chairman

EUGENE S. THOMAS, sales manager of WOR, New York, has been elected chairman of the executive committee of the War Activities Council of the Advertising Club, succeeding James Werblow, sales manager of Polygraphic Corp. of America. Mr. Werblow continues as a member of the committee and is also project director of local participation in campaigns instituted by the Army. Vice-chairman of the WAC executive committee is Carl J. Balliett of Morse International. Russell Wertz of Window Adv., has been elected a member of the committee.

The WAC last Thursday gave a special luncheon at the Advertising Club in honor of Chester LaRoche, chairman of the Advertising Council, who spoke on the Council's future plans.



GOING SHERLOCK one bette this sponsor-agency-network exec tive trio attempts to unravel week mystery during informal discussic preceding recent broadcast the Mutual *Sherlock Holmes* serie Half-hour dramatic program star ed in early May for 52 weeks u der sponsorship of Petri Wine C San Francisco. Amateur sleuth (l to r) are Sydney Gaynor, con mercial sales manager of Don Le Broadcasting System, Hollywood Howard O. Williams, vice-presider and general manager of Erwi Wasey & Co., San Francisco, an Louis Petri, president of Petr Wine Co.

Shappe-Wilkes Agency Organized in New York

JESSE E. WILKES, who has re signed as vice-president and ac count executive of Jasper, Lynch & Fishel, New York, has joined with Louis Shappe, president o Shappe Adv., New York, to form a new agency under the name o Shappe-Wilkes Inc., with headquarters continuing at 215 Fourth Ave., New York, location of the former Shappe agency.

Two other members of Jasper Lynch & Fishel, have come over to the new agency with Mr. Wilkes —Milton M. Hermanson, copy chief, who continues as such with Shappe-Wilkes, and Samuel Groden, who has been named production manager. Firm handles largely products in the radio, recording, and musical instrument field. Mr. Wilkes is secretary-treasurer of the new agency.

New Timebuyers

RICHARD WHITMORE and Frank Haas have joined the timebuying staff of Lake-Spiro-Shurman, Memphis. Mr. Whitmore comes from the Wm. B. Wisdom agency where he was in charge of radio. Mr. Haas was a member of the radio department of Ruthrauff & Ryan, New York. Clarke R. Brown is radio director of Lake-Spiro-Shurman.

SMALL BUDGETS GET BIG RESULTS

on the station that Covers A L L Western NORTH CAROLINA

WHKY

HICKORY, N. C.

5000 W.D. 1000 W.N. 1290 K.C.

Nat. Rep. Howard H. Wilson Co.

RADIO RATING AA2X FOR REPAIR PARTS

REFERENCE RATING for roadcast maintainance and repair ems was changed by the WPB ast week, as the general maintainnce and repair order, CMP-5, ent into effect. Although provions of P-133 remain in effect, the roadcaster's rating is now AA-2 nstead of AA-2X.

One additional change in provions of P-133 brought about under MP-5 is a limitation on the quanity of material that may be used or maintenance and repair. According to CMP-5 this quantity ust not exceed the amount used n 1942.

The rating AA-2X is applied by roadcasters in certifying orders or materials. When such materials re not obtainable, priority assistnce may be had from the Foreign nd Domestic Broadcast Branch of he Radio & Radar Division by fillng out form PD-1A.

New Sun Spots

POTS on the surface of the sun observed May 16, are probably the beginning of a new sunspot cycle, the U. S. Naval Observatory reported last week. The sun has recently been passing through the final phase of a cycle which reached its maximum in the fall of 1937, the Navy pointed out, adding that cycles in the past have lasted 11 to 13 years. The effect of sunspots on telegraphic and radio transmission has long been a subject of study.

Mrs. Lewis a Grandma

DOROTHY LEWIS, NAB coordinator of listener activity, who has traveled 80,000 miles and visited 47 states and Canada, was right on time recently for the arrival of her first grandchild, born in Ithaca, N. Y. A few hours after she arrived in Ithaca, Thomas Lewis Gage was born to her daughter.

LYMAN BRYSON, CBS adult education board chairman, and moderator of People's Platform, weekly sustaining series on that network, received an honorary Doctor of Laws degree from Occidental College, Glendale, Cal., on May 17.

AAAA Convention

(*Continued from page 16*)

which will be staged this fall in the 38 critical areas and in other localities which may become critical, describing the advertising and publicity material which has been prepared for use by local committees. One-minute and five-minute radio spots, some of them transcriptions featuring Lowell Thomas, Kate Smith and other radio stars, together with other suggestions for special feature broadcasts, are included in the radio material. Newspaper copy and layouts, movie shorts, outdoor posters and store display material will also be distributed, he said, to get women to go to work not only in war plants but in all other essential community activities, such as transportation and communication companies, restaurants, etc.

OWI Campaign

Mary Brewster White, OWI manager of Women's Campaigns, described the national campaign to be launched in September as a background for the local drives, declaring that 75,000 more teachers, 140,000 more nurses and 2,500,000 more women in industry and business will be needed by the end of the year, when one-third of the country's workers will be women. She stressed the need for advertising support in selling women the importance of the many unglamorous jobs that are just as necessary as those in aircraft factories and munitions plants.

New Sunsweet Series

TO PROMOTE Sunsweet Prune Juices, and a number of apple products including juices, jellies and cider, Duffy-Mott Co., New York, starts a 13-week 10-minute program on Mutual June 21, Monday, Wednesday and Friday, 11:50 a.m. to 12 noon. Imogene Wolcott, women's commentator heard on WOR, Mutual's New York affiliate, will conduct the series, featuring news and information on home economics. Agency is Al Paul Lefton Co., New York.

Starting just before Labor Day, womanpower will be "given the works" by the OWI, she stated, with top network allocation for three weeks in addition to many special programs. Many national magazines are devoting their September front covers to this drive and giving it editorial support, she said, and she urged advertisers to tie their advertising in all media in with the campaign.

The over-all food situation was discussed by Morse Salisbury, director of the Department of Agriculture's Office of Information; Albert Whitman, OWI campaign manager on nutrition, told how advertising can help on the nutrition problem, and Leo Burnett, president, Leo Burnett Co., discussed black markets. Thomas D'A. Brophy, president, Kenyon & Eckhardt, presided at this Friday morning session.

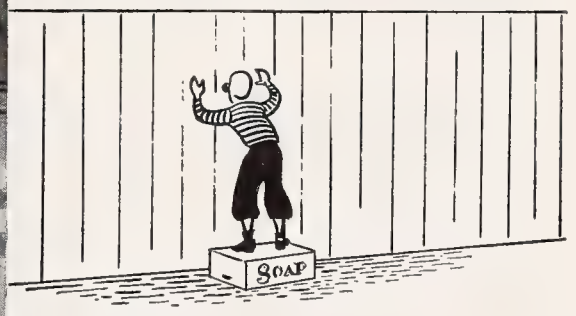
Pearson to Take Over Foreman Co. Stations

UNDER A NEW representative setup arranged between the principals last week, John E. Pearson Co., station representatives, effective June 1 will take over the sales and service of stations represented by the Foreman Co. Under the combined expanded operation, Edward Foreman, president of the representative firm bearing his name, is to work out of the Pearson offices in Chicago at 360 N. Michigan Ave., while in New York the Foreman Co., headed by Lillian Selb, has moved into the Pearson quarters.

John E. Pearson will be in charge of the entire organization. Stations represented by the Foreman Co. are WIND, WQXR, WCAR, KATE, WLOL, WHBL, KLCN, KBST, KCMC, KGXL, KPLT, KRBC. Southern Minnesota Network. Stations represented by the Pearson Co. are KGBX-KWTO, KDTH, WEW, WJJD, WIRE, KGGF, KSAL, WAOV.



FROM WITHIN



much better to be inside

Take a seat inside if you want to enjoy radio coverage of all of Central New England. True, you can get a knot hole view from the outside, but that's about all. Ears and dials are tuned to WTAG, Worcester, in excess of any other station heard in the area.

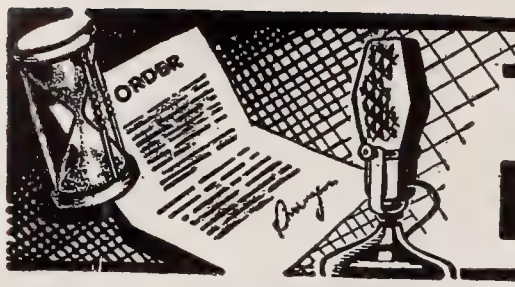
With WTAG you blanket a huge industrial war market. Army and Navy E flags already fly from thirty-one of Central New England's 400 war-engaged industries. No wonder Worcester, with $396 per family, leads the nation's cities of 100,000 or better, in per family food expenditures. No wonder payrolls soared 53% in 1942. Worcester is a MUST market in Massachusetts.



Basic Columbia

PAUL H. RAYMER CO.
National Sales Representatives

Associated with the Worcester Telegram-Gazette



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

WGY, Schenectady

Dryden & Palmer, New York (Gravy Master), 7 *sa*, thru Samuel C. Croot, N. Y.
Dif Corp., Garwood, N. J. (cleaner), 39 *sa*, thru Grey Adv. Agency, N. Y.
Ludens Inc., Reading, Pa. (cough drops), 156 *sa*, thru J M. Mathes Inc., N. Y.
Beech-Nut Pkg. Co., Canajoharie, N. Y. (chewing gum), 26 *sa*, thru Newell-Emmett, N. Y.
Lever Bros. Co., Cambridge (Rinso), 30 *ta*, thru Ruthrauff & Ryan, N. Y.
Benrus Watch Co., New York, 65 *sa*, thru J. D. Tarcher Inc., N. Y.
Lever Bros. Co., Cambridge (Continental Soup Mix), 6 *sa*, thru Young & Rubicam, N. Y.
Griffin Mfg. Co., Brooklyn (polishes), 312 *sa*, thru Bermingham, Castleman & Pierce, N. Y.
P. Lorillard Co., New York (Friends tobacco), 39 *ta*, thru Lennen & Mitchell, N. Y.
RKO Radio Pictures, New York (Hitler's Children), 6 *ta*, 1 *sp*, 2 *sa*, thru McCann-Erickson, Chicago.
Pillsbury Flour Mills Co., Minneapolis (pancake flour), 96 *ta*, thru McCann-Erickson, Chicago.
B. Meier & Son Inc., New York (Golden Center wheat germ), 26 *sa*, thru H. C. Morris & Co., N. Y.
P. Duff & Sons, Pittsburgh (gingerbread mix and waffle mix), 52 *sa*, thru W. Earl Bothwell Adv. Agency, Pittsburgh.
Charles Gulden Inc., New York (mustard), 9 *ne*, thru Charles W. Hoyt Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Supersuds), 113 *ta*, thru Wm. Esty & Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 108 *ta*, thru Ted Bates Inc., N. Y.
Artra Cosmetic Inc., Bloomfield, N. Y., (Sutra Sunfilter Cream), 26 *sa*, thru Murray Breese Assoc., N. Y.
Carusa & Rinella Inc., Schenectady (Bluebird citrus fruits), 4 *sa*, thru Robert C. Russell Inc., Schenectady.
Skinner Mfg. Co., Omaha (raisin bran), 69 *ta*, Ferry-Hanley Co., Kansas City.
Quality Foods Inc., Mieton, Pa. (spaghetti dinner), 39 *sa*, thru McJunkin Adv. Co., Chicago.
Book Presentations Inc., New York (sewing book), 2 *sa*, thru Raymond Spector Co., N. Y.
E. L. Knowles, Springfield, Mass (Rubine), 78 *sa*, thru Charles W. Hoyt Co., N. Y.
McKesson & Robbins, Bridgeport (Bexel and Calox), 156 *ne*, thru J. D. Tarcher Co., N. Y.
New York Savings Bank Assoc., New York, 78 *sa*, thru Ruthrauff & Ryan, N. Y.

KECA, Los Angeles

Wilco Co., Los Angeles (Biff), 3 *sa* weekly, 8 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Equitable Plan Co., Los Angeles (investments), 5 *sp* weekly, 6 weeks, thru Allied Adv. Agencies, Los Angeles.
National Funding Corp., Los Angeles (loans), 38 *sa* weekly, 4 weeks, thru Smith & Bull Adv., Los Angeles.
Mitchell Finance Co., Los Angeles (loans), 5 *sp* weekly, 52 weeks. thru Hillman-Shane-Breyer Inc., Los Angeles.

KGER, Long Beach, Cal.

American Parachute School, Los Angeles (instruction), 8 *ne*, thru Mayers Co., Los Angeles.
Douglas Aircraft Co., Santa Monica, Cal. (employment), 13 *ne*, thru Essig Co., Los Angeles.
American Citizenship Service, Los Angeles (instruction), 13 *sp*, thru Northwest Radio Adv. Co., Seattle.
F. W. Woolworth Co., New York (chain stores), 13 *sa*, placed direct.

KECA, Los Angeles

Interstate Bakeries Corp., Los Angeles, 3 *sa* weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.
Federal Life & Casualty Ins. Co., Los Angeles, *ne* weekly, 52 weeks, thru Donald L. Rose Agency, Beverly Hills, Cal.
42 Products Inc., Los Angeles (toiletries), 15 *ta* weekly, 52 weeks, thru Hillman-Shane-Breyer Inc., Los Angeles.
Douglas Aircraft Co., Santa Monica, Cal. (for employment), *sa* weekly, 13 weeks, thru Essig Co., Los Angeles.
Cubbison Cracker Co., Los Angeles (bakery products), 7 *sa* weekly, 13 weeks, thru Elwood J. Robinson Co., Los Angeles.
Sante Fe Trailways, Los Angeles (transportation), weekly *sp*, 26 weeks, thru Potts-Calkins-Holden, Los Angeles.

WJJD, Chicago

Sterling Insurance Co., Chicago, 6 *sp* weekly, thru Neal Adv. Agency, Chicago.
Universal Motors, Chicago (used cars), 5 *ta* weekly, thru Craig Dennison Adv. Agency, Chicago.
Home Service Co., Chicago (housecleaning products), 3 *sp* weekly, 13 weeks, direct.
Illinois Bell Telephone Co., Chicago, 6 *ta* weekly, 26 weeks, thru N. W. Ayer & Son, Chicago.
Nu-Enamel Corp., Chicago (paint), 156 *sa*, direct.
Spink Wauwasee Hotel, Wauwasee, Ind., 18 *sa*, thru E. H. Brown Adv. Agency, Chicago.

KFAC, Los Angeles

Seaboard Finance Co., Los Angeles (loans, investments), 35 *sa* weekly, 4 weeks, thru Smith & Bull Adv., Los Angeles.
Cubbison Cracker Co., Los Angeles (Soyfee), 2 *sp* weekly, 13 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Gallant Trading Co., Los Angeles (Army & Navy stores), 18 *ne* weekly, 13 weeks, thru Adolph Wenland Adv., Los Angeles.
Reid Murdoch & Co., Chicago (Monarch coffee), 2 *sp* weekly, 13 weeks, thru W. J. Ross & Assoc., Los Angeles.

KMPC, Beverly Hills, Cal.

Benson Shops, Los Angeles (women's apparel chain), 5 *sp*, 5 *ne* weekly, 13 weeks, thru Glasser-Gailey & Co., Los Angeles.
Cubbison Soyfee Co., Los Angeles (coffee substitute), 5 *sa* weekly, 13 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Interstate Bakeries Corp., Los Angeles (bread), 5 *ta* weekly, thru Dan B. Miner Co., Los Angeles.

KHJ, Hollywood

Ontra Cafeterias, Los Angeles (chain), 10 *sa* weekly, 52 weeks, thru Western Adv., Los Angeles.

WOR, New York

General Baking Co., New York (Bond Bread), 5 *sa* weekly, 52 weeks, thru BBDO, N. Y.
Axton-Fisher Tobacco Co., Louisville (Fleetwood Cigarettes), weekly *ne*, 13 weeks, thru McCann-Erickson Inc., N. Y.
National Oats Co., Cedar Rapids, Ia. (Three Minute Oats), 5 *sa* weekly, 13 weeks, thru Irwin Vladimir & Co., N. Y.
Select Theatres Corp., New York ("Ziegfield Follies"), 5 *sa* weekly, 13 weeks, thru Blaine-Thompson Co., N. Y.
S. A. Schonbrunn & Co., New York (Savarin coffee), 5 *sa* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Seeman Bros., New York (Air Wick), 5 *sa* weekly, 52 weeks, thru William H. Weintraub & Co., N. Y.
N. Y. Telephone Co., New York (institutional), 4 *sa* weekly, 13 weeks, thru BBDO, N. Y.
Howard Clothes, New York (men's clothes), weekly *t*, 13 weeks, thru Redfield-Johnstone Inc., N. Y.

WLIB, Brooklyn

Ringling Bros.—Barnum & Bailey Circus (New York showing), 7 *sa* weekly, thru Caples Co., N. Y.
Kenmore Publishing Co., New York (test instruction book for servicemen), 3 *sp* weekly, indefinitely, thru Huber Hoge & Sons, N. Y.
Corsetorium Shops, Brooklyn (corsets), 42 *sa* weekly, indefinitely, thru A. W. Lewin Co., N. Y.

WJZ, New York

Curtis Publishing Co., Philadelphia (*Saturdayevepost*), weekly *ta*, 38 weeks, thru MacFarland, Aveyard & Co., Chicago.
Esquire Inc., Chicago (Coronet Magazine), 19 *ta*, 1 week, thru Schwimmer & Scott, Chicago.
Personna Blade Co., New York, 2 *ne* weekly, thru Amos Parrish Co., N. Y.

WBBM, Chicago

The Chicago Sun, Chicago, 5 *sp* weekly, 52 weeks, thru Leo Burnett Co., Chicago.
Cook County Distributors, Chicago (used cars), 1 *ne* weekly, 13 weeks, thru Bennett Ades Agency, Chicago.

KFI, Los Angeles

National Funding Corp., Los Angeles (loans), 3 *ne* weekly, 52 weeks, thru Smith & Bull Adv, Los Angeles.
National Biscuit Co., San Francisco (Shreddies), 6 *ta* weekly, 6 weeks, thru Botsford, Constantine & Gardner, San Francisco.

KGFJ, Los Angeles

Starkist Co., San Antonio (toothpaste, vitamins), 14 *sp* weekly, 52 weeks, thru Pitluk Adv., San Antonio.

SNIDER ACQUIRED BY GENERAL FOOD

GENERAL FOODS Corp., New York, has announced acquisition the assets and business of Snid Packing Corp., Rochester, produc of condiments and canned veg tables, and a packer of Birds E Frosted Foods, the latter operate by G-F.

Following completion of the de which is subject to Snider stoc holders' approval, the packing fir will be dissolved, with Stephen Comstock, chairman, retiring fro active managerial duties, and Bu Cady Olney, president, serving general manager of the new Snide division of G-F, other personnel r maining unchanged.

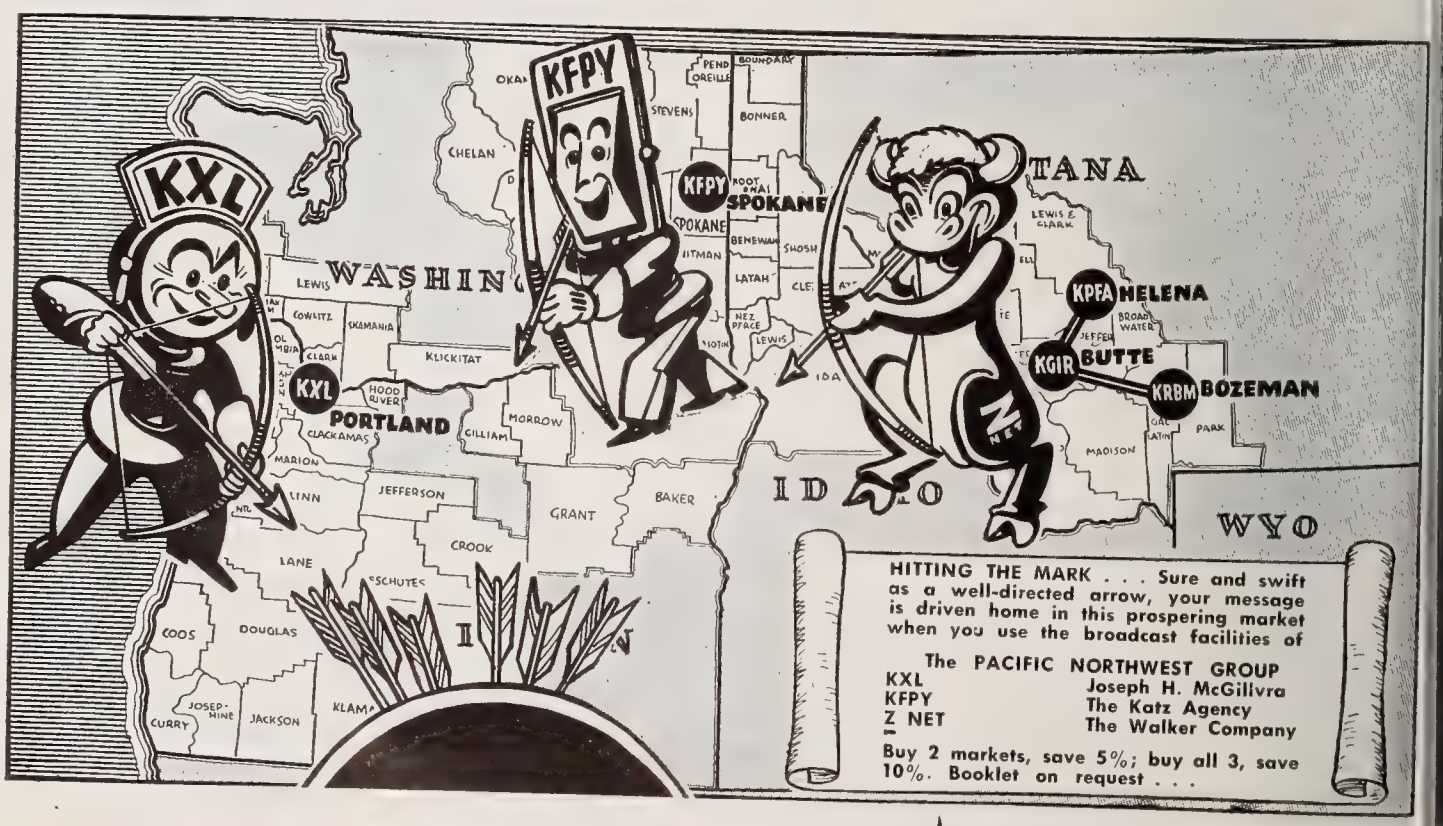
Snider brands, which include O Fashioned Chili Sauce and canne fruit and vegetable brands such Lily of the Valley, Fort, Burt O ney and Mistletoe, will continue be produced in Snider's 11 plant 8 of which are in New York Stat Snider agency up until the preser has been Chas. W. Hoyt Co., Ne York. Agency and media plans fo the future have not been disclose

L. A. Store Series

J. W. ROBINSON Co., Los An geles (department store), in it major use of radio, on May 1 started sponsoring a five-week quarter-hour morning educationa feature, *This Changing World*, o KMPC, Beverly Hills, Cal. Con tract is for 52 weeks. Designed fo students, teachers and all desirin more detailed background for a understanding of world develop ments, series features Harriso Wood, news analyst and commenta tor. Principals and teachers of Lo Angeles city schools have been in formed of program's availabilit for classroom use as supplement t regular curriculum. Mays & Ben nett Adv., Los Angeles, service the account.

Stephen Fry Visits WLW

STEPHEN FRY of the Britis Broadcasting Co. recently conferre at WLW-WSAI with James Cassidy special events director, and other offi cials on plans for coming broadcast on a series of programs from Englan to WLW.



Radio Advertisers

) RADIO PICTURES, New
, purchased an evening quarter-
last week on WGN, Chicago, to
rtise the premiere in 50 Illinois
Indiana theatres, of "This Land
line." Program was a round-table
ussion of the picture. Advertising
placed direct.

BISON CRACKER Co., Los
eles, to promote its coffee substi-
. Soyfee, on May 4 started spon-
ng schedule of five spot announce-
ts weekly on KMPC, Beverly
s, Cal., and seven per week on
CA, Los Angeles, as well as twice-
kly participation in *Polly Patter-
s Pantry* on KFAC, Los Angeles.
tracts are for 13 weeks. Elwood
Robinson Adv., Los Angeles, has
account.

BY CHEVROLET SALES Corp.,
cago, has purchased a quarter-
r six-weekly noon newscast on
JD, Chicago. The corporation spon-
d this newscast for four years
ious to the freezing of new car
s, and returns to the air again this
th on a 52-week contract. Agency
uspitz & Lee, Chicago.

ERLING INSURANCE Co., Chi-
, has purchased quarter-hour par-
pation six times weekly on the
e-hour early morning musical pro-
m, *Breakfast Frolic*, on WJJD,
cago. Account was placed through
l Adv. Agency, Chicago.

DUSA PRODUCTS of Canada,
is, Ont. (paint), has started spot
ouncements six times weekly on a
uber of Canadian stations. Ac-
nt was placed by McConnell-East-
n Co., Toronto.

DEL LAUNDRY, Cincinnati, one
the largest of its kind, has started
nsoring a 15-minute newscast on
SAI, Cincinnati, by George Gow.

BERT S. SAMUELS Co., San
ncisco (jewelers), has renewed for
weeks, its weekly program *What
You Think?* with Art Linkletter,
KFRC, San Francisco, placed di-
t.

ARM KURL Co., St. Paul (per-
nent wave kit), recently renewed
five-weekly participation in the
ily Barton program on KFRC, San
ncisco. Agency is Guenther-Brad-
d Co., Chicago.

NNETH A. BONHAM, former
publisher of the *American Drug-
t*, and previously secretary of the
uggists' Supply Corp., has been
ned executive vice-president of
nerson Drug Co., Baltimore, sponsor
Vox Pop on CBS and *Ellery Queen*
NBC for Bromo-Seltzer.

AGENCY Appointments

PERMAFLEX FLOOR PRODUCTS Co., Philadelphia, to Julian G. Pollock Co., Philadelphia.

NU-OX PRODUCTS Co., Long Island City, to Moss Assoc., for Klenzol, soapless cleaner. Distribution to expand throughout New York and Pennsylvania. Media plans not set.

LOCK'S LABS., New York, to H. C. Morris & Co., New York, for Lock's Corn Remover and Foot Balm. Radio will be used.

KAY PREPARATIONS, New York, to Erland Adv., New York, for cosmetics. Now using spot radio and will start new spot campaign shortly for Formula 301 and Kay Colloidal Sulphur Soap.

REVLON PRODUCTS Corp., New York, to William H. Weintraub & Co., New York, for radio advertising of Revlon nail enamel and lipstick. Plans not set.

APEX TIRE Co., Pawtucket, R. I. (tire recapping), to Bo Bernstein & Co., Providence. Radio and newspapers to be used.

NORGE DIV., Borg-Warner Corp., Detroit, to Campbell-Ewald Co., Detroit.

ADCRAFTERS CO., Chicago (Oscar, the emergency tire saver), to A. N. Baker Adv. Agency, Chicago. Newspapers, trade papers, magazines, direct mail to be used. May use radio.

UNIVERSAL ZONOLITE INSULATION Co., Chicago (roof insulation), to Ruthrauff & Ryan, Chicago. Farm and trade publications will be used.

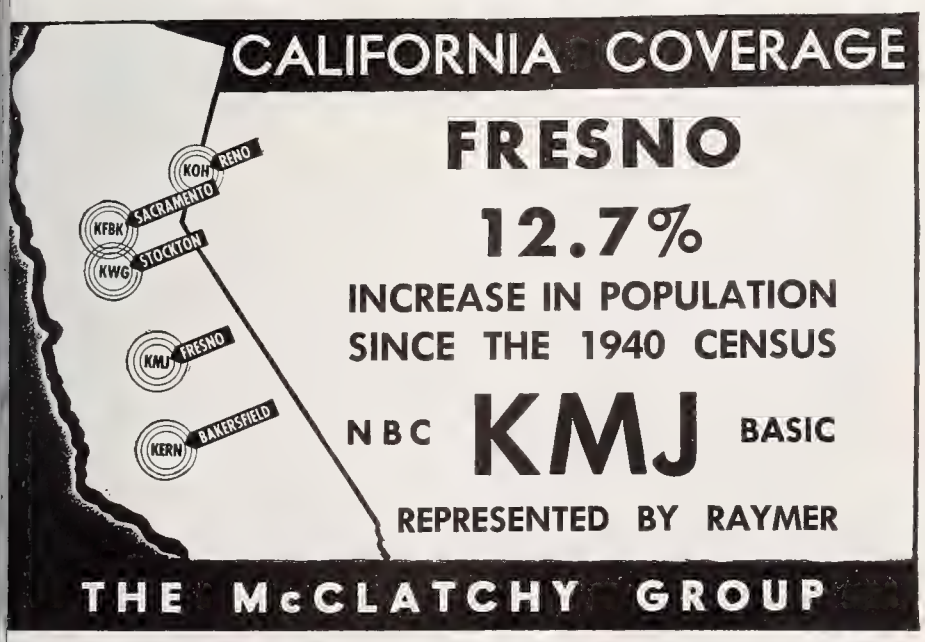
PROPELLAIR, Inc., Springfield, O. (industrial fans), to Erwin, Wasey & Co., Chicago. Trade papers, business journals, direct mail will be used.

TWELVE Rockford war plants have renewed *Soldiers of Industry* for 39 weeks on WROK, Rockford, Ill. Series features a tribute to war workers of a different factory each week, and a summary of personnel news from each plant participating.

INTERNATIONAL MILLING Co., Sioux City, has signed a 52-week contract for four daily announcements on the entire Cowles group for Robin Hood flour. Stations are WNAX, Sioux City-Yankton, WMT, Cedar Rapids-Waterloo, KRNT-KSO, Des Moines.

COMMONWEALTH OPTICAL Co., Philadelphia, has added a third Philadelphia station to its radio schedule. continuing for 52 weeks, a daily five-minute transcribed *Human Interest Drama* has been scheduled on WIBG. The Commonwealth firm uses 100 announcements monthly on WFIL and WDAS. Agency is Julian G. Pollock Co., Philadelphia.

BANK OF AMERICA, National Trust & Savings Assn., San Francisco (banking chain), recently started three participations weekly on the *Emily Barton* program on KFRC, San Francisco. Agency is Charles R. Stuart, San Francisco.





Okay, okay—what's Spartanburg got?

WELL, since you put it that way—Spartanburg, S. C., has everything it takes to make a good market for national or regional radio advertisers.

***People*—nearly half a million (75% white) in Spartanburg and adjoining counties. *Buying power*—industrial payrolls over $52,000,000 a year; farm income over $42,000,000. *Retail-sales*—topping $100,000,000 annually. *Radio homes*—73,670.**

***Plus* a radio station—WSPA—that dominates the entire market . . . delivers a good service area of 22 counties, 1,320,302 people, 148,052 radio homes!**

That's what Spartanburg's got—and it's worth going after. With WSPA!

Camp Croft's 25,000 soldiers just 5 miles away!

South Carolina's FIRST Station WSPA 5000 Watts Day 1000 Watts Night

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollingbery

Interwoven Returns

RETURNING to the air after an absence of seven or eight years, Interwoven Stocking Co., New Brunswick, N. J., on May 18 started participations on Arthur Godfrey's early morning program six-weekly on WABC, New York, 7-7:45 a.m. Sponsor contacted the station the day after Godfrey ad-libbed about an open spot on his program. Ten-week contract went into effect six days later. Participations are in behalf of Interwoven socks for men. Agency is United Adv., Newark.

MORE THAN 100,000 copies of "Suez to Singapore," by Cecil Brown, CBS news analyst, have been sold since its publication last fall, according to Random House.

Serials, With 79% Time, Draw Only Half Audience, Says Blue

'Listeners' Opinion Poll' Finds News Programs Most Popular; Music and Comedy Wanted

DAYTIME serials get 79% of the total daytime network commercial hours, but they get only 50% of the total daytime listening, the BLUE Network reports after tabulating data collected last November from 5,000 housewives in 77 cities, towns and on farms. Survey was conducted by the network's advertising agency, Lord & Thomas (now Foote, Cone & Belding), under the supervision of Sam Gill.

Interviews, averaging a half-hour, checked times at which the family was at home and awake, hours radio had been on, time spent listening to various types of daytime programs and whether the housewife thought there were too many or too few of each type. Calls were distributed to secure a cross-section of opinion.

Veterans Most Successful

Stating that the most successful serials are the old-timers, with which many an advertiser has tried to compete unsuccessfully, "only to realize that one more serial in the overcrowded program schedules can neither draw listeners away from the competition nor cause the silent sets to be turned on," the introduction to the study explains that recent discussions of daytime serials have caused advertisers to ask such questions as: "Have listeners become surfeited with the continuous problems of Helen Trent and Our Gal Sunday? Are there too many serials on the air? Does the public want other types of daytime radio entertainment? What effect have war-time activities had upon radio listening?"

Conducting its "Listeners' Opinion Poll" to find the answers to those questions and to others about daytime radio, the BLUE summarizes its findings in the following conclusions:

Findings Summarized

1. At least 70% of the nation's housewives are available to the radio at any hour of the day. From 17% to 29% of the men are also available.

2. Nine out of ten radio families turn their sets on some time during the day—for an average of 2.6 hours. However, dissatisfaction with current daytime programs is indicated by the fact that only 28% of the occupied homes have their sets on at any one hour during the day, compared to 40% night. Even at the peak hou 1 p.m.—only 34% of the occu homes have their sets on as c pared to a peak figure of 56% Sunday night at 8 p.m.

3. News programs are the n popular type of program, follo by daytime serials, popular m and serious music programs, that order. 81% of the radio f ilies listen to news, 53% to seri 49% to popular music and 32% serious music programs. Dayt serials are listened to by 66% the farm families, compared w 48% of the families in metropoli centers. Sponsors of daytime rials, therefore, fail to reach 36% of the women who use th sets daily but listen to other ty of programs—news, music programs etc.

4. 36% of all housewives—a 28% of those who listen to seri —say there are too many of th on the air. In contrast only 1 say there are too many popu music programs. While only 1 say there are too few serials, 2 say there are too few serious mu programs and 12% say too f popular music programs.

5. Contrary to general opini only 19% of the women leave th sets tuned to one station; 51 listen only to certain programs.

6. As a result of the war 26 of the housewives say they are l



PROUDLY PINNING second tenant's bars on her daug Polly, is Mrs. Lavinnia (Du Schwartz, CBS Midwestern ed tional director. Duffy's daug was recently graduated from WAAC Officers School at Ft. Moines, Ia.

3 RADIO STATIONS

DOMINATE THE HOUSTON DIAL

KTRH 740 KC · KXYZ 1320 KC · KPRC 950 KC

But

IT'S KXYZ THAT OFFERS YOU THE CHOICE LOW COST NETWORK AND SPOT AVAILABILITIES BETWEEN HIGH HOOPER-RATED PROGRAMS

Ask a Branham man to show you the latest Hooper breakdown by quarter hours, and the attractive combination rates available for KXYZ and KRIS, Corpus Christi.

KXYZ
HOUSTON, TEXAS
1320 KC BLUE, MUTUAL

REPRESENTED BY THE BRANHAM COMPANY



ıg more to their radios during daytime. Another interesting very is the fact that 7% of radio homes now have men ged in night shifts who were so employed a year ago. This ates a 7% loss of the male ence to nighttime programs, are now available at some during the day.

While 79% of the total net- commercial daytime hours devoted to daytime serials only of the total listening time is ted to them. With the demand more programs of a musical omedy type it is obvious that networks—and their advertis--should devote less time to ime serials. While the serial program form has met with ual success for its earliest sors, the saturation point has passed, both in quantity and ppeal. Daytime radio listeners t new types of entertainment.

New Program Types

'he BLUE Network offers its ities to national advertisers for development of these new types aytime entertainment," it was d. "Because NBC and CBS become accepted as the vehicles serial dramas, the BLUE work is becoming the medium a different type of program. success of the *Breakfast Club*, spectacular rise of *Breakfast at li's* and the reception accorded ton Downey indicate the ready ptance of this new program- schedule on the part of Amer- daytime audience."

eport of the survey comprises 5-page book of typescript in ink, with charts and tables. uded are detailed breakdowns he answers to these questions: Much Do They Listen in the time? When Are They at he? When Do They Listen? t Types of Programs Do They en to? How Much Do They en to Serial Programs? Do time Serials Appeal to Certain ups? Are There Too Many Seri- rograms on the Air? and What he Effect of the War on Day- Listening?

Keystone Winners

E. MAYHEW, of KASA, Elk , Okla., has won first prize in ontinuity writing contest for members of Keystone Broad- ing System affiliates. Contest- were invited by Keystone to mit one episode for *Sunrise te*, early morning sustaining gram produced by KBS. Win- script, and five runners-up, be heard on KBS the week of e 27. A War Bond was awarded Mr. Mayhew, and additional es of $5 in war stamps went to near winners: Evelyn Cox, , Idaho Falls, Idaho; George oks, KOVC, Valley City, N.D.; bara R. Kirkpatrick, WAGM, sque Isle, Me.; Mrs. Ernest es, KGNF, North Platte, Neb.; Barton, KLUF, Galveston, . Contest was so successful that ther will be held in the fall, ac- ding to Michael M. Sillerman, S president.

ASCAP Suit Asks Juke Royalties

Modern Music Box Held to Give Performance for Profit

ARGUING that copyright law exemption of coin-operated machines from royalty payments was never intended to apply to the modern juke-box and that the performance of copyright music on juke-boxes without permission of the copyright owner constitutes infringement, ASCAP has started a general campaign to collect royalties for juke-box use of its members' music.

Two suits were filed last Tuesday in the United States District Court in New York by ASCAP, in behalf of two publisher members against two New York City taverns using juke-boxes for entertainment of patrons. Edwin H. Morris & Co. Inc. is plaintiff against Donahue's Bar and Grill, claiming infringement on the song, "I've Heard That Song Before," and M. Witmark & Sons is plaintiff against New Wesport Cafe on "Please Think of Me." Both taverns for merly employed live musicians and had ASCAP licenses, which were canceled when they dropped their live bands and installed juke-boxes.

Estimating that there are some 500,000 juke-boxes in the country, with an annual income of many millions, ASCAP contends that competition with live musicians and with other forms of recorded music constitutes an inequity which the courts should remedy. In 1909, when the copyright law was enacted, the vacuum tube, basis of modern sound amplification, had not been invented, ASCAP spokesmen point out, and the coin-operated machine at that time was equipped with a pair of tubes through which the man who had dropped his coin could hear the recording. Today's juke-box, which a single coin will activate in a room-filling performance, is a far different thing, according to ASCAP, and its performance should properly be interpreted a performance for profit.

WHAT'S IN IT FOR ME?

Telling people about the fine war work your company is doing is good. It gains public respect. But people are mostly pretty human. They're inclined to feel a lot more friendly if your name is attached to something that satisfies one of their desires.

Nearly everybody desires entertainment. Radio gives them entertainment . . . gives people something they value to remember you by.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

79% IIII
OF THE ADVERTISERS ON
WTCN
BLUE NETWORK MINNEAPOLIS ST. PAUL
RENEW THEIR CONTRACTS
YEAR AFTER YEAR IIII
Free & Peters, Inc., National Representatives
New York Chicago Detroit
Atlanta Los Angeles San Francisco

PARAMOUNT STARTS FILM SPOT SERIES

KEYING its promotion to current interest in the North African situation, Paramount Pictures, last week started the first phase of an extensive spot campaign for "Five Graves to Cairo". The drive will extend to 29 key cities from May 26 through June.

Combining live and one-minute electrical transcriptions, Paramount is buying time on 5, 10 and 15-minute news and women's programs and on some music broadcasts. Latest news from the African front is incorporated into the live advertising messages.

First announcements broke in New York May 21 as a buildup to the premiere, May 26 at the Paramount Theatre. By the middle of last week, time had been purchased on stations in Tulsa, Cleveland, Detroit, Indiana, Louisville, Atlanta, New Orleans and Miami, with campaigns still being lined up. Buchanan & Co., New York, is agency.

NBC Promotes Kelly

N. RAY KELLY, formerly assistant production manager of NBC's Eastern Division, has been promoted to the post of Production Manager, replacing Lester O'Keefe, who has resigned. With NBC since 1930, Mr. Kelly organized the industry's first sound effects department, developing many of the techniques now in use in this field. Mr. Kelly was appointed to the NBC production staff in November, 1942.

"SORTA REMINDS ME OF THE WAY WDAY BENDS OVER BACKWARDS TO GIVE ADVERTISERS THE FINEST RADIO SERVICE IN THE WHOLE NORTHWEST! TRY WDAY—AND SEE FER YOURSELF!"



WDAY



FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

IRE Gives Details Of Planning Body

Post-War Project Would Draw Widely from Industry

ANNOUNCING more details of the cooperative plan adopted by the board of directors of the Institute of Radio Engineers for a post-war radio technical planning association [BROADCASTING, May 10], the IRE stated last week that a proposed charter for such an association had been approved by the board.

"The new association," the IRE reported, "will carry out the technical planning needed to build up a healthy post-war radio industry which will serve the public by speedily placing the new radio arts on a sound engineering basis and by stimulating post-war radio services as contributing to employment and prosperity.

Wide Representation

"In its work, the association will assign specific tasks, such as frequency-allocation plans, to groups of engineers charged with the prompt development of detailed proposals in each definite direction.

"The association will prepare plans and proposals in full accord with the public interest and in conformity with good engineering practices and make its findings widely known to those whom they may benefit."

Following the suggestions made to the IRE by James Lawrence Fly, chairman, and Com. T. A. M. Craven, both of the FCC, to the Institute, for an association to study all technical problems of broadcasting, television, facsimile and general communication and to recommend methods for introducing new radio developments, the IRE board not only drew up the plans quoted above but also empowered a special committee to draft the plan and organize sponsoring groups.

Chairman of this committee is Haraden Pratt, vice-president and chief engineer of Mackay Radio & Telegraph Co. and past president of the IRE. Other committee members are B. J. Thompson, associate director of RCA Laboratories; Dr. Alfred M. Goldsmith, consulting radio engineer, and Prof. H. M. Turner of Yale U.

Harris Commissioned

SUCCESSFUL world premiere on the BLUE Feb. 27 of Roy Harris' Fifth Symphony, as played by the Boston Symphony Orchestra, led Mark Woods, president of the BLUE, to commission Harris to compose his sixth symphony for presentation next spring on the BLUE by the Boston Orchestra, conducted by Dr. Serge Koussevitsky.

SAVINGS equivalent to the upkeep of WNYC, New York's municipal station, for 5½ years were effected by that station in the construction of an auxiliary transmitter for the Police Dept. at a cost of $7,500, Mayor F. H. LaGuardia declared last week. By utilizing extra equipment on hand WNYC saved the city $148,500, he said.

OWI FEATURE PL... PLACING PROGRA...

FIRST of the group of net... programs contemplated under... OWI Special Feature Plan wer... the BLUE at 1 p.m. yeste... (Sunday), with the initial prog... in the series, *This Is Offici...* half-hour question-answer sho... which informed Washington ... cials answered questions on ... ernment regulations and policie...

While *This Is Official* wa... start with an all-star cast, inc... ing Chester Davis, food adm... trator; Elmer Davis, OWI Ch... Prentiss Brown, OPA Chief; ... McNutt, War Manpower Com... sion Director, and Undersecret... of War Robert Patterson, su... quent panels will use key offic... from their departments. Produ... of the program is John Hei... originator of *Prof. Quiz.*

OWI will present two other p... grams in the Feature Series to ... work presidents this week in ... ticipation of their early appeara... on the air. The other contempla... shows include a dramatic progr... on Merchant Marine and anot... on the United Nations. Both ... half-hour programs written by p... vate OWI writers, with resea... assistance of OWI.

To Star in Films

BESIDES Kay Kyser, star of NBC *College of Musical Knowled...* radio talent in the RKO film, "Arou... the World with Kay Kyser", curren... in production, includes Georgia C... roll, vocalist featured on the seri... and Joan Davis, comedienne on ... weekly *Rudy Vallee Show.* Ches... Lauck and Norris Goff, who portr... Lum and Abner on the four-week... BLUE program, will be starred ... "Dollar a Year" also to be releas... by that studio.

UNITED DIATHERMY Inc., 15... Chestnut St., Philadelphia, denies ... Federal Trade Commission compla... that it has used false advertisemen... concerning its device called Unit... Short Wave Diathermy, and asse... that it distributed a booklet to p... tential and actual purchasers givi... complete instructions as to use a... conditions of use of short wave di... thermy and the manner of applic... tion.

Marie Nelson

MARIE NELSON, 60, charact... actress in Chicago radio since 1933 a... veteran of the stage, died May 12 in ... Chicago hospital.

EVEN IN AFRICA

Signal Corps Officer Keeps Informed on Industry

EDITOR, BROADCASTING:

Believe it or not, copies o... BROADCASTING find their way t... some of the most unlikely and ou... of the way spots in North Africa ... and they've made me realize jus... how far out of touch with the cur... rent activity in radio one can ge... when occupied with purely military ... responsibilities.

Therefore, please revive that ... long-lapsed subscription of mine to ... BROADCASTING and get it started ... out in this direction.

Until we dispose of the Axis, ... and I get back to New York on ... CBS, BROADCASTING is going to ... prove a Godsend.

E. MACDONALD NYHEN,
Capt. SC., U. S. Army.

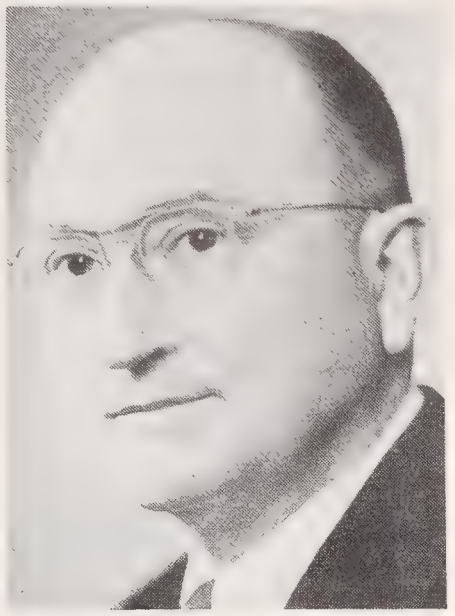
POST-WAR RECEIVING SETS

Crosley Official Warns It'll Take Many Months To Convert to Peace-time Production

By R. C. COSGROVE

ice-President and General Manager, Manufacturing Division, Crosley Corp.

N'T expect radio manufac-
rs to be turning out "dream
els" of the ultra-modern radio
ivers you may have seen pic-
d, as soon as the war is over.
ventually, we will be having
e radio receivers and other
e-time appliances such as had
even been thought of before the
, but not immediately.
ome people feel that we may be
ing some civilian radio sets
in a year from now. The Gov-
nent has under consideration
ing available some materials
development purposes on peace-
e radio receivers and other
sehold appliances next fall.
Within four to five months after
have been told that we may
e home radio sets, we can be
ing them—the same kind of
o receivers we were making
n civilian production stopped,
some improvements.
Ve are going to have a tre-
dous manufacturing capacity
r the war and none of us want
o backward. We want to keep
of our people busy. Most of us
eve that Germany will be
cked out of the war first, and
Japan will be defeated some
e later. If the attrition idea of
ying on the war prevails, we
get into the gradual produc-
of home radios and other
e-time products earlier than
rwise. We could then make the
sition from war to peace time
ducts without much trouble.
he radio industry's volume be-
the war was $325,000,000
le last year it turned out a
l volume of war radios amount-
to $1,200,000,000. Just after
war ends there will be a huge
t-up demand for goods and
e will be war savings with
ch to buy them. After that,
s will not come so easily and
y will require a lot of hard
ging.
f the intensity of the war les-



MR. COSGROVE

sens gradually, as many expect, we should be able to go back into civilian production by easy stages and thus hold up our personnel satisfactorily. Then we should go into rapidly accentuated yearly changes and improvements in products, but don't expect too great changes too soon after the war has ended.

Sabine Joins OWI

RALPH P. SABINE, retired Washington businessman, has joined the OWI Overseas Branch, Bureau of Communications Facilities, as chief of station relations, it was announced last week. Mr. Sabine will have charge of negotiating contracts with shortwave stations now operated by the Government.

AFRA CONTRACT RULE EFFECTIVE

AMERICAN Federation of Radio Artists has notified its membership that Rule 19, requiring submission of all contracts of 13 weeks duration or longer to the union for approval before they are signed, is now effective. Copies of the new rule were mailed on Friday. The rule was promulgated following AFRA's objections to a new type of talent contract offered by CBS, which did not violate any of the terms of the network's contracts with AFRA but which contained provisions concerning employment of salaried staff employes in stage, screen, night club and recording work which AFRA felt unfair.

Meanwhile, the union has named a committee to deal with the problem of setting up standard contracts for the various types of employment in which AFRA members are engaged, including station and network staff jobs, steady employment of commercial program series, single program engagements, etc. Group is now studying present employment contracts to see which provisions should be embodied in the new standard forms.

Chairman of the committee is John Brown, of New York. Other members are: Ned Wever, Walter Preston, Clayton Collier, Ben Grauer, New York; Virginia Payne, Chicago; Wayne Short, St. Louis; Ken Carpenter, Ben Alexander, Hollywood.

McCormack Spots

McCORMACK SALES Co., Baltimore, on May 17 started a spot campaign for Bee brand insecticide on ten stations. Contract calls for two transcribed one-minute announcements a day, five days a week, for 13 weeks. For Pure Vanilla Baking Magic, the firm started announcements on WMPS, Memphis, on the same date. Agency is Jones & Brakeley, New York.







BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York - Chicago - San Francisco

Legislative Hearings to Start

(Continued from page 10)

week regarding plans and procedure.

Also in Washington but not directly involved in the overall conversations were Mark Ethridge, publisher of the *Louisville Courier-Journal* and *Times*, which operates WHAS, Louisville; Edwin W. Craig, executive vice-president of WSM, Nashville, and Joseph O. Maland, general manager of WHO, Des Moines. They came to Washington primarily for a meeting of the Clear Channel Broadcasting Service, in connection with a successor to Alan B. Miller, director of CCBS, who died suddenly last month.

No word was forthcoming from the officials following their conversations with Chairman Fly and the Senate committee members. Chairman Fly, however, at his press conference last Monday, stated he had met with the network officials in informal discussions and would continue to meet with them, but there had been "no requests for an extension." He said he would be disposed to give the stations "ample time for the changeover" and "whatever time is necessary" but that offhand he did not see that any extension beyond the June 14 deadline is required. Then he tersely added "I will say this: There will be no more dilatory tactics."

Mr. Fly commented that the rules now simply have to do with modification of existing contracts. "They do not have to do with any disposition of properties or any readjustments. So I would think the time allowed by the court should be adequate."

Network Sessions

Members of the NBC Station Planning & Advisory Committee, called to meet in Washington May 24, are: Paul W. Morency, WTIC, Hartford; G. Richard Shafto, WIS, Columbia, S. C.; James D. Shouse, WLW, Cincinnati; Harry Stone, WSM, Nashville; Stanley E. Hubbard, KSTP, St. Paul; G. E. Zimmerman, KARK, Little Rock; Sidney S. Fox, KDYL, Salt Lake City; Arden X. Pangborn, KGW, Portland, Ore.

Members of the CBS affiliates advisory board, also called to meet in Washington May 24 are: Franklin Doolittle, WDRC, Hartford; I. R. Lounsberry, WKBW, Buffalo; C. T. Lucy, WRVA, Richmond; John M. Rivers, WCSC, Charleston, S. C.; Hoyt Wooten, WREC, Memphis; Leo Fitzpatrick, WJR, Detroit; Arthur B. Church, KMBC, Kansas City; Clyde Rembert, KRLD, Dallas; and C. W. Myers, KOIN, Portland, Ore.

The BLUE station planning and advisory committee, called to meet in New York June 2, comprises: Harold V. Hough, KGKO, Fort Worth; William A. Riple, WTRY, Troy; H. Allen Campbell, WXYZ, Detroit; Earl May, KMA, Shenandoah; Henry Johnston, WSGN, Birmingham; Duncan Pyle, KVOD, Denver; and W. B. Stuht, KJR, Seattle.

Kobak Host to Staff

EDGAR KOBAK, BLUE executive vice-president, was host to over 140 BLUE employes at a dinner given at the Town Hall Club, New York, last week, as the fifth in a series of informal gatherings for network personnel. As at previous employe dinners, Mr. Kobak described the origin and history of the network.

Garey Goes Ahe Despite Durr M

Complaint Against Rep. Is With House Committee

DESPITE the pendency of th tition of Commissioner C. J. of the FCC, for disqualificati Rep. E. E. Cox (D-Ga.), as man of the House committ investigate the FCC, there w discernible letup in the activit the committee's legal and in gating staff last week.

While neither Chairman nor Chief Counsel Eugene L. (of the committee would inc when public hearings would b it was stated that public hea would get under way as soo the committee felt the time portune. The committee's lega investigating staff has interro nearly 300 witnesses and t statements regarding FCC a ities, dealing not only with b casting but with common ca aspects of the Commission's li ing and regulatory functions.

Petition With Committee

The Durr petition for disqu cation of Judge Cox, becaus purported "bias" and "prejud as well as his "personal inte in the proceedings, was referr the Judiciary Committee. No was forthcoming from the com tee other than that the matter pending. It was observed by t familiar with Congressional cedures, however, that petitions proposals of this nature sel get out of committee.

Commissioner Durr's peti along with identical letters to five members of the FCC inv gating committee and an ac panying detailed memoran were released May 14. Among o things, the Commissioner cited Cox's relationship with WALB bany, Ga., whose license ren now is pending before the Facsimiles of a $2500 check is to Congressman Cox by WA and a voucher showing it a payment for "legal expense" attached to the Durr peti [BROADCASTING, May 17].

The FCC continued to hold Congressional limelight last w The House last Tuesday, after days of debate, adopted an am ment to the Urgent Deficien Bill for 1943, withholding the aries of Dr. Goodwin Watson, c

another reason

A convenient spot on the dial never hurt any station. That's ANOTHER REASON why KECA has a big audience. Los Angeles retailers have discovered KECA is the Bargain Buy for all Southern California.

KECA
OF LOS ANGELES

Earle C. Anthony, Inc.
BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.
MAINE
N.H.
VT.
MASS.
CONN.
R.I.
WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE
Nat. Reps., The Katz Agency

5000 WATTS FULL TIME
630 KILOCYCLES
BLUE NETWORK
KXOK
ST. LOUIS, MISSOURI
Represented Nationally by WEED & CO.

FCC's Foreign Broadcast In-
nce Service analysis section,
r. William E. Dodd Jr., edi-
assistant of FBIS, because of
rted Communist front activ-
Previously, the Dies Commit-
ad denounced the FCC em-
as unfit, but the Commission,
ajority vote, refused to re-
them.

ther incident in the Cox-FCC
versy developed last Tuesday,
ing in an altercation on the
floor between the fiery
ia congressman and Rep.
s (D-Cal.), son of the late
y humorist. According to the
s, Rep. Cox took umbrage
radio speech by Rep. Rogers,
ich the Georgian alleged the
rnian had accused him of tak-
bribe. The extent of the en-
r on the House floor was a
t Rep. Rogers' hair by Rep.
Later, the Congressmen met
lobby but skirmished verbally
Speaker Rayburn intervened.
. Rogers commented after-
that "nothing was exchanged
nversation". Rep. Cox, how-
asserted the Californian had
d him of taking a bribe but
as denied by the latter. Later,
Rogers said "I want to state
that I did not say Mr. Cox
ed a bribe. * * * I have men-
Mr. Cox in some radio ad-
s, but I don't know which one.
expect to see him in a calmer
nt, find out what he objected
l iron this out in more delib-
fashion."

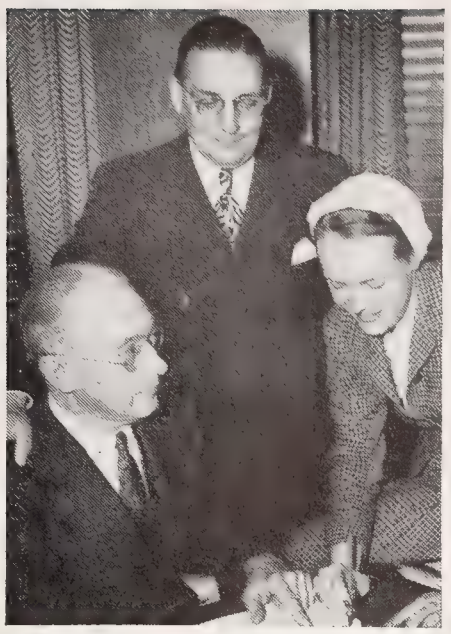
incident appeared to relate
e WALB $2,500 "legal ex-
' item.

Ilont Annual Report loses Busy Program

UAL REPORT of Allen B.
nt Labs., Passaic, N. J., is-
last week by Allen B. Du-
president, disclosed a net
of $130,164.44 for the fiscal
ended Jan. 2, 1943, after
0 for taxes. Net sales to-
$2,172,824.19. Facilities are
d almost entirely to require-
of the Army and Navy.
New York television trans-
(W2XWV) is operated on
ularly scheduled basis.

Douglas Renews

. DOUGLAS SHOE Co.,
ton, Mass., will continue *To-
s World News* with John
ey, commentator, on Mutual
rk, for coming summer.
n of program will be devoted
e of War Bonds, Red Cross
ther aids to Government. Sur-
of Coast Guard service and
returned from overseas duty
terviewed. Agency is Harold
& Co., Boston.



SCRIPT CONFERENCE gives official okay to a new weekly half-hour transcribed program, *They Give Their Lives*, sponsored without commercials by the Peter Hand Brewery Co., Chicago, on WGN, Chicago. The program, which incorporates two quarter-hour transcribed features, *Eye Witness News* and *War Correspondent*, has been turned over to OWI for vital Government messages each week. Left to right are M. H. Petersen, regional radio director, Chicago Office of War Information; Harry P. Heuer, president, Peter Hand Brewery Co., and Hildred Sanders, Associate radio director of the agency, Mitchell-Faust Adv. Co., Chicago.

Murrow in N. Y.

EDWARD R. MURROW, chief of CBS European news staff, arrived in New York this week for five or six week's vacation. Announcement of his pending arrival, by Paul W. White, CBS director of news and public affairs, followed shortly after the disclosure that CBS correspondent William L. Shirer would be on his way to England about the same time. Although primarily on vacation, Mr. Murrow will continue his regular Sunday news broadcasts, 6-6:15 p.m.

NBC Recording Contracts

ORDER for re-run of *The Name You Will Remember* has been received by NBC's Radio-Recording Division from KGGM. The series has been taken for the first time by WHDH, WJPA, WHLB, KGU and WFEA. WTMA and WMBG have renewed.

New contracts include *Flying for Freedom* from WLAC, WFBM, WGL and WASK. *Five-Minute Mysteries* has been taken by KXYZ and by All-Canada Radio Facilities. WMBD starts *Betty & Bob* and WHBF starts *Let's Take a Look in Your Mirror*. Other contracts are from WCBS and WSON.

NBC contributed 94 hours and 35 minutes to the war effort during April. March figure was 102 hours and 26 minutes.

WPB Standardizes Radio Repair Parts

AN ORDER to limit production of maintenance and repair parts for home radios to a standard line of parts has been completed by the Radio & Radar Division after more than six months of research in which the full facilities of the American Standards Assn. were used.

The Order, L-293, simply states that no manufacturer shall make any parts other than a list approved by ASA, without special permission of WPB. Manufacturers will continue to place their brand name on the standardized parts, however, and need not mark them "V" for Victory.

Purpose of the order is to reduce the number of types of parts in production. The WPB-ASA standard line is expected to serve about 90% of the sets in operation.

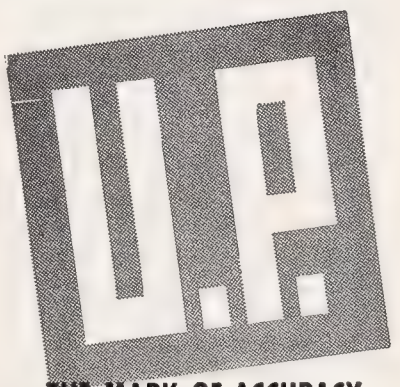
Under L-293, manufacturers are limited to nine types of dry electrolyte capacitors instead of several hundred formerly made. Similarly, instead of several hundred of each, producers will now make only nine types of paper and dielectric capacitors, six power transformers, two reactors and six audio transformers.

Study of standardized lines of both parts and tubes began over six months ago [BROADCASTING, Nov. 23]. The tube program, involving 117 important types instead of almost 700 pre-war types, has been in operation since the first of the year.

CBS Program Plan

TO GIVE members of its staff an opportunity to learn programming and to build up a source of replacements for its program department, CBS is setting up an orientation course, under the supervision of Lyman Bryson, director of education, in collaboration with Davidson Taylor, assistant director of broadcasts. Those over 38, classified as 4F, and women are eligible.

PAUL ARCHINARD, NBC foreign correspondent, formerly in Paris and Vichy and now in Berne, Switzerland, will be scheduled regularly on NBC's news roundups of its overseas reporters.



THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE
UNITED PRESS



HE ARIZONA NETWORK
CBS
OENIX
LIATED
• KTUC • KSUN
TUCSON Bisbee-Lowell
REPRESENTED BY JOHN BLAIR & COMPANY
WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC
NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS
Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives



50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Supreme Court Upholds KOA

(*Continued from page 12*)

arguments amicus curiae. The court held it was of the opinion that KOA was entitled to be made a party and cited Section 312 of the Communications Act.

It pointed out the Commission found there would be interference with KOA's signal in the Eastern part of the United States if the Boston application was granted. The court held that the grant of WHDH's application in the circumstances "necessarily involved the modification of KOA's outstanding license."

Under Section 312 (b), the court cited the FCC was duty-bound to make KOA a party. "We can accord no other meaning to the language of the proviso which requires that the holder of the license which is to be modified must have notice in writing of the proposed action and the grounds therefor, and must be given a reasonable opportunity to show cause why an order of modification should not issue," said the court.

Not a 'Stranger'

"Certainly one who is to be notified of a hearing and to have the right to show cause is not to be considered a stranger to the proceeding but is, by the very provisions of the statute, to be made a party. The very notices issued by the Commission show that that body knew there would probably be an interference with KOA's signals if the pending application of WHDH were granted; and that the Commission also realized there was a serious question whether the application could be granted under its existing rules."

The majority upheld the jurisdiction of the lower court on KOA's right to appeal, pointing out that if the interests of the station would be adversely affected or if it should be aggrieved by granting the WHDH application, then the statute grants KOA right of appeal. The Sanders case, decided by the court two years ago, covered the question of economic injury resulting from the grant of a license to another station and whether the station had standing to appeal under the act, the court said.

"We held that it had," Justice Roberts pointed out. "We pointed out that while a station license was not a property right, and while the Commission was not bound to give controlling weight to economic injury to an existing station, consequent upon the issuance of a license to another station, yet economic injury gave the existing station standing to present questions of public interest and convenience by appeal from the order of the Commission.

"Here KOA, while not alleging economic injury, does allege that its license ought not to be modified because such action would cause electrical interference which would be detrimental to the public interest."

Frankfurter Dissent

In his detailed dissenting opinion of 14 pages, as against the seven-page majority opinion, Justice Frankfurter disagreed with the majority on virtually all points. He held that unlike courts, which are concerned primarily with enforcement of private rights although public interests may thereby be implicated, "administrative agencies are predominantly concerned with enforcing public rights although private interests may thereby be affected."

Justice Frankfurter said in his judgment the majority opinion "imposes a hampering restriction upon the functioning of the administrative process." He held that whereas the majority concluded that the Commission was required as a matter of law to grant KOA's petition to intervene, he felt the act precluded such a construction.

Insisting that KOA, to establish its right to appeal, had to make a showing that its interests were "substantially impaired" by a grant of the WHDH application, Justice Frankfurter said KOA failed to do this. The station made only a "general allegation" in its appeal below.

While he contended that KOA had no standing to appeal, Justice Frankfurter held that even if it had, he did not believe KOA was afforded less opportunity to participate in the proceedings before the Commission than the statute requires. He said KOA had ample and reasonable opportunity to show cause why the WHDH application should not be granted.

In conclusion, Justice Frankfurter said "we must assume that an agency which Congress has trusted is worthy of the trust. And especially when sitting in judgment upon procedure devised by the Commission for the fair protection of both public and private interests, we must view what the Commission has done with a generous and not a jealous eye."

Douglas Dissent

In a brief two-page dissent, Justice Douglas said while he was in substantial agreement with Justice Frankfurter, he desired to add on one phase of the case. He asserted he agreed with the court that if, as held in the Sanders case, a person financially injured by the grant of a license has a standing to appeal, so does one whose station will suffer from electrical interference if the license is issued. But he pointed out he expressed his doubts in the Scripps-Howard radio case of last year, whether Congress endowed private litigants with the power to vindicate the public interest when it gave the right to appeal under Section 402 (b) person "aggrieved or whose i ests are adversely affected" decision of the Commission.

Justice Douglas said any co versy which may now be pr is between KOA and the Com sion and that WHDH is no volved. He held KOA's intere that of a "private person an cordingly must be measure terms of private injury." He p ed out that the majority op holds only that KOA made an quate showing under Section (b). "I disagree with that co sion," he said.

DRIVE BAN KEEP LISTENERS H

RENEWAL of the ban on p driving in 12 Eastern stat ordered by OPA Thursday t a gasoline shortage which said "had mounted to alarmi portions." Although a b pleasure driving for B and holders had gone into effect this month, the new regulatio expected to be much more eff since drivers can no longer they are doing non-essential on their A coupons.

Officials say that every ef being made to remedy the sho but millions of persons in the will probably be spending time at home, since OPA severe penalties for car o whose vehicles are found places of amusement.

Particularly hard hit by t der will be such warm weath tractions as amusement beaches, theatres, concerts, courses, dances, skating bowling alleys and night clu

Dolan for WLW

LEO DOLAN has been appo war correspondent in Englan WLW, Cincinnati, James Shouse, vice-president in char broadcasting, announced last Mr. Dolan, who has done news in New York and Washingto well as the Mid-west, is the foreign correspondent now o ing important theatres of wa WLW, the others being James lard in North Africa and Dash in Australia. Mr. Do headquarters is in London, v he is London manager for IN

WBNX
5000 Watts

THE MOST INTIMAT AND EFFECTIVE SALE APPROACH TO AMER CA'S LARGEST MARKET

New York City

FOR OFFENSE • FOR DEFE BUY U.S. BONDS TODA



RMULATING summer replacement plans for the weekly NBC *Fibber Gee & Molly Show* was this sponsor-agency executive trio during llywood conferences in mid-May. Half-hour comedy series, sponsored S. C. Johnson & Sons, ends current season with June 22 broadcast. gram planners (l to r) are William Connolly, advertising manager S. C. Johnson & Sons; John J. Louis, Chicago vice-president of dham, Louis & Brorby, agency servicing the account, and Cecil Underd, Hollywood producer on the *Fibber McGee & Molly Show*.

WGAR Receives Award for Effective Broadcasts in Fire Prevention Drive

R OUTSTANDING educational k in the field of fire prevention ing 1942, WGAR, Cleveland, l share top awards of $500 gold dals with the *Paterson Morning ll* at formal presentation May 27 New York at the 77th annual eting of the National Board of e Underwriters, sponsor of the ards.

Also in the field of radio, "Honable Mentions" were accorded to: KMTR, Hollywood, for public rvice in contributing to the nning of high national honors fire prevention activities for the ty of Los Angeles.

WKZO, Kalamazoo, for effectivess of fire prevention messages hrough provocative and on-the-ot broadcasts related directly to e community which it serves."

WPTF, Raleigh, "for special disnction evidenced by effective corlation of fire defense and civilian fense broadcasts directed to both rban and rural audiences."

In awarding the Radio Gold edal to WGAR, tribute was paid the station "for its development nd application of a practical hilosophy of fire prevention eduation which found year-round exression in constructive broadcasts esigned to impress home owners and war workers with the importance of fire defense in national defense." WGAR's broadcasts were praised for "exceptional initiative and imagination" in dramatizing the need for increased knowledge of methods for protecting the community from fire.

In making the awards, the board of judges for the competition gave credit to the contributions made by the press and radio in granting their facilities to fire prevention.

Judges for the awards were James M. Landis, director, Office of Civilian Defense; Andrew T. Calahan, president of International Ass'n of Fire Chiefs, and Sol Taishoff, editor of BROADCASTING.

Chevrolet Regional

CHEVROLET MOTOR Co. has purchased two 15-minute newscasts weekly on The Tobacco Network, Eastern North Carolina regional. Contract was placed through Campbell-Ewald Co., Detroit. Headquarters of network is in Raleigh. Weed & Co. represent the group on national basis. Stations in the network are WGBR, Goldsboro; WFNC, Fayetteville; WGTC, Greenville; WRAL, Raleigh; WGTM, Wilson.

JO BARRY LAKE, sports editor, WHO, Des Moines, under the nom de plume of Joe Barry, has written a mystery novel, *The Pay Off*. Arcadia House Inc., will publish this summer as the "mystery of the month".

OWI DISC ACTION AROUSES CRITICISM

CHARGING that withdrawal of *Uncle Sam* from local sponsorship was a "summary" action, John J. Laux, manager of WSTV, Steubenville, O., last week wrote Don Stauffer, chief of the OWI Radio Bureau that more endeavor should have been made to secure opinions of all stations before the proposed new "big name" series was adopted.

Pointing out that OWI has consulted the stations fully before starting the original series, Mr. Laux remarked, "yet we were summarly advised that important changes will be made without your department seeking the advice or opinions of the stations who have given so freely of their time."

Mr. Laux questioned whether alleged complaints from many stations actually represented the feelings of the smaller outlets.

"I cannot help but take exception," Mr. Laux wrote, "to the statement that in order to secure the cooperation of the stars, local sponsorship must be eliminated. It's a little too far fetched, but what if the radio stations were to adopt the same arbitrary attitude. No sponsorship—no broadcasts. It certainly must be admitted that local sponsorship of *Uncle Sam* in no way harms the stars or impairs their incomes."

Another letter of protest to Mr. Stauffer came from Bruff W. Olin Jr., manager of WKIP, Poughkeepsie, N Y. Mr. Olin, lodging "the strongest possible protest," called *Uncle Sam*, in its old form, a success. "I doubt," he wrote, "if any transcribed series of programs syndicated by any private enterprise, has ever been sold individually by 250 radio stations." Mr. Olin asked that *Uncle Sam* be continued for sponsorship, and that the "big name" series be prepared in addition.

Campana Plans

CAMPANA Sales Corp., Batavia, Ill., has asked MBS to clear the Sunday 6-6:30 p.m. spot for its *First Nighter* series beginning Oct. 3. Program signed off for the summer after the broadcast of April 25. However, the client has stipulated that the network must include certain stations which are affiliates of both BLUE and Mutual and are currently carrying *Here's to Romance* which Bourjois Inc., New York, sponsors on the full BLUE at that time. New FCC regulations do not affect this situation, it was explained, as this Sunday period falls in station time which is not controlled by the BLUE. Campana advertising is handled by Wallace-Ferry-Hanley Co., Chicago.

WELCH GRAPE JUICE Co., Westfield, N. Y., and H. W. Kastor & Sons in a joint action deny that they made the alleged false and misleading representations listed in a Federal Trade Commission complaint against them.

THERE'S NOT ANOTHER LIKE IT!

WHC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

Talk to 50 PROSPEROUS Iowa, Illinois and Wisconsin Counties!
The 5000 WATT Voice of the Tri-Cities
WHBF
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC


"REACTION WONDERFUL"
in Duluth when WDSM took 26 weeks of
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.


Sales are SOARING in ALBANY, GA.
WGPC
1450 KC CBS
Represented by SPOT SALES Inc.



"WFDF Flint Michigan taught me how to swing 'em!"

THE OL' COLONEL SAYS:

Get your share of Georgia's booming business.



WTOC
SAVANNAH · GEORGIA
CBS · 5000 WATTS

WCHS
CHARLESTON, W.VA.

Home of the world's largest synthetic rubber plant.

5000 WATTS — 1330 KILOCYCLES
WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
ENGLISH • JEWISH • ITALIAN
The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.
HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MAY 15 TO MAY 21 INCLUSIVE

Decisions . . .

May 18

Granted license renewal for regular period: KCKN KFRE KFYO KMYR KRJF KRMD KROS WDMJ WEBR WFHR WJPF WLBC WHFF WRAW WSAJ WSOY KHMO WLAV WLNH.

KRNR, Roseburg, Ore.—Granted mod. license increase power 100 w. N, 250 w. LS, to 250 w. D-N; conditions.

KEVR, Seattle—Granted transfer control from Walter L. Wyckoff and Fred Bianco to A. W. Talbot, by transfer of 950 shares (72%) of issued and outstanding capital stock of Evergreen Broadcasting Corp. for proposed sum of $17,515.

KRBA, Lufkin, Tex.—Continued hearing from May 25 to June 14, 1943, re applications for license renewal and vol. assgt. of license; transferred hearing to Lufkin.

WEMV, Cleveland—Granted CP for equipment and frequency changes, etc.

MAY 20

KWSC, Pullman, Wash. — Motions to strike and amend notice of hearing re application for CP dismissed without prejudice to filing of petition before full Commission with permission to other parties to file opposition thereto.

WOKO, Albany, N. Y.—Granted continuance hearing on renewal license to July 1, 1943.

Applications . . .

MAY 19

WTNJ, Trenton—Special service authorization to operate hours formerly used by WCAP, pending repairs to WCAP's transmitter.

WKIP, Poughkeepsie—Transfer control from Richard E. Coon to Poughkeepsie Newspapers Inc. (480 shares common, 80 shares preferred).

National Broadcasting Co., Washington—Reinstatement of commercial television station (formerly WNBW).

National Broadcasting Co., Philadelphia—Same (formerly W3XPP).

WTSP, St. Petersburg, Fla.—Dismissed without prejudice application of Nelson P. Poynter to transfer control of Pinellas Broadcasting Co. to Times Publishing Co. (25½ shares) ; request of attorney.

MAY 20

WIBG, Philadelphia—License cover CP as mod. for new transmitter, DA-D-N, change hours, increase power, move.

WSLS, Roanoke, Va.—Change 1490 to 1230 kc.

WLVA, Lynchburg, Va.—Change 1230 to 1240 kc.

WSBA Men Called

TWO MEMBERS of the staff of WSBA, York, Pa., will soon enter the service. Otis Morse IV, station manager, program director and chief announcer, reports for induction May 29. Woodrow Eberhardt, director of engineering, has been accepted in the Radar corps of the Marines as a second lieutenant. WSBA has hired its first fulltime woman announcer, Frances McConnel, a graduate of the California School of Dramatics. Annetta Hain as director of women's activities, replaces Mrs. Mary Nell Kling.

Pulp Project

DRIVE to increase the supplies of pulpwood for paper mills is being lined up by the Pulpwood Consuming Industries, New York. Radio is among media being considered.

R. W. BERRY, deputy director of the Navy's Office of Public Relations, has been promoted to captain.

Tentative Calendar . . .

KOBH, Rapid City, S. D.—Further hearing for 610 kc., 5 kw., DA-N, unlimited (May 26).

Network Accounts

All time Eastern Wartime unless indicated

New Business

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), on June 14 starts for 13 weeks, *Bulldog Drummond* on 2 Don Lee Cal. stations (KHJ KB), Mon., 8-8:30 p.m. (PWT). Agency: Hillman-Shane-Breyer Inc., Los Angeles.

DUFFY-MOTT Co., New York (apple products, Sunsweet Prune Juice), on June 21 starts Imogene Wolcott on 56 MBS stations, Mon., Wed., and Fri., 11:50-12 noon. Agency: Al Paul Lefton Co., N. Y.

U. S. RUBBER Co., New York, on May 23 starts N. Y. Philharmonic Symphony on 132 CBS stations, Sun., 3-4:30 p.m. Agency: Campbell-Ewald Co., N. Y.

O'SULLIVAN RUBBER Co., Winchester, Va. (rubber heels), on Aug. 14 starts Leon Henderson on 70 BLUE stations, Sat., 6:45-7 p.m. (rpt, 11:30 p.m.). Agency: Advertising Sales Counsel, Winchester, Va.

YELLOW CAB Co., Los Angeles, on May 17 started for 52 weeks *The Story Teller* on 2 Don Lee stations (KHJ KFRC), Mon. 7:15-7:30 p.m. (PWT). Agency: Rhoades & Davis, San Francisco.

Renewal Accounts

METRO-GOLDWYN-MAYER Studios, Culver City, Cal., on May 31 renews for 4 weeks *Victor Borge* on 51 BLUE stations. Mon. thru Fri., 7-7:05 p.m., with rpt, 6:25-6:30 p.m. (PWT). Agency: Donahue & Co., N. Y

SPERRY FLOUR Co., San Francisco (flour, cereal), on June 1 renews for 52 weeks, *Sam Hayes—News*, on 6 NBC Pacific stations, Mon. thru Sat., 7:45-8 a.m. (PWT), on same date renews for 52 weeks *Dr. Kate* on 8 NBC Western stations, Mon. thru Fri., 4-4:15 p.m. (PWT). Agency: Westco Adv. Co., San Francisco.

W. L. DOUGLAS SHOE CO., Boston, on June 6 renews for 30 weeks John Stanley's *Tonight's World News* on 15 MBS stations, Sun., 10:30-10:45 p.m. Agency: Harold Cabot, Boston.

MAIL POUCH TOBACCO CO., Wheeling, W. Va. (Mail Pouch Tobacco), on June 28 renews for 13 weeks *Counterspy* on 65 BLUE stations, Mon., 9-9:30 p.m. Agency: Walker & Downing Pittsburgh.

LUMBERMAN'S MUTUAL CASUALTY Co., Chicago, on May 23, extends for 4 weeks Upton Close on 66 MBS stations, Sun., 6:30-6:45 p.m. Agency: Leo Burnett Co., Chicago.

Network Changes

CHRYSLER Corp., Detroit (institutional), on May 27 adds 55 CBS stations to *Major Bowes' Amateur Program*, making a total of 129 CBS stations, Thurs., 9-9:30 p.m. Agency: Ruthrauff & Ryan, Detroit.

PHARMACO, Inc., Newark, N. J. (Feen-A-Mint) on May 7 added 7 MBS stations (WBHP KFFA WLAY WCBI KWON WLBJ KVNU), to *Double or Nothing*, making a total of 207 MBS stations, Fri., 9:30-10 p.m. Agency: William Esty & Co., N. Y.

A. S. BOYLE Co., Vernon Cal. (Aspertone), on June 18 expands *Fleetwood Lawton—News Analyst* on 6 NBC Pacific stations. Mon., Tues., Wed., 8:15-8:30 p.m. (PWT), adding Fri. Agency: J. Walter Thompson Co., Los Angeles.

B F. GOODRICH Co., Akron (institutional), on May 17 adds 5 CBS Illinois stations (WLBC WSOY WTAX WDWS WDAN) to *The Meaning of the News*, making a total of 122 CBS stations, Mon. thru Fri., 6:55-7 p.m. (rebroadcasts, 11:55; 12:25 a.m.). Agency: BBDO, N. Y.

in the CONTROL ROOM

TOM PICKERING, transmitter gineer of WHIO, Dayton, has jo the Army and reported to Fort B min Harrison in Indiana.

KARL HABERMAN, former engineer of WHDL, Olean, N. Y now maintenance supervisor WGRC, Louisville, Ky.

JACK SUGGS, from KFRU, Col bia, Mo., and Ray Richardson joined the engineering staff of KX St. Louis. Jim Black, studio engin has been transferred to the transm ter.

GORDON BISHOP has been appo ed chief engineer of WSGN, Birmi ham, succeeding Paul Cram, who been extended a leave to enter Ra work.

LLOYD MITCHELL, for the six years engineer of KHJ, Ho wood, is now in the East for Gove ment service preparatory study.

J. THOMAS BAXTER, former en neer of KFAC, Los Angeles, joined BLUE Hollywood, replaci Roger Love, who received commissi in the Signal Corps.

LES WILLYARD, technician of U versal Microphone Co., Inglewoo Cal., has been promoted to technic engineer in charge of planning, expe ments and laboratories.

JAMES KELLEY, transmitter pervisor (WSBAZ) and Donald Lan ham, control room (W8CVJ), WFBL, Syracuse, have been commi sioned second lieutenants in the Si nal Corps and are now on the We Coast. Joseph Lamprecht, contr room, is under orders to report short to Infantry school at Fort Benni Ga.

PERCY LEE KUHN has left th transmitter staff of WJPR, Greenvill Miss., to join the Armed Forces. H follows Chief Engineer R. L. Lee, wh went to Camp Shelby May 1. A. N Rankin is operating a shift with sec ond class license, after several month with a restricted permit. New chie engineer is George Wilson, who come from Mississippi State College, where he was an instructor in the school o radio.

CONTRACT covering all technica and maintenance workers has been signed by WLIB, Brooklyn, with American Communication Assn. Agreement fixes $40 minimum wage weekly with $5 increase after six months and additional $2.50 for each succeeding half-year.

Stowin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

erienced Program Director—1,000 watt ation, Pennsylvania. Good position. Give ll particulars and salary expected first tter. Box 643, BROADCASTING.

e 1,000,000 Responsive Listeners—To and over to experienced "mail pull" announcer. Man we want must speak the anguage of the masses and know direct adio selling inside out. We'd call this a eal opportunity for the man who has he ability and loyalty to do a job. Executive possibilities for a go-getter with roven record. Box 644, BROADCASTNG.

ensed Technicians—Midwest clear channel station. First or Third Class. Male r female. Give full particulars. Box 658, BROADCASTING.

nted At Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary. WMSL, Decatur, Alabama.

ERATOR—First or Second Class License. Good pay. Non-Defense town. Reasonable living costs. Draft exempt. WSYB, Rutland, Vermont.

mbination Announcer-Operator — Draft exempt. Any ticket. Excellent working conditions and good pay at one of the country's outstanding local stations. Write Personnel Manager. WMIN, St. Paul, Minnesota.

0 Weekly—For first class engineer-announcer capable maintenance small station. Box 642, BROADCASTING.

xperienced Polish-Speaking Announcer-Salesman — Capable managing branch studio. Midwest local station. Must be conscientious worker, not afraid of long hours. Give complete information, draft status, etc. Write Box 638, BROADCASTING.

nnouncer—Must be dependable and ambitious. Good pay and permanent job for right man. Write, wire or telephone WDNC, Durham, North Carolina.

nnouncer—Permanent position with 5 k.w. regional network station for draft deferred experienced man. Box 653 BROADCASTING.

ombination Announcer-Operator — (First or second class). Able read news. Your present pay for forty hours with guaranteed pay for minimum of forty-eight. Network station in Rocky Mountains. Box 656, BROADCASTING.

EXPERIENCED SALESMAN — A 5,000 watt CBS station can use a salesman of proven ability who is more interested in his future than present inflationary salary. If you are a live-wire who wants to invest in the future we have an excellent opportunity for you. Write WKZO, Inc., Kalamazoo, Michigan, giving full details about yourself, age, draft status, etc.

Announcer—Capable and willing to develop into all around man. Permanent not "Duration" position. Good character reference essential. Please write full details including salary wanted and enclose photo. WTOL, Toledo, Ohio.

Aggressive Draft Deferred Salesman—Wanting position with opportunities for advancement. Wanted by 5 k. w. regional network station. Box 654, BROADCASTING.

LOCAL STATION — Large metropolitan area, desires services experienced public relations man, capable of analyzing and improving present program structure, and creating local programs designed to serve and reflect local interests, of a standard in value and showmanship meriting acceptance in competition with network offerings. Write Box 660, BROADCASTING.

Help Wanted (Cont'd)

Draft Deferred Announcer-Operator—All around man for 250-Watt Network station. Experience in news, sports reviews, special events. Knowledge of programming desired. Opening available now. Write, phone or wire . . . give all details, including salary requirements. R. L. Rose, KWOS, Jefferson City, Mo.

Announcer—No experience necessary. Give personal details, draft status, age, etc. Apply Box 652, BROADCASTING.

Situations Wanted

PROGRAM DIRECTOR-NEWSCASTER — Desires position with network station. Write Box 645, BROADCASTING.

Commercial Manager—Desires change. Must be good proposition with future. Box 649, BROADCASTING.

Employed Network-Quality Newscaster—Announcer; experienced sales, programming, continuity, personnel. Desires manage small station. Practical. 38, married. Box 648, BROADCASTING.

Chief Engineer—Fifteen years experienced first class operator. Graduate practical radio engineer, registered professional engineer. Ten years present job. Married, 3-A. Desires permanent connection transmitter work, regional or clear channel station. Good references.

ENERGETIC MANAGER—Age 37, 3-A draft status, married with family. 15 years' newspaper and radio experience, now employed manager 5 k. w. regional network affiliate—desire to make change for personal reasons. Thoroughly experienced in handling personnel, own commercial manager. Excellent program experience. Natural flair for sales-producing ideas. Successful selling record. Details on request. Box 655, BROADCASTING.

For Sale—Service of 4F program director with many years of sales production and announcing experience on several stations. Nothing under 1000 watts. A.B. degree. Box 651, BROADCASTING.

Chief Engineer—Available about June first. Age 37. Married, three children. Minimum $65 week. Prefer South. References. Box 647, BROADCASTING.

Girl College Graduate—With practical and academic experience in production, announcing, writing, directing and feature commentating, desires position. Box 641, BROADCASTING.

WOMAN ANNOUNCER—College graduate. Two years' experience with woman's program, news, commercials and record shows. Can operate controls. Box 639, BROADCASTING.

Wanted to Buy

Crystal—Low temperature coefficient 620 k.c. or lower frequency. Box 650, BROADCASTING.

Minority Interest in Radio Station—Box 646, BROADCASTING.

Pennsylvania Radio Station—Experienced manager interested in securing full or half interest in station located in Pennsylvania. Box 657, BROADCASTING.

For Sale

Wurlitzer 3 Manual Pipe Organ—Used in network broadcasting. Will now sacrifice for quick sale. Located in Pennsylvania. Inquiries invited to Box 659, BROADCASTING.

Religious Series

TWO SPECIAL broadcasts on NBC May 23, together with the dedication of new studio for religious programs, marked the 20th anniversary on NBC of the *National Radio Pulpit*. Speakers included Niles Trammell, president of NBC; Dr. Ralph W. Sockman, pastor of Christ Church, New York, and officiating clergyman for the program; David Sarnoff, president of RCA and chairman of the board of NBC.

S. H. PATTERSON, president of KSAN, San Francisco, has announced acquisition of the AP radio news wire from Press Association, radio subsidiary of The Associated Press. AP dispatches will be featured on KSAN's many newscasts.

IN THE HEART OF NEW ENGLAND

THE BIG Farm Station OF NEW ENGLAND

wkne

Keene, N. H.

CBS 5000 Watts

Represented by Headley-Reed

HOOPER *Shows* WHAT KANSAS CITY *Knows!*

A 250-watt local non-network station holds more day-time listeners in greater Kansas City than three network outlets.

It's KCKN, the Capper Publications station for Kansas City —programmed entirely and exclusively for Kansas City's 725,000 "city" listeners.

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New York—Mohawk 4-3280

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WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

WPB Plans to Take Steps To Ease Spotty Tube Dearth

Shortages Confined to a Few Types, Especially Those Used in Low-Priced AC-DC Receivers

QUESTIONED about newspaper reports that a famine in radio receiver tubes was causing a radio blackout throughout the country, officials of the WPB Radio & Radar Division said last week the shortages were confined to a few types. They expressed hope that the situation would be corrected within a few weeks.

Tube shortages exist, they said, particularly in a type of tube needed for low priced modern AC-DC sets. These are low profit items which manufacturers have abandoned during the war. The types are now going into production at WPB's suggestion, a spokesman said.

To Plan Production

A complete review of all elements effecting the shortage of tubes will occur this week, WPB said, when the Vacuum Tube Advisory Committee meets with members of Frank H. McIntosh's Foreign & Domestic Broadcast Branch. The meeting will bring industry and Government officials together to plan production for the remainder of 1943, and to work out methods to overcome bottlenecks in the distribution machinery.

The tube problem, persons familiar with the situation point out, involves more than merely building replacement tubes. According to all parties, about 2,000,000 tubes are being made every month, but many are not getting to consumers.

Trouble seems to be two-fold: First, no manufacturer is making a complete assortment, so dealers have incomplete assortments; secondly, millions of tubes produced for civilians are ending up on the battlelines, as a result of leaks in the distribution channels.

It is well known that distributors are selling tubes originally intended for civilians to military purchasing agents, and to contractors who use them to fill military orders. In some cases these sales serve a useful war purpose since they meet emergency military needs. But in other cases, the distributors solicit non-emergency military business in hope of making a quick sale at list prices.

Several weeks ago, Mr. McIntosh moved to correct the first fault, by asking manufacturers to exchange tube supplies, so that complete lines would be available for all dealers. The WPB also recently asked tube makers to mark civilian tubes "M.R.", for Maintenance and Repair, so that military purchasers would know they had not been subject to regulation military tests.

Some opposition to this apparently is developing however. Last week, RCA notified its dealers that "to meet the desires of the Army and Navy" it would brand all tubes manufactured and sold by RCA with an RCA trade-mark.

"It has been the practice of many tube makers to purchase unbranded tubes from other tube manufacturers and to resell them with brands other than those of the actual manufacturer," RCA said. "This has permitted tube manufacturers to offer to their customers a more complete line of tubes under their own or their customers' brand name."

"It may happen that we may no longer be able to supply certain tube types with RCA brand names where such tubes are not actually in production on our own manufacturing facilities," RCA commented. It asked dealers to explain to their customers why certain types are available only under other brands.

Press Articles

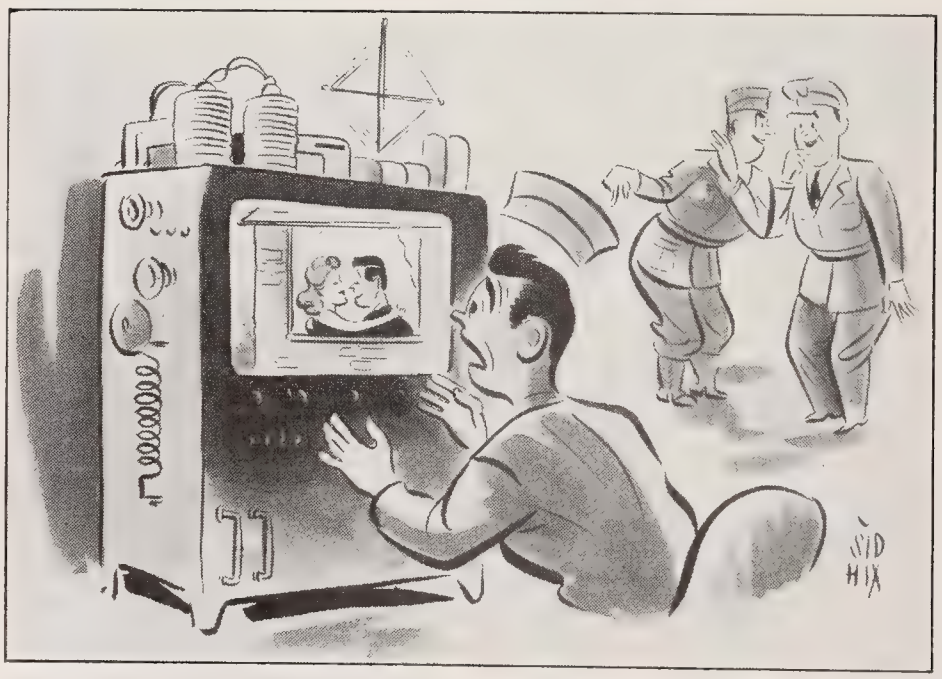
Articles pointing to a shortage of radio tubes were printed a week ago by the *Wall Street Journal* and the *New York Times*.

The *Journal* claimed that lack of parts, principally tubes, had silenced "hundreds of thousands of sets in city homes, including an estimated 100,000 sets each in Detroit and Philadelphia and 50,000 in Los Angeles." The *Journal* said the industry thinks that while Government action may help, "it won't serve to keep America's 58 million home radio receivers in operation." The *Journal* said the shortage of batteries had silenced a high percentage of farm sets—40% in the Dakotas and Nebraska.

The *Times* said priorities are the stumbling block in tube production. "It is believed by many that the civilian situation will see little improvement until a specific plan, completely independent of the military, is devised," it was stated. T. R. Kennedy Jr., *Times* radio writer, said that manufacturers report they have only one customer these days—Uncle Sam

At WPB, officials say material has been specifically allotted for tubes assigned to civilians. Under the new distribution order, L-265, the WPB hopes to insure that these tubes go where they were intended.

Stated policy of WPB has been to provide one set to a home, whereas figures indicate that almost half the homes in the country have two sets. WPB has said it will do nothing for the 3,000,000 portables or 8,000,000 car radios.



Drawn for BROADCASTING by Sid Hix

"He Invented a Radar-Televisor and Aimed It At His Girl's House Back in Keokuk!"

SAVARIN RESUMES RADIO FOR COFFEE

WITH sufficient supplies on hand to permit promotion of Savarin Coffee, S. C. Schonbrunn Inc., New York, manufacturer, resumes radio advertising for this product May 24. Firm withdrew product from the market and ceased advertising recently when transportation problems and wartime restrictions made it impossible to continue using the regular ingredients and the vacuum pack container.

First radio will be participations on Bessie Beatty's five-weekly program on WOR, New York, on a 52-week basis. Plans for additional radio advertising have not been set. Agency is Ruthrauff & Ryan, New York.

Schonbrunn started a campaign of transcribed "singing" announcements on several stations in the New York area in March of last year for Savarin. The same firm resumed advertising for another brand, Medaglia D'Oro, in February [BROADCASTING, March 29]. Agency for the latter product is Pettinella, New York.

MacVane May Rest

JOHN MACVANE, NBC correspondent, who accompanied allied forces in the invasion of North Africa, and who followed the American Army into Tunis, may return to London.

Relief Is Promise For Battery Set

AID to farmers who need farm type radio batteries was promised last week by the WPB's newly established Office of Civilian Requirements, the revitalized Office of Civilian Supply, now functioning under direction of the aggressive WPB vice chairman, Arthur Whiteside, Dun & Bradstreet president.

The batteries were one of some 50 items which Mr. Whiteside said would be provided immediately as "essential in the production of food". He said that Army, Navy and Lend-Lease authorities had agreed to relinquish a part of the current production of these items.

Although details of the program are not yet ready, Mr. Whiteside said farmers would be able to buy reasonable amounts of the needed items directly from their dealers without the use of complicated forms. Since stores may not now have adequate stocks of these items, Mr. Whiteside said, farmers should place their orders now.

Manufacturers will be directed, Mr. Whiteside explained, to ship a fixed percentage of current production to wholesalers, retailers and others who serve the farm trade. Battery production is now about 425,000 monthly, WPB reported last week, twice the production of mid-March, when the Consumers Durable Goods Division set out to meet the battery shortage [BROADCASTING, May 17].

RMA WAR MEETING JUNE 10 IN CHICAGO

OPENING its War Production Conference at the Palmer House, Chicago, on June 10, the Radio Manufacturers Association will hear government officials discuss the immediate military radio program and future radio developments and problems.

Heading the list of official personalities are Chairman James L. Fly of the FCC and Director Ray C. Ellis of the Radio and Radar Division, WPB, who will address the luncheon meeting. President Paul V. Galvin of the RMA will preside and will give an annual report emphasizing the all-out war effort and production problems of the industry.

Other government officials who will appear at various sessions of the streamlined, one-day meeting, include: Chief Frank H. McIntosh of the Domestic and Foreign Radio Branch, WPB; Kenneth Campbell, Trade Relations Advisor, Board of Economic Warfare; and Ralph D. Camp, in charge of exports under the WPB Radio and Radar Division.

Problems to be taken up include manpower, maintenance of public's radio receivers, exports and post-war planning. New officers and directors will be elected at business sessions, which include two meetings of the directors and sessions of the Set, Tube, Transmitter, Parts, Amplifier and Sound Equipment Divisions. There will be no social events or exhibits and the customary annual banquet has been dropped.



50,000 BUY WAY readers semi-monthly
28,000 merchandising calls annually

WLW merchandising dedicated to war-time aid for retailers is sparked by two intensive war-time activities. 28,000 calls will be made this year on the men who move your merchandise . . . supplemented with BUY WAY, our radio merchandising newspaper which has a readership of more than 50,000 twice monthly. Paced to give constant stimulation and help is direct mail contact that totals 360,000 mail pieces annually.

This merchandising program . . . which covers every phase of distribution from manufacturers' representatives to consumer . . . costs advertisers nothing. Now more than ever, it helps to make your WLW dollar the most effective advertising dollar you can spend.

LISTENER DOMINANCE. In 32 cities of its four-state area, and in 218 rural communities around them, WLW delivers 51.2% of all night-time radio listening. (A weighted average figure based on Hooper Mid-Winter WLW area rating, 1943, which does not represent the size of our audience in any one city or rural area.)

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. The services of SPECIALTY SALES can be bought on an extremely flexible basis at a very nominal cost.

- **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

THE TUBES THAT LAUNCHED A MILLION BROADCASTS

Probably no tubes in Radio history have launched more top flight broadcasts—and launched them more successfully—than the RCA-892 (water-cooled), and the RCA-892-R (air-radiation-cooled) types.

Prior to the war, these famous tubes led the field on a watt-per-dollar basis. This economy factor is still important, but war emergency conditions now make it secondary to their proved ability to last longer and to perform more dependably. Both types can be rebuilt under the RCA Plan (see below).

These are the RCA standard tubes for 5 kw broadcast requirements, or for driver stage needs in 50 kw transmitters. Both have double-unit filaments permitting operation from 2-phase a.c., thus minimizing hum. Both can be operated from single-phase a-c or d-c filament supplies. Both are designed for class B and class C services—and the RCA-892 has also found widespread use in the most modern induction heating applications.

Complete technical information gladly sent upon request. Write to RCA, Commercial Engineering Section, Harrison, N. J.



LONGER LIFE
GREATER ECONOMY
HIGHER OUTPUT

RCA-892 Water-cooled Triode
$285.00

RCA-892-R Air-radiator Triode
$410.00* (including radiator)

*Renewal price $50 less if old radiator in good condition is returned, postpaid, to our Jersey City, N. J. warehouse.

HAVE YOUR OLD TUBES REBUILT BY RCA!

RCA Types 207, 891, 891-R, 892, and 892-R

Actual use over a long period of time has proved the efficiency of these RCA Rebuilt Tubes beyond question. Ratings or characteristics are in no wise impaired. If your station uses any of the five listed types, write today for details.

"Electrons in Action at RCA"

Modern electronic tubes could not be produced in quantity without employing equally modern tubes in the operations used in their manufacture. This profusely illustrated 32-page book tells the story of electrons in action at RCA and contains many valuable hints on possible electronic applications in other fields. Ask for Booklet No. 1F8159.

BOOKLET FREE!



RCA RADIO-ELECTRONIC TUBES

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.

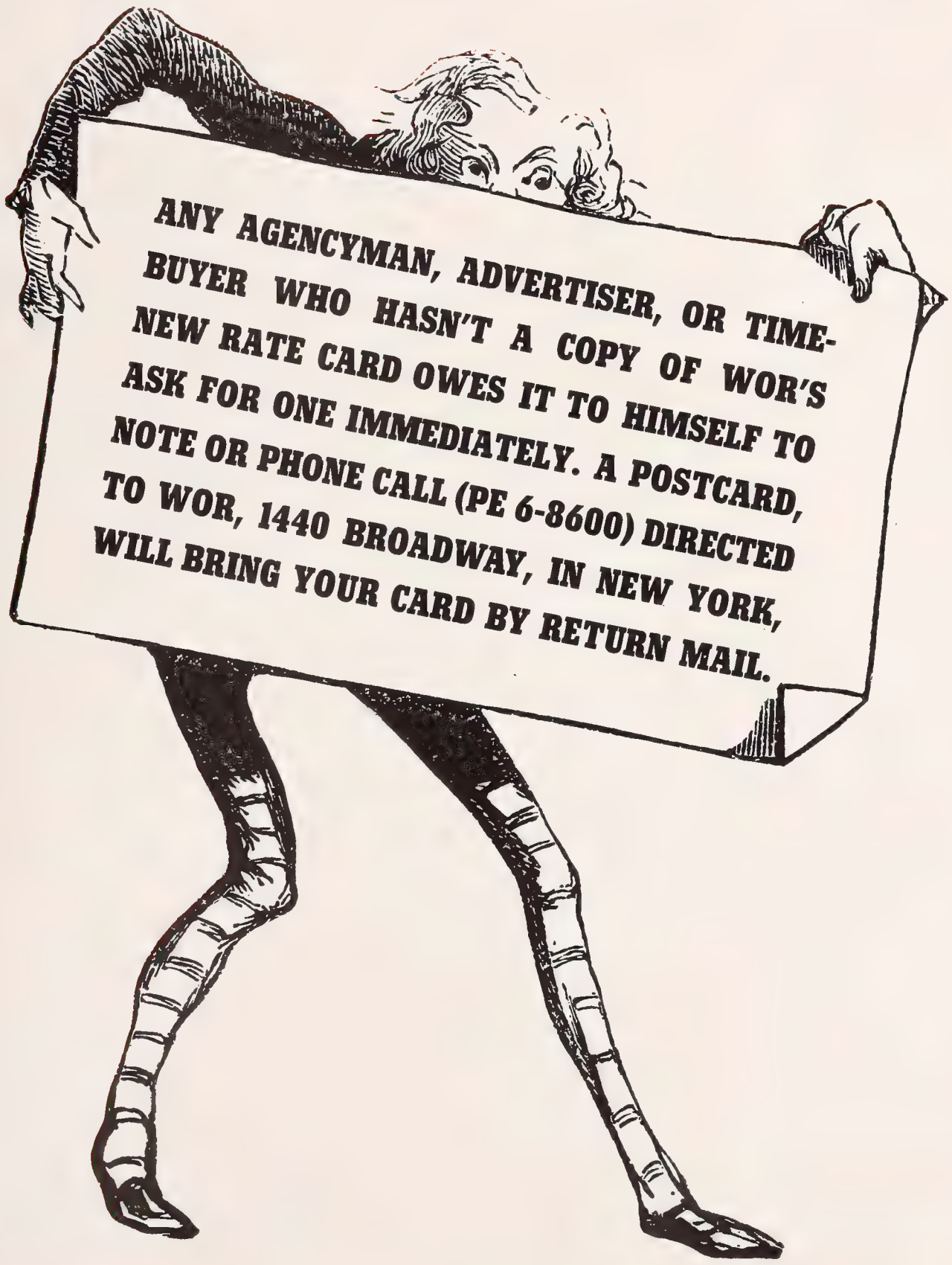
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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



MEMBER OF THE MUTUAL BROADCASTING SYSTEM

Radio, to Many Farms, The Only Daily Caller



What a world of good will is created by the simple act of being a good neighbor! The daily visits of WLS with the farmers of Mid-West America are like friendly visits of good neighbors passing the time of day. Through carefully built and carefully produced farm programs, WLS keeps its listeners informed . . . entertained . . . and offers practical help in their farming business. Year after year our effort has been consistent, for WLS has always recognized its obligation to the farms and small towns of the Mid-West . . . and our deepest concern is to maintain this program of constructive service. Farm people . . . our neighbors . . . have learned to depend upon WLS . . . in what we suggest they *do* and what we invite them to *buy*. Another reason why WLS Gets Results!

WLS

CHICAGO

890 KILOCYCLES — 50,000 WATTS — BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPAN

AFFILIATED WITH **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

THE FACTS ARE..

NO. 4 IN A SERIES:

According to a recent Hooper survey, 32.8% of all Philadelphians listening to radios from 6.00 to 6.15 P. M., six times a week . . . have been listening to WPEN to hear "The Man From Nevins" . . . A War Bond Program.

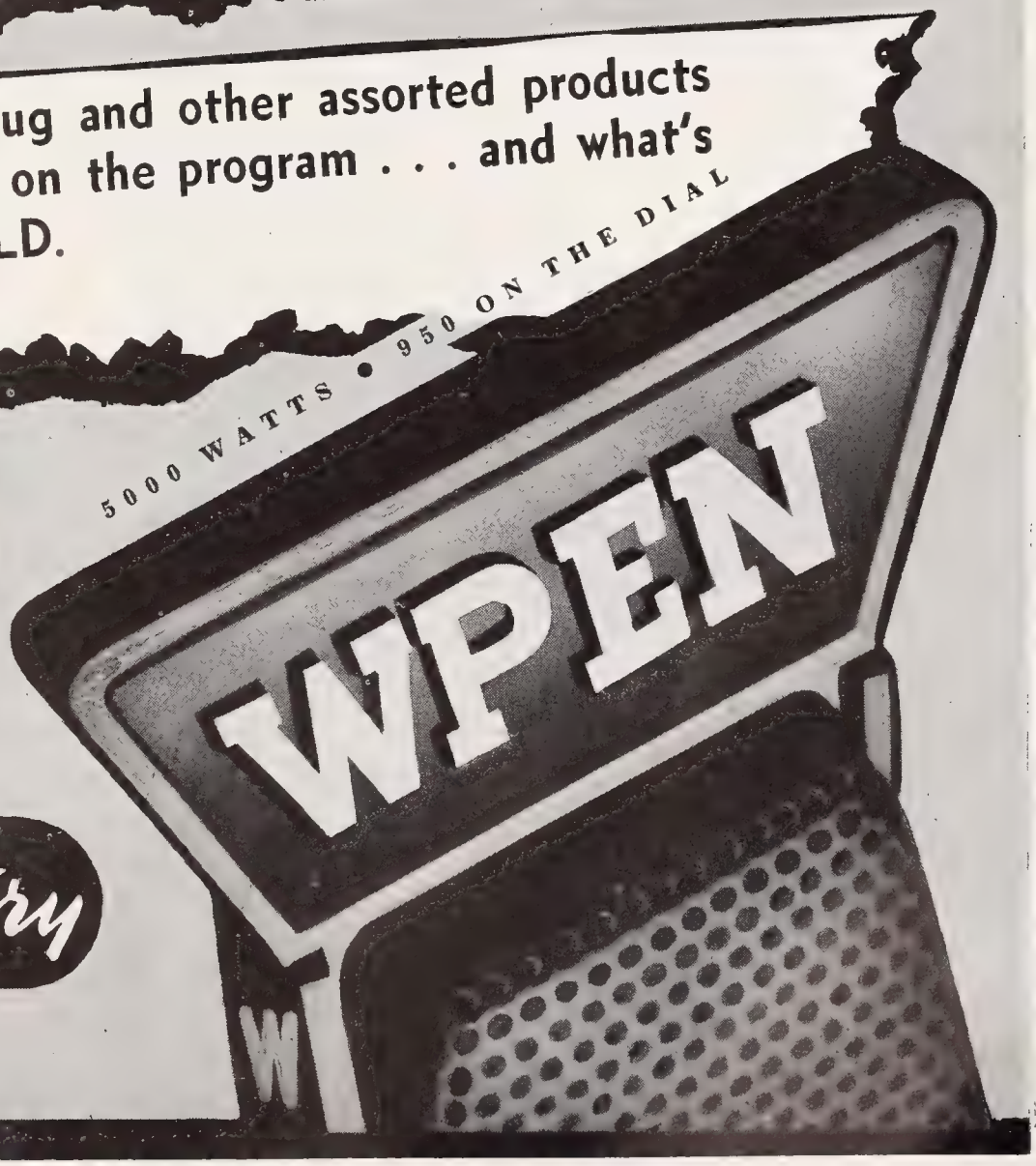
The Nevin's Stores, Inc., with stores throughout the Philadelphia area, has sponsored the program for two years . . . two years of increased sales.

More than 250 Drug and other assorted products have been introduced on the program . . . and what's more they've been SOLD.

Yes, a WPEN audience is a BUYING audience

Watch this space each month for another____

Philadelphia SELLING Story



AFFILIATED STATION OF THE ATLANTIC COAST NETWORK

ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 22 MAY 31, 194

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THE GREATEST CONVENTION IN HISTORY

1,125,000 "buying folks" in Metropolitan Washington today . . . and they'll stay for the duration.

REACH THEM ALL ON Washington's best 24 hour-a-day radio buy.

WOL

Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM

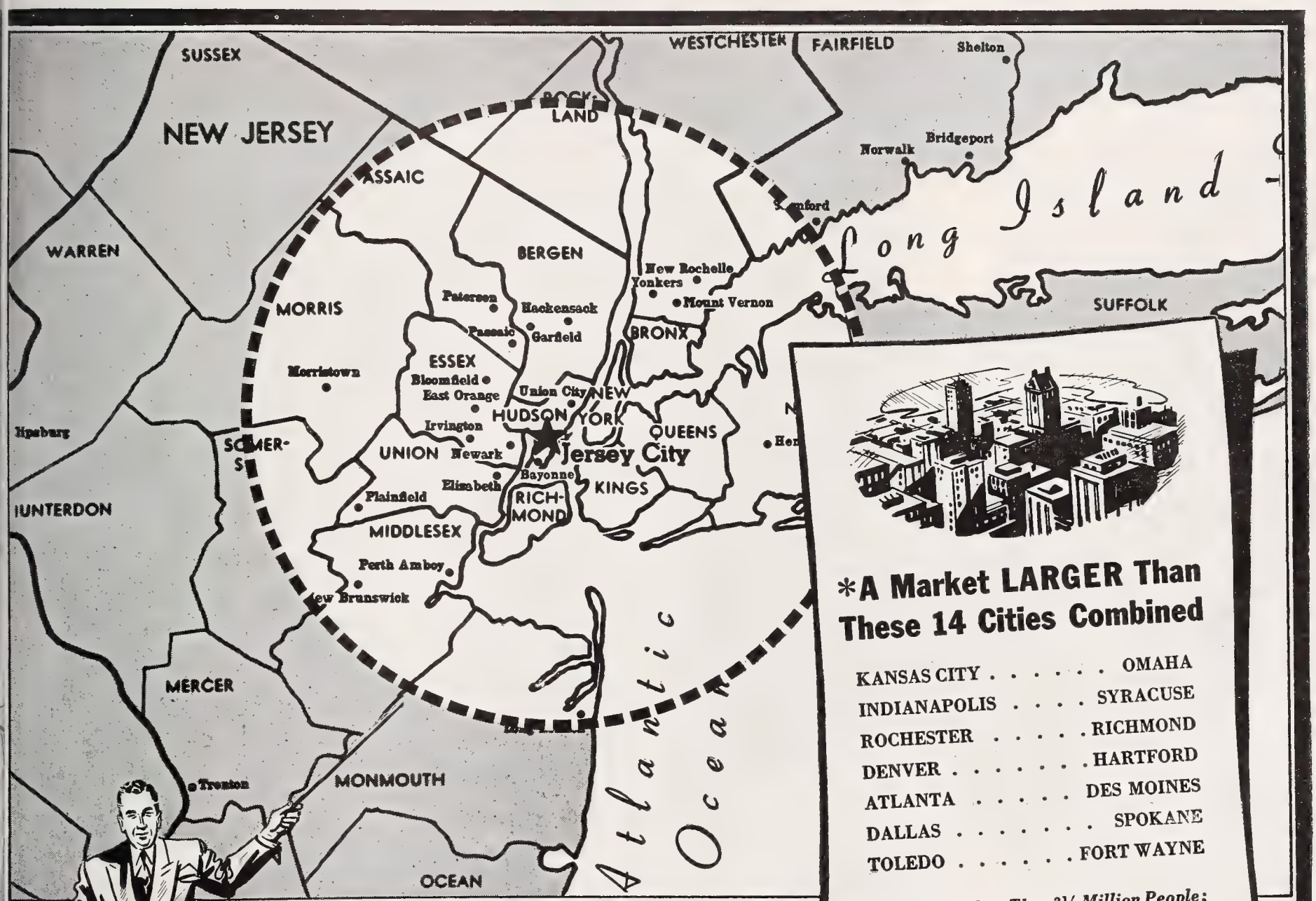
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NTENSIVE COVERAGE

of America's 4th Largest Market*

(PLUS NEW YORK AT NO EXTRA COST)



*A Market LARGER Than These 14 Cities Combined

KANSAS CITY	OMAHA
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DENVER	HARTFORD
ATLANTA	DES MOINES
DALLAS	SPOKANE
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Beamed To More Than 3½ Million People; Plus New York At No Extra Cost!



WAAT

"DOLLAR FOR DOLLAR NORTH JERSEY'S BEST RADIO BUY!"

Biggest listening surveys ever made in this market prove it! Send for them! WAAT Executive Offices, Hotel Douglas, Newark, New Jersey.


CBS
CBS

there was a mailman...

Bill Sherman toted the mail in a Boston suburb until this Spring.

Now he's a top announcer at WLAW, Lawrence. Thanks to WEEI.

Last January, WEEI—concerned about man-power futures in New England radio—decided to do something about it.

On the air went an announcement. A school would be established; eligibles would be trained as radio announcers. Apply at WEEI.

627 New Englanders jumped at the chance. Lawyers, ministers, musicians, an editor, advertising men, a blind man who read his script in Braille.

And Bill Sherman.

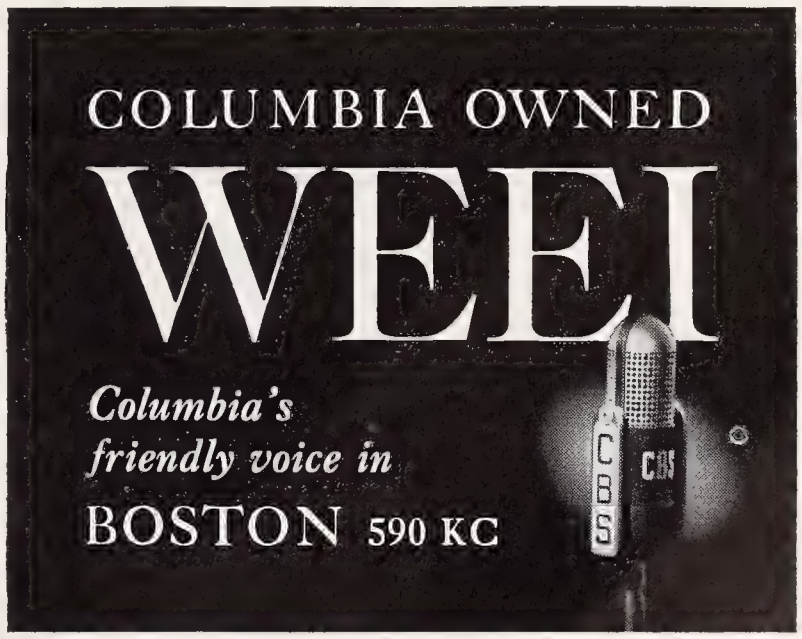
For ten crowded weeks, after plodding his route all day, Bill went to the WEEI school at night. He learned diction, timing, inflection, poise, related radio arts.

It was a tough grind. But...on the day he graduated, he had a job!

Other New England stations benefited from the plan. When the Announcers' School was conceived, WEEI saw a chance to help neighboring stations, so instead of training announcers only for WEEI, 12 were schooled. Six of the twelve graduates wanted to go to work immediately. They did. One at WEEI. Two at NBC's WJAR in Providence. One at the Blue's WORC in Worcester. Plus Bill Sherman and one classmate at WLAW.

So valuable to New England radiomen is this WEEI plan, that the second school is now in session.

All of which underscores, once again, the vital part that WEEI plays in New England ...setting the pace not alone among listeners, but among radio stations as well, along this stern and rockbound coast.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS



Talking Train Takes to Highways!

If you were listening to the NBC show "Author's Playhouse" on the evening of April 21, you'll certainly recall the memorable dramatization of Walter Schramm's famous magazine story, "Dan Peters and Casey Jones". It was built around the adventures of a little train *(Casey Jones)* which, after twenty years on the same tracks, gayly hopped off and went galivanting all over the place, just to see what the U. S. was really like!

Well, NBC wanted the train to tell part of its own story. But how to make a train *talk?*

You're right—they used *Sonovox!* And as a result, got a dramatic effect that is almost impossible to describe. . . .

Yes, Sonovox offers *another dimension* for conveying ideas, situations, thoughts—for catching the ear and holding the memory. Ten years from now you will be using Sonovox, in the proper place, as a matter of course. But in the meantime, the pioneers at the right are cashing the extra dividends that always accrue to the foresighted. *Why don't you join them?*

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*



SONOVOX PIONEERS

Allied Mills, Inc. (Wayne Feeds)
Louis E. Wade, Inc.

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann Erickson, Inc.

Bismarck Hotel
Smith, Benson & McClure, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Chick Bed Company (Chick Bed Litter)
The W. D. Lyon Co.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Chr. Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Mitchel Faust Advertising Company

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra (in all broadcasts)

Shell Oil Company, Inc.
J. Walter Thompson Co.

U. S. Treasury Dept.

Universal Pictures Company, Inc. ("Larceny With Music")

Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)

Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

CHICAGO: *180 N. Michigan* Franklin 6373 · NEW YORK: *247 Park Ave.* Plaza 5-4131 · SAN FRANCISCO: *111 Sutter* Sutter 4353 · HOLLYWOOD: *1512 N. Gordon* Gladstone 3949 · ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 22 WASHINGTON, D. C., MAY 31, 1943 $5.00 A YEAR—15c A COPY

FCC Refuses to Postpone Network Rules

Zero Hour Set for 12:01 a.m. June 15; Only Hope Now Rests in Congress

ZERO HOUR for enforcement of the FCC's far-reaching network regulations was set at 12:01 a.m. Tuesday, June 15 by the FCC at a special meeting last Friday after it had rejected practically all proposals of any substance for modification or relaxation of the rules.

Despite complexities which have developed since the Supreme Court on May 10 sustained the FCC's claim to broad authority to regulate business aspects of broadcasting, and went far beyond, the Commission concluded that no further postponement of the effective date should be sanctioned. Several minor amendments to the regulations were authorized, but proposals having to do with fundamental changes were swept aside at the special meeting.

Congress Last Hope

The networks themselves were resigned to operation under the rules, with dire predictions made of their long-range effect upon the ability of the industry to continue peak service. They placed their only hope for salvation in the efforts of the industry to convince Congress of the need for new legislation in the light of the far-reaching court decision turning over to the FCC almost limitless control over all phases of broadcasting.

Mutual last Thusrday sent to its affiliated stations a letter altering contracts in conformity with the regulations as written. NBC and CBS both planned to contact their affiliates promptly, reducing contracts to the terms of the regulations and proposing network time segments in the four brackets specified in the rules. BLUE has called a meeting of its station planning and advisory committee in New York this Wednesday, to cover operations geared to the regulations. All contracts for network time are protected for their duration, so no immediate upheaval or discernible changes are expected.

Balked at every turn, the networks were not disposed to press for new legislation and this battle will be carried on by the industry under NAB auspices. Hearings, Chairman Wheeler (D.-Mont.) announced last week, will be scheduled in late June before the full Interstate Commerce Committee on the White-Wheeler bill to reorganize the FCC. The date will be set by June 15.

Observers outside of radio see a major political issue looming over the Supreme Court decision, with freedom of the press inevitably drawn in. It appears destined to become an issue in the forthcoming Presidential campaign, with portents already evident of a drive for a Constitutional amendment, guaranteeing freedom of the media of expression and designed to "repeal" the Frankfurter opinion.

The general view was that the effects of the regulations would not be felt for some weeks, even months. It was thought that most stations would cling closely to their present network affiliations, on a sort of gentleman's agreement basis. Once the break comes, it was predicted, with an important account shifting from one network to a non "first call" affiliate, the raid will be on.

Appeal Doubtful

The networks do not propose to seek a Supreme Court rehearing since the chances of favorable action are practically nil. Similarly, there is no thought of seeking stopgap legislation at this time, though that may come after the hearings get under way in the Senate. There are prospects of legislative activity in the House, too, where reorganization legislation is pending.

The FCC, at its meeting last Friday, cleared up the network regulation slate by summarily denying several important suggested changes in the rules and by approving several innocous changes of little real importance. The Commission:

1. Amended Rule 3.103 to allow stations and networks a six-month period prior to commencement of the mandatory two-year affiliation contracts in which to enter such a contract, understanding or arrangement, in lieu of the 120-day period originally specified.

2. Denied requests that option time be called on less than 56 days notice. [Suggestions had been made that the 28-day call now prevailing be restored or some intermediate period specified.]

3. Ruled that option time segments will be based on local time rather than Eastern Time across the country. [CBS had sought a ruling in favor of EWT to prevent confusion because of the time zone differentials.]

4. Refused to distinguish between national and regional networks. [Yankee Network, through John Shepard 3d, had sought allocation of one hour per segment exclusively for regional networks over and above national network time, which was refused.]

5. Extended the application of Rule 3.106 dealing with network ownership of stations to apply to regional networks. The final draft of the regulations of Oct. 11, 1941, specified that this rule would apply to the national networks in order to permit the orderly disposition of properties.

First Refusal

The FCC action followed the series of informal conferences by FCC Chairman James Lawrence Fly with representatives of the networks, as well as the NBC planning and advisory committee. Following the sessions, hopes had been expressed that some of the more drastic regulations would be modified.

Other members of the FCC had not been contacted, and the whole subject of the regulation had not

(*Continued on page 44*)

Full text of FCC order issued last Friday modifying certain of the network regulations on page 49.

MBS Altering Its Contracts To Conform to FCC Net Rules

MBS ON MAY 28 notified its affiliates that, on June 14 or whatever date the FCC puts its network regulations into effect, the contracts of the stations with Mutual will be modified, so as to eliminate any conflicts between them and the new rules. The letter is the first such notice to be issued by any of the major networks, although the others will probably send similar communications to their affiliates in the near future.

Mutual's letter states that the modifications will bring the station-network contracts into line with regulations 3.101 to 3.105 inclusive. These rulings prohibit exclusive network affiliation of stations and territorial exclusivity of network programs for stations, guarantee the stations' right to reject network programs, limit the term of station-network contracts to two years, and prohibit the option of more than three hours of any of the four parts the broadcast day (8 a.m. to 1 p.m. 1 to 6 p.m., 6 to 11 p.m. and 11 p.m. to 8 a.m.) to a network.

On the last point, MBS specifically releases its option on the Sunday evening periods between 8 and 8:30 and 10:30 and 11 to avoid optioning more than three hours of the Sunday evening time. Mutual points out, however, that the rules do not "restrict or prevent a station from voluntarily accepting network programs outside of option time."

The letter requests stations to give confirmation that after the rules go into effect "commercial programs accepted by your station will be guaranteed for the duration of the commercial contract," pointing out that this is consistent with the commission's regulations.

Letter follows in full text:

"Your affiliation contract with the Mutual Broadcasting System is hereby modified so as to eliminate any and all provisions conflicting with regulations 3.101 to 3.105 both inclusive of the Federal

(*Continued on page 46*)

Facts Sought on Retailer Broadcasts

Will Be Basis For NAB Retail Promotion

A NATIONWIDE picture of radio-retailing will be developed by the Retail Promotion Committee of the NAB from questionnaires sent to all broadcast stations. The industry's retail promotion plan to be put into operation next fall through a $125,000 fund will be based largely on facts gathered from the questionnaires.

While the Retail Promotion Committee, headed by Paul W. Morency, WTIC, Hartford, goes ahead with its plans for the NAB project, the questionnaires will be analyzed by Sheldon R. Coons, New York business counsel retained by NAB as special consultant for the promotion plan.

First Complete Study

Lewis H. Avery, NAB Director of Broadcast Advertising, says that the information is designed to provide for the first time a complete picture of the radio-retail situation. The facts gathered will be used in the NAB campaign to develop use of radio by retailers.

A series of penetrating questions will go right to the heart of the retail problem. The questionnaire is divided into two questions: One, statistical data; two, "these are the topics we would like you to write us about." The NAB thus hopes to develop a promotion campaign to teach retailers about radio and to teach radio about retailing.

The statistical portion of the questionnaire was worked out in cooperation with the Harvard University Business School in its study of retail radio advertising [BROADCASTING, May 3]. This material will be submitted to Professor C. H. Sandage, visiting professor of business research, Harvard, and will also be used by Mr. Coons in his preparation of a retailing presentation.

Statistical questions will seek information on the number of advertisers who used stations in May, 1943 with breakdowns covering local, spot and agency servicing along with number of all advertisers. Relative importance of local time and talent sales are covered, with percentage of local revenue received from special announcements (including programs sponsored by local advertisers).

Hair Down Queries

One question seeks percentage of total revenue from local advertisers classified by various types of programs. Another covers religious broadcasts. Information on rates is sought in a simplified series of questions. The final item of the statistical questionnaire asks 1942 total income from local time sales.

High hopes are held for the expected answers to questions in the second portion of the questionnaire —a let-your-hair-down list of suggested topics. Stations are asked to tell the whole story about their most important retail account, including amount of time used, how long on the air, reasons for any increase in time bought and result of radio advertising.

"What about the program?" asks section No. 2. Reasons for successful radio selling are sought along with samples of program scripts and commercials.

The negative side is also sought in detailed reasons for failures. Stories are sought on cases where broadcast has enlarged the trade area or opened up an entire new class of trade for the retailer.

Controversial questions such as best time of day and types of merchandise successfully sold are included in another topic relating to technique of salesmen in their experiences in selling radio to retailers.

Best talking points are to be revealed in answers to this portion of the questionnaire. Merchandising aids, use of agencies, cooperation with stories and methods of deciding how radio is to be used are among other topics.

Contracts and package transcriptions provide subjects for discussion. Recent war experiences wind up this portion of the questionnaire which asks how many new retail accounts have been obtained since war began and how many have been lost.

Committee Members

Members of the Committee directing the retail promotion plan are: Paul W. Morency, WTIC, Chairman; Robert E. Bausman, WISH; Gene L. Cagle, KFJZ; William Crawford, WOR; Dietrich Dirks, KTRI; John Esau, KTUL; Kenneth K. Hackathorn, WHK-WCLE; Arthur Hull Hayes, WABC; Walter Johnson, WTIC; C. L. McCarthy, KQW; John M. Outler Jr., WSB.

Members of the Advisory Committee of Time Buyers on study of purchase of radio time are: Charles T. Ayers, Ruthrauff & Ryan; Carlos Franco, Young & Rubicam; Thomas H. Lynch, Wm. Esty Co.; William B. Maillefert, Compton Adv.; J. James Neale, Blackett-Sample-Hummert; Linnea Nelson, J. Walter Thompson Co.; Lou J. Nelson, Wade Adv. Agency.

Members of the Advisory Committee of Promotion Executives on study of merchandising of retail radio programs and on sales promotion are: M. F. Allison, WLW-WSAI; Charles B. Brown, NBC; Thomas D. Connolly, CBS; Joseph Creamer, WOR; B. J. Hauser, BLUE.

Members of the Advisory Committee of Program Managers on study of the elements of a successful radio program are: Harold L. Fair, WHO, Chairman; William J. Adams, WCHS; Robert L. Kennett, WHAS; Douglas Coulter, CBS; Clarence L. Menser, NBC; Herbert C. Rice, WGR-WKBW; Ray Shannon, KQV; M. T. Williams, WSPD.

Members of the Advisory Committee of Sales Managers on study of station services to retail advertisers are: John M. Outler Jr., WSB, Chairman; Frank R. Bowes, WBZ; Donald D. Davis, WHB; Dietrich Dirks, KTRI; George H. Drey, NBC; Arthur Hull Hayes, CBS; William F. Malo, WDRC.

Rock Granted Leave

JAMES B. ROCK, manager of KDKA, Pittsburgh, who was granted a leave of absence May 2, last week was commissioned a captain in the Communications Division of the Marine Corps. He reports for active duty June 1 at New River, N. C. Joseph E. Baudino, former assistant to the manager of Westinghouse Radio Stations Inc. at Philadelphia, has succeeded Capt. Rock at KDKA. Capt. Rock's family has removed to Jacksonville, Fla., to reside with Mrs. Rock's mother for the duration.

Leaf Gum Program

LEAF CHEWING GUM, Chicago, has started its first radio campaign in Chicago with a five-minute program on WCFL and numerous minute spots on WMAQ, WENR and WJJD. Agency is Bozell & Jacobs, Chicago; Nathan E Jacobs, account executive.

Staff Changes at 'Broadcasting'

WITH THE Army induction of Norman R. Goldman, business manager of BROADCASTING, Maury H. Long, advertising manager headquartered in New York, has transferred to Washington executive offices as advertising manager, with added business office responsibilities. S. J. Paul, Chicago bureau manager, on July 1 moves to New York as assistant advertising manager, and K. Robert Breslau, assistant to Mr. Goldman, has been named advertising production manager in Washington.

Mr. Goldman reported to Fort Meade, Md., induction center May 31. He has been business manager for the last three years, having joined BROADCASTING in 1936 in the business office. Prior to that he was sales promotion manager of WLS, Chicago. Mr. Long also joined BROADCASTING in 1936, serving in Washington in both editorial and advertising capacities before taking over the New York assignment a year later. Three years ago he was made advertising manager, headquartering in New York.

Mr. Paul joined the magazine in 1940, serving in the New York bureau, and in July, 1941 took over the Chicago assignment. Mr. Breslau, formerly with the Joseph Katz Co., Baltimore, joined BROADCASTING in 1941.

Bus Barton, of WLW, Killed Near Guadalcanal

FIRST PERSON from WLW to lose his life in the present war is Bus Barton, a member of the WLW *Boone County Jamboree* before he enlisted. Word of his death has just been received at WLW from his mother, Mrs. Clarence Goodwin, who lives at Decatur, Ill. Her message revealed that Barton was killed in action while serving as a tail gunner in a Marine plane near Guadalcanal.

Lt. Chandler a Prisoner

LT. BARRON CHANDLER, Navy, former member of NBC's guide staff, who was unofficially reported missing in action last year, is a prisoner of the Japanese, according to a message sent by the Red Cross to his mother, Mrs. Jessie W. Hill. In a letter to Niles Trammell, NBC president, Mrs. Hill stated that the Red Cross informed her that he was taken captive with the fall of Corregidor.

Miner Held by Japs

JOHN S. MINER, assistant space buyer of Dan B. Miner Co., Los Angeles, and now a major in the Army, is a Japanese prisoner, according to official information received by his father, head of the agency. Maj. Miner was stationed in the Philippines where he was sent in June, 1940. Mr. Miner last heard from his son in March, 1942.

Rem-Rel Placing

MARYLAND PHARMACEUTICAL Co., Baltimore, has already started to place business for its fall campaign, with the purchase of five five-minute night periods weekly for Rem and Rel, for a 26-week period. Agency is Joseph Katz Co., Baltimore.

Soup Test

BARKER FOOD Co., Los Angeles (dehydrated soup), new to radio, in a two-week Southern California campaign which ended May 24, used a series of daily spot announcements on KFI and KECA. Agency is Erwin Wasey & Co., Los Angeles.

WDLP, Panama City, Fla., was last week granted permission by the FCC to increase night power from 100 to 250 watts.

Department Stores Can Make Radio Pay

Concentrated Promotion of Items Key to Profitable Selling

By JOHN A. GARBER
Advertising Manager
Strawbridge & Clothier, Philadelphia

SEVERAL YEARS ago the writer spent a good part of a year analyzing the broadcast advertising activities of some 92 department stores across the country. It was apparent from the results reported that they were not using radio successfully or intelligently in most cases, and that radio was evidently not doing the right kind of a selling job for the department stores. This paper will attempt to show that radio can do a resultful job for the stores if handled properly.

The entire radio-department store relationship cannot be analyzed in so short an article, but certain obstacles can be analyzed, obstacles that make it difficult for the average department store and radio to walk the flowery path together.

Radio Can Pay

Let me make my stand clear at the outset by stating unequivocally that I believe radio can be used successfully by department stores, and that radio will and should have a considerably more important place in the department store advertising budget.

But let me say unequivocally, too, that for all the research and study I have seen, I have never found a department store doing a truly important, *resultful job on radio as evidenced by sales returns relative to total sales, or by expenditures relative to total publicity outlay.*

There are isolated cases, but I think if the broadcast advertising activities of these stores are analyzed, it will be found that they are relatively unimportant compared to the *total* publicity job. The figures still show that newspapers take some 3½% of the typical store's sales, and radio about .07%. The fact stands that few stores really check *carefully* the results of radio publicity and that few stores use radio for other than supplemental advertising.

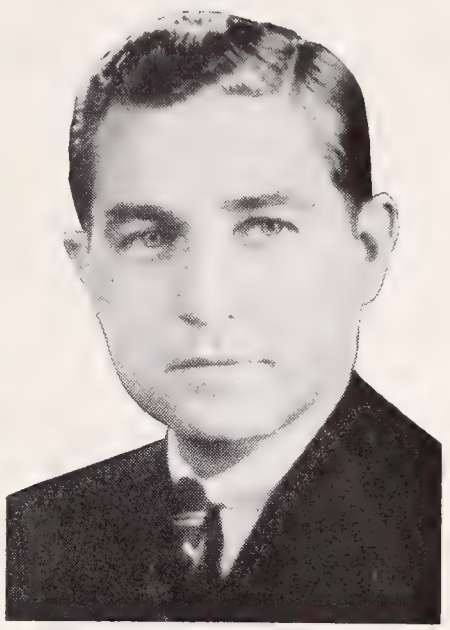
Now, faced as radio is in this field by a rather bleak picture, it must decide once and for all if it wants its share of the department store's advertising dollar—some 75 to 100 million of them nationally—and decide whether the long missionary and selling job which still must be done to get radio's share of that dollar is worth while.

I have heard many radio men state flatly that they were not interested in department store business, that it was more trouble than it was worth. Yet in the same city the major stores were spending 3 to 4 million dollars on publicity, the bulk of it in local newspapers. I would think that radio, for all of its national windfalls, would welcome a good share of this heavy local department store expenditure.

Reasons for Failure

Most radio people, however, have indicated a very real concern regarding this lost sales potential, so it is imperative that the department store broadcast advertising situation be studied carefully, and that an attempt be made to find out why radio (a notably successful industry) has been so notably unsuccessful in selling the department store (also a rather successful industry), and in *all frankness* to find out why radio has been also notably unsuccessful in producing substantial results for a great many of the stores that have used it.

We can put our fingers on a number of reasons: (1) Lack of intelligent approach to programming and timing by both stores and stations. (2) The charge-back system by which the buyer or divisional man is in the last analysis responsible for his publicity expenditures as well as sales, and his consequent refusal to take a chance on radio. (3) Failure of stores to give programs adequate time to take. (4) Failure of stores to expend enough of their publicity budget on good



MR. GARBER

national programs practically throughout the day. (5) Lack of understanding of radio by store advertising men trained in visual media. And there are many others, any one of which is enough to frighten a research man away from the subject.

But I believe the problem goes far deeper than any of these superficial reasons would indicate, deep into merchandising practices of the stores—in fact, into the very make-up of the department store as a merchandising entity.

Typical Store

Most organizations with which radio deals sell one thing or a relatively limited group of related things. Perhaps it is a great national manufacturer's branded item, perhaps it is a local credit jeweler's credit. If their sales volume for a given product or service is large enough to warrant extensive publicity, the entire advertising expenditure can be devoted to driving home the story of that one product. This means broad coverage with sufficient repetition to influence a sizable portion of the market.

A large department store, on the contrary, has literally hundreds of thousands of items to sell, divided into scores of merchandise classifications. It is a multi-item operation and derives a relatively minute percentage of its total sales from any given department, and so much less from any of that department's score or hundreds of items. There are exceptions in the departmental breakdown, but let us take a look at a typical picture.

A typical store doing about 7 million dollars, normally operates between sixty and eighty departments. Of these departments it is notable that the largest does no more than 5% or less of the store's total business, and the smallest 2 or 3/10% of the total business. Thus, although the store itself does some seven million dollars in volume and expends some three hundred to four hundred thousand dollars a year on publicity, the largest single department or selling entity does something less than $350,000 worth of business, with a total publicity expenditure of about $17,000 (only about two-thirds of which is available for media purchases). The smallest department does only $14,000 in sales over the year and devotes only some $700 for its publicity.

To complicate this situation further, the average item which the typical department has to sell is backed by from little more than a few dollars' worth of stock to several thousand dollars' worth of stock, which means that the total expectancy during a turn is necessarily limited, and expenditure must be governed accordingly, even though it is absorbed by the entire department's business for a given period.

Compare this to the national product or item which of itself is backed sometimes by millions of dollars' worth of processed or unprocessed stock and where expenditure on the selling story for a given product is accordingly tremendous.

Although this policy may be criticized or condemned, the department store merchandising job *is based on item promotion,* and a number of decades' experience, trial and travail have brought about this practice. People come to one store in preference to another *primarily* because the favored store has merchandise (items) which the customer wants. The store's job is to prove that it has the desired merchandise and to tell that fact unceasingly *by advertising specific items of desired merchandise.* A store may have a beautiful building or central location, or a fine dining room, or pleasant personnel, but unless that store has on its shelf desired items, and unless that store tells this fact to the public, its competitors will get the trade. I think you will find few exceptions to this rule.

Appeal Concentrated

Just as in the national field the American Tobacco Co. attempts to sell and advertise Luckies, *not* the American Tobacco Co.; and General Foods sells and advertises Jello, *not* General Foods, so in the local field Blank's Department Store must sell and advertise its $1.98 slip or a $2 shirt or some other item and *not* (other than

(*Continued on page 34*)

ONLY a small group heard an outstanding breakfast talk at the recent NAB War Conference—a talk that throws new light, and plenty of it, on the department store problem. Speaker was Mr. Garber, and those who heard him left with the feeling they had been given an important message. 'Broadcasting' felt that way too. Mr. Garber sets down herewith his views on how a big store should use radio. He is author of "Survey of Broadcast Advertising, 92 Department Stores", a project which grew out of his research at the U. of Pittsburgh Research Bureau for Retail Training. His education includes Harvard and U. of Wisconsin. He went to Boggs & Buhl, Pittsburgh, from college, then moved to Gimbel Bros. where he stayed until Pitt called him to teach. He is a Navy reserve officer slated for early duty.

Byrnes Heads U.S. Super-Cabinet

Complete Control Over Home Economy Now In Committee

TOTAL power over the entire war effort on the home front rests in Justice James F. Byrnes as a result of the order issued last Friday by President Roosevelt setting up the Office of War Mobilization. Judge Byrnes resigned as Economic Stabilization Director to take the new post.

The new super home front office is designed "to streamline our activities, avoid duplication and overlapping, eliminate interdepartmental friction, make decisions with dispatch and keep our military machine and our essential civilian economy running in team and at high speed," the President said in announcing the Executive Order.

Effect of Order

Conceivably the board can take a hand in matters affecting the FCC, according to terms of the order, should Commission matters relating to the war effort come before it. The order specifies, for instance, that the office is empowered "to issue such directives on policy and operations to the Federal agencies and departments as may be necessary to carry out the programs developed, the policies established and the decisions made under this order." These agencies are required to execute OWM directives.

Heads of Federal agencies may be requested to participate in deliberations of the OWM when matters affecting them are under consideration. They are required to supply necessary data requested.

A practical broadcaster, Walter J. Brown, vice-president of WSPA and WORD, Spartanburg, S. C., is an assistant to Justice Byrnes. It is understood he remains with him in the move to OWM. Mr. Brown assumed his duties April 1 on leave from his broadcast post.

Judge Fred M. Vinson, of Kentucky, a member of the U. S. Circuit Court of Appeals, was named to succeed Judge Byrnes as director of the Office of Economic Stabilization. Judge Vinson was a member of Congress 14 years, eight years of that period on the House Ways & Means Committee, where he was considered an expert on taxation.

Members of the OWM beside Judge Byrnes are Secretary of War Stimson, Secretary of the Navy Knox, Chairman Harry Hopkins of the Munitions Assignment Board, WPB Chairman Nelson and Judge Vinson. Size of the board was kept small, according to President Roosevelt, "so that it can function most effectively."

Scope of the OWM activity includes direction of policy and unification of the work of war agencies concerned with production, procurement, transportation and distribution of military and civilian supplies, materials and products. It is assumed that many WPB problems will come under OWM's scrutiny, but impact of this authority over present WPB methods and policies cannot yet be determined.

Not Included

Apparently outside the grand board of strategy for the home front were Paul V. McNutt, chairman of the War Manpower Commission; Elmer Davis, director of the OWI; Prentiss M. Brown, OPA chief, as well as Harold L. Ickes, solid fuels and petroleum coordinator, and William Jeffers, in charge of the rubber program.

Appointment of the super-agency for the home front followed movements in Congress to reorganize government agencies in a variety of ways, ranging from the establishment of a separate agency to protect civilians, to appointment of a single "czar".

First reaction among capital observers was that the new organization would not likely interfere with the operation of present agencies with which radio is accustomed to deal. In all likelihood, all these organizations, including the embattled OPA, will continue, with OWM serving as official policy maker to hand down their operating orders.

At a news conference, Judge Byrnes said OWM will have nothing to do with specific controversies involving, for example, prices fixed by OPA since such matters would come before the Director of Economic Stabilization. Justice Byrnes was scheduled to deliver "an important radio speech" from his Spartanburg home May 31 at 7 p.m. The BLUE network arranged to broadcast the speech.

Fair Employment Order Is Issued by President

FULL utilization and training of manpower in and for war production without discrimination because of race, creed, color or national origin is sought in an Executive Order issued Friday by President Roosevelt. The order specifies that all contracting agencies of the Federal Government include in all future contracts a provision covering fair employment practices. Similar measures were ordered for all Federal agencies involved in vocational and training programs.

The President's order directs the Committee on Fair Employment, credited thereby, to recommend to the chairman of the War Manpower Commission steps to bring about full utilization and training of manpower without discrimination. The committee is headed by Msgr. Francis J. Haas, dean of the School of Social Science, Catholic U.

LT. KNODE ON FURLOUGH

RADIO'S first war hero, Lt. Thomas E. Knode, who received the Distinguished Service Cross for extraordinary heroism in action, returned to his home in Washington last weekend on a 30-day furlough. Still on crutches, with his right ankle in braces, but optimistic about regaining the use of his foot, the former NBC Washington news editor was greeted by his wife and three daughters, the youngest of which was born last September while he was on duty in the Southwest Pacific.

Weakened by malaria and wounded in the leg and ankle during an attack on Buna Village, Tom was hospitalized first in Australia and later in the Percy Jones General Hospital at Battle Creek, Mich. Although the leg wound is now completely healed, a strep infection lodged in the ankle bone kept him in the hospital for six months.

Lt. Knode was called to active duty March 1942 as a reserve second lieutenant. He was cited for conspicuous bravery in action near Buna, New Guinea, on Dec. 5, 1942. Though wounded, he continued to lead his platoon in the attack. After another bullet shattered the bones of his foot, he still refused to be evacuated until he had given final instructions to his men.

Tom twice had been offered desk



LT. KNODE

public relations jobs because of his radio news experience, one in the Radio Branch of the War Dept. Bureau of Public Relations and another on Gen. MacArthur's public relations staff. He turned them both down. "I'm a soldier and I want to fight this war on the battlefield, not at a desk," he declared.

After a month at home, Lt. Knode will report back to the Percy Jones General Hospital. Future plans depend on the condition of his ankle bone in which the strep infection is now inactive.

Phone Companies Continuing Drive

Schedules of Announcements On Toll Calls Similar to 1942

FOR THE SECOND YEAR, local companies of the American Telephone and Telegraph Co., New York, are conducting state campaigns to urge limited use of long distance calls and other measures to conserve telephone services for wartime needs. Drive, which started in April, is similar to that of last year, when associated companies of AT&T used a total of some 600 stations for this purpose [BROADCASTING, July 20, Aug. 10]. While over-all figures on the national total of stations and announcements involved in the current campaign has not yet been disclosed by AT&T, details available on several state drives indicate that schedules are running on a scale similar to that of 1942.

Other Campaigns

In addition to the New York Telephone Company's 13-week campaign on 12 New York state stations [BROADCASTING, May 17], Southern New England Telephone Co., New Haven, through the same agency BBDO, is using transcribed announcements on almost all outlets in that area.

Michigan Bell Telephone's drive entails the use of live announcements on 13 stations. N. W. Ayer & Sons, Philadelphia, handles this account as well as Illinois Bell Telephone, which is using a total of 28 stations—13 in Chicago, and the remainder down state.

Nathan L. Nathanson

NATHAN L. NATHANSON, 57, vice-chairman of the Board of Governors of the Canadian Broadcasting Corp., died in Toronto May 27. Mr. Nathanson was prominent in the entertainment field, having formed General Theatres Corp. Ltd. in 1941, serving as president of that firm and also of General Theatres Investment Co. He was formerly president of Famous Players Canadian Ltd., serving as managing director until 1929, and returning as president in 1933. He leaves a widow, two daughters and a son.

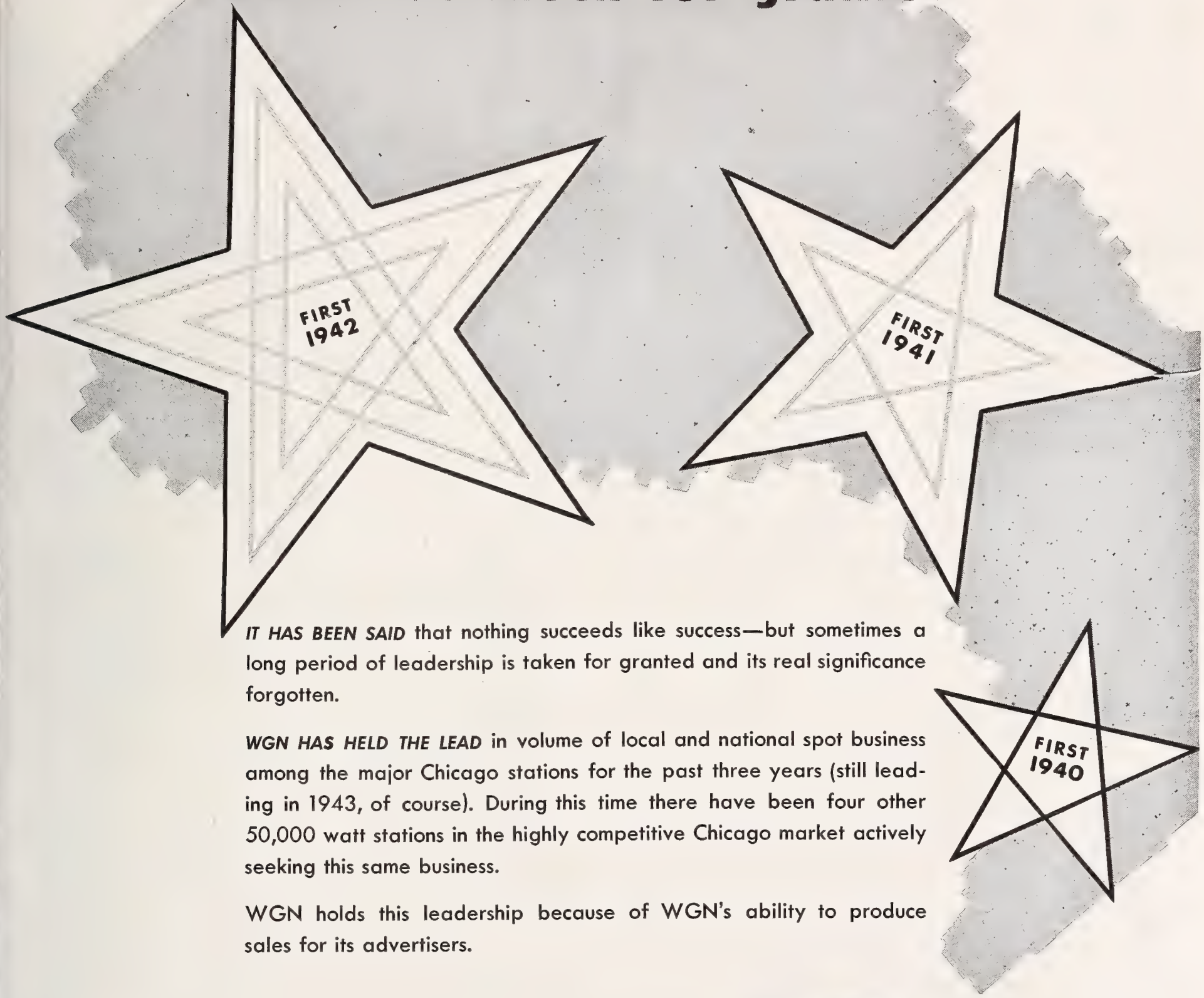
Dietaids Debut

AMERICAN DIETAIDS Inc., New York, recently entered radio for the first time for Enrich tonic with a test campaign of live spot announcements on WTRY, New York. Agency is Small & Seiffer, New York, firm also handling Dietaids test for Souplets [BROADCASTING, April 26].

WNBH Joins Blue

WNBH, New Bedford, joins basic BLUE July 1, bringing the total of BLUE affiliates to 155. Owned by E. Anthony & Sons, Inc., the station operates with 250 watts on 1340 kc. Evening network hour rate is $80.

Sometimes leadership is taken too much for granted



IT HAS BEEN SAID that nothing succeeds like success—but sometimes a long period of leadership is taken for granted and its real significance forgotten.

WGN HAS HELD THE LEAD in volume of local and national spot business among the major Chicago stations for the past three years (still leading in 1943, of course). During this time there have been four other 50,000 watt stations in the highly competitive Chicago market actively seeking this same business.

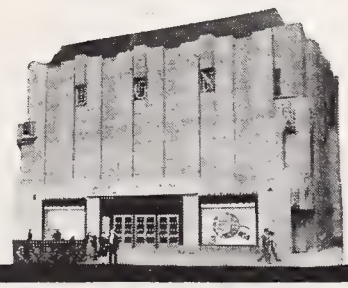
WGN holds this leadership because of WGN's ability to produce sales for its advertisers.

A Clear Channel Station

CHICAGO
50,000 WATTS

WGN

ILLINOIS
720 KILOCYCLES



MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. ★ *PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.*

Stauffer Explains 'Uncle Sam' Action

25 Protests Received, Latest From West Virginia Network

OFFERING assurance that OWI is still mindful of the financial problems of radio stations, Donald D. Stauffer, chief of the Radio Bureau, explained last week that *Uncle Sam* was withdrawn from local sponsorship after OWI decided the treatment a majority of stations could give it as a sustaining program did not justify the expense of production.

Answering a protest from John J. Laux, manager of WSTV, Steubenville, O. [BROADCASTING, May 24], Mr. Stauffer said less than one quarter of the stations carrying *Uncle Sam* had it sponsored. He said the remainder were unable to give it their best available time.

Minority Benefited

"We are appreciative of the magnificent part American radio stations are playing in the prosecution of the war," Mr. Stauffer wrote. "However, we cannot neglect our primary job here, and that is the dissemination of war information, making the most efficient use of the facilities offered us by the industry."

Mr. Stauffer said it has been difficult to evolve a pattern acceptable to all, and that OWI had been unaware of dissatisfaction with the series until the Chief of the Station Relations Division made a nation-wide swing recently, talking to more than 400 war program managers.

He said it appears that *Uncle Sam* has worked only to the advantage of a minority, "but the fact that we are cancelling *Uncle Sam* does not mean we will stop looking for a solution to the problem of additional revenue for stations."

An OWI official said last week that about 25 protests had been received by the Radio Bureau as a result of the withdrawal of *Uncle Sam*. Among them was a letter from Howard L. Chernoff, managing director of the West Virginia regional network, comprising WCHS, Charleston; WBIK, Clarksburg; WPAR, Parkersburg, WSAZ, Huntington.

Noting that *Uncle Sam* was sponsored on the network by a firm that had never before used radio, Mr. Chernoff enclosed brochures illustrating his organization's efforts to build an audience for the series. "I must confess that I was one of the earliest gripers about the *Uncle Sam* show," he wrote, "but I think its interest has been stepped up." Pointing out that the revenue from *Uncle Sam* supplanted some lost since Pearl Harbor, he concluded "anything you can do to remedy the situation which means the loss of four contracts, will be appreciated."



HISTORIC FIRST sponsored broadcast by N. Y. Philharmonic Symphony was anticipated at a party attended by representatives of the program sponsor, U. S. Rubber Co., and CBS network carrying concerts. (L to r): Paul Hollister, CBS vice-president in charge of advertising and sales promotion; Thomas H. Young, director of advertising, and Eric Burkman secretary, U. S. Rubber; and Carl Van Doren, historian, who presides over "Our American Scriptures," intermission spot.

OWI to Terminate Subsidy For Alaskan, Other Outlets

Overseas Branch to Let Contract Lapse for Paid Time Used for Entertainment of Troops

OWI WILL terminate its contracts for the purchase of time from eight outlets in Alaska, Hawaii and Puerto Rico when the agreements expire June 30, it was announced last week. The stations, four in Alaska, three in Puerto Rico and one in Hawaii, have been used by the Overseas Branch since Oct. 1, to transmit news and special events programs to servicemen [BROADCASTING, Oct. 1].

Decision to drop these special efforts to bring programs to troops, it was explained, is in line with the Overseas Branch policy of concentrating on civilians of friendly, allied and enemy powers. In recent weeks, OWI has transferred to the Army Special Service Division an increasing portion of the job of bringing news to men overseas [BROADCASTING, May 3].

New Plans Studied

New arrangements to bring entertainment to troops in the territories are being considered by the Special Service Division. What form this will take has not yet been determined, the War Dept. said. Use of radio has not yet been ruled out, however.

Officials of the War Dept. reported that officers of the Army's Special Service Division, which handles broadcast of programs to troops, will survey the situation. Through some means, broadcast material will continue to reach the troops, it was stated officially, and an Army plan will be decided on before OWI suspends its activities in these areas on July 1.

To this end, the War Dept. said, two officers are already enroute to Alaska and another to Puerto Rico to survey the broadcast media. A man will also be sent to Hawaii.

The OWI arrangement, which provided for a minimum of eight hours daily on each of the stations at an average cost of $1,000 a month each, was originally worked out by Murry Brophy, chief of the Bureau of Communications Facilities under Robert E. Sherwood, associate director of OWI in charge of the Overseas Branch. Officials of Army public relations, radio and communications cooperated.

Budget Worries

Under the arrangement, programs of the four major networks were relayed by shortwave and transcription to the stations. Outlets involved are: KFAR, Fairbanks, KINY, Juneau, KTKN, Ketchikan, KFQD, Anchorage, in Alaska; KTOH, Lihue, Kauai, Hawaii; WIAC WNEL WKAQ, San Juan, Puerto Rico. A new network of Army-owned low-power transmitters has been installed in Alaska to blanket the territory.

Termination of the arrangement in no way reflects dissatisfaction with the stations, OWI said. Officials repeated that Elmer Davis' policy is to leave relations with the troops in the hands of the military whenever they are prepared to handle the situation. To that effect, Mr. Davis told the Senate Judiciary Committee recently [BROADCASTING, April 26] that the Army Special Service Division was rapidly taking over arrangements to send news overseas.

A further reason for the decision to curtail services to troops is believed to be Congressional criticism of the Overseas Branch for these activities. With OWI now before Congress with its 1944 budget, retirement from work which exposes the organization to attack is considered opportune by some officials.

ALL SECTIONS of Standard Rate & Data Service will be adjusted to uniform, compact, brief-case size, effective with July edition. Radio Advertising Rates & Data will be changed in name only, the Service announced, to "Standard Rate & Data Service—Radio Section".

Latin Broadcasts On Network Basis

CIAA Sends Same Program South on Several Beams

TO GAIN better coverage for its programs to Latin America, the Office of the Coordinator of Inter-American Affairs has announced that beginning July 1 it will broadcast all of its programs on all stations simultaneously. Programming will be divided between NBC and CBS on an hourly basis, with CBS programming the odd hours and NBC the even ones. Schedule, running from 5:30 p.m. to 2:30 a.m. daily, starts with a half-hour of news shortwaved by CBS and from then on alternates with solid hours of programs from each network.

Under the new schedule American shortwave transmitters will be linked for better coverage as follows: WCDA and WRUW will broadcast in Spanish beamed at Mexico; WRUS and WRUL in Spanish beamed at Central America, and WNBI, WBOS and WGEO in Spanish to South America. Portuguese programs will be beamed to Brazil from WCDX, DRCA and WGEA.

Better Coverage

On the West Coast, KWID, KGEI and the newly completed KWIX will all broadcast in English to the countries to the south of the United States, with KGEI, which has been supplying programs to KWID for simultaneous broadcast, now serving as the program source for all three stations.

Plan, which will cause some reduction in the total number of individual programs beamed to Latin America but which CIAA expects to result in better coverage for all of its programs, is an extension of previous cooperation between the shortwaves, under which WCBX and WRCA broadcast the same programs under alternate origination with so much success that the idea has been extended to the entire United States shortwave setup, the CIAA explained.

COAL DISC DRIVE MAY BE EXTENDED

RESPONSE to the Interior Dept.'s offer of transcriptions for dealer sponsorship of the "Order Coal Now" campaign [BROADCASTING, May 24] has been so good that an increase of the original order for 300 pressings of the series by another 100 is being considered.

A number of stations have wired and written to Interior's Radio Section asking that transcriptions be sent to local coal dealers. Some said they planned to contact dealers personally about the discs. Others asked that the transcribed series of spot announcements and brief musical and dramatic programs be sent directly to them, rather than to dealers in the locality, since their commercial managers had already arranged for sponsorship by coal retailers.

BALTIMORE
AND THE FUTURE

GREAT INDUSTRIAL CENTER

Let's look at the trend--for, while year by year figures may be deceptive and illusory, a twenty-five year trend writes a record that cannot be denied.

Forget all about Baltimore's great war-boom and go back to 1938. Fortunately, complete statistics are available for the quarter century from 1914 to 1938. Let's compare the vital indices for Baltimore, New York, Philadelphia, and Boston.

Take the *number of manufacturing wage earners.* In most eastern cities, the twenty-five year span showed an actual *decrease*—New York had 11.5% fewer; Boston had 20.5% fewer; Philadelphia had 12.3% fewer; but Baltimore actually had 31.7% MORE!

In value of products manufactured, and in manufacturing payrolls, all cities showed some increase, but none comparable to Baltimore where the figures were more than TRIPLED over the 25-year period!

And while it has been customary to mourn the demise of the wholesale business, Baltimore's wholesale trade actually more than DOUBLED during that period.

The present "boom" is simply accelerating a 25-year trend—a trend that seems destined to carry Baltimore to even greater heights as a manufacturing center in the post-war world.

Number Two of a Series

For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

Revamping of OPA Demanded At Probe on Grade Labeling

Dr. Galbraith Attacked at House Subcommittee Probe by Lew Hahn, Head of the NRDGA

DEMANDS for internal reorganization of the OPA were voiced by members of the special House Military Affairs subcommittee investigating OPA grade labeling last week after five days of hearings in which businessmen denounced high officials for allegedly seeking to destroy brand names and advertising. Hearings were held under the Halleck Resolution (HRes-98) introduced in February by Rep. Halleck (R-Ind.) to investigate grade labeling and standardization.

With hearings scheduled to continue into this week, much of last week's testimony was devoted to OPA orders standardizing women's hoisery. At the conclusion of a session Thursday, Rep. Boren (D-Okla.), chairman of the investigating group, said he would seek a Steering Committee resolution asking the President for an internal reorganization of OPA.

Dr. Galbraith Attacked

Throughout the week business men leveled attacks on Dr. J. K. Galbraith, deputy OPA price administrator, accusing him of "using a temporary public office to foist his private theories." Lew Hahn, general manager of the National Retail Dry Goods Assn., said Dr. Galbraith, an assistant professor of economics from Princeton, once had written in a book: "The producer of branded goods has a monopoly . . . which discourages maximum production."

While OPA officials were getting a raking over before the Boren Committee, rumors were current last week that OPA itself was about to crack at the seams. At a special news conference Thursday, Price Administrator Brown denied his organization was breaking up, although he admitted that "the cost of living has gotten away from us."

A sharp fight within OPA between Dr. Galbraith and Lou R. Maxon, Detroit advertising executive serving as a dollar-a-year information chief over OPA policy, came to the fore with both threatening to leave unless the other was dismissed. Mr. Brown said Thursday he had not decided which to retain, but he admitted that the two could not be reconciled.

Mr. Maxon had chafed at policies of OPA economists, and demanded complete control of policy and personnel. Galbraith said that Maxon's proposals would ruin price control and result in inflation.

The fight before the Boren Committee last week was directed entirely against Dr. Galbraith and his staff. Clarke W. Tobin, vice-president of the Propper-McCallum Hosiery Co. said "a certain faction" within OPA which framed regulations "is striking at freedom of the press through an attempt to destroy brand names."

His position was echoed by Rep. Halleck, sponsor of the investigation, and a member of the committee. Rep. Halleck commented "when brand names and the need for advertising them are gone, the support of our free press will be withdrawn. He suggested the possibility that "the philosophy behind many of the OPA regulations is actually a concealed attempt to hamper the activity of the press and radio."

'Paying the Penalty'

Witnesses repeated their suspicions that the regulations were designed to abolish present free competitive merchandising methods rather than control prices.

The Committee did not reach grade labeling of foods until late in the week. Rep. Holifield (D-Cal.) said Friday that grade labeling was destroyed "by the force of a powerful canner's lobby" and that the public "is now paying the penalty for the dilatory proceedings of Congress for failing to act on the matter."

Grade labeling was also championed by Mrs. Roosevelt last week, when she told a news conference "there is nothing quite so valuable to the housewife as to put the exact truth on a label."

Capt. Lindow to Capital

CAPT. LESTER W. LINDOW, general manager of WFBM, Indianapolis, before he entered active military service, will report for duty in the Radio Branch of the Army's Bureau of Public Relations in Washington this week. He leaves his job as public relations officer of Camp Wolters, Tex., to become assistant to the executive officer of the Radio Branch. He will be in charge of program placement and will act as liaison with networks and advertising agencies.

WILLIAMS IS NAMED BY GEORGIA GROUP

GEORGIA broadcasters at a meeting May 22 in Macon elected Jack Williams, newspaper publisher and president of WAYX, Waycross, president of Georgia Broadcasting Assn. He succeeds Red Cross of WMAZ, Macon. Representatives of 26 of Georgia's stations were in attendance.

The meeting, one of the best attended in the history of the organization, included discussions led by officials from OWI, Office of Censorship and War Manpower Commission. Forums were conducted by James Woodruff of Columbus, member of the Board of Directors of NAB.

Other officers named by the broadcasters are John Tobola, WAYX, secretary-treasurer; Ray Ringson, WRDW, Augusta, vice-president. The new directors are John Outler, WSB, Atlanta; Hoyt Wimpy, WPAX, Thomasville; and Mr. Cross.

DON WILSON, NBC announcer on the weekly *Jack Benny Show*, has been signed for a role in the Columbia film, "Restless Lady".

OWI PLANNING BIG WOMAN WORK DRIVE

FIRST steps in a Government drive to recruit millions of women for war service jobs will be taken next week when stations broadcast spot announcements now being distributed to recruit girls for college-level technical training courses now being given by the War Manpower Commission at colleges in labor shortage areas.

The training course recruiting drive, distributed by the Radio Bureau of the OWI is the first step in a great national campaign, involving every media.

With J. Walter Thompson Co., New York, the voluntary agency selected by the Advertising Council for the campaign, plans are going ahead for a summer drive by radio, climaxed next fall by a super-radio effort, combined with pressure from all other media.

Radio's assignment at present, OWI says, is to get girls with high school educations to enroll in the training courses, which equip them to work as scientists and technicians in war plants. The July issue of *Women's War Guide*, OWI publication for women's program directors will be devoted to information on this campaign. The *Guide* will go out beginning June 15.

Meanwhile spot announcements will be used the week of June 7-14, and again the following week. Training course recruiting will continue through the summer.

This drive, planned by Marion Sabatini of the OWI staff for William M. Spire, chief of the Allocations Division, at present envisions extensive use of all OWI facilities, including the network allocation plan, network announcement plan, spot announcements, and the feature plan.

L-76 Tightened

AMENDMENT to Limitation Order L-76, restricting manufacture of radio tubes, was adopted by the WPB last week to prevent a breakdown of that order as a result of provisions of the recently adopted L-265. New amendment limits production of tubes to orders bearing a rating of AA-1 instead of the previous A-1-j. Order L-265 permitted manufacturers to fill orders with AA-4, thus opening the way for production of tube types banned by L-76 in its previous form.

ASCAP Demand Violates Consent Pact, Says NAB; Will Name Music Committee

REFUTING the claim of ASCAP that stations holding "per-program" licenses for use of ASCAP music must pay royalties on income from programs preceded or followed by spot announcements, NAB last Friday notified its membership that both the requirements of the ASCAP consent decree and the provisions of the per-program contracts preclude such a demand.

In a bulletin to members who have per-program commercial licenses, NAB gave its interpretation of the claims asserted in ASCAP's letter of May 18 to local station program commercial licensees [BROADCASTING, May 24]. Stations were advised that if ASCAP attempts to "press against any station the claims made in its letter of May 18 with respect to spot announcements or participating programs, the NAB should like to be advised of such attempt."

Committee to Be Named

NAB anounced it would soon appoint a music committee, made up of broadcasters, which will meet periodically for general consideration of all problems in the music field. This committee, the bulletin stated, will "sit down with ASCAP and thrash out interpretation of the ASCAP contracts."

After reciting the terms of the March 4, 1941 consent decree entered into by ASCAP, the bulletin stated ASCAP was forbidden the right to demand a license fee based on income from programs in which its compositions were not used, and was affirmatively directed to grant a license to broadcasters based only on the revenue from programs which actually use ASCAP music. Agreements subsequently made by ASCAP were, of necessity, in compliance with this decree.

Both by the requirements of the decree and the contract, NAB contended, ASCAP was limited to payment on commercial programs which use ASCAP music-programs on which the sponsor pays for the time, including participating programs.

"From this alone," said NAB, "without further clarification, it is obvious that ASCAP is not entitled to call a sustaining program a commercial program because it is either preceded or followed by a commercial spot announcement."

Exchanges of correspondence between ASCAP officials, broadcasters and the NAB were recited to buttress this contention.

ASCAP's claim in its May 18 letter that the provision was understood to cover only such announcements as time signals, weather reports and similar announcements was characterized by NAB as unjustified and in conflict with the consent decree. NAB held that a "spot announcement which precedes or follows a sustaining program which uses ASCAP music does not convert the adjacent sustaining programs into commercial programs, nor is ASCAP entitled to any percentage of the revenue derived from the sale of such spot announcements unless the announcements use ASCAP music."

NOW YOU CAN GET TUBES!

WAR PRODUCTION BOARD
WASHINGTON, D. C.

May 25, 1943 IN REPLY REFER TO:
RR-14

Freeland & Olschner, Inc.
611 Baronne Street
New Orleans, La.

Gentlemen:

From time to time the question has arisen as to the restrictions of Preference Rating Order P-133 with regard to the repair of vacuum tubes. The limitations and restrictions of P-133 apply only to the extension of ratings under that Order.

Order P-133 prohibits an operator from applying a rating to obtain a new tube as long as he has one spare tube for each active tube socket. However, there is no limitation on the number of tubes which may be repaired, or the number of repaired tubes which may be held as spares. It is permissible to repair any tube without the extension of a preference rating. It is also to be noted that if a burned-out tube is to be repaired, it is not necessary, under P-133, to return the old tube to the manufacturer in order to obtain a new tube.

General Limitation Order L-265 specifically exempts from its provisions the transfer of electronic equipment for repair, as well as exempting any operations involved in the repair of a specific piece of electronic equipment. Thus, any number of tubes can be repaired without the extension of a preference rating. However, a preference rating under P-133 cannot be extended for the purchase of a new tube unless an operator has in his inventory less than one spare tube per socket.

Very truly yours,

Glenn C. Henry, Chief
Methods and Procedure Section
Radio and Radar Division



This letter will give you the feeling of assurance which rises when you know you have a safe margin of transmitting tubes in reserve. In these times of material shortages this sense of assurance is more than ordinarily essential to the future of smooth, steady broadcasting.

• Freeland & Olschner Rebuilt Tubes are on the job in scores of radio stations from coast-to-coast, and are doing their job well.

FREELAND & OLSCHNER REBUILT TUBES

611 BARONNE STREET, NEW ORLEANS, LOUISIANA

McClintock Proposes OWI Cite Advertisers' War Contribution

Suggests Counterpart of Army-Navy E For Service In Disseminating Vital War Information

PROPOSAL that official citations, comparable to Army-Navy E awards to manufacturing plants for production achievements, be given by the OWI to advertisers and agencies for effective use of their medium in disseminating war information, was made by Miller McClintock, president of MBS, in an address last Wednesday to the Rotary Club of Philadelphia.

Describing the proposed citations as badges of honor for deserving advertisers, Mr. McClintock declared that "they will be more than that. They will be an incentive and a guiding star for the entire advertising profession.

Standards of Selection

"I believe the most objective standard would be one based on both quantitative and qualitative measurements," he said. "The first consideration, therefore, would be the amount of radio time devoted by the advertiser to war messages and the amount of space used by him in media other than radio. The second consideration would be the quality of the war messages, as determined by the OWI monitor reports for all media similar to those now used for checking broadcast messages alone."

Paying tribute to the "magnificent and too often unheralded contribution" made by American radio sponsors and their agencies even before Pearl Harbor, while supplying the best radio entertainment to the public, Mr. McClintock continued that since the war began advertisers and agencies "have gone far beyond the normal line of duty. . . . Just as industry has converted its production into wartime channels, it has also converted its advertising. It has given generously of its radio time; it has lent willingly the talents of its most famous performers."

Mr. McClintock praised the Advertising Council for its work in coordinating the facilities of the advertising industry and the advertising media with the needs of the Government, particularly in its setting up of the radio allocation plan, which has resulted in the orderly scheduling of millions of government messages, when and where they were most needed. Today the OWI, the advertising fraternity and the broadcasters are a "smoothly integrated machine," he stated. "This triple-play combination has put into action the resources of 70 network clients, 38 national spot advertisers, every radio station and network in the country. It has made possible 362,000,000 aggregate listener impressions a week in behalf of the war effort.

"But the advertisers have done more than provide facilities for bringing war messages to the nation. They have given their huge audiences—built up over the years through great network programs—to war leaders for their policy talks. For example, when William M. Jeffers spoke over the air on the rubber crisis, he asked to broadcast on the *March of Time* program. Consequently, 21,000,000 listeners heard his speech, a much greater audience than he would have obtained on a sustaining broadcast. As proof of this, an even more prominent national spokesman on one occasion used 15 minutes of sustaining time and reached only 8,400,000 listeners. The advantage of a ready-made audience cannot be measured in terms of dollars, although millions of dollars and the total skill of advertising agencies went into its creation."

Radio Victories

As other examples of radio's effectiveness in spreading the Government's war messages to the public, Mr. McClintock cited the radio campaign for sugar rationing, which helped secure registration of 91% of the Nation's population; the "Don't travel at Christmas" series which narrowly averted a serious transportation crisis; the broadcast plea for student nurses to which 17,514 applicants responded and similar radio recruiting drives for branches of the armed forces which stepped enlistments up 40% and in the case of the Signal Corps by "a staggering 800%."

"But the job is by no means finished," he declared. "We still have a war to win and it will take more advertisers, making even greater contributions in all media, to help win this war."

No Gas? Try Air

PLEASURE-driving ban by OPA doesn't keep citizens of Elmira, N. Y. from the current home series of baseball games at the local stadium. The Elmira Ball Club bought time on WENY to broadcast the games, and urged listeners who couldn't hike or bike to the ball park to stay home and listen to the game on the air, and to send in the price of admission. According to station manager Dale Taylor and the ball club management, response was enthusiastic.

SUN SHIPBUILDING STARTS RADIO USE

THE FIRST contract for radio sponsored by the Sun Shipbuilding and Drydock Co., Chester, Pa., was signed on May 25 by John G. Pew Jr., vice-president, placing direct with Benedict Gimbel Jr., president of WIP, Philadelphia. It marks the first use of radio for the shipbuilding company, although the Sun Oil Co. of Chester, also headed by Mr. Pew, has been a heavy user.

The shipbuilding company's program will start on May 31, weekly for 15 weeks, 9:30-10 p.m. *Dollars to Donuts*, a quiz show with Howard Jones of the station's staff as m.c., will be used, originating from the stage of the auditorium at the Naval Hospital in Philadelphia. Commercial copy will be institutional, and the programs will be dedicated to the wounded mariners as a tribute from those who build their ships.

Gimbel Sponsors

GIMBEL BROTHERS, Philadelphia (department store), is sponsoring a new series of *Swing In Style* programs on WIP, Philadelphia, in the interests of the Junior Miss Shop. Scheduled Tuesday, Thursday and Friday, from 10:15 to 10:30 p.m., the program is a record show conducted by Bill Manns, staff announcer. Placed direct, the program will continue indefinitely.



ON THE 20th anniversary of the *National Radio Pulpit*, broadcast on WEAF, and later on NBC, the network received this testimonial signed by representatives of 25 Protestant Churches affiliated with the Federal Council of Churches of Christ in America. Present at ceremonies broadcast from NBC's studios, May 23, were: (l to r) Dr. Frank C. Goodman, executive secretary, department of religious radio, FCCCA; Niles Trammell, NBC president; David Sarnoff, chairman of NBC board, and president of RCA; and Dr. Roswell Barnes, associate general secretary, FCCCA.

Nets Ready With Post-War Features

NBC Starts Program June 5; Shayon Produces for CBS

MATERIAL amassed by the CBS post-war division during the past 18 months is ready for translation into "terms of actual radio production," it was announced last week by Douglas Coulter, CBS Director of Broadcasts, who stated that Robert Lewis Shayon, CBS producer-director, has been selected to produce a series of programs designed to give Americans a picture of the world after the war.

Working with Lyman Bryson, CBS Director of Education and head of the post-war division, Mr. Shayon will mold the information gathered by the division's research staff into programs which may take the form of daytime serials, interviews, evening shows combining dramatic and documentary techniques, or talks by leading authorities. The research staff has made digests of important books and articles, has prepared charts of post-war issues, and has studied the activities of more than 300 organizations already at work in the post-war field.

Public Service

In presenting the problems which people must solve in the future, Mr. Coulter said "Radio can perform a valuable public service." He also mentioned "the vital role which radio will play in world-wide reconstruction . . . since for the first time in the history of wars and peace treaties, such a means of communication will be available."

NBC's series dedicated to post-war planning—*For This We Fight*—gets under way June 5, the featured speakers on the first program to be Kent Cooper, Executive Director of Associated Press; Earl J. Johnson, in charge of news for United Press, who will serve as moderator; Sen. Elbert D. Thomas (D-Utah), Chairman of the Senate Committee on Judiciary.

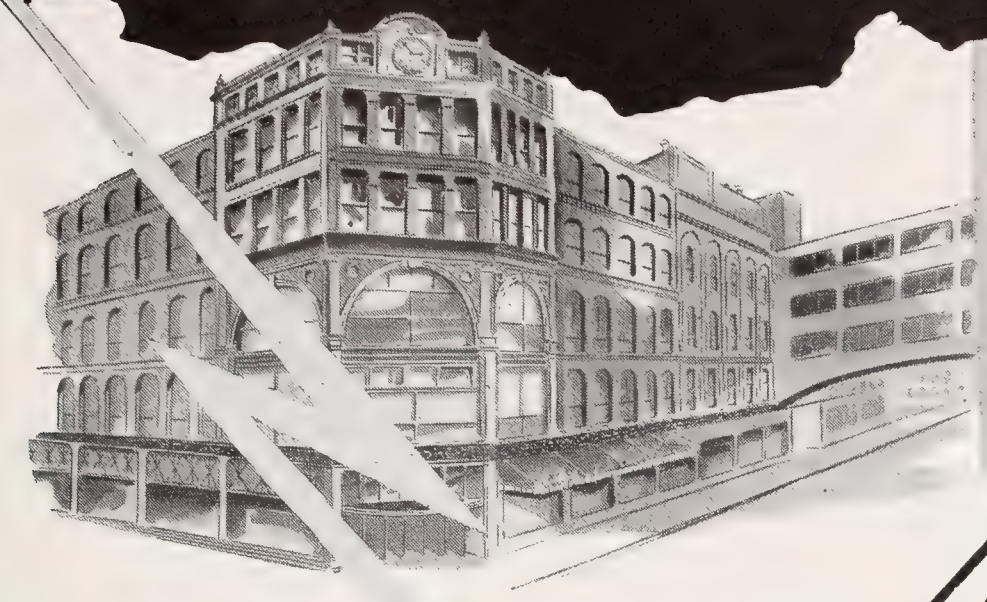
Presented by the NBC *Inter-American U of the Air*, the series, to be heard Saturday, 7-7:30 p.m., will be divided into two groups of 13 broadcasts each, the first group on international phases of the peace and the second on national aspects.

G-E Buys Roundup

GENERAL ELECTRIC Co., Schenectady, which announced early this month that it planned to discontinue its institutional news series on CBS with Frazier Hunt, has taken over CBS' *The World Today* program, which the network has presented for several years. Effective May 31, G-E will sponsor the series Monday through Saturday on the full network, 6:45-6:55 p.m., in the interests of the electronics division of G-E's radio and television department. Doug Edwards is news reporter on the program, which features pickups from CBS correspondents all over the world. G-E agency is Maxon Inc., New York.

JORDAN MARSH COMPANY

New England's Largest Store



Gets it Across

(THE COUNTER)

RETAIL advertising has always been an acknowledged barometer of the effectiveness of a medium. Its appeal is direct . . . and in order to be successful, the response must likewise be direct. No buyer ever met his figures with intangibles. So, when Jordan Marsh Company, New England's largest store, selects WORL as one of its advertising media, and stays with it consistently, you can put it down in your little black book that this station is reaching the right people in sufficient numbers to make it pay. For a low cost station, WORL occupies a surprisingly important position in Boston. Jordan Marsh knows it . . . so do scores of other local and national advertisers.



WORL

BOSTON, MASS.

Birth of Radar Idea in Navy Is Traced to Two Scientists

Dr. A. Hoyt Taylor and Leo C. Young Are Named As Conceivers of Electronic Detection Art

A DETAILED history of radar that named names and listed significant dates was released by the Navy last week, indicating this secret electronic weapon was first conceived by scientists of the U. S. Naval Aircraft Laboratory and copied abroad from articles these men contributed to scientific journals.

According to the Navy statement, Dr. A. Hoyt Taylor and Leo C. Young, now superintendent and assistant superintendent respectively of the Radio Division of the Naval Research Laboratory, observed in mid-September 1922 that certain radio signals were reflected from steel buildings and metal objects. They also observed that ships passing between a transmitter and receiver gave a definite interference pattern.

Upper Air Measured

The two men have been intimately connected with the development of radar since that time, the Navy said. Between 1925-1930, the reflection phenomena was used by Dr. Taylor and Mr. Young to measure the height of the Kennelly-Heaviside layer, an atmospheric formation which acts as a reflector of certain beams.

Our Navy learned in September 1940 that articles in technical magazines reporting this work had tipped off resourceful British researchers, and that quite independently, the British had developed a radar system with frequencies and circuits quite similar to our own. This knowledge came to the Navy, it was said, during the Battle of Britain, when the British aircraft detecting system was beating back the Lutwaffe. Representatives of the British Technical Mission held conferences with U. S. Navy officials and the Naval Research Laboratory, at which time much technical information on radar was exchanged.

Radar, for about 17 years, was strictly a Naval Research Laboratory project, the report said. By October 1939, it had been thoroughly tested, and the Navy decided to go into production.

On a bid basis, contracts for six sets of aircraft detection equipment patterned after an original model, built by the Navy, were awarded RCA. This firm, together with Bell Telephone, had been cooperating in development of the equipment.

In August, 1940, realizing the nation was faced with limited radar production facilities, Rear Adm. Harold G. Bowen, now special assistant to the Undersecretary of the Navy, persuaded Charles E. Wilson, GE President (subsequently executive vice-chairman of the WPB) to install radar production facilities at GE. Within two weeks, 20 GE scientists from Schenectady had visited the Navy laboratory.

Mr. Wilson himself headed an inspection party. He directed Dr. Walter R. Baker, then head of the GE Radio Division, now a GE vice-president, to transfer all the company's radio engineers to radar work. Additional manufacturing facilities were installed, and GE was awarded a large contract for radar equipment for naval vessels.

In October, 1940, Admiral Bowen invited Westinghouse to participate in the radar program. Through an invitation to A. W. Robertson, chairman of the board, and George Bucher, president, representatives of the firm visited the Naval laboratory and subsequently organized a radar division that was awarded a large Navy contract.

By the beginning of 1941, GE, Westinghouse, RCA and Bell Telephone Labs. were carrying out research and commercial production. Although production is now substantial, the Navy has ordered that procurement of material must not interfere with the progress of the development.

Research Continues

Research is continuing, the Navy said, and new developments are constantly being made by the Government and industry. Every manufacturer of any size in the electronics industry is participating.

After the original discovery of the radar principle in 1922, the Navy explained, research emphasis was placed on tests measuring radio reflections in the Kennelly-Heaviside layer from 1925-1930. The Navy had the cooperation of Dr. Gregory Breit and Dr. Merle A. Tuve of the Carnegie Institute in the work, as well as L. A. Gebhard and M. H. Schrenck.

An important associate in this job was L. A. Hyland, now with Bendix Corp. Mr. Hyland, on June 24, 1930, while working under Dr. Taylor, observed that aircraft crossing between a transmitter and receiver, operating directionally, gave a definite interference pattern. In January 1931, the Navy's Bureau of Engineering, radio division, accepted Dr. Taylor's recommendation that "radio-echo signals" should be studied further, suggesting that the Research Laboratory "investigate their use to detect the presence of enemy vessels and aircraft." It was revealed that the Navy used the ill-fated airship *Akron* in some of the experiments.

The work was brought to the attention of the War Dept. a year later when the Secretary of the Navy wrote the Secretary of War, describing the experiments and suggesting that certain phases of the problem appeared to be more the Army's concern than the Navy's.

By 1932, the Navy said, the chief problem was to develop instruments for the collection, automatic recording and correlation of data to show the position, angle and speed of approach of objects in the air. The first such instruments were developed by Robert M. Page, of the Naval Laboratory, assisted by Robert C. Guthrie. Both Mr. Page and Mr. Guthrie have been constantly active in radar research, the Navy reported, and many radar developments have been credited to them.

The House Naval Appropriations Committee, headed by Rep. Scrugham, now Sen. Scrugham (D-Nev.), a former engineer, took an intense interest in radar, the Navy said, allotting $100,000 on its own initiative to the work, and making repeated inspection trips. The Bureau of Standards and the War Dept. maintained constant liaison.

On Feb. 17, 1937, the first radar set developed in this country was demonstrated to Adm. William D. Leahy and Undersecretary of Navy Charles Edison. In March 1939, this equipment, installed in the *USS New York*, was given intensive tests at sea.



WINNER IN KGO, San Francisco's two-week auditions of 43 contestants, Monty Margetts, radio and stage actress, handles the all-night shift, announcing programs, introducing recordings and keeping the airways lively with small talk.

Institute Lecturers

SIX GUEST lecturers, who will address the second annual NBC-Northwestern U. Summer Radio Institute in a series of Tuesday night seminars to be held from June 21 through July 31, were announced by Harry Kopf, manager of the NBC Central Division, as follows: Clarence L. Menser, NBC vice-president in charge of programs; Philip H. Cohen, chief of government liaison division of OWI; John J. Louis, vice-president of Needham, Louis & Brorby, Chicago; Herbert Hollister, owner of KANS, Wichita; Wynn Wright, production director of NBC Eastern Division; Clifton Utley, news commentator. The Institute, which will be held at the Northwestern campus in Evanston, will open the seminar lectures to the public.

RADAR PIONEER Of Britain Named By BIS Publication

BRITAIN names Sir Robert A. Watson Watt, the Air Ministry's scientific advisor on Telecommunications, as the first man to make radiolocation (or radar) a practical operational science, according to *In Perspective*, publication prepared for the British Information Service by the Joint Liaison Committee in Washington.

The British account said the principle of radar was known long before it was successfully applied. When war seemed probable, Watson Watt, who had been one of the pioneers in fundamental research, was commissioned by the Government to work out detectors using reflected radio waves.

By September, 1939, radiolocators were in action and the necessary organization was in being, the British claim. (The U. S. Navy said last week that contracts for production of radar were let in this country in October, 1939). The British account continued by saying that while radar was beating the Luftwaffe in the Battle of Britain "Britain gave the United States the benefit of her radio location developments," and "American scientists were invited to take over these projects and bring them to the production stage."

"They did this with such success," the British declared, "that if the story can ever be told, it will constitute one of the most brilliant and important examples of Anglo-American collaboration."

"No one country, in wartime, could simultaneously exploit all its potential developments to the full," the British commented. At any moment, then, it is probaby true that any country is temporarily ahead of others on the type or technique on which it is concentrating, they concluded.

Standard's Plans

STANDARD OIL Co. of California, San Francisco, with broadcast of July 4 will originate its weekly *Standard Symphony Hour* for 10 weeks from Hollywood (Cal.) Bowl on 5 NBC Pacific stations (KFI KPO KGW KOMO KHQ), Sunday, 8:30-9:30 p.m. (PWT). Paul Whiteman, BLUE musical director, will be guest conductor of the initial summer broadcast, with Los Angeles Philharmonic orchestra featured throughout the series. Standard Oil Co. is also considering an additional regional network program, tentatively titled *Standard Show Time*, to supplement its weekly symphony series. Agency is BBDO, San Francisco.

Quartz Crystals Needed

QUARTZ CRYSTALS are so badly needed for the manufacture of oscillator plates in radio equipment for the armed forces, that WPB is asking everyone who knows the location of such crystals to report it to the Miscellaneous Minerals Division, Temporary "R" Bldg., Washington. Almost all quartz now used for this purpose comes from Brazil. Milky, rose or purple quartz is useless, but citizens having access to separate individual crystals, weighing at least half a pound, at least three inches long and an inch thick, and clear and colorless on the inside, are asked to send samples.



The Blue Network Commissions The Sixth Symphony by Roy Harris For Broadcast Presentation by

THE BOSTON SYMPHONY ORCHESTRA

THREE MEN MEET—Serge Koussevitzky, Conductor of The Boston Symphony; Mark Woods, President of The Blue Network (right); and Roy Harris, America's leading symphonic composer (at the piano).

And as a result of the meeting, the three men have set up another major milestone in American musical history. The Blue Network has commissioned Roy Harris to write his next—his Sixth—Symphony. The new work will be broadcast, coast-to-coast, next Spring, by The Boston Symphony Orchestra, over The Blue Network.

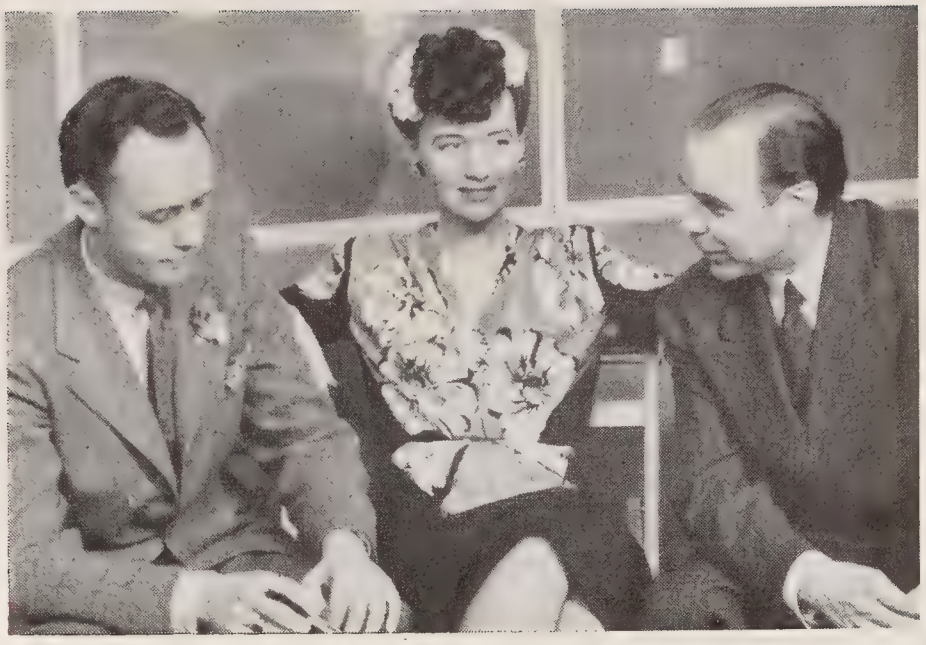
"In offering this commission to Mr. Harris," said President Woods, "I have made no demands. Nor any suggestions, beyond the hope that Harris, an American of the soil, would dedicate his Sixth to America's fighting forces—and that it would symbolize our nation's struggle for the freedom of mankind."

Of Harris, as man and musician, Dr. Koussevitzky thus expresses himself, "I think that nobody has captured in music the essence of American life—its vitality, its greatness, its strength—so well as Roy Harris. I feel the genius of his art—which is great because it so colorfully portrays the life of our people."

Speaking of his new work, Harris said that he would compose a major choral symphony, dwelling upon the Lincoln era—which being an era of war and high purpose is particularly significant for the America of today.

THE BLUE NETWORK

A SERVICE OF RADIO CORPORATION OF AMERICA



TELEVISION PROGRAM PLANS for future programs on W2XWV, New York, are discussed by Bernard Pagenstecher, vice-president of M. H. Hackett Inc., Jill Stephens, writer-producer-m.c., and Sam Cuff, Du Mont executive in charge of the commercial experimentation.

WHO'LL PAY 'VISION BILLS?

DuMont Invites Broadcasters, Advertisers and Agencies To Study for Post-War Plan

TELEVISION will go commercial overnight. So says Allen B. DuMont, whose DuMont Laboratories, Inc., in New York are continuing to supply service to the metropolitan television set owners numbering several thousands.

But how will the programs be paid for? Mr. DuMont is contributing substantially to an answer to that question by inviting broadcasters, advertisers and agencies to take part in a study and experimentation with television technique at no cost to any of the participants.

Agency Audience

With a studio audience of agency radio executives, W2XWV, New York, the DuMont television station, recently opened a series of experimental telecasts designed to demonstrate the commercial possibilities of sight-and-sound broadcasting when this medium comes into its own at the close of the war. In preparation for this time, DuMont officials have invited advertising agencies to use the station as a laboratory to test out various types of video commercials for their clients.

Already acceptances have come from Young & Rubicam, BBDO, Benton & Bowles, J. Walter Thompson Co., Marschalk & Pratt, Grey Adv. Agency and Riess Adv., while other agencies are planning to participate at a later date, according to Sam Cuff, newscaster, in charge of this work for DuMont.

Aims of Study

The study aims to formulate an advertising or sponsorship practice. "Television is far simpler, much less expensive and nearer the commercial stage than most people realize," says Mr. Cuff. "We believe broadcasters and advertisers alike will be delightfully surprised with what we can show. Our station has been operating with relatively modest studio facilities and yet we have been putting out a wide variety of entertainment."

Stating that few people have any realization of how near the commercial stage television has approached, Mr. Cuff said that the new series is designed to give agency program personnel a chance to work in the new medium, to learn for themselves and their clients what methods of presentation will be most effective. Regular periods, ranging from five minutes to a half-hour, will be assigned to the agencies on a weekly basis, Mr. Cuff explained, so that they may be able to study the progressive effect of each commercial series.

The opening program, with Jill Stevens as mistress of ceremonies, included several commercials. A skit in which a comedian crushed his hat into a shapeless mass was sponsored by Adam Hat Stores to demonstrate how much punishment an Adam hat can take; Butterick Co. presented a model wearing clothes made from Butterick patterns; Adolph Fleshner, King of the Sea Restaurant owner, and a girl stooge demonstrated the right and wrong ways of separating a lobster's meat from its shell.

"We are working with studio cameras for direct or 'live' pickups," Mr. Cuff says. "We have evolved equipment for remote pickups either by coaxial cable or ultra-high-frequency radio relay. We now have a thoroughly commercial setup."

An hour and a half or two hours seems to be the right length for an evening's television program, Mr. Cuff said. If an agency wants to present a special program for an hour or longer, DuMont will allot it a full evening for this purpose. In addition to these agency telecasts, DuMont will continue to present its regular Sunday evening programs of variety entertainment.

"For the last year we have been evolving the program end until we now have the basis for satisfactory telecast entertainment. The engineering end is ready. The remaining factor in rounding out the commercialized television of the post-war era is the advertising angle—which we now are studying and hope to formulate."

Check on Reaction

Du Mont is keeping a careful check on the audience reaction to its programs, through return cards sent weekly to set-owners in the station's coverage area, Mr. Cuff said, adding that the installation of a new antenna within the next few weeks should expand and intensify this area, which already extends about 60 miles from the transmitter, with scattered reports of good reception coming in from points as far away as Philadelphia.

Mr. Cuff also extended an invitation to station officials from out-of-town stations to visit the W2XWV studios and transmitter, both located at 515 Madison Ave., New York, whenever they are in the city. For broadcasters who may be considering entering the television field after the war is over, he said that Du Mont is preparing monthly reports on its operations, detailing studio and engineering costs of various types of programs as well as their audience reactions.

MUSIC FOR WORKERS

Aired on W51R to Raise Rochester Production

MUSIC is speeding Rochester production. Last week several major industries in the up-state New York industrial city began piping two programs daily to their workers. The half-hour programs are broadcast over FM station W51R at 9:45 a.m. and 2:45 p.m., picked up by FM receivers at the factories, and then sent through plant public address systems.

Credit for the idea and the research goes to George Driscoll, FM engineer at the station. Plan was formulated when representatives of industry in Rochester were called together by William Fay, general manager of W51R, after a number of industrialists had expressed interest in having music at their plants. Now that the plan is in operation, many other concerns expect to equip their factories for the service.

Experiments with music in war plants both in England and the U. S. have shown that it tends to increase production through its psychological effect on workers. Possibilities of boredom and fatigue are cut down, it is claimed. Music used will be familiar and soothing, waltzes, semi-classics and soft rhythm varieties. Because vocals, loud brass and "jive" are distracting, these types will not be played.

Twins for Hawley

LOWELL HAWLEY, writer on *Art Baker's Notebook* at KFI, Los Angeles, is the father of twins, a boy and girl, born on May 13.

Tube Repair Rule Defined by WPB

Unlimited Number of Rebuilt Tubes Permitted by Order

BROADCASTING may have on hand an unlimited number of repaired transmitter tubes without violating WPB's maintenance and repair order, P-133, Glenn C. Henry, chief of the Radio & Radar Division's Methods & Procedure Section ruled last week.

Mr. Henry's interpretation of P-133, one of the most liberal yet brought forward by WPB, holds that the order in no way limits the number of tubes which may be repaired, or the number of repaired tubes which may be held as spares. In addition, Mr. Henry said, it is not necessary under either P-133, or L-265 to return to manufacturers burnt out tubes which can be repaired for one's own use. Return of tubes, however, for turn-in credit, is not limited.

This official explanation of the limitation orders was brought out in a letter to Freeland & Olschner, tube repair firm in New Orleans, which had asked an interpretation of the P-133 limitation prohibiting operators from applying a preference rating when they have a spare for each active tube socket.

Two Spares Possible

According to Mr. Henry's letter, a station may now have on hand as many repaired tubes as it wishes. This is automatically limited however by the number of tubes available, since repair firms have no stock on hand, and merely take in jobs to order.

Moreover, the new interpretation makes it possible for stations with one spare at present, to obtain a second when they suffer a tube failure. When a tube burns out, the operator inserts his spare, and then finding himself with no other spare, applies his preference rating for a new replacement. He may, however, retain his burnt out tube for repairs if he wishes, soon finding himself legally in possession of two spares.

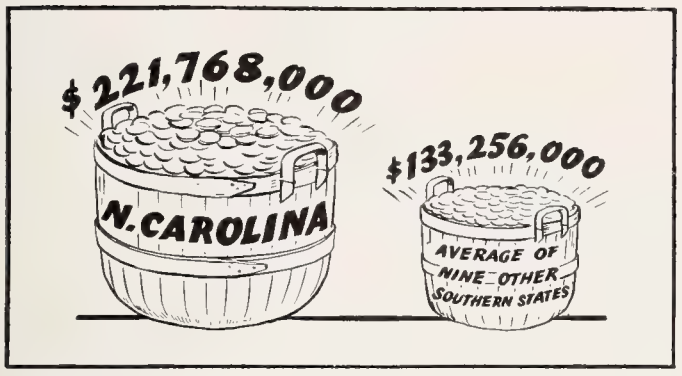
Since the broadcaster will have two spares when the next failure occurs, this process cannot be repeated under P-133, Mr. Henry warns. The broadcaster may, however, again have his spoiled tube repaired, and thus restore his inventory of two spares.

Human Symphony

BODY SOUNDS ranging from 40 to 4,000 cycles, never before audible to the human ear, are heard through RCA's new acoustic stethoscope, which opens to physicians the unheard tones of the organs of the human body. So many new sounds can be detected with this instrument that a filter has been built into it to enable the user to limit the range by turning a knob.

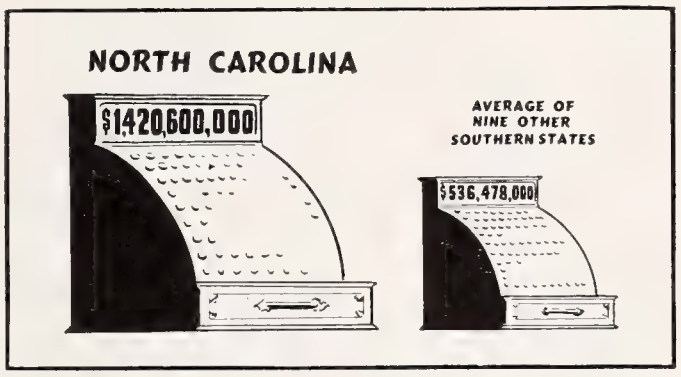
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



CASH INCOME AND GOV'T PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN



NBC 680 KC

FREE & PETERS, INC. National Representatives

Army's Sponsorship Policy Consistent, Says Col. Kirby

War Dept. Radio Chief Cites Individual Cases; Navy Policy Was Established Last October

IN ANSWER to cries from many quarters for a definite Army and Navy policy in regard to the appearance of military personnel on sponsored shows, Col. Edwin H. Kirby, chief of the Radio Branch of the War Dept's. Bureau of Public Relations has now stated that Army regulations have been applied consistently from the outset. The recent AFRA ban on commercial broadcast of *This Is the Army* by the original Army cast has brought this whole question back into the limelight.

Col. Kirby indicated that within set regulations, Army policy is keeping pace with the public temper. At the present time the War Dept. frowns on presentation of soldiers on network and local shows where they appear as stooges or freaks or in any role which discredits the uniform and the seriousness of their job. With the severity of the war brought increasingly home to the people through casualties, parents, wives and sweethearts see their own serviceman reflected in every man in uniform.

Regulations Follow 'Guide'

This does not mean that a soldier on the air must be humorless or unnatural, Col. Kirby explained, but no exploitation of the uniform in a cheap or tawdry manner will be permitted. In general, the regulations follow those promulgated in the "Radio Guide for Public Relations Officers", revised Jan. 1, 1943, and available through Army public relations officers [BROADCASTING, Jan. 18].

Col. Kirby described these regulations in a few brief paragraphs. First, soldiers are permitted to appear individually and occasionally on network and local programs, sustaining or sponsored, originating on Army property, if the program meets with the approval of the commanding officer, does not interfere with Army training, involves no cost to the Government and is accompanied by an advertising disclaimer.

Off the reservation in their free time, soldiers may appear in a radio studio in quiz and audience participation shows and may compete for prizes on the same basis as civilians. Soldiers may be interviewed on any and all programs subject to War Dept. approval, with script clearance by the Radio Branch in the case of network shows. When casualties or men returning from combat areas are interviewed, whether on local or network programs, scripts must be cleared with the Radio Branch.

One rule is basic in Army approval of any radio program, said Col. Kirby. Under an agreement which dates back to 1914, military personnel cannot be used to displace civilian employment. Clearance with AFRA, however, is not the War Dept.'s problem, since it is assumed that before any show is presented for Army clearance, AFRA approval will have been arranged by sponsor and producer.

In the case of *This Is The Army*, the department understood that all arrangements with AFRA and AFM had been made. The Army had no objection to the appearance of military personnel on the program, which would have netted the Army Emergency Relief fund approximately $40,000.

Cases Discussed

In answer to allegations that it was unfair that "Ezra Stone be ruled off *The Aldrich Family*, while Rudy Vallee, in the Coast Guard; Gene Autry, in the Army; and Eddie Peabody in the Navy, continue on commercial programs," Col. Kirby explained that the circumstances of Ezra Stone's broadcast differed materially from those of the Autry show. Under a regulation allowing men inducted into the Army to carry out the provisions of existing contracts, Ezra Stone continued to play the part of Henry Aldrich for General Foods for one season after he was inducted. When he signed another contract to continue on the show, Army permission was refused because as a soldier he is subject to 24-hour service and therefore may not make commitments to appear anywhere at a stipulated time for a definite period.

Gene Autry, on the other hand, is heard on the air in the Army's behalf. As a soldier he is assigned to the Air Forces for recruiting purposes, Col. Kirby explained. The money he earns goes to the Air Forces AER. The Wrigley Co. pays for the show but gets only a credit line, not a commercial. Sgt. Autry is known to reach thousands of high school boys, the Air Forces personnel of tomorrow, stimulating their interest in the service, and also evoking interest within the Army for this branch of the service which requires men of particularly high calibre.

Victory—Yardstick

The Army uses established programs with established audiences to reach the public with its message. Commercial shows, just as sustaining shows, are used only for one purpose—to benefit the Army, to help win the war. This is the yardstick, added Col. Kirby, and any benefit accruing to the advertiser is incidental.

"Past professional exploits don't give a man the right to speak for the Army," he said, with reference to hero interviews. A request for an interview with Joe Louis and Billy Conn, keyed to the fact that these two fighters have entered the service and laid down arms to fight a common enemy, was turned down. But the appearance of Capt. Gene Raymond on the *Stage Door Canteen* was approved because he has seen action as a gunner in the European war theatre and "earned the right to talk for the Army."

"We have requests for the soldier with the biggest feet, or the greatest weight, to appear on the air," the Colonel continued. "These requests are refused, because such appearances benefit nobody," he stated.

The Bureau of Public Relations is preparing a study "to establish the soldier's right to expression this side of security." Covering the participation, paid or otherwise, of service men in art, drama, radio and allied fields, the study is expected to be released soon.

Navy Policy

Navy policy was set down in a directive last October, according to J. Harrison Hartley, Chief of the Radio Section, Navy Office of Public Relations. This directive states that the Navy will not cooperate in arranging the appearance of Navy personnel purely for the entertainment of audiences. Basic criterion is whether the program is of value to the Navy. Presenting Navy men as comedians and stooges in any way which might discredit the service is banned. The directive further states that Navy personnel may appear on radio shows when material, news and information helpful to the war effort is included, or when the programs orginate from Navy property. Individuals asked to appear personally may do so when there is no interference with duties and no possibility of discredit on the individual or the service.

Lt. Com. Eddie Peabody, USNR, who is band and recreation officer of the Naval Training Station, Great Lakes, Ill., was granted permission to continue on the air for Alka-Seltzer before Pearl Harbor, according to best available sources. He plays one banjo number weekly on the *National Barn Dance* program, giving plugs frequently for the women's services of the Navy.

Permission was granted Rudy Vallee to continue on the air for National Dairy Products Corp. last year before policy in regard to radio appearances was set, it is understood. Chief Petty Officer Vallee has been assigned by the Coast Guard to build up a Coast Guard band. From time to time his radio show carries Navy messages, with recent plugs given to SPAR recruiting. His earnings on the program are turned over to the Coast Guard Welfare Fund.

Summer Music

MUSIC in war plants is so important an aid in war production that RCA-Victor has set up special research on the subject. Dr. W. E. Kerr, psychologist, reports that music should be selected according to age, sex, race and work done. Fast music is not popular in most plants; name bands are most popular; Hawaiian music is welcomed on "blue" days and in hot weather.



RECEIVING BIRTHDAY cake from Jack Weldon, program director of WDBJ, Roanoke, Va., in celebration of the first anniversary of the WAAC on May 14 is Sgt. Alice Daggett of the local WAAC Recruiting Office. Others (l to r) are Cpl. Catherine Klass, Lt. Helen Herron, Wendel Siler, WDBJ announcer, Lt. Alta Joffee, Commanding Officer of Roanoke Recruiting Office and Cpl. Beatrice Gabriszeski. Members of the local office took part in a special program during which they received the one-candle cake for the WAAC's birthday.

Kobak on Tour

EDGAR KOBAK, executive vice-president of the BLUE, last week left New York for a 10-day trip to confer with BLUE affiliates and agencies. He will visit Philadelphia, Chicago, and in Minneapolis will address a meeting of the local advertising club. On June 4 he will go to Skytop, Pa., with Mark Woods, president of the BLUE, and William Hillman, Washington correspondent of the BLUE, to attend a meeting of the Marketing Executives Society.



C. E. HOOPER, INC.

MIDWINTER 1943

STATION LISTENING INDEX, CHATTANOOGA, TENN.

	WDOD	"B"	"C"	OTHERS
MORNING INDEX (8 TO 12 P. M.)	52.7	23.4	22.2	1.7
AFTERNOON INDEX (12 TO 6 P. M.)	45.5	29.5	23.5	1.5
EVENING INDEX (6 TO 10:30 P. M.)	44.4	39.5	13.2	2.9

the time-buyers' station

A RECENT survey based on actual national spot business placed with Chattanooga radio stations, showed WDOD the overwhelming preference of time buyers throughout the nation. 76.9% of all national spot business placed in Chattanooga is awarded WDOD, with 18.3% going to Station "B", and 4.8% going to Station "C".

A Sales Management High-Spot City



WDOD

CBS FOR CHATTANOOGA, TENN.

5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

OWI Information Program Sponsored

Home Front Aided By Question-Answer 'Mailbag'

PROVIDING the public with war information directly requested by listeners is the keynote of the *Regional OWI Mailbag* program now in its second year on WSB in Atlanta. The southeast regional OWI produces the show, sponsored twice weekly by Rich's department store, one of the South's largest advertisers.

The program is now in its second year. Literally hundreds of questions have been answered over the air on problems ranging from delayed allotment checks of soldiers' dependents to priorities for unseasoned lumber. Other hundreds of questions not suitable for broadcast are answered by direct mail.

To lend authenticity, WSB asked the regional OWI to voice the show. The station auditioned OWI staff members and selected Marvin Cox, Regional Director, and Edith Ford, administrative assistant, to present the *Mailbag*. They have prepared the scripts and presented the show since it began.

The type of questions received follows closely the changing pattern of war on the home front. When gasoline rationing was first instituted in the Atlantic Seaboard states, scores of questions poured in from Florida tourists who wanted to know if they would be allowed gas to drive home. More recently questions on war jobs, essential occupations and procedure for obtaining discharges for draftees over 38 years old have predominated.

The value of the *Mailbag* in getting bad conditions corrected is illustrated in the handling of the fats salvage campaign. Listeners reported that the collection system was not operating satisfactorily in certain rural areas. This information was immediately passed on to the salvage people, who then knew precisely where the collection system needed to be improved.

Soon after the program was started on WSB, the regional OWI queried other stations in the Southeast about their interest in the script. Response was favorable, and some 20 other stations are now using the *Mailbag* script in the Southeast. This brings questions from the entire region and enables the regional OWI to know the specific problems which are concerning the people of the Deep South.

Among stations using the regional *OWI Mailbag* script are WBHP, Huntsville; WJBY, Gadsden; WALA, Mobile; and WCOV, Montgomery, all in Alabama; WFLA, Tampa; WCOA, Pensacola; WDBO, Orlando, WRUF, Gainesville; WDLP, Panama City; WJAX, Jacksonville, Florida; WTOC, Savannah; WGAA, Cedartown; WGOV, Valdosta; WALB, Albany, Georgia; WAML, Laurel; WGCM, Gulfport; WCOC, Meridian; WSLI, Jackson; WJPR, Greenville; WCBI, Columbus, Miss.; WTJS, Jackson; WDOD, Chattanooga; WJHL, Johnson City; WSM, Nashville, Tenn.

Wide Query Range

Queries come in on all sorts of stationery — on embossed paper from the president of a chain of clothing stores who wants to know what to do with wool accumulated in taking cuffs off trousers, and on ruled tablet paper from a tenant farmer who wants to know if he must pay the Victory Tax.

Problems vary from the sublime to the ridiculous. The *Mailbag* helped solve the dilemma of a war mother who could not locate safety pins to diaper her expected baby. And on the same program was query of a legless man who wanted to use his hands and eyes in furthering the war effort because he couldn't walk as could his four brothers in the service.

One letter highly prized by the regional OWI as testimony of confidence in the program was forwarded by WSLI in Jackson. The text follows:

I want to tell you how much we appreciate the program that you have now called *The Mail Bag*. We feel we are getting correct information. We do not depend on the papers any more at all—we just wait 'til Tuesdays and Thursdays and listen to *The Mail Bag*.

MAYMIE W. WILLIAMSON,
Canton, Miss.

L. A. BENSON

WIL • ST. LOUIS

had a problem . . . "Trying to find a program to attract the 'younger generation' to a large indoor swimming pool was a source of considerable concern — until we pulled your 'BROADWAY BANDWAGON' out of the bag. The advertiser went for it immediately — and as a Monday-through-Saturday feature, the aforementioned younger generation has gone for it, too. They are really getting 'into the swim'."

THE BROADWAY BANDWAGON is a half-hour program, "across the board." It features outstanding pop tunes interpreted by name dance bands and rhythm groups. It is an integral part of Lang-Worth Planned Program Service.

LANG-WORTH, Inc.

420 MADISON AVENUE • NEW YORK, N. Y.

United Artists Did Not Buy Hartford Broadcasts

UNITED ARTISTS Corp., New York, in promoting "Lady of Burlesque" in Hartford, home town of Michael O'Shea, star of the picture, arranged special broadcasts in his honor on the four stations in that city, but did not buy the time, as mistakenly expressed in BROADCASTING, May 10. WTIC on May 11, prior to the premiere, broadcast a special program, written and produced by Martin Starr of the radio division of UA. Special shows in connection with the opening were also done by WDRC, WTHT and WNBC. United Artists did purchase time in several other cities for spot announcements to run two days prior to the film's opening.

Dorsey for Dorsey

WHILE Tommy Dorsey and his orchestra take a two-week vacation in June from their Wednesday night series on NBC, Brown & Williamson Tobacco Corp., Louisville, will present Tommy's brother, Jimmy Dorsey, from Philadelphia June 2 and from Cleveland June 9 in the 8:30-9 p.m. spot. Series promotes Raleigh cigarettes and tobacco with Russel M. Seeds Co., Chicago, the agency.

Georgia Tech Gets Control of WGST; Board of Regents to Operate Station

CONTROL OF WGST, Atlanta, now rests in the hands of its licensee, the Georgia School of Technology, as the result of its purchase of all the outstanding stock of the operating company, Southern Broadcasting Stations Inc., attorneys for the station announced last week.

Payment is to be 15% of the station's net profits to January, 1950, the date to which the management contract of Southern Broadcasting Stations was to run. The contract, signed April 14, ends the control of the Pickard-Calhoun interests over the actual operations of WGST "to the almost complete exclusion of the station licensee", as found by the FCC [BROADCASTING, March 29].

Control Under Regents

Southern Broadcasting Stations is to be dissolved upon the completion of the necessary legal steps in transferring all operating contracts and assets of the corporation to the school. This is expected to be accomplished within a few weeks and the Board of Regents is to keep the FCC informed of progress.

Direct control of the station and its operators is now vested in a radio committee of the Board of Regents consisting of Sandy Beaver, chairman; Frank M. Spratlin, vice-chairman; William S. Morris, Pope F. Brock and Marion Smith, ex-officio; and Chancellor S. V. Sanford and President M. L. Brittain as ex-officio members. They comprise a continuing committee with power to make contracts, appoint officers of the station, supervise the operation and perform other management functions.

It is understood that Clarence H. Calhoun, general manager, and associated with Sam Pickard in Southern Broadcasting Stations, is to continue as manager and that there will be no other changes in station personnel.

When final data on the changes now being effected is presented to the Commission, the way will be open for Commission consideration on renewal of WGST's license. The station is now operating under a temporary license which expires next June 21.

RADIO POOLING
Listening Posts to Share Sets Started by WSKB

SOUTHWEST MISSISSIPPI listeners are hearing a unique appeal these days: to share their radios with neighbors who have none or whose sets are out of order. The appeal comes from WSKB, McComb, Miss., which urges the establishment of listening posts in homes or places of business. Special posters for window display are sent listeners who wish to invite others to share their radios and names of persons writing in for the posters are aired daily on the *Listening Post* program. In sending out the posters, WSKB includes letters promoting patronage of sponsors.

Nine New Areas Added To Acute Labor Markets

NINE new areas were added to the list of areas of acute labor shortages last week, while two others were removed by the War Manpower Commission. Under the most recent listing 42 labor markets are considered critical and therefore subject to local regulations requiring a 48-hour work week.

The nine new "critical areas" are: Akron; Chambersburg, Pa.; Pine Bluff, Ark.; Salt Lake City; San Francisco; Sturgeon Bay, Wis.; Trenton; Wilmington; Jacksonville. Two areas removed from the critical list, but still subject to 48 hours unless other instructions appear locally, are Des Moines and Manitowoc, Wis.

New York City Council Ponders WNYC Future

FATE of WNYC, New York City's municipally owned station, is in doubt, following the action of the city council in eliminating the $106,915 appropriation requested for the operation of WNYC during the coming year from the city budget.

If the Mayor exercises his veto power, as he is expected to do before the June 1 deadline, the council will have to secure 20 votes to override the veto, an accomplishment viewed as extremely improbable by political observers. WNYC appropriation was only one minor item in a list of budget slashes that would reduce the city's 1943-44 budget by $10,864,905 to a total of $742,216,118.

BOB MARKO, writer on the weekly CBS *Al Jolson-Monty Woolley Show*, sponsored by Colgate-Palmolive-Peet Co., has been signed by Columbia Pictures to work on the film story based on the life of Jolson.

KOB
"The Voice of New Mexico"

ALBUQUERQUE BROADCASTING COMPANY NBC
PHONE 4511 • • P. O. BOX 1319
ALBUQUERQUE, N. M.

March 10th
of our 23rd year
1 9 4 3

International News Service
General Offices
235 East 45th Street
New York, N. Y.

Gentlemen:

We have been using International News Service for a number of years. I am writing to commend you on the uniform excellence of your service during that time.

We have noted particularly that you seem to be on the job when big things are happening.

All of our local newscasts are sponsored, and we are using your week-end roundup as a Sunday News Review which is sponsored by one of the local newspapers.

Sincerely yours,

FRANK QUINN
Manager

Thank you, Mr. Quinn

INS



ANOTHER

NOW

Fr

THE PROG

- WENT TO EUROPE 1933 TO "WATCH"
- FIRST TO STYLIZE BROADCASTING IN
- COVERED 1937 OHIO-MISSISSIPPI VA
- SINGLE-HANDED BROADCASTS 1940 R
- SCOOPED RADIO WITH WENDELL W

UNITED PRESS

ASSOCIATED PRESS

CBS WORLD NEWS

WC

THE L.B.Wilso

CINCIN

FIFTY GRAND

ETWORK ACE...

NCKY's NEWS EDITOR!

l Thomas

NEWS-WRITER WHO WROTE AND STYLED

S OF PAUL SULLIVAN - PETER GRANT - JAY SIMMS - ARTHUR REILLY • • •

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LOOD BY PLANE FOR NETWORK BROADCASTS

CAN AND DEMOCRATIC NATIONAL CONVENTIONS

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PRAISE FROM THE PRESS



SECOND THOUGHTS

by NIXSON DENTON

SPORTS EDITOR OF THE TIMES-STAR

THE announcement of the departure of Fred Thomas from WLW to take over the news room at WCKY may have been passed over as something entirely without consequences by most radio addicts, but, while they may be entirely unfamiliar with the proud old Thomas name, they are not unfamiliar with Mr. Thomas's work.

Although completely unhonored and unsung, Fred's finely spun phrases and carefully selected adjectives have been mouthed into the microphone by such celebrities as Paul Sullivan, Peter Grant et al.

Persons, supposedly thrilling to the learned comment of such gentlemen, made breathless by their erudition and grasp of world affairs, in reality paid tribute to Mr. Thomas. For, by tailoring the mile after mile of script that he wrote to his great mouthpieces he made of them four-star commentators.

The announcers with whom he works at WCKY can anticipate the same fate. They'll be molders of public opinion and authorities on this and that in no time.

N P O W E R . C R S

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HENRY S. LIEBSCHUTZ, Art Director

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Fact Against Talk

THERE appears to be a lot of confusion in the industry over the Supreme Court decision in the network cases. This is understandable, because thought has been focused upon network contractual aspects in relation to the FCC's regulations which have been in controversy since 1938.

Actually the court opinion goes far beyond mere network-affiliate relations. Conjure up the worst in the way of Government regulation of radio, short of actual Government operation, and you have the full potential impact of the Frankfurter opinion of May 10. It isn't a wartime measure either. It holds for all time—unless invalidated by Congress.

If the ruling had been confined to the network situation alone, it would have been sufficiently sweeping and important to warrant Congressional action. But when the court majority went all out, covering by implication and word such matters as multiple ownership, newspaper ownership, program control, overall business operations, as well as jurisdiction over allocations, the whole industry, it seems to us, should have been galvanized into action. The ability of radio to serve the public is at stake.

This is not a matter of networks against the FCC. The networks, after all, are primarily program and sales agents, save for their owned and operated stations. They are not licensed by the FCC. It is a matter of gravest possible consequence to every broadcaster, irrespective of whether he feels he stands to benefit immediately from the changes to be wrought by the network regulations effective June 14 (as things now stand).

From Government proponents of the court's opinion come shouts of derision against those who foster remedial legislation. We are told the whole fuss kicked up by the industry is just another effort by dominant interests to avoid reasonable regulation, which will restore to stations their "freedom." We've yet to hear stations complain about any lack of freedom save that imposed by the FCC itself through its efforts to assume more and more power, through intimidation, coercion or worse. Lots of empty, meaningless words have flown from the FCC. Broadcasters, as Al Smith used to say, have only to look at the record to determine whether radio is freer today than it was before that new kind of philosophy, now blessed by the Supreme Court, was infused in broadcast regulation.

Broadcasters should read and re-read the Frankfurter opinion. They should talk to their representatives in Congress about it. They should forget about any possible reprisals in Washington, for it is their duty, as citizens as well as broadcasters, to safeguard the best interests of Democracy.

Chairman Wheeler, after a couple of postponements, now announces that hearings on new legislation will begin in late June before his full Interstate Commerce Committee. His interest, and that of every member of the Committee and of Congress, should not be permitted to wane.

The broadcasting industry needs aggressive leadership in this fight. If it doesn't get that sort of guidance, the industry may be fighting its last legislative battle as a free entity. The NAB board meets in Washington June 3-4. At that time the whole campaign should be laid out. Directing personnel should be named.

Unless an unrelenting fight for safeguarding legislation is made, the industry will have sacrificed its freedom by default.

Wanted: Facts

NO MORE difficult problem has faced sellers of time in the past decade than the failure of retailers to follow other service and sales groups in adoption of radio as a primary advertising medium. Action and agitation aplenty have marked industry efforts to interest retailers, especially department stores, in the efficacy of the air medium.

Through the years the problem has been discussed intermittently with great vehemence. Sporadic and serious efforts have been made to interest retailers in radio. These efforts have been handicapped by the fact that many of the key advertising men in retailing have been reared in the white-space advertising field.

At the heart of the problem are two obvious issues—retailers must be educated in radio and radio must be educated in retailing.

To achieve this the Retail Promotion Committee of the NAB under the able leadership of Paul W. Morency, of WTIC, Hartford, is going after all the retailing information it can get from broadcasters. As part of its extensive Retail Promotion Plan, the committee is sending out two questionnaires. The first seeks statistical data, which also will be made available to the Harvard University Business School in its study of retail radio advertising. The second is a heart-and-soul document—a list of penetrating questions about radio retailing experiences.

Lack of information has hampered past efforts to develop radio's retail clientele. Here at last is a serious effort to get a fund of facts about why stores don't use more radio. The questions are straight and hard. They ask what and why. If all stations provide complete answers, the NAB will have information that should provide a radio retailing encyclopedia.

That Coal Buy

FACED with a selling job—to induce Americans to store next winter's coal now—Mr. Ickes' Office of the Solid Fuels Administrator last week sent to coal dealers throughout the country recorded radio programs for local sponsorship. Accompanying the discs was a reminder that radio has contributed heavily to the "Buy Coal Now" campaign and that this cooperation cannot be asked indefinitely.

This tangible act of appreciation on the part of a Government agency will be appreciated by station operators, many of whom feel that they are given entirely too little consideration by Government campaign planners. Going beyond words of praise—which will never meet a payroll—Mr. Ickes, who calls them as he sees them, believes stations should get a square deal.

Government prepared programs for local sponsorship are nothing new. They were a proven success in 1935 when George T. (now Lt. Col.) Van Der Hoef of the Marines introduced them as chief of public information of the FHA. When OWI tried them with *Uncle Sam*, they were so enthusiastically received that a united radio industry, in Chicago last month, asked for more. The fact that OWI since has cancelled this series for local sponsorship is another story, and one that still needs further explanation.

Sponsor or no sponsor, radio would back up the "Buy Coal Now" campaign to the limit. But stations are going to get particular pleasure out of doing this job—the sustaining as well as the commercial—because, for once, the Government presents proof of its faith in the medium, the kind of proof businessmen understand best. Uncle Sam is telling coal dealers and sponsors at large that radio time is a good buy.

Awards of Merit

CITATIONS of merit for the dissemination of war information through advertising by OWI —comparable to the Army-Navy E Awards in war production—is the timely suggestion of Miller McClintock, Mutual president. The awards would be made to advertisers and advertising agencies and would take official cognizance of advertising's achievements in the war effort.

The job advertising has done is evident. Every program carrying a war message and every white space or billboard display geared toward victory constitutes a badge of merit. Mr. McClintock's suggestion is sound because it provides tangible recognition of outstanding contributions. And, as has been experienced in the war production field, it would provide new incentive for even greater achievements in war advertising.

We Pay Our Respects To —



WILLIAM BYRON McGILL

TWO RARE attributes—talent and resourcefulness—are the possessions of William Byron McGill, who last week assumed office as general advertising manager of Westinghouse Radio Stations Inc., Philadelphia.

Mac, as they called him at KDKA, Pittsburgh, where he was sales promotion manager for five years, is one of those unusual gentlemen whose versatilities are seemingly endless. He is an artist, designer, and inventor, as well as advertiser, and he brings all the imaginativeness of these endowments to a profession in which the creative genius finds ample expression.

And on top of these talents, Mac adds business instinct and aggressiveness. They all combine to produce a proficient promotion man who assumes his new duties reinforced by 20 years of experience in advertising and promotion work for theatres, radio and national advertisers.

Mac was born Oct. 9, 1898, in Masontown, Pa., a town of 3,000 population, some 50 miles from Pittsburgh. Reared from childhood by an uncle, a jeweler and engraver, his artistic faculties found early interest in designing. Later he went to Carnegie Tech, Pittsburgh, attending the School of Fine Arts for a year.

Advertising became a career for Mac in 1918 when he joined the *Pittsburgh Post* as branch manager in the classified advertising department. In that same year he was inducted and honorably discharged from the Army within less than an hour—on Armistice Day.

From 1920 to 1926, he joined with George S. Sherman in a theatrical art and advertising studio, through which modern display techniques in convention, show window and theatre advertising were introduced to Pittsburgh. In 1926, he established the Franklin Press, a venture which at least satisfied an interest in typography and design and which was worth the investment, says Mac, for an historic day spent with Fred Goudy, noted designer, at his Village Type Foundry in Marlborough, N. Y.

In 1928 he organized Neon Signal Devices Inc. to market traffic signals which he invented. The business thrived until the depression got the better of traffic and in 1932 he returned to the designing and manufacturing of mechanical displays. He worked for such firms as U. S. Steel, Bethlehem Steel, Armstrong Cork and Pittsburgh Plate Glass. While so occupied KDKA turned to him for special promotion work and attracted him into its own sales promotion offices.

Mac is known widely in Pittsburgh for his etchings and paintings as well as for his work in advertising. In the Pittsburgh Chamber of Commerce headquarters hangs an imposing etching entitled "City of Golden Opportunity". His etchings of Pittsburgh are treasured possessions on the walls of many of his friends' homes.

He is also an amateur astronomer and has perfected numerous inventions which are now giving service in various fields.

In 1939 he married Lois A. Miller, whom he met at KDKA where she conducted organ programs for more than five years.

Clifford H. Dowling

CLIFFORD H. DOWLING, 41, assistant general manager of British United Press, died at Toronto recently after a brief illness. Born in Winnipeg, he was educated in British Columbia, started his newspaper career on the Vancouver *Star* in 1925 and two years later came to Toronto. He returned to Vancouver a few years later to enter the advertising business, and after two years became manager of an advertising agency in Sydney, Australia. On his return to Canada he joined A. McKim Ltd., Toronto, and joined BUP in 1941.

Personal NOTES

RALPH R. BEAL, research director of RCA Laboratories, will speak on "Research and Electronics", at a meeting of the New York Stock Exchange June 1. His address is one of a series on electronics presented for members of the Exchange under auspices of the New York Institute of Finance.

BOB McCRANEY, general manager of WCBI, Columbus, Miss., has returned to his office after being out for a week with bronchial pneumonia.

PATRICIA SEARES, account executive of KYA, San Francisco, has resigned to join the U. S. Ferry Command.

EDWARD E. WILLIAMS, known as Broadway Bill, has joined KFAC, Los Angeles, as salesman.

ETHEL DAVIS, personnel director of WINX, Washington, has been elected vice-president of the WINX Broadcasting Co., according to Lawrence J. Heller, president.

ARTHUR B. CHURCH, president of KMBC, Kansas City, and Mrs. Church, on June 2 observe their 25th wedding anniversary.

ALLAN W. KERR, formerly with Free & Peters and International Radio Sales, has joined the sales department of WOV, New York.

J. FRANK JOHNS joined the sales department of WCCO May 17 as assistant to Harvey Struthers. He was for ten years connected with midwestern stations.

GENE CARR, assistant to J. Harold Ryan, assistant director of censorship for broadcasting, is on a tour contacting stations in the South.

CHARLES R. HOOK, president of American Rolling Mill Co., and Elisha Walker, a partner of Kuhn, Loeb & Co., have been elected to the board of directors of Westinghouse Electric & Mfg. Co., according to A. W. Robertson, chairman of the company's board.

LOREN MYERS, assistant sales manager of WSB, Atlanta, has been inducted into the Army at Ft. McPherson.

JOHN A. STEWART, commercial program director of the Don Lee Broadcasting system, has returned to Hollywood after a trip to Northern California Don Lee stations to confer with program directors on future broadcast plans for the network.

CECIL BROWN, CBS commentator, will be one of the guests of honor June 5 at the annual rally in New York of Youthbuilders Inc., organization made up of New York school children. For the first time in four years, the group is not making its annual radio awards.

ARCHIE S. GRINALDS, formerly of the New York sales office of WLW, Cincinnati, and previously manager of WSAI, Cincinnati, has been named a station contact representative of the BLUE by John H. Norton Jr., station relations manager.

Latham to Coast

JACK LATHAM, assistant sales manager of Mutual, left New York May 23 for the West Coast, to develop new program ideas in line with the network's newly announced emphasis on programming. During his two-weeks visit in Los Angeles, Mr. Latham is scouting for Hollywood talent for new programs, and is doing promotional work on current network shows.

EXECUTIVES HEARD AT BMI MEETING

BMI held its seventh program managers meeting at the New York headquarters of the industry music organization last Monday and Tuesday, with program managers of 25 stations in attendance. Sydney M. Kaye, executive vice-president and general counsel; Merritt E. Tompkins, vice-president and general manager, and other BMI executives addressed the group during the two-day session. New BMI tunes were previewed.

Station program executives attending the meeting were: W. G. McBride, WDBO, Orlando; Ezra McIntosh, WWNC, Asheville; H. W. Koster, WPRO, Providence; H. L. Hageman, WADC, Akron; E. C. Obrist, WFIL, Philadelphia; Maurice Thompson, WJDX, Jackson; Allan Page, KVOO, Tulsa; H. W. Metzger, WTAM, Cleveland; D. H. Harris, WTAG, Worcester; Clifford Rian, WTCN, Minneapolis; Woodbury Carter, WTRY, Troy; F. Werner, WXYZ, Detroit; H. G. Templeton, WLS, Chicago; King Harmon, KUTA, Salt Lake City; Roy Thompson, WFBG, Altoona; Lee Nydegger, KFBI, Wichita; Gene Chenault, KFRE, Fresno; Pete Teddlie, WRR, Dallas; Jay Heitin, WHYN, Holyoke; V. E. Reed, KFH, Wichita; G. M. Jackson, WBOW, Terre Haute; Cody Noble, WDAN, Danville, Ill.; Winslow Bettinson, WHEB, Portsmouth, N. H.; Charles Stone, WMBR, Jacksonville; Robert Mackall, WFMJ, Youngstown.

Lt. Bailey Honored

AN AWARD of merit for excellent work in recruiting enlistment of Seabees, the Navy's newest branch of service, has been conferred upon Lt. William J. Bailey, now assigned to the Navy's Industrial Incentive Division in Washington. Lt. Bailey was recently transferred from the Radio Section of the Office of Public Relations. In his new post he will coordinate and supervise all radio activities for the Incentive Division and will be associated with Lt. Robert Taplinger, former publicity head of CBS. Lt. Bailey was for several years on the NBC staff in New York.

WOR Sales Shifts

DEWITT C. MOWER, recently associated in a civilian capacity with the Navy Bureau of Yards & Docks, and for six years with TransAmerican, has joined the sales department of WOR, New York, assigned to the station's Chicago office. Clarence Van Auken replaces Herman Maxwell as sales representative of WOR offices in Chicago, Boston, and San Francisco, and will also serve as WOR account executive. Mr. Maxwell is now in the Navy. Mr. Van Auken will be replaced as head of the sales service of WOR by Jean Shaeffer, for the station's program department.

ALISTAIR COOKE, correspondent of BBC and of the London *Times*, has completed a book to be published this summer by Duell, Sloan and Pearce, New York, titled "The Face of the Nation—A Portrait of the American People at War."

BEHIND the MIKE

VIRGINIA VERMILLION has joined the continuity staff and Barry Currigan is a new announcer of KLZ, Denver.

ROBERT McBRIDE, announcer-writer of WAOV, Vincennes, Ind., is author of *This Is Worth Fighting For*, a dramatic serial of the WAAC now being aired on 11 Indiana stations. It has also been sent to national WAAC headquarters for national distribution.

STEPHEN JAMES has left WEAN, Providence, to join WEEI, Boston, as announcer.

WARREN ANDERSON has taken over the night news duties at WKZO, Kalamazoo-Grand Rapids, formerly handled by Wayne Robinson, now in the Army. Marion Stutes has been appointed to the junior announcing staff.

JACK THOMPSON, Mutual reporter who covered the entry of U. S. forces into Tunis, has returned to this country on furlough. After a brief stay in New York, Mr. Thompson went to Chicago. He will return to a fighting front after he completes an assignment for the *Chicago Tribune*, for which he is correspondent.

BOB SHEPARD, announcer of WOR, New York, is the father of a boy.

BETTY SHAY, formerly of the night program division of NBC, has joined Phillips H. Lord, New York, as supervisor of *Counterspy*, program produced by Lord and sponsored on the BLUE by Mail Pouch Tobacco Co., Wheeling.

Miss Howard, Promoter

APPOINTMENT of Hazel B. Howard as promotion director of WSAI, Cincinnati, has been announced by Walter A. Callahan, general manager. Miss Howard originated one of the first fashion programs sold to a department store, *Helen Hoyt's Fashion Flashes*, heard over WMC, Memphis, in the early days of radio. Later she directed promotion for the Memphis baseball club, and southern tours of leading musical organizations and theater road shows.

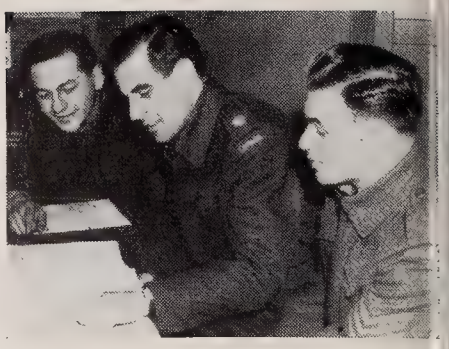
JOHN MURPHY, NBC supervisor of commercial traffic, has been transferred to the station relations department, succeeding Burton Adams, who has resigned as contact man to join the Navy as an ensign. Mr. Murphy's duties will be taken over by Steere Mathew, commercial engineer and assistant traffic manager.

GERTRUDE HOFFMAN, formerly with Biow Co., New York, and previously associated with NBC and CBS in Hollywood, has been appointed assistant to Dorothy Kemble, continuity acceptance editor of the BLUE, replacing Warren Ambrose, resigned.

EDWIN MORSE, now in his seventh year as director of *Jack Armstrong* on the BLUE, will retire shortly to his farm in Alabama, where he plans to raise pecans and write radio scripts. Retirement is on doctor's orders. Succeeding Mr. Morse will be Ted MacMurray, director of *John Freedom* and other BLUE programs out of Chicago. He has been assistant director on the *Jack Armstrong* series for the last year. Series has recently acquired a new scripter, Irving J. Crump, author of boys' books, who replaces Lt. Col. Paschal Strong. Col. Strong is giving full time to his military duties.

GRACE HELLERSON, manager of the BLUE's central booking office, is to be married in June to Capt. H. J. Lilleston, a commanding officer in the Army Air Forces. Miss Hellerson has received a three-month leave of absence, which she will spend in St. Louis. Her fiance is stationed nearby. Marjie Ashmead, secretary to Dr. H. B. Summers, head of the BLUE public service division, is to marry Charles Whalen, June 26. Mr. Whalen is with Lever Bros., and was formerly with NBC.

JERRY LAWRENCE last week discontinued his recorded music program, *Mutual Matinee*, on WOR, New York. Program was heard Sunday thru Friday, 2:45-4:30 p.m., and has been replaced by a series of music and variety programs. Mr. Lawrence continues as m.c. of the *Battle of the Boroughs*.



SCANNING the script for the Canadian *Army Show* is Maj. Vic George (center), president of Whitehall Broadcasting Ltd., Montreal, and commanding officer of the show unit, with Sgts. Frank Shuster (l) and Johnny Wayne, comedy stars of the Army show. Sgts. Shuster and Wayne formerly were comedians on Buckingham Cigarette's *Blended Rhythm*, one of the largest commercial network shows in Canada.

BRUCE MATTHEWS has been appointed by WAAT, Jersey City, to assist Earl Harper in broadcasting the Newark Bears baseball games of the International League. Matthews is a former announcer of WOV, New York.

MRS. MARY NELL KLING, director of women's activities of WSBA, York, Pa., is resigning to give full time to her chicken farm, and is being replaced by Annetta Hain. Frances McConnell has joined the WSBA announcing staff.

LLOYD WEBB, former announcer of FM station W59C, Chicago, and William Brook, formerly of WEMP, Milwaukee, have joined WIND, Chicago.

MARIO SILVEIRA, active in Spanish language broadcasts to Latin America on NBC's international stations, has entered the Army.

ROLLIE THOMAS, former announcer of KFI-KECA, Los Angeles, and now with Army Air Forces Ferry Command, is stationed at Terminal Island, Cal.

CHARLEY STOOKEY, of KMOX, St. Louis, on May 20 entered his 15th year as radio farm editor. The CBS *Country Journal* broadcast of May 22 featured him in a description of the Mississippi Valley flood disaster, which he viewed from the air.

MRS. MARY EATON has joined the production and news analysis departments of WHEB, Portsmouth, N. H. Francis Bovin, from WFEA, Manchester, has joined the staff as announcer.

SALES ZERO-ZERO IN EIGHTY EIGHT (Ky.)?

When it comes to sales opportunities, Eighty Eight (Ky.) ain't exactly a hot number. But the Louisville Trading Area *is!* With 57.5% of Kentucky's buying power, the Louisville Trading Area does 17.1% *more* retail buying than the rest of the State *combined!* . . . WAVE's a hot number, too—gives you complete coverage of this market at one (1) low cost—makes your success an almost mathematical certainty! Speaking of that, how's *your* arithmetic in the Louisville market?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,



ALINE MOSBY, daughter of A. J. Mosby, general manager of KGVO, Missoula, Mont., who is Montana State U. correspondent of the station, has been appointed one of the twenty guest editors for the college issue of "Mademoiselle".

BROOKS HENDERSON, newscaster of KSTP, St. Paul, has been invited to join Sigma Delta Chi, national professional journalism society.

CHICK MAUTHE, Cincinnati orchestra leader, has been made musical director of WCKY, Cincinnati, succeeding Bobby B. Baker, who has joined the Army.

MRS. ETHELDEAN WINN and Mary Hughes have joined the continuity department of KOMO-KJR, Seattle, while Bill Ward has left the department and joined the Army. Richard Hopkins, from the Tacoma Little Theatre, has joined the station as anonuncer.

NOEL SCHRAM, producer of KOMO-KJR, Seattle, and Mrs. Schram, the former Cornelia Van de Kant, radio actress, are parents of a baby boy.

VIRGINIA LINDSEY, in private life Mrs. Roy Lindsey, West Coast manager of Tom Fizdale Inc., national publicity service, has resigned. Neil McDonald, her assistant, takes over the position.

SANFORD BECKER, announcer of WBT, Charlotte, N. C., expects to be inducted into the Army shortly, and has resigned. Joining the staff are Howard Turner, from WWNC, Asheville, N. C., and J. B. Clark Jr., from WDNC, Durham, N. C.

BILL HART is the new m.c. on the 7:30-9 a.m. *Shopper's Special* on WDRC, Hartford.

LAWRENCE WATSON, announcer of WCBI, Columbus, Miss., is to report July 1 for duty with the Navy. Roger Bryant, sports and news editor of the Columbus *Commercial Dispatch*, has taken the posts of announcer and sports editor.

HARRY WICKERSHAM, program director of KJBS, San Francisco, is on leave to join the Navy.

HARRY DOYLE, announcer-newscaster, formerly with stations in Seattle and Honolulu, has joined KSAN, San Francisco, as news editor.

LEON (Bill) DORAIS of the CBS, Hollywood press relations department, has been inducted into the Army.

BOB CARROLL has joined the writing staff of CBS, Hollywood, and is assigned to research for the weekly *Don't You Believe It*, sponsored by Plough Inc. (St. Joseph's aspirin, Penetro products), on West Coast stations. Cran Chamberlin writes the series.

HENRY (Hank) WEAVER, announcer of BLUE Hollywood, has joined the Marines.

RUTH WENTWORTH, formerly of Minneapolis and San Francisco stations, on May 24 started a five-weekly quarter-hour home economics series on KFI, Los Angeles.

STAN SHAW, m.c. of WINS, New York, married Jean Dodson, a Powers model, May 26.

THEODORE T. SCHREIBER, member of the music library staff of NBC Chicago who left in 1940 to establish a business of his own, has rejoined the NBC staff as music librarian.

JACK LESCOULIE, formerly co-m.c., with Bill Kelso of *Milkman's Matinees* on WNEW, New York, has left to join the Army. Art Ford, announcer and m.c. now handles the show.

DAVE MURPHY, WGY newsman, conductor of the *Vicks Dinner Dance*, reporter of the *News Tonight* for Grove Labs., has joined the staff of WHN, New York.

A Look Ahead

FIRST ORDER for a Helicopter to come off the assembly line when the war is over has been placed by WCBI, Columbus, Miss., through Col. Birney Imes, owner of the station. The machine's ability to hover in the air, rise vertically off the ground, fly sidewise, backward, forward, and land on earth or water will be put to use for WCBI and *The Commercial Dispatch* in covering special events and news gathering. WCBI engineers plan to equip the ship with two-way radio.

EUNICE BYLUND at one time with Paul H. Johnson Adv. Agency, Worcester, has joined the continuity staff at WTAG, Worcester, replacing Olive Merrill, who is now announcing on W1XTG, WTAG's FM affiliate.

JACK STEVENS, former Mutual and Atlantic Coast Network sports commentator, has been named news editor of WORL, Boston, and will also air a *Sports Digest of the Air*.

FRANCES JONES, has joined the program department of WICC, Bridgeport, Conn., replacing Josephine Miller, who resigned two weeks ago.

GEORGE CALANGIS, former CBR, Vancouver, conductor, is now touring western Canada as musical director of the Royal Canadian Air Force show "The Blackouts".

RICHARD DUNHAM, announcer at eastern and southern stations has joined CBS. Fred Carr, with the CBS shortwave department since January, 1941, has joined the program department of WABC, CBS outlet in New York. Ed Jacobs left the latter department May 29 to enter the Army. Joe King, CBS announcer, replaces Jay Sims on the 9 a.m. news period, Mr. Sims having joined the Army.

ED KING, of Los Angeles, has joined KSAL, Salina, Kan. having received a medical discharge from the Navy where he spent four years.

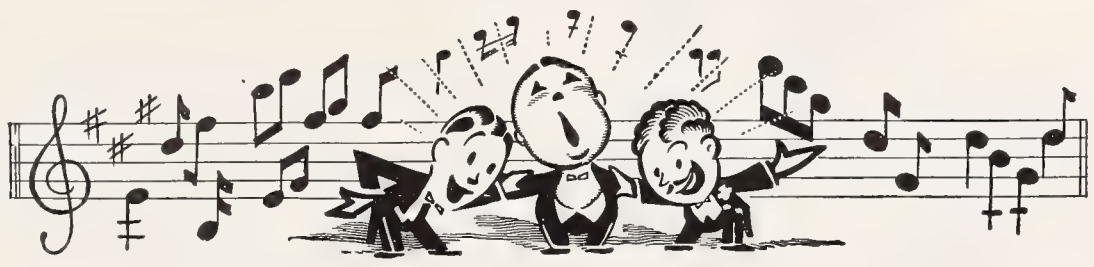
DON MITCHELL, formerly of WSGN, has transferred from the band at Turner Field, Albany, Ga., to the public relations office where he broadcasts three times a week a 15-minute Turner Field news period in addition to handling press relations. McClellan Van de Veer, WSGN news analyst and Mutual commentator, has been promoted from Associate Editor of the Birmingham *Age Herald* to chief editorial writer of the Birmingham *News* and *Age Herald*. Both papers and the station are owned by the *News*.

MARY LUCILLE CARTER has joined WIOD, Miami, Fla., as chief of the continuity department. Mrs. Carter came from WAGA, Atlanta, where she was director of women's activities, and wrote, produced and broadcast commercial programs.

EARL STEELE, announcer of WTAG, Worcester, is now announcer with CBS.

OREN MATTISON, auditor of KMPC, Beverly Hills, Cal., has been inducted into the Army. Joe Towner, formerly traffic manager, takes his place.

Are We Blue?



Yes indeed, we're BLUE—and proud of it!

America's fastest growing network and America's fastest growing 50,000-WATTER—that's the combination that guarantees action with listeners and advertisers!

BLUE* shows are hitting 'em high, wide and handsome and WWVA local personality production produced 337,000 pieces of mail (96½% commercial) during the first four months of 1943—and both of us are just getting up full steam!

*We're proud that two Wheeling concerns are on the BLUE!
"MUSICAL STEELMAKERS"—Sundays, 5:30-6:00 P.M.
(Wheeling Steel Corporation)
"COUNTER SPY"—Mondays, 9:00-9:30 P.M.
(Bloch Bros. Tobacco Co.)

ASK A JOHN BLAIR MAN

WWVA
WHEELING, W. VA.
50,000 WATTS
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

Union Officer Expelled

CHARGED with shortage in accounts, Eddie B. Love, on leave from his post as secretary of San Francisco Local 6, Musicians Mutual Protective Assn., to serve as aide to James C. Petrillo, AFM president, has been relieved of his duties, expelled from the local union and fined $3,000. Shortage is from the local union's revolving fund of "standby" money contributed to by radio stations when amateur talent replaces musicians on programs. A. Rex Riccardi, secretary of the Philadelphia Musicians' Union, Local 77, AFM, has been named as special assistant to Mr. Petrillo.

Stores Can Make Radio Pay

(*Continued from page 11*)

indirectly) Blank's Department Store.

In a sense, the advertising department of the typical store acts only as an advertising agency placing copy for each department and taking a certain percentage of sales for its own maintenance. Each department or selling entity must be given its adequate share of the store's total publicity outlay based primarily on the department's percentage of the store's total sales.

Departments carefully plan series of advertisements, sometimes stressing price promotion, sometimes quality or prestige, sometimes intangibles such as fashion significance, sometimes inherent value, *but invariably offering an item or items that have selling appeal.* And there are a great many departments all of which in at least some season must have their items covered daily or weekly.

Now when a store employs newspaper space, this is a relatively simple job; a daily section or sections can be planned with linage allotted according to the value of each promotion. Important or seasonably important departments can be readily covered and, *most important,* a customer can read at leisure and re-read even the smallest section at will. Customers have been educated for half-a-century to look for and read department store copy, and tests show that department store sections have exceptional, constant readership. The newspaper "audience" does not have to be built up—it's a daily show with a relatively constant public.

Choosing a Show

Radio offers a more difficult merchandising picture. A show must be chosen as a vehicle, and several commercial insertions will be permitted depending upon the length of the program. Here is where trouble starts, for although most retail people attempt to merchandise a radio show, just as they merchandise a newspaper section with a diversity of items *seldom repeated,* it cannot be done. If you toss three or more unconnected items into any given news period, sports period or any other type of program at 40 seconds per impression, you can't expect results that will compete with the newspapers even if you have a built-up audience.

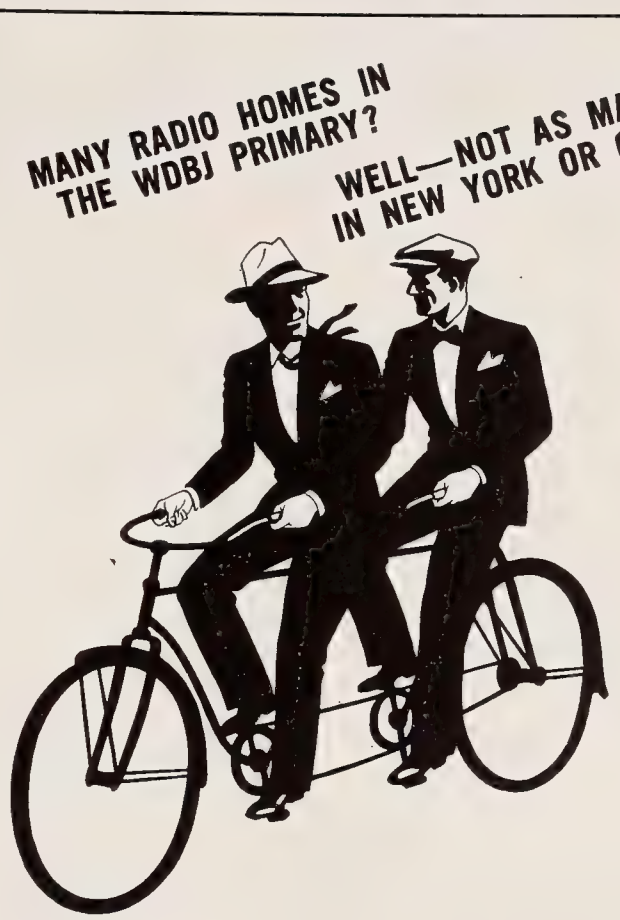
Forty seconds' worth of commercial a month would not sell Jello either.

Educational Job

Granted that few if any stores have done the tremendous educational job in radio that they have done in newspapers, and granted that expenditures on radio in the beginning naturally will be rather limited, how can this merchandising obstacle be surmounted, permitting the store to advertise items (as it must if across-the-counter results are to be obtained) and still employ radio's normal programming and production techniques?

Radio, to compete with the newspaper in this field, must bring desired results at from 3 to 4% expenditure, and immediate results are normally limited to 24 or 48 hours. (Obviously, only a small percentage of total daily sales can be traced to advertised items, but a medium must induce strong sales results for the advertised merchandise if it is to prove its salt). The seven-million-dollar store's individual departments will do from only a few dollars in volume for the smallest to a thousand or so for the largest in a given day. Four per cent of these volume figures permits very little expenditure, even when absorbed by a week's or a month's business.

It is my belief that stores can best get around this situation by doing careful merchandise dissection jobs when employing radio. That is, choose merchandise divisions such as the men's, home fur-



NO—WDBJ's 27-county primary area (day time) doesn't boast as many radio homes as New York or Chicago. Or even Minneapolis.

But it does give you 120,348 radio homes in the rich, responsive Roanoke-Southwest Virginia market. And that's more radio homes than you'll find in the whole state of New Hampshire. Or Delaware. Or Arizona. In fact, it's 28.6% of all the radio homes in Virginia.

Besides, the only way you can reach all of these 120,348 radio homes is with WDBJ. You see, it's the only station that has a strong, clear signal at all times all over the entire area.

So—if you haven't been using WDBJ, better write for availabilities. Quick!

WDBJ ROANOKE VA.

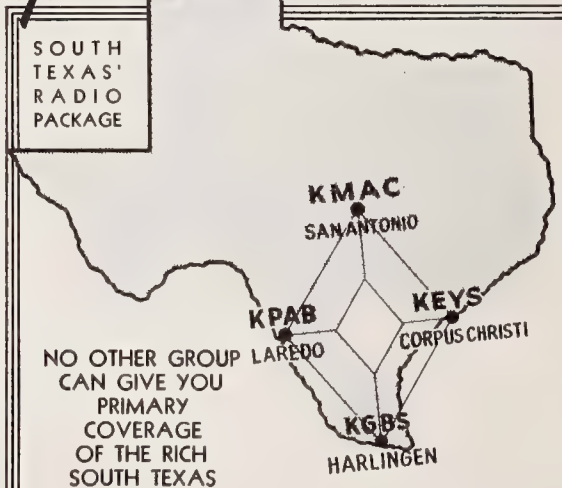
CBS • 5000 Watts • 960 KC
Owned and Operated by the TIMES-WORLD CORP.



Represented by FREE & PETERS, Inc.

Your DIAMOND MARKET in a GOLD SETTING

SOUTH TEXAS' RADIO PACKAGE



NO OTHER GROUP CAN GIVE YOU PRIMARY COVERAGE OF THE RICH SOUTH TEXAS MARKET

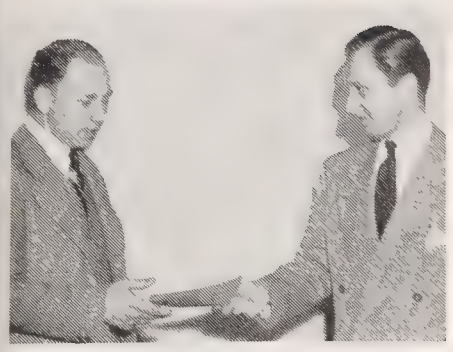
Here's complete primary coverage of the whole, rich South Texas market—including San Antonio, largest military center in the U. S., Corpus Christi with the largest naval school in the U. S., Harlingen with the largest gunnery school in the U. S., Laredo with the largest range-finding school in the U.S.—at low cost. 4 prosperous markets in one. Your account handled individually by the four stations, working closely with retailers and wholesalers in each area. Literally, a diamond market in a setting of gold! Write for details.

★ ★ ★

Write, Phone or Wire Collect for Market Information, Rates, Primary and Secondary Coverage and Merchandising Plans

★ ★ ★

HOWARD W. DAVIS
NATIONAL BANK OF COMMERCE BLDG., SAN ANTONIO, TEXAS



SECOND Department Store contract with KLZ, Denver, in recent weeks is received by Fred Mueller (l), head of the KLZ commercial dept. Covering six quarter-hour programs weekly for a musical show *Maytime Is Your Time*, arrangements were completed with Lou Waldman, advertising manager of the sponsor, the May Company.

nishings, fashion, or large departments such as furniture, or important seasonal departments such as furs. Programs can be built around these divisions which can be directed readily to a specific customer audience.

Thus, a store might use a baseball scores' program or sportscast, or a news program for the men's division. It might use a fashion information program, a Hollywood gossip program, or some other suitable vehicle for the fashion division. It might use a consumer program cooperating with various women's clubs or the PTA, or a homemaker's program of some kind for the home division or furniture department.

The problem will be simpler from the standpoint of results in the beginning if we choose good staple items, either private or nationally branded items, backed by enough stock and with sufficient sales expectancy to permit considerable repetition. If possible, it will help results if items of sufficient unit value are employed so that total sales of even a few of these items will pay the way. As examples: men's suits, fur coats, heavy appliances (when we are fortunate enough to have them again).

Simplifying Practice

By this method of selection a store will be able to reduce the advertising job to the simple practice of allowing for plenty of repetition of a basic selling story that will sell both the merchandise and the division. If we were to choose men's clothing, as an example where our 7-million-dollar store would probably do from 200 to 300 thousand dollars a year, we could constantly hammer home a few branded lines, and merchandise our broadcast with $20 to $60 unit sale items. (Perhaps under present conditions the men's clothing example is unfortunate, but it demonstrates the point).

The writer believes emphatically that if radio is to have an important place in the department store advertising picture it must sell goods across the board. It may be a good institutional medium, but dollars for institutional advertising are strictly rationed and easily cut. Radio must prove that it can sell merchandise immediately, giving the added sales which can be expected from newspaper advertising. Hence, the divisional or departmental dissection theory has considerable appeal, for it permits promotion of specific items in given classifications without running over the entire store map.

Individual Needs

Radio men will do well to study the individual stores in their area to find out what departments and divisions are particularly strong in each store, and what departments and divisions can stand the missionary expense necessary. Then the station will be able to formulate intelligently program vehicles which will be something more than "just shows", vehicles which will be in fact razor-sharp promotional shows attuned closely to the merchandise and the audience which buys that merchandise. Then, I believe, radio will produce results, given a year's time, which will astound most department store promotion men.

WINN Woman Newscaster

WITH 12 years of Far Eastern experience, Mrs. Margaret Procter Smith has begun a series of commentaries on WINN, Louisville, called *The Facts Behind the News*. Mrs. Smith revealed plans for Japanese conquest in 1927, four years before the invasion of China. But in those palmy days, her story came before skeptical eyes. Now J. B. Powell, newspaperman who lost both feet in a Japanese prison camp, has invited her to contribute to his new magazine, *The Far Easterner*. Mrs. Smith is a personal friend of Chiang-Kai-Shek. Heard during the winter early Saturday morning on WGRC, she will now be presented at a better hour on WINN.

Sound Calls

A NUMBER of stations, among them KTUL, Tulsa, KOMA, Oklahoma City, and KROW, Oakland, are using various sounds articulated into call letters for station breaks. The latter station is using the sound of a rooster crow articulated into KROW, Oakland".

'CBS' Impressions

TO IMPRESS upon people outside the radio industry that the call letters "CBS" means the same thing as Columbia Broadcasting System, the network is changing the system cue on sustaining programs to "This is CBS, the Columbia Broadcasting System." New identification, which goes into effect June 1, will also be used on any sustaining broadcast having middle station breaks. Cue on commercial programs will remain: "This is the Columbia Broadcasting System."



You Can Blanket the Whole Nashville Area over WSIX

WSIX carries your advertising into the friendly, receptive homes of the **entire** Nashville trade area.

WHETHER for a test run or as part of a general campaign, WSIX offers the means of getting in solidly on the rich Nashville market—and at low cost of coverage—through **one** proven medium.

Spot Sales, Inc., National Representatives

Member Station, the Blue Network and Mutual Broadcasting System

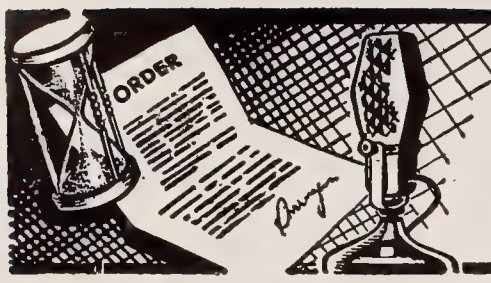
5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

KQW, San Francisco

Sunnyvale Packing Co., San Francisco (Rancho soups), 5 *sa* weekly, direct.
Standard Brands, New York (Stan-B), 13 *ta* weekly, thru Ted Bates Agency, N. Y.
Bethlehem-Alameda Shipyards, Alameda, Cal. (employment), 7 *sp* weekly, thru Ryder & Ingram Ltd., Oakland, Cal.
Curtis Publishing Co., Philadelphia (Sat*evepost*), 2 *sa* weekly, thru MacFarland, Aveyard Co.
Nehi Corp., Columbus, Ga. (Par-T-Pak and Royal Crown Cola), 5 *ta* and 1 *sa* weekly, thru BBDO, N. Y.
Carter Products, New York (Superin), 9 *ta* weekly, thru J. Walter Thompson Co., N. Y.
Frozen Foods Inc., Oakland, Cal. (Honor Brand frozen foods), 5 *sa* weekly, thru Tomaschke-Elliott, Oakland.
Pacific Telephone & Telegraph Co., San Francisco, 3 *sa* weekly, direct.
Hammond Aircraft Co., San Francisco (employment), 5 *sa* weekly, direct.
National Biscuit Co., New York (Shreddies), 7 *ta* weekly, thru Botsford, Constantine & Gardner, San Francisco.
National Biscuit Co., New York (Shredded Wheat), 5 *ta* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Loma Linda Food Products, Arlington, Cal. (cereals), weekly *sa*, thru Gerth-Pacific Adv. Agency, San Francisco.
Langendorf United Bakeries, San Francisco (Holsum bread), weekly *sa*, thru Erwin, Wasey & Co., San Francisco.
Coronet Magazine, New York, 13 *ta* weekly, thru Schwimmer & Scott, N. Y.
Post Quality Foods, Oakland (Cera-Co), 3 *sa* weekly, thru Emil Reinhardt Adv., Oakland.
San Jose Bible College, San Jose, Cal., weekly *sp*, direct.
Bathasweet Corp., New York (Bathasweet), 3 *sa* weekly, thru H. M. Kiesewetter, N. Y.
Leslie Salt Co., San Francisco, weekly *sa*, thru Erwin, Wasey & Co., San Francisco.
Durkee Famous Foods, San Francisco (Troco), 2 *sa* weekly, thru Emil Reinhardt Adv., Oakland.
Eitel McCulough, San Francisco (Fimac), 14 *sa* weekly, thru L. C. Cole Adv., San Francisco.
Fox West Coast Theaters, San Francisco, 10 *sa* and *sp* weekly, direct.

KFRC, San Francisco

Yellow Cab Co., San Francisco, *sp* weekly, thru Rhoades & Davis, San Francisco.
Dermico Labs., San Francisco, 2 *sa* weekly, thru Lyon Agency, San Francisco.
Charm Kurl Co., St. Louis (permanent wave kit), 5 *sa* weekly, thru Guenther-Bradford & Co., Chicago.
Feminine Products, New York (Arrid), 3 *ta* weekly, thru Small & Seifer, N. Y.
Bank of America, San Francisco (chain banking system), 3 *sa* weekly, thru Charles R. Stuart, San Francisco.
Lever Bros., Cambridge (Rinso, Lipton Soup), series of *ta* and *sa*, thru Ruthrauff & Ryan, N. Y.
Petri Wine Co., San Francisco, *sp* and 10 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.
Albert S. Samuels Co., San Francisco (jewelers), weekly *sp*, direct.
Italian Swiss Colony, Asti, Cal. (wine). 5 *t* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Reid, Murdoch & Co., Chicago (Monarch food), 25 *sa* weekly, thru Rogers & Smith, Chicago.

WHN, New York

Rieser Co., New York (Venida liquid hosiery), *sa*, 1 week, thru E. T. Howard Co, N. Y.
Esquire Inc. (*Coronet Magazine*), *sa* 1 week, thru Schwimmer & Scott, Chicago.

WEEI, Boston

Lever Bros. Co., Cambridge (Lifebuoy), one *sp* weekly and 11 *sa* weekly, six weeks, thru Ruthrauff & Ryan, N. Y.
Paramount Pictures, New York, one *sa* weekly, 52 weeks, thru Radio Sales, N. Y.
Hubinger Co., Keokuk, Ia. (Elastic starch), 8 *sa* weekly, 13 weeks, thru Ralph Moore Inc., St. Louis.
Skinner Mfg. Co., Omaha (Raisin bran), 3 *t* weekly, 52 weeks, thru Ferry-Hanley Co., Kansas City.
Penn Tobacco Co., Wilkes-Barre (Kentucky Club and Willoughby Taylor Tobaccos, Julep cigarettes), 3 *sp* weekly, 52 weeks, thru H. M. Kiesewetter Adv. Agency, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.

KTMS, Santa Barbara, Cal.

Nehi Corp., Columbus, Ga. (Par-T-Pak), 5 *ta* weekly, 26 weeks, thru BBDO, Los Angeles.
Lyon Van & Storage Co., Los Angeles, 6 *ta* weekly, 52 weeks, thru BBDO, Los Angeles.
Pepsi Cola Co., Long Island City, N. Y., 14 *ta* weekly, 39 weeks, thru Newell-Emmett Co., N. Y.
Regal Amber Brewing Co., San Francisco, 7 *ta* weekly, 52 weeks, thru M. E. Harlan Adv., San Francisco.
Interstate Bakeries Corp., Los Angeles (Roman Meal bread), 5 *sp* weekly, 52 weeks, thru Dan B. Miner Co., Los Angeles.
Wilco Co., Los Angeles (Biff spray), 5 *ta* weekly, 8 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Golden State Co., San Francisco (Golden V milk), 10 *ta* weekly, 26 weeks, thru Ruthrauff & Ryan, San Francisco.

KFWB, Hollywood

Carter Products, New York (Superin aspirin), 9 *ta* weekly, 26 weeks, thru Duane Jones Co., N. Y.
Interstate Bakeries Corp., Los Angeles (bread), 5 *ta* weekly, 52 weeks, thru Dan B. Miner Co., Los Angeles.
Basic Foods Inc., Los Angeles (health lecture), 4 *sp* weekly, 52 weeks, thru Elucidator Publications Inc., Los Angeles.
Breakfast Club Coffee Sales Co., Los Angeles, 6 *sp* weekly, 13 weeks, thru Lockwood-Shackelford Adv., Los Angeles.

KFI, Los Angeles

Seal-Cote Co., Hollywood (Flamingo nail polish), 2 *sa* weekly, 52 weeks, thru Buchanan & Co., Los Angeles.
Turco Products Inc., Los Angeles (cleanser), 5 *sp* weekly, 26 weeks, thru Warren P. Fehlman Adv., Los Angeles.

WPTF, Raleigh

Pepsi-Cola Co., Durham, N. C., 216 *ta*, thru Newell-Emmett Co., N. Y.
Peter-Paul Inc., Naugatuck, Conn., 5 *ta* weekly, 13 weeks, thru Platt-Forbes, N. Y.
Ballard & Ballard Co., Louisville (Obelisk flour), 4 *sp* weekly, 13 weeks, thru Henri, Hurst & McDonald, Chicago.
Carolina Baking Co., Greensboro, N. C. (bread), 10 *ta* weekly, 13 weeks, thru Freitag Adv. Agency, Atlanta.
Crazy Water Crystals Co., Mineral Wells, Tex., 6 *t* weekly, 52 weeks, thru Pondrum & Collins Co., Dallas.
Stanback Co., Salisbury, N. C. (headache powder), 6 *ta* weekly, 52 weeks, thru J. Carson Brantley Co., Salisbury.
Skinner Mfg. Co., Omaha (raisin bran), 5 *ta* weekly, 35 weeks, thru Ferry-Hanly Co., Kansas City.
Morton Salt Co., Chicago, 40 *ta*, thru J. Walter Thompson Co., Chicago.
Grove Labs. Inc., St. Louis (tonic), 156 *sp*, thru H. W. Kastor & Sons Adv. Co., Chicago.
Progressive Farmer Co., Birmingham (magazine), 3 *sp* weekly, 13 weeks, thru Silver & Douce Co., Birmingham.

WLS, Chicago

Allied Mills, Ft. Wayne (feeds), 2 *sp* weekly, 52 weeks, thru Louis E. Wade Agency, Ft. Wayne.
Illinois Bell Telephone Co., Chicago, 12 *sa* weekly, 3 weeks, and 6 *sa* weekly, 23 weeks, thru N. W. Ayer & Sons, N. Y.
National Biscuit Co., New York (Shreddies), 6 *sa* weekly, 8 weeks, thru Federal Adv. Agency, N. Y.
Crow's Hybrid Corn Co., Milford, Ill., 3 *sa* weekly, 13 weeks, thru Critchfield & Co., Chicago.
Walker Remedy Co., Waterloo, Ia. (livestock remedies), 18 *sa* weekly, 4 weeks, thru Weston-Barnett, Waterloo, Ia.

WCBI, Columbus, Miss.

Gardner Nursery Co., Osage, Ia., 13 *sa*, thru Northwest Radio Adv. Agency, Seattle.
Hulman & Co., Terre Haute (Clabber Girl baking powder), 365 *sa*, thru Pollyea Adv. Agency, Terre Haute.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C., *sa* daily, thru J. Carson Brantley, Salisbury, N. C.
American Burial Assn., 26 *sp*, placed direct.

WHO, Des Moines

Morton Salt Co., Chicago, 40 *ta*, thru J. Walter Thompson, Chicago.
Charm Kurl Co., St. Paul, 27 *sp*, thru Guenther Bradford Co., Chicago.
Wm. H. Wise Co., New York (*Modern Home Physician*, book), 9 *t*, thru Huber Hoge Sons, N. Y.

WHAS GIFT

To Kentucky U. Spreads Listening Centers

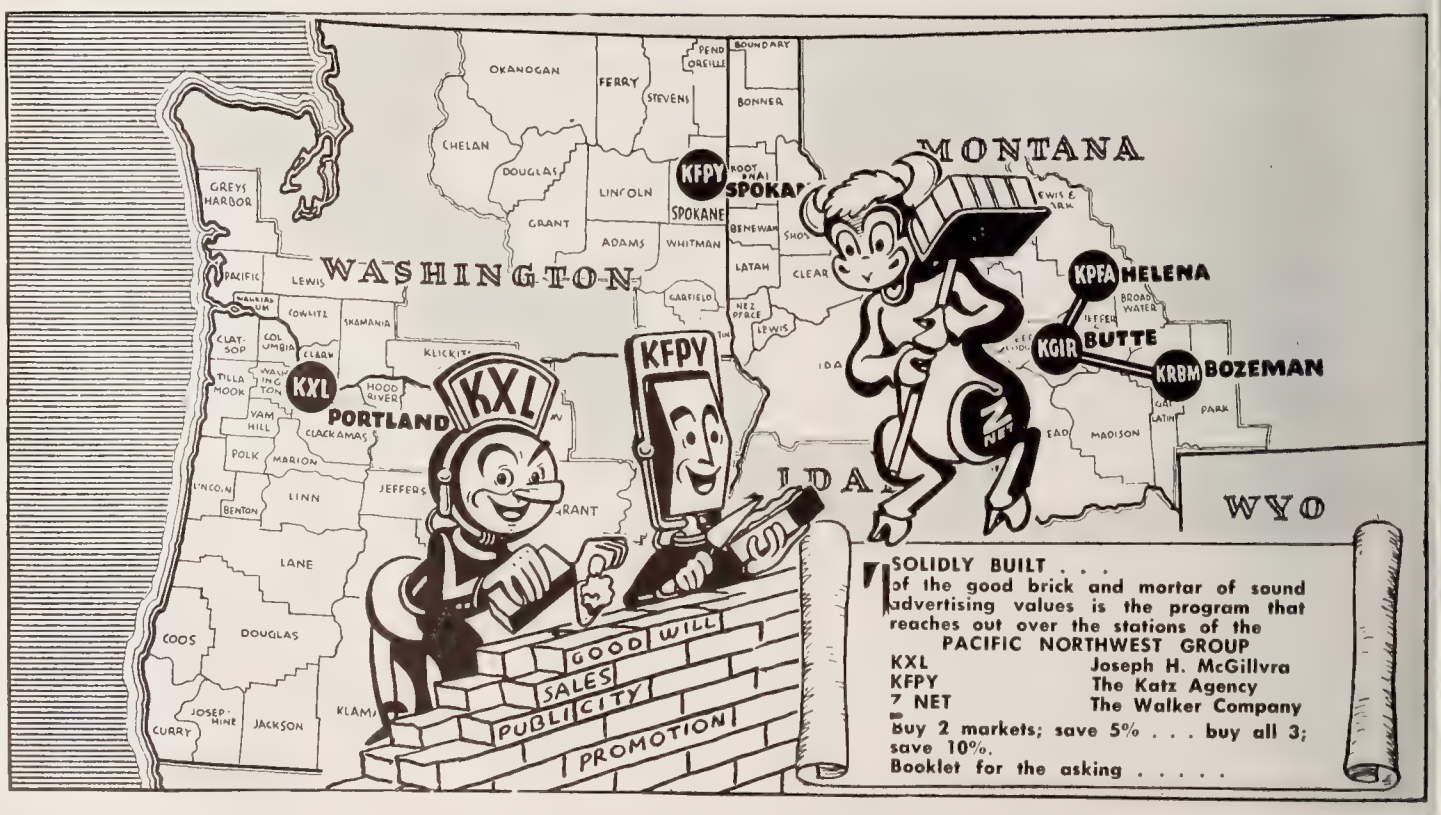
WHAS, Louisville, has presented the U. of Kentucky with a financial gift to double the number of the university's mountain listening centers. Present total of 41 will be increased to almost 80 putting a center within three-mile reach of every hinterland resident of Leslie and Knott Counties, where the new centers will be concentrated. Two years ago, through a gift of 40 radio sets by WHAS, the university modernized its listening center system, which extends through Breathitt, Morgan, Magoffin, Floyd, Leslie, Letchter, Knott, Estill, Clay and Martin Counties.

More than ever, mountain people are depending on the listening centers for all contact with the outside world and news of the war. Gasoline rationing has almost stopped travel in these regions. Many individual set-owners cannot get batteries to keep their radios operating. Because listening centers serve many families rather than one, they are receiving preference in obtaining batteries.

RADIO ADVERTISING IS FOUND IMPROVED

COOPERATION by the networks and local New York stations with the Better Business Bureau of New York in keeping advertising on a "high level of accuracy and frankness" is definitely increasing, according to the 21st annual report of the bureau made by H. J. Kenner, general manager.

"There have been occasions when local radio stations have accepted advertising which has not met standards for accuracy prevailing in printed statements," Mr. Kenner stated. That the trend of radio advertising is toward a "high degree of responsibility and accuracy," he continued, can be seen "in a precedent-setting court decision last July, which fined a dealer in furs $500,000 for violating the New York State Advertising Law on deceptive and untrue statements on the radio."



Radio Advertisers

SHELDON Inc., Chicago (furs), has purchased tri-weekly quarter-hour morning broadcasts of *John Harrington and the News* on WBBM, Chicago. Contract is for 52 weeks. Company is now sponsoring five quarter-hour periods and five participating announcements weekly on WCFL, Chicago, and 30 five-minute spots weekly on WAAF, Chicago. Agency is Lieber Adv. Co., Chicago.

TIMES SQUARE MISSION, New York, has purchased three quarter-hour periods weekly on WBNX, New York, for a program presenting the pastor of the church, and a religious singer. Both were formerly heard on WEEU, Reading, Pa. Series starts June 8, placed direct.

MANHATTAN SOAP Co., New York, now using a schedule of spot announcements on about 70 stations for Sweetheart Soap, has increased its participations on Arthur Godfrey's program on WABC, New York, from three to six times weekly. Agency is Franklin Bruck Adv., New York.

SANTA FE TRAILWAYS, Los Angeles (transportation), on May 18 started a weekly quarter-hour musical-novelty program, *Us on a Bus*, on KECA, Los Angeles. Each week $25 War Bond is awarded for best original song title submitted. Contract is for 26 weeks. Potts-Calkins-Holden, Los Angeles, has the account.

McKESSON & ROBBINS, Bridgeport, Conn. (Bexel-Vitamin-B) has started a series of news commentaries by William Winter, three quarter-hours weekly, on 7 CBS stations on the Pacific Coast (KQW KNX KARM KOIN KROY KIRO KFPY). Agency is J. D. Tarcher & Co., New York.

EQUITABLE PLAN Co., Los Angeles (investment), new to radio, on May 31 starts a five-weekly quarter-hour news commentary featuring Burritt Wheeler, on KECA. Contract is for 13 weeks, with placement through Allied Adv. Agencies, Los Angeles. Charles B. Ganz is agency account executive.

PORTER'S OIL Co., is to sponsor the Ranger's Quartet of WBT, Charlotte, N. C., Monday, Wednesday and Friday, 8:45-9 a.m., effective May 24, and is to participate in *Grady Cole's Time*, Tuesday, Thursday and Saturday, 7:15-7:25 a.m.

CROWN DOMINION, Toronto (gasoline stations), has started daily spot announcements on CKOC, Hamilton, and CKTB, St. Catharines, Ont. E. W. Reynolds & Co., Toronto placed the account.

Fitch Starts News

F. W. FITCH Co., Des Moines (shampoo and No-Brush Shave Cream), on May 25 began sponsoring *News of the World* on 56 NBC stations Tuesdays and Thursdays, 7:15-7:30 p.m. Program is also sponsored by Miles Labs., Elkhart, Ind. (Alka-Seltzer and vitamins), on same evenings on 32 NBC stations and on Mondays-Wednesdays-Fridays on 125 stations. F. W. Fitch Co. also sponsors the *Fitch Bandwagon* Sundays 7:30-8 p.m. on the full NBC network. Agency for Fitch Co. is L. W. Ramsey Co., Davenport; for Miles Labs., Wade Adv. Agency, Chicago.

Loudon to Standard

LOUDON PACKING Co., Terre Haute, Ind., is now a division of Standard Brands, New York, following approval recently by Loudon stockholders of the purchase of the firm. Company personnel remains the same, with Western Adv., Racine, Wis., continuing as agency. Loudon products include V-8, a vegetable beverage, and tomato juice. Media plans have not been disclosed.

BREAKFAST CLUB COFFEE Inc., Los Angeles, West Coast distributors for Virginia Dare products, in a test campaign to promote Instant-Aid fruit drink concentrate, is sponsoring six-weekly participation in Al Jarvis' *Make Believe Ballroom* on KFWB, Hollywood. Contract is for 13 weeks, having started May 10. Agency is Lockwood-Shakelford Adv., Los Angeles.

RHODES COLLINS Furniture Co., West Palm Beach, has just completed a 52-week sponsorship of *The American Challenge* and is now presenting three times weekly the *Rhodes Collins Famous American Quiz* Monday, Wednesday and Friday, 10:15 a.m., on WJNO, West Palm Beach.

HY-TROUS Co. of California, Los Angeles (liquid fertilizer), in a 26-week campaign which ends Oct. 29, is utilizing thrice-weekly participation in *Art Baker's Notebook* on KFI, with a similar schedule in the *Chef Milani* program on KFWB. Agency is Brisacher, Davis & Van Norden, Los Angeles.

STAR FURNITURE Co., Los Angeles, on June 1 starts a daily early morning 60-minute program of recorded music on KFAC. Titled *Sad Sam*, the program features Allan McKee as m.c. Contract is for 52 weeks. Allied Adv. Agencies, Los Angeles, has the account.





Do you really know the Rural Merchant?

DON'T KID yourself that the rural merchant is just a small-town version of metropolitan ones. He's *different* —in four fundamental ways:

1. *His store is an institution*
   In the No. 1 Farm market, the small-town store is an institution, the merchant himself a personal friend to his customers. He depends on standard, well known merchandise to maintain his prestige.
2. *His market is a "demand" market*
   Rural people have decided brand preferences. They know what they want—and insist on getting it at their favorite store.
3. *His market is a "volume-sales" market*
   Because he is further from sources of supply, and because his customers won't accept substitutes—the rural merchant must carry bigger stocks of wanted, advertised merchandise.
4. *His market is not a private brand market*
   In the 151-county KMA primary, there are only three chains, or cooperatives, in the grocery field, and one in the drug field.

KMA *knows* the rural merchant—who accounts for 61.5% of the total retail business in the No. 1 Farm Market. KMA *knows* how to influence his customers—the 540,988 rural families who spend $544,512,205 in his stores every year. If *you'd* like this information, write today for your copy of our latest Market Data Brochure.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IOWA



FREE & PETERS, INC.
Exclusive National Representatives

Agencies

PAUL RICKENBACHER, New York talent department head of Young & Rubicam, has temporarily taken over management of the agency's Hollywood office during absence of Glenhall Taylor who is on leave of absence because of illness. Bruce Eells, former account executive of Don Lee Broadcasting System, has joined the agency's Hollywood staff as head of the new traffic and information department.

BESS HARRISON, former secretary, has been promoted to Hollywood timebuyer and business manager of Foote, Cone & Belding, replacing Gene Duckwall, who is being retained on a consultant basis.

WALTER (Pee Wee) Hunt, trombonist-singer and vice-president of Casa Loma orchestra, has become production director of Smith & Bull Adv., Los Angeles.

CLYDE L. WOOD, former production aide of Biow Co., Hollywood, has established a personal representative service at 1651 Cosmo St., that city.

J. J. MURRAY, general manager of Tandy Adv. Agency, Toronto, and producer of Wm. Wrigley Jr. Co. *Treasure Trail*, network quiz show, is resigning to open his own radio producing firm, with offices in the Royal Bank Bldg., Toronto.

R. H. GEARY, manager of the Calgary office of Stewart-Lovick, Vancouver, has joined Stanfield & Blaikie, Montreal, as account executive.

MEL ROACH, former production manager of Allied Adv. Agencies, Los Angeles, has received his medical discharge from the Army and is now convalescing.

Wells Joins L & M

T. D. WELLS, former production director of Ted Bates Inc., New York, has joined Lennen & Mitchell, New York, as executive assistant and producer under direction of S. J. Andrews, director of the agency's radio department. Mr. Wells, who was formerly with Lord & Thomas (now Foote, Cone & Belding) as radio executive on the American Tobacco account, succeeds Blayne Butcher, who is joining Ward Wheelock Co., New York, as radio director.

RHODA BANDLER, former continuity director of WINX, Washington, has joined the radio staff of Kal Adv. Agency, Washington.

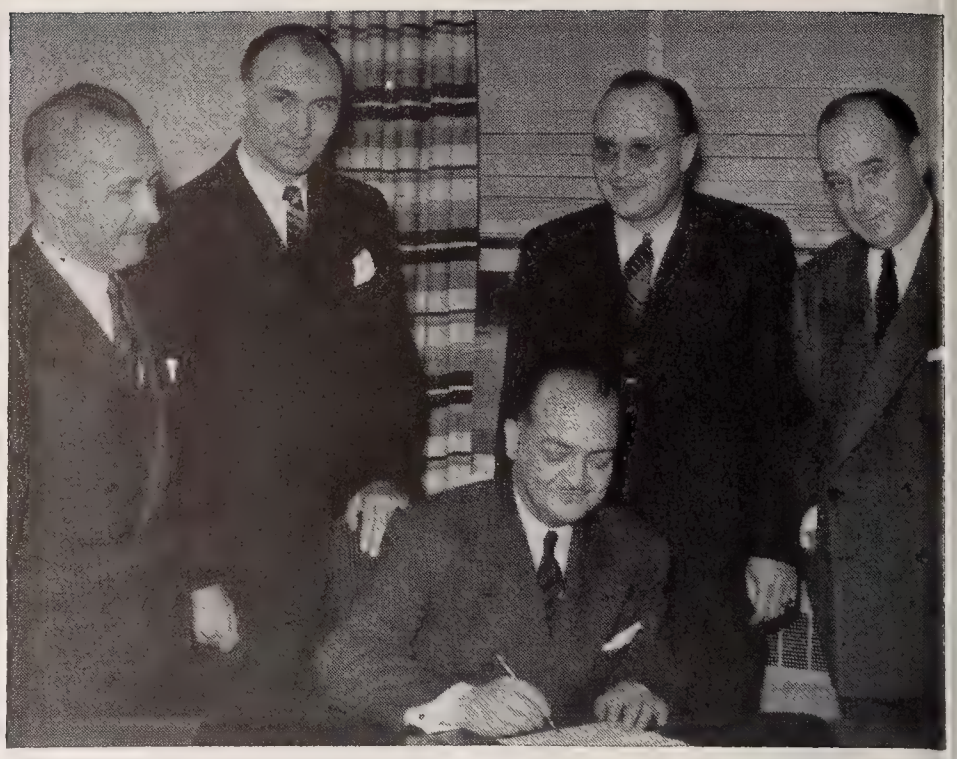
GEORGE BUTTERLY has resigned as vice-president of S. Duane Lyon Inc., New York, to enter the Army.

CLIFFORD DILLON, formerly with Kenyon & Eckhardt, New York, has joined the copy department of J. Walter Thompson Co., New York.

TED GAILEY, vice-president of Glasser-Gailey & Co., Los Angeles, now interviewing New York and Chicago clients on fall advertising plans, returns to his desk in late June.

PROCTER MELQUIST, formerly with Botsford, Constantine & Gardner, San Francisco, recently joined the Overseas Branch of the OWI in San Francisco.

LEE ROBERTS, freelance, has joined Buchanan & Co., Los Angeles, as copy director, succeeding Cedric W. Tarr, transferred to the agency's San Francisco office. Pauline Viers, account executive, has resigned to join her husband, Walter Johnson, who is on active Army service in Texas.



SMILING IN ANTICIPATION of *Milwaukee Through the Years* on WTMJ, Joseph Trecker, president Kearney & Trecker Corp., all-out local war industry, prepares to "sign dotted". Approving quartet (l to r): Howard Landgraf, account executive of Klau-Van Pietersom-Dunlap Associates; L. W. Herzog, manager of WTMJ; Sid Cababe, advertising manager Kearney & Trecker; and Neal V. Bakke, *Milwaukee Journal's* advertising salesman. Program portrays city's history in song and story from 1898 (year of sponsor's founding); is heard Sundays 1 p.m.

HENRY SCHAFFER, former sales promotion manager of KPO, San Francisco, has opened his own offices under firm name of Henry Schaffer Enterprises, at 300 Montgomery St., San Francisco.

DON LAWTON, account executive of A. E. Nelson Co., San Francisco agency, was recently inducted into the Army.

BUCHANAN & Co. has moved its San Francisco office to 155 Montgomery St. and expanded facilities to service the Associated Division of Tide-Water Associated Oil Co., recently acquired.

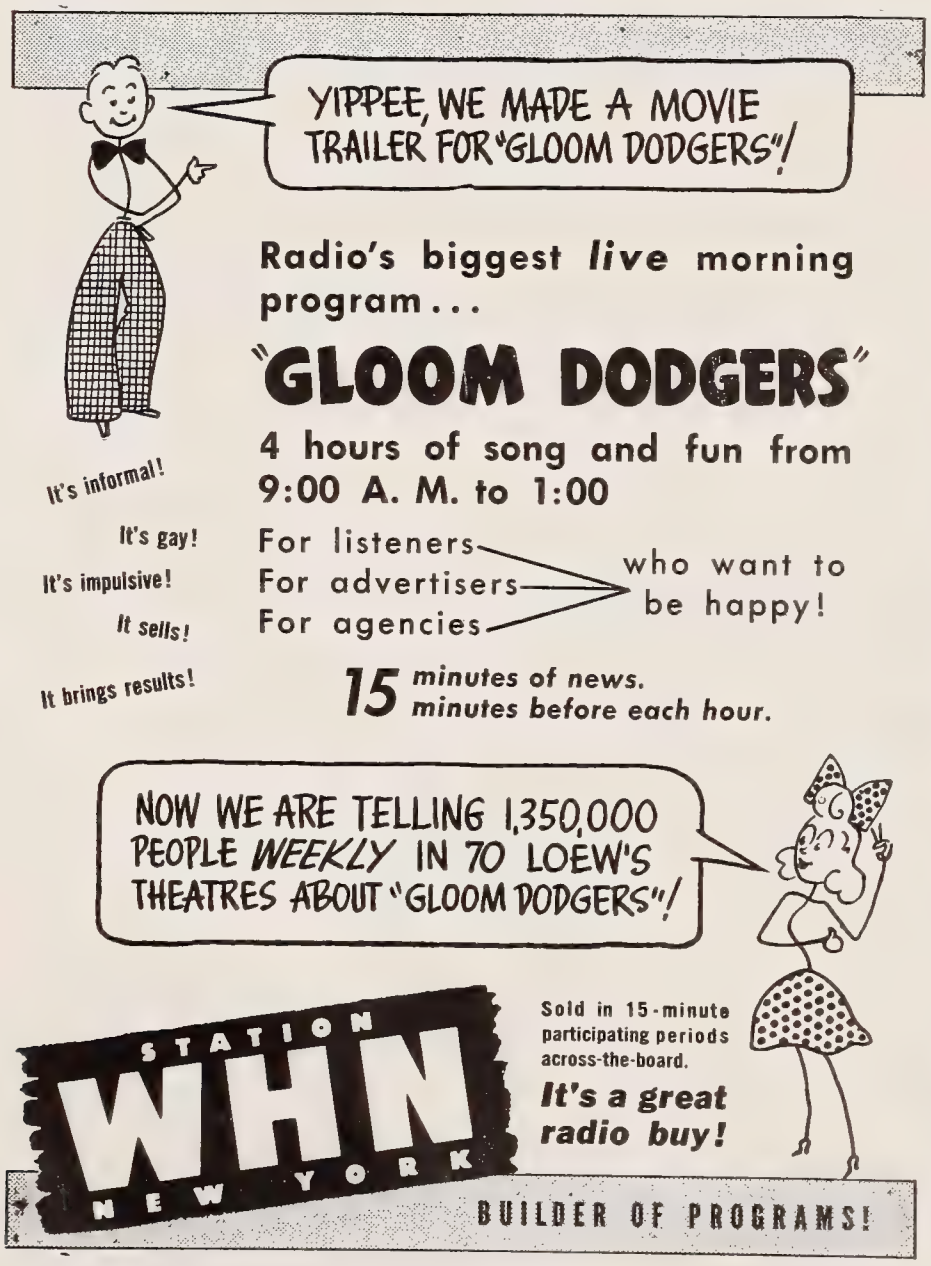
WHILA WILSON, formerly of Ward Wheelock Co., has been appointed Hollywood manager of Compton Adv., recently established at 6253 Hollywood Blvd. Telephone is Hollywood 8301. Hollywood office of Ward Wheelock Co. has been discontinued.

ROBERT JOHNSTON MUNN, former supervisor of a radio copy group at Ruthrauff & Ryan, New York, has been commissioned an ensign in the Navy Air Corps. He will serve as Flight Instructor at Bloomsburg, Pa.

DONALD M. BROWN, of the copy department of Schwab & Beatty, New York, has been advanced to copy chief, taking over the copy duties previously handled by Victor O. Schwab, president.

LESTER O'KEEFE, former NBC production manager, will join the production department of J. Walter Thompson Co., New York, about June 21. He has been replaced at NBC by N. Ray Kelly.

RENA L. NELSON, copywriter for six years of Foote, Cone & Belding, Chicago, has joined the copy staff of Grant Adv. Co., Chicago.





STORRS HAYNES, radio director of Compton Adv., New York, left for the West Coast last weekend to confer on three agency programs originating there: *I Love a Mystery, Truth or Consequences* and *Breakfast at Sardi's*. His wife, Isabel Olmstead, Compton talent buyer, left earlier in the week for Chicago, joining him there for the trip to the coast.

FRANKLIN C. TYSON, since 1941 on the copy staff of Erwin, Wasey & Co., Chicago, has begun new duties as copywriter of Charles Daniel Frey, Chicago.

WAUHILLA LAHAY, former amusement editor of the *Chicago Sun*, has become a partner in the radio publicity firm of Douglas Whitney, New York. Firm is now located at 502 Park Ave.

EDDIE POLA, producer and script writer formerly with NBC and J. Walter Thompson Co., New York, has replaced Travis Wells, at Ted Bates Inc., New York, as producer on *Hobby Lobby*, CBS program sponsored by Colgate-Palmolive-Peet Co., Jersey City. Mr. Wells recently joined Lennen & Mitchell, New York.

THOMAS DOYLE, formerly of Geare-Marston, Philadelphia, has joined the media department of Arthur Kudner Inc., New York.

DAN C. MADDEN, former account executive of Erwin, Wasey & Co. Seattle, is now public relations and advertising manager of Pacific Car & Foundry Co., that city.

Woodell Joins Agency

SHIRLEY F. WOODELL, public relations manager of WEAF, New York outlet of NBC, and formerly sales manager of NBC's international division, on June 1 joins McCann-Erickson, New York, as account executive in the agency's foreign department. Mr. Woodell will assist George H. Smith, manager of that division, in conducting Latin American advertising campaigns for several major American advertisers.

Bell a Heinz Director

FRANKLIN BELL, advertising manager of the H. J. Heinz Co., Pittsburgh, and J. B. Holcomb, head of the restaurant and hotel sales division, have been elected directors. Two new vice-presidents are H. N. Riley, a director, in charge of research and quality control, and A. L Schiel, also a director and assistant to President H. J. Heinz II. T. B. McCafferty has been named assistant secretary.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

F-C-B Promotions

DON BELDING, chairman of the board of Foote, Cone & Belding, has announced promotions and changes in the Los Angeles and Hollywood offices of the agency. Charles Porter, production manager, has been promoted to art director under Robert Freeman, vice-president and senior art director at Los Angeles. Ward Ritchie, formerly with the Ward Ritchie Press, designer and publisher of fine books, has been made production manager. Sam Mar, Chinese artist, has been appointed an art director, and Elizabeth Harrison, of the radio staff, has been promoted to business manager and timebuyer of the Hollywood office. She replaces Gene Duckwall, who remains on a consulting basis.

HELEN WILBUR, former assistant timebuyer of Pedlar & Ryan, New York, has been promoted to timebuyer, succeeding Howard Gardner, who has been inducted into the Army. Before joining P. & R., Miss Wilbur did classified display advertising at the N. Y. *Times*.

MURRAY GRABHORN PRESIDENT OF REC

MURRAY B. GRABHORN, national spot sales manager of the BLUE, has been elected president of the Radio Executives Club of New York for the 1943-44 season, succeeding Tom Lynch, timebuyer of Wm. Esty & Co., New York. Announcement of his election was made May 26 at the club's last meeting of the season—the next session being scheduled for early October.

Elizabeth Black, timebuyer of Joseph Katz Co., New York, was elected vice-president of the REC, succeeding Linnea Nelson, timebuyer of J. Walter Thompson Co., New York, while Ninette Joseph Taranto, BBDO timebuyer, was named treasurer, taking over the duties of Peggy Stone, of Spot Sales Inc. Warren Jennings, manager of the New York office of WLW, Cincinnati, will be secretary next year, succeeding Bevo Middleton, sales manager of WABC, New York. Tribute was paid by the club to the outgoing president in the form of a silver loving cup, and Art Tolchin of WHN, New York, who has been chairman of the REC entertainment committee, was cited for his cooperation during the past year. The club wound up the year with 137 paid members and 26 associate members. Nineteen members are in the armed forces.

Y & R 20th Birthday

TWENTIETH anniversary of Young & Rubicam, New York, was celebrated at a dinner Friday, May 21, attended by 500 employes including 21 now in the armed forces. Principal speaker was Raymond Rubicam, chairman of the executive committee. He was introduced by Chester J. LaRoche, chairman of the board of Y & R, on leave of absence to serve as chairman of the Advertising Council. Sigurd S. Larmon, president, acted as m.c.

C. J. LOOMIS, account executive of Lockwood-Shackelford Adv. Agency, Los Angeles, is in the Coast Guard.

KSD

EXCLUSIVE NBC OUTLET IN THE ST. LOUIS AREA

The Station Leading in "Firsts" in Nation-Wide Popular Program Polls Since 1935

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative
FREE and PETERS INC.



"Plug Kendrick says:

RESULTS BRING RENEWALS

Willard Tablet Company started WINNvertising in July, 1940. They're still with us!

WINN LOUISVILLE *with* WINN *Your* BLUE NETWORK STATION *in* LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager

G. F. "Red" Bauer
Sales Manager

VITAMALT EXTENDS TO NATIONAL BASIS

ELWAY FOOD PRODUCTS Corp., New York, having completed a series of preliminary tests for Vitamalt [BROADCASTING, Feb. 23, May 3], has entered into a national spot campaign which will extend to some 120 stations by the end of June. National radio advertising for this mealtime beverage is now under way on about 60 stations, having started about ten days ago. Firm is buying five-minute transcribed musical shows, spot announcements and participations on women's interest programs on a five-times weekly basis. Campaign will cover about 75 cities, using from one to three stations in each market. Kraft Cheese Co. has recently become national distributor for Vitamalt. H. A. Salzman, Inc., New York, handles the product.

CAB to Offer Brief

PRESENTATION of a brief on the privately-owned Canadian broadcasting stations before the 1943 Parliamentary Committee on Radio Broadcasting was decided upon at the meeting of the board of directors of the Canadian Assn. of Broadcasters at Toronto, May 24 and 25. The CAB has asked the committee for an appointment to hear the case of the independent broadcasters. No details as to when the committee will sit to hear the CAB delegates or particulars of the brief are available.

JUVENILE Group Foundation, educational division, has published a 64-page class-room work book on *Superman*, comic strip series on which the Mutual series of the same name is based. Book is designed as an aid to English teachers.

Every List of *Active Markets* includes

THE TRI-CITIES
America's 40th Market

San Antonio	253,504
Providence	244,791
Akron	223,844
Omaha	
*TRI-CITIES	211,000
Dayton	210,718
Syracuse	205,967
Oklahoma City	204,424
San Diego	203,341
Worcester	193,694
Richmond	193,042

*Census Bur. Est. (1942)

Smart merchandisers realize this market is *not* 3 separate major cities —Rock Island, Moline, Davenport (plus 8 urban communities)—but, actually, a single unified *city* with 211,000 war-prosperous customers.

And . . . their popular, right-at-home "salesman" in Illinois and Iowa, is—

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat. Representatives



TEAMWORK IS THEME as officials of WLW, Cincinnati, the George Wiedemann Brewing Co. and Strauchen & McKim get together to look over a new brochure for dealers, prepared by Ed Strauchen and produced by the station, to emphasize interplay of product and advertising. The get-together has been a yearly event since Wiedemann started its intensive schedule of nighttime chain breaks more than two years ago. Lookers-on are (l to r), William Robinson, WLW sales representative; Robert E. Dunville, Crosley vice-president and assistant general manager, broadcasting division; H. M. Smith, WLW sales manager; H. Tracy Balcom, Jr., president of Wiedemann's; Roger Beam, Cincinnati sales manager for the company; Ardean Heiskell, radio director, Strauchen & McKim; James D. Shouse, Crosley vice-president in charge of broadcasting; Ed Strauchen, president, Strauchen & McKim; R. E. Wagner, secretary-treasurer, Wiedemann's.

FCC Quickly Orders New Hearing Held On WHDH and WJW 850 kc. Petitions

ACTING with almost unprecedented speed, the FCC last Wednesday ordered new hearings June 30 on the applications of WHDH, Boston, and WJW, Akron, for authority to operate on the KOA clear channel of 850 kc. Commissioner C. J. Durr was designated to preside.

The action followed the May 17 Supreme Court opinion deciding the clear-channel breakdown case against the FCC by requiring that the Commission grant full hearings to stations which may suffer electrical interference as a result of other station assignments.

Expect Reaffirmation

WHDH now is operating full-time on the frequency as a BLUE outlet. WJW is in the process of moving from Akron to Cleveland, where it would become a BLUE outlet. Each station had been authorized to use 5,000 watts full-time on the frequency.

It was presumed, in the light of the court's opinion and of past FCC policy as well as other considerations, that the Commission, after an expeditious hearing, by majority vote probably would reaffirm the grants on the channel to the two stations and for the breakdown of the 850 kc. clear channel. NBC, as licensee of KOA, has not sought a stay order, which would have the effect of forcing WHDH back to daytime operation. The highest tribunal, in its split vote, held that the FCC had not accorded KOA a proper hearing, but did not decide the merits of the WHDH assignment.

The FCC's order for the new hearing made no mention of the clear-channel rule as such. Evidently the Commission assumed that the court's opinion did not disturb its change in rule, eliminating 850 kc. as a class I-A channel. This view, however, is not held by other attorneys and, it is expected, will be contested.

By agreement among counsel for the FCC and the stations, a "pre-trial" conference will be held with Commissioner Durr June 9, to stipulate uncontroverted aspects. Attorneys in the proceedings for the FCC are General Counsel Charles V. Denny Jr. and Assistant General Counsel Rosel H. Hyde. Representing NBC and KOA have been Philip J. Hennessey Jr., who argued the case in the Supreme Court, and Karl A. Smith; for WHDH, George B. Porter; and for WJW, W. Theodore Pierson.

It was expected the Clear Channel Broadcasting Service would intervene in the proceedings, opposing breakdown of the KOA channel. It participated in the oral arguments in the original WHDH case.

In the order issued last Thursday, the FCC said the hearing was called to determine interference resulting from simultaneous operation of WHDH and KOA; to determine areas and populations which would be expected to lose primary or secondary service from KOA; to determine areas and populations expected to gain primary service from WHDH; to determine interference from simultaneous operation of WJW and WHDH, as well as KOA; to determine areas and populations which may lose primary or secondary service from KOA with both WJW and WHDH on the frequency; and finally, to determine whether public interest, convenience and necessity would be served by granting the applications.

HIT BY the manpower shortage, WPRU, Princeton University's wired broadcasting station, has discontinued operations for the duration.

Barring of Drs. Watson and Dodd Now Up to Action by Conference Committee

THE FATE of Goodwin B. Watson, chief political analyst for the FCC's Foreign Broadcast Intelligence Service, and Dr. William E. Dodd Jr., FBIS editorial assistant, was left last week to the House-Senate Conference Committee on the Urgent Deficiency Bill when the Senate Appropriations Committee removed a House-approved rider that would have barred the two men from the public payroll for alleged "Communist Front" affiliations.

In reporting the bill to the Senate without the amendment aimed at the two FCC employes and Dr. Robert Morss Lovett, Government Secretary of the Virgin Islands, Sen. McKeller (D. Tenn.) said the committee was not necessarily endorsing the three men, and planned to force the controversy before the conference committee so that the Senate might learn the reasons for the House action.

At his news conference last week FCC Chairman James Lawrence Fly said Dr. Frederick L. Schuman, FBIS principle analyst, under fire before the Dies Committee, but absolved by the Kerr Committee, had submitted his resignation May 10. Dr. Schuman, Mr. Fly said, waited until he had been cleared, and then proceded with plans he had previously made to return to his post as Woodrow Wilson Professor of Political Science at Williams College.

FCC Investigating

Mr. Fly also revealed that the FCC is investigating information submitted to the chairman by Mr. Dodd. Rep. C. Anderson (D.-N. M.) had told the House that Dodd had consistently misinformed Mr. Fly about his affiliations. The FCC Chairman said the Commission is concerned only with whether Dodd had submitted false information, and that FCC would not look further into his activities.

The case of Watson, Dodd and Lovett was apparently well on its way toward becoming a celebrated legal issue last week, with Attorney General Biddle speaking out against the measure as unconstitutional. Action against the men must originate in the Executive branch of the Government, Mr. Biddle said.

The issue of Constitutionality had been raised in the House by Rep. Hobbs (D.-Ala.) and others, who termed the action "a Bill of Attainder." Also entering the controversy was Mr. Fly, who remarked, "There is a serious question as to the validity of any such provision." He said he hoped Dr. Watson would remain with FCC, adding that he had talked with him, and was "quite sure he plans to stay on."

Most outspoken critic of the rider was Secretary of Interior Harold L. Ickes, who voluntarily appeared before the Senate Committee to defend Dr. Lovett, an Interior Dept. employe, and for 45 years a personal friend of the Secretary. Mr. Ickes lashed out at the evidence of the Dies Committee, and the procedures of the Kerr Committee, asserting that Dr. Lovett was being discharged on the basis of two statements, one by a woman under Federal indictment for sedition, and the other by a Fascist sympathizer. "Mr. Lovett is not accused of breaking any law, and he is not guilty of breaking any law," Mr. Ickes said. "He is accused at the most of just one thing—holding opinions which some members of the House of Representatives do not agree with."

O'Meara Returns

WALTER O'MEARA has returned to J. Walter Thompson Co., New York, as copy chief, after having concluded a leave of absence from the agency to serve with the Office of Strategic Services. Mr. O'Meara alternates on a six-months basis as copy chief with James Young, who has left to spend the next half-year running his apple orchard and cattle ranch in Mexico.

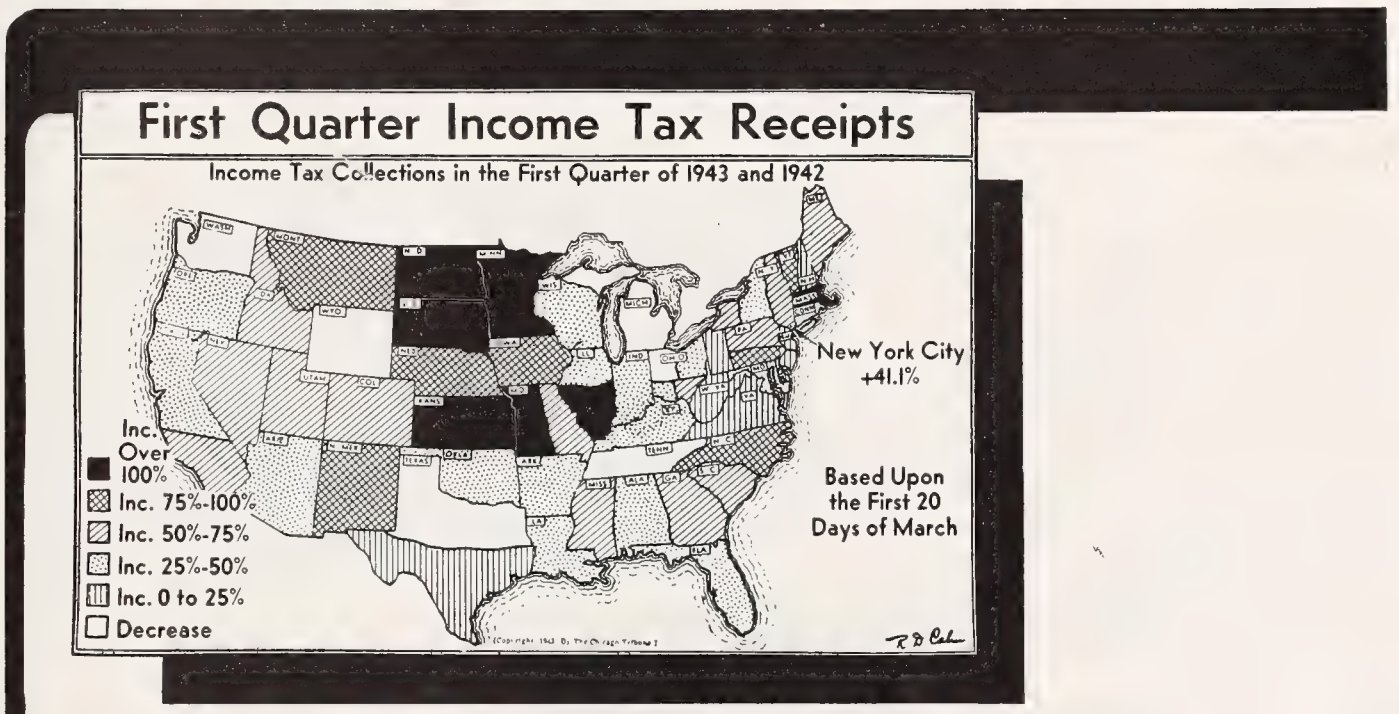
Meeting Canceled

A MEETING of the steering committee of the Newspaper-Radio Committee scheduled for New York, May 31, was canceled last Thursday by Harold V. Hough, chairman, because several members could not be present. Mr. Hough said the meeting probably would be rescheduled shortly in Chicago. The call was in connection with the projected hearings on the White-Wheeler bill to amend the Communications Act and in the light of the recent Supreme Court decision broadening the FCC powers. The steering committee will decide whether it will authorize a personal appearance before the Senate Interstate Commerce Committee or submit a written brief [BROADCASTING, May 24].

MBS KODACHROME slide film, "This Is Mutual", prepared under the supervision of Robert Schmid, sales promotion director of the network, will be shown to the New York advertising trade press in the Mutual conference room next Thursday, June 3.



"It's that 4-F Quintet over WFDF Flint Michigan."



Not only were North Dakota's income tax collections up over a hundred percent in the first quarter *but*—collections last year were 398.1 percent over the figure for 1941.

North Dakota's taxable income is eight times what it was two years ago! The figures are only slightly less spectacular in the other three states of the great KFYRea.

And the solid folks of North Dakota are looking to the future. They have purchased more War Bonds per capita, than the people of any other state. They're making certain that their incomes—and their nation—continue undiminished.

The one sure way to reach these bulging purses, is through KFYR, only medium capable of reaching them all at once.

Ask any John Blair man for the whole story.

KFYR Bismarck
550 Kilocycles · N. Dak. · 5000 Watts



You keep customers *when you* **KEEP SPOTS BEFORE THEIR EARS!**

• ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

AS ANOTHER "service series" similar to its two-year-old *Apartments on Parade*, WQXR, New York, has started *Decorators' Clinic*, a weekly quarter-hour broadcast on home decorating under the participating sponsorship of a group of decorators offering advice to listeners by mail for a fee of $3.00. Under the auspices of the Decorators' Clinic, organization with headquarters at the Decorators' Club, New York, the program features guest speakers and is conducted by Charlotte Demorest, who built up WQXR's programs of advice on apartment hunting and other problems of living in New York.

The new series is heard once a week at 10 a.m. on Wednesdays. Economical buys in household furnishings, information on priorities, and suggestions for tasteful decorating are offered.

The listener is invited to submit a problem for solution by the Clinic. One problem is analyzed free on each program, and the last broadcast of the series will feature diagnosis of the home-decoration scheme of some well-known personality. Agency for the account is Huber Hoge & Sons, New York.

* * *

$5 Question

CALLING up citizens of Hartford while on the air, Harvey Olson, m.c. of the new show *Do You Know the Answer?* on WDRC, asks a question a day. If the first one called knows the answer, he gets $5, and if he doesn't, he gets 50 cents, which is deducted each successive day the question is missed.

Purely PROGRAMS

Bromo Guests

ELLERY QUEEN will revive his last year's policy of inviting mayors to serve as guest "armchair detectives" on his Saturday night NBC broadcasts for Emerson Drug Co. Each mayor will listen in over his local NBC station and submit his solution to the mystery by long distance telephone or teletype to New York, where the program originates. A member of the armed forces from the mayor's home town will stand by in the New York studio to serve as a substitute, if the telephone call is delayed. Aired on behalf of Bromo-Seltzer, the program is handled by Ruthrauff & Ryan, New York.

* * *

Ahoy America

A NOVEL TYPE of quiz program, *Ahoy America*, has started on WGN, Chicago, broadcast from Navy Pier half-hour weekly. Participants in the quiz are sailors stationed at the Pier, and those answering questions correctly receive an extra evening of liberty, while those flunking retire to the scullery and polish pans until taps. The producer, Morrison Wood, has permission of the commanding officer, Capt. E. A. Wollelsen, to enforce the consequences of the quiz.

* * *

Listeners Choose

AS A REPLACEMENT for the *Voice of Freedom* broadcasts aired on WMCA, New York, under the auspices of Freedom House, for the past year, a series of discussions based on topics submitted by listeners is now heard. Program is titled *What Do You Think?* and invites listeners to send in opinions on issues of war and peace to the station and to Freedom House, an organization to promote the principles of democracy.

* * *

U. N. Reps Aired

JERRY BELCHER, WCKY, Cincinnati, public events director, has started a new series with a human interest angle, five times a week, midafternoon. Representatives of the United Nations who are in Cincinnati, or who are available as they pass through, are interviewed. Furloughed service men with stories of exploits and adventure, either their own or their comrades, are also handled.

* * *

For Hep Cats

HEP CATS and band enthusiasts are given a chance to revel in their favorite dance music in the early evening *Jive Junction*, weekly hour-program heard on WAIT, Chicago. Recorded music of band leaders who have gone to war is featured, messages from the absent leaders are read, and members of the audience are interviewed for reactions. Transcriptions of the show are sent to the band leaders concerned.

* * *

News Hook

AT THE MOMENT news is featured during the novel type one-minute announcements utilized by WTAG, Worcester, Mass. Commercials occupy last few seconds when an audience is already assured.

Mounted

JACK SHORT, turf announcer of CJOR, Vancouver, was the mounted emcee for the recent big Victory Loan parade in Vancouver. It was horse racing day in the Sports for Victory drive. With the horses being the order of the day, Jack did all the announcing on horseback.

WDAY Radio Game

NEW RADIO GAME titled *Go Get It* has made its appearance on WDAY. Conceived by Ken Kennedy, program director, the show consists of one part for the studio audience and another for the listeners, and is on the air Friday nights at 8:30. Three contestants are selected from the studio audience and given sealed instructions concerning articles they are to find and bring back to the studio. Cash prizes are awarded on the basis of time taken to make the trip, with transportation furnished by the station. The WDAY mobile unit follows one contestant for an on-the-scene pickup. The remainder of the studio audience and the listeners compete for cash prizes in "Sound Puzzle Time", a series of about 15 sound effects played in the order they appear in a story which the authors of the series have in mind when arranging the sounds. Object of the contestant is to write a story around the noises heard.

* * *

Historical Memory

MEMORY program, *Milwaukee Through the Years*, is riding the WTMJ airwaves. Program features old tunes and reminiscences of old Milwaukee in narrative form, and is sponsored by the Kearney & Trecker Corp.

* * *

About You

CHARLES R. ROTH is featured in a new public service program *Let's Talk About You*, aired three times weekly on KLZ, Denver. Mr. Roth, author and public relations consultant, recently published *The Key to Your Personality*.



U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

RCA, Western Electric Release Details Of Industry's Part in Radar Research

NDUSTRY'S version of the development of Radar began to come orward last week as two large quipment manufacturers — RCA nd Western Electric—released accounts of the work done with miliary engineers toward perfecting he secret radio weapon for the naion's defense [see other Radar tories on page 20].

RCA reported that its research n apparatus and techniques for he location of ships and planes by adio went back to 1932. The firm aid it demonstrated its equipment n cooperative tests with the Signal 'orps in 1934, but in view of miliary considerations, no publicity ras given.

Delivery in '37

As early as 1937, RCA delivered xperimental radar equipment to he Army, and late in 1938, the rm said it installed a set of its quipment on the *U.S.S. New York* or the tests which resulted in the Navy's decision to build radar sets. RCA was awarded the first Navy ontract for six sets based on a Navy design.

Western Electric said that Bell aboratories had worked on radar quipment for three years before 'earl Harbor. "Other industrial aboratories joined in this effort," Western Electric said. "Through he National Defense Research 'ommittee, an organized attack on adar problems was made by a roup of leading scientists from the Universities. All told, some 2,000 cientists and engineers in Army, Navy, university and industrial aboratories joined hands in the levelopment of Radar," the firm aid.

RCA likewise stressed that Radar ould be attributed to no lone inentor. "Since it draws upon many adio devices and circuits, various nen of science have contributed to ts development," RCA said, namng among leaders in the work, Dr. A. Hoyt Taylor, superintendent of he Naval Aircraft Radio Laboraory; Dr. Leo C. Young, assistant superintendent, and Dr. John H. Dellinger of the U. S. Bureau of Standards, for their studies of the Heaviside surface and radio echoes.

To these pioneers, RCA added its own Dr. Irving Wolff, "whose early experiments with radio reflection soon led into radar principles." He has been intimately associated with radar research work, the firm said, with a staff of many engineers and researchers under his supervision.

During 1938-1939 many tests were made, RCA said, which showed the effectiveness of the equipment in warning of collision between aircraft, or between planes and mountains or other objects to determine altitude accurately. "Owing to the closeness between this apparatus and aircraft detection equipment, commercial announcement of these results was not possible," RCA explained.

ASCAP Ruling

NEW YORK Supreme Court Jusice J. Sidney Bernstein last week dismissed the suit of Denton & Haskins Corp. and Gem Music Corp., publisher members of ASCAP, for a declaratory judgment prohibiting ASCAP from reaining any control over their music following the expiration of their present contracts with the society on Dec. 31, 1950. Court ruled there s no present controversy and that what may happen after the conclusion of the present contracts depends both on the execution of new assignments and the continuation of both publishers and composers as ASCAP members after that date. No controversy of this nature can arise, the court stated, unless the plaintiffs do not renew with ASCAP and the composers in question do extend their memberships.



YOUNGEST transmitter operator, says WPAR, Parkersburg, W. Va., is Robert Knowles (right), 12, younger half of a father-son combination. Son of Cecil Knowles, WPAR transmitter engineer for many years, Robert holds a third class license, works parttime.

TO SPEED up telephone traffic during hours when demand is heaviest, Bell Telephone Cos. are asking long distance telephone users to limit their conversations over heavily loaded lines to five minutes. At the start of conversation, the operator will say, "Please limit your call to five minutes—others are waiting."

RCA Institutional

THREE of the advertising agencies named last April by RCA-Victor to handle various phases of its account have been asked by the company to submit possible programs for an institutional series which RCA is rumored to be placing on the BLUE. No details are available as yet from RCA or from the agencies involved, including Ruthrauff & Ryan (RCA-Victor radios, phonographs and television instruments); J. Walter Thompson Co. (Victor and Bluebird records, International division), and Kenyon & Eckhardt (radio tubes, electronic apparatus, and sound equipment).

Baseball Repeats

REBROADCAST of baseball broadcasts for the convenience of the war workers is planned by WIBG, Philadelphia, carrying major league baseball games for Atlantic Refining Co. N. W. Ayer & Co., Philadelphia, is agency.

A 250-watt local non-network station holds MORE DAYTIME LISTENERS than 3 NETWORK OUTLETS!

Where? KANSAS CITY!
Station? KCKN!
Proof? HOOPER*!

*Hooper shows what Kansas City knows

Hooper for Greater Kansas City, October thru February.

KCKN is programmed entirely and exclusively for Kansas City's 725,000 "city" listeners. No other Kansas City station is programmed exclusively for the metropolitan city audience. No other Kansas City station offers national advertisers a low "local" rate. Write for Hooper rating on current availabilities.

KCKN

ELLIS ATTEBERRY, GENERAL MANAGER

KANSAS CITY

CAPPER PUBLICATIONS, Inc.
NEW YORK
420 Lexington
Mohawk 4-3280
CHICAGO
180 N. Michigan
Central 5977

WDRC
CONNECTICUT'S PIONEER BROADCASTER
61% HIGHER
Here's the market you want! The million people in WDRC's Primary Area have an Effective Buying Income 61% higher than the national average. For full details, write Wm. Malo, Commercial Mgr., WDRC, Hartford. Basic CBS for Connecticut.
CBS

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

SALESMANSHIP
Every WIBW program and sales message is so planned that each listener feels it is directed to him alone.
WIBW The Voice of Kansas in TOPEKA

Delay in Net Rules Refused

(*Continued from page 9*)

been brought before the Commission prior to the Friday meeting. Chairman Fly was represented as being chagrined over efforts of the industry to foster legislation because of the Supreme Court opinion.

Changes Sought

While the major networks themselves made no formal pleas for modification of the regulations, a number of stations, it is understood, urged changes. One station operator is understood to have told the chairman that the regulations would mean he would be "forced" to take the full schedule of programs from his network because he would not be disposed to reject programs, even in station time, and "build up" a competitive station which then could take that network's features.

Several conferences were held last week with Chairman Fly by William S. Paley, CBS president; Paul W. Kesten, CBS vice-president and general manager; Joseph H. Ream, CBS vice-president and secretary; Earl H. Gammons, CBS Washington director; Niles Trammell, NBC president, other executives of his organization, and members of the advisory committee, which met in Washington early in the week. The culmination of these conversations was the action of the Commission last Friday.

The NBC advisory group and its officials met with Chairman Fly both last Tuesday and Wednesday morning. The proposed letter of contract modification was discussed in detail but apparently was not considered by the FCC at its Friday meeting. The same held true for CBS's proposed telegram to its affiliates, submitted last Thursday. Because of the local time versus eastern time aspect, CBS felt it necessary to withhold its telegram until the FCC had cleared up that item.

First Refusal

In the conversations with Chairman Fly, there was discussion about a modification which would require a network to give "first refusal" to its affiliate in a particular market. The regulations provide that the station has "first call" on the time of a particular network, but not the reverse. Evidently nothing came of this, since no action was announced following the Friday session.

Also discussed, it is understood, was the possibility of shifting of time segments so that an additional half hour might be optioned during the evening for a total of three and one-half hours. Under the regulations, the broadcast day is divided into four segments—8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m. and 11 p.m. to 8 a.m. The network is not permitted to option more than a total of three hours in each segment. The suggestion was that the 8 a.m. to 1 p.m. segment be reduced to 2½ hours, with the 6 p.m. to 11 p.m. segment increased to 3½ hours. Similarly, no action was taken on this at the Friday session.

Revisions Discussed

With prospects of a postponement of the June 14 effective date for the FCC rules all but despaired of, advisory committees of NBC and CBS, at their separate meetings in Washington last Monday and Tuesday, discussed in detail plans for overall contract revisions to eliminate those portions of their contracts inconsistent with the regulations. The nature of the covering clause varied with each network, however, because of differences in method of operation.

Actually, no insurmountable obstacles were encountered, since practically all network contracts have carried clauses specifying that the terms are subject to Government regulations. To avoid situations where all contracts might expire at the same time for each network, such matters as staggered expiration dates were discussed at the meetings, it is understood.

Those Present

Members of the CBS advisory board who met at the Carlton Hotel in Washington Monday and Tuesday with officials of the network were Franklin Doolittle, WDRC, Hartford; I. R. Lounsberry, WKBW, Buffalo; John M. Rivers, WCSC, Charleston, S. C.; Hoyt Wooten, WREC, Memphis; Leo Fitzpatrick, WJR, Detroit; Arthur B. Church, KMBC, Kansas City; and Clyde Rembert, KRLD, Dallas. Absent because of illness was C. T. Lucy, WRVA, Richmond. C. W. Myers, KOIN, Portland, Ore., was unable to attend because of illness in his family, but was due in Washington later in the week.

CBS officials at the conference included, in addition to President Paley, Paul W. Kesten, vice-president and general manager; Joseph H. Ream, vice-president and secretary; Herbert V. Akerberg, vice-president in charge of station relations; Dr. Frank Stanton, vice-president; and Earl Gammons, Washington director.

Members of the NBC planning and advisory committee who met in Washington Monday and Tuesday were Paul W. Morency, WTIC, Hartford; G. Richard Shafto, WIS, Columbia, S. C.; James D. Shouse, WLW, Cincinnati; Harry Stone, WSM, Nashville; Stanley E. Hubbard, KSTP, St. Paul; G. E. Zimmerman, KARK, Little Rock; and Arden X. Pangborn, KGW, Portland, Ore. Present in lieu of S. S. Fox, KDYL, Salt Lake City, Utah, was W. E. Wagstaff.

NBC officials in addition to President Trammell were Frank E. Mullen, vice-president and general manager; William S. Hedges, vice-president in charge of stations; A. L. Ashby, vice-president and general counsel; Henry Ladner, of the NBC legal department; and Sheldon B. Hickox Jr., manager of the station relations department.

The BLUE station planning and advisory committee, which met in New York Wednesday, comprises Harold V. Hough, KGKO Fort Worth; William A. Ripley WTRY, Troy; H. Allen Campbell WXYZ, Detroit; Earl May, KMA Shenandoah; Henry Johnston WSGN, Birmingham; Duncan Pyle KVOD, Denver; and W. B. Stuhr KJR, Seattle.

Wheeler Comments

Chairman Wheeler's decision to schedule hearings in late June, after having suddenly cancelled the May 25 starting date on May 22 came following a conference with Messrs Paley and Trammell last Tuesday evening. The Senator said a new date would be announced by June 15 or earlier.

Last Saturday, Chairman Wheeler suddenly announced calling off of the hearings to begin the following Tuesday, because of the failure of the full committee to complete hearings on a railroad rate measure. At that time he inferred he desired to allow more time for a study of the Supreme Court opinion and added he was "not sure now that the bill does not go too far" in prescribing the exact duties of the FCC. He emphasized then that this did not mean he was withdrawing his sponsorship of the bill.

Realization that the Supreme Court opinion transcended pure network-affiliate relationships appeared to be permeating the industry, following the major network advisory committee sessions last week. It was evident, too, that the networks primarily affected insofar as the new regulations are concerned, would not be disposed to take the leadership in fostering new legislation. Such matters as program control, regulation of overall business aspects of stations, dual ownership, newspaper ownership, and, in fact, every impor-

STATIONS!
Having trouble finding GOOD announcers, continuity writers, or newscasters? The only radio school of its kind can solve your problems! Our draft-exempt men and attractive women know how to write copy, handle the board and network shows, and announce. We use United Press Radio Wire. Our graduates working on KVSF, KFTI, KGGM and other stations across the U. S. Discs and full particulars on request. Write, wire or phone —CRestview 6-8816. Willman BROADCASTERS, 8668½ Wilshire Blvd., Beverly Hills, Calif.

tant problem confronting the industry appeared to shift the burden to stations themselves, probably through NAB.

White Studies Opinion

Senator Wallace H. White Jr. (R-Maine), co-author of the bill to reorganize the FCC, was understood to be studying proposed modifications of his bill, in the light of the Supreme Court decision. Since the handing down of the opinion May 10, Senator White has been notified by numerous members of the committee and of the Senate of their desire to support new legislation. The Maine Senator, co-author of the Radio Act of 1921, is regarded as the best-informed member of Congress on radio and communications legislation.

Meanwhile, President Miller called the NAB board to meet in Washington June 3 and 4, to consider the whole legislative picture. Possibility of the appointment by Mr. Miller of special legal and legislative counsel was foreseen. Mr. Miller is expected to present the industry case in testimony before the Interstate Commerce Committee.

"Hooey," Says Fly

Chairman Fly characterized as "hooey" statements that the regulations would result in rigid Government control of broadcasting. Without mentioning names, he apparently alluded to the statement by the NAB Legislative Committee, following its meeting in Washington May 19, that the decision placed "broad and fantastic powers in the hands of the FCC."

At his press conference, Mr. Fly said there had been a tendency "on the part of the people that are used to spreading poison and crying havoc to create a whale of a big scare, but this whole hullabaloo about the rules and the Supreme Court decision sustaining the rules is just another effort on the part of big dominant interests to avoid reasonable regulation, and the suggestion that that sort of regulation which restores a common range of freedom to the individual stations is a step toward Government ownership or control, is just a lot of hooey."

Asserting he could not believe that this "sort of argument would be put out by people who are wholly aware of the circumstances," Mr. Fly said he felt stations had nothing to fear and that they would have a greater degree of protection than they ever had before. Mr. Fly declared he had had "very agreeable conversations" with network representatives, but that there had been no requests for postponement or modification.

Alluding to control of programs, Mr. Fly said that in the last analysis this belongs to the individual broadcaster. Deciding public interest by a long overall view of programs in relation to public good when there is occasion to do so, he added, "is the duty of the FCC. But the Government will not have anything to say as to whether a station shall or shall not take a program."

ANA Meeting Closed

WARTIME Conference of the Assn. of National Advertisers, to be held June 2-4 at the Hotel Waldorf-Astoria, New York, will be closed to all but ANA members, the Association stated last week. Speeches will be made by members and no details of the three-day session are expected to be released.

The NAB last Tuesday released a five-page statement titled "What the May 10 Supreme Court Decision Means to American Broadcasting; To the American People." Prepared at the request of many broadcasters and those in public life as to the import of the opinion, the statement cited sections of both the minority and majority opinions, set out what the decision indicates directly or indirectly, and quoted comments from numerous editorials [see separate story in this issue].

'Administrative Absolutism'

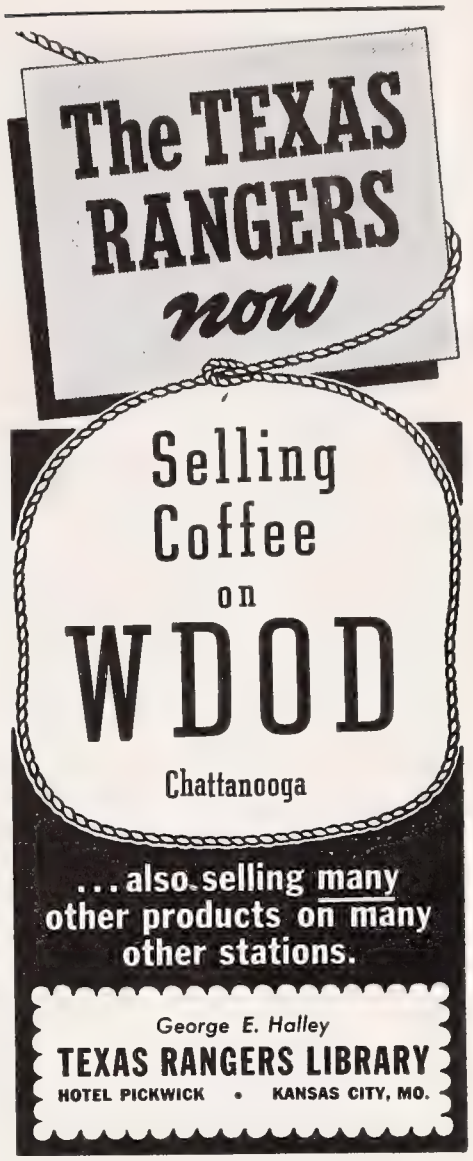
Meanwhile, editorial criticism of the Supreme Court ruling continued unabated. David Lawrence, eminent Washington journalist, both in the lead editorial in the May 21 *United States News*, of which he is editor, and in his syndicated newspaper column of May 25, lashed out against the opinion and its effect not only upon freedom of radio but of the press. He urged an amendment to the Constitution to make explicit the guarantees which previously had been believed to be implicit in the Bill of Rights. Not only is radio but the press and every other medium of expression in danger of Federal control today, by reason of the support given by "a New Deal majority on the Supreme Court to the idea of administrative absolutism," he said. Mr. Lawrence suggested an amendment to the first article of the Bill of Rights, namely the first amendment to the Constitution, so that to this section would be added:

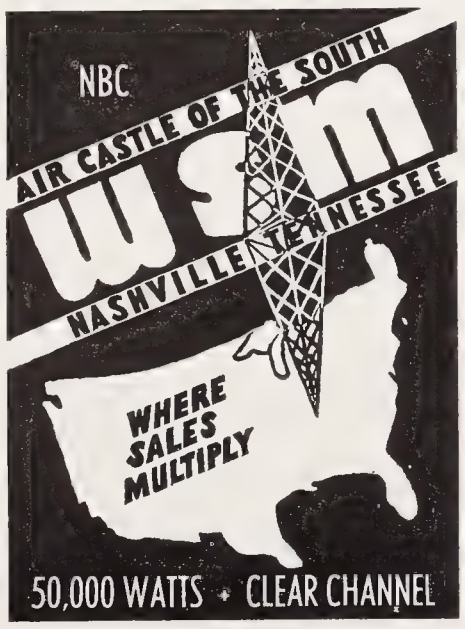
"The grant, sale or lease of any facilities by the United States to the press, to radio broadcasting, to television, or to any other medium of public expression shall not vest in the Congress or in any executive agency or in the several States the power to limit, restrict or regulate the contents of any printed publication, radio program or creative work emanating from any medium of public expression except as any of these media may offend against the common law governing fraud, obscenity, or libel or as they may disclose military information in time of war in contravention of the laws passed by Congress."

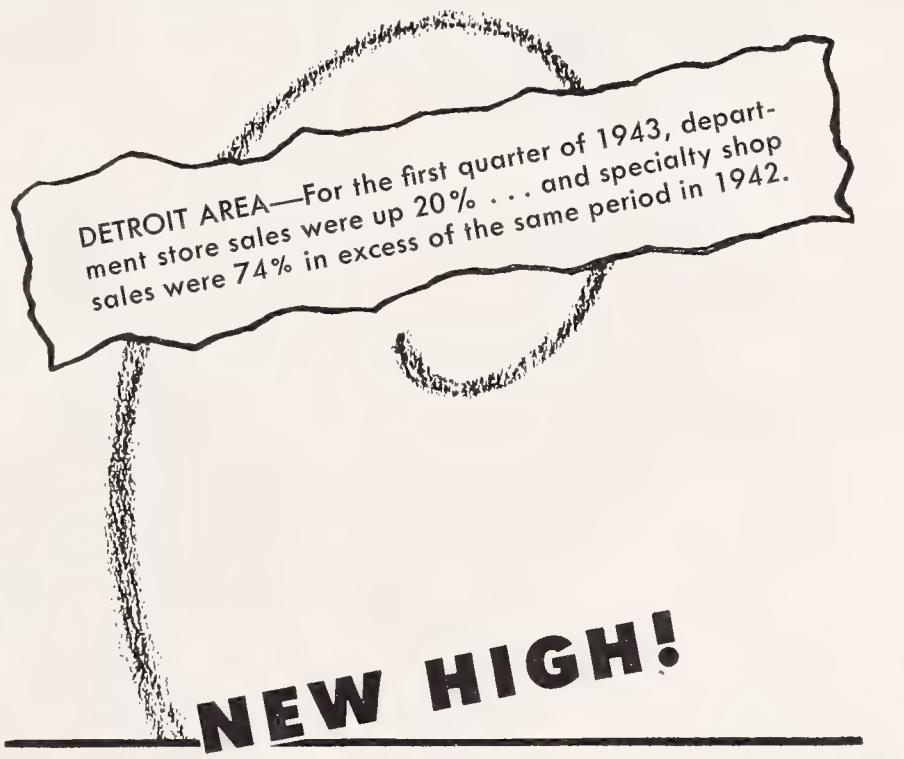
Mr. Lawrence concluded that the Supreme Court opinion constituted an abridgement of the freedom of public expression for all media and said the remedy must lie now in a Constitutional amendment "protecting the press and the radio and all other media of public expression against the insidious and sinister doctrines of administrative absolutism."

Award Given Red Cross

WGAR, Cleveland, and *The Paterson Morning Call* have turned the cash value of two $500 gold medals over to the local Red Cross chapter and U.S.O. branch. The medals were awarded by the National Board of Fire Underwriters to the station and newspaper for outstanding activity in the field of fire prevention. In order to donate the money to the local service units, WGAR and *The Call* will accept replicas of the original gold medals.







WBNX

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs

1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs

1,250,000 or 9.6% of the population of Greater New York listen to POLISH language programs

670,000 or 5.1% of the population of Greater New York listen to GERMAN language programs

250,000 or 2% of the population of Greater New York listen to SPANISH language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

We all are in it
BUY WAR BONDS!

MBS Altering Contracts

(*Continued from page 9*)

Communications Commission. These constitute the special regulations applicable to radio stations engaged in chain broadcasting adopted by the FCC on May 2, 1941, and amended October 11, 1941, in so far as they are or may be considered applicable to any affiliation contract Mutual now has outstanding. In particular, for the time being the periods from 8:00 to 8:30 p.m. and 10:30 to 11:00 p.m., New York time, on Sunday evenings are hereby released from the option time provision in Mutual contracts. There may be a later change in the periods released from option time on Sunday evenings about which we shall communicate with you at a later date.

"Your agreement with Mutual is furthermore modified in that, for the period thereof, you shall have first call in your primary service area upon all programs of the Mutual Broadcasting System, Inc., which become available in your areas permitted by the last sentence of Regulation 3.102.

"The effective date of the foregoing modification is to coincide with the date on which the regulations shall become effective which, according to the best current information, will be on or very shortly after June 14, 1943.

"Such modifications are subject to the further qualification that if and to the extent that the regulations are changed or amended in any respect, the modifications in your contract will be correspondingly changed or amended.

"As you know, the Commission rules allow for a total of 12 hours each day of option time on a non-exclusive basis for network broadcasting. Three hours of non-exclusive option time are permitted in each time bracket of morning, afternoon and evening and also the period from 11 p.m. to 8 a.m. The selection of the hours is subject to agreement between affiliates and networks. The key stations of Mutual will consider and report to you shortly on the hours contemplated for option time for network broadcasting. Pending this, we ask that you delay commitment on the hours contracted for optioning to network broadcasting from all sources.

Asks Guarantee

"In advance of selection of the option hours for network broadcasting, may we ask confirmation from you that on and after the effective date of the rules, about June 14, 1943, commercial programs accepted by your station from Mutual will be guaranteed for the duration of the commercial contract? We ask this so that no further question may be raised about such commercial programs being subject to move by you on notice prior to the expiration of the sponsored program (except under the conditions required by Regulation 3.105). As you know, this is entirely consistent with the Commission's regulations which prevent one network from forcing the movement of an earlier scheduled commercial of another network through exclusive option time provisions such as heretofore contained in other network contracts.

"One further point is submitted to you for consideration. While three hours of option time in each of the time segments is the maximum permitted for network broadcasting under the Commission's regulations, nothing restricts or prevents a station from voluntarily accepting network programs outside of option time. Thus, there is no limitation in the Commission's regulations on the total number of hours of network commercial programs which a station can broadcast if it so chooses.

"We await your response as well as any questions which you may have."

Ford Motor Co. Program Mourning Its President

THE FORD *Watch the World Go By* program on the BLUE 8-8:15 p.m., EWT, went into virtual mourning following the death of Edsel Ford, president of the motor company, last week.

From Wednesday to the funeral Friday, all commercials were eliminated except for bare mention of the company name and all institutional announcements were dropped. Earl Godwin, commentator, delivered a straight 15-minute news commentary, eliminating customary anecdotes and his concluding funny story of the day.

WFIL Honored

CERTIFICATE of Merit on Adult Education was awarded WFIL, Philadelphia, by the American Economic Foundation for distinguished service in the realm of education. Dr. O. Glenn Saxon, chairman of the advisory committee of the foundation and Professor of Economics at Yale University made the presentation May 26 at ceremonies held in the studios of WFIL, the second station in the country to be so honored. Roger W. Clipp, vice-president and general manager of WFIL, accepted the award. Further recognition of the station's service was given on the Foundation's *Wake Up, America* program over the BLUE, May 30.

Storer Merges With GAC

DOUGLAS F. STORER, radio package producer and representative, will merge his New York firm with that of General Amusement Corp., new York, June 1, becoming vice-president in charge of radio sales of that company. He will replace Frank Cooper, who leaves in June to go into business for himself, or to become partner in a talent agency. Mr. Cooper has been with GAC's radio department for the past six years.



FOND FAREWELL to Ensign Walter Bowry Jr., assistant general manager of WMBG, Richmond was expressed herewith by Wilbur M. Havens, president and general manager of the station. Ensign Bowry reports for active duty after several years at WMBG. He is 26 and a native of Richmond.

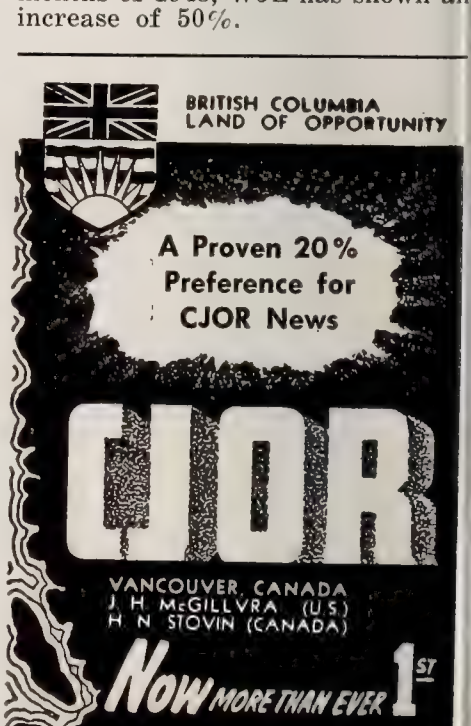
UNIVERSAL PLANS TO EXPAND RADIO

UNIVERSAL PICTURES, New York, has appropriated the largest advertising budget in its history for the balance of its 1942-43 release schedule, and for the productions to be launched by the 1943-44 selling season. Firm has allocated $650,000 for promotion of four coming major features.

Radio will receive a larger-than-usual share of the advertising. Special radio departments are being set up to handle the increased activity, according to a spokesman for Universal. No specific radio plans have been disclosed on the forthcoming pictures, which will include "We've Never Been Licked", "Corvettes in Action", "Phantom of the Opera" and "Hers to Hold", but all will receive extensive promotion. J. Walter Thompson Co., New York, is agency.

WJZ Sales Still Gain

FOR THE 15th successive month, WJZ, New York outlet of the BLUE, has shown a gain over the same month of the previous year in local and national spot sales, according to John McNeil, manager of WJZ. May, with a gain of 42% over the same month in 1942, was the second highest month in the history of the station, the highest having been April with a 62% gain over April, 1942. For the first five months of 1943, WJZ has shown an increase of 50%.



UNION ASKS VIEWS ON NBC CONTRACT

NEGOTIATIONS between the National Assn. of Broadcast Engineers & Technicians and NBC were suspended last Thursday, when the union delegates returned to their home cities to canvass NABET members on their willingness to accept the wage proposal made by NBC. Union had asked for cost-of-living increases of 10%. NBC had rejected this and countered with an offer to allow a 5% increase, standing pat on that figure despite NABET attempts to compromise on 7½%.

J. H. Brown, Hollywood, NABET president and chairman of the union's negotiating committee, left New York last Friday evening, planning to stop in Chicago for a union meeting before proceeding to Hollywood. He said that the attitude of the union members would probably be known within the coming week, after which negotiations will probably either continue until a new contract is completed or be dropped until the expiration of the present contract Dec. 31.

It is understood a complete new contract has been drafted and that if the NABET membership agrees to accept NBC's wage increase offer, it can be wound up in short order. Union has already agreed to permit NBC to train a specified number of apprentices in each city where NBC operates a station.

In addition to Mr. Brown, NABET committee included F. C. Schnepper, vice-president and chairman of the Chicago chapter, and Harry Miller, chairman of the union's New York chapter. NBC was represented by O. B. Hanson, vice-president and chief engineer, and John H. MacDonald, vice-president and assistant secretary.

IBEW Certified Agent In WWL Contract Talks

CERTIFICATION of local 1218, International Brotherhood of Electrical Workers (AFL) as the bargaining agent of the technical staffs of WWJ, W45D, Detroit, was announced by the regional director of the NLRB Seventh Region last week. Negotiations for a contract to cover conditions and rates of pay were reported by the Union last week, with W. L. Reed, IBEW representative in charge.

Meanwhile, IBEW said that Local 1212 had completed a standard contract with WKNY, Kingston, N. Y., covering the technical staff of that station. Contract, arranged by Freeman L. Hurd for IBRE, and Norman Furman for WKNY, provides for union membership, seniority, leave of absence for military service, paid vacations and sick leave.

American Express Adds

AMERICAN Express Co., New York, in addition to its new program on WQXR, New York, in behalf of travelers checks [BROADCASTING, May 24], on May 30 started two half-hour programs weekly on WJZ, New York, and on WENR, Chicago, for a 17-week period. WJZ program is heard Tuesday and Thursday, 7:30 p.m., and the WENR series on the same days at 9:30 p.m. Caples Co., New York, is the agency.

Complete Industry Control Given FCC, Says NAB in Reviewing Court Opinion

IN RESPONSE to requests from stations and figures in public life as to the impact of the Supreme Court decision of May 10, the NAB last Tuesday released a five-page mimeograph titled "What the May 10 Supreme Court Decision Means to American Broadcasting; to the American People."

The statement recited that the Frankfurter opinion handed to the FCC "complete control of radio broadcasting in the United States." Abstracted were selected portions of both the majority and the minority opinions, and a recital of the powers given the FCC by the ruling. Also included were selected editorial excerpts from leading newspapers.

Extent of Control

A searching analysis of the decision, it was stated, indicates that directly or indirectly:

The FCC can tell broadcasters what must be broadcast, whether it be news, public discussions, political speeches, music, drama or other entertainment.

The Commission can likewise enforce its edicts of what may not be broadcast in any one of these fields.

The Commission can regulate the business arrangements by which broadcasters operate and direct the management of each individual radio station. It can issue or deny licenses based upon business affiliations.

NAB stated further:

The decision, which was expected to deal only with the Commission's right to enforce eight disputed rules governing the contracts between stations and networks, went far beyond that issue and conferred upon this government agency powers over radio broadcasting as complete as those existing in many foreign countries.

Thus overnight American radio, under the law as interpreted by the Court, has lost all the characteristics of freedom so vital to our two-party political system and so essential to American democracy.

Under the Radio Act of 1927, and under the amended Act of 1934, the Federal Communications Commission was given regulatory power over the technical aspects and physical allocations of radio frequencies. For ten years the Commission did not seek to stretch its powers into the field of program content or business operations of the broadcasters.

Five years ago the Commission began a gradual effort to encroach upon these other fields. The fight against this encroachment culminated in the surprising decision of the Court, which, in one sweep, granted the Commission not only the specific powers it sought, but unlimited power over every aspect of this great medium of mass communication.

Lawyers for the radio industry, reading and re-reading the decision, can find no limits placed on the Commission's power to control programs and business operations of the broadcasters.

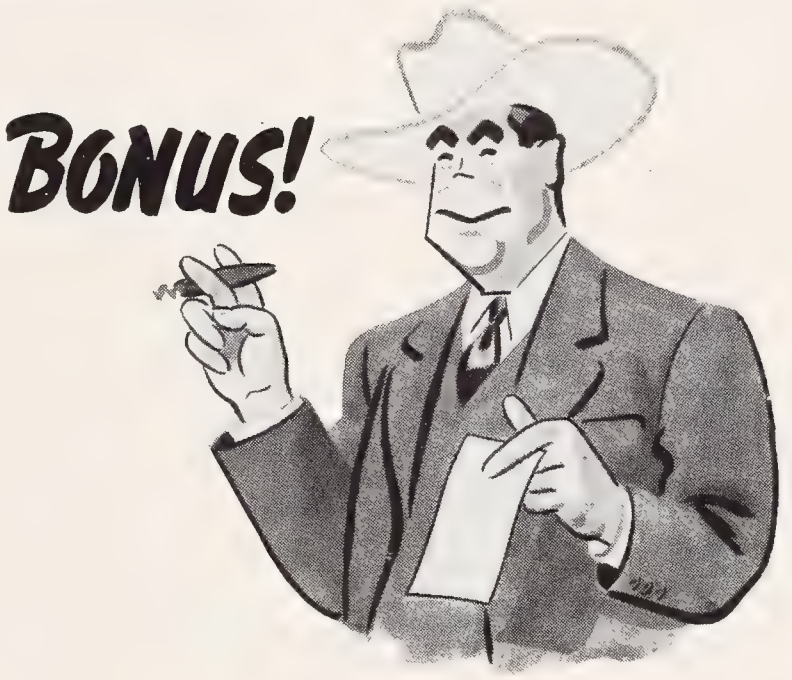
Up to Congress

After quoting from the minority opinion, the statement declared that the control of what the American people hear on the air, under the decision, "passed from the American public whose wishes have determined the programs broadcast daily by over 900 radio stations—into the hands of a single all-powerful Commission whose edicts are final and conclusive."

The statement concluded:

This is not the kind of radio that the country wants and needs. The remedy is squarely up to the Congress. Mr. Justice Frankfurter said in his opinion that "the responsibility belongs to the Congress for the grant of valid legislative authority." The question of the authority of the FCC is now before Congress in both the Senate and the House, through a bill introduced in the Senate by Senator Wallace H. White Jr., of Maine and Senator Burton K. Wheeler of Montana, and in the House by Representative Pehr G. Holmes of Massachusetts.

RADIO technicians school is being organized by M. J. Weiner, chief engineer of WNEW, New York, in cooperation with the station and the local branch of the American Communications Assn.



WOAI's average rating* on network commercial programs, day and night, is 78% HIGHER than the NATIONAL average rating for network commercial programs!

This huge listener preference over the national average is a bonus which WOAI passes on to advertisers who use this powerful station to cover Central and South Texas.

That these advertisers "know a good buy when they see it" is shown by the fact that WOAI carries 92.3% of ALL NBC commercial programs.

*C. E. Hooper Continuing Measurement of Radio Listening, Winter-Spring, 1942-43.

50,000 WATTS — CLEAR CHANNEL
AFFILIATE NBC — MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

INTERESTED IN THE CAROLINAS?

INVESTIGATE

WSPA

AT

SPARTANBURG

5000-1000 WATTS • CBS

REPRESENTED BY

HOLLINGBERY

U. S. Radio Course Trains Technicians

Help May Be Available From Office of Education

THOUSANDS of radio engineers and technicians are being trained in special courses being given by the U. S. Office of Education, Paul V. McNutt, chairman of the War Manpower Commission, reported last week. Many of these radio technicians are available for work in broadcast stations.

According to Mr. McNutt, more than 80,000 men and women have already completed the course which is given in some 220 colleges and universities. Although most of them have gone into defense work, the Office of Education says that many graduates are willing to accept work in stations. Lists of colleges where graduates are available may be had from the Office of Education, Office of Engineering, Science and Management War Training Courses, Washington, D. C.

Courses Given

OESMWT officials point out that courses are being started at frequent intervals. Stations may arrange to enroll their employes at nearby colleges. Only expense is for textbooks. Three courses are given: Fundamentals of Radio; Radio and Pre-Radar, and Ultra-High Frequency Technique. No code is offered in the theory course, which is devoted to the principles of radio circuits.

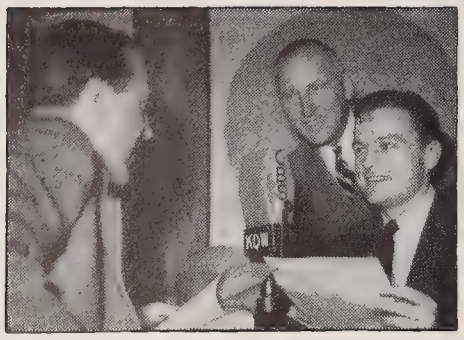
Until now, many of those taking the radio courses have been young men planning to enter the Armed Forces. Since liquidation of the Enlisted Reserve Corps, however, registration has fallen off, as the course no longer assures service with the Signal Corps. As many as 15,000 persons have been enrolled at one time in the Fundamentals of Radio course, Mr. McNutt reported, and approximately 6,000 employes of one Signal Corps station have taken the course.

Coffee Supplies Better, Boscul Adds to Schedule

RESUMING its newspaper advertising this week on behalf of Boscul Coffee, William S. Scull Co., Camden, N. J., will augment its schedule of newscasts on Philadelphia and Dayton stations, with an additional news period on WFMJ, Youngstown, Ohio. Starting June 7, Scull will sponsor a six-time weekly five-minute program, and a Sunday quarter-hour on that station. Renewed activity is the result of increased supplies of coffee which has brought several other manufacturers back into spot radio recently, including General Foods, and S. C. Schonbrunn. Agency for Scull, eastern distributors of Boscul, is Compton Adv., New York.

Virginia Dare Spots

VIRGINIA DARE Extract Co., Brooklyn, is entering radio to advertise its flavorings and other extracts. Firm has signed for participations on Dr. Walter H. Eddy's *Food & Home Forum* heard on WOR, New York, Monday through Friday. Business is placed direct.



MORE NEWS for listeners in San Francisco-Oakland Bay area is now available through sponsorship of Art Primm's newscast by Remar Baking Co. Program is broadcast on KQW Monday through Friday at 1:25 p.m. Walter Guild (left), of Garfield & Guild, agency handling the account, confers with Mr. Primm (right) and P. O. Pedersen, head of Remar.

AGENCY Appointments

MILROSE PRODUCTS Co., New York, to Winer Co., New York, for Rad cleaner. Media plans not set.

AD REINSBERG & Co., Chicago (Rainydate women's hats and Campaigner boys' hats), to Lieber Adv. Co., Chicago. National magazines and trade papers.

M. J. BREITENBACH Co., New York, to Joseph Katz Co., Baltimore, for Gudes Pepto-Mangan. Now using one-minute spots on four stations. No change contemplated for present.

HECKER Co., Los Angeles (Santo Tomas wine), to Barnes Chase Co., that city. On June 1 starts for 52 weeks using four transcribed one-minute English and Spanish announcements daily on XERB, Tia Juana, Mex.

U-X Mfg. Co., New York, to Erland Adv., New York, for U-X Miracle Shaving Prep. Radio will be used.

WAVAL Permanent Wave Supply Co., Los Angeles (concentrated permanent wave solution), to Earl R. Culp Agency, Los Angeles.

HUMP HAIR PIN Mfg. Co., Chicago, to Schwimmer & Scott, Chicago. Media will be national magazines, trade papers.

IOWA SOAP Co., Burlington, Ia. (Nola Flaks and Magic Washer), to Goodkind, Joice & Morgan, Chicago. Radio will be used.

MESSCHER & STOCK, Chicago (Ficgo beverage), to Goldman & Gross, Chicago. Media planned includes radio, newspapers and trade papers.

ZENITH RADIO Corp., Chicago, has just been given the Army-Navy Production Award for the second time. Zenith's facilities are now devoted 100% to the development and mass production of advanced radar, transmitters and receivers for tanks and planes, and other equipment for the armed services.

New Species

YOUNGER people have been hired by WWL, New Orleans, to fill certain jobs vacated by manpower shortage. As usual, a certain training period ensues. One newcomer, helping to sort mail, came upon a letter addressed, "Attention —Manager." "Say," said the neophyte, "Who's the Attention Manager?"

Wagg Is Named to Cover Mediterranean for NBC

ALFRED WAGG, formerly head of the Far East Bureau of Allied Newspapers, London, has joined NBC's staff of war reporters covering the Mediterranean area. Mr. Wagg is at sea with the British Royal Navy. When broadcast services are not available at sea, he will radio dispatches to New York for use on NBC's domestic newscasts.

With the Battle for North Africa now concluded, NBC is shifting its correspondents. Grant Parr, who accompanied the British Eighth Army across Africa, is returning to Cairo. Ralph Howard, who arrived recently in North Africa, will stand by to cover developments there, working with Merrill Mueller, *Newsweek* magazine and NBC correspondent. John MacVane has already been reported as returning to London for a rest.

Calmer for Sevareid

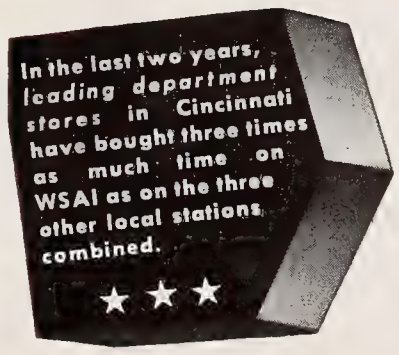
PARKER PEN Co., Janesville, Wis., which for the past year has been sponsoring *Eric Sevareid and the News* twice weekly on CBS, will replace him June 26 with Ned Calmer, a member of the CBS news staff for the past three years, and formerly an editor and foreign correspondent. Sevareid, CBS Washington reporter, is slated to go overseas this summer as a correspondent for CBS, a position he filled for the network two years ago. Calmer will continue for Parker Pen in the 8:55-9 p.m. spot Saturdays and Sundays on the full CBS network. Agency is J. Walter Thompson Co., Chicago.

RCA to Pay Legal Fees In Red Label Litigation

UNITED STATES District Court in New York, in denying the application of RCA for an injunction restraining Columbia Recording Corp. and Decca Records Inc. from using red labels on their phonograph records, has ordered RCA to pay to CRC some $2,500, and to Decca approximately $1,500, to cover legal costs in connection with the action.

In dismissing the RCA complaints, Judge John M. Woolsey stated that "records are not sold *by* color but *for* sound" and expressed himself "satisfied beyond any doubt that before buying a record between 50% and 60% of retail purchasers of records take them, put them on the turntable of a phonograph in the shop and play them before buying them." Day-by-day trial of the suit consumed almost four months.

SOLID Facts point to the BEST BUY among the four local radio stations in CINCINNATI.

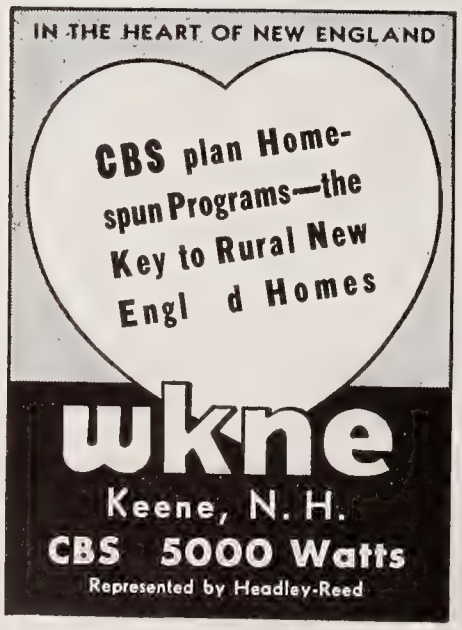


WSAI

The Cincinnati Station of Assured Sales Action

Basic Blue Network . . . 5,000 Watts Day and Night

National Reps. . . . SPOT SALES, INC. . . . New York . . . Chicago . . . San Francisco



TEXT OF ORDER

OLLOWING is the full text of ıe FCC order of May 28 revising ertain of the network rules and egging the effective date at 12:01 m. June 15:

At a meeting of the FCC held at its fices in Washington, D. C., on the 8th day of May, 1943.

The Commission having under fur-ıer consideration its order, entered in ocket No. 5060, as amended, pro-ulgating regulations applicable to ıdio stations engaged in chain broad-ısting,

IT IS ORDERED, That the Com-ission order, entered in Docket No.)60, as amended, BE, AND THE AME IS HEREBY, FURTHER MENDED in the following particu-rs:

Section 3.103 of the regulations set rth in said order, as amended, is ereby further amended to read as fol-ws:

3.103 *Term of affiliation*—No license hall be granted to a standard broad-st station having any contract, ar-ngement, or understanding express implied, with a network organiza-on which provides, by original term, ovisions for renewal, or otherwise r the affiliation of the station with e network organization for a period nger two years: *Provided*, That a ntract, arrangement, or understand-g for a period up to two years, may e entered into within six months ior to the commencement of such riod.

The last paragraph of said order is ereby amended to read as follows:

"It is further ordered, that these gulations shall become effective :01 a.m., Eastern War Time, June , 1943, unless otherwise required by urt order; *Provided*, That the ef-ctive date of Regulation 3.106 with spect to any station may be extend-d from time to time in order to per-it the orderly disposition of prop-rties; *Provided further*, that the ef-ctive date of Regulation 3.106 shall suspended indefinitely with respect regional network organizations; and *rovided further*, that the effective ate of Regulation 3.107 shall be sus-ended indefinitely and any further or-er of the Commission placing said egulation 3.107 in effect shall provide r not less than six months' notice nd for further extension of the ef-ctive date from time to time in order permit the orderly disposition of roperties."

UNTE CANDY Co., Chicago, as purchased *World Front* start-ıg June 6 on 13 NBC Midwestern ations, 12-12:30 p.m., from WLW, incinnati, and featuring Gregory iemer, Arthur Reilly and a third ommentator to succeed Carroll lcott, who left WLW after an ltercation with Mr. Ziemer. Pres-a, Fellers & Presba, Chicago, is gency.

HEADLINERS CLUB CITES 3 IN RADIO

THREE RADIO news correspondents will receive awards next week from the National Headliners' Club, according to a recent announcement by Mall Dodson, president of the club. Awards will be presented June 5 in Atlantic City at the club's annual frolic, under the auspices of the Atlantic City Press Club.

Charles Collingwood, CBS war correspondent, has been named for a citation for radio reporting out of North Africa. Previously this year he received a Peabody Award for outstanding reporting from the African Front [BROADCASTING, March 29].

Merrill Mueller of NBC and *Newsweek* will receive a special war correspondent's valor medal, newly created by the club to honor the newsmen "who perform heroic deeds in pursuit of their assignments." A posthumous valor medal will be awarded to Don Bell of NBC who was killed in Manila. The club has announced that valor medals will be given every year for the duration to selected correspondents in any of the associated fields of newspaper, radio and newsreel.

For the first time, women have been admitted to the ranks of journalists cited for achievement, with two named among the 18 winners in 16 different classifications announced by Braden Gardner, journalism professor at Pennsylvania State College and chairman of the award committee. Fourteen valor medals, five of them posthumous, were awarded.

The Headliners' Club also cited Bill Henry of the *Los Angeles Times*, as best columnist. Henry is a former CBS correspondent working out of London and Paris.

Gulf Hitch-Hiking

GULF OIL Corp., Pittsburgh, which each summer conducts a campaign for Gulf Spray insecticides, will have to forego the annual drive of quarter-hour transcriptions because of the AFM ban on such musical recordings. Instead, Gulf plans to run hitch-hike announcements for the insecticides during the summer months on its CBS program *We, the People at War*. Agency is Young & Rubicam, New York.

Winchell Denies

EDITOR, BROADCASTING:

I have just seen the May 17th issue of your magazine.

What you say about my Jergens option is not true. My option was sent to me weeks ago. I haven't signed it yet.

May 25 WALTER WINCHELL

EDITOR'S NOTE—Lennen & Mitchell notified Winchell ten days ago, but he has until June 30 to answer. If he accepts the option renewal, it is effective Jan. 1, 1944. If he refuses, he cannot broadcast for anyone else until after Dec. 31, 1945, date of Jergens contract termination.

Cy King Heads WEBR

CY KING, pioneer in news broadcasting, was appointed Director of WEBR, Buffalo, on May 18. Mr. King started newscasting in 1927, when he handled the nightly report for the former *Pittsburgh Gazette Times*. Later he went to KDKA in radio promotion and newscasts for the *Pittsburgh Press*, which he served as editorial writer and columnist. WBEN brought him to Buffalo in 1934 as news commentator, and when the *Buffalo Courier Express* acquired WEBR Mr. King was put in charge of the news bureau He still continues two daily programs, 12:30 and 6:30 p.m.

Citrus Spot Tests

FLORIDA Citrus Commission on May 17 started a three-week test campaign on WSYR, Syracuse, and WPRO, Providence, to determine the effectiveness of spot radio in promoting the advantages of the low point value of canned grapefruit juice. A total of 78 live spot announcements are being used to offer listeners a booklet comparing the point value of grapefruit juice with that of other fruit and vegetable juices. If the initial test is successful, the commission may set up a spot radio schedule in the area east of the Mississippi, region in which the product is distributed. Agency is Blackett-Sample-Hummert, New York.

Livestock Renewed

KANSAS CITY livestock interests, including stock yards company, live stock exchange and traders exchange, have renewed for the fifth year an exclusive contract with KMBC, Kansas City, making it their official station for market reports in the area, Karl Koerper, managing director of KMBC, has announced.

AARON L. JACOBY, vice-president of WLIB, Brooklyn, has been named chief clerk of the Surrogates Court of Kings County, Brooklyn. Mr. Jacoby has served a term as sheriff, and also as registrar during his activities in Democratic party politics, which cover a period of 20 years.

81.2% TO 96.8%

These are the coverage figures given WRBL by the Fall, 1942 HOOPER SURVEY. They show you can't possibly cover Columbus without WRBL.

WRBL

COLUMBUS, GA. • CBS •



KSEI

POCATELLO · IDAHO

ADVERTISERS! TIME BUYERS! AGENCY MEN!

This Calls for Champagne



1 SPONSOR* Now Uses a Third Schedule...9 Daytime Programs a Week on KOA...Exclusively!

Five years ago this company inaugurated a schedule on KOA with five early morning programs weekly. Later, they added a Sunday morning quarter hour. Recently, a three-a-week, mid-morning quarter hour program was added to introduce a new product in KOA-Land.

Obviously—any advertiser which has put faith in the selling power of KOA *alone*—to this extent—is not buying nine programs weekly on KOA *out of the kindness of his heart.*

We believe it's the greatest possible confirmation of KOA's ability to stimulate sales and produce profits. Let KOA do the same for you.

* Name on Request. Company manufactures product sold in grocery stores, and is used in every home both rich and poor.

KOA—*First in Denver in Everything! In Power ★ Programs ★ Dealer Preference ★ Listener-Loyalty and Sales Results!*

KOA 50,000 WATTS FIRST IN DENVER

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

WCHS
CHARLESTON, W.VA.
Home of the world's largest synthetic rubber plant.

They Like Our Style
A station either DOES or DOES NOT have that certain something — you know—the honest-to-goodness ability to move merchandise from dealers' shelves. WAIR is famous for its salesability. A test will prove it.
WAIR
Winston-Salem, North Carolina

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Newscast Rulings Eased by Canada

Sponsorship Allowed in Some Cases on U. S. Broadcasts

SPONSORED newscasts and sponsored network news commentaries are permitted again in Canada under a new ruling by the Board of Governors of the Canadian Broadcasting Corp., which becomes effective July 1. Spot announcements before and after the news between 7:30 and 11 p.m. local time are still prohibited, but in its place sponsorship of news is to be allowed as a wartime measure in the case of newscasts of ten minutes or more.

Sponsorship announcement can only be made before and after the news, must follow a set form, giving name of sponsor, name of news service if desired, and advertising matter. The closing announcement only names sponsor and news service if desired.

U. S. News Programs

Sponsored American network news commentaries, which have been banned in Canada for some time, may now be brought in from American networks. This affects the CBC stations CBL and CBY, Toronto, CBF and CBM, Montreal, as NBC outlets; CKAC, Montreal, and CFRB, Toronto, as CBS outlets; CFCF, Montreal, BLUE outlet; CKCL, Toronto, and CKLW, Windsor-Detroit, as MBS outlets. The CBC announcement on this policy change states:

"Under special wartime conditions in consideration of our relationship to other people associated with us as united nations, the Corporation has relaxed its ruling concerning the sale of networks to individuals or commercial organizations for the broadcast of opinions, but only insofar as to permit the entrance into Canada of news commentaries having their point of origin in other countries.

"Such broadcasts may be on a commercial or a sustaining basis. In each case permission for the broadcasting of such news commentaries from other countries will only be granted on the basis of specific application to the general manager of the corporation when in his opinion their introduction will provide a useful service to Canadian listeners in helping them to understand the changing war situation. The commercial content and the format of all such broadcasts must conform to the policy and regulations of the Corporation."

'Parade' for Fibber

REVIVAL of NBC's former program, *The Passing Parade*, will serve as a summer replacement for *Fibber McGee & Molly* during their 13-week vacation starting June 22. Program features John Nesbitt, story teller. Harlow Wilcox will announce for S. C. Johnson Co., Racine, sponsor. Series starts June 29 in the 9:30-10 p.m. period vacated by Fibber McGee. Agency is Needham, Louis & Brorby, Chicago.

WLS SCORES ON FOOD MEETINGS

Series of Interviews on Hot Springs Conference Gives Listeners Break



PREPARED well in advance of the International Food Conference now being held at Hot Springs, Va., WLS is giving its listeners a series of 19 interviews with United Nations representatives at the Conference. The series is broadcast on the *Dinnerbell* program as part of *Prairie Farmer's* Food for Humanity campaign. Participants in one of the interviews were (l to r): L. A. H. Peters, agricultural attache to the Netherlands, featured in one of the programs; John Strohm, managing editor of *Prairie Farmer*, interviewer; Betty Carter, OWI, who aided in the programs; Harry Templeton, WLS war program director.

LISTENERS to WLS, Chicago, are getting their full share of news of the International Food Conference at Hot Springs, Va., thanks to a series of programs prepared far in advance by the station. WLS put on the first of 19 interviews on its *Dinnerbell* program on May 18, day the conference opened.

When the station started its "Food for Humanity" campaign April 3, Burridge D. Butler, WLS president, explains, little was known about the coming food conference and prospects for direct coverage from the spot were dim. So John Strohm, managing editor of *Prairie Farmer*, and Harry Templeton, WLS war program director, were assigned to line up interviews with representatives of the United Nations who would attend the sessions.

Arranged Interviews

Working closely with OWI, Strohm and Templeton arranged the interviews, obtaining Dr. B. A. Liu, Chinese delegate, for the initial broadcast. Dr. Liu, a former Chinese industrialist and member of the United Nations Bureau, described food problems in his native country. Eighteen other nations were represented.

The interviews, featuring Strohm and a United Nations representative, were transcribed in Washington and New York and flown back to Chicago. WLS broadcasts one each day, Monday through Friday, on its *Dinnerbell* program for approximately four weeks.

Newspaper promotion of the series was handled through display ads in the *Chicago Times* and the *Chicago Sun* calling attention to the first week's schedule of programs. Smaller ads informing listeners of the personalities to be heard daily are being run in the same newspapers for the length of the series. Mail promotion was used to contact 4-H clubs, county agents and agricultural teachers in mid-western states. In addition pre-announcements were made on the station three days in advance of the opening broadcast and these are continued until the conclusion of the interviews.

Permission to release the series to all other stations in the country following their use by WLS was given at request of OWI.



7 Millions Donated To Last War Loan

Revised NAB Estimate Adds 15% to OWI Figures

REVISED NAB estimate of the cash value of radio's contribution to the Second War Loan Campaign, described by the Secretary of the Treasury Morgenthau, as "the greatest advertising operation in the history of the world," reveals that $7,095,500 in time and talent helped put the drive over between April 5 and May 1. Compiled by the OWI and the NAB, this figure issued last week represents time given in connection with OWI commitments under allocation plans, plus 15% for talent and time donations over and above these commitments.

OWI suggested that 33 1/3% be added for all the extra features which networks and stations keyed to the Second War Loan, but the NAB decided on the more conservative estimate of 15%. The seven million total does not include talent which was donated, that is, contributed by the artists. It includes paid talent, and time valued at the advertising rate.

According to OWI figures, time contributed to the drive under the Network Allocation Plan amounted to $5,680,000; National Spot Allocation Plan, $320,000, and Station Announcement Plan, $170,000. Station participation reports received by Treasury, OWI and NAB indicate that cooperation by radio was so far above scheduled commitments that even the 33 1/3% addition to the total, suggested by OWI was conservative.

In a recent Treasury release, Mr. Morgenthau stated that 118,000 radio announcements were made, and 8,000 radio programs of 15 minutes or more were devoted to the Second War Loan.

Value of Other Media

During the same period, outdoor advertising's contribution was reported as 7,254 War Bond posters on panels at a space value of $181,250, and 8,089 War Loan posters valued at $202,225. About 84,000 car cards worth $100,000 were placed, and 4,000 three-sheets valued at $15,000 were used.

According to this same Treasury statement, daily and weekly newspapers published 73,939 Second War Loan ads totalling 72,633,802 lines at a value of $4,564,271. Figures compiled by the Advertising Checking Bureau Inc., showed that daily and Sunday papers published 40,774 War Loan ads, at a value of $3,362,890 based on national advertising rates, and all were locally sponsored. In the field of weeklies, the Promotion Research Section of the Treasury reports that 33,164 ads worth $1,201,380 (based on the national average weekly advertising rate) appeared in 7,735 weekly newspapers.

Time and Talent Given to War Effort Exceeds 100 Million Dollars, Says Woods

"THE four major networks, as well as the hundreds of independent stations, have, according to the OWI, given more than $100,000,000 in time and talent to the war effort," Mark Woods, president of the BLUE, stated May 25 on the anniversary broadcast of *This Nation at War.*

How radio has backed the war effort was the subject of a dialog on the BLUE program between Mr. Woods and Walter B. Weisenburger, executive vice-president of the National Assn. of Manufacturers, under whose auspices the series is heard.

Will Mean More Jobs

In reply to Mr. Weisenburger's statement that American radio typifies our democratic ideals, with particular emphasis on the importance of free speech, Mr. Woods agreed that "we, in radio, are always against any encroachment of this freedom . . . for America has the only major broadcasting system in the world that isn't under government control."

Queried by Mr. Woods as to how industry feels about the post-war world, Mr. Weisenburger took radio as an example of a "business" to point out that "new developments in electronic devices, communications, frequency modulation, and television will mean plenty of new products, new companies, and new jobs in the post-war world, provided there are no major changes in our free enterprise system, for I believe the new products and developments coming from our factories and laboratories are the hope and the promise for the future . . ."

"Incidentally," the NAM executive continued, "industry appreciates very much the opportunity that all radio . . . and, particularly the Blue Network, has given us to tell the American people just how we are producing for victory and planning for peace."

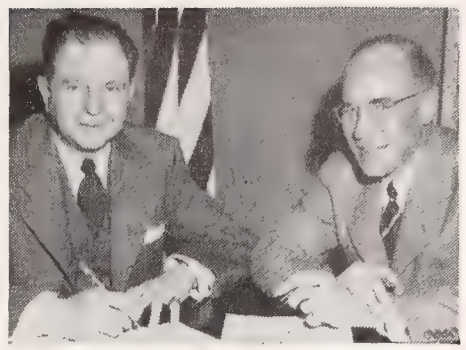
To which Mr. Woods replied, "That's part of our job under the system of free radio . . . we don't claim that radio can solve the problems of the world . . . but we do feel that it can help create that atmosphere of understanding and tolerance without which these problems can never be solved . . ."

Canadian Broadcasters Cite Radio Aid to War

BROADCASTING in Canada and its relation to the war was discussed during the one-day Advertising and Sales Conference held at Toronto recently. Ted Campeau, manager of CKLW, Windsor-Detroit, outlined the contribution of private stations to war service. E. A. Weir, commercial manager of Canadian Broadcasting Corp., Toronto, cited the intensive radio advertising coverage given Victory Loan drives and War Savings Stamps campaigns.

W. E. Elliott of Elliott-Haynes, Toronto market research organization, reported that seven out of every ten homes in Canada has a radio, that summer listening has declined, and that Quebec French-Canadian families use their radios more than any other Canadian group.

C. W. Wright, of Stovin & Wright, station representatives, Toronto, asserted that radio was more adaptable to institutional advertising than any other medium. Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters and president of the Toronto Sales and Advertising Club, opened the conference. L. E. Phenner, Canadian Cellucotton Products, Toronto, was chairman of the radio panel.



PEN IN HAND Harl McDonald, manager of the Philadelphia Orchestra, looks up before signing a long-term contract for the symphony group to record exclusively for the Columbia Recording Corp. With him is Edward Wallerstein, president of CRC.

Jelke Names Brown

JAMES T. BROWN, former assistant general sales manager of John F. Jelke Co., Chicago, has been appointed general sales manager, it was announced by J. M. Elliott, vice-president and general manager. Mr. Brown takes over executive sales duties formerly handled by Mr. Elliott. The post of advertising manager, vacated by George T. Wruck some weeks ago when he became advertising manager of the Rahr Malting Co., Manitowoc, Wis., has not been filled.

IOWA SOAP Co., Burlington, Ia. (Nola Flakes and Magic Washer), on May 31 started five morning quarter-hour broadcasts weekly of *Roy Porter and the News* on WCFL, Chicago. Agency is Goodkind, Joise & Morgan, Chicago.







Actions of the
FEDERAL COMMUNICATIONS COMMISSION

MAY 22 TO MAY 28 INCLUSIVE

Decisions . . .

MAY 25

WDLP, Panama City, Fla.—Granted Mod. license increase night power 100 to 250 w.

W75C, Chicago—Granted license cover CP in part.

W85A, Schenectady—Granted license renewal, regular period.

W71NY, New York—Same.

W45BR, Baton Rouge—Same.

W69PH, Philadelphia—Granted temp. extension license to July 1, 1943, pending determination on renewal application.

W5XAU, Oklahoma City—Granted temp. extension license to July 1, 1943, pending determination on renewal application.

W9XLA, Denver—Same.

W2XWE, Albany, N. Y.—Same.

Stations granted license renewals for regular period: KGEZ KOME KUIN KVOX KWLM WEIM WGAU WHAT WINX WIZE WALL WMBC WNBH WSTV WBRE WCMI WSAV KICD WAAC WJMC KWRC.

Stations granted temporary license extensions to Aug. 1, 1943, pending determination on renewal application: KAND KGFW KPDN KROC KWFC WCBI WDAK WGH WJPR WLAK WLBJ WWPG KHUB KSUB KVSF WFIG WGAA WJMA WAML WEXL WEMP KAVE KBST KCMC KGGF KGKL KICA KIUL KPLT KRBC KRLH KVGB KXL WABI WBBZ WBNX WCBT WCOV WEDC WFCI WGGA WHOM WING WJBW WJW WNBZ WOCB WRAL WSAY WSYB WTEL.

MAY 27

KFMB, San Diego—Granted authority to amend and remove from hearing docket application for vol. transfer control of Worcester Broadcasting Corp. and application for license renewal from First National Trust & Savings Bank of San Diego, executor of the estate of Warren B. Worcester, deceased, transferor, to the same firm, as transferee.

WWL, New Orleans—Granted amended petition to intervene in hearing on application of KGNC, Amarillo, to change frequency, power and time.

MAY 28

WMMN, Fairmount, W. Va.—Granted license cover CP for changes in DA, increase power.

Applications . . .

MAY 24

WKBN, Youngstown, O.—License cover CP as mod., for power increase, new transmitter, DA-N, change hours.

WKZO, Kalamazoo, Mich.—Vol. assign. license to John E. Fetzer, d-b as Fetzer Broadcasting Co.

WBBZ, Ponca City, Okla.—Vol. assign. license to Adelaide Lillian Carrell, executrix of estate of Charles Lewis Carrell, deceased.

WNAX, Yankton, S. D.—Mod. CP as mod., for power increase, DA-N, extend completion date.

May 26

WABY, Albany, N. Y.—CP for new transmitter.

W47R, Rochester, N. Y.—License cover CP for new FM station.

Gen. Richardson Named

MAJ. GEN. ROBERT C. RICHARDSON, former director of the Army's Bureau of Public Relations, has been named commanding general of the Hawaiian department succeeding Lt. Gen. Delos Emmons. Gen. Richardson in 1941 reorganized the Army's Public Relations Bureau and created the Radio Branch, and named Col. E. M. Kirby, former NAB public relations director, as its chief. Col. Kirby then was a civilian on loan from the NAB. It is expected Gen. Richardson will be nominated for promotion to three-star rank.

Tentative Calendar . . .

KGNC, Amarillo, Tex.—Mod. license for 860 kc., 500 w. N, 5 kw. D, unlimited. (June 3).



MARION J. STONER has joined the control staff of WKZO, Kalamazoo-Grand Rapids.

JOHN CAMPION, control operator of WDRC, Hartford, has been transferred to the Bloomfield, Conn., transmitter.

BOB OLSON and Paul Kackelmeyer, of the engineering staff of KYSM, Mankato, Minn. have been called into the Air Forces and Marines respectively. Announcers Bob Irving and Bill Faulkner have taken over the control room to handle their own shows. Dave Killbourne, of Minneapolis, new to radio, is now taking a turn at both the mike and controls.

BERNARD J. RENK has been promoted to assistant to the chief engineer of WDGY, Minneapolis, and Arthur Dumke and Ralph Doggett have joined the staff as transmitter operators.

ROBERT GLENN, technician of KFAC, Los Angeles, has joined KHJ, Hollywood.

Here's How You Can Get ENGINEERS!

CREI Trains Replacements for Technical Positions

—IF you have limited license holders on your engineering staff . . .

—IF you are in need of qualified engineering personnel with technical ability . . .

—IF you are employing non-draftable men and women with limited technical experience . . .

. . . then CREI spare-time training in Practical Radio Engineering helps solve your technical personnel problems . . . increases the efficiency and ability of your engineering staff. We offer a planned program of technical training that equips limited license holders for more important tasks . . . enables you to train others to pass license tests for dual work during the emergency.

WRITE FOR COMPLETE INFORMATION TODAY

Outline your technical manpower problems. We will furnish you complete data and outline of the CREI course of training which applies to your particular setup. No obligation, of course—write today; to—

E. H. Guilford,

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-5, 3224 16th Street, N. W., Washington, D. C.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PLANTERS NUT & CHOCOLATE Co., San Francisco (Planters peanut oil, salted peanuts), on May 22 started for 52 weeks Louis P. Lochner on 6 NBC Pacific stations, Sat., 5:45-6 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

KENDALL FOOD PRODUCTS Inc., Los Angeles (dog food), on May 18 started for 52 weeks' participation in *Andy & Virginia*, on 13 BLUE Pacific stations, Tues., 10:30-10:45 a.m. (PWT). Agency: The Mayers Co., Los Angeles.

SIGNAL OIL Co., Los Angeles on June 13 starts for 52 weeks a three man question and answer program on 10 CBS Pacific Coast and Arizona stations, Sun., 4:30-5 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

LORNE BALSLEY, formerly of the engineering department of WJJD, Chicago, and Wilbur W. Blair, former engineer of WKBO, Harrisburg, Pa., have joined NBC, Chicago.

BILL WELLS, department supervisor for war production of Universal Microphone Co., Inglewood, Cal., is the father of a boy.

KENNETH WELLER, transmitter engineer of WHIO, Dayton, has reported for induction into the Army. He has not yet been replaced.

MONROE WILNER, control operator of WSB, Atlanta, resigned recently to enter training for the Merchant Marine.

EDWARD HESKY, engineer of WIND, Chicago, was inducted into the Navy recently.

GILLETTE SAFETY RAZOR Corp., Boston, on June 4, 10 p.m. sponsors Chalky Wright-Phil Terranova fight on 211 MBS stations, and on Tues., June 8, 10 p.m. sponsors Jimmie Bivens-Lloyd Marshall bout on 211 MBS stations. Agency: Maxon Inc., N. Y.

GENERAL ELECTRIC Co., Schenectady (electronics division), on May 31 starts *The World Today* on 118 CBS stations, Mon. thru Sat., 6:45-6:55 p.m. Agency: Maxon Inc., New York.

F. W. FITCH Co., Des Moines (shampoo and N-Brush shave cream), on May 25 started *News of the World* on 56 NBC stations Tues.-Thurs., 7:15-7:30 p.m. Agency: L. W. Ramsey Co, Davenport

Renewal Accounts

GENERAL MILLS, Minneapolis, on May 31 expanded to 125 NBC stations and renewed for 52 weeks *Light of the World* (Cheerioats), 2-2:15 pm., Mon. thru Fri.; *Lonely Women* (Kitchen Tested flour), 2:15-2:30 p.m., Mon thru Fri.; *Guiding Light* (Wheaties), 2:30-2:45 pm., Mon. thru Fri. Company also renewed *Hymns of All Churches* (Softasilk cake flour), 2.45-3 p m., Mon. thru Fri., for 52 weeks on the present 28 stations. Agencies for Cheerioats, Kitchen Tested flour, and Softasilk cake flour, Blackett-Sample-Hummert, Chicago; for Wheaties, Knox Reeves Adv., Minneapolis.

CHLORINE SOLUTIONS Inc., Los Angeles (Hy-Pro) on June 12 renews for 13 weeks participation in *Breakfast at Sardi's* on 21 BLUE Western stations, Sat., 9:30-9:45 a.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

ASSOCIATED DENTAL SUPPLY Co., San Francisco (toothpowder), on June 1 renews for 13 weeks, Boake Carter on 8 Don Lee Pacific stations (KFRC KOL KMO KFIO KFRE KGB KHJ KALE) Tues., Thurs., 9-9:15 a.m. (PWT). Agency: McCann-Erickson, San Francisco.

GENERAL CIGAR Co., New York (White Owl cigars), on June 24 renews for 52 weeks Raymond Clapper on 84 MBS stations, Mon. and Thurs., 10-10:15 p.m. Agency: J. Walter Thompson Co., N. Y.

EVERSHARP Inc., Chicago (pens, pencils), on June 20 renews *Take It Or Leave It* on 117 CBS stations,, Sun., 10-10:30 p.m. Agency: Biow Co., N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on June 14 renews for 52 weeks *Fred Waring in Pleasure Time With Victory Tunes* on 128 NBC stations, Mon. thru Fri., 7-7:15 p.m. (Rpt 11-11:15 p.m.). Agency: Newell-Emmett Co., N. Y.

Network Changes

S. C. JOHNSON & SON, Racine, Wis. (floor wax), on June 29 relaces for 13 weeks *Fibber McGee & Molly* with John Nesbitt's *The Passing Parade* on 133 NBC stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleighs), on June 2 and June 9 replaces *Tommy Dorsey* with *Jimmy Dorsey* on 133 NBC stations, Wed., 8:30-9 p.m. Agency: Russel M. Seeds Co., Chicago.

PARKER PEN Co., Janesville, Wis. (Quink), on June 28 replaces *Eric Sevareid* with *Ned Calmer* on 118 CBS stations, Sat., Sun., 8:55-9 p.m. Agency: J. Walter Thompson Co., Chicago.

TEXAS Co., New York, on July 4 replaces Fred Allen on the *Texaco Star Theatre* with James Melton and Al Goodman's orchestra on 117 CBS stations, Sun., 9:30-10 p.m. Agency: Buchanan & Co., N. Y.

GRAYSON SHOPS, Los Angeles (women's apparel), on June 13 shifts *Stop and Go* on 7 CBS stations, Sun., 8:30-9 p.m. (PWT), to 6 NBC Pacific stations, Sun., 9:30-10 p.m. (PWT). Agency: Milton Weinberg Adv. Co., Los Angeles.

EMERSON DRUG CO., New York (bromo-seltzer), on July 19 adds 43 CBS stations to *Vox-Pop*, making a total of 117 CBS stations, Mon., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

MacPherson Promoted

MALCOLM D. MacPHERSON has been appointed Director of Public Relations for Ralph H. Jones Co., Cincinnati and New York agency, according to Charles M. Robertson Jr., president. Mr. MacPherson has been assistant radio director of the agency for the past three years. Since Pearl Harbor he has been especially active in patriotic promotions for civilian defense, war bonds and other government services.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

WANTED—A GOOD PROGRAM PERSON—Who feels that he is experienced enough to contribute ideas, writing and production of network calibre for New York position. Excellent opportunity for the right person, male or female. Write Box 673, BROADCASTING, giving experience, draft status, samples of work if you wish, present salary and position.

EXPERIENCED CONTROL ENGINEER—Permanent position for man with family. Must have ability to handle two networks, recording and net dance band remotes. Write in for full details. CHIEF ENGINEER WAGE, SYRACUSE, N. Y.

Engineer—1st class, competent become chief, permanent, New York local, full data first letter. Box 666, BROADCASTING.

ANNOUNCER—Immediate opening for all-around experienced man. Supply full details, including salary requirements, draft status, character references. Enclose photo. KLZ, Denver.

Two Announcers—Who are permanent. Salary $60 weekly. Ideal working conditions. KMLB, Monroe, Louisiana.

Progressive Station Needs Chief Engineer—The type of management and staff you enjoy working with. Work in air-conditioned building with plenty of good equipment. Blue and Mutual. Minimum $46 weekly. Write, wire or phone WGAC, Augusta, Georgia.

New York State Affiliate in Thriving City—Has permanent position for experienced intelligent and productive draft-exempt salesman or young woman. Solid background in selling, merchandising and copyrighting required. Send full details. Box 668, BROADCASTING.

EXPERIENCED SALESMAN — A 5,000 watt CBS station can use a salesman of proven ability who is more interested in his future than present inflationary salary. If you are a live-wire who wants to invest in the future we have an excellent opportunity for you. Write WKZO, Inc., Kalamazoo, Michigan, giving full details about yourself, age, draft status, etc.

Have 1,000,000 Responsive Listeners—To hand over to experienced "mail pull" announcer. Man we want must speak the language of the masses and know direct radio selling inside out. We'd call this a real opportunity for the man who has the ability and loyalty to do a job. Executive possibilities for a go-getter with proven record. Box 678, BROADCASTING.

Aggressive Draft Deferred Salesman Wanting position with opportunities for advancement. Wanted by 5 k.w. regional network station. Box 680, BROADCASTING.

OPERATOR—First or Second Class License. Good pay. Non-Defense town. Reasonable living costs. Draft exempt. WSYB, Rutland, Vermont.

Wanted At Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary. WMSL, Decatur, Alabama.

Announcer—Permanent position with 5 k.w. regional network station for draft deferred experienced man. Box 679, BROADCASTING.

EXPERIENCED RADIO SALESMAN—Who can build sales for station now producing and beautifully geared for more: NBC and Blue network with best news service, music and programming, in noncompetitive radio market in nondefense farming community assuring post war stability. Real deal for a producer. Give experience, draft status, etc. KTFI, Twin Falls, Idaho.

Announcer—Good salary, talent opportunities. Send audition transcription and details. WJTN, Jamestown, New York.

Help Wanted (Cont'd)

Wanted Immediately—Transmitter engineer with first class license to work at 10,000 watt station with four element array. Directional antenna experience not necessary. Apply Box 667, BROADCASTING.

Situations Wanted

Veteran Radio-News Man—Thoroughly experienced in public relations, building saleable newscasts and programs, seeks new connection directing news and public relations department. Box 662, BROADCASTING.

Man 45, Wife 28—Highly intelligent, personable, talented and experienced—seek broader opportunity for combined abilities in newscasting, dramatics, script writing, straight announcing, programming, sales, commercial copy and general management. Both studio technicians. Dependable, ambitious, enthusiastic. Popular, respected, community leaders. Prefer location west of Rockies. Address Box 669, BROADCASTING.

Studio Technician and Transmitter Operator—First Class — Radiotelephone License. 4F. One year experience with 5,000 watt station. Will consider any size station. Box 682, BROADCASTING.

Draft Exempt Salesman-News Editor—Available for network affiliated station. Wide experience news service and feature syndicates. Box 676, BROADCASTING.

Energetic Manager—Good organizer, gentile, age 39, family, 12 years' newspaper and radio experience NBC and CBS stations. Successful program and selling record. Best of references. Box 671, BROADCASTING.

Announcer—Married—4F—desires permanent position. Available at once. Box 681, BROADCASTING.

ANNOUNCER—NEWSCASTER—4F. Versatile; responsible. Box 663, BROADCASTING.

Experienced, Capable Announcer—Leaving 50 k.w. June 1st. Family man. Excellent habits. Specialist in news. Box 664, BROADCASTING.

EXPERIENCED NEWSCASTER — With some rewrite, desires permanent position with good station. Married. 4-F. Box 665, BROADCASTING.

TEAM—PROGRAM, CONTINUITY DIRECTORS—Programming, musical production, emcee record variety shows, sales; script, copy, news, publicity, promotion. Experience metropolitan stations. Box 670, BROADCASTING.

CONTINUITY WRITER—College-educated young woman. Experience: Three years, newspaper, radio, selling, writing, publicity. Box 672, BROADCASTING.

PROGRAM DIRECTOR-ANNOUNCER — 4F, married; no family. Outstanding long record network stations; production, management, announcing. This is fact, not theory. Want permanent position at once. Best references. Box 675, BROADCASTING.

ANNOUNCER—Experienced, expert turntable jockey, ready to start. Box 687, BROADCASTING.

First Class Phone—4-F, some experience. Prefer West Coast but will consider other for permanent position with chance for advancement. Box 686, BROADCASTING.

Young Executive—4F, leaving good position with major network after five years seeks tough job in agency, station, or network where man with comprehensive background including sales, programming, scriptediting, and government liaison, can produce real results. Box 685, BROADCASTING.

'Truth' Bond Sales

RALPH EDWARDS and his *Truth Or Consequences* show, on the road since March to sell War Bonds, continues to roll up big totals at every stop, the latest available grand total standing at $181,000,000 in actual sales. The NBC program, sponsored by Procter & Gamble Co., Cincinnati, gleaned $1,579,650 May 22 while in Salt Lake City.

Situations Wanted (Cont'd)

MUSICIAN—Wishes position with progressive station as staff pianist or musician. College graduate with piano degree and violin certificate. Seven consecutive years' experience as successful music teacher, present school term just closing. Have organized two orchestras, conducting with piano. Play both classical and popular music. Accompanying a specialty. Best of references. Prefer south. (Miss) Gladys Ferrill, Lucedale, Mississippi.

COLLEGE GRADUATE—Young lady. Radio major. Knowledge of production, writing, announcing, programming. Metropolitan station preferred. Box 684, BROADCASTING.

Wanted to Buy

Full or Part Ownership—In radio station located west of the Rockies. Box 674, BROADCASTING.

TURNTABLE—New or used, 33 and 78 RPM or 78 RPM. Box 661, BROADCASTING.

Crystal—Low temperature coefficient, 620 k.c. or lower frequency. Box 677, BROADCASTING.

BROADCAST STATION EQUIPMENT—1 250-watt transmitter complete with any or all of the associated station and studio equipment. Also 1 175- to 200-foot self-supporting vertical radiator. What can you furnish. Write us at once, giving best price and description. Box 683, BROADCASTING.

LaRoche Addresses Council

CHESTER J. LaROCHE, chairman of the Advertising Council, discussed the council's work in coordinating the contributions of the advertising industry to the war effort and in disseminating Government messages to the public, with particular emphasis on the role of radio, before a group of about 150 time salesmen from New York stations, networks and station representative organizations at a luncheon given by the council at the Yale Club in New York last Thursday. Merritt (Pete) Barnum, chief of the OWI Radio Bureau in New York, briefly described the operations of the OWI in preparing and allocating wartime messages of various Government departments.

CHNS

THE KEY STATION OF THE MARITIMES

Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.

Ask JOE WEED
350 Madison Ave.
New York

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RKO to Use Regional and Key Station Tie-Up in Radio Promotion of Films

EVER SINCE the record-breaking attendance last January at midwestern theatres where the RKO picture "Hitler's Children" had its world premiere preceded by extensive radio promotion, RKO has become more and more "radio-minded".

Latest evidence of this is the RKO arrangement with a group of key stations and regional networks extending from coast to coast, whereby three RKO pictures a year will be promoted on an exclusive sponsorship basis in the areas involved. Examples are WLW, Cincinnati; WGN, Chicago; WCAU, Philadelphia; Texas Quality Network; Yankee Network, and others.

Effective Combination

According to S. Barrett McCormick, director of advertising and publicity for RKO, "the combination of radio and newspaper promotion for RKO pictures has proved the most effective method of reaching the most people," resulting in special radio budgets supplementary to the motion picture company's usual appropriations for newspapers, its chief advertising medium.

Idea for the regional network and key station tie-up was originated by Mr. McCormick and Terry Turner, exploitation manager of RKO, following the success of "Hitler's Children" opening in 34 cities. WLW, Cincinnati, was the key station sponsoring the film, in view of its connection with the book, *Education For Death*, by Gregor Zeimer, WLW news commentator. Advance spot announcements, as well as a half-hour preview broadcast, were used by WLW for the premiere on Jan. 14. This was followed by an intensive schedule of transcribed announcements and preview programs in advance of the picture's opening in other cities throughout the country.

Areas Covered

First RKO film under the company's new exclusive sponsorship plan is "This Land Is Mine". Its world premiere was held May 7 with WLW as the key station, followed by promotion in the Chicago area through WGN in conjunction with its May 13 opening in that city. The Yankee Network was used by RKO to cover the May 26 opening in various New England cities, while WCAU, Philadelphia, on May 26 was the key outlet for the opening in that city. Other areas in which RKO is concentrating radio promotion for "This Land Is Mine" include the Pacific Coast through NBC outlet, KPO, San Francisco, as well as the sections around Seattle, Spokane, and Portland.

Supervision of all advertising and promotion for the "three-pictures-a-year" tieup is handled by a special division of RKO's advertising department in New York, under the direction of Mr. McCormick. From this division, RKO sends out a field staff of publicity men to arrange the various campaigns in different locales.

Two more RKO releases will be handled in the same manner as "This Land Is Mine" during 1943, Mr. McCormick stated, while radio promotion will also be included in campaigns for pictures other than those offered to stations under the exclusive sponsorship plan. Advertising budgets will be increased to handle the additional radio costs, he added, while current newspaper space will be maintained throughout the year and in some cases increased.

New WOR Programs

WOR, New York, is revamping the period from 1-1:30 p.m. Monday through Friday, and has already started two new Sunday afternoon programs. One is entitled *The Show Shop* with Walter Preston, the other *Easy Listening*, featuring popular music. From May 31 through June 14, WOR will introduce new programs, including *Sophisticated Lady* with Maxine Keith; *The 71 Special*, a recorded musical program using railroad sound effects; the *WOR News Theatre; Luncheon With Lopez*, featuring Vincent Lopez and his orchestra, and *Quiz Wizard*, a listener-participation show.

Hymns Honored

CITATION of merit was given to *Hymns of All Churches*, NBC program, on behalf of the International Council of Religious Education, during the May 26 broadcast. In conferring the honor Dr. Roy G. Ross, general secretary, said the program has "given expression to universal religious convictions which are basic to our American culture."

BILL COSTELLO, CBS Washington correspondent, has written an article on Japan's feudal military code of Bushido, to appear in an early issue of *Esquire*.

PRONOUNCER
Tells How to Say War Names Correctly

OF SPECIAL value to announcers and commentators is an Interior Dept. release giving the approved pronunciation of ten geographical names in today's war headlines. Establishing official governmental pronunciation and spelling is part of the job of the U. S. Board on Geographical Names, under Interior, which has on its advisory committee the most outstanding geographers and linguistic authorities in the country.

First ten places to be given are Bizerte, Amchitka, Kharkov, Sevastopol, Novorossisk, Cap Bon, Trondheim, Tromsoe, Reykjavik and Guadalcanal. To give an example of how pronunciation is explained, Reykjavik is first spelled correctly, then spelled "Ray-kya-veek" for pronunciation, and followed by "Pronounce a as in father". Other lists will be released frequently for the duration, according to Dr. Meredith F. Burrill, director of the board.

Fourth E to RCA

FOURTH Army-Navy E flag to be won by RCA has been awarded to RCA Laboratories in Princeton, N. J., radio-electronic research center, for its achievements in the war effort. The other E flags have been given to the RCA plants at Camden and Harrison, N. J., and to RCA's marine service, Radiomarine Corps of America. In addition, Radiomarine has received the U. S. Maritime Commission M Pennant and Victory Fleet flag.

Decker to Blue

LEON DECKER, news editor of Press Association, radio subsidiary of AP, on May 24 joined BLUE Network as editorial assistant to G. W. Johnstone, director of news and special features. He replaces Schuyler Patterson, resigned.

NINTH ANNIVERSARY of *America's Town Meeting of the Air* was celebrated on the May 27 broadcast on BLUE. There have been 259 broadcasts since the program started, with George V. Denny Jr., serving as moderator on all but eight.



Drawn for BROADCASTING by Sid Hix

". . . Correction! That Rumor About Them Using Live Bullets on These Maneuvers Has Been Confirmed!"

HELP WANTED TIME GROWING ON COAST

MANPOWER shortage in San Francisco war industries, particularly shipbuilding, is resulting in added revenue for radio. Even non-war industries are buying time in their search for additional manpower.

One of the largest timebuyers is Bethlehem - Alameda Shipyards, Alameda, Cal. Through Ryder & Ingram, Oakland, it is purchasing spots and five-minute programs on KQW and Sunday ball games of the Oakland team of the Pacific Coast League on KROW, Oakland.

Moore Drydock Co., Oakland, is sponsoring *Ten O'Clock News* by Carroll Hanson six nights weekly on KQW; spot announcements on KLX, Oakland; announcements on KGO, as well as special broadcasts.

Kaiser Shipyards, Richmond, Cal., is using six transcribed five-minute programs weekly on KLX, Oakland, with *Listen to Linkletter*, weekly half-hour program on KGO and a weekly five-minute program on KQW. Other war industries advertising for workers include:

Hammond Aircraft Co., San Francisco, participations in *Housewives Protective League*, KQW; Food Machinery Corp., San Francisco, through Long Adv. Agency, San Francisco, KQW; Wooldridge Mfg. Co., San Francisco, KQW; Barrett & Hilp Construction Co., San Francisco, through A. E. Nelson Co., San Francisco, KQW, each using spot announcements.

Among non-war industries seeking manpower is the New Process Laundry Co., San Francisco, using participations five times weekly each in the *Housewives Protective League* and *Katherine Kerry* programs on KQW.

CBS Assigns 3 to Handle Joint Program With BBC

TO HANDLE broadcasts of the BBC-CBS series, *Transatlantic Call: People to People*, originating in the United States, CBS has assigned a crew of three, composed of Alan Lomax, who will write and edit material; John Becker, director; and Stamford Mirkin, who will do research on those cities from which the program is to originate. In announcing the assignments, Douglas Coulter, CBS director of broadcasts, indicated the series might be continued beyond the end of June, date originally set for the last broadcast.

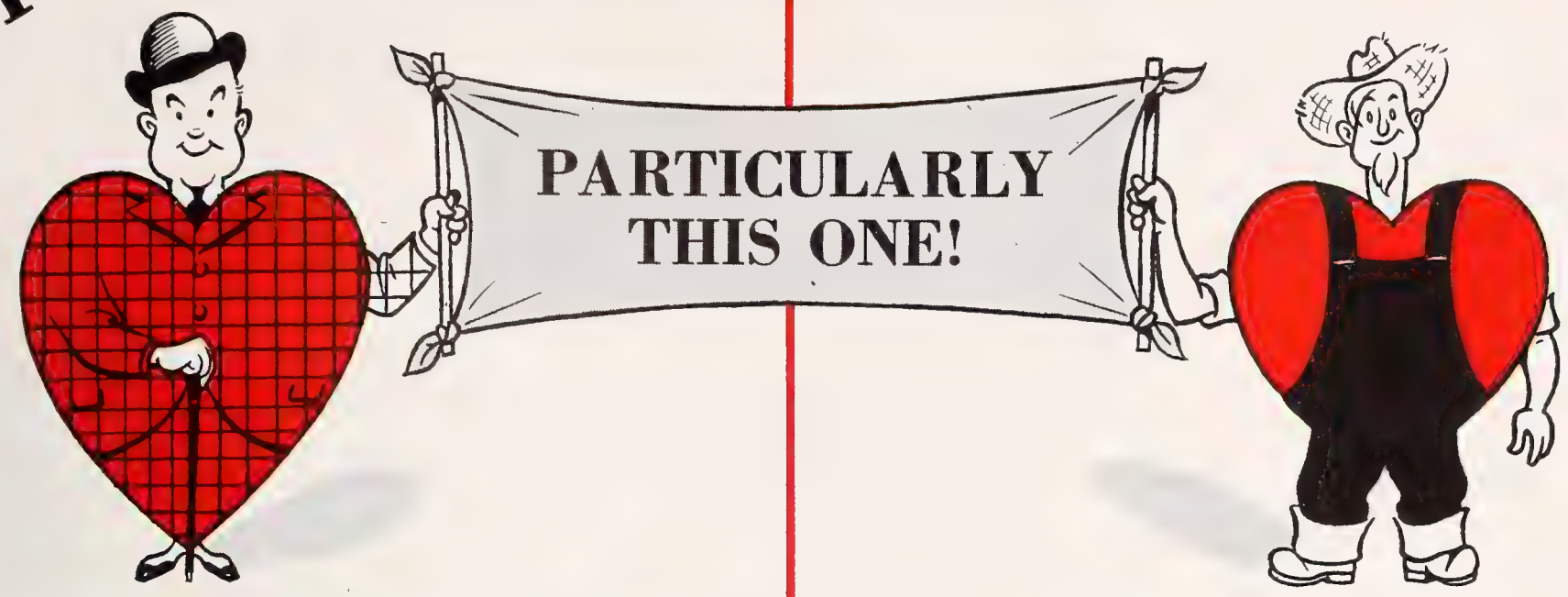
WMRN 154th on Blue

WMRN, Marion, O., on June 1 becomes a BLUE affiliate, bringing the total to 154. WMRN will be a bonus station, available at no cost to those advertisers who purchase time on WCOL, Columbus. Owned by Marion Broadcasting Co., WMRN operates fulltime with 250 watts on 1,490 kc.

NIAA Meeting

NATIONAL Industrial Advertisers Assn., annual membership meeting will be held in Cleveland June 25 in connection with the NIAA Central Regional Wartime Conference at the Hotel Statler, fourth of a series of regional meetings replacing the former national conference of the association.

There are Two Sides to Every Story . . .



Meet Casey (pronounced K.C.)—he's one of the most important "gents" in the "Heart of America." He represents 51% of the heart-beats in the Kansas City market—those persons living in cities, the urban population. But remember—Casey provides only one side of the story!

Meet Kansan—he's the other side of the story. He represents 49% of the heart-beats in the Kansas City market—those persons living on the farm. To "snub" him cuts the effectiveness of the media, or the advertising campaign, right in half!

For example—cover up either side of the following story (along the red line), and the message, although coherent, is still only 50% complete.

KMBC is FIRST* with urban audiences, and many times it has been proved that KMBC gives these listeners what they want—a full-time news reporting staff, the tops in a sports personality, plus exclusive national name shows, thus filling the "likes" of a 51% urban audience!

KMBC is FIRST* with rural audiences for listeners tune to personalities, not stations—KMBC's "personalized" news service with the only full-time farm division, a complete home service department—network personalities to warm the Heart of America, thus serving the needs of a 49% rural audience!

*Latest Conlan survey (No. 21—December, 1942) of Greater Kansas City again ranked KMBC first in all-over audience—more first-place quarter-hour periods, day and night, than any other station.

*Conlan survey at Missouri and Kansas State fairs (Summer, 1942) gave KMBC 350% more listeners than the nearest competing station—as many listeners as all other stations named, a total of twenty-five stations!

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS



...BUT CAN YOU MAKE 'EM DRINK?

THE FACT that a station can cover the map with radio programs is no proof whatever that even a single listener is drinking them in. Yes, it's easy enough to lead people to programs, but quite another matter to get them to listen.

WKY happens to cover both a lot of territory AND a lot of listeners. No other Oklahoma City station does either nearly so well.

WKY, on 930 kilocycles, does the best job of any Oklahoma City station of covering Oklahoma. And WKY does by far the best job of delivering programs to people with their ears turned on. From December, 1942, through April, 1943, for instance, 46.3% of Oklahoma City's morning audience was listening to WKY; 55.1% of the afternoon audience; and 59.2% of the evening audience (Hooperatings).

Yes, WKY can make 'em drink. WKY leads programs to people and people to its programs. That's why you can lead more people to your program, and from there to your product or service, through WKY than through any other Oklahoma City station.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

PRINTED IN U.S.A.

JUNE 7, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

GROWING

...IN MASS!
...IN WEIGHT!

• Results of the latest CBS listening study (Series 6) reveals substantial increases in KLZ coverage and listening in the Rocky Mountain region day and night.

This new study of *actual habitual listening* is conclusive proof of KLZ's continuing growth in mass and weight as an advertising medium . . . growth in the number of listeners, and in the time these listeners spend listening to KLZ.

In comparison to the CBS study of 1940 (Series 4), KLZ has increased its daytime coverage by 16.8%, and its nighttime coverage by 55.6%. This coverage comprises *known frequency of listening* . . . a wholly new measure of the power and intensity of coverage developed by CBS for its 1942 Coverage Audit.

This new study of KLZ's penetration of the Rocky Mountain region gets down to bedrock in accuracy and substance, revealing statistically what KLZ advertisers are experiencing in dollars and cents every day right now.



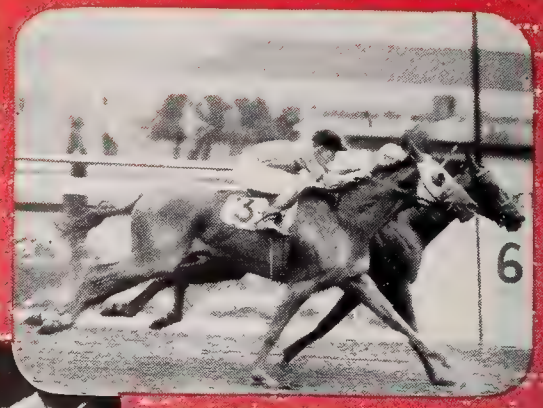
KLZ's new markct facts folder will be ready soon. Send for a copy today.

KLZ
Denver

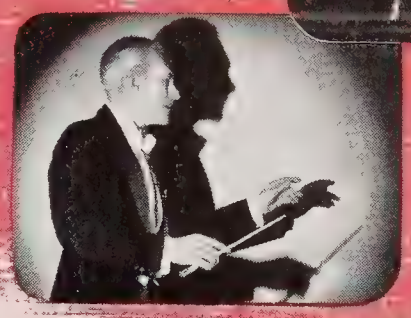
5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.











Tomorrow, you'll broadcast magic

You know what has been done in radio. Imagine the possibilities that will be opened when television brings to every home news, entertainment and sport *in pictures as it happens!*

What will your part be in television? The ownership and operation of telecasting studios will offer a unique opportunity to men who have had experience in the field of radio.

This opportunity is now being enhanced for you by Farnsworth, the pioneer in electronic television research and manufacture. Our advertising today is preparing the great audience and the potential sponsors for the coming telecasting industry.

All Farnsworth production is now going to the Armed Forces . . . precision equipment that will hasten the Allies' victory. When this job is done, we will be ready to supply you with the most advanced and complete studio and station television equipment — the result of 15 years of research and improvement, including the original basic Farnsworth inventions. Our engineers will be ready to assist you in all the aspects of television transmission and maintenance.

Farnsworth research created electronic television—and demonstrated it in 1928 . . . Farnsworth equipment will make it a reality in post-war America.

PREPARING THE NATION *for television is the job of Farnsworth advertising. Read the current advertisement in* May 17 *Time,* May 29 *The New Yorker,* May 31 *Newsweek,* May 31 *Life,* June 5 *Collier's,* June *The Atlantic.*

FARNSWORTH TELEVISION

• Farnsworth Television & Radio Corporation, Fort Wayne, Indiana. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios.

SESAC

MUSIC

A VITAL CONTRIBUTION TO THE WAR EFFORT

SESAC PUBLISHERS OFFER BROADCASTERS

AMERICAN PATRIOTIC MUSIC

Including the Official "U. S. ARMY-NAVY HYMNAL"
"AMERICAN RED CROSS MARCH"
"MARCHING TO VICTORY"

TIMELY MARTIAL MUSIC ARRANGED FOR

AMERICAN MILITARY BANDS AND ORCHESTRAS

Just ONE of the 200 Diversified Types of Music Listed in the

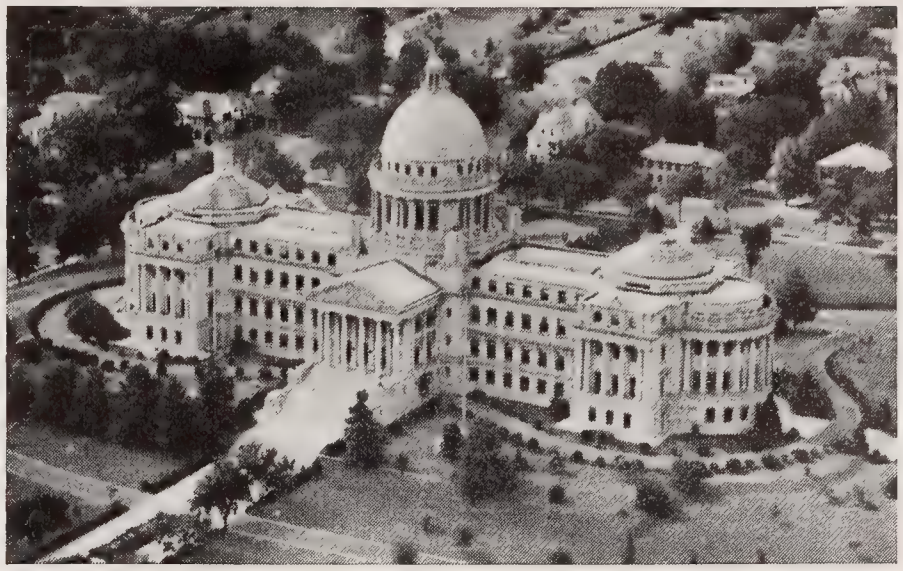
1943 SESAC MUSIC GUIDE

Additional Music Guides Available By Writing SESAC Program Department

THE BEST MUSIC SESAC IN AMERICA

113 WEST 42nd STREET
NEW YORK 18, N. Y.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

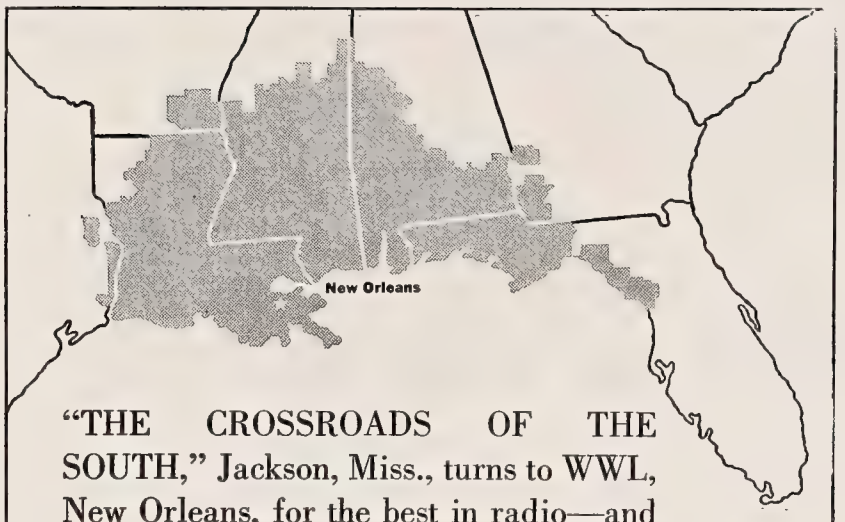


Jackson

The Capital of Mississippi

IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states



"THE CROSSROADS OF THE SOUTH," Jackson, Miss., turns to WWL, New Orleans, for the best in radio—and gets it—just as scores of prosperous cities do, all over the Deep South.

50,000 WATTS and a clear channel give WWL five times the power of any station in the 5-state area. To "own" the Deep South, get on—

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 23 JUNE 7, 1943

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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53 issue (Yearbook Number) Published in February

KOIL *is the most economical buy in* **OMAHA**



For Outstate Nebraska- **KFAB** *is a must!*



Remember when "ceiling" meant the top of a room, "rationing" meant company for dinner and "priorities" meant women and children first? Those days are coming back. And when they do they're coming back with a boom for advertisers who recognize the post-war possibilities of the South.

The South! America's fastest growing market, abounding in cheap T.V.A. power, abundant raw materials, and skilled labor. The South! Where 42.8% of the nation's population increase has been — where more new permanent industries are migrating, planning for post-war opportunity than any other section.

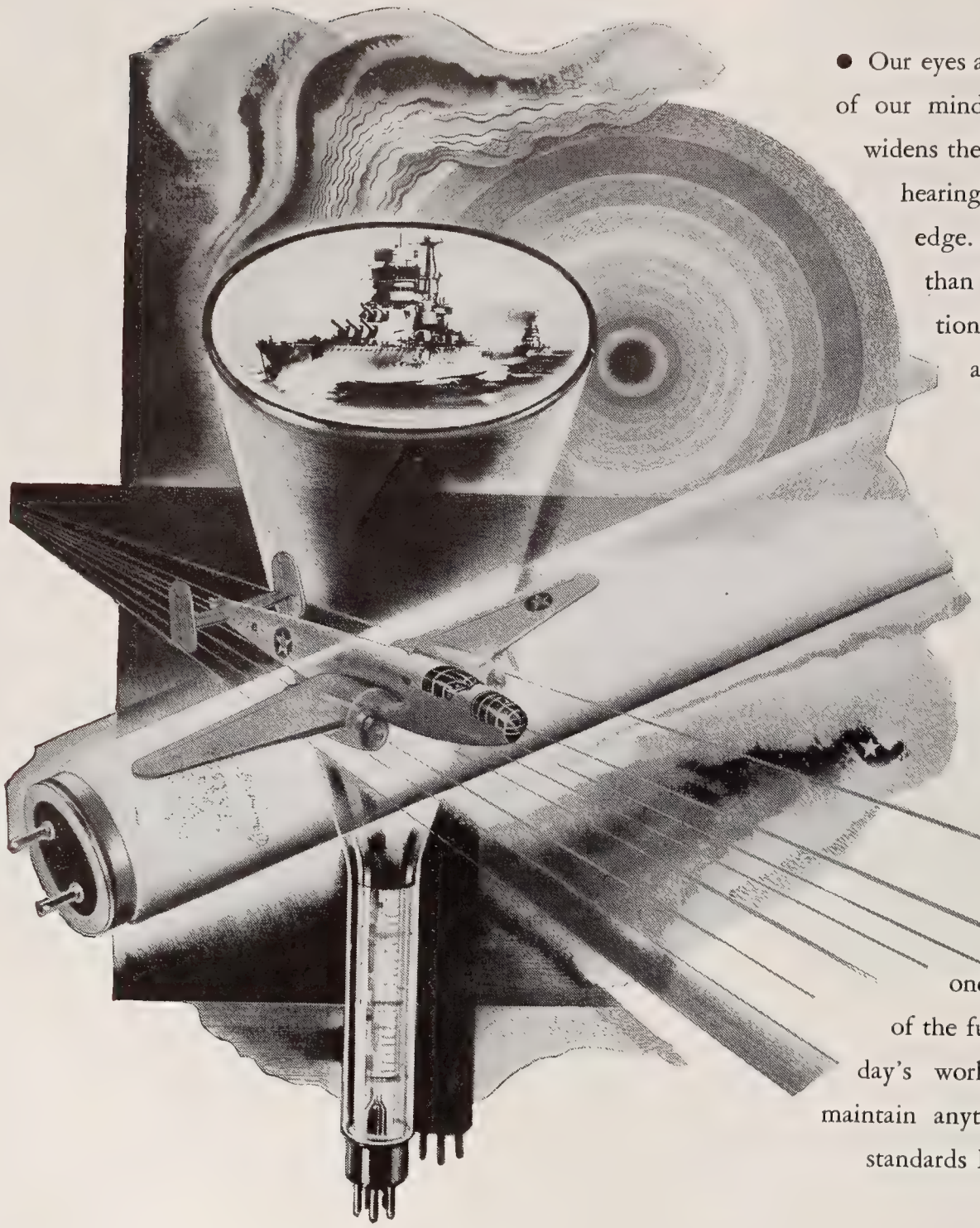
Here is where 50,000 watt WSM is blasting sales messages 18 hours a day. With a low frequency, one of Radio's largest talent staffs and a pulling power that recently brought 250,000 letters from two broadcasts, WSM is the station of the South — the station for your mid-war sales and post-war planning.

WSM — Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL

HARRY L. STONE, Gen'l Mgr., NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

To see and hear beyond the beyond

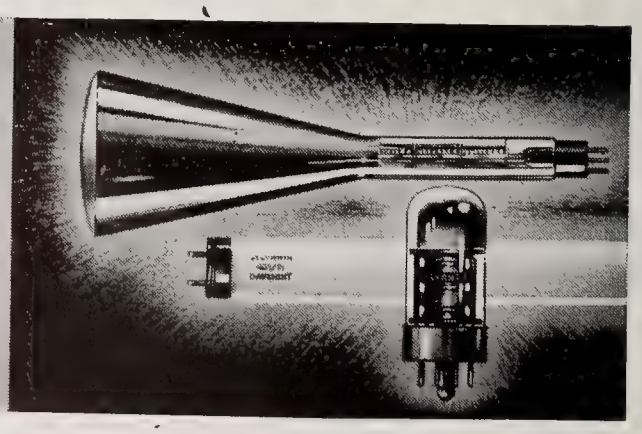


● Our eyes and ears are the advance guards of our mind's march forward. Whatever widens the horizons of human vision and hearing, reveals new vistas of knowledge. So our chosen work for more than forty years has been exploration of uncharted realms of sight and sound. Starting with the humble incandescent lamp, progressing to radio and electronic tubes, fluorescent lamps and equipment, we are today busy with ventures which are contributing vitally to the winning of the war. And important as these may be to Victory, their full flower will come as enduring boons to better living in the years beyond. How could anyone, glimpsing the rich promise of the future, be content to do each day's work with a firm resolve to maintain anything less than the highest standards known!

SYLVANIA ELECTRIC PRODUCTS INC., EMPORIUM, PA.

MAKERS OF INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, RADIO TUBES, CATHODE RAY TUBES AND ELECTRONIC DEVICES

VITAL TO VICTORY is the ever-increasing number of electronic devices that miraculously bridge the gap between man and the machine tool in war industry. Electronic contributions to technology make inspection and processing more automatic and foolproof. From long experience, Sylvania has developed and applied electronic tubes to industrial as well as military uses.





What have rutabagas to do with Hollywood?

When the Government said, "raise vegetables," that was KNX' signal to go to work! Deep down under the foundations of Columbia Square, in glamorous Hollywood, is rich soil that not too many years ago was fertile farm land.

We ripped out the terrace, plowed the soil, fertilized and cultivated it. And grew a model garden to show Californians what rare and precious gems are these edibles that can be grown on Southern California's soil.

The garden was the talk of the town. The first crop went, of course, to those who needed it most; in this case, the Los Angeles Orphans' Home. And the practical experience of raising the crops went by proxy to tens of thousands of families, up and down this rich countryside.

KNX is more than Columbia's Key Station in the West. It's the *home town station* for over a million families throughout all this rich Southern California area . . . not all Hollywood glamour folk — but prosperous, typically American people from the four corners of the land.

Homey things — like plowing up our front yard to show neighbors what vegetables can best be grown — are what made KNX so much a part of the lives of these people. And it's what has made KNX so successful a medium for advertisers in the West. It explains why so many major advertisers turn to KNX *first* to solve their sales problems.

KNX

LOS ANGELES

50,000 watts

COLUMBIA OWNED

THE HOME-TOWN STATION FOR ALL SOUTHERN CALIFORNIA

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

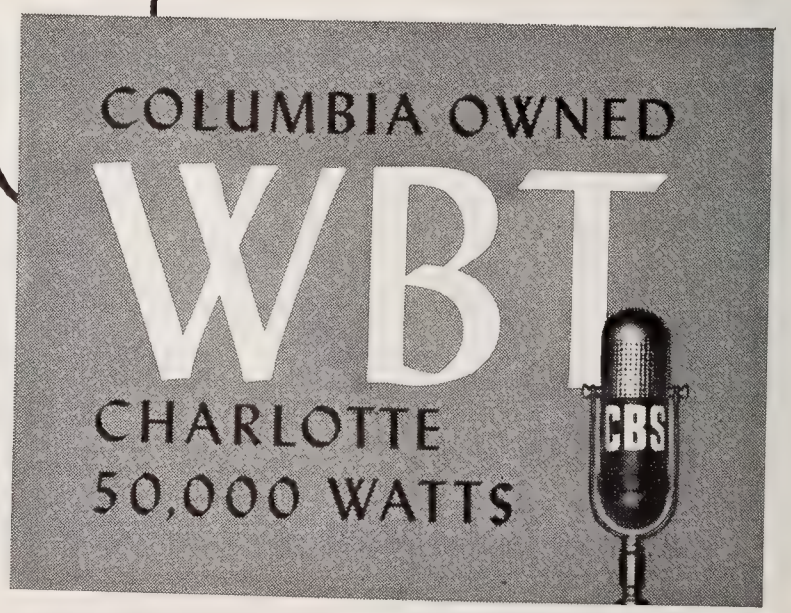


...have you heard about the two-way mousetrap?

You remember the axiom about building a better mousetrap? Well, we've caused our path to run both ways!

For a decade, WBT has been the showmanship station in the South. Good talent—from anywhere in Dixie—eventually turns up at WBT. When they stay a long while at WBT it means they're good enough to move on. So with Lansing Hatfield and Norman Cordon. They're now with the Metropolitan Opera. John Scott Trotter and the Golden Gate Quartet and Hal Kemp "went big-time" first at WBT. Hollywood, too, has drawn on WBT. Currently, the Tennessee Ramblers of WBT have completed their fourth picture and the yodeling mc of WBT's Dixie Jamboree is doing his first. But that's between WBT jobs.

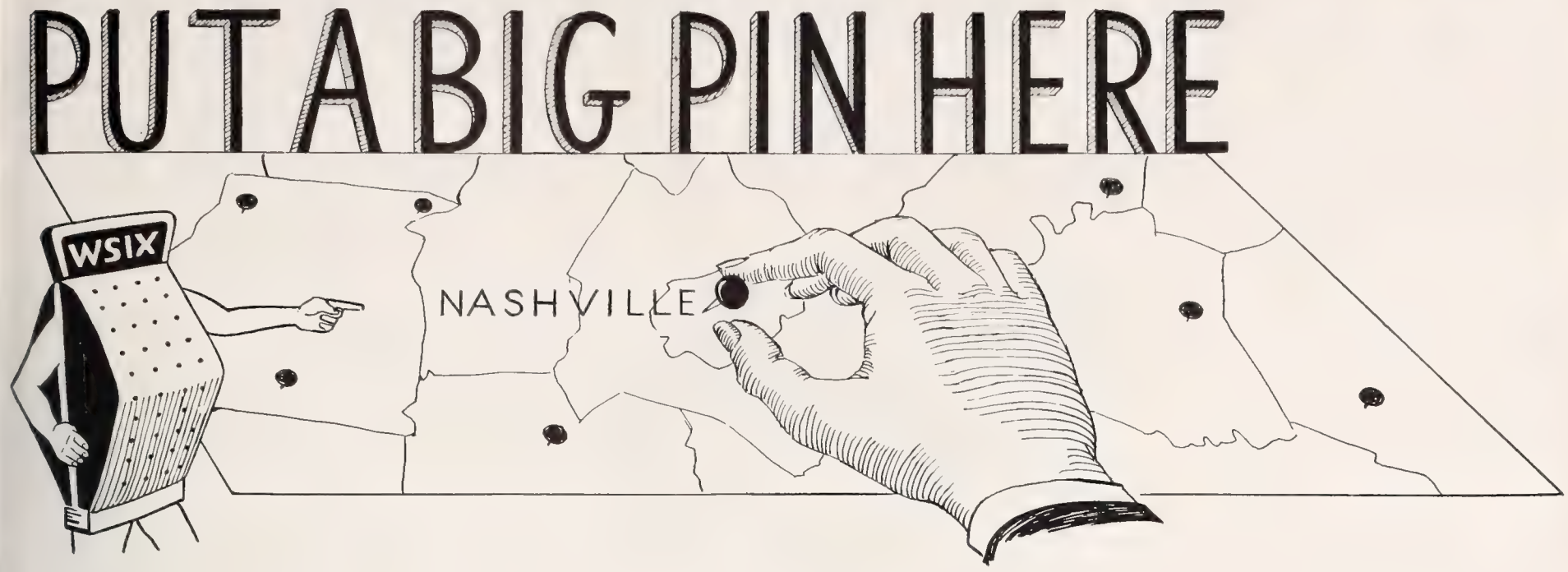
Which is all right with us. We think this concentration on producing good radio and attracting good talent is what makes WBT *The South's Best Salesman.* People listen to programs. Down our way that means WBT!



The South's Best Salesman

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Planning That Fall Offensive?



LOOKING for a likely place to attack? Want a favorable sector where you can get the most results for the least expenditure? Then stick a big pin right now in the spot on your map marked "Nashville—WSIX".

For here's a combination that won't fail at the show-down—a booming market covered by one tested medium.

In planning any fall campaign in the South, get the latest facts and figures on Nashville and WSIX.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Member station The BLUE Network and Mutual Broadcasting System

5000 WATTS

WSIX

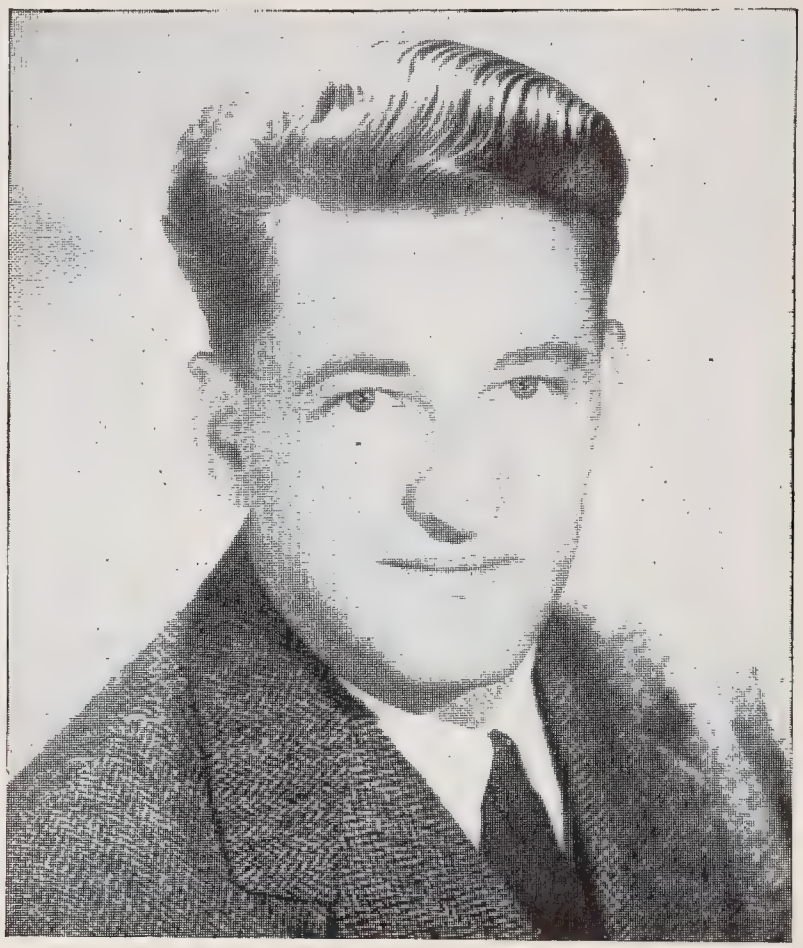
"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

ROLAND WEEKS

COMMERCIAL MANAGER, WCSC, CHARLESTON, S. C.



1928 B. S., College of Charleston
1933 Salesman, WSCS, Charleston
1934 Sales Department, WNOX, Knoxville
1936 Commercial Manager, WROL, Knoxville
1938 Commercial Manager, WCSC, Charleston

WHILE we were compiling his "business biography" (above, beside photograph) Roland Weeks made a comment that to our minds is a pretty perfect biography, all by itself. Said he: "True, business has almost quadrupled in the five years I've been here at WCSC. But it all goes back again to this—*do a job for the advertiser,* and you can't keep business from coming in." Nicely put, friend Roland!

Yes, but how are you agencies and advertisers to know, except by costly trial and error, what radio stations "do a job for the advertiser"?

You know and we know that there's as much difference in management of radio stations as in the managements of any other kind of business. And that in radio, the differences help determine the comparative audience-confidence and *advertising results.*

Part of our job, we feel, is to seek out those differences *in management,* and to submit them to you in the same way that we submit market data, surveys, rates and availabilities. . . . Which is another reason we can render you a more vital service than you perhaps realize, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 · **NEW YORK:** *247 Park Ave.* Plaza 5-4131 · **SAN FRANCISCO:** *111 Sutter* Sutter 4353 · **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 · **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 23 WASHINGTON, D. C., JUNE 7, 1943 $5.00 A YEAR—15c A COPY

Radio Tops Non-War Topics in Capital

Fly to Federal Bench; Payne Vacancy; NAB Ponders Action

WASHINGTON fairly sizzles with reports of impending developments affecting the whole radio regulatory scene, stemming from the Supreme Court decision in the network cases and the Cox Committee inquiry into the FCC.

There is talk, often heard in the past, of a possible reorganization of the FCC. The complexion of things seems to lend unusual credence to it now. Legislation at this session is regarded as likely, with newspapers falling in line on the fight to prevent further Governmental inroads on freedom of the media of expression. This is seen as a major issue in the impending political campaign.

Here is some of the speculative talk pervading Washington:

1. Appointment by the President of FCC Chairman James Lawrence Fly to the U. S. Court Appeals for the District of Columbia to fill the vacancy created by the elevation of Justice Fred M. Vinson to Director of Economic Stabilization.

2. Nomination by the President of a new Republican member of the FCC to succeed George H. Payne, whose term expires June 30, and which would give the Chief Executive the opportunity of naming two new members, if the Fly Court appointment materializes.

3. Naming of military men—Army, Navy or Coast Guard—to the FCC vacancies, because of necessary coordination of communications with military operations. There has been complaint of lack of this under the present regime.

4. Enactment by Congress of a simple "stop-gap" bill, designed to check any further abrogation of power by the FCC, which might seriously undermine the ability of radio to render peak public wartime service.

5. Selection by the NAB of a chief counsel or coordinator to direct the industry effort for remedial legislation, with the appointment of a steering committee of 10 broadcasters. The committee was named last Friday.

6. Removal of the major networks from any influential status in Washington on the ground that the network contract fight is over and that they can do little to help the legislative situation.

7. Start of the Cox Select Committee Inquiry into the FCC by July 1, with members of the Commission to be called about policy actions, "pressure grants", purported "side deals", and allegations of domination of the FCC by Chairman Fly when it's a seven-man Commission.

Talk of the appointment of Mr. Fly to the bench is heard in Government as well as industry circles. A lawyer of some repute, and general counsel of Tennessee Valley Authority before he was named to the FCC in 1939, the Commission chairman is regarded as well qualified for the promotion, particularly since he holds high rank in the New Deal.

Question has been raised about his confirmation by the Senate, if named to the bench. Doubt on that score, however, is dispelled by the precedent in the case of the former Assistant Attorney General Thurman Arnold, hated by labor, who was confirmed without opposition. There is steadily mounting feeling in both sides of Congress about the FCC, but this would hardly frustate confirmation of a Commissioner for another post.

Fly a Target

Chairman Fly is the target of the House Committee inquiry into the FCC. His replacement might mitigate the scope and flavor of the Cox inquiry. It is generally thought Commissioner C. J. Durr would be the logical successor to the chairmanship. But here again there is strong House feeling against the Alabaman — newest member of the FCC. His attack upon Chairman Eugene E. Cox of the House Committee, seeking his ouster on grounds of "bias" certainly hasn't helped his status in the eyes of many Congressmen.

The Payne situation is somewhat different. He was appointed to the original FCC in 1934, and reappointed in 1936 for a seven-year term.

Mr. Payne's troubles on reappointment, however, are ascribed to a combination of events and circumstances. Regular Republicans, it is reported, regard him as a New Deal or pseudo-Republican, and contend that the party therefore does not have the representation it should on the bi-partisan FCC (not more than four members of which can be Democrats). While Chairman Fly heretofore has espoused the Payne candidacy, it is now reported about the FCC that his support has wilted.

Should these two vacancies materialize — and it isn't by any means certain they will—there is interesting speculation about successors. The name of Rep. Karl Stefan, Nebraska Republican, and a former news commentator on WJAG, Norfolk, Neb., who was elected in 1935 largely because of his radio following, has cropped up several times. In his early career he was a telegraph operator.

Speculation also has arisen about appointment of men familiar with

(*Continued on page 55*)

NAB Empowers Legislative Program

Board Meets Wheeler Who Says Hearings Begin Soon

EMBARKING upon an all-out quest for legislation to safeguard radio's status as a free, competitive medium, the NAB board of directors at an extraordinary two-day session in Washington last Thursday and Friday, enlarged its legislative committee and gave it plenary powers to evolve a legislative plan and retain personnel.

Concluding that the industry's salvation reposed in new legislation, the board got squarely behind the White-Wheeler bill (S-814) to remake the FCC and spell out its functions. The enlarged legislative committee, now comprising 10 members as against a membership of six, shortly will convene with a view to mapping out detailed plans.

Retention of a legislative counsel or coordinator by the NAB is regarded as likely. This will be one of the chief objectives of the Committee in its sessions in the immediate future.

The entire board called on Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, co-author of the pending bill, just prior to its adjournment late Friday. The chairman was told of the reliance the industry placed upon Congress in assuring its continued freedom of action through a new legislative enactment.

Chairman Wheeler shortly will schedule hearings on the legislation, which would divide the FCC into two autonomous units of three members each, one charged with broadcasting and the other common carriers. Specific functions of the FCC, depriving it of authority to censor or to regulate business practices of the industry, are implicit in the pending bill.

Following the conference, Chairman Wheeler told BROADCASTING he would schedule hearings as soon as the committee completes its current railroad rate inquiry. This may run another week or 10 days, he said.

He asserted it was his definite intention to hold hearings, barring a summer recess. And if that occurs, he declared, hearings would be held promptly upon reconvening of Congress. "Absolute Government control of radio is the worst thing that could happen to this country", he said.

Added to the legislative committee, presided over by NAB Pres-

(*Continued on page 54*)

Paid Local War Advertising Projected

Council, OWI, and Media Working Out New Sales Plan

PAID TIME for many of the wartime messages carried by radio stations is one of the features of a plan now being worked out by the War Advertising Council, in cooperation with OWI and representatives of all media, to mobilize local advertising for a long-range war selling job.

The plan does not involve payments for regular OWI information announcements, but contemplates large-scale local campaigns involving actual purchase of time by Community War Planning Boards which would be set up. In addition, it includes conversion for war use of programs already sponsored locally.

All Media Covered

Actual amount of paid advertising involved has not been determined. Purpose of the plan is to organize local advertising for a public service. The plan in no way favors any one media, requiring use of all: Radio, newspapers, outdoor, car signs, direct mail.

Feeling that some machinery is needed to do the community war advertising job, the WAC would support, in about 200 communities, local councils to sponsor this advertising. These councils would spend pools of donated money and contract time, solicited for the council by salesmen of all media. These salesmen would sell community advertising, rather than their own media.

Once the individual media salesmen had organized the pool of time and money, the local Coordinating and Planning Board would allocate it.

According to the proposal as now being considered, WAC would invite local association leaders and Government field men to a meeting, where the plan would be discussed, and a packet of proposed campaigns, prepared by OWI, would be examined.

A local chairman would then be elected for a three-man Coordinating and Planning Board. An Advisory Board, composed of business groups, heads of local defense War Service Councils, and OWI would be organized with subcommittees specializing in space and time, raising funds, preparation of copy.

This local committee would interest local advertisers in donating some of their regular advertising budget for community use. It also would solicit its own war fund from other business and industrial groups.

Local advertising agencies would prepare copy, which for the most part would consist of adjusting material from the WAC to local needs. All personnel would be voluntary, but actual expenses of the committee would be paid, probably from the pool.

Much of the material, it is pointed out, would come from OWI, through the WAC. Packets containing radio and other material would be available. However, in some cases original programs might be needed to fit local needs.

The entire war fund would be allocated by the Coordinating and Planning Board, which would determine the campaigns which should be given priority. It would also decide how much space and time each should have. Selections it is emphasized, would be based on local conditions.

Community advertising efforts have been tried successfully for War Bonds in several cities, notably in Cleveland where about $100,000 was spent among all media. The new plan, patterned in part on the Cleveland model, would set up an organization for the duration, which would sponsor all types of local advertising.

Such local problems as manpower, absenteeism and OCD drives would be sponsored. War Bond, anti-black market material and conservation pleas would be used regularly.

Big advantage of the plan, advocates point out, is that once a business firm contributes to the community war pool, it would be assured immunity from further requests for a given period.

Essentially designed to solidify advertising's support of the war, the plan is seen as an effective answer to demands for Government paid time, or Government production for local sponsorship. A semi-official organization, it would make the vast local advertising field available to the Government. Besides providing revenue at the local level, where media need it most, it eliminates any dangers of loss of freedom, seen as inherent in any Government subsidy plan.

The idea has already been widely approved by Government and advertising people alike. Because of the strength of WAC, which includes representatives of all major advertising groups and media, its success is widely predicted. For example, the Advertising Federation of America has already offered to organize community projects in 62 cities.

Harris a Major

CAPT. JACK HARRIS, executive officer of the Radio Branch, Army Bureau of Public Relations, last Friday was promoted to rank of major in the Army reserve. Formerly special events director of WSM, Nashville, Mr. Harris last year reported to the Radio Branch as civilian assistant to Col. E. M. Kirby, Radio Bureau director. Subsequently he was commissioned a major in the Army Specialists Corps, but with the abolition of that unit he was recommissioned a captain in the reserve.

War Ad Council Would Double Time and Space Contributions

La Roche Hopes to Increase Aid by All Media To Half-Billion Dollars by End of Year

DOUBLING of advertising's contributions of space and time to war purposes is sought in a new program of the Advertising Council, according to an announcement last week by Chester J. La Roche, chairman. Estimated value of periodical, outdoor display and radio advertising given over for war causes in 1942 was $250 million.

Under the slogan, "A War Message in Every Ad," the Council is opening a drive to increase this to a yearly total of a half-billion dollars worth of contributed time and space by the end of 1943. To dramatize this objective the Council is changing its name to "War Advertising Council," a title which more accurately suggests the functions of the organization.

Plans for the drive to secure the sought-for contributions in various media will be discussed at a meeting in New York on Tuesday June 8. As yet no estimate has been made of radio's quota in the half-billion dollar goal. That additional funds to carry the council's expenditures for the drive will be needed is indicated by an increase in the budget from $100,000 last year to $125,000 for this year. It is expected that the scope of the organization is to be broadened but no additions to personnel are contemplated.

Big Job Ahead

At last week's meeting of the Council, held in New York, Mr. La Roche was re-elected chairman of the board of directors. In a statement issued following the meeting he declared he was pleased with the performance turned in by advertising in 1942. "We are dealing, however," he said, "with unprecedented needs and there is still a tremendous job to be done. It is our hope that by the end of 1943 advertising space and time contributed for war messages will be at the rate of $500,000,000 a year."

Speaking of the change in the name of the Council he said it "entails no change in operating plan or objective, which continues to be the increasing use of contributed and sponsored advertising, at no

(*Continued on page 55*)

Lineup of Utilities Completed by Ayer

Cooperative CBS Program to Get Under Way July 27

A TOTAL of 121 utility companies throughout the country have been lined up by N. W. Ayer & Son, New York, after more than a year's effort, as cooperative sponsors of a network program—the one selected being the CBS weekly half-hour news review program *Report to the Nation.*

The companies involved in the deal are local distributors of electric current and illuminating gas and will sponsor the series on an institutional basis under the organizational title "Electric Companies Advertising Program".

Slated to start July 27, the series, currently heard Saturdays, 7-7:30 p.m., will be moved to the CBS Tuesday period, 9:30-10 p.m. A basic CBS network of 59 stations is already set, but Ayer expects to add more stations before the start of the contract.

Under the personal supervision of Paul White, CBS director of news broadcasts, *Report to the Nation* summarizes and reviews the news of the week, relating it to the American civilian and to the American in the armed forces. Under the electric companies' sponsorship, its format will remain much the same with Mr. White continuing to direct.

KGO SWAP PLAN BRINGS OPA VETO

BARTERING of coffee, sugar and nylon stockings on the five-weekly audience participation program, *What's Doing Ladies,* on KGO, San Francisco, came to an abrupt halt in late May when OPA ruling held such sessions constitute a black market. It was pointed out by the Government agency that its regulations specify ration coupons must be used only on behalf of a person to whom they are issued. Prior to ban, trading of unneeded rationed items for wanted articles had been one feature of the broadcasts. Such exchange, it was explained, violated price ceilings.

Hereafter bartering activities will reportedly be confined to such unrationed articles as fur coats, furniture and garden tools.

OWI National Packet Includes Chain Breaks

CHAIN BREAKS will be included in the OWI National Packet starting the week of June 21. Don Stauffer, chief of the Radio Bureau, announced Friday. The change was made following requests from War Program Managers throughout the country.

First chain breaks will be used by two groups of stations, on the subject "Safeguard your Social Security Card." The other two groups of stations will participate in the new plan in the week starting June 28. OWI regional offices will continue to provide chain break copy wherever possible, Mr. Stauffer said.

Nets Scheduling Time Under FCC Rules

All Four Complete Plans; Notify Affiliates

RESIGNED to the fact that the FCC's network rules, as modified, will become effective June 15, all four of the major networks last week had completed plans for adjustment of contracts with their affiliates to conform to the rules. Last to line up its plans was the BLUE, which, following a meeting of its advisory and planning committee in New York Wednesday, and a session with FCC Chairman James Lawrence Fly on Thursday, notified its affiliates of changes in operations.

NBC, CBS and BLUE last week notified their affiliates by letter or telegram, of changes in contractual relations to conform to the rules (see texts on pages 47, 51, 52). Mutual on May 28 sent its covering letter to affiliates [BROADCASTING, May 31].

Fly Approves Plan

In a telegram to BLUE affiliates last Thursday evening, which followed conference with Chairman Fly, H. Allen Campbell, general manager of WXYZ, Detroit, and chairman of the BLUE committee, reported that the group had completed a satisfactory conference with the network officials "followed by a gratifying session with Chairman Fly, in which our interpretations of rules were confirmed and plans for future operation approved." At the Thursday conference with Chairman Fly were Mark Woods, president; Keith Kiggins, vice-president for station relations; John H. Norton, station relations manager; and Robert D. Swezey, assistant secretary.

Mr. Campbell reported that the BLUE shortly would send a letter, also approved by Mr. Fly, to affiliates modifying agreements to conform to the new regulations. He announced that special meetings of BLUE affiliates in various regions have been called.

Time Schedules

Knottiest of the problems confronting the networks and affiliates was the preparation of schedules of time for which options would be required in compliance with the limitations imposed by Regulation 3.104. This regulation prohibits stations from granting options of their time to networks on call on less than 56 days' notice (twice the present time) and further specifies that such options be limited to three hours within each of the four segments of the broadcast day, as follows: 8 a.m. to 1 p.m., 1 to 6 p.m., 6 to 11 p.m., and 11 p.m. to 8 a.m. "Such option", the rule states, "may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations."

Time options, the FCC states, must be for specified clock hours, and the four segments into which the day is divided are to be figured on the basis of local station time, except that they need not shift with local changes to and from daylight saving time. In effect, this ruling means that a station owner can option only three hours of his time for network programs during any of the four segments, but allows optioning the same three hours among all four nationwide networks if he, and they, want such options.

At the week's end, only NBC and CBS had announced their option time schedules, with those of the BLUE and Mutual still in the works. CBS and Mutual, whose letters to affiliates had gone out the week previous, said that station replies to date were all favorable, either agreeing to accept the contract revisions or asking for time to have their attorneys study them. No refusal to accept the new terms was reported by either Mutual or CBS. Both networks, however, said that the returns were as yet insufficient to be used as a basis for future network plans. It is expected that all networks, when the replies from all their affiliates are in, will notify national advertisers and advertising agencies of the effects, if any, that the new FCC regulations will have on commercial network programs, both current and future.

Text of BLUE letter on page 47. Text of revised FCC network regulations on page 48. Text of NBC letter to affiliates on page 51. Text of CBS letter to affiliates on page 52.

CBS requests for option time break down as follows for Monday through Saturday. Morning: 9:45 a.m.-12:45 p.m. EWT; 9:45-11:45 a.m., noon-1 p.m CWT; 9:45-10:45 a.m., 11 a.m.-1 p.m. MWT; 8:45-9:45 a.m., 10 a.m.-noon PWT. Afternoon: 1-3 p.m., 5-6 p.m. EWT; 1-2 p.m. 3-5 p.m. CWT; 2-4:30 p.m., 5-5:30 p.m. WMT; 1-3:30 p.m., 4-4:30 p.m. PWT. Evening: 7-10 p.m. EWT; 6:30-9 p.m., 10-10:30 p.m. CWT; 6-8 p.m., 9-10 p.m. MWT; 6-7 p.m., 8-10 p.m. PWT.

Sunday Hours

CBS Sunday option time breakdown is: Morning: 10 a.m.-1 p.m. EWT; 9:30 a.m.-noon, 12:30-1 p.m. CWT; 9-11 a.m., 12-1 p.m. MWT; 8-10 a.m., 11 a.m.-noon PWT. Afternoon: 1:30-3 p.m., 4:30-6 p.m. EWT; 1-2 p.m., 3:30-5:30 p.m. CWT; 2:30-5:30 p.m. MWT; 1:30-4:30 p.m. PWT. Evening: 7-10 p.m. EWT; 6:30-9 p.m., 10-10:30 p.m. CWT; 6-8 p.m., 9-10 p.m. MWT; 6-7 p.m., 8-10 p.m. PWT.

NBC's Monday through Saturday option time schedule runs: Morning: 10 a.m.-noon EWT; 9-11 a.m. CWT; 8-10 a.m., 12-1 p.m. MWT; 8-9 a.m., 11 a.m.-1 p.m. PWT. Afternoon: 3-6 p.m. EWT; 2-5 p.m. CWT; 1-4 p.m. MWT; 1-4 p.m. PWT. Evening: 8-11 p.m. EWT; 7-10 p.m. CWT; 6-9 p.m. MWT; 6-9 p.m. PWT. Early morning: 7-7:15 a.m., 7:45-8 a.m. PWT.

NBC's Sunday schedule of option time is: Morning: No time optioned in EWT or CWT zones; 11 a.m.-1 p.m. MWT; 10 a.m.-1 p.m. PWT. Afternoon: 2-4 p.m., 5-6 p.m. EWT; 1-3 p.m., 4-5 p.m. CWT; 1-2 p.m., 3-4 p.m., 5-6 p.m. MWT; 2-3 p.m., 4-6 p.m. PWT. Evening: 7-10 p.m. EWT; 6-9 p.m. CWT; 6-9 p.m. MWT; 6-9 p.m. PWT.

BLUE Schedules

BLUE's schedule was not completed last week, but the following weekday schedule for the EWT and CWT zones had been tentatively established: Morning: 9:30-noon, 12:30-1 p.m. EWT; 8:30-11 a.m., 11:30-noon CWT. Afternoon: 3-6 p.m. EWT; 2-5 p.m. CWT. Evening: 7-7:30 p.m., 8-10:30 p.m. EWT; 6-6:30 p.m., 7-9:30 p.m. CWT.

MBS schedule had not been completed as of Friday, but network executives said every effort was being made to conform to the general plan adopted by the other networks so as to cause the least possible confusion to the stations concerned. It was believed that 10 a.m. to noon, 3-6 p.m. and 7:30-10:30 p.m. would be optioned by Mutual in the EWT zone, with the other time zones to be scheduled accordingly, through the week. The Mutual letter to stations indicated that on Sunday evenings the EWT time optioned would be 7-8 p.m. and 8:30-10:30 p.m.

Blue Plans Regional Sessions On New Option Time Rules

MODIFICATION in the BLUE network's station contracts to bring them into line with the FCC regulations were sent to affiliates last Saturday by Keith Kiggins, vice-president in charge of station relations. Letters were prepared following an all-day meeting of the network's station advisory committee, comprising representatives of the BLUE stations in the seven geographical divisions of the country, held in New York on Wednesday. Letters were approved by FCC Chairman Fly with whom the committee met in Washington on Thursday.

Schedule of Meeting

Following their return home on Thursday evening, the district committmen called meetings of the BLUE stations in their districts for full discussions of the new regulations and their effects on network operations. Although these meetings are to be conducted by each district group and not by the BLUE, representative of the network have been invited to attend to answer questions.

Schedule of the meetings follows: District 1, headed by William Riple, WTRY, Troy, and District 2, headed by H. Allen Campbell, WXYZ, Detroit, will hold a joint meeting in New York Thursday, June 10, at which the network will be represented by Mark Woods, BLUE president and Mr. Kiggins. Mr. Kiggins will also be the BLUE representative at the District 3 meeting, called by Committeeman Earl May, KMA, Shenandoah, Ia., for Tuesday, June 8, in Chicago.

Henry P. Johnston, WSGN, Birmingham, representative of District 3, has called the BLUE stations in this district together on June 8 in Atlanta. District 5 stations will meet with their committeeman, Harold V. Hough, KGKO, Ft. Worth, in that city June 10. John H. Norton, station relations manager, will represent the BLUE at these meetings.

BLUE affiliates in Districts 6 and 7, located in the Mountain and the Pacific Coast regions, will be contacted by conference calls from their committee representatives, William D. Pyle, KVOD, Denver, and William Stuht, KJR, Seattle, this week. It was not possible to get them together before June 15, when the new rules go into effect, but they will have meetings as soon after that date as is convenient for the stations.

(Letter of transmittal, sent by Mr. Kiggins to all BLUE affiliates, appears on page 47.)

Revlon on Net

A NETWORK program will be used by Revlon Products Corp., New York, to promote Revlon nail enamel and lipstick, according to William H. Weintraub & Co., New York, the company's newly appointed agency. No decision had been reached last week on network or program to be used.

Option on Willkie Book

WARWICK & LEGLER, New York, has taken an option for radio rights to Wendell Willkie's book, *One World*, with contents to be dramatized on a 13-week summer replacement basis. Deal calls for Willkie to make appearances on each broadcast, according to Paul Warwick, executive of the agency.

New Advertising Functions Highlight ANA Conference

Adv. Manager's Responsibilities Broadened By War Problems Turned Over For Solution

WARTIME CONFERENCE for members of the Assn. of National Advertisers got under way last Wednesday morning at the Hotel Waldorf-Astoria, New York, with a keynote speech on the new responsibilities of advertising management by Charles G. Mortimer Jr., vice-president of General Foods Sales Co., and chairman of the board of the ANA.

The theme outlined by Mr. Mortimer was developed at length in case histories presented by eight advertising men from well-known companies.

I. W. Digges, ANA counsel, discussed the May 10th decision of the Supreme Court upholding the FCC regulations, revealing the results of a study he had made on its practical effects.

Cowles Speaks

Luncheon speaker June 2 was Gardner Cowles Jr., director of domestic operations of the OWI, who gave an off-the-record talk on attitudes toward advertising in Washington. A symposium on advertising in wartime was held that afternoon with a panel made up of coordinators of various Government campaigns. S. Heagan Bayles of Ruthrauff & Ryan represented radio, as chairman of the Radio Allocation Plan.

A shortwave broadcast from London was arranged by NBC for members and their guests at the June 3 luncheon meeting, with John McVane, NBC's correspondent back in London from the African front, directing his talk exclusively to ANA members.

Case Histories

How the entire industrial and employe relations program of the Packard Motor Car Co. was turned over to the advertising department, with unusual success, was told by George Christopher, Packard's president.

How advertising was used to tell oil industry workers the importance of their jobs in the war effort, thereby stopping wholesale shifts to other war industries, was revealed by F. S. Cannan, advertising manager of the Sun Oil Co.

A similar problem, and its solution, were described by C. C. Connor of the Aluminum Co. of America. Mr. Connor reported that some workers apparently did not realize the wartime significance of their part in producing sheets of aluminum. A "circus" featuring planes and other war equipment proved to be the answer.

E. Cameron Hawley, director of advertising and sales promotion of the Armstrong Cork Co., detailed the campaign which his department carried on to recruit women workers.

How the Coca-Cola Co. taught dealers to hold consumer good will by proper handling of voluntarily rationed items was told by Turner Jones, vice-president. Under this plan, dealers prorate their stocks over a long period, allotting supplies for sale during specified morning and evening hours. Result is that they are not sold out in a rush and left with the necessity of denying all requests until next consignment arrives.

Final session of the war conference was held June 4 with Paul B. West, president of the ANA, closing the conference. Feature was a dramatization of the problem of awakening the public to the value of freedom of choice and freedom of opportunity, written and produced by Yasha Frank of D'Arcy Adv. Co., and directed by Earle McGill of CBS.

Only 11% of listeners would be willing to pay a set tax to support broadcasting as done in other countries, Dr. Henry Link of the Psychological Corp. told the ANA last Friday. Reporting on a nationwide survey of 1,000 personal interviews of men and women at home, conducted between May 5 and 15 in urban centers by the Psychological Corp. for the ANA, Dr. Link said 79% of the people said they preferred the present system of broadcasting supported by advertising to the tax method while 10% did not know.

MUTUAL SLIDE FILM REVEALS COVERAGE

THE IMPORTANCE of "home-town America", of the home-town market and of the home-town station within that market, to radio advertisers is stressed in a new slide film presentation for MBS, previewed for the advertising press at the network's New York headquarters last Thursday. Network's research and promotion division, headed by Robert A. Schmid, prepared the presentation.

Other Results

Comprising 60 full color slides, with synchronized sound, the film points out that in addition to its coverage of the country's major markets, Mutual has stations in 172 cities not covered by the regular Hooper or CAB surveys. In 120 cities, the Mutual outlet is the only station, more than twice as many one-station cities as the next nearest network includes.

Also shown are the first results of a survey now being conducted for Mutual by Crossley Inc., covering 23 cities typical of the "home-town" markets in which MBS has the only network station, but coming within the claimed primary coverage of at least one competing 50-kw. station.

Johnson to Rest

PARKS JOHNSON, the co-m.c. of the *Vox Pop* show, sponsored by Emerson Drug Co., Baltimore, on CBS, will take a month vacation after the June 14 broadcast to rest at his ranch in Texas. Guest interviewers are being lined up to take his place, assisting Warren Hull, who will also take a brief respite later in the summer. Agency for the Bromo-Seltzer show is Ruthrauff & Ryan, New York.

House Probe of FCC Slated To Get Under Way by July 1

ENTERING what appears to be the last preparatory lap, the House select committee to investigate the FCC last week planned to get under way with public hearings by July 1, with the FCC's handling of broadcast matters apparently the first order of business.

While the committee has not yet developed a formal agenda or even set a definite date, it was indicated that preliminary investigations had been completed on a number of matters and that hearings now could be regarded as certain within a month, at the outside. Heretofore, Chairman Cox (D-Ga.), had indicated public hearings would be launched by the five-man committee as soon as preliminary studies had been completed.

FCC Witnesses

It was regarded as a foregone certainty that members of the FCC and its staff first would be called. Last week the legal staff of the committee, headed by Eugene L. Garey of New York, examined in closed session two additional members of the FCC—T. A. M. Craven and George H. Payne.

Commissioner Craven made his second appearance within a fortnight before the committee last Wednesday. Commissioner Payne testified both on Tuesday and Friday, it is understood. Following custom, the committee did not disclose the nature of the examination.

In early May the committee took testimony of former Gov. Norman S. Case—the first member of the Commission to be called. At that time it was stated that each of the seven FCC members would be called to submit to examination by the Cox committee counsel preparatory to public hearings.

Reports were current last week that the five-man committee might soon authorize contempt proceedings against certain individuals who have failed to make full disclosures of events in connection with FCC activities. These reports

(*Continued on page 45*)

Durr Asks Group To Hear Petition

Asks Committee Members to Hear Cox Disbarring Plea

PURSUING his one-man public campaign against the activities of the Cox Select Committee to investigate the FCC, Commissioner C. J. Durr of the FCC last Friday made public a letter to Chairman Sumners, of the House Judiciary Committee, requesting hearings on his petition seeking disqualification of Rep. Cox (D.-Ga.) as chairman of the investigatory committee.

Along with the letter, Mr. Durr issued a press release in which he stated that identical letters were sent to each of the 26 members of the Judiciary Committee. In his petition of May 13 to Speaker Rayburn, which was referred to the Committee, Mr. Durr asked that Chairman Cox be disqualified on grounds of alleged "prejudice". The Committee, while it has discussed the petition, has taken no action and members have expressed doubt the Committee has jurisdiction to pass upon other Committee members as passed by Speaker Rayburn.

No Change in Procedure

In his letter to Chairman Sumners and the Committee members last Friday, Mr. Durr said there has been no substantial change in the Committee staff's procedure since filing of his petition and "examination of witnesses continues to take place behind closed doors with only Congressman Cox and members of the staff present." He asserted he felt it essential to the successful functioning of our form of government that Congress have complete information concerning all agencies of Government.

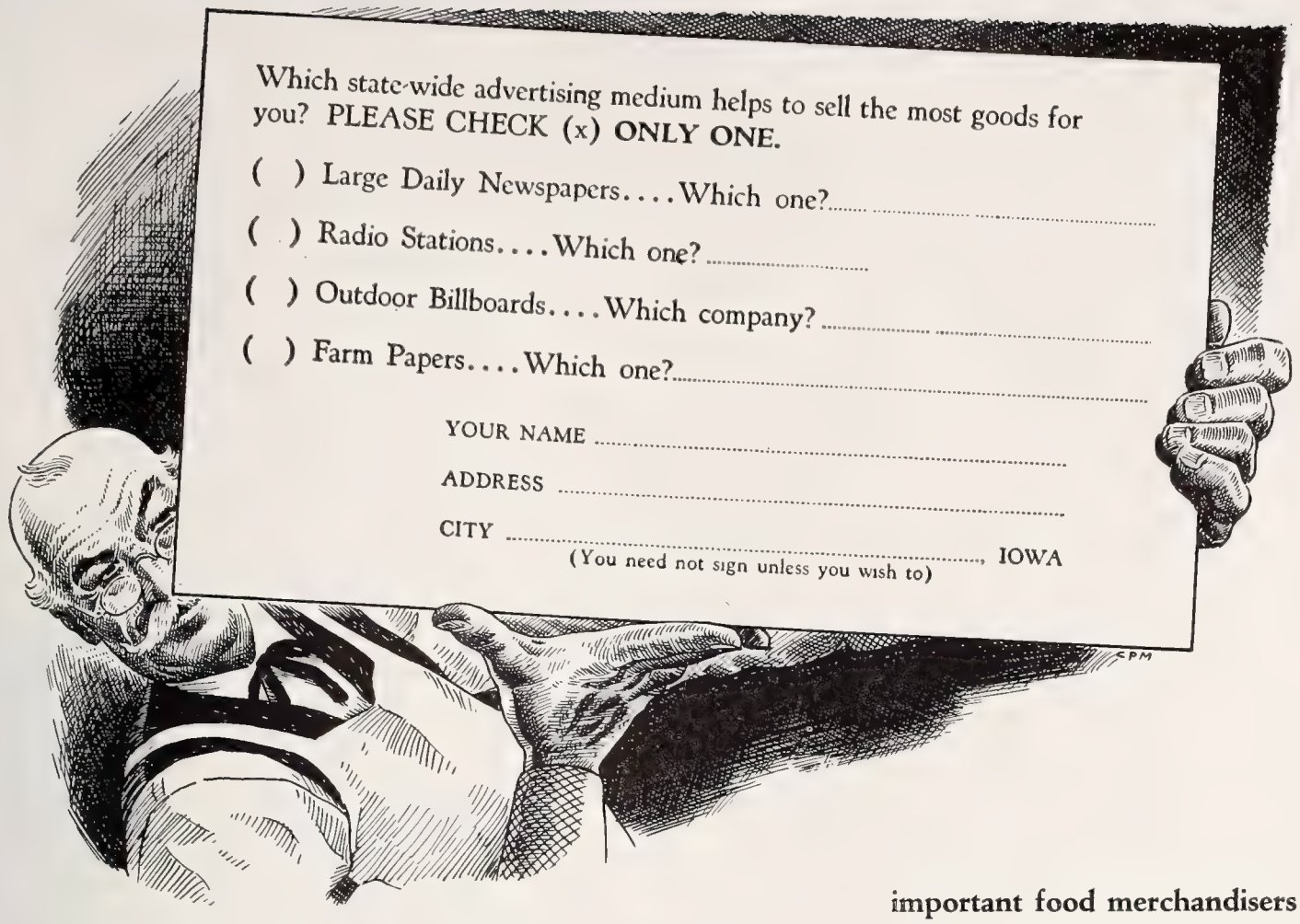
This, he added, is particularly important in time of war "when the cloak of military secrecy may so easily be used to conceal activities about which Congress should be informed.

Reiterating his "reluctance" to testify before the Cox Committee as it is now constituted because "I am convinced that its chairman and staff have purposes to serve which are inconsistent with a fair and impartial determination of the facts," Mr. Durr said he thought his petition clearly shows that Mr. Cox "is not a suitable person to conduct an investigation of the FCC."

"I stand ready to prove these facts at any time," the letter continued, "and I respectfully request that you hold hearings on the petition at any early date at which I may be allowed to appear and present witnesses and documentary evidence."

Zoog Opens Agency

A. HARRY ZOOG, formerly manager of WFPG, Atlantic City, and WTTM, Trenton, last week announced his entry into the agency field, establishing an office in Trenton, N. J., under the name of A. Harry Zoog Associates.



IOWA GROCERS VOTE ON ADVERTISING MEDIA!

● The postcard above is a facsimile of a questionnaire sent to its members by the Iowa Retail Grocers and Meat Dealers Assn.

Read it, please!

When answers were tabulated, Iowa grocers and butchers had voted as follows:

For Daily Newspapers	20.5%
For Radio Stations	68.3%
For Farm Papers	9.5%
For Billboards	1.7%

But here's the pay-off! In answering the second part of each question ("Which one?") these all-important food merchandisers voted as follows for *individual* newspapers and radio stations:

For Station WHO	54.7%
For Newspaper "B"	10.1%
For Radio Station "B"	7.4%
For Newspaper "C"	2.4%
For Radio Station "C"	2.1%
For Newspaper "D"	1.9%

—and no other *individual* radio station or newspaper got as much as 1.9%.

WHO got more than five times as many votes as any other medium.

Let us send you a copy of the complete Survey analysis. All facts—no rhetoric.

Write us direct—or ask Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

New Regulations Specify Wage Increases Without Official OK

WLB Tells Employers What Increases Are Not Allowed But Leaves Ample Leeway

A DETAILED order defining conditions under which employers can give individual wage increases without securing Government approval was issued by the War Labor Board last week. Although the order was described as a means of cracking down on violations "of the spirit and intent" of the wage stabilization program, it apparently left a wide latitude for adjustments.

Individual increases are not to be made, the Board said, unless they are within a schedule approved by the War Labor Board, in accordance with a collective bargaining agreement in existence on May 31, 1943; or unless they conform to the employer's practice prior to Oct. 27, 1942, when the stabilization order went into effect.

'Policy' Is Guide

Employers may submit plans for individual promotions to their Regional War Labor Boards, and subsequently make adjustments without approval of the Board. Without such a plan, however, the employer may grant wage increases in accordance with his established policy. He can demonstrate this policy either through his payroll records or by showing that he has formally communicated such a schedule to his employes.

In its new instructions, General Order No. 31, WLB told employers that permissible changes may be made for merit increases, automatic length of service increases, promotions or reclassifications and apprentice or training plans.

Merit increases must be made only within rate ranges for the job, the Board warned. They are defined as individual rewards for superior quality or quantity of work or service. No employe may receive more than two such increases in any calendar year. Except in unusual cases, no more than half the employes in a classification may have merit increases in a year, and such increases shall not exceed one-third the difference between minimum and maximum rates.

Length of service increases must also be within rate ranges for the job. They are considered individual adjustments, usually made automatically at the end of specified periods, with not more than four such increases in any calendar year. Length of service raises must not exceed a fourth of the difference between minimum and maximum rates for the job.

So-called promotions and reclassifications, according to the WLB, involve moving an employe into a different job classification. He is not to receive more than 15 per cent above his previous rate, or the minimum for his new classification, which ever is higher, except in unusual cases where special ability and experience is involved.

The Board left wide leeway for adjustment of apprentice pay conforming to the standards of a collective bargaining agreement. The order provides that employers shall keep records of increases for two years.

Also last week the Board ruled that its regional offices may deal with cases involving applications from employers not covered by the Wage and Hour Act, who wish to pay time and a half for hours over 40, and those involving adjustments incident to the improvement of working conditions which do not involve increased rates. This means such items as vacation pay, sick leave, night shift bonuses and holiday pay.

The WLB also issued orders permitting offices of Dept. of Labor Wage and Hour Division to issue rulings on whether or not proposed wage increases need be submitted to the WLB. Wage and Hour offices had been doing this work since last fall, but were instructed to stop, following the April 8 "Hold-the-Line Order" which paralyzed wage stabilization activities until relaxed by James F. Byrnes, then Director of the Office of Stabilization.

Markin News

ENTERING radio advertising for the first time, M. J. Markin Paint Co., New York, on June 5 started sponsorship of Rad Hall, commentator, on WEAF, New York. Broadcasts will be heard Saturday, 8:30-8:45 a.m., for a total of 26 weeks, concluding Nov. 27. The 25-year-old firm manufactures paints for marine, industrial and home use. Radio series is basically institutional. Agency is Humbert & Jones, New York.

CBS 'School' Plans

WHEN CBS resumes its daily educational series *School of the Air of the Americas* on Oct. 11 for the fall-winter season, the title will be changed to *American School of the Air*. The five general classifications of subjects also will be altered. CBS will continue to carry the science, geography and literature sections of the School, with plans to originate in Canada eight of next season's broadcasts.

Relief In Batteries Promised by WPB

Dry Cells Included Under New List of Farm Necessities

EARLY relief for farmers suffering from the shortage of radio batteries seemed certain last week as WPB's Office of Civilian Requirements included radio dry cells in a list of 66 items a farmer may now buy by merely certifying to his dealer that they are necessary for the operation of the farm [BROADCASTING, May 24].

Although WPB officials admit that something more than the farmer's statement is necessary to supply a battery, when no batteries are in stock, another WPB branch, the Consumer's Durable Goods Division, said it was now providing batteries at a rate that should make it possible for jobbers to honor the farmers' certificates.

Writes Own Ticket

Under Priority Regulation 19, issued by Arthur Whiteside, Dun & Bradstreet president brought in as a WPB vice chairman to revitalize civilian supply, the farmer writes his own ticket, without the use of any Government forms. The dealer in turn may reorder, or order in anticipation using the farmers' certificates which have an AA-5 rating with the manufacturer.

Mr. Whiteside made it clear that he would see that the 66 "needed" items—including the batteries—were made available. This was reflected in another order, M-330, empowering him to direct deliveries of these and 78 other items. Indications that he would have success were supported by the Consumers Durable Goods Division which said batteries for civilians are still being produced at the high rate of 425,000 monthly reported early last month [BROADCASTING May 17]. This figure, double the output of mid-March when the battery crisis was brought home to WPB, is greater by 50,000 monthly than the output in 1941. If sustained, as it apparently is now, the rate would eventually mean 1.62 batteries per set, compared to 1.4 before the war.

Officials caution, however, that production of batteries, like many other items requiring critical materials, rests on present military needs. Under Order L-71 issued by WPB last month, adjustments in the production schedules for civilian output may be made easily, thus insuring use of facilities at maximum efficiency in the face of week-to-week needs.

Spots For Noxacord

E. FOUGERA & CO., New York, has started a spot campaign in 12 markets throughout the country for Noxacord, a foot remedy. Drive started several weeks ago. Spot announcements are placed largely in the early morning periods. Agency is Small & Seiffer, New York.



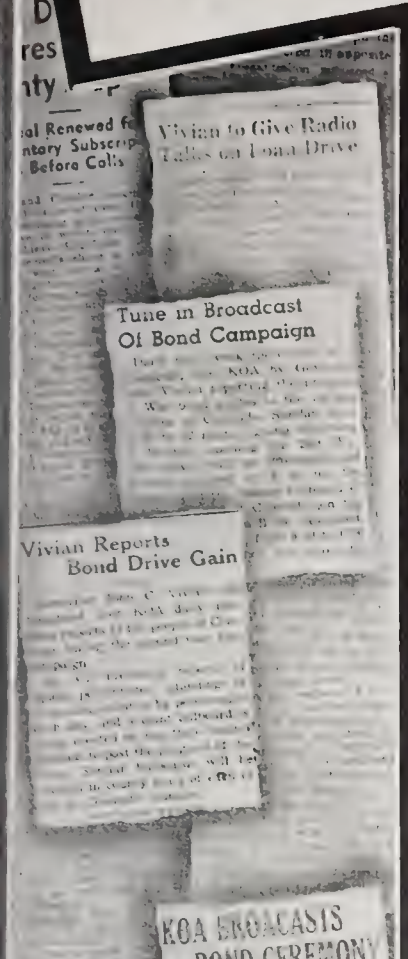
WESTINGHOUSE RADIOS' "Hail and Farewell" dinner in connection with the recent shuffling of assignments of various executives in the Westinghouse Radio Stations group, was tendered by Lee B. Wailes, general manager of WRS Inc., at the Warwick Hotel, Philadelphia. The changes were brought about by the resignation of James B. Rock, general manager of KDKA, Pittsburgh, who accepted a captain's commission in the Marine Corps.

Seated around the dinner table are (l to r): Dwight A. Myer, assistant to Mr. Wailes; Gordon Hawkins, in charge of programs; Mr. Wailes; B. A. McDonald, sales manager; W. Byron McGill, advertising and publicity manager; and Frank A. Logue, auditor, all of WRS headquarters in Philadelphia. Standing, E. H. Gager, KYW chief engineer; Hal S. Lamb, KYW sales; Leslie W. Joy, KYW general manager; James P. Begley, KYW program director; Jack de Russy, KYW sales; A. Harvey McCall, KYW sales; Frank V. Webb, KDKA sales manager; James A. McCall, KYW publicity director; Joseph E. Baudino, KDKA general manager; A. Harry Bates, assistant auditor of Westinghouse Radio Stations Inc., and Harold M. Coulter, who is KYW sales promotion manager.

KOA *Proudly cooperates* ... *in Colorado's* 2ND WAR LOAN DRIVE

KOA is extremely grateful for the part it was designated to play in this 2nd War Loan Campaign, together with other media in Denver and Colorado.

Through donation of its time and facilities to Gov. John C. Vivian of Colorado and the Colorado War Finance Staff—KOA helped to bring this 2nd War Loan endeavor to a successful conclusion, far surpassing 100% of Colorado's quota.









We Take a Bow...

for Governor Vivian of Colorado



KOA *Continually helps Colorado support America's War Effort*

Vast Television Industry Seen Based on Camera Tube Progress

Research Head Says Post-War Video Will Use Electronic Eye Sensitive to Ordinary Light

A VAST post-war industry will be created when television, its electronic eyes made sensitive to ordinary light, emerges from the period of intensive wartime development, according to Ralph R. Beal, research director of the RCA Laboratories. Mr. Beal, addressing the Institute of Finance of the New York Stock Exchange, said that the spectrum of tiny wavelengths measured in centimeters opened by the development of the new radio tubes is bringing possibilities to radio greater in scope than all of its past.



Mr. Beal

The potentialities have stimulated scientists in other fields as well, and open unexpected horizons in physics, chemistry, metallurgy, biology, and many industries, Mr. Beal declared.

Camera Tubes Improved

As an added broadcasting service, electronic television has potentialities which surpass those of other mass communication services, Mr. Beal said. "With post-war television broadcast stations connected into networks, events of the nation will pass in review on the screens of home receivers. Larger and brighter pictures of greatly improved quality will be realized and research and development plus genius in design will bring the television receiver within the range of the average pocketbook.

"Post-war television will use electronic camera tubes which will be greatly improved in sensitivity," Mr. Beal continued. "This will make it possible to pick up scenes with ordinary amounts of illumination. Night events, theatre performances, opera and many other programs which utilize artificial lighting will come well within range of camera tube sensitivity. The problems of heat and glare in television studios have been solved.

"And then we have theatre television with its possibilities as a post-war service. For the first time in the centuries of theatre history a means is available for bringing theatre audiences the thrills and drama of events as they occur in real life. Electronic methods have made it possible to produce pictures of theatre-screen size. RCA Laboratories demonstrated a picture about 20 feet wide shortly before the outbreak of the war."

Pressing need for post-war employment will be met to an important extent by the new industry and service which electronic research is creating, Mr. Beal continued. "Television will provide permanent new employment for an unusually wide range of arts, trades and professions. It has no aspects of technological unemployment. On the contrary, the quantities of equipment and services and of new facilities needed, will be such as to require a number of years to complete the initial expansion."

Reviewing the work done by RCA in development of radar, Mr. Beal said that basic research on apparatus for locating ships and planes was begun by RCA Laboratories as early as 1932. Encouraged by the prospects, RCA installed collision prevention equipment in its own airplane in 1937. The same year RCA delivered experimental radar equipment to the U. S. Army Signal Corps for aircraft location tests. Late in 1938 equipment built by RCA was tested on the U.S.S. New York in cooperation with the Navy, which had also built radar equipment at its Naval Research Laboratory, Anacostia, D. C. The first Navy service order for radar apparatus was awarded RCA in October, 1939, and the equipment was installed on naval vessels beginning in 1940.

Mr. Beal described radar operation as analogous to an echo. When a plane crosses a radar beam it reflects the beam back to the starting point, revealing the location of the interrupting factor.

The RCA scientist also told the Stock Exchange men about the latest developments of the electron microscope and of radiothermics—application of high frequency heating to industrial processes.

WALTER (Red) Barber, sportscaster of WHN, New York, on June 15 will receive from the Sgt. Joyce Kilmer Post No. 55, Brooklyn, the "American Legion Medal for Outstanding Americanism" for his War Bonds sales and recruiting of blood donors. Presentation will be made at Ebbets Field, June 13.

RADAR VICTORY
Jap Ship Sunk at Night Eight Miles Away

ANOTHER achievement of radar, radio-developed miracle of the war, was unfolded for the first time last Monday by Office of War Mobilization Director James F. Byrnes in an address from Spartanburg picked up by the BLUE Network. A Japanese battleship at eight-mile range, on a stormy night, was sunk Nov. 14 with radar doing the job.

Justice Byrnes said:

"History some day will record the part radio and the radar have played in giving us fighting superiority over the Axis. But let me give you one instance. On the night of Nov. 14, off Guadalcanal there lay a Japanese battleship. It was a stormy night. Eight miles away was a ship of our fleet. With the use of the radar our ship with its second salvo, sank the battleship in the blackness of the night eight miles away. Is there any wonder that the Japanese Admiral Yamamoto, who boasted he would dictate the peace to the United States in the White House, has quietly passed away?"

BEXEL PLUGS BACK DRUG STORE SALES

"KEEP the vitamin business in the drug store," is theme of a new promotion plan by McKesson & Robbins, New York, makers of Bexel, a B-complex product. Firm is using its current spot schedule for Bexel, as well as newspapers, store displays, and a club to stimulate sales efforts among drug store clerks, in what L. M. Van Riper, advertising manager, describes as "a concrete double plan" of promotion.

"McKesson & Robbins suggests that you buy your vitamins from your druggist—he is best equipped to cooperate with your physician," is the wording of announcements on 87 stations. Included in portfolio of sales helps is estimate, by a "leading authority," that the annual potential vitamin sales soon to be reached is $496,881,000 or $9,034 for the average store. The B-complex is described as "the fastest growing member of the vitamin group" representing 30% of the present total vitamin business in the drug field. Agency is J. D. Tarcher Co., New York. Baldwin & Mermey, New York, handles public relations.



BOOM BUSINESS and the West Coast's hum of activity, was subject of this informal confab of CBS national and Pacific Coast executives during luncheon meeting in San Francisco during late May. Quartet exchanging viewpoints are (l to r) Charles Morin, northern California sales manager; Leonard Erikson, general sales manager, on West Coast tour; Arthur Kemp, Pacific Coast sales manager; and Ralph Brunton, president of KQW, San Francisco affiliate station of the network

Reception Better In Latin America

Francisco Tells of Progress In American Shortwaves

SHORTWAVE broadcasts from the United States to Latin America have shown a "tremendous improvement" in the 2½ years since his last trip down there, Don Francisco, radio director of the Office of the Coordinator of Inter-American Affairs, said last Wednesday following his return from a month's survey trip of Central America.

The improvement is shown in both signal and program content, he said, reporting that the coordination of all U. S. shortwave transmitters, variously beamed so as to cover all of Latin America in combination instead of being aimed at the major cities as was the case when each station was operated independently, has produced larger audiences for our programs.

Choice of Programs

The further combination, which will give listeners in any district a choice of several wavelengths for each program and in some places a choice of language as well, should result in further listener increases when it goes into effect July 1, he said.

Local rebroadcasts are necessary for maximum audiences, Mr. Francisco stated. Most popular programs, as at home, are news, music and drama, with *March of Time*, *Hit Parade*, *Counter Espionage* and *Saludos Amigos* (a program of American music ranging from symphonic to jazz) among the outstanding favorites, though audience measurement is difficult.

In Mexico, Grant Advertising has worked out the most successful method yet evolved for checking listening, Mr. Francisco reported. The checker carries a portable radio and when he hears a program through an open door or window of a dwelling, he tunes his set until he has the same program. CIAA will extend this survey technique to other Latin American countries.

Blue Wins Ruling

THREE arbitrators of the American Arbitration Assn. chosen to decide the controversy between the American Federation of Radio Artists and the Blue Network over the status of the *My True Story* programs broadcast on the BLUE in cooperation with Macfadden Publications, last Wednesday rendered a unanimous decision disallowing the AFRA claim that talent on the programs should be paid in accordance with the unions commercial scale and upholding the BLUE's contention that the series is sustaining. Judges were Roy S. Durstine, agency head, named by the BLUE; Dr. Robert Lynd of Columbia U., named by AFRA., and Dr. Willard L. Torp, director of economic research of Dunn & Bradstreet, selected by the other two.

THERE ARE EXACTLY 288 WAYS TO MAKE CHANGE FOR A $1 BILL —



BUT—THERE IS NO WAY TO COVER WESTERN MICHIGAN BY RADIO, FROM CHICAGO OR DETROIT!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better than average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Write for "The Tale of Three Cities".



Sitting at your desk and looking at a map, we can easily see how some of you big-agency fellows might get the idea that you could cover the Grand Rapids-Kalamazoo Area "from the outside" . . . . .

After all, there *are* some markets in the U. S. that can probably be covered from a distance of 150 miles or more. But what your maps don't show about the Grand Rapids-Kalamazoo Area is that around here we have one of the worst "fading" situations in the Nation—and outside stations simply don't make the grade. . . .

No, we wouldn't dare to say that if we couldn't prove it. Write for that proof—or just ask Free & Peters!

WKZO

covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, *President and General Manager*



FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

WPB Directs 'MR' Tubes to Civilians

Amendment to L-265 Bars Their Use in Military Orders

TUBES built for civilian home radio sets may no longer be used to fill preferred orders, the WPB ruled last week-end in an amendment to L-265, the Radio & Radar Division's regulation governing sale of tubes and other electronic equipment for maintenance and repair.

Under terms of the amendment, tubes earmarked for civilians are channeled into civilians hands, for manufacturers of equipment will be unable to use them in filling run-of-the-mill war orders. WPB has been building large numbers of tubes for civilians from materials allocated for that purpose, but weaknesses in the distributing machinery had allowed substantial quantities to fall into non-civilian hands.

The new amendment, considered one of the broader steps taken in behalf of civilian economy by any agency of WPB, will insure that at least 85% of these civilian tubes find their way to broadcast receivers in the home. It will not interfere with military programs, since civilian production has been adjusted to give the right of way to war orders.

Distribution Problems

According to reports of the Radio Manufacturers' Association, and of well-informed WPB officials, about 2,000,000 tubes were built monthly early this year from the material provided for civilian use. Radio dealers have been complaining however that civilian purchasers are unable to compete with priorities held by military purchasing agents and military contractors. In announcing the new amendments, WPB chilled some of the natural optimism that would have followed by hinting that current production is not reaching the high levels of earlier this year.

The maladjustment in tube distribution was spotlighted last March when Frank H. McIntosh, Assistant Director of the Division, asked manufacturers to stamp tubes for civilians "MR", for maintainance and repair, hoping this identification would protect civilian stocks. [BROADCASTING, March 12]. The leaks have continued, however, and two weeks ago, metropolitan newspapers reported a tube famine which "would grow worse before it grows better".

WPB, aware of the situation, felt that a good share of the blame lay outside the Government. Particularly, it is felt that some jobbers are deliberately soliciting orders from manufacturers of military supplies, in hope of making bulk sales. In many such cases, it is pointed out, special military tubes are available, so the jobber's sales enterprise merely means civilians go without.

Last week-end's amendment makes such sales of tubes to manufacturers impossible. It therefore plugs what are considered the most serious gaps in the distribution machinery. Assuming that production is adequate, officials now feel that a big step forward has been taken in the struggle to keep home radio on an efficient operating basis.

About a week before the amendment appeared, the Vacuum Tube Advisory Committee met with Mr. McIntosh to work out production for the remainder of this year. No announcement of the results of that session was made, and it is not yet known whether the industry felt it could continue its civilian production effort of the first six months.

It is known that further sessions were held last week, but no final decisions on production quotas have been made. Civilian production is wedged in between military needs and plant capacity, and it requires extensive planning to determine exactly what will be available for home front use.

Amendment Details

Assuming that the industry can follow Mr. McIntosh's plans, the civilian tube knot apparently has been cut, for with the exception of a few types, some of which are admittedly important, WPB is now supplying sizable numbers of tubes.

Machinery of the amendment is simple. It ties together the recent order L-265, forbidding sale of electronic equipment to non-rated buyers except on a tube-for-tube basis, with Mr. McIntosh's MR plan forbidding sale of MR tubes for use in filling preferred orders. Since all civilian tubes are marked MR, in effect it forbids use of civilian tubes except for maintenance and repair of civilian sets.

Text in part reads: "No person shall use radio receiving type tubes which are marked "MR" in the manufacture of electronic equipment to fill any preferred order. No person shall transfer or accept the transfer of such tubes on any preferred order or any other order bearing a preference rating, except rated purchase orders for export." Exports are limited to 15% of a year's production.

Result of these provisions, it is believed, is a rigid channeling of civilian tubes to civilian sets, for besides banning their use by equipment manufacturers, L-265 also prevents purchases by representatives of the Armed Services. The Order requires that a purchaser certify that he will use such tubes "for presently needed repairs." Military purchasing agents are generally unable to sign such declarations.

Another paragraph in the amendment to L-265 ordered release for sale of automobile radios which were frozen in dealer hands by the original order.

4-Acre 'Blackout Plant' Built by Westinghouse

WALTER EVANS, vice-president in charge of the Westinghouse Radio Division, has announced the opening of a new plant on the east coast for special type radio equipment for the Army. A "blackout plant," which Westinghouse will operate for the Defense Plant Corp., covers four acres. Handling of interior traffic is said to be unique, in that movement is along the side walls, leaving remaining areas clear. Three spurs link the plant to the B. & O. main lines. Mr. Evans said that the plant will further increase Westinghouse production of communications equipment, already increased more than 40 times since beginning of the Government's preparedness program.

Wheat Germ Spots

SPARK-O-LIFE Co., Kansas City (wheat germ), in a 13-week campaign started May 24 is sponsoring five participations weekly in *Family Nutrition in Wartime* on KFWB, Hollywood. Agency is Ferry-Hanly Co., Kansas City.



OLDEST IN TERM of service of NBC Central Division, Theodor E. Schreyer (second from left), and Howard Luttgens (third from left), receive congratulations on completion of 17 years with the company at a recent dinner held at the Tavern Club, Chicago, feting employees of 10 years' or more standing. L to r: Harry C. Kopf, vice-president and manager of NBC central division; Mr. Schreyer; Mr. Luttgens; Frank Mullen, vice-president and general manager of NBC.

Major Equipment Changes Unlikely

Fear of Obsolescence Not Justified by Discoveries

NEW DEVELOPMENTS in radio and radar precipitated by the war will not render obsolete present broadcasting equipment, according to Paul L. Chamberlain, manager, transmitter sales, General Electric Co. In a letter to BROADCASTING, Mr. Chamberlain anticipates some replacement of low-powered AM stations by FM stations which may lead to higher power for the remaining AM stations.

Text of Mr. Chamberlain's letter follows:

"Many questions were asked of us at the NAB convention in Chicago. The foremost among these and one in which you may be interested is —'Will secret war developments in radio and radar bring revolutionary changes in broadcast transmitters after the war?'

"Our answer is, 'Definitely No!' War developments undoubtedly will bring improvements in broadcast transmitters, FM, AM, and television, but we foresee no radical changes that will prematurely obsolete present equipment.

AM Replacements

"What we do anticipate in the field of post-war broadcasting is the replacement by FM stations of many low-powered AM stations which are now handicapped by interference and inadequate signal strength. This probably will mean higher power and more clear channels for the remaining AM stations.

"We expect television broadcasting to develop rapidly after the war, along with FM radio broadcasting. Manufacturing experience gained in the production of electronic equipment for war will undoubtedly result in lower-priced television receivers after the war and this, plus public demand, should accelerate the expansion of television service.

"After the war, we expect to continue to build all types of transmitters—FM, AM, television—together with auxiliary equipment and such devices as the magnetic wire recorder which you may have seen at the Chicago meeting."

Hams Reinstated

ALL AMATEUR radio operators' licenses which have expired since Dec. 7, 1941, have been reinstated and extended for three years from the expiration date of each license, the FCC announced last week. The action was taken, the FCC said, because it is difficult for amateur operators now in the armed services or in war work at locations far from their homes to make timely applications for renewal. Licenses expiring between June 1, 1943, and Dec. 7, 1944, will also be extended for three years. This will make it easier for amateur stations, which have been banned since the war began, to resume operation when this is permitted.



There's not another like it!

Probably the most famous of all American fighting units in World War I was the Forty-second, or Rainbow Division. Its name and insignia was derived from the fact that it drew its personnel from practically every state in the Nation, as well as the District of Columbia. The Rainbow Division had a distinguished record of service from 1917 to 1919, in the course of which it suffered almost 14,000 casualties. Following the armistice, the division acted as part of the Army of Occupation. As this is written, the Rainbow Division is being reconstituted, and young men from every part of our land are joining together to carry on, once more, the glorious traditions of their fathers.

Traditions have played an important role in the more than 18 years of service which WTIC has rendered to Southern New England. On the other hand, faithfulness to tradition has not been practiced at the expense of progress. It is, perhaps, this happy combination which has gained—and held—for WTIC, the respect and attention of a vast audience of intelligent and well-to-do New Englanders. This respect and attention enables us to remind advertisers that—for quick and wholesome response to your sales message—

There's not another like it!



WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Airways May Relinquish Band Ranging Between 200-400 kc.

OWI Report Discloses Plan to Rebuild System Of Plane Communication in Ultra-Highs

DISCLOSURE by the Office of War Information that in the post-war era the nation's airways will be disposed to relinquish the standard intermediate band between 200 and 400 kc. and rebuild the domestic airways system in the ultra-high frequency range has given rise to speculation in radio circles of possible use of these frequencies below the standard broadcast band for broadcasting.

In a detailed report released today [June 7], OWI covered all phases of American air transport and dealt with post-war uses. In that section devoted to airways and navigation facilities, OWI said that the "immediate post-war problem of the airways, as seen by Civil Aeronautics Authority, will be to rebuild the entire domestic airways system by substituting ultra-high frequency for the old standard intermediate frequencies ranging between 200 and 400 kc."

Radar to Be Used

The report added that ultra-high frequency "will eliminate static and provide a visual as well as an aural course, if not omni-directional courses." New electronic control devices, including radar, it stated, "will also play a large part in post-war aviation."

Both Government and private engineers pointed out that the 200-400 kc. range is well-suited for broadcast purposes. But they also observed that in large measure the drift is toward ultra-high frequencies for post-war broadcasting with FM looked upon as the mode destined to receive greatest impetus. Radio relay systems for FM, which should make feasible networking of FM stations, also are regarded as latent.

The lower frequency range would provide phenomenal primary coverage, even with present peak power of 50,000 watts. These channels, however, are more susceptible to static, and means of overcoming the higher noise level would be involved. This would be particularly true in the South. On the other hand, a station operating in the lower frequencies centrally located geographically and in a relatively cold climate would have unparallel coverage.

Engineering observers did not foresee any immediate opportunity for conversion of the 200-400 kc. range to standard broadcasting in the post-war era. Aside from the ultra-high frequency trend, it was pointed out that several other services, including maritime direction-finding and maritime radio beacons operate in that portion of the spectrum.

Moreover, those channels are allocated internationally and even if decisions were reached in this country for dropping of these channels for domestic airways, other nations might desire them for that purpose for an indefinite period.

Thus, international conversations would be necessary, probably at the first international telecommunications conference to be held following the war. The last conference was held in 1938 in Cairo. Scheduled at five-year intervals the next conference was to have been held in Rome in 1942, but was called off because of the war. Observers recalled that no telecommunications conference was held between 1912 and 1927 because of World War I.

While engineers often have commented that the ideal broadcast band would be in the range from about 150 kc. to 1,000 kc., (instead of 550 to 1,600 kc.) that was before FM and its potentialities became evident. Moreover, the international distress frequency at 545 kc. would prove a complicating factor, along with certain maritime and coastal mobile services in the range between 400 and 500 kc.

Depending upon developments, however, engineers were inclined to look with interest upon the possible opening of these lower frequencies for broadcast services, perhaps for ultimate development of a few high-powered broadcast stations to provide rural or practically national coverage.

Broadcasters to Get Gas For Essential Activities

BROADCASTERS in the eastern gasoline shortage area are among the essential industries listed by WPB and ODT as eligible to apply for supplimental gasoline rations if the recent 40% cut in T coupons should "unduly restrict" their essential civilian service.

Burden of proof will be with the applicant, ODT warns. Applicants will be required to submit to ODT regional offices records of their operations. These will be expected to show that fuel is used for strictly essential purposes.

Stams Extended

STANDARD BRANDS, New York, has expanded the area in which it is promoting Stams to 26 states in the mid-central region. Firm started the campaign for the new vitamin tablets in six midwestern states the first of the year [BROADCASTING, Jan. 25]. A total of 19 stations have been added in the process of expansion. In addition to cut-ins for Stams on two NBC programs, Standard Brands promotes the product in the area through special announcements on leading stations of other networks. Agency is Ted Bates Inc., New York.



CUTTING CAKE for *Logan Time*, all-Army show on KLZ, Denver, on its first anniversary are Manager Hugh B. Terry and Sgt. Herb Trackman, announcer. Aired as a public service feature, the program is said to have had the longest run for this type in the region. Studio audience and cast helped celebrate.

STANDARD REPORT
Agencies Get Monthly Account Of Promotions From WJR

A STANDARD monthly report on merchandising and program promotion has been started by Owen F. Uridge, advertising director and assistant general manager of WJR, Detroit, to inform advertising agencies on promotional activities of the station. The report was established, Mr. Uridge explained, in the face of growing demands from agencies for detailed and complicated reports which could not be prepared because of manpower losses.

In the monthly report, the station will indicate the number of courtesy announcements extended to each client, the number of mentions in syndicated news and gossip columns, the number of mentions in a radio gossip column for the two Detroit Sunday newspapers, both of which are paid for by the station, and the number of calls made on retailers, jobbers and wholesalers in behalf of the product. Asserting that in the future the station will decline to fill in questionnaires submitted by agencies, WJR said no effort would be made to indicate when air announcements are made plugging a particular show, nor will tear sheets or other visual proof be made.

Carrier Cable, Spiral 4, In Use by Signal Corps

CARRIER equipment, used in a system known as "Spiral 4", has eliminated the need for pole-line construction for Army communications. The Signal Corps now uses a single rubber-covered cable, the thickness of a lead pencil, to carry three telephone and four telegraph circuits. Made in quarter-mile lengths, the ends have weather-proof connectors which snap together without splicing. With amplifiers along the way, "Spiral 4" will span distances up to 150 miles.

If the enemy should tap one of these lines, they would hear only an assortment of squeaks and buzzing, for the seven messages are sent simultaneously on different frequencies by means of intricate apparatus, and unscrambled at the receiving end by a similar device..

DOW-JONES STUDIES RADIO INDUSTRY

THE RADIO INDUSTRY is the subject of a Dow-Jones Survey published in the *Wall Street Journal* of June 2. The survey points to an estimated $6 billion backlog of orders, assuring a high rate of activity by the radio manufacturing industry for some time. Profits are indicated to be running as well or better than a year ago.

Referring to the national networks, the report says that NBC and CBS admittedly suffered a hard blow when they lost, in the Supreme Court, their case to set aside the FCC rules on station contracts. As to the actual harm suffered, Dow-Jones says it will take time to assay the damage. It summarizes the main point at issue as being the " 'exclusive option time' under which NBC and CBS were able to insure priority for their programs with their network stations." The decision came when the networks were expecting record business, the report said.

The Blue Network, owned by RCA, is reported to have made $200 million last year, all ploughed back into the business. While a greater profit is reportedly expected, it is said that RCA probably will not get any of it under the policy of network self-improvement.

Menaugh Commissioned Serving Under Warner

ROBERT M. (Bob) MENAUGH, superintendent of the House Radio Gallery, last week was commissioned a first lieutenant in the Army Reserve and assigned to the Bureau of Public Relations in Washington, War Intelligence Division. His immediate superior is Lt. Col. Al Warner, former CBS Washington commentator and ex-president of the Radio Correspondents Assn.

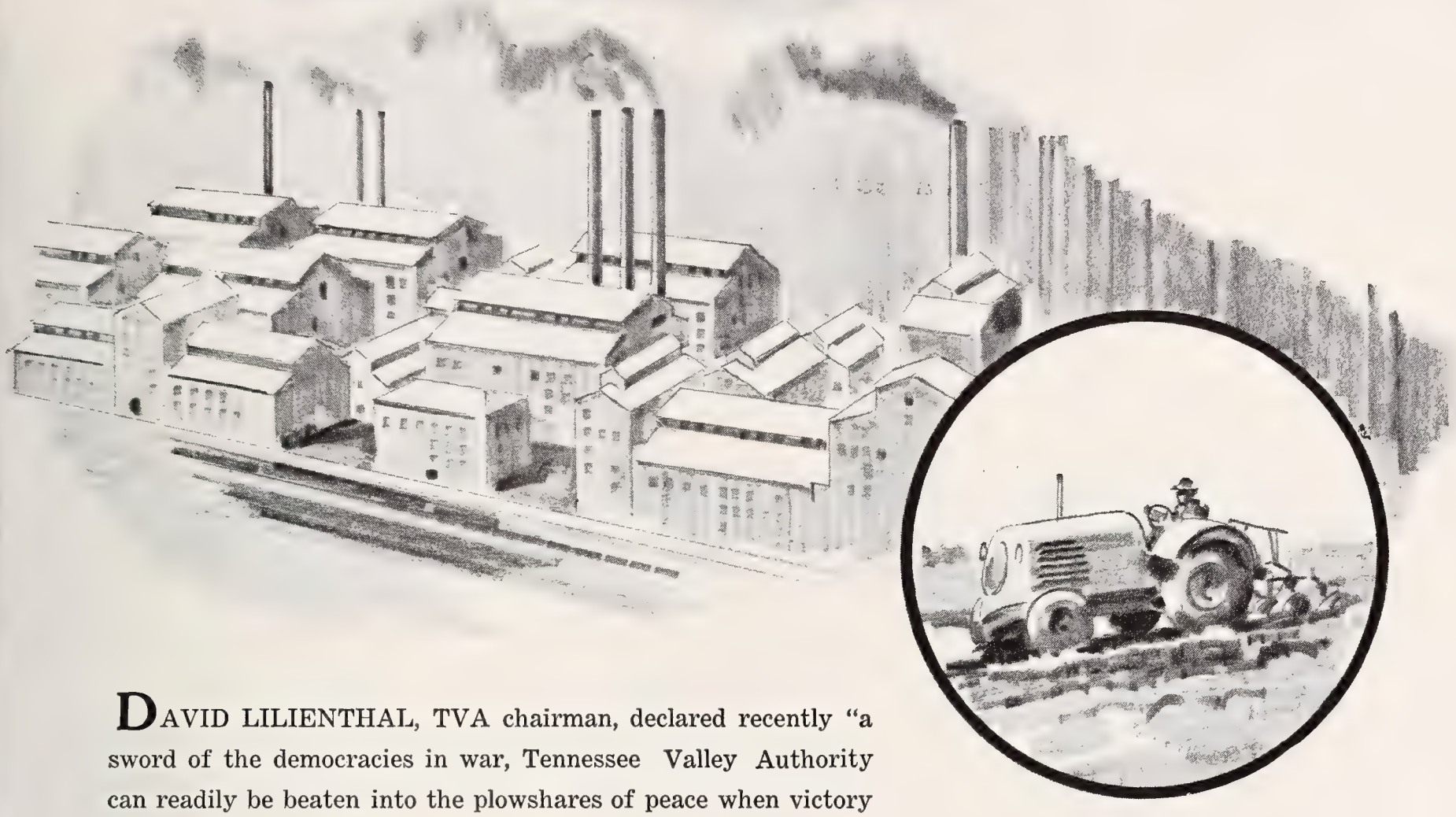
Lt. Menaugh has been superintendent of the House Radio Gallery since its formation in 1939. He is a former newspaperman from Indiana, but was employed by the House prior to his selection for the Radio Gallery assignment. He has been granted leave from the Congressional assignment for the duration. His successor has not yet been named.

WKBN Now in Fulltime Operation With 5,000 w.

WKBN, Youngtown, pioneer CBS outlet, last Sunday (June 6) formally announced its operation with 5,000-watts fulltime. For the last year WKBN has used 5,000 watts day and 500 watts night, because of delays entailed by wartime conditions in construction of its directional antenna system. The station operates on 570 kc.

WKBN procured its construction permit prior to the freeze order of April, 1942, and material was on hand as far back as September, 1941. Difficulties in obtaining required parts made it necessary to postpone the fulltime announcement several times. With all obstacles surmounted, the station went on fulltime 5,000-watt program tests recently, with the formal dedication on Sunday. Warren P. Williamson Jr. is president and general manager.

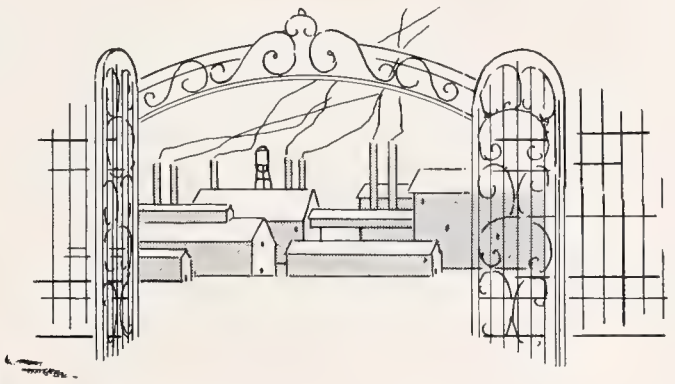
TVA a sword in war a plowshare in peace



DAVID LILIENTHAL, TVA chairman, declared recently "a sword of the democracies in war, Tennessee Valley Authority can readily be beaten into the plowshares of peace when victory is won."

Mr. Lilienthal went on to say that value added by manufacture in the Tennessee Valley increased 88% from 1933 to 1939, and that wages increased 85% in the Valley as compared with 73% for the entire country.

Thus, in the war and in the peace to follow, TVA is and will continue to function as a powerful progressive force.



THE INDUSTRIAL GATEWAY
TO THE
RICH TENNESSEE VALLEY

WLAC

50,000 WATTS

ONLY CBS STATION WITHIN 125 MILES

NASHVILLE, TENN.

★

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

DISCS SPONSORED FOR TRAVEL CHECKS

AMERICAN EXPRESS Co.'s 12-station campaign to promote travelers checks got under way last week with sponsorship of a twice-weekly quarter hour of popular recorded music. Program is named *Cheque Your Music* on all outlets except WQXR, New York, where classical discs are aired under the title *American Express Cavalcade of Music* (BROADCASTING, May 24). Drive is directed at wartime travelers such as service men, inductees, and families visiting camps, and at those who are making trips in connection with essential war work. Contracts for 17 weeks were placed through Caples Co., New York. In addition to WQXR and two key BLUE outlets, WJZ, New York, and WENR, Chicago, stations used are: WTOP WSB WIOD WWL KDKA KNX KPO KOMO and one outlet in Texas.

Crosby Returns

CONVERSION of the Del Mar (Cal.) Turf Club into a war airplane parts factory by its owner, Bing Crosby, star of the weekly NBC Kraft Music Hall, sponsored by Kraft Cheese Co., was announced in late May. Singer-comedian on June 8 returns to his weekly radio series after personal appearances at Army camps and War Bond rallies across the country.

'True Story' on 106

MacFADDEN PUBLICATIONS' spot radio schedule for *True Story Magazine*, which varies from time to time, last month was carried on 106 stations. Five-minute transcribed programs are used. A series of 52 such programs distributed over a period of a year, starts on WDRC, Hartford, June 11. Agency is Raymond Spector Co., New York.

GABRIEL HEATTER, Mutual commentator, who leaves for a two-week vacation following his June 11 broadcast, will be replaced by Frank Singiser, newscaster of WOR, New York.

WFIL

BROADCASTING COMPANY

WIDENER BUILDING

Philadelphia

VICE-PRESIDENT GENERAL MANAGER

RITTENHOUSE 6900

Dear Mr. Caparell:

It often happens that someone turns in an excellent job but no one is appreciative enough to talk about it.

With that thought before me, I was prompted to speak out loud, as it were, and tell you how much the International News Service has meant to WFIL during these trying times.

WFIL is one station which has given over a substantial percentage of its time to the dissemination of news and in this connection the International News Service has not only played its part but played it exceedingly well. We frequently find we are not only first on the air with the latest news but also most important is the fact that we can always count on the news being complete in every detail and authentic.

As you might gather from the above, we are glad we are associated with the International News Service.

Cordially,

ROGER W. CLIPP

Thank You, Mr. Clipp

INS

Industry Draft Hits Canadians

CANADIAN broadcasting, which previously understood it had equal labor priority with newspapers, has now been included with theatres as entertainment. This action is taken in the latest Canadian man-power regulation which calls for industrial drafting of single and married men from 19 to 25 and single men to 40 years who have been turned down by the army.

The order did not specifically refer to radio, but National Selective Service director A. MacNamara has left no doubt about where broadcasting now stands following presentations of both the Canadian Broadcasting Corp. and the Canadian Association of Broadcasters.

Hope Replacement

PEPSODENT Co., Chicago (toothpaste), with broadcast of June 22 will sponsor the weekly half-hour program, *Johnny Mercer's Music Shop*, as a 13-week summer replacement for the *Bob Hope Show* on 125 NBC stations, Tuesday, 10-10:30 p.m. (EWT). Mercer will m.c. and sing, with music directed by Paul Wetstein, film studio arranger. Format, with line-up of additional talent, is now being worked out. A package deal by Ken Dolan, Beverly Hills, Cal., talent service, summer replacement series is being considered as a supplementary network vehicle for Pepsodent Co. when the *Bob Hope Show* resumes in fall. Agency is Foote, Cone & Belding, Chicago.

J & J Spots on 93

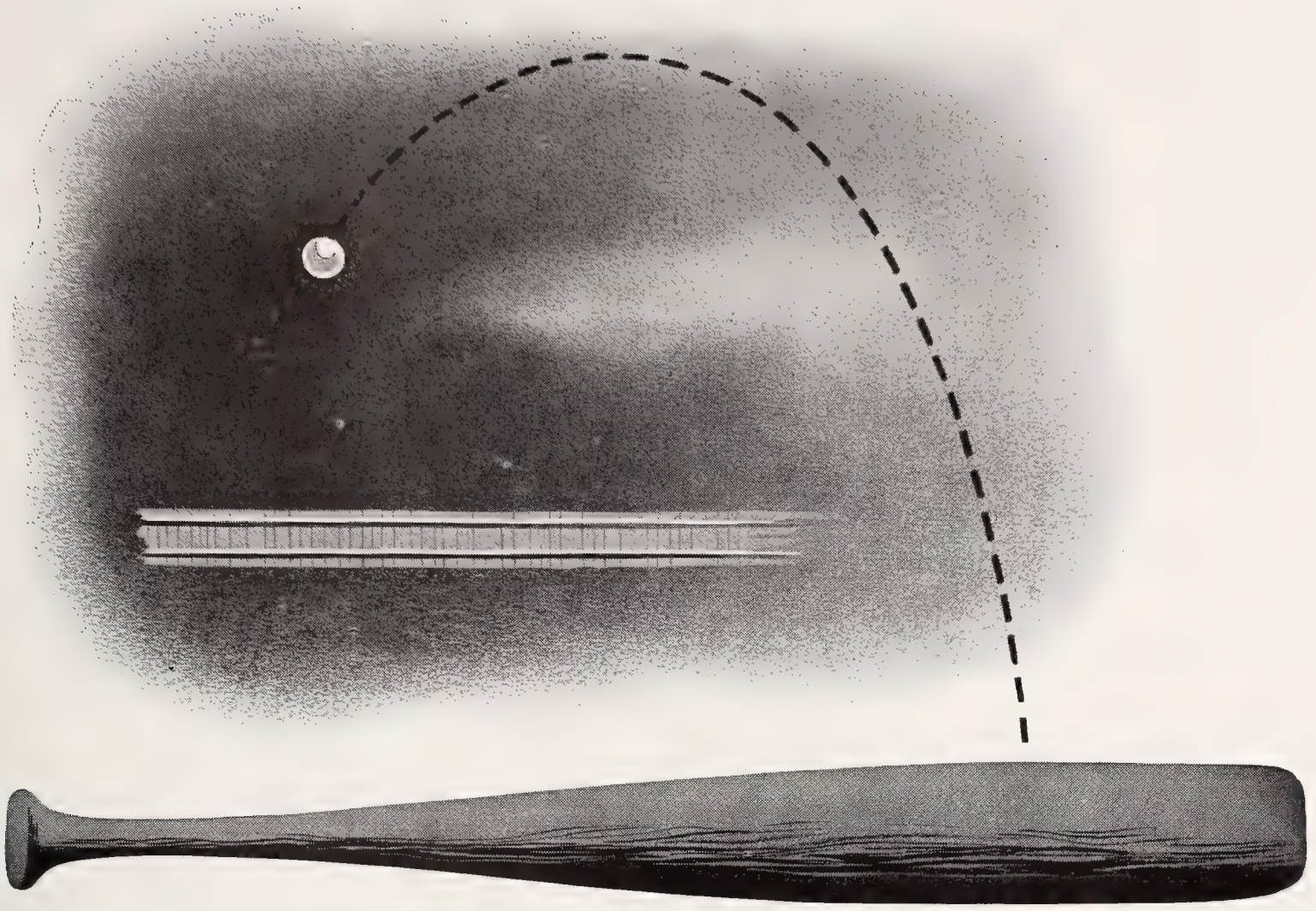
TO PROMOTE its Baby Powder and Baby Oil, Johnson & Johnson, New Brunswick, N. J., has started a spot campaign entailing the use of 10 one-minute announcements or chain breaks weekly on 93 stations. Drive got under way May 3 on a group of outlets mainly located in the South, while June 7 is the starting date for the northern area. Firm continues its spot campaign for surgical dressings on 71 stations. Agency is Young & Rubicam, New York.

Book on Dialects

A PRACTICAL presentation of foreign dialects is provided in *Manual of Foreign Dialects for Radio, Stage and Screen*, by Lewis Herman and Marguerite Shalett Herman [Ziff-Davis Publishing Co., Chicago, 1943, 416 pp., $6]. Although the basic principles of dialect study are outlined especially for the use of radio actors, the manual covers a field sufficiently broad to include helps for the teacher, writer, and student as well.

Arco on 35

ARCO PUBLISHING Co., New York, is promoting its *Practice for the Army Tests* on 35 stations throughout the country. Announcements are used on a varying basis. J. R. Kupsick Adv., New York, is agency for the firm's radio business.



OVER RIGHT THE FENCE!

A bunt will often bring a man home from third. A hit will sometimes put a man on first, second, and third. But the play that brings the bleachers to its feet cheering is the sock over center-field fence. Now, 50,000 watts in the Siberian wilderness would be power without persuasion. But pivot them in Pittsburgh to take in all Allegheny County and the 71 tri-state counties which embrace 60 towns of 10,000 population or more, and you've got something. In short, you've got KDKA, which covers the outfield as well as the infield. Batter up!



KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

Merchandising & Promotion

Know How—Life Format—Super Plugs
Rabbit Land—Educational Bid

USING its regular schedule of announcements for Super Suds on five New York stations, Colgate-Palmolive-Peet Co., Jersey City, conducted a contest for the best limerick on the product, offering a total of 90 fur coats as prizes. Contest had an additional promotional angle in the use of the name of I. J. Fox, New York fur company from which the coats, scarves and fur-trimmed coats were purchased by Colgate. Sponsor paid the full cost of the contest including the cost of the prizes. Radio is being used as a supplement to an extensive local newspaper advertising campaign. Agency is William Esty & Co., New York.

* * *

News—Know How

THREE-COLOR brochure, titled "News—Know How", tells how KLZ, Denver, newscasts are prepared. Illustrated with photographs of the news staff, mobile units and election coverage, the booklet has been mailed nation-wide to time-buyers, sponsors, agencies and clients.

Recipe Book

A WARTIME recipe book, prepared by General Foods Corp., New York, is being offered to listeners on several of the company's radio programs. The 40-page booklet, designed to help housewives make the most of foods easily obtainable at retail grocery stores, was compiled by G-F's consumer service.

* * *

Bless Her

WNAX, Sioux City-Yankton, recently released a green and brown color mailing piece relating success of women's participating program *Your Neighbor Lady*. Copy emphasizes radio selling as distinct from advertising, and represents Wynn Hubler, "'Your Neighbor Lady,' God Bless Her" in caricature.

WESX Uses Life Format

WITH a front page simulating cover of *Life* magzine, WESX, Marblehead, Mass., has issued a 12-page coated paper piece in two colors with pictures emphasizing station's artists, technical setup, services, etc. First inside right hand page explains that WESX attempts to keep its pledge at all times to "serve," the public, in this case, being the North Shore Broadcasting Company's area comprising 10 cities and 20 towns as listed. Map shows where 450,000 in primary area are located. "The best local station in the United States and we can prove it," says the brochure, which has been distributed to the trade.

Film Tie-up

IN A PROMOTION tie-up, RKO Radio Pictures Inc., is conducting a local talent search through the weekly 60-minute amateur program, *Opportunity Hour*, sponsored by Petrol Corp., Los Angeles, on KNX Hollywood. War Bond is given winning contestant each week by the petrol firm with a film contract to be awarded grand winner at end of each 13-week period. Search is designed to discover outstanding, talented youngsters under 17 years. RKO also spots featured stars on the program to publicize current film releases.

* * *

Educational Bid

WCCO, Minneapolis, makes a bid for interest of 5,000 Northwest school officials and presidents of important club groups, through a booklet exploiting educational stations. Idea is to set up proof of WCCO's service to the general public. Booklet is 5½ x 8½, two colors, with high caliber art work. Programs plugged in the booklet are local; an attached smaller piece lists CBS educational shows carried by WCCO. First right hand page is a quote from Lyman Bryson, CBS director of education. Foreword is by station manager, A. E. Joscelyn.

* * *

Rabbit Land

LISTENERS to *Do You Know the Answer?* on WOV, New York, have multiplied so rapidly since the program started several months ago, the station is publicising the fact with a pink folder titled "Take the Case of Rabbits!" Since the brochure was printed, Curtis Publishing Co., Philadelphia, has taken over sponsorship of the six-weekly series for the *Saturday Evening Post*, an insert states. Inside of the folder is a map of "WOV's Rabbitland" a picture of the 16 primary counties WOV covers.

* * *

Super Promotion

TO PROMOTE *Superman*, program now sponsored on the full MBS network by Kellogg Co., Battle Creek, Mich., both the advertiser and Superman Inc., copyright owner, are using the character's newspaper, magazine and motion picture tieups, a total of more than 4,000 Kellogg jobbers, and 211 Mutual stations. The latter receive giant folders containing samples of the promotional material, including sample ads, suggested announcements and dealer tie-ups.

* * *

Flash Bulletin

BLUE SPOT SALES released on June 1 the first issue of a monthly "Flash Bulletin," to agencies. The contents include short items on WJZ, New York; WENR, Chicago, KGO, San Francisco; and the Pacific BLUE network, all represented by the spot sales department. Exceptional time periods available will be listed. Four-page bulletin, produced by photo offset process, will be edited by Murray B. Grabhorn, national spot sales manager.

RECORDINGS by the WOR Recording Studios of the recent speech before Philadelphia's Rotary Club by Miller McClintock, president of MBS [BROADCASTING, May 31], will be circulated throughout the country for use by local advertising clubs and similar organizations. He proposed advertising citations for war service.

PITTSFIELD

with a $10,000,000 resort business annually and a work-a-day side of 65 industries including the world's largest transformer plant

IS A PROSPEROUS PORTION*
of the 1½-Billion-Dollar Market put together by

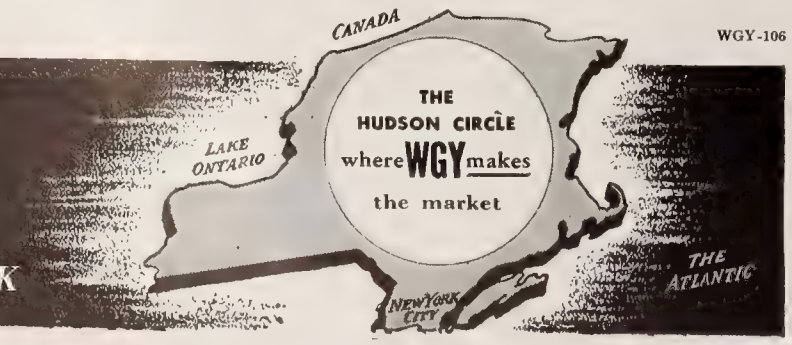
THE POWER
THE PROGRAMS
THE POPULARITY

In the Hudson Circle, where the cities are scattered and the conductivity only fair, it takes power to put together a 1½-billion-dollar retail market. WGY—with the region's highest power (50,000 watts) and the lowest frequency (810 kilocycles)—is the only station that can do it.

Within a radius of 100 miles from Schenectady, there is only one outlet for NBC, the most popular network, and that is WGY. NBC's great shows, plus such topflight local programs as "Speaking of Books," the "Market Basket," and the "Farm Paper of the Air," give 'GY 3½ times as many listeners as the next nearest station.

WGY's first listeners heard it over crystal sets 21 years ago. Later they were the first listeners in the world to be served by a 50,000-watt station. Today, WGY is a regular listening habit in the 1,045,700 radio homes of the Hudson Circle.

*A market which includes such cities as Schenectady, Troy, Albany, Utica, Rome, Kingston, Elmira, Amsterdam, Binghamton, Burlington, Watertown.



WGY-106

of GENERAL ELECTRIC'S
WGY
SCHENECTADY, NEW YORK

WKBN, *Youngstown, Ohio, announces completion of its expansion program and immediate operation on 5000 watts day and night at 570 KC. WKBN is now one of the most powerful stations in Northeastern Ohio and Northwestern Pennsylvania — the only CBS station*

to serve all this important industrial area!

PRIMARY COVERAGE

	Population
Day (.5mv)	3,735,146
Night (2.5mv, Directional)	984,488



WKBN, YOUNGSTOWN, OHIO · 5000 WATTS FULLTIME · 570 KC · REPRESENTED BY RAYMER



149,000 people—more than the population of the entire state of Nevada or Albany, New York—have moved into Cook and five adjoining counties since the last census was taken.

The attention of the 149,000 people—who inhabit this great invisible city—is presented as a bonus to the advertisers who place their campaigns on

WMAQ

The Chicago Station Most People Listen to Most!

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

Obeying Highest Court, FCC to Rehear WCCO and WMT Interference Pleas

ACTING pursuant to the Supreme Court mandate in the NBC-KOA case, the FCC last Tuesday granted two pending applications for rehearing, to allow the parties in interest full participation rights, as required by the highest tribunal.

WCCO, Minneapolis, clear channel outlet, had petitioned for rehearing against the grant of a special service authorization to WNYC, New York, municipally-owned station, which in effect would give New York station full time and break down the clear channel. The Commission set aside the grant to the New York station and designated the application for hearing, with WCCO a party. Simultaneously, however, the Commission announced denial of the petition of the Clear Channel Broadcasting Service for rehearing and intervention directed against the WNYC grant.

KSJB Grant Revoked

In its second action stemming from the Supreme Court precedent, the FCC adopted orders granting the petition for rehearing by WMT, Cedar Rapids, Iowa, against the FCC action of April 14, 1942, granting without hearing the application of KSJB, Jamestown, N. D., for modification of license to change frequency from 1400 to 600 kc. and power from 250 watts day and night to 100 watts night, 250 watts day, full time.

The Commission set aside the grant to KSJB, of which John W. Boler is president, and designated the application for hearing upon specified issues, with WMT a party to the hearings. The Commission announced that on its own motion it had granted a special service authorization to KSJB to permit it to operate on 600 kc. with 100 watts night and 250 watts day "pending hearing and determination by the Commission on KSJB's application for modification of license."

New Hearing on KOA

The FCC May 26 ordered a new hearing on the applications of WHDH, Boston, and WJW, Akron, for authority to operate on the KOA clear channel of 850 kc., following the Supreme Court ruling in the KOA case. A preliminary conference between counsel and Commissioner C. J. Durr, who will preside at the hearing, is scheduled for June 9. Reports were current that NBC, having established the legal principle, might not be disposed to pursue a new hearing. If that ensues, presumably WHDH and WJW, now in the process of moving to Cleveland, would remain on the frequency without the necessity of hearing, operating with 5 kw. The Boston station already is a BLUE Network outlet and WJW is slated to join that network upon location near Cleveland about Aug. 1.

Store Symphony Series

SUMMER SERIES of weekly broadcasts by the Detroit Symphony Orchestra, conducted by Efrem Kurtz, will be sponsored by Sam's Cut Rate Inc., Detroit department store. Mr. Kurtz has been conductor-in-chief of the Ballet Russe of Monte Carlo, and last year conducted the Detroit Symphony in a series of post-season spring concerts. Edwin K. Wheeler, manager of WWJ, announced that the summer concerts, which began last Sunday, June 6, and will continue through September, will be broadcast Sundays 6 to 7 p.m. from the WWJ auditorium studio. Programs will promote various phases of the war effort and special speakers will be presented.

WINS Appoints Reiter

CECIL H. HACKETT, managing director of WINS, New York, announces appointment of Virgil Reiter & Co. as midwestern sales representative. Virgil Reiter is located at 400 N. Michigan Ave., Chicago, telephone Superior 5072. Reiter also represents WCAU, Philadelphia, and WIBX, Utica, N. Y.

Bitner Is Named Head Of WPB Printing Body

HARRY M. BITNER, publisher of Hearst's *Pittsburgh Sun-Telegraph* and part owner of WFBM, Indianapolis, has been appointed director of the WPB's Printing & Publishing Division, Donald D. Davis, WPB Vice-Chairman for Operations announced last week, Mr. Bitner succeeds William G. Chandler, who had been on leave as a member of the Advisory Board of Scripps-Howard newspapers.

Previously, Mr. Bitner had come to WPB in March as Deputy Director of the Printing & Publishing Division. In December, 1941, the FCC had approved a deal in which Mr. Bitner, then holder of controlling interest in WFBM, had sold 1,000 of his 1,822½ shares to members of his family. The *Pittsburgh Sun-Telegraph*, of which he is president and publisher, is owner of WCAE, that city.

TWIN FALLS COUNTY

68TH

IN THE
UNITED STATES
IN CASH FARM INCOME

•

KTFI

"PULSE OF THE
MAGIC VALLEY"

RADIO WAR-GRAM

PUBLISHED BY

Western Electric

IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT

WBAL SPOTLIGHTS EACH PHASE OF WAR EFFORT IN SERIES OF "DAYS"

Knowing that people in the Baltimore area were vitally interested in doing everything possible to cooperate with the war effort—and believing that they would be greatly helped by a full explanation of the parts they could play—**WBAL** last October launched a series of special "days."

Each "day" is devoted to one phase of the war effort, with from six to ten programs covering various angles of the subject. Included in the series have been

"Women at War Day"
"Navy Service Day"
"Army Service Day"
"Red Cross Day"
"Industries at War Day"
"Civilian Defense Day"
"Woman Power Day"
"WAAC Day"
"Farmers at War Day"

Practically all the programs presented on these "days" are especially prepared dramatizations, written in most cases by the **WBAL** staff, or by the Government Department affected. The programs are factual, helpful—designed to answer the questions in listeners' minds as to how they can best be of service.

With its many war plants, Baltimore is a critical labor area, where more and more women are needed to replace men called into service and to keep production mounting. On "Woman Power Day," **WBAL** programs covered Women in Ordnance, Women in Aircraft, Women in Men's Shoes, Women in Transportation, Women in Training, Women at War and Women in Communications.

Surely congratulations to **WBAL** are in order for this soundly planned series of contributions to the war effort!

•••—



WCKY programs triple blood donations

A certificate of appreciation for "outstanding cooperation with the American Red Cross Blood Donor Service" has been presented to **WCKY**, Cincinnati. As a result of 18 weeks of "Let Freedom Ring" broadcasts from this station, Cincinnati blood donations were more than tripled—from 900 pints in the week of November 13th to 2801 pints in the week of March 20th. Here is a contribution which can be measured in terms of human life!

Can soldiers sell? Ask WALB!

Not long ago, soldiers from Turner Field joined forces with **WALB**, located in Albany, Georgia, to boost the sale of War Bonds on the station's weekly 45-minute program. In their second appearance, the soldiers hung up a new record, topping the old mark of $15,000 with a figure of $21,500.

•••—



WNBT shows Wardens how to handle 'em!

The enemy's newest explosive types of incendiary bombs and the best means of extinguishing them, are shown in British-made films being televised by **WNBT** in its weekly Air Raid Warden's course.

What's NEW with YOU?

If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York, N. Y. If suitable, we will use it in one of this series of War-Grams.

WSB helps to get war workers

Down in Atlanta, **WSB** and the Office of Civilian Defense are putting on a 15 minute program, "I Want a War Job," which gives listeners much helpful information on war work. On the first day after the first show, the U. S. Employment Service recorded a 25% increase in applicants and the local Civil Service office reports an average increase of over 200 applicants per day.

•••—



One of the great things of this war . . . RADAR

Perhaps you remember Western Electric's ad with this cat picture — which appeared in March 15th Broadcasting. It told you of "electrical cats" which enable our armed forces to pierce darkness, clouds and fog.

We can now tell you more. That equipment is RADAR, which unerringly spots unseen ships and planes—follows them—gives their distance, course and speed—enables our gunners to blast enemies they can't see! Bell Telephone Laboratories helped develop RADAR—and Western Electric is today one of the largest manufacturers.



Hit him again!

During the 2nd War Loan Campaign, over 800 stations promoted bonds. Here are just a few of the successful methods used.

In New York, **WEAF**, **WNEW** and **WAAT** broadcast the meeting that officially opened the drive. **WABC** aired interviews with people in many walks of life. **WOR** plugged bonds on every program for 26 hours. Listeners to **WQXR** heard talks by men who had seen action. On **WBNX**, seven major language groups got the drive under way.

In Philadelphia, **WIP** raised over $700,000 in one day. "Information Please," picked up from **WTIC**, Hartford, sold $203,467,150 in bonds as admission to the broadcast.

In Rochester, N. Y., **WHAM**, **WHEC** and **WSAY** put on a combined broadcast that sold $96,625 in bonds. In Rochester, Minn., **KROC** had relatives of service men read announcements they helped to write. **KXOK**, St. Louis, used transcribed interviews from military posts. **KOA**, Denver, broadcast from planes dropping bond literature. **WKY**, Oklahoma City, worked out an auction with a local store—selected articles going to the biggest bond buyers.

•••—

Victory Guardin' Tips from WHEB

On the cover of the April Program Schedule of **WHEB**, Portsmouth, N. H., are the following good tips:

Guard against paying prices above legal ceilings.

Guard against gossiping detailed information about the armed forces.

Guard against waste — against buying more than you need.

Guard against hogging more than your fair share of unrationed foods, clothing and other necessities.

Guard against driving over 35 miles per hour—against squandering tires, oil, gasoline.

•••—

Graybar (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.

BALTIMORE - dive

AND THE FUTURE

The A. S. Abell Co.
Activated Alum Corp.
Adde, Inc.
Aetna Shirt Co.
Air Reduction Sales Co.
The Albrecht Co.
Alco Gravure
Allied Aviation Corp.
Allied Paper Bag Corp.
American Agricultural Ch. Co.
American Bank Stationery Co.
American Brake Shoe & Fdy. Co.
American Brewery, Inc.
American Can Co.
American Elec. Weld. Co., Inc.
American Ham. Piston Ring Div.
Koppers Co.
American Ice Co.
American Oil Company
American Rad. & Stand San. Cp.
American Smelting & Ref. Co.
American Sugar Refining Co.
American Wiping Cloth Co.
American Zirconium Corp.
Ammidon & Company
Anchor Post Fence Co.
Arcrods Co.
Armour & Co.
Artistic Mills
The Arundel Corp.
Arundel-Brooks Concrete Corp.
Arundel Ice Cream Co., Inc.
Atlantic-Southw'st'rn Broom Co.
B. V. D. Co., Inc.
Bagby Co.
The Balmar Corp.
Baltimore Brass Co.
Baltimore Brick Co.
Baltimore Brushes, Inc.
Baltimore Cooperage T. & T. Co.
Baltimore Enamel & Novelty Co.
Baltimore & Ohio R. R. Co.
Baltimore Paint & Col. Wks, Inc.
Baltimore Paper Box Co.
Baltimore Pure Rye Distilling Co.
Baltimore Salesbook Company
Baltimore Shirt Co.
Baltimore Spring Bed Company
Baltimore Transit Co.
Bartgis Brothers Co.
Bartlett Hayward Div., Kop's Co.
Baugh & Sons Co.
Becker Pretzel Bakeries, Inc.
Bendix Radio D. of Bendix A. C.
Bethlehem-Fairfield Shipy'd Inc.
Bethlehem-Spar. Pt. Ship., Inc.
Bethlehem Steel Co., Ship. Div.
Bethlehem Steel Co., Spar. Pt.
Bettar Ice Cream Co.
Black & Decker Mfg. Co.
Bloede Co., Victor G.
Boston Iron & Metal Co.
Bozman & Bros., Inc.
Brandt Inc.
Brooklyn Cooperage Co.
The Brooklyne Chem. Wks., Inc.
Buck Glass Co.
Building Units, Inc.
Burroughs Bros. Mfg. Co.
C. & M. Hosiery Mills, Inc.
The Calvert Distilling Co.
Calvert Lamp Co.
Campbell Sons Corp.
Canton Railroad Co.
Carr-Lowrey Glass Co.
Cavalier Corp.
The Chemical & Pig. Co., Inc.
Chesapeake Mfg. Co., Inc.
Chesapeake Paper Board Co.
Chesapeake Shoe Mfg. Co.
Chev.-Bal. Div. of Gen. Mtrs. Cp.
Cinder Block Corp.
The City Baking Co.
Clement & Ball Shoe Mfg. Co.
Clifton Conduit Co.
Coca-Cola Co.
Coca-Cola Bottling Co. of Balto.
Columbia Specialty Co.
Commercial Bag Mfg. Co.
Comfy Mfg. Co.
Commercial Envelope Co., Inc.
Consolidated Gas, El. L. & P. Co.
Container Corp. of America
Continental Can Co., Inc.
Continental Oil Co.
Continental Roofing Mills
Cooperative Mills, Inc.
Corkran Hill & Co., Inc.
The Crosse & Blackwell Co.
Crown Cork & Seal Co., Inc.
C. R. Daniels, Inc.
The H. B. Davis Co.
Davis & Hamphill
Davison Chemical Corp.
Dell & Co., Inc.
Dickey & Sons, Inc.
Dietrich Bros.
Dixie Mfg. Co., Inc.
The Dixon Bartlett Co.
J. F. W. Dorman Co.
Doughnut Corp. of America
H. D. Dreyer & Co., Inc.
E. I. du Pont de Nemours & Co.
Eastern Aircraft, Inc.
Eastern Box Co.
Eastern Rolling Mill Co.
Eastern Venetian Blind Co.
Ellicott Machine Corp.
Emerson Drug Co.
The Falconer Co.
Fashion Millinery Co.
Federal Tin Company, Inc.
Federal Yeast Corp.
J. H. Filbert, Inc.
Fleet-McGinley, Inc.
Flynn & Emrich Co.
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Foster Bros. Mfg. Co.
George Franke Sons Co.
Frankfort Distilleries Co., Inc.
Free State Brewery Corp.
French-Bray Printing Co., Inc.
Julien P. Friez & Sons
Fuld Bros.
Gamse Lithographing Co., Inc.
F. X. Ganter Co.
General Baking Co.
General Beverage Co.
General Chemical Co.
General Refractories Co.
Gibbs & Co., Inc.
The Gibson & Kirk Co.
Globe Brewing Co.
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Gordon-Lavin Pap. Box Co., I
L. Gordon & Son
The Gosman Co.
Grafflin Bag Co., Inc.
Wm. Grecht Co.
L. Greif & Bro., Inc.
Griffith & Boyd Co.
Gross Candle Co., Inc.
Gunther Brewing Co., Inc.
Hand Printers, Inc.
Hanline Bros.
Hanover Shirt Co., Inc.
Hauswald Bakery
Hearst Con. Publications, Inc.
R. C. Heller Co., Inc.
Helwig & Leitch, Inc.
Hendler Creamery Co., Inc.
Hinde & Dauch Paper Co.
A. Hoen & Co., Inc.
C. Hoffberger Co.
Holland Mfg. Co.
The Holtite Mfg. C., Inc.
F. X. Hooper Co., Inc.
Wm. E. Hooper & Sons Co.

There are hundreds of *diffe*
Baltimore - - including many
who manufacture everythin
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Maintenance of this establish
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I. Hubbert & Son, Inc.
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Joslyn Co.
lon, Inc.
C. M. Kemp Mfg. Co.
nedy Corp.
C. D. Kenny Co.
H. Killian Co.
ball-Tyler Co.
Lord-Mott Co.
Lyon, Conklin & Co., Inc.
Mangels, Herold Co.
Marlboro Shirt Co., Inc.
The Glenn L. Martin Co.
Maryland Baking Co.
Maryland Biscuit Co.
Maryland Bolt & Nut Co.
Maryland Car Wheel Co.
Maryland Color Printing Co.
The Maryland Drydock Co.
Maryland Glass Corp.
Maryland Match Co.
Maryland Metal Building Co.

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and planes. The companies
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industrial
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products
post-war

Three of a Series)

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS
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ver Brothers Co.
en Thread Co., Inc.
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cke Insulator Corp.
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Maryland Paper Box Co.
Maryland Paper Products Co.
Md. & Penna. R. R. Co.
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National Can Co., Inc.
National Can Retinning Co.
National Casket Co., Inc.
National Color Printing Co., Inc.
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Natl. Enamel. & Stamp. Co., Inc.
National Lead Co.
National Plastic Products Co.
National Sash Weight Corp.
Nelson Company
The Novelty Steam B'ler W. Co.
Noxzema Chemical Co.
Oles Envelope Corp.
Owens-Illinois Can Co.
Owens Yacht Co.
Parker Metal Decorating Co.
Paturzo Bros. & Son, Inc.
Pennsylvania Railroad Co.
Philadelphia Quartz Co.
Phillips Bros., Inc.
The C. M. Pitt & Sons Co.
Pittsburgh Plate Glass Co.
Polan Katz & Co.
Pompeian Olive Oil Corp.
Porcelain Enamel & Mfg. Co.
Potomac Poultry Food Co.
Potthast Bros., Inc.
The Procter & Gamble Mfg. Co.
Puritan Compressed Gas Corp.
Raleigh Manufacturers, Inc.
Reid-Avery Co.
Renneburg & Sons Co.
Resinol Chemical Co.
Revere Copper & Brass, Inc.
Rheem Manufacturing Co.
Roberts Bros., Inc.
W. H. Roberts & Co.
S. Rosenbloom, Inc.
Rustless Iron & Steel Corp.
Rutledge Mfg. Corp.
S. Schapiro & Sons, Inc.
The Frank G. Schenuit Rub. Co.
Schindlers Peanut Products, Inc
Schloss Brothers & Co., Inc.
The Schluderberg-Kurdle Co.
Schmidt Baking Co., Inc.
Schneidereith & Sons
J. Schoeneman, Inc.
The Schofield Co.
A. Schreter & Sons Co., Inc.
I. Sekine Co., Inc.
Shell Oil Co., Inc.
Sherwood Brothers, Inc.
S'gel Rothschild-Gans Bros., Inc.
The Simpson & Doeller Co.
The Sinclair-Scott Co.
The Slaysman Co.
J. E. Smith Co.
Solarine Co.
Southern Envelope Co., Inc.
Southern Packing Co., Inc.
Dan A. Sprosty Bag Co.
The Stadium Mfg. Co., Inc.
Stand. Cap & Molding Co., Inc.
Standard Gas Equipment Corp.
Standard Metal Refininig Co.
Standard Oil Co. of N. J.
The Standard Overall Co.
Standard Pharmaceutical Corp.
Standard W. Phos. & Acid Wks.
The Stieff Co.
Chas. M. Stieff
Straus, Royer & Strass, Inc.
Strouse-Baer C.
Suburban Cl. Carbonated B. Co.
Swift & Co.
Swindell Bros., Inc.
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Thomsen-Ellis-Hutton Co.
The Torsch Canning Co.
J. A. Tumbler Laboratories
Union Brothers
U. S. Industrial Chemicals, Inc.
U. S. Printing & Lithograph. Co.
Universal Machine Co.
Virginia-Carolina Chem. Corp.
Voneiff-Drayer Co.
Walton & So., Inc.
Ward Baking Co.
Waverly Press, Inc.
The H. C. Weiskittel & Co., Inc.
Western Electric Co., Inc.
Western Maryland Dairy Corp.
Western Maryland Railway Co.
Westinghouse Elec. & Mfg. Co.
Westport Paving Brick Co.
The White Co.
The F. L. Wight Distilling Co.
Williamson Veneer Co.
Winchester & Woods
Worcester Wire Novelty Co.
Yale Underwear Co.
Young Aniline Works, Inc.
The J. S. Young Co.
Young & Selden Company
William F. Zeller Co., Inc.

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and
Broadcast Advertising

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SOL TAISHOFF, Editor

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Radar's Legacy

SINCE the military high command drew back the curtain on April 23 and revealed the magic of radar, hundreds of thousands of words have been printed about this "secret weapon" of World War II. Almost every day now achievements are credited to this offshoot of the vacuum tube using the ultra-highs and which, by means of boomeranging radio beams, detects distant enemy ships and planes and makes possible point-blank firing irrespective of weather, season or hour.

What will radar mean in the post-war era? That question, in the craft, is practically automatic. It will give to aviation an almost unbelievable safety-factor, with all-weather flying a certainty. Ships on the high seas can forget about fog, icebergs or other obstructions. Railroads may find in it a substitute for their complicated semaphore and signaling systems.

Those are the certain safety-of-life factors. There will be others, when the whole story of radar is unfolded after victory is won.

In the radio broadcasting and communications pursuits there are other advantages which are self-evident, though not in their provision of any new all-inclusive broadcast service. Radar utilizes the ultra-highs. That is the area of the spectrum in which such services as television, FM and facsimile will find their haven.

The amount of money spent in radar production since 1940 is measured not in millions, but billions. For the 1943-44 fiscal year, some $6,000,000,000 is sought for Army and Navy electronics and radio equipment—much of it for radar. High power is being used in the ultra-highs for this transmission, overcoming many of the developmental and operating difficulties that would have confronted private industry if it would have undertaken this work in normal times.

Inevitably the bi-products of radar development of the last few years will be of incalculable value to television and FM and other services. The plant capacity for production of tubes, increased many hundred-fold since Pearl Harbor, will establish a made-to-order production line for these new public radio services. The same goes for receiver and transmitter production. Experienced manpower, fresh from military service, will be available in abundance for this highly specialized work.

Engineers know that one of the biggest problems in connection with use of the ultra-highs has been the development of tubes and transmitters using power of sufficient strength to overcome distance. The war and radar brought together the combined knowledge and brains of the best scientists and physicists of the nation—from all laboratories and plants, from Government and private life. They have worked together as a team to attain the phenomenal results that combine to make the American type of radar.

In normal times it probably would take from 25 to 50 years to accomplish the results achieved in the last two or three years through the Army-Navy coordination that has brought radar. Because of patent secrecy and the competitive picture, private laboratories obviously would have moved cautiously. All these brains were pooled under the stress of war conditions and military needs.

All this tremendous impetus given the ultra-highs by virtue of radar's development will accrue to the benefit of these public uses in the happier days ahead, after the enemy is crushed. And radar, thanks to American engineering genius, is getting in some heavy licks on that road to "unconditional surrender."

Usurping Congress

UNLESS we miss our guess, the Supreme Court opinion in the network cases, coupled with the all-out administration attack on newspapers, will become a dominant political issue in the campaign coming up. It isn't what the opinion does to radio or to contractual relations between network and affiliates. That's simply an isolated aspect. It's the broad regulatory pattern which the Supreme Court has cut, using the network cases as the vehicle. It's the question of whether the Administration is reaching out to control the media of expression, in contravention of the Constitutional guarantees.

The court, in the now famous Frankfurter opinion, usurped the power of Congress. It didn't interpret the Communications Act—it wrote new law. The Act, for example, states specifically that the FCC shall have no power to censor programs. But the Court majority said that the Commission is not simply a "traffic officer," but that Congress put upon it the burden "of determining the composition of that traffic."

Radio's only traffic commodity is the program. The FCC, thereby, as lawyers familiar with radio jurisprudence see it, is authorized by the highest tribunal to regulate programs.

That is only one of the broad new regulatory powers conferred upon the FCC. It is symptomatic of the kind of power that may be vested in other governmental agencies by Court decree or "judicial legislation." The newspapers definitely are in line for regulation of this character. The Associated Press case follows this pattern. The question of newspaper ownership of stations is inextricably interwoven in the Frankfurter opinion. Multiple ownership of stations is decided by something more than mere inference.

The Court appears to give the FCC the precise formula it may use in wielding these extraordinary powers. Newspaper ownership or multiple ownership, or regimentation of the marvellous new public services destined to blossom after the war—television and FM—could be accomplished by adopting the language of the Frankfurter formula. Evidently all the FCC has to say, is that its policy rulings will, in the public interest, effectuate a "larger and more effective use of radio". The opinion skillfully tied together the ambiguous public interest clause with the wholly remote technical clause relating to experimentation. That's something for anyone having any stake at all in radio and its future to ponder.

Government attorneys may argue that these are rash and irresponsible deductions—that they constitute "dicta." But seasoned observers and those in high political office don't see it that way. That's why, we predict, much more will be heard in the halls of Congress and in the political campaign, about the Frankfurter opinion, the FCC's grab for power, and the "death knell" of the Constitutionally guaranteed freedoms.

What can be done? Congress, despite its lethargy on some legislative matters (and radio has been a step-child for about 16 years) is not prone to let usurpation of its powers go unchallenged. It hasn't permitted even the executive branch to take over its legislative functions. It wouldn't be disposed, we assume, to permit the courts to go afield.

Through some sort of legislative expression Congress should, forthwith, say that it never intended that the FCC should "control the traffic" in broadcasting. This might be done by a "sense of the Senate" resolution, or by a special enactment, lest the courts spread the Frankfurter philosophy to cover all administrative agencies and all media of expression.

At the moment, radio alone is in the switches. Tomorrow it may be the press. Radio must carry the ball initially at the hearings coming up on the White-Wheeler Bill. It may be unfortunte that a radio case is destined to become the vehicle for a knock-down political fight. That isn't of radio's choosing. The fact that the FCC hasn't yet invoked the broad authorities conferred upon it by the Frankfurter opinion doesn't mean that it won't. Meanwhile, it provides the FCC's power-grabbing majority with an unusually potent bludgeon to keep the boys—networks and stations alike—in line.

It's up to Congress to retrieve its authority—now lost under the Frankfurter opinion. And it's up to all those who believe in the freedoms to see that Congress *understands* the issue.

We Pay Our Respects To —



JAMES FREDERIC HOPKINS

OVER A COKE in a drug-store, James Frederic Hopkins, Ypsilanti, Mich., appliance business operator, met by chance the lawyer for the deceased owner of WJBK. A few weeks later, in the summer of 1930, Mr. Hopkins was enroute to Detroit, a 50-watt share-time radio station in the back seat of his car. On the front seat next to him was a metropolitan paper that went to some pains to point out that there was no clamorous demand for another radio station in the city.

Freddy Hopkins would be the last to question the truth of that statement. When he set up operations, using records exclusively and limiting commercials, he received some nice fan letters—but found time hard to sell.

The success of WJBK came later, when the station casually discovered that Detroit's foreign language population offered a fertile field for specialized programming. WJBK is now the big name in Detroit's foreign language radio. The station has sold nearly $1,000,000 worth of War Bonds to a foreign language population which had been described in a national magazine as "apathetic toward the war".

Freddy Hopkins is a native of Ypsilanti, born March 2, 1902. At 16 he left Ypsilanti high school to enlist in the Marines, where he was motorcycle orderly to the late Gen. Smedley D. Butler. In France, he was stricken with meningitis, recovering only after a long siege in hospitals abroad and home. After the war he finished high school and entered the U. of Michigan.

During his third year at the university, Freddy left school to buy a radio and appliance business. He was engaged in this when that accidental meeting over a coke brought him the 50-watt station, and a construction permit.

His first radio operations were at Ypsilanti, but in a matter of weeks he learned that the city was too small for its own station and too near Detroit to compete with the city stations. Seeking new capital to set up in the great motor city, he found two backers. One of them, Richard Connell, remains a partner in James F. Hopkins Inc., today—enterprises including two small war plants and the Michigan Music Co., distributors of Muzak.

In those early touch-and-go days, WJBK reflected Freddy's interest in sports. At one stage he planned to make it the outstanding local sports station, broadcasting Red Wing hockey games, professional and college football, and baseball.

But the telegraphic reconstruction idea caught on so well that more powerful stations, finding that important money was involved, outbid WJBK for the rights and network advertisers took over the play-by-play accounts by sheer weight of financial resources.

While this was going on, a free-lance salesman dropped in one day with an offer involving programs beamed at Detroit's Polish audience. The management accepted it reluctantly, even snootily. But the audience response was amazing and today WJBK has programs in 14 foreign tongues, its Polish programs alone using 50 persons and averaging four hours daily. The station operates around the clock with 250 watts.

WJBK's big war job is bringing Government messages to the foreign language group. Its foreign language program director, Stanley Altschuler, devotes full time to selling bonds, and the station has sponsored rallies, auctions and special drives.

In addition to his work at WJBK, Freddy Hopkins is vice-president of the Committee for Wartime Foreign Language Broadcast Control.

Shopwork is one of his hobbies. Others are hunting, fishing and raising flowers. He married Ruth Luscombe of Ypsilanti in 1922, and has two sons, Robert and Wallace.

Personal NOTES

EARL H. GAMMONS, CBS Washington director, left Washington May 30 for Cresco, Ia., where his father, Rev. John Gammons, was suddenly stricken ill. Last reports were that the elder Gammons was recovering.

GENE KRAEMER, former eastern advertising manager of *Scientific American Magazine*, has joined the sales division of the New York office of Joseph Hershey McGillvra Inc., New York.

CLAIR CHAMBERS, commercial manager of CKCW, Moncton, N. B., has joined CKSO, Sudbury, Ont., as manager, succeeding J. Woodill, who is in charge of the CKSO-*Sudbury Star* sales office at Toronto.

JOHN E. FLATLEY, former advertising manager of the Mission Orange Bottling Co., Chicago, has joined the Chicago sales staff of Weed & Co., station representative. Mr. Flatley was at one time with the advertising department of the Chicago *Tribune*.

W. M. ANGLE, president of Stromberg-Carlson Co. participated in a panel discussion at the National Assn. of Manufacturers conference on public relations in Cleveland, June 4.

BOB BOWLES has joined WGKV, Charleston, W. Va., as salesman.

BOB GARDINER, former manager of a Cedar Rapids collection agency, has joined WMT Cedar Rapids, as radio advertising account executive.

LYNN L. MEYER, account executive with D. S. Manson & Assoc., Minneapolis, has been named sales director of the Inter-Mountain Network, including KLO, Salt Lake City, Ogden, KOVO, Provo and KEUB, Price.

GERALD PATTERSON has been elected by the Board of Directors as assistant treasurer of the Iowa Broadcasting Co., operating KSO-KRNT, Des Moines, and WMT, Cedar Rapids. He has been with the firm since January, 1940.

BILL LOVE, formerly of CFCN, Calgary, Alb., and son of H. G. Love, president and managing director of the station, was recently graduated as a second lieutenant in the Canadian Artillery. Both sons of the owner of CFCN are now officers in the Artillery, Lieut. James Love having graduated from Gordon Head some time ago.

M. J. HUMPHREYS, commercial director of CFCF, Montreal, has been transferred to the Canadian Marconi Co.'s expediting department on war production. He is replaced by Perley E. Hiltz, former night supervisor of CFCF, who has been with the station since 1931.

MARK FINLEY, on leave as publicity director of Don Lee Broadcasting System, Hollywood, as intelligence officer with the Army in Ireland, has been promoted to captain of infantry.

SUB-LT. KENNETH LEIGHSMITH, Royal Canadian Navy, son of Ernie Smith, sales promotion director of CFCF, Montreal, has been graduated from McGill U. with the highest standing in electrical engineering. He has been awarded the British Assn. gold medal and first prize awarded by Montreal Light, Heat & Power Co.

Sylvester Q. Cannon

SYLVESTER Quayle Cannon, a member of the Latter-Day Saints Church Council of Twelve Apostles, and president of the Radio Service Corporation of America, operators of KSL, Salt Lake City, died last week at 77. Mr. Cannon has been presiding Bishop of the Latter-Day Saints from 1925-38, directing the financial affairs of the Mormon Church, and supervising 1,000 Bishops and 9,000 members of the Aaronic priesthood. His other activities included: president of the Deseret News Publishing Co.; engineering (City Engineer, Salt Lake City, 1913-25), and business. He was married in 1904, leaves a widow and seven children.

LT. COL. FRANK JENNINGS has been appointed director of public relations for the Canadian Army, it was announced by Hon. J. L. Ralston, Minister of National Defense at Ottawa. Jennings succeeds G. H. Sallans, who resigned to return to his post as general manager of British United Press, Montreal. Lt. Col. Jennings comes from St. John, N. B., where he was editor-in-chief of the *Telegraph-Journal* and *Evening Times-Globe*, affiliated with CHSJ, St. John.

LEONARD ERIKSON, new general sales manager of CBS, has returned to New York after West Coast conferences.

WENDELL ELLIOTT, staff member of KSAL, Salina, Kans., has been elected a city commissioner.

HAROLD DAVIS has been promoted to national sales representative of WCAU, Philadelphia, taking charge of the station's New York office. He succeeds Bob Street, resigned. Mr. Davis joined the announcing staff of WCAU last month. He had been with WDAS, Philadelphia, since the early days of radio as program director.

WILLIAM A. EVANS, sales manager of KGB, San Diego, has been elected president of the San Diego Advertising Club.

JOHN K. PAVLIS, account executive of WMT, Cedar Rapids, Ia., slated to become an ensign in the Naval Reserve, is to report June 1, at Cornell U. Bob P. Roberts, also an account executive, and now an ensign in the Naval Reserve, reported late in April to Fort Schuyler, N. Y.

MAURICE C. COLEMAN has left his post as commercial manager of WAGA, Atlanta.

Sarnoff on Symposium

DAVID SARNOFF, president of RCA, will take part in a symposium on "Science and the Future", in the second of NBC's post-war planning series, *For This We Fight*, on June 12. Broadcast will feature a discussion of future developments in the field of electronics, and other technological subjects, with Waldemar B. Kaempffert, science editor of the *N. Y. Times*, as moderator. Isaiah Bowman, president of Johns Hopkins U., will complete the panel. Series started June 5 [BROADCASTING, May 31].

Miller Named Trustee

NEVILLE MILLER, president of the NAB, was elected alumni trustee-at-large of Princeton U. at the recent annual meeting of the National Alumni Assn. Mr. Miller, before joining the NAB in 1938, was assistant to Harold W. Dodds, Princeton president, and business manager of the university.

Farmers Buy in Nearest Small Town

IN THE No. 1 Farm Market, small-town merchants do 61.5% of the retail business, according to Dr. Wendell R. Smith, U. of Iowa. First in total volume are retailers with annual sales of $10,000-$19,000, most of whom are in towns under 5,000 population, where farmers prefer to trade.



According to Dr. Smith, trading centers of the area may be divided into three types:

1. *Villages and small towns,* located about every 7 miles, supply convenience goods and services to adjoining territory.

2. *Larger towns, or county-seat towns,* found about every 25 miles, supply convenience goods and specialized services to larger trading areas.

3. *Small and medium-size cities,* on major transportation lines, rank higher in specialized services and shopping goods sales.

The No. 1 Farm Market, concludes Dr. Smith, is the complete reverse of the national pattern, since cities of 100,000 or more population account for only 10.6% of total retail sales.

Obviously, to influence sales in such a market, radio advertisers need a station programmed for that market alone. KMA is the only station devoting 70% of its time to the specific needs of the 3 million people in its 151 primary counties.

If you'd like to know what that means in results for advertisers, write for your copy of our latest Market Data Brochure.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.



FREE & PETERS, INC.
Exclusive National Representatives

BEHIND the MIKE

ISABEL GOLDTHWAITE, formerly an assistant information analyst for the Office of Price Administration, has joined CBS as an assistant in the research department under the direction of John K. Churchill. Miss Goldthwaite at one time was director of promotion and research at KSFO, San Francisco.

FRANK COFFIN, on the KGW-KEX, Portland, Ore., announcing staff since February, when he came from KXRO, Aberdeen, Wash., has been appointed chief announcer. Price Burlingame, who worked at KGW-KEX before becoming a teacher at a Bend, Ore., high school, replaces Mr. Coffin on the staff.

TOM SHANAHAN, announcer at WEMP, Milwaukee, before joining the Army, is now in the anti-aircraft artillery school at Camp Stewart, Ga.

SAMMY TAYLOR, announcer, and Gordon Bambrick, production director of KGW-KEX, Portland, Ore., are fathers of boys born within three days of each other.

MRS. RUTH F. CRANE, director of women's programs on WJR, Detroit, has been appointed to the advisory committee for WAAC recruiting in Michigan, by Maj. J. Bell Moran, director of WAAC recruiting in the area.

FRANK HOLLOWAY has joined WWL, New Orleans as announcer. He was at one time night manager of KXYZ, Houston, and has served with WMC, Memphis, and KWKH, Shreveport. He will be known as Jim Barry, to avoid confusion with announcers having names similar to his.

RUDY VALLEE, NBC star now a chief petty officer of the Coast Guard, has received a commission as lieutenant.

MRS. VELVA HAYDEN, from CKMO, Vancouver, has joined the staff of CJOR, Vancouver.

BILL HAMPTON, Hollywood writer of CBS on the weekly *Screen Guild Players,* has been inducted into the Army.

EDDIE FELBIN, freelance who conducts a number of commercial programs on Philadelphia stations, also known as Eddie First and Eddie Hovle on many programs, becomes a private in the Army Signal Corps May 31.

CLAIRE McMULLEN has taken leave of absence from the promotion staff of WFIL, Philadelphia, to attend the classes of the Summer Radio Workshop at New York U., New York. She will return to the station at the expiration of the summer course.

HENRY COOK, former announcer of NBC, Chicago, became second lieutenant in the Army Air Forces at Pampa, Tex., May 25.

HERB SHRINER, comedian featured on the weekly CBS *Camel Comedy Caravan,* sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has been inducted into the Army.

VINCENT ALEXANDER, announcer of KGER, Long Beach, Cal., is the father of a boy born on May 20.

ESTHER VAN WAGONER TUFTY, woman correspondent whose *Headlines From Washington* is heard over the Atlantic Coast Network from WWDC, Washington, 12:45-1 p.m. Monday through Saturday is taking a two-month vacation.

WILLIAM KIRSCHKE and Sanford Schlesinger, have joined KSO-KRNT, Des Moines, continuity and announcing staffs respectively. Kirschke replaces Jim Kelehen who is with the Army Air Forces. Meredith Case of the *Des Moines Register* has joined the news staff. Dan Lawrence, announcer is engaged to Helen Richardson, wedding planned this month.

WILLIAM P. DUNLAVY, one-time staff organist of KFWB, Hollywood, is now a sergeant with the headquarters detachment of the Army Transportation Corps, Los Angeles Port of Embarkation.

TOD RUSSELL, announcer and m.c. of CFRB, Toronto, is seriously ill in the hospital with a spinal abscess.

BILL MARTELL, formerly of KYA and KSAN, San Francisco, has joined the announcing staff of KFRC, San Francisco.

FRANK ALLEN, formerly of KVOR Colorado Springs, has joined the announcing staff of KLZ, Denver.

EARL McGILL, CBS producer-director, has been named producer of the CBS-BBC international exchange series *Transatlantic Call: People to People,* replacing Norman Corwin, who is still on the West Coast recuperating from an illness. The program has been extended through the summer, and is now heard Sunday at 12:30-1 p.m.

ISABEL TUOMEY has resigned from NBC's script division to join the Red Cross as staff assistant at one of the overseas clubs. She starts her training in Washington June 14.

LEO A. KEMPINSKI, composer, conductor and pianist, has joined NBC as a staff composer.

MIMS BOSWELL of Koscuisko, Miss., replaces Lawrence Watson as announcer at WCBI, Columbus, Miss. Watson enters the Navy. Mill McHan, chief announcer, has taken charge of the program and promotion depts., handling network traffic, announcing and libraries.

OLLIE REIHL has joined the production staff of WCAE, Pittsburgh. Bob Nellis, announcer, has enlisted with the Marines.

ROSEMARY STANGER is to be the first woman announcer at WOWO-WGL, Fort Wayne. Carolyn Reed, of Depauw U., takes her place as program supervisor of W49FW, Fort Wayne.

KEITH HIGGINS, war program director of KFI-KECA, Los Angeles, has joined the Navy and reports to Camp Farragut, Ida.

LEE VINES, CBS announcer, has been assigned to the New York Philharmonic Symphony broadcasts, sponsored by U. S. Rubber Co.

EDDIE FIRESTONE Jr., who has portrayed Joey Brewster on the CBS *That Brewster Boy,* will be inducted into the Marines July 1. His last broadcast is June 11. He will receive preliminary training at San Diego and then be sent to Quantico, Va., for officers training. Arnold Stang, 19-year-old New York actor, takes the role.

JACK CAHILL, former producer of WBBM, Chicago, at present with the Army in Palestine, is now producer of *American Forces Broadcast.*

JIM BARRY, announcer of WWL, New Orleans, is the father of a girl.

BILL JEFFERY of WOL, Washington, is the father of a girl.

H. L. FISHEL, former assistant director of plays for the Federal Theatre, has joined WNYC, New York's municipal station, as program director. He did publicity for the World's Fair Corp., New York, in 1940.

BILL CAMP, freelance announcer, has joined the staff of KGER, Long Beach, Cal.

Service Award

CERTIFICATES for service were awarded WCPO-RKO Minute Maids in Cincinnati recently, each of whom had served 36 hours selling War Stamps and Bonds in local theaters and booths. Awards were given at a banquet, with the ceremony broadcast by transcription on the regular WCPO *Minute Maid* program the following evening.

CLARENCE WORDEN, for the last four years with the CBS press information department, on May 27 was commissioned a Major in the U. S. Army, and reports to Washington June 8 as public relations officer for the Surgeon General's Office. Prior to joining CBS, Major Worden was reporter, advertising account executive and assistant to the general manager of the *N. Y. Daily News.*

IRVING BORDERS, promotion copy writer of CBS, Hollywood, has been elected 1st vice-president of Los Angeles Advertising Club. Robert L. Philippi, director of public relations of Union Oil Co., Los Angeles, was elected 2d vice-president.

DICK JOY, CBS Hollywood, newscaster, is assigned as announcer-narrator on *Downbeat,* transcribed musical show produced by the War Department for the AEF.

FRANCES TROY NORTHCROSS, home economics columnist of the Washington *Times-Herald,* has left WOL, Washington, to appear on a half-hour show, Monday through Saturday mornings at 9:30, on WINX, Washington.

JOHN BARTLETT, announcer of WTOP, Washington, is to marry Jeanette Murphy of the auditing department of WINX, Washington, on June 19.

P. E. BROWN, former superintendent of maintenance of WCCO, Minneapolis, has been named office manager, replacing Emmett J. Heerdt Jr., who has joined New York Radio Sales. John Raleigh, news analyst and former CBS foreign correspondent, has been initiated into the Sigma Delta Chi honorary journalistic fraternity as a professional member.

WILLIAM GIRALDIN, formerly associated with Marwick, Mitchell & Co., Los Angeles, public accounting firm, has joined cost accounting department of Universal Microphone Co., Inglewood, Cal.

(*Continued on page 36*)

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Which "Hartford" Are You Selling?

The Hartford Trading Area's 1942 Retail Sales were $475,739,000 (SM's est.). Of this total, the city of Hartford only had $185,-500,000. Moral: reach the entire trading area by using WDRC. Basic CBS for Connecticut.

"TODAY, IN BUSINESS AS IN LIVING, THE ESSENTIAL THINGS COME FIRST!"



Bread...and the Philadelphia Market

A loaf of bread? . . . the Liberty Bell? . . . the Philadelphia Market? . . . What have they to do with each other? Simply this...

The people of America know that bread is essential . . . Without it the Nation's dinner pail could be as bare as Mother Hubbard's legendary cupboard!

And the business men of America know equally well that advertising is essential . . . that advertising in *the right markets* is *doubly essential*—particularly now—or back they could go to the days of cracker barrels and oil lamps!

Philadelphia is one of those right markets . . . and KYW the *essential* station . . . because KYW, like scrapple, is to the Philadelphian's taste . . . its directed coverage saturates the market from the Appalachians to the sea. As one of the fastest growing victory centers in America, with an 80% increase in effective buying income in three years and a 21% increase in retail sales, the Philadelphia market of 5,500,000 people is yours with KYW.

KYW... PHILADELPHIA

One of Eleven Stations in
Eleven Essential Markets
Represented by NBC Spot Sales

Eleven stations which reach out to 55% of the radio families in the United States (primary areas only) . . . eleven essential markets where the buying power is 34.2% greater than the country's average.

Yes, eleven stations and markets as essential to American business for the maintenance of war and peacetime sales as bread and liberty are essential to Americans for the maintenance of life.

KYW • PHILADELPHIA

WEAF • New York	KOA • Denver
WRC • Washington	KPO • San Francisco
WMAQ • Chicago	WBZ-A • Boston-Springfield
KDKA • Pittsburgh	WGY • Schenectady
WTAM • Cleveland	WOWO-WGL • Fort Wayne

NBC SPOT SALES

One of a series on America's fastest-growing Victory Markets—Philadelphia

In The Fast Growing
SALT LAKE MARKET
It's
KDYL
UTAH'S
NBC
STATION
National Representative
JOHN BLAIR & CO.

TED SEALY, a former buyer and merchandiser in Cedar Rapids and Iowa City, recently released from the Army at Camp Wolters, Tex., has joined the continuity staff of WMT, Cedar Rapids, Ia. Wanda Montz, at one time radio editor of the Cedar Rapids *Gazette*, has moved from the WMT Waterloo studios to Cedar Rapids, as continuity writer. She replaces Paul Clark, who moved to KVOR, Colorado Springs.

MILTON SAMUEL, western division publicity director of BLUE, Hollywood, is the father of a girl, born May 31. Mrs. Samuel formerly was with NBC, San Francisco.

COLIN DAWKINS, formerly on the faculty of State Teachers' College, Trenton, N. J., has joined the production staff for all-night programs on WABC, New York, alternating with Robert Bell, and replacing Bill Barrett resigned. Robert E. Lee, formerly of the CBS engineer maintenance department, has been assigned as engineer on WABC's all-night programs, replacing Sydney Samuels, who has been transferred to the day shift.

FRANCIS S. OLIVER, for 15 years a director and producer, has been named an assistant director in the network operations department of CBS.

ALAN FISHBURN, former actor and freelance writer, has been appointed assistant to Kenneth MacGregor, program director of WGN, Chicago. Edmund Kahn, formerly of the program department, has been transferred to production.

LT. GEORGE H. GRIM, former radio director of the Minneapolis *Star Journal* and *Tribune*, has been promoted to first lieutenant.

BILL VANCE, writer-producer of WLS, Chicago, is father of a girl born May 25.

WAVE
DOESN'T
JUMP
FOR
JOY (Ky.)!

Chances are, WAVE doesn't even jump *to* Joy (Ky.)—much less *for*. But don't let that make you sad. WAVE *does* leap all over the big Louisville Trading Area, which, with 57.5% of Kentucky's buying power, is what counts in this State! To gladden your heart further, WAVE gives you this market at lowest cost—gets *listeners* because it's the only NBC station within 100 miles. Try WAVE, and you'll jump for joy!

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K. C. . . N. B. C.
FREE & PETERS, INC.
National Representatives

Bond Campaign To Be Stepped Up

Immediate Aim is to Prevent Slump in Series E Sales

TO HEAD OFF the dampening effect of pay-as-you-go taxation on Bond buying through the payroll savings plan, the Treasury War Savings Staff is planning a stepped-up campaign to open June 15.

Purpose of the drive will be to show that the new tax procedure does not constitute an additional income tax, is a pre-payment plan, and will not have an effect on family income appreciably different from the usual tax procedure. "Figure It Out Yourself" is the theme of the campaign, which will ask families to get together, add up their income from all wage-earners, and base bond purchases on the total.

Addressed to Workers

With the Press Section soon to issue a new clip and suggestion sheet to newspapers, Treasury's War Bond transcriptions are being tied in with the payroll savings drive. To boost worker allotments by $200,000,000 more a month, the campaign will have to enlist the support of 26,000,000 workers now regularly buying bonds out of wages, and 180,000 firms operating payroll savings plans. Ten percent is now a minimum objective, and much higher percentages are hoped for.

Radio transcriptions released in connection with OWI allocation plans will be addressed mainly to workers' families. In general, this excerpt from a one-minute Treasury transcribed drama is typical. Scene is laid in a war plant. The foreman, in conversation with several workers about payroll savings, says, "Add up your expenses—the least you can live on and need for taxes—subtract that from your pay and what's left is what goes into War Bonds."

Third Loan Coming

Third War Loan, to be held after Labor Day, is now under discussion by Treasury officials. The plan is expected to follow the pattern of the recently completed loan, with a big opening radio day and a concerted radio drive. As Secretary of the Treasury Morgenthau recently told a press conference, future war loans will be aimed primarily at the public, with offerings to banks made separately. Public bond drives will be made about three or four times a year.

Bank loans will be made either before or after public drives, depending on when the Government needs funds. This policy of concentrating on the public is expected to contribute to the anti-inflation program by cutting public spending power more directly.

In line with the new policy, War Savings Staffs and Victory Fund Committees have been consolidated into one bond sales organization. In the past, Victory Fund Committees have been engaged primarily in the promotion and sale of Series F and G bonds, which are bought at face value with interest paid periodically. Main job of the War Savings Staffs has been the sale of Series E bonds, largely through the payroll savings plan. State chairmen, reporting to the Secretary of the Treasury, will direct the merged organization. Sales of Government securities to commercial banks, mutual savings banks, insurance companies and bond dealers will be handled by the Federal Reserve Banks, which have been authorized as fiscal agents for this purpose.

McAVITY IN LINE FOR COAST SHOWS

WITH Dick Mack, Hollywood producer of the weekly NBC *Rudy Vallee Show*, sponsored by Sealtest Inc. (dairy products), taking leave-of-absence following broadcast of June 10, and his return in fall problematical, Tom McAvity is reported in line for the post. James McFadden, New York, radio director of McKee & Albright, agency servicing the account, has been on the West Coast interviewing producers and directors with McAvity reported taking over production for the summer.

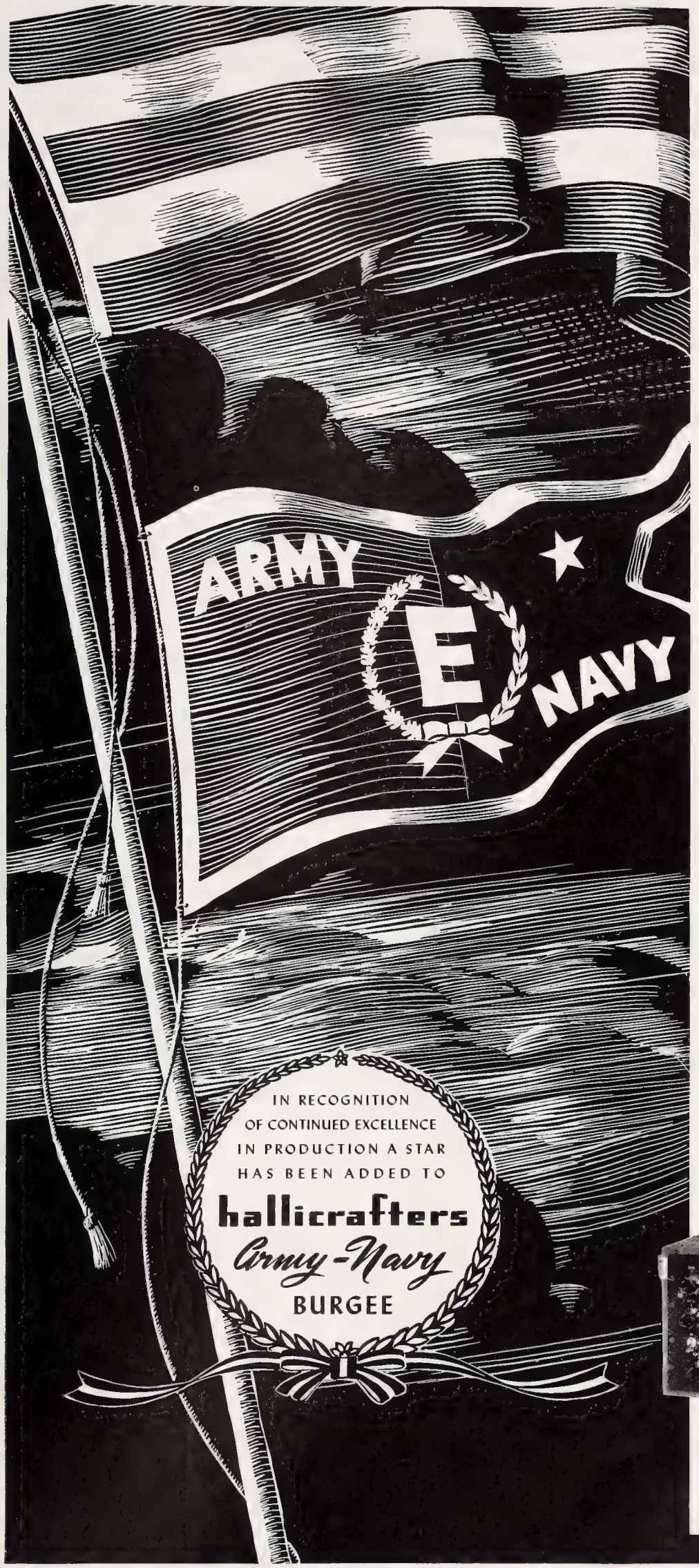
In addition to the *Rudy Vallee Show*, Mack is in charge of the weekly CBS *Blue Ribbon Town*, sponsored by Pabst Sales Co. for Warwick & Legler. McAvity has been producing the weekly half-hour CBS *Grapevine Rancho*, sponsored by Roma Wine Co., serviced by McCann-Erickson.

It is understood Vallee may be off the Sealtest program several weeks, either through receipt of a commissioned rank or by Navy directive. Meanwhile Jack Haley, comedian, has been signed for guest appearances on the June 10 and 17 broadcasts of that program. If Vallee takes his leave, it is likely that Haley will take over.

Vaughn de Leath

VAUGHN DE LEATH, 42, known as "The First Lady of Radio", died in Buffalo, May 28, after a long illness. Miss De Leath, a singer and composer, made her debut in radio in January, 1920, when she sang into an inverted gramophone horn microphone developed by Dr. Lee De Forest. In 1923 she became manager of WDT, New York. Although her radio activities were more extensive in the first dozen years of her career, she has done television work recently, and from August, 1942, to April of this year was heard on WBEN, Buffalo.

CBS
KTUC
TUCSON
ARIZONA
1400 KC
250 WATTS
AFFILIATED WITH
THE ARIZONA NETWORK
KOY, Phoenix - KSUN, Bisbee-Lowell
REPRESENTED BY JOHN BLAIR & COMPANY



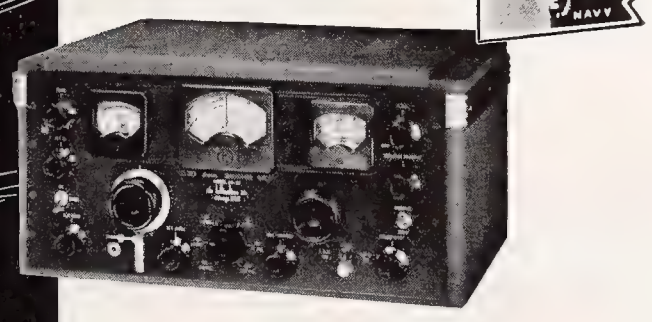
TO PRESERVE THE FOUR FREEDOMS!

. . . freedoms that are uppermost in the heart of every American. Workers in industry have toiled unceasingly to build peak production to enable their country to be the world's best equipped fighting forces to protect these freedoms.

The Hallicrafters employees have twice been cited by their country for excellence in production . . . once with the Army-Navy "E" Burgee . . . and now the addition of a star to this Burgee for continued excellence in producing communications equipment so vitally needed by our boys on all fronts.

This new honor will serve as an additional incentive to greater production.

BUY MORE BONDS!



hallicrafters
CHICAGO, U.S.A.

50,000 WATTS



Hanging Up Big Records!

•

Mail for May 1943—

UP 207%

over May, 1942

•

America's Fastest Growing 50,000 Watter on America's Fastest Growing Network

. . . . .

THE BLUE

•

ASK JOHN BLAIR

WWVA 50,000 WATTS
WHEELING, W.VA.
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
A FORT INDUSTRY STATION

Claims for Carter Liver Pills Are Attacked in FTC Action

Complaint Cites Allegedly False and Objectionable Statements Made by Heavy Advertiser

ADVERTISING claims of Carter Products Corp., New York, for Carter's Little Liver Pills are cited by the Federal Trade Commission in a complaint filed last week against the company and Street & Finney, its agency at the time material was being gathered for the complaint.

The Carter Co. has been a large user of radio for many years and at present is sponsoring spot announcements on many stations.

Chief among the claims cited by the FTC are those which purportedly represent the Liver Pills as an effective and competent treatment for constipation and for "sluggish liver", rendering the user "fit as a fiddle", "full of pep" and banishing such symptoms as "cranky disposition", "logy", "down and out" and "blue". Cited also is alleged disparagement of calomel and other laxative preparations and failure to warn the public of the potential danger of the preparation if taken by persons suffering from abdominal pains, nausea, vomiting, or other symptoms of appendicitis.

Use of the word "liver" in the name "Carter's Little Liver Pills" is misleading, says the complaint, because the preparation "contains no ingredient, recognized by competent medical or scientific authority, either alone or in any combination, as having any therapeutic value in the treatment of any condition, disorder or disease of the liver under whatever name designated." It is further asserted that the compound is "an irritant laxative or cathartic" which is declared to have no therapeutic action on the liver nor is it deemed a competent or effective treatment for constipation.

Many Claims Cited

Agency now handling advertising for the Liver Pills is Ted Bates Inc., New York. In addition to one-minute transcribed announcements on 164 stations throughout the country and a five-minute transcribed program, *Neighbors*, on WJZ and WOR, New York, Monday through Friday, *Inner Sanctum Mystery* is aired on 53 BLUE stations, Sunday, 8:30-9, with recorded repeat on 12 Pacific Coast BLUE stations Sunday, 9:30-10 p.m. (EWT). A transcribed serial, *Judy & Jane*, is on four Don Lee stations Monday through Friday, 5:45-6 p.m. (PWT). Ten stations are to be added June 20 to the *Inner Sanctum Mystery* live show, and one to the repeat on the same date.

Other claims and statements named in the complaint include the use of the following phrases alleged to describe symptoms of constipation which the preparation is said to relieve: "Discouraged", "depressed", "moody", "temperamental." The FTC asserts that "Carter's Little Liver Pills" are not an effective treatment for these and similar symptoms.

DO YOU KNOW THE ANSWER?
A radio feature developed and produced by The W. E. Long Co., is already an established success in radio . . . and now . . .
PSYCHO-ENTRANA
Copyright 1943, THE W. E. LONG CO., Chicago
A New W. E. LONG CO. RADIO FEATURE
FULL INFORMATION SUPPLIED JUNE 15, 1943, BY
THE W. E. LONG CO.
155 NORTH CLARK STREET
CHICAGO, ILLINOIS

Fada Institutional

FADA RADIO & ELECTRIC Co., Long Island City, 20-year-old manufacturer of radio sets and parts, is to start an institutional series on WJZ, New York, June 7, as sponsor of Henry J. Taylor, commentator, Monday through Friday, 11:05-11:15 p.m. Company has used radio on a limited basis in the past. WJZ contract is for 52 weeks. Agency is Sternfield-Godley, New York.

Edwards' Bond Score

WITH the sale of $4,101,000 in War Bonds in San Francisco May 30, Ralph Edwards travelling quiz program, *Truth or Consequences* reached a total of $185,133,344 in cash purchases of Bonds made during 12 weeks the program has been on the road. Following a broadcast from Glendale, Cal., June 5, the program will make the last of its bond-selling performances in nearby Oakland, remaining in that vicinity for the remainder of the season.

Keep It On!

GIVE money away? Try to do it, says Hooper White, WKZO, Kalamazoo - Grand Rapids, who works at giving genuine dollars to listeners. The other day a kindly old lady answered White's radio phone call—then interrupted to say, "Just a minute, young man—I'll be right back." After holding the phone—over dead air—almost a minute, White hung up politely, still wondering what happened. Calling back when the program was off the air, the give-away man heard this: "I had to get my hearing aid—and it takes two minutes to heat up."

WLW TO ENTERTAIN NATION'S EDITORS

RADIO will play a noteworthy part in the annual convention of the National Editorial Assn., Cincinnati, June 18-20, at which WLW will contribute prominently to the program.

At the annual banquet, which opens the convention, James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, will extend the welcome from citizens of the Queen City. Gov. John W. Bricker will be the principal speaker. The banquet will conclude with an elaborate stage show, "WLW on Parade."

At the Saturday luncheon session, WLW, in cooperation with BBC, will pipe in a closed circuit program from the editors of England.

Saturday at 10:30 p.m. the convention crowd has been invited to attend weekly broadcast of *Boone County Jamboree*, WLW's hillbilly show. Tours through new studios at Crosley Square have been arranged twice daily.

Macy on WNEW

R. H. MACY Co., New York, in addition to its recently signed 52-week contract with WHN, New York [BROADCASTING, May 31], last week started a series of half-minute transcriptions on WNEW, New York, for 52 weeks. Department store's contract, which went into effect May 24, calls for 19 announcements weekly, spotted throughout the day, for the most part on musical programs. Agency is Young & Rubicam, New York.

NEW SUBSCRIBERS to *Funny Money Man*, transcribed program produced by Allen A. Funt, New York, include KMYR KGBS WSM WJDX WGAN WMIN and CKOC.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

6 Billion Budgeted For Military Radio

Two Thirds of Sum For Army Needs; Balance for Navy

ARMED SERVICES will spend approximately 6 million dollars for electronic radio and radar equipment in the year from July 1943 to 1944, it was disclosed to Congressional hearings on the Army and Navy Appropriation measures. Of the total, about two-thirds is for the Army, with the remainder for the Navy.

The 1944 allocation for electronic equipment contrasts with the sum of about two billion dollars appropriated for military radio needs at the time of Pearl Harbor. Present requirements are understood to be for highly specialized and intricate types of equipment.

Most for Planes

A major portion of the Navy's appropriation will be used in radio equipment for 27,500 airplanes. Large airplanes require about $20,000 worth of radio and $30,000 worth of radar equipment, the House Appropriation Committee was told.

The Navy's Bureau of Ships has asked a quarter-billion dollars for shore radio, radar and underwater sound equipment for maintenance and operation of the Naval Communications System. More than 92% of this will be for combat equipment used by Marines in combat areas; the remaining for additional equipment for Naval Air stations and underwater harbor detection. The Bureau of Ships plans to procure 61 million dollars worth of radio and radar equipment for the British.



ANOTHER NOTED news commentator took to the air recently from Washington, D. C., when Jay Franklin began a 16-week series on WINX. Unanimous approval is evident as A. B. Fletcher, general manager of Embassy Dairy, sponsor, signs contract. At left is Lawrence Heller, president of WINX, and at right is Mr. Franklin. Program called *Something New in News*, is heard Monday through Friday at 6:15 p.m.

'Radionics' Catches On

THE WORD "Radionics" is taking hold, Com. Eugene F. McDonald Jr., president of Zenith Radio Corp., says in a personal note written on a brochure sent to the trade. The brochure announces the first issue of *Radionics* combined with *Radio News*, to be issued in July. Zenith has featured the term "Radionics" to cover radio and electronics.

Tavol on 13

SOUTHERN COTTON OIL CO., New Orleans, has expanded its spot campaign for Tavol, an edible oil, to a total of 13 stations in the eastern area. Transcriptions from one minute to a half hour in length are aired at varying frequencies on WCOP WFCI WBNX WOV WHOM WABY WIBX WAGE WBNY WSPR WTHT WELI WSAY. Agency is Tracy-Locke-Dawson, New York.

BESIDES PHIL BAKER, m. c. of the weekly CBS *Take It or Leave It*, sponsored by Eversharp Inc. (pens, pencils), the 20th Century-Fox film, titled "The Girls He Left Behind," now in production, will include a sequence based on the half hour quiz program.

Hearing Set in WPAT 50%-$50,000 to Flamm

HEARING on the application of WPAT, Paterson, N. J. for consent to transfer control from Frank B. Falknor, midwest chief engineer of CBS, and Rex Schepp, commercial manager of WIRE, Indianapolis, to Donald Flamm, former owner of WMCA, New York, was ordered by the FCC last Tuesday.

Mr. Flamm, now with the overseas branch of the Office of War Information, last fall purchased 50% of the station, subject to FCC approval, for $50,000. The remaining 50% is held by Lt. James B. Cosman, Bureau of Ships of the Navy, with 49%, and his wife, who owns one share.

Sparkletts Drive

SPARKLETTS Drinking Water Co., Los Angeles, in a 13-week campaign starting June 7, will sponsor an average of 25 five-minute newscasts daily on eight Southern California stations. List includes KMPC KFAC KHJ KRKD KPAS KECA KGFJ KFWB. Sparkletts also utilizes a daily quarter-hour newscast on KFI, with participation in *Homemakers Club* on KHJ. Firm in addition sponsors Fulton Lewis Jr. seven times weekly on the latter station. Agency is Raymond R. Morgan Co., Hollywood.

THE SONOVOX, which puts words into the sounds of formerly speechless objects, is the subject of an article, "How to Talk Like a Cow From Boston," in the *Saturday Evening Post* for June 5.

The "Lucky Coverage" Area

KWFT
WICHITA FALLS, TEXAS

Serving:
39% OF ALL TEXAS RADIO HOMES
56% OF ALL OKLAHOMA RADIO HOMES
PRIMARY COVERAGE 2,550,053

They not only Listen.. But they Buy!

of 800,000 PIECES of MAIL...
600,000 Included PROOF of Purchase

Among 2,550,053 people KWFT provides the dominating day-time signal — they have over a Billion-Dollar spendable income. — They listen to KWFT, and they BUY!

If you hope to reach the rich Texas-Oklahoma Empire, include KWFT on your schedule.

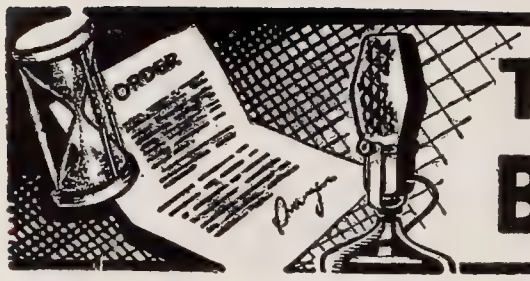
★5,000 WATTS
620 KILOCYCLES
THE CHOICE SPOT ON THE DIAL

COLUMBIA KWFT AFFILIATE

WICHITA BROADCASTING CO.
WICHITA FALLS, TEXAS

National Representative: PAUL H. RAYMER COMPANY

★5,000 WATTS DAY — 1,000 WATTS NIGHT



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

WFIL, Philadelphia

Evans Eye Lotion, Philadelphia, 6 *sa* weekly, 11 weeks, thru John Falkner Arndt, Philadelphia.
Lever Bros., Cambridge (Rinso), 19 *ta* weekly, 5 weeks, thru Ruthrauff & Ryan, N. Y.
General Foods Corp., New York (Post Toasties), 15 *ta* weekly, 26 weeks, thru Benton & Bowles, N. Y.
Allied Mills, Chicago (Wayne Feeds), 2 *sa* weekly, 7 weeks, thru Louis E. Wade, Fort Wayne.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 6 *sa* weekly, for 4 weeks, thru Compton Adv., N. Y.,
Philadelphia Record, Philadelphia (newspaper), 5 *sa* weekly, direct.
Freihofer Baking Co., Philadelphia, 10 *sa* weekly, 4 weeks, thru Richard A. Foley, Philadelphia.
Cooper Brewery, Manayunk, Pa., 5 *sp* weekly, 26 weeks, thru Earle Buckley, Philadelphia.
Keystone Macaroni Co., Philadelphia, 3 *sa* weekly, 13 weeks, thru James G. Lamb, Philadelphia.

WINC, Winchester, Va.

Fort Pitt Brewing Co., Pittsburgh, 130 *t*, thru BBDO, Pittsburgh.
Gardner Nursery Co., Osage, Ia., 13 *ta*, thru Northwest Radio Adv. Co., Seattle.
General Foods Corp., New York, 15 *ta* weekly (Post Toasties), thru Benton & Bowles, N. Y.
Lever Bros., Cambridge (Swan soap), 10 *sa* weekly, thru Young & Rubicam, N. Y.
Plough Inc. (St. Joseph aspirin), 4 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.
Plough Inc. (Mexsana), 3 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.
Lee Baking Co., Winchester, Va. (Southern bread), 25 *ta* weekly, thru Freitag Adv. Agency, Atlanta.
O'Sullivan Rubber Co., Winchester, Va. (heels), 10 *ta* weekly, thru Advertising & Sales Council, Winchester.

WLS, Chicago

All-Year Club of Southern California, Los Angeles, 1 *sp* weekly, 6 weeks, thru Foote, Cone & Belding, Chicago.
Haven of Rest, Los Angeles (religious), 3 *sp* weekly, thru Broadcast Adv. Agency, Los Angeles.
Vio Bin Corp., Monticello, Ill. (cattle remedies), 3 *sa* weekly, 8 weeks, thru Rogers & Smith, Chicago.
Ex-Lax Inc., Brooklyn, 9 *sa* weekly, 19 weeks, thru Joseph Katz Co., Chicago.
Gruen Watch Co., Cincinnati, 25 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.
Lever Bros., Cambridge (Lifebuoy soap), 17 *sa* weekly 6 weeks, thru Ruthrauff & Ryan, N Y.

WHN, New York

R. H. Macy Co., New York, *sa*, 52 weeks, thru Young & Rubicam, N. Y.
Gardner Nursery Co., Osage, Ia., *t*, thru Northwest Radio Adv., Seattle.
Philip Morris & Co., New York (Dunhill cigarettes), *sa*, 13 weeks, thru Biow Co., N. Y.
Goldmedal Products Co., Brooklyn (Scheer liquid hosiery), *sa*, 4 weeks, thru W. L. Vomack Co., N. Y.

WOR, New York

L. N. Renault & Sons, Egg Harbor City, N. J. (wines), 3 *sp* weekly, 52 weeks, thru Gray & Rogers, Philadelphia.
Elway Food Products Corp., New York (Vitamalt), 3 *ne* weekly, 52 weeks, thru H. A. Salzman Assoc., N. Y.

WBBM, Chicago

Sheldon Inc., Chicago (furs), 3 *ne* weekly, 52 weeks, thru Lieber Adv. Co., Chicago.

WKZO, Kalamazoo-Grand Rapids

Charm Kurl Co., St. Paul, 3 *sp* weekly, 4 weeks, thru Guenther Bradford Co., Chicago.
Ex-Lax Inc., Brooklyn, 5 *ta* weekly, 26 weeks, thru Joseph Katz Co., N. Y.
General Foods Corp., New York (Post's bran flakes), 15 *sa* weekly, 26 weeks, thru Benton & Bowles, N. Y.
Michigan Bell Telephone Co., Detroit, 14 *sa* weekly, 26 weeks, thru N. W. Ayer & Son, N. Y.
Morton Salt Co., Chicago, 10 *ta* weekly, 4 weeks, thru J. Walter Thompson, Chicago.
Northern Mutual Casualty Ins. Co., Chicago, 5 *ne*, 13 weeks, thru Standard Advertising, Chicago.
Roman Cleanser Co., Detroit, 4 *sa* weekly, 13 weeks, thru Gleason Adv., Detroit.

KFI, Los Angeles

National Biscuit Co., San Francisco (Shredded Wheat), 3 *ta* weekly, 15 weeks, thru Botsford, Constantine & Gardner, San Francisco.
United Drug Co., Boston (Rexall products), 7 *sa* weekly, thru Street & Finney, N. Y.
Norwich Pharmacal Co., Norwich, N. J. (Pepto-Bismol), 3 *ta* weekly, 26 weeks, thru Lawrence C. Gumbiner Adv., N. Y.
Douglas Aircraft Co., Santa Monica, Cal. (for employment), *sa* weekly, 13 weeks, thru Essig Co., Los Angeles.

KHJ, Hollywood

Nehi Corp., Columbus, Ga. (Par-T-Pak), 5 *ta* weekly, 26 weeks, thru BBDO, N. Y.
Ex-Lax Mfg. Co., Brooklyn, 5 *ta* weekly, 13 weeks, thru Joseph Katz Co., Baltimore.
Barker Food Products, Los Angeles (dehydrated soup), 3 *sa* weekly, 2 weeks, thru Erwin, Wasey & Co., Los Angeles.
Seaboard Finance Co., Los Angeles, 8 *sa* weekly, 52 weeks, thru Smith & Bull Adv., Los Angeles.

WABC, New York

Interwoven Stocking Co., New Brunswick, N. J., 6 *sa* weekly, 10 weeks, thru United Adv., Newark.
Manhattan Soap Co., New York (Sweetheart soap), 6 *sa* weekly, thru Franklin Bruck Adv., N. Y.
Paramount Pictures, New York (Five Graves to Cairo), 3 *sa*, *ta* weekly, thru Buchanan & Co., N. Y.
New York Telephone Co., New York (public service), 5 *ne* weekly, 13 weeks, thru BBDO, N. Y.

WJZ, New York

Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 5 *sp* weekly, 26 weeks, thru Joseph Katz Co., Baltimore.

WMAQ, Chicago

W. F. McLaughlin Co., Chicago (Manor House coffee), 5 *sp* weekly, 52 weeks, thru Ivan Hill Adv. Agency, Chicago.
Lever Bros., Cambridge (Lifebuoy soap), 40 *sa*, thru Ruthrauff & Ryan, N. Y.
Plough Inc., Memphis (St. Joseph aspirin), 7 *sa* weekly, 13 weeks, thru Lake-Spiro-Shurman, Memphis.
Hubinger Co., Keokuk, Ia. (Quick Elastic starch), 13 *sa*, thru Ralph Moore, Inc., St. Louis.

Camel Substitutions

MIXUP on booking of *Camel Caravan's* Jack Carson has been settled with plan to use five leading variety shows lined up by Music Corp. of America to substitute for Carson until *Caravan* goes off for the summer on July 2. Wm. Esty & Co., New York, Reynolds Tobacco agency, states each show will be a salute to armed services, starting with Bob Hope saluting the Army and the WAACs. Jack Benny, Bing Crosby and Fred Allen, with a fourth show to be selected, complete extensive substitutions. Difficulties on Carson contract arose from conflicting schedules for Camel cigarettes and Campbell's soups, now amicably settled, with Carson going on for CBS and Campbell June 2 as planned.

Summer Lineup

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), on June 30 replaces *Time to Smile* for 13 weeks with *Date With Judy* on 125 NBC stations, Wednesday, 9-9:30 p.m. (EWT). Packaged by James L. Saphier, Hollywood talent service, summer replacement show will feature Louise Erickson in the title role, with current lineup including Joe Kerns, Dix Davis and Bea Benadaret. Aleen Leslie is writer, with Felix Mills, musical director. Dave Elton is Hollywood producer of Young & Rubicam, agency servicing the account.

Radio Advertisers

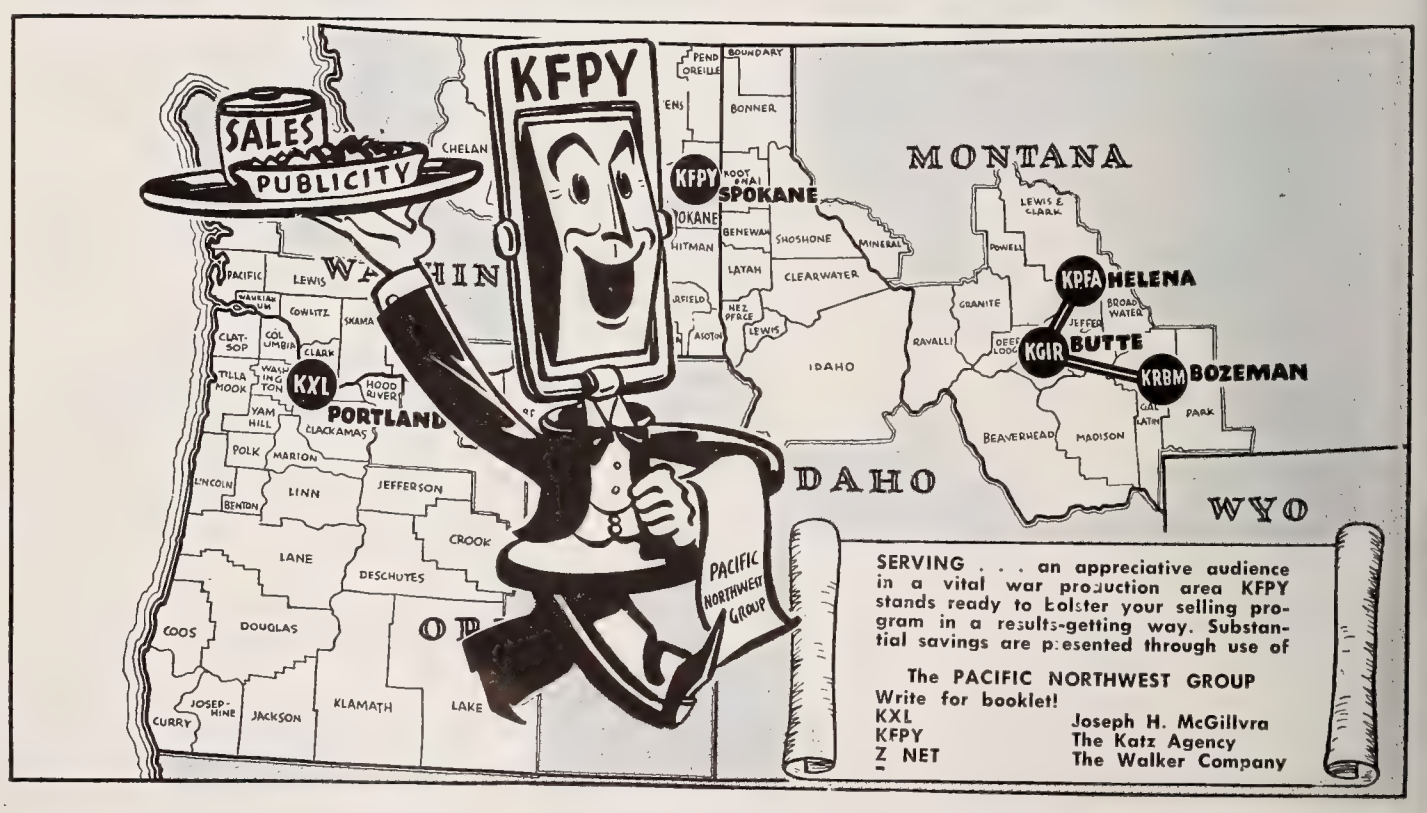
PIEL BROS., Brooklyn, sponsor of *It Pays to be Ignorant* on WOR, New York, on May 31 augments its radio schedule with a series of evening announcements on WCAU, Philadelphia, Monday thru Saturday. Spots consist of Sonovox and voice announcements. Agency is Sherman K. Ellis Co., New York.

SOUTHERN CALIFORNIA TELEPHONE Co., Los Angeles, to discourage unnecessary long distance telephoning, from June 1 to 5 used an average of two announcements daily on 20 Southern California stations. List included KNX KFI KECA KHJ KFWB KMTR KFAC KFVD KRKD KGFJ KMPC KPAS KWKW KGB KFSD KFMB KPRO KVOE KXO KIEV. In a similar three-day campaign preceding Memorial Day, the firm used three announcements daily on the same stations. Agency is The Mayers Co., Los Angeles.

WALTER LIVINGSTONE FAUST, vice-president and general manager of the Eastern Marketing Division of Socony-Vacuum Oil Co., New York, and John Crowther Case in charge of the company's foreign crude-oil producing operations, have been elected directors of Socony-Vacuum.

LOCAL LOAN Co., Los Angeles, as part of its 13-week Pacific Coast campaign with local office tie-ins, in mid-May started sponsoring a thrice-weekly ten-minute early morning newscast on KNX, Hollywood, and three participations per week in 11 a.m. news on that station. Schedule also includes a five per week quarter-hour recorded musical program on KFIO, Spokane, and KQW, San Francisco, with a similar weekly 15-minute broadcast on KOMO, Seattle. In addition, firm sponsors the twice-weekly quarter-hour transcribed news feature, *Soldiers of the Press*, on that station. Schedule will be expanded to include Portland and Sacramento stations. Agency is Hixson-O'Donnell, Los Angeles.

INNERCLEAN Co., Los Angeles (Herbal laxative), on 52-week contracts started in mid-May is sponsoring the six-weekly five-minute transcribed program, *Leaders of the United Nations*, on KWJJ, Portland, and KXA, Seattle. W. C. Jeffries Co., Los Angeles, has the account.



OWENS-ILLINOIS GLASS Co. is sponsoring a daily 25-minute network program on WWL, New Orleans, CBS affiliate, titled *Your Home Front Reporter*. A quarter-hour program devoted to the local OWI, which bore the same title, has been renamed *Calling All Civilians*.

MANHATTAN SOAP Co., New York (Sweetheart soap), has bought three participations weekly in the *Food Fair* on WEEI, Boston. Contract is for 13 weeks.

PENN TOBACCO Co., Wilkes-Barre, has renewed for one year participation in *Farmer's Almanac of the Air* on WEEI, Boston, for Julep cigarettees and has added Kentucky Club tobacco and Willoughby Taylor tobacco to the schedule.

UNION CAB Co., Portland, Ore., is sponsoring a weekly dramatic series on KEX, Portland, titled *Greece Fight On*.

THE MAY Co., Denver department store, has purchased six quarter-hours a week on KLZ, Denver, for a musical show titled *Maytime Is Your Time*.

AVION Inc., Los Angeles (aircraft equipment), new to radio, on May 24 started for 13 weeks daily participation in *Let's Face Facts* with Hal Styles on KFWB, Hollywood. Los Angeles Steel Casting Co. (ship casting) and Golden Rule Foundation (philanthropic), also new participants, started May 10 on 13 and 26 weeks contract respectively. Lockwood-Shackelford Adv., Los Angeles, services the accounts.

CHAS. A. STEVENS Co., Chicago (department store), on May 29 started weekly quarter-hour early evening broadcasts of *Foreign Affairs* with Clifton Utley on WBBM, Chicago. Contract, which is for 52 weeks, was placed by Frances Hooper Agency, Chicago.

ADAMS CLOTHES, Philadelphia, has signed a 52-week contract for a new series of half-hour nightly popular music programs on WIBG. Account placed through Dittman Agency, Philadelphia.

THEODORE KROHL Co., Los Angeles (Perma Plastic), new to radio, in addition to a twice-daily quarter-hour recorded musical program on KIEV, on May 22 started sponsoring a seven-weekly fifteen-minute newscast on KFAC. Agency is Milton Weinberg Adv. Co., Los Angeles.

LEE TRENHOLM, advertising manager of Underwood Elliott Fisher, Toronto, has been elected president of the Advertising & Sales Club of Toronto, succeeding Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters. G. Alec Phare, radio director of R. C. Smith & Son, Toronto agency, has been elected treasurer; R. A. Barford of J. J. Gibbons, Toronto agency, secretary; H. A. Kayes of Canadian Johns-Manville Co., vice-president.

Satisfied Sponsor

PLASTIC-BOUND report by Colgate-Palmolive-Peet Co., sponsor of a commercial program, is based on listeners reaction in Canada. The report presents unsolicited testimonials by individual listeners and heads of public institutions on *The Happy Gang*, said to be the oldest regular radio show in Canada. According to the latest Elliott-Haynes rating reports, this show is the most popular daytime program north of the border, including those coming from the south. The booklet also gives full-page pictures and a brief "who's-who" of radio personalities connected with the program.

HAVRILL Corp., Los Angeles (aircraft die-casting), in a one-week help wanted campaign started May 28 used daily one-minute announcements on seven stations in that area. List included KIEV KRKD KNX KFWB KPAS KFVD KHJ. Agency is West-Marquis, Los Angeles.

UNITED DRUG Co., Toronto (Bisma-Rex), on June 1 started transcribed announcement campaign on 39 Canadian stations. Account was placed by Ronalds Adv. Agency, Toronto.

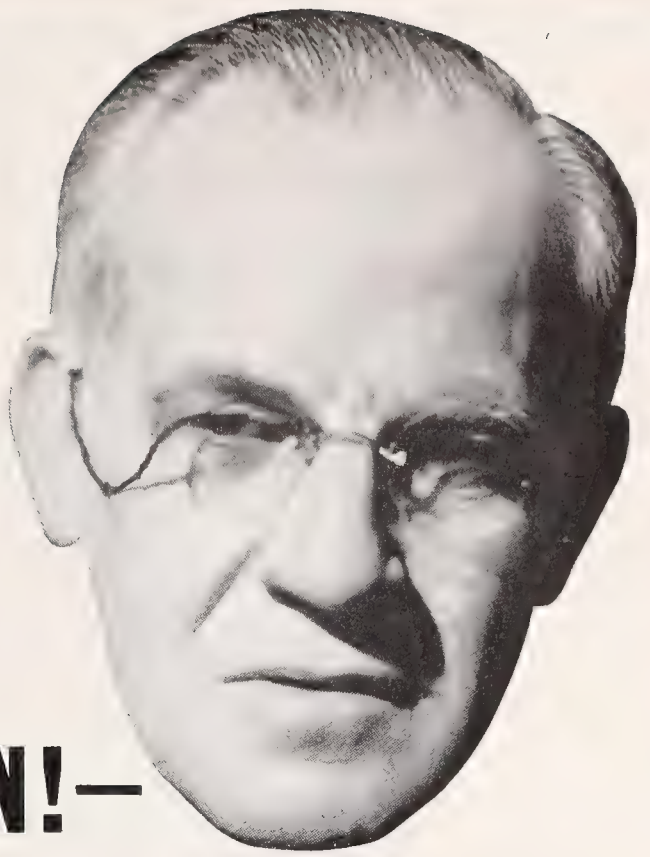
KIK Co., Montreal (soft drinks) has started thrice-weekly *Personality Parade* on Montreal stations. Account was placed by Associated Broadcasting Co., Montreal.

GEO. WESTON Ltd., Toronto (biscuits) on June 6 started on CFRB, Toronto, for the seventh consecutive year its Sunday evening community sing-song at Sunnyside Beach, Toronto, to an open air audience of 20,000. Program is produced by Frank Dennis, radio director of Walsh Adv. Co., Toronto.

UNION OIL Co., of Canada, Vancouver, has started morning newscasts on five western Canadian stations. Account was placed by Stewart-Lovick, Vancouver.

BANK OF AMERICA, NT&SA, San Francisco (banking chain) recently started participations, three times weekly on the *Emily Barton* program on KFRC, San Francisco. Agency is Charles R. Stuart Adv., San Francisco.

CALIFORNIA FICGO Co., Los Angeles (beverage), out of radio for six months, on May 24 started for 13 weeks three spot announcements weekly on KFI and KNX. Other West Coast radio is contemplated. Agency is Culbreth Sudler Co., Los Angeles,



Hey, LISTEN!—

why should I worry about SPARTANBURG?

NO REASON in the world to *worry* about Spartanburg, Mister! But we'll bet you a good cigar that you *are* worrying about towns and markets that are a lot less important—now *and* potentially, both!

Spartanburg, believe it or not, is the Center of South Carolina's biggest, fastest growing market—a market that forecasters say is destined for even greater significance *after* the War. Our 22-county area has 1,032,302 people. Industrial payrolls (1942) were $107,084,220. Farm products valued at $93,266,133. And all wrapped up and delivered by *one* radio station—WSPA—to the tune of a really amazing Hooper rating!

Won't you let us tell you all the facts—and maybe *save* you some worrying!? Drop us a line today!

Camp Croft's 25,000 soldiers just 5 miles away!

South Carolina's FIRST Station **WSPA** 5000 Watts Day 1000 Watts Night

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollingbery

CALIFORNIA COVERAGE

KFBK IN SACRAMENTO

IS THE MOST POWERFUL BLUE NETWORK STATION IN CALIFORNIA

KFBK is the station listened to most in Superior California



Represented by Paul H. Raymer Co.

McCLATCHY BROADCASTING COMPANY

WHEN YOU NEED AN UNBREAKABLE RECORDING BLANK



USE THE PRESTO MONOGRAM

. . . a paper composition base disc that will safely withstand mailing, all ordinary handling, shipment anywhere. Monogram discs are lightweight, unaffected by temperatures above 40°F. or excessive humidity, have a remarkably long shelf life.

While the composition base is not as smooth as the glass base used for the highest quality recording discs, the coating material is exactly the same, giving the same cutting qualities, frequency response and long playing life. Surface noise is slightly higher than that of glass discs but at the same time well below that of the best commercial phonograph records.

With metal discs withdrawn from use, the Presto Monogram has become the most practical disc for recording in the field, for recordings to be mailed to distant points and those subjected to frequent handling. Thousands of monograms are used by the military services of the United Nations and by the larger radio stations for delayed broadcasts. Made in all sizes, 6, 8, 10, 12 and 16 inches. Order a sample package of 10 discs today.

PRESTO
RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Mar. 6368 TORONTO, Hud. 0333 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Su. 8854 • SEATTLE, Sen. 2560 WASHINGTON, D. C., Shep. 4003—Dist. 1640

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Agencies

ELWOOD WHITNEY, vice-president and senior art director of J. Walter Thompson Co., New York, on July 1 will join Foote, Cone & Belding, New York, as vice-president serving in a major executive capacity.

KATHREEN FITZGERALD, Robert Kuhn, and Robert Forshew, have joined Ruthrauff & Ryan, New York, as copywriters.

LEONARD R. SCHOENFELD has joined Julian Gross Adv. Agency, Hartford, as vice president and account executive, coming from the F. W. Prelle Co., Hartford.

JOAN DAVIES has joined Hillman-Shane-Breyer Inc., Los Angeles, as radio copywriter.

JULIAN G. POLLOCK, head of the Julian G. Pollock Adv. Agency, Philahelphia, and Janet Lehman, of Dayton, were married in Philadelphia May 26.

H. PAUL WARWICK, president of Warwick & Legler, has returned to New York following Hollywood conferences with Dick Mack, executive director of the weekly CBS *Blue Ribbon Town*, sponsored by Pabst Sales Co.

GREEN-BRODIE, New York, has moved from 485 Madison Ave., to 420 Madison.

GENE POWERS, former copywriter of Leo Burnett Co., Chicago, has joined Blackett - Sample - Hummert, Chicago.

S. DUANE LYON Inc., New York, has acquired the accounts of Evans, Nye & Harmon, New York, following the liquidation of the latter agency May 31.

VICTOR VAN DER LINDE is serving in the newly-created position of radio director of St. Georges & Keyes, New York. Before forming an advertising agency which he continues to head under his own name in addition to his radio activities for St. Georges & Keyes, Mr. van der Linde was general sales counsel of NBC.

DONALD S. MANCHESTER has been elected to the board of directors, and made a vice-president of Foote, Cone & Belding. Mr. Manchester joined the agency five years ago.

RICHARD STANTON, former account executive of Sherman K. Ellis & Co., New York, where he specialized in grocery accounts, has joined Kenyon & Eckhardt, New York, as account executive.

E. H. SWEATMAN Jr., timebuyer of Newell-Emmett Co., New York, is resigning the middle of June to join Badger & Browning & Hersey, New York, as assistant to H. W. Mallinson, radio timebuyer. Mr. Sweatman will take over the duties of William D. Edouarde, who is due for induction in the Army.

CAL KUHL, former producer-director of J. Walter Thompson Co., Hollywood, has joined Biow Co. as executive radio producer for programs emanating from both New York and the West Coast. Mr. Kuhl, since he originally opened the West Coast office of J. Walter Thompson in 1933, has handled Bing Crosby's *Kraft Music Hall* series and has produced the *Rudy Vallee Show* and many broadcasts of *Command Performance* for our Armed Forces. At Biow, Mr. Kuhl will supervise the Eversharp and Philip Morris radio shows, as well as line up new program ideas.

JAMES FEHER, formerly of Bonwit Teller, Philadelphia department store, has joined Gray & Rogers, Philadelphia, as assistant in the production department.

J. H. KRAFT HEADS KRAFT CHEESE CO.

JOHN H. KRAFT, former executive vice-president and chairman of the executive board of Kraft Cheese Co., Chicago, since 1937 has been named president of the company. He succeeds his brother J. L. Kraft, founder of the business and for nearly 40 years head of the concern.

Closely associated with his brother for most of those years, John Kraft has been operating head of the company for some time, as well as a director and member of the executive committee of National Dairy Products Corp., of which Kraft has been a member company since 1930. J. L. Kraft has been made chairman of the Kraft board, and plans to remain active in the business, giving most of his attention to dairy developments affecting national and international relationships of the company.

Heads Chicago Club

M. GLENN MILLER, of the agency bearing his name, was elected president of the Chicago Federated Advertising Club at its recent annual meeting. Other new officers are: G. D. Crain Jr., publisher of *Advertising Age*, 1st vice-president; Josephine Mutter, public relations representative of Hotel Sherman, 2d vice-president; Edward A. Grossfeld, advertising manager, Baskin Clothing Co., 3d vice-president; W. Lane Witt, manager valve and fitting advertising, Crane Co., secretary. Re-elected treasurer was Chester L. Price, advertising and publicity manager, City National Bank & Trust Co.

Winius' 25 Years

ON HIS 25th anniversary with the agency, Enno D. Winius, president of Anfenger Adv., St. Louis, was honor guest at a surprise cocktail party given by his staff last week. Mr. Winius was given two gifts—a silver clock by the organization, and 5,000 aspirin tablets by Myron Northrop, vice-president of A. S. Aloe Co., a client for the full quarter century. Remarked Mr. Winius: "I haven't had a headache since 1918 that couldn't be cured by a few kind words from a sponsor."

ILONA MAGORY, office manager of Ruthrauff & Ryan, Hollywood, has retired to private life after nine years with the agency, having joined R & R when offices were established in Southern California. Betty Purcell Keith, well known in agency circles, succeeds Miss Magory.

CLARENCE E. HALE, former copy chief of Ruthrauff & Ryan, San Francisco, has joined the San Francisco office of Erwin, Wasey & Co.

HENRY HAAS, partner in Adrian Bauer Adv. Agency, Philadelphia, and captain in the provost marshal general division of the Army, has been called for active duty.

EDWARD BAKER, formerly of Pennsylvania Salt Mfg. Co., Philadelphia, has joined McLain Org., Philadelphia, as account executive and copywriter.

JULIAN A. MARTIN, producer and talent agent, has set up a production and management agency in the Paramount Bldg., New York, under the name Tiffany Enterprises. Executives include Walter Bower, new to the entertainment industry, and Phil Rubinoff, manager for 19 years of Dave Rubinoff, violinist concert artist.



QUIZZICAL EXPRESSION on the face of Mrs. Evelyn Freyman marks her as "Your Inquiring Consumer" on *Consumer Time*, ten-year-old Agriculture Dept. consumer program aired on NBC. Holding script is Arthur C. Bartlett, consultant in the Food Distribution Administration, with Johnny Smith (center) as "Your Consumer Reporter".

Decade of Service

DECADE of broadcasting the nation's oldest consumer show will be celebrated during the Saturday, June 12, broadcast of *Consumer Time* at 12:15 p.m. on NBC. Chester Davis, War Food Administrator, will speak from Washington; Frank Mullen, vice-president and general manager of NBC, from New York, and Mrs. John L. Whitehurst, president of the General Federation of Women's Clubs, from Chicago.

During the program's first eight years on the air, it was sponsored jointly by the Women's Clubs and the Agriculture Dept., which accounts for Mrs. Whitehurst's participation in the birthday show. Program usually gives facts on consumer problems through a dramatic incident, a discussion of specific subjects, and a brief talk by a Government expert. The anniversary broadcast will hark back over the last ten years to the days of food surpluses and low prices. Morse Salisbury, now Deputy Administrator in charge of Information, WFA, who appeared on the first broadcast as chief of USDA's Radio Service, will trace the evolution of present-day consumer problems.

AS A FURTHER step towards setting up a music library of its own, BLUE has purchased from Larry Funk, band leader, his library of popular tunes, started back in 1926. Network had already acquired orchestra leader Joseph Pasternak's library. BLUE continues, however, to use NBC's music library, on a rental basis.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Lowest Cost per Listener
In the Tri-City Area

TROY - ALBANY-
SCHENECTADY

WTRY

TROY, NEW YORK

1000 Watts
at 980 Kc.

The ONLY Basic BLUE Station
In Eastern New York

Represented by RAYMER

THOMPSON-KOCH IN MOVE TO NEW YORK

REORGANIZATION of Thompson-Koch Co. and removal of its headquarters from Cincinnati to New York was announced last week by Carl A. Baumgartener, president of the agency, who stated the move had been made to establish closer contact with clients. The New York office is at 101 W. 31st St., telephone PEnnsylvania 6-0612.

William S. Groom, former vice-president of Thompson-Koch, is now chairman of the board, while Pat Kelly, former production manager, is vice-president. The new secretary-treasurer is Stanley Sidgwick.

No radio is placed by the agency, although it placed advertising in media other than radio for various divisions of Sterling Drug Inc., including the Bayer Co., Charles H. Phillips Chemical Co., R. L. Watkins Co., and the Sterling Products Division. General Drug Co., New York, is also a Thompson-Koch account.

Floyd B. Odlum Elected Board Chairman of RKO

ELECTION of Floyd B. Odlum, president of the Atlas Corp., Wall Street investment firm, as chairman of the board of the 70-million-dollar Radio-Keith-Orpheum Corp., was announced last Wednesday in New York. He succeeds Richard C. Patterson, former executive vice-president, who became vice-chairman of the board.

Formerly controlled by RCA and Rockefeller Center Inc. interests, RKO stock has been sold by these companies during the past several years. The Atlas Corp. is understood to hold approximately 44% of the preferred stock and 46% of the common stock. RKO has no direct radio interests.

Mr. Odlum was one of the bidders for WMCA, New York, a couple of years ago and also has evinced interest in radio projects generally. It is presumed RKO, under his direction, will survey the television field in relation to the motion picture business. Mr. Odlum also had been mentioned several years ago as a possible appointee to the FCC.

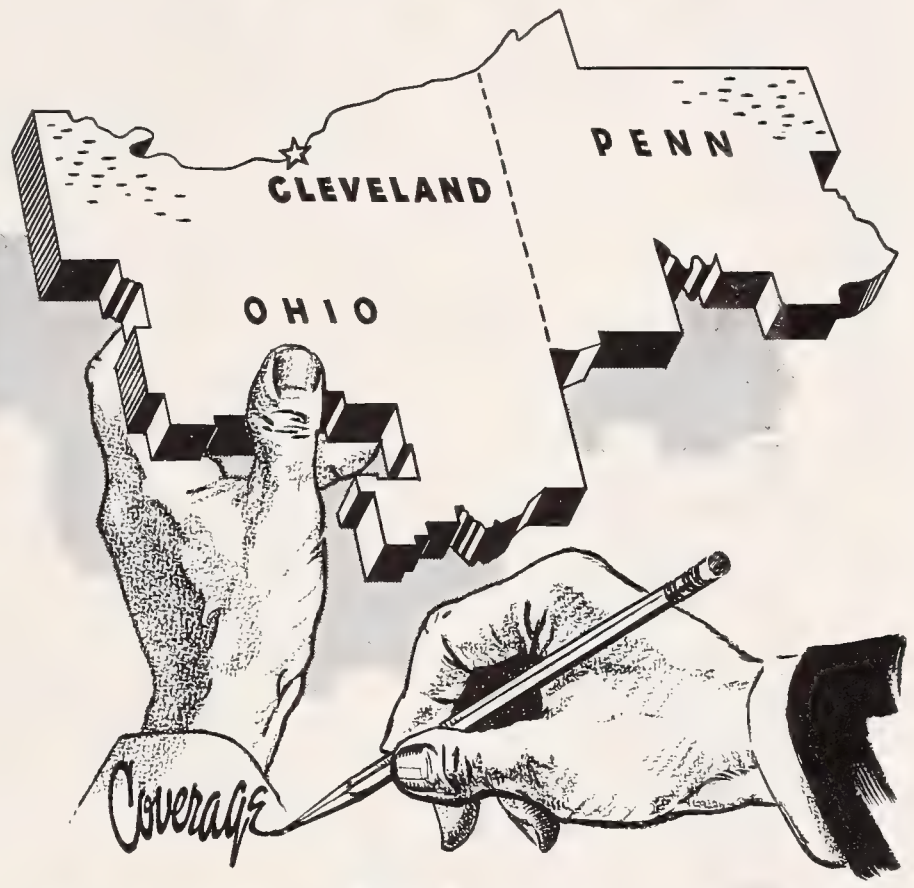
Radio Talent Featured

RADIO TALENT is featured in the Republic picture "Swing Your Partner", now being given national release. Line-up includes Lulu Belle & Scotty, vocalists on the weekly NBC *National Barn Dance;* Vera Vague, comedienne on NBC Bob Hope Show; Dale Evans, vocalist on NBC *Chase & Sanborn Show:* Ransom Sherman, comedian featured on CBS *Grapevine Rancho;* Richard Lane, of the NBC *Bob Burns Show;* George (Shug) Fisher of *Boone County Jamboree* on WLS, Cincinnati; Tennessee Ramblers, vocal quartette of WBT, Charlotte, N. C.

WINX, Washington, has been granted renewal of license by the FCC for a synchronous amplifier and waiver of two rules concerning operators and their hours at the transmitter. The WINX amplifier, and a similar one in use by WWDC, Washington, are boosters on the same frequency as the main transmitter which are operated by remote control. They are the only two authorized by the FCC for remote control operation, although WSAI, Cincinnati, has such an application pending.

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM



COVERAGE

1,253,600 families in WTAM'S Primary Area listen MOST to WTAM. For example:

**% of Radio Families Who Listen MOST at Night time to:*

	WTAM	STATION B	STATION C
CLEVELAND	69%	19%	10%
AKRON	61%	30%	4%
CANTON	86%	5%	..
LORAIN	75%	18%	7%
MASSILLON	84%	8%	..
WARREN	89%	3%	..
YOUNGSTOWN	71%	9%	18%

Yet WTAM costs only $.000073 per Family

*NBC 1942 Nationwide Survey

WTAM

CLEVELAND

NBC Network 50,000 Watts • Owned and Operated by NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

IN THE PACIFIC
his job will be easier
if you back him up
with war bonds.
★

in
St. Louis
your job will
be easier after
a good night's
rest at . . .
HOTEL
Lennox
EVERY ROOM AIR CONDITIONED . . .
NOISE-PROOFED . . . FROM $3.00

Galbraith, Grade Label Advocate, Quits But Labor Fights Maxon Plans for OPA

DESPITE the resignation of J. K. Galbraith, OPA deputy administrator and grade labeling advocate who had been sharply criticized by the House Interstate Committee studying OPA operations, the personnel worries of OPA Chief Prentiss M. Brown were far from over last week.

When Mr. Galbraith quit, without comment, on Monday, it was widely predicted that Lou R. Maxon, Detroit advertising executive, would become OPA's strong man, with a post equivalent to "general manager". As the week ended however, both the CIO and AFL informed President Roosevelt that they did not want Maxon in the job. Philip Murray, president of the CIO said after a Thursday meeting in the White House "we protested the appointment of a man who has the policies of Maxon."

OPA seemed to be caught in a tug-o'-war, with business and Congressional pressure favoring Maxon, while Labor strongly fought the appointment. Labor leaders explained that they felt Maxon was opposed to roll-backs and stabilization of prices, which they consider necessary "to ease the difficult labor situation in the coal fields as well as among workers in other industries."

Mr. Galbraith left OPA following the stormy hearings of the Boran Committee [BROADCASTING, May 31] which looked into standardization and grade labeling under a solution introduced by Rep. Halleck (R-Ind.). Even after he left this week, hearings on OPA grade labeling continued, this time before the Smith Committee investigating charges that OPA had exceeded its authority.

On Wednesday the Smith Committee heard Harold K. Bachelder, president of the Ladoga Packing Co., Indianapolis, charge that grade labeling necessitated "a very grave and radical change in the business methods of the canners". In a subsequent hearing, Alfred W. Ames, president of the California Packing Corp., said the order would have made it impossible for packers to advertise and "would dry up revenue which makes a free press possible." He said the regulations "were worked out by the professors down at OPA."

CBS News of Soldiers Is Sponsored by Squibb

HUMAN interest stories about American soldiers on all battle fronts will be told by Bob Trout, CBS London correspondent, in the new CBS Sunday series sponsored by E. R. Squibb & Sons, New York, as a replacement for thrice-weekly *Keep Working, Keep Singing America.* Starting June 13, broadcasts will be heard in the 8-8:30 period.

Titled *Calling America*, the program will bring personal news of servicemen to their folks at home. Walter Cassel will continue in the new series, with Victor Bay's 30-piece orchestra and a chorus. Producer and director will be Elinor Larsen, of Geyer, Cornell & Newell, New York. Jack Lewi will write.

Quiz for Duffy

QUIZ PROGRAM substituting during the summer months for *Duffy's Tavern* on the BLUE, beginning July 6, will be the audience participation show, *Noah Webster Says.* Haven MacQuarrie will act as m.c. Program, originating in Hollywood, will be heard at Duffy's regular time, Tuesday, 8:30-9 p.m., for 13 weeks. Sponsor of both programs is Bristol-Myers Co., New York, for Minit-Rub. Agency is Young & Rubicam, New York.

Buffalo Staff Changes

TO OFFSET losses resulting from demands of the armed services, WGR-WKBW, Buffalo, has recently added several announcers to its staff, according to BBC. These include Richard Barr, formerly of WSBA, York; Jack Eno, from WFBL, Syracuse; Alan Fort, from WEBR, Buffalo; Alan Gans, from WLEU, Erie; Ted Lingo, BLUE announcer at WKWK, Wheeling, and Roy Rowan, from WGY, Schenectady.

MAJORITY of listeners to Sydney Moseley's Mutual commentaries do not want bad news dramatized, but they do want a balanced commentary of good and bad news, mail analysis shows.



PIPE CLEANERS were only satisfactory means of cleaning silver tube through which 9-year old Joan Bates has breathed since babyhood. War stopped their manufacture, and a UP story from North Canton, O., reported that she had only 8 weeks supply. Then WCPO, Cincinnati, broadcast an appeal, and the pipe cleaners started flooding in. Bob Little, editor, and fellow newscaster of WCPO, spent two days telling listeners Joan's needs were supplied for the next ten years.

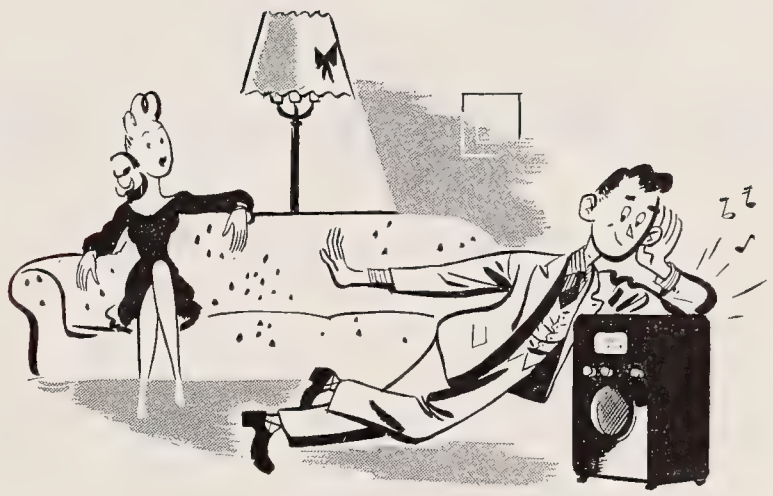
Heffelfinger Successor

CASANAVE & PEARSON Inc., advertising agency with offices at 1600 Broadway, New York, has succeeded the Heffelfinger Agency, which closed its New York offices June 1. Charles L. Casanave, motion picture and advertising executive, is president, and C. H. Pearson, general manager of the Heffelfinger Agency, is vice-president and general manager.

Plans for discontinuing the Heffelfinger Agency have been under way since last year when Totten Peavey Heffelfinger, president, entered the Navy. All accounts formerly served by the Heffelfinger Agency continue with the new firm, which retains the same staff. Edward P. Casanave, is vice-president and secretary.

New Lorillard Series

P. LORILLARD Co., New York, sponsoring Sammy Kaye on CBS, will start a second network show for Old Gold cigarettes July 9 on NBC. Series, to be heard Fridays 7:30-8 p.m., will feature Bob Crosby's Orchestra. Station lineup is not yet complete, according to J. Walter Thompson Co., New York.


MOST POPULAR STATION
IN THE WEST
CLEAR CHANNEL STATION
KFI
OF LOS ANGELES
Earle C. Anthony, Inc.
N. B. C. AFFILIATE • EDWARD PETRY & CO., National Representatives

WATL
COVERS ATLANTA
AT LOWEST COST
1400 KC
MBS
Represented by SPOT SALES Inc.

House FCC Probe Slated

(*Continued from page 14*)

surrounded the committee's inquiry into a number of cases, including the transaction involving WMCA, New York, sold in 1941 by Donald Flamm to Edward J. Noble, Life Saver Corp. head. Charges of duress have been made in connection with the transaction. The committee met last Thursday on the contempt citations, it is understood.

Commissioner Payne, whose present term on the FCC expires June 30, was appointed to the Commission as a Republican.

Chairman Cox told the press last Thursday the object of the inquiry is "to free all media of communications from the despotic control which the Commission has set up." He added: "It is not going to be a smear, nor will it be a whitewash. The inquiry will be fair, dignified and thorough."

Alluding to the efforts to have him disqualified as chairman of the committee, Judge Cox said: "I don't intend to be intimidated and run away from the task."

'Not a Smear'

Chairman Cox, in an interview with the Federated Press, left-wing news organization serving labor papers, indicated that public hearings would begin "in a few days". In a Washington dispatch dated June 1, Federated Press reported an interview with the committee chairman on the FCC inquiry. In it, Judge Cox was reported to have said that he could "smear James Fly and Clifford Durr as they have smeared me," but that "I won't." The dispatch added that Judge Cox said "we will open our hearings in a few days" and that he brought up his resolution for one reason only: "The newspapers insisted on it—certain newspapers and certain Government officials."

Also recounted was the story of the $2,500 check from WALB, Albany, Ga., to Judge Cox in alleged payment for legal services rendered in connection with a WALB application. Judge Cox said, according to the news report, that he had turned over stock in the WALB corporation valued at $2500 to his wife for charitable enterprises. Then the story concluded: "According to FCC records, the stock in WALB still stands in Cox's name, not his wife's."

Drew Pearson, Washington columnist and radio commentator, last week also loosed an attack on the Cox committee and its counsel in his syndicated *Washington Merry-Go-Round* column. It was generally thought the attack was inspired within the FCC.

Durr Plea Inactive

Meanwhile, the petition of Commissioner Durr to have Rep. Cox disqualified as a member of the investigating committee still languished before the House Judiciary Committee. Congressional observers indicated that it might remain there for good.

The committee discussed the Durr petition on May 27, but took no action. The matter was not even raised at two subsequent meetings. Members of the committee expressed doubt that it had jurisdiction to pass on appointments made by Speaker Rayburn, who named Judge Cox to head the five-man committee. Other members of the committee are: Edward J. Hart (D-N. J.), Warren G. Magnuson (D-Wash.,), Richard B. Wigglesworth (R-Mass.) and Louis E. Miller (R-Mo.).

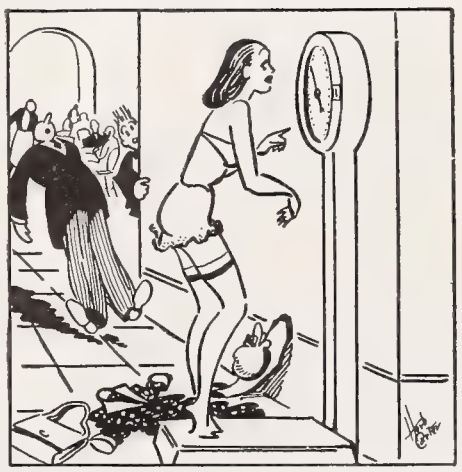
A report published in *PM*, which has strongly opposed the Cox inquiry and favored the FCC position, stated that some members of the Judiciary Committee felt that Judge Cox should resign from Congress. There was no confirmation of this in any responsible Congressional quarter. And it was chalked up as another episode in the campaign directed from within the FCC to scuttle the Cox inquiry.

Kopf Honored

HARRY C. KOPF, vice-president in charge of NBC Central Division, spoke last week at the convention of the Council on Candy as Food in the War Effort, meeting in Chicago. His subject was the NBC weekly program, *Washington Reports on Rationing*, sponsored by the Council. Mr. Kopf recently received an award of merit for his work in the aviation procurement program of the Army Air Force, and was also appointed national patron of honor for his support of the American program of the military order of the Purple Heart.

WMCA Buys Space

WMCA, New York, last week started an advertising campaign in New York's dailies, marking the station's first use of newspaper space on a regular paid basis. Drive is an experiment extending over a period of six or seven months, with the possibility being continued for a year, and expanded to other than Manhattan papers in the area if successful.



"The program director of WFDF Flint Michigan said I should do my practicing on scales."

KMBC Food Production Contest Receives Praise

CONTEST to stimulate food production was concluded recently by KMBC, Kansas City, with award of $50 War Bonds by Phil Evans, station farm expert. Entries were received from more than 10,000 school children in Missouri and Kansas who were required to write letters on measures employed on their farms to increase food output and conservation methods in the home.



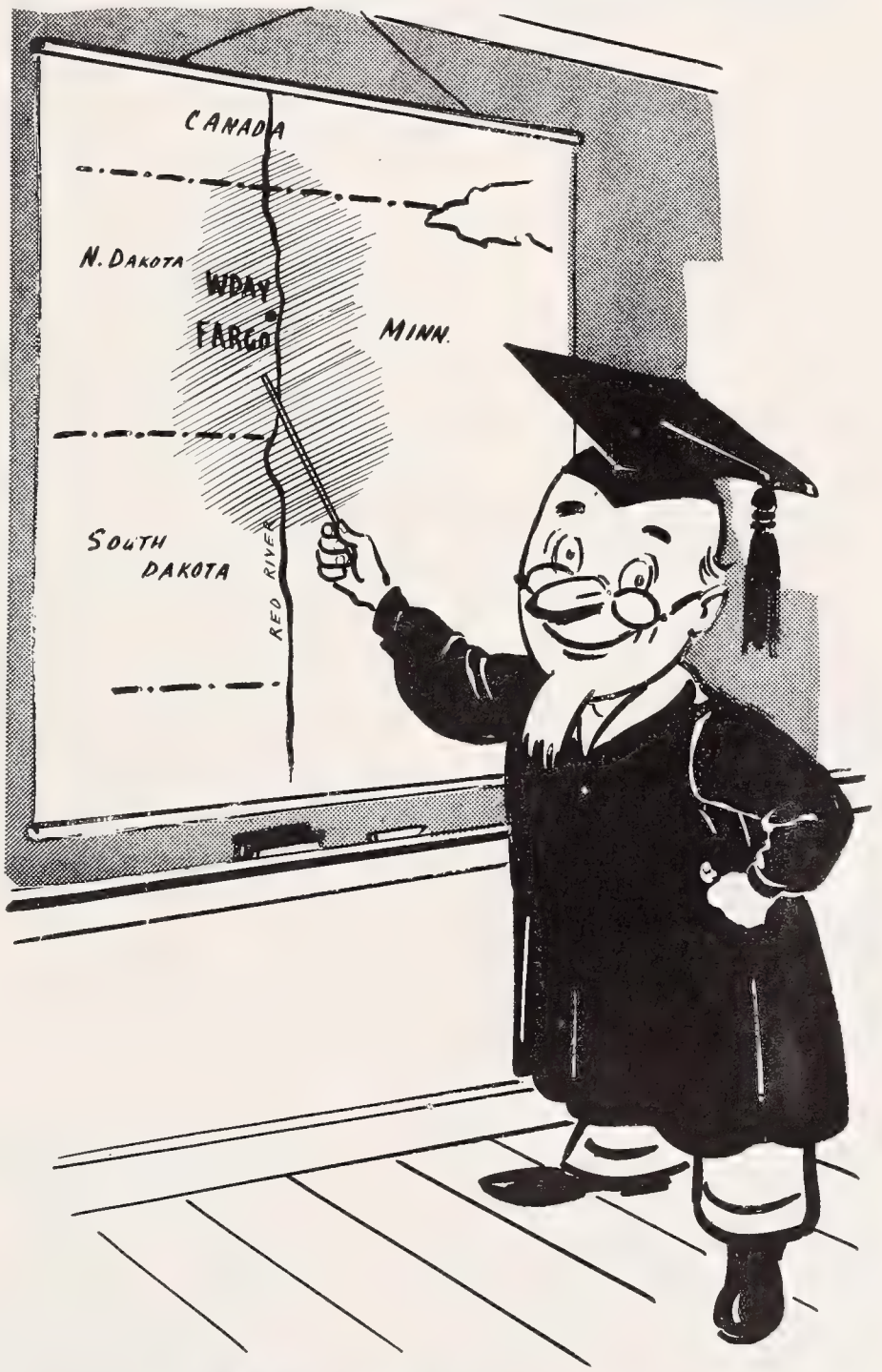
Mr. Evans

Lawrence Norton, Chairman of the Kansas War Board, praised the contest for its contribution to the war effort and in particular for stimulating more interest in food production. The contest was conducted by schools under the sponsorship of the Dept. of Agriculture War Board through KMBC.

Biow Names Kuhl

CAL KUHL, for 13 years producer of J. Walter Thompson Co., Hollywood, has been appointed executive producer of the Biow Co., according to announcement by Milton Biow, agency president, on June 1. Replacing Vick Knight who resigned in April, Kuhl will be headquartered in Hollywood.

"THIS HERE GLACIAL LAKE NOW MEANS BUSINESS FER SMART ADVERTISERS! IF YOU'D LIKE TO KNOW WHY—WRITE WDAY FOR A COPY OF THEIR NEW DATA BOOK!"



WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NAT'L REPRESENTATIVES



RESULTS BRING RENEWALS

Montgomery Auto Company started WINNvertising in July 1940. They're still with us!

WINN LOUISVILLE with WINN Your BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Stations Broadcast Special Appeals To Assist Public in Midwest Flood

AS FLOOD waters inundated regions along the Mississippi River and its tributaries, radio stations, as in 1937, swung into action, servicing wide areas with information and mobilizing relief. Reports have been coming in on the activities of stations in the flooded Midwest.

WLS, Chicago, at the personal request of Gov. Dwight H. Green, last Thursday broadcast from Beardstown, Ill., a word-picture account of the flood situation in that region. The special event was handled by Art Page, WLS farm director, while Don Kelly, special events director, assisted in working out the arrangements.

Sacks Wanted

WHBF, Rock Island, was called upon by the local office of civilian defense to broadcast an emergency appeal for sacks that would hold sand. The bags were to be sent to the Peoria area. Request for sacks was broadcast at 9 o'clock in the morning, and according to Col. Clyde R. Terry, executive director of the Rock Island County Defense Council, within 15 minutes after the broadcast, fire stations throughout the area were receiving them. At exactly noon a trailer truck loaded with 22,000 bags was on its way to Peoria, and by 3 o'clock 23,000 more had been collected and sent along to the flood area.

WMBD, Peoria, became the information source for the Peoria area. At the request of the Red Cross and local officials, the station remained on the air 24 hours for five successive days. Announcements were broadcast every half-hour on flood conditions, and large industrial concerns informed their employes when to come to work. The International Harvester Co., with 13,000 employes, changed from a three to a two-shift operation and changeover was made through announcements broadcast on the station. The station set up remote broadcasts from Beardstown on conditions of roads, etc. In addition, Boy Scouts were mobilized and appeals broadcast for sacks for sand. Immediate response to these appeals reinforced the levees at that junction.

Remote Lines Washed

The outlying districts of Quincy, Ill., were serviced by WTAD, Quincy. Although station remote lines to smaller towns were washed out, the station broadcast running bulletins and aided in the mobilization of the Illinois National Guard. Working with federal authorities and the Coast Guard, flood warnings and other information were broadcast under the direction of Roy Hampton, station news editor.

At first, KGGF, Coffeyville, Kan., broadcast only Weather Bureau releases about impending floods. But as the threat of disaster grew and KGGF was deluged with calls from officials and farmers concerning river stages at various towns in the Verdigris Valley, the station began to broadcast warnings in time for lowland dwellers to evacuate. Its flood service included summoning of the Civil Air Patrol.

When the Wabash River reached an all-time high of 27 feet, WAOV, Vincennes, Ind., aided in disaster relief, broadcasting emergency messages and carrying remote pickups from levees along the river and from flooded sections. Nearby George Field officials temporarily licensed a transmitter, completed in two sleepless nights by Ambrose Kramer, station engineer, to be used for evacuation messages. In answer to the local OCD appeal for trucks to carry people from flooded homes, 31 offers of trucks were received within a half-hour.

At the flood's height in the St. Louis area, Frank Eschen, special events director and broadcaster of KSD, presented an eyewitness account of the damage done by the turbulent Mississippi along with facts on the flood, as revealed by Capt. Stephen S. Yeandle, Coast Guard officer, and Col. Lawrence B. Feagin, Army engineer, who supervised flood control and relief.

Throughout the disaster areas, people clung to their radios as precious possessions, picking up additional bits of information as they waited to be evacuated. One listener was found sitting on a rooftop listening to his portable radio as he awaited rescue by the Civil Air Patrol.

Fort Wayne Floods

With 2,000 persons evacuated and many square miles under water in the region of Fort Wayne, WOWO-WGL played a significant role in the relief of flood stricken areas. Newscasters Bob Sherman and Fred Moore covered the disaster in shifts round-the-clock, giving flood news within seven or eight minutes after reports came through. The stations kept constant contact with control centers, and with health, water works, traffic, fire department and civilian defense authorities.

In addition to keeping the public accurately informed of local and national flood conditions, and broadcasting emergency traffic orders to prevent congestion in critical areas, the stations averted panic by spiking a widespread rumor that the Maumee dam had broken and that torrents were about to crash on Fort Wayne.

UNDER the auspices of ASCAP, a Rachmaninoff Memorial Concert will be given by the N. Y. Philharmonic Symphony Orchestra at Carnegie Hall, June 1, proceeds to go to the Armed Forces Master Records Inc. Organization purchases new records for distribution among servicemen.

PHILADELPHIA Orchestra has signed a long-term contract to record exclusively for Columbia Recording Corp.

Period Increases Allowed to Talent

Treasury Rule Clears Status Of Salaries Under Contract

RADIO artists may receive periodic salary increases called for by their individual contracts or may receive increases within the limits of the producer's salary rate range for the particular type of performance, leading or supporting roles, bit parts, guest appearances, etc., according to a letter from the Treasury Dept. received by the American Federation of Radio Artists last week. Copies of this letter and of the union's letter to the Treasury to which this is a reply have been mailed out to the AFRA membership for their information.

Text of Letter

Treasury letter, signed by Commissioner Guy T. Helvering, states, in part:

Periodic salary increases pursuant to individual contracts of employment of radio artists in the radio industry which are made from a salary rate of over $5,000 per annum, pursuant to a contract in effect on October 3, 1942, or from a salary rate of under $5,000 per annum, pursuant to a contract in effect on October 27, 1942, will not require the approval of this office provided the increases are reasonable in amount.

With regard to the question of salary rate schedules, it is the position of this office that producers may pay salary increases which are reasonable in amount to radio artists and to make salary payments to such artists within the limits of the producer's salary rate ranges which were in existence as of October 3, 1942. It should be noted that the highest salary paid on October 3, 1942, for any job classification is the limit beyond which salaries may not be increased without approval. A radio producer may file salary rate schedules which were in existence prior to October 3, 1942, but must file salary rate schedules established thereafter, with Regional Offices for approval. Such salary rate schedules should cover each radio program or programs being produced or to be produced and should contain:

(a) a salary rate range for leading roles, supporting roles, free-lance and spot artists (including bit players), and guest stars, and

(b) if the producer has or intends to establish a policy of regularly increased salary payments to employees, such salary policy should be reduced to writing and submitted with the salary rate schedule. Such policy should state the frequency and amount with which such increases are made, or are to be made, as, for example, at the end of each 13-week, 26-week, or 52-week cycle.

IT TOOK only two days for WMBG to sell 5,000 tickets for Bob Hope's appearance at the Mosque Theatre, Richmond, June 6. Tickets were sold at two large department stores to War Bond buyers.

WBNX 5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

BLUE LETTER TO AFFILIATES

TEXT of letter to BLUE affiliates, signed by Keith Kiggins, vice-president in charge of station relations, follows:

"In accordance with our previous advices to you, we have carefully considered the network regulations promulgated by the FCC and have discussed in detail with the members of your stations advisory committee the effect of those regulations upon our contracts.

"Since those regulations will probably become effective on June 15, 1943, we believe it to be in your best interest and ours to attempt as promptly as possible to arrive at an equitable adjustment of our contractual relations in the light of the regulations. With that end in view we have prepared and are forwarding herewith in duplicate a modification of our agreement which in our opinion will bring that agreement into complete conformity with the network regulations and which we believe you will find satisfactory.

"The enclosed modification has been discussed with Chairman Fly and he has indicated that it is in compliance with the network regulations.

"If you have any questions concerning the modification, please advise us at your earliest opportunity, otherwise, we shall appreciate your executing and returning one copy to us."

Accompanying letter follows in basic form, with some variations according to the location of the station and the amount of time its contract with the BLUE still has to run:

First Call

"This letter supplements our agreement for network affiliation with you dated. . . .

1. We are pleased to extend to your station the first call in its community upon BLUE network program service as permitted under Section 3.102 of the regulations of the FCC and accordingly the first paragraph of Section 1 of our aforesaid agreement entitled "network affiliation and program service" is hereby modified to read as follows:

"In order that your station may continue to serve the public interest, convenience and necessity by broadcasting programs of a quality and character generally beyond the reach of individual stations, BLUE will, at its own expense, extend its program transmission lines to your control board at your main studios and offer your stations the first call in the community in which those studios are located upon all BLUE network programs scheduled to be broadcast by a station in that community. Such programs will be of wide variety, including musical, educational, religious, sports, public affairs, international and special events programs.

"The network sustaining programs which we will offer to furnish are for sustaining use only and may not be sold by your station for commercial sponsorship or used for any other purpose, without our prior written consent."

2. Paragraph 2 of Section III of our aforesaid agreement is hereby modified to read as follows:

"III—Network optional time.

"(A-1) Insofar as Section 3.104 of the regulations of the FCC as amended Oct. 11, 1941, will permit, you hereby option us the hours designated below as network optional time, for the broadcasting of the network commercial programs which we furnish to you.

May Reject Programs

"Network optional time will be as follows (appropriate times according to the location of the station were inserted here):

"(A-2) Because of your public responsibility your station may reject any network program which you reasonably believe to be unsatisfactory or unsuitable or the broadcasting of which would in your opinion not be in the public interest or be less in the public interest than a program of outstanding national or local importance which you wish to substitute therefor, all in accordance with the provisions of Section 3.105 of the regulations of the FCC."

3. (This section set new expiration dates for contracts with more than two years to run, in accordance with the new ruling establishing that as a maximum time. Contracts expiring within the next two years retain these expiration dates.)

4. Each of the foregoing modifications shall become effective simultaneously with effective time of the particular regulations of the FCC to which such modification pertains and shall continue in effect for such time as that particular regulation remains in effect.

If the modifications herein proposed are satisfactory to you, will you kindly so indicate on the copy of this letter enclosed for that purpose and return that copy to us.

Frank L. Capps

FRANK L. CAPPS, 75, a pioneer of the American recording industry, died of a heart ailment last Wednesday night at Memorial Hospital, New York. He worked with Thomas A. Edison, inventing the spring-motor for phonographs, a vital part of the phonograph pick-up device, and held more than 50 other patents in that field. His shop, now devoted entirely to war work, is in charge of his daughter, Isabel Capps Rainey, who will carry on in his place.

WAR GAMES of the Army First Service Command, including a mock invasion of Massachusetts by paratroopers, were covered by the special events dept. of WTAG, Worcester. Broadcast included a pickup from the ARP Report Center, another from an observation post at the state armory, and explanations of the functions of defense units.

46%

($800,097,000)

OF ALL THE 1942 RETAIL SALES IN GEORGIA*

took place within the 0.5 mv/m daytime contour of WAGA.†

WAGA is the most economical medium to reach this huge market.‡

*** Statistics from Sales Management's "Survey of Buying Power."**

† Measurement by Ring & Clark, Washington, D. C.

‡ Ask Headley-Reed for a copy of WAGA's new study, "How to Get More Listeners per Dollar in the Atlanta Market."

WAGA
Atlanta
A FORT INDUSTRY STATION
5,000 WATTS
DAY & NIGHT
NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

KEEP THE NEST EGG

More and more, management is recognizing the necessity of keeping a nest egg of consumer goodwill ready for the day when peacetime production begins again. The steady increase in the volume of radio advertising since Pearl Harbor shows it. Because radio is the accepted medium for goodwill building.

Radio gives people something they value—entertainment—to remember you by.

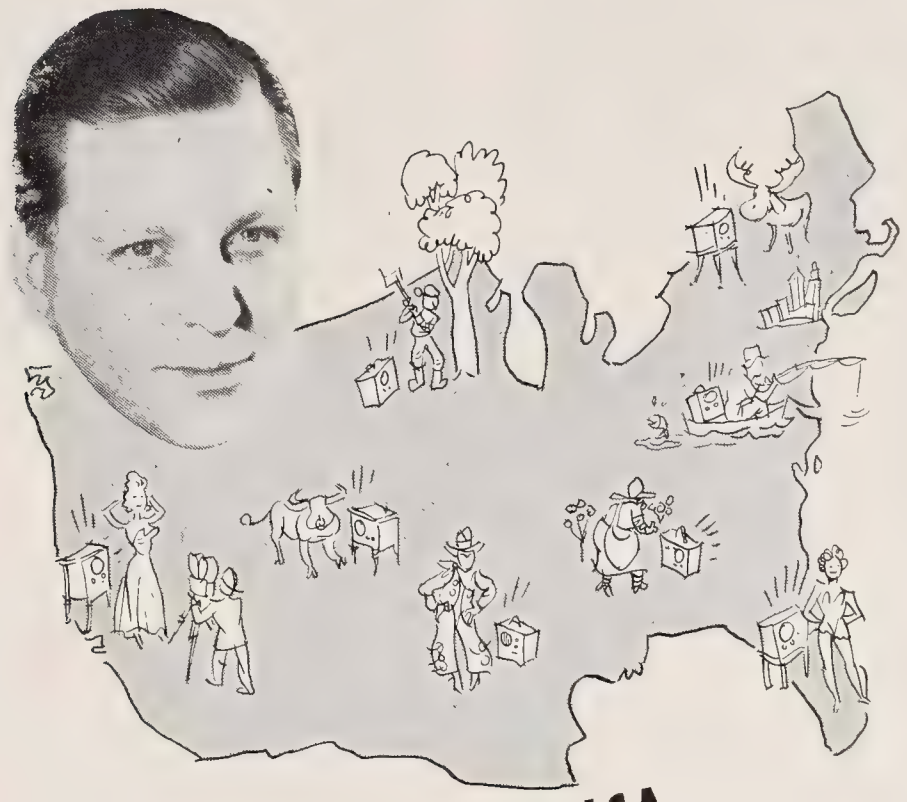
CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

Cosmetics Cited by FTC

CHIN-UP and Digitite, cosmetic preparations sold by L. R. Kallman, doing business as L. R. Kallman & Co., Chicago, have been cited for misrepresentation in radio and other advertising by the Federal Trade Commission. The only effect of either preparation, when used as directed, the complaint charges, is a temporary local astringent action which does not accomplish the results claimed.

ALTHOUGH technical and personnel problems for the BBC are more acute under wartime conditions, broadcasts to foreign countries have increased materially and domestic listening is definitely expanding, according to Edward R. Murrow, CBS London correspondent and European staff chief, now in this country for a short vacation. Mr. Murrow spoke at a New York luncheon in his honor given by CBS last Thursday.



ALL OVER AMERICA

PEOPLE ARE LISTENING TO

FULTON LEWIS, JR.

From Maine's woodsmen to California's cuties; from Florida's fishermen to Montana's ranchmen . . . everybody, from helper to executive, listens every night to the authoritative voice of Mutual's ace newscaster . . . Fulton Lewis, Jr. Indicative of his popularity are the reports of successful campaigns for advertisers sponsoring Fulton Lewis, Jr. Mr. Lewis has just celebrated the signing up of his 100th current sponsor . . . and many more are climbing on the Lewis bandwagon with all speed.

Last year Fulton Lewis, Jr. won the coveted DuPont award for the nation's best radio commentator. His name is one with which any sponsor would be proud to have his product linked. Sell him at your one-time quarter hour rate per week . . . Wire, phone or write WM. B. DOLPH, WOL WASHINGTON, D. C. . . . TODAY!

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

CHAIN BROADCASTING REGULATIONS

(As Amended May 28, 1943)

3.101 **Exclusive Affiliation of station.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization [1] under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

3.102 **Territorial exclusivity.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

3.103 **Term of Affiliation.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided,* That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

3.104 **Option Time.**—No license shall be granted to a standard broadcast station which options [2] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours [3] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m; 11:00 p.m. to 8:00 a.m.[4] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations

3.105 **Right to reject programs.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

3.106 **Network ownership of stations.**—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control [5] with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

3.107 **Dual network operation.**—No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided,* That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

3.108 **Control by networks of station rates.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

Effective Date of Regulations—These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order: *Provided,* That the effective date of Regulation 3.106 with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; *Provided further,* That the effective date of Regulation 3.106 shall be suspended indefinitely with respect to regional network organizations; and *Provided further,* That the effective date of Regulation 3.107 shall be suspended indefinitely and any further order of the Commission placing said Regulation 3.107 in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties.

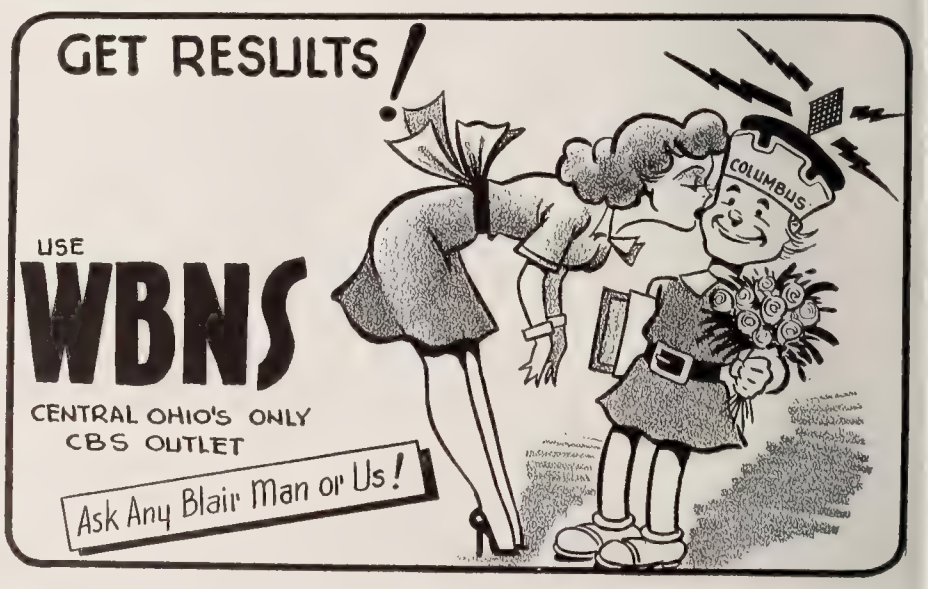
[1] The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

[2] As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[3] All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[4] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

[5] The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.



LAGUARDIA ACTION CONTINUES WNYC

CONTINUED operation of WNYC, New York, as a municipal station was believed settled by action of Mayor LaGuardia in vetoing practically all of the budget slashes made by the City Council, one of which would have deprived WNYC of support from city funds. The Council suggested that the City make money on the station by leasing it to a commercial operator [BROADCASTING, May 31].

Council has until June 10 to override the Mayor's veto, which restored all but about $50,000 of the $10,865,000 cut from the 1943-44 budget by the Council, but it is believed a practical impossibility for the supporters of the reductions to secure from the 26 Council members the 20 votes necessary to kill the veto. If the veto is not killed, the next year's budget will go into effect as revised by the Mayor, and WNYC will continue as before.

In explaining his veto on this point, the Mayor said: "The Municipal Broadcasting System of the City of New York is the outstanding and foremost non-commercial, publicly owned and operated broadcasting station in the country."

* * *

Continuation Urged

A PLEA for Mayor La Guardia of New York to insure continuation of WNYC as a non-commercial municipal station by vetoing a city council action cutting the station's $106,915 appropriation from the budget was written last week by Joseph Lang, general manager of WHOM, Jersey City. Plea was based on the station's programming record, and its service as a local coordinator of public service broadcasts.

Mr. Lang assured the Mayor his plea was "purely a businessman's view" "for I have no ax to grind commercially or politically". He pointed out that WNYC and WHOM were not in competition since his station caters to foreign language programs.

"The very presence of an independent, non-commercial station dedicated to civic public service, enlightenment, and the higher type of entertainment," Mr.Lang wrote, "is a healthy situation which should not be eliminated from the New York scene."

KVWC BROADCASTS
New Type Institutional Show For Waggoner Estate

TURNING for the first time to radio institutional advertising, the W. T. Waggoner Estate of Vernon, Texas, a vast ranch and oil property covering a half million acres, sponsors a new type of patriotic broadcast on KVWC, Mutual affiliate in Vernon. Aired three times weekly, the quarter-hour program, *Trails to Glory,* pays tribute to the men and women who have left "the fringe of the Waggoner Ranch to serve with America's armed forces."

Ninetieth broadcast in the series was aired June 1. Thomas Hudson McKee, promotion manager at KVWC, writes the scripts and gives the dramatized tributes. He shares the show with Manager W. D. Dixon, who presents biographical sketches of the saluted, based on a combination of questionnaires and personal interviews. Transcribed music and effects are handled by William Parady.

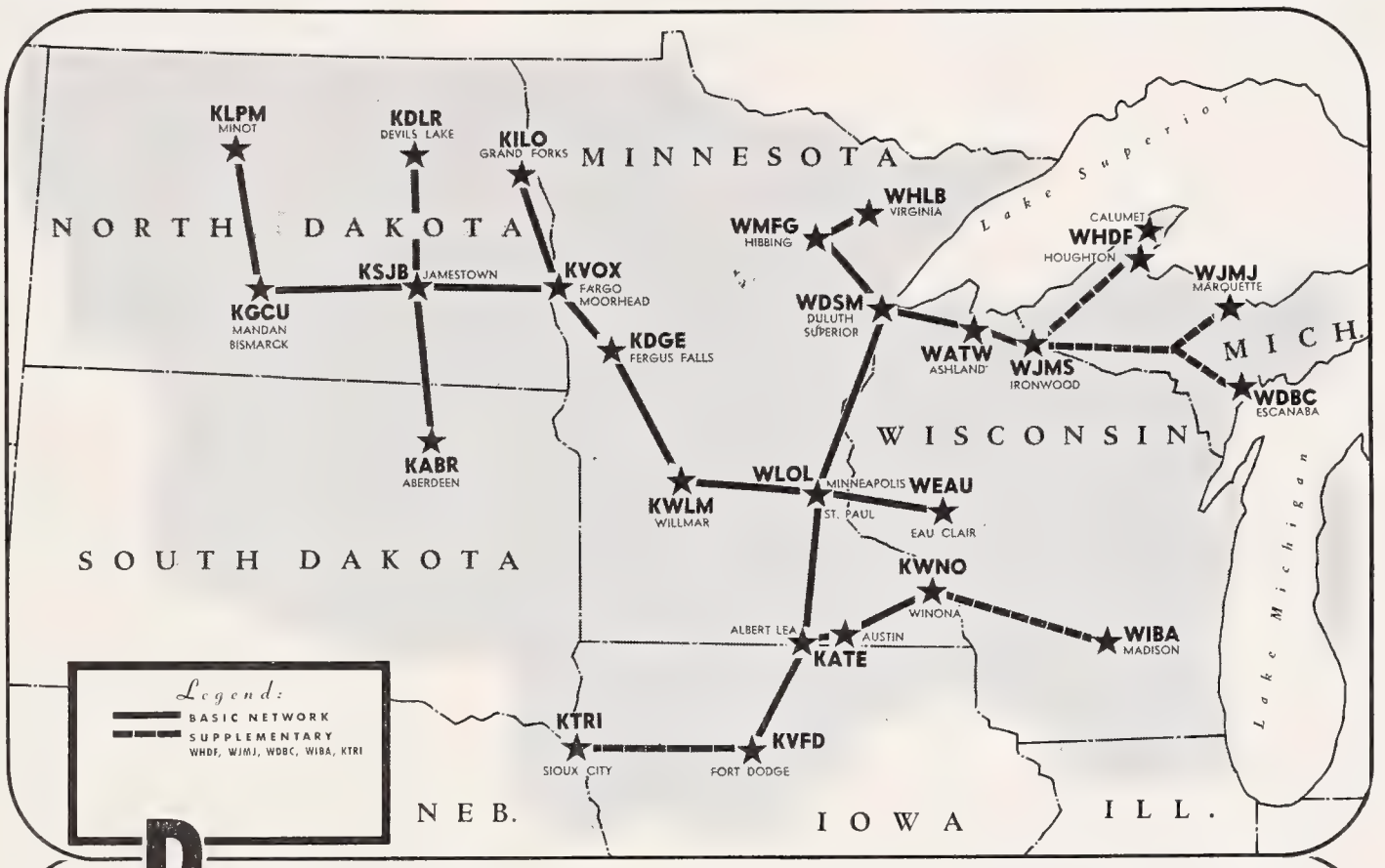
Copy of the script in a memorial folder and a personal letter from Mr. McKee goes to the family of each service man concerned, as a keepsake. Four women, two Army nurses and two members of the WAAC, have so far been honored on the program.

LILLIAN RANDOLPH (Birdie) of the weekly NBC *Great Gildersleeve,* has been signed for a singing role in a Republic film.

De Bow Named

PETROLEUM ADVISERS Inc., New York, announced last week that Tom De Bow had been named manager of the advertising and news department, which handles advertising of petroleum products marketed by the subsidiaries of Cities Service Co., New York. Elliott McEldowney, who handled advertising and news, resigned with James Delaney, June 1, to join Foote, Cone & Belding, New York.

MEREDITH WILLSON, formerly musical director of NBC *Maxwell House Coffee Time* and now captain in the Army Special Services Division, is composer of the novelty war song, "Ke-Toky-I-O", introduced on recent broadcast of *Chase & Sanborn Show.*



Beat Manpower-Distribution Problems...
Come to "Golden Acres"

Survey Just Completed on Rich, Vital NCBS Market to Help You!

Just made by North Central Broadcasting System for you . . . a complete, intimate study of manpower and distribution facts in this rich market . . . "Golden Acres." This valuable survey *tells you* the *leading food* and *drug jobbers* . . . *location* of their *branches* and *warehouses* . . . *number* of *salesmen* covering NCBS area . . . class A & B *retailers* . . . *products stocked* . . . *turnover.* These and many other vital facts you need to know about this great market are yours for the asking . . . to help you secure the shortest cut to greater sales and profits in America's "Golden Acres" where retail sales last year were $2,186,631,000. Write or phone us today for this helpful, profit-making study . . . and beat manpower-distribution problems in this 2-billion dollar market!

NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

New York
8 East 41st Street
Lexington 2-6892

St. Paul, Minnesota
Commodore Hotel

Chicago, Illinois
360 North Michigan Avenue
State 4214

U.P.

THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE

UNITED PRESS

The TEXAS RANGERS now

Selling Beer on WIRE

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

RADIO ADVERTISING TRENDS ANALYZED

RADIO advertising has shown the sharpest rise of all media and has increased in volume without interruption, proving itself the exception to the rule, according to a survey by Kenneth Davis of the Division of Industrial Economy of the Commerce Dept., writing in the June issue of *Domestic Commerce*.

Mr. Davis reported general advertising volume in the first quarter of 1943 increased 8% over the year before, with radio continuing its rapid pace and handling the greatest volume in its history.

Contributions of time and space in behalf of war bonds is regarded by Mr. Davis as "the most significant point of contrast" between advertising in the first quarter of 1943 and that appearing in the same period a year ago. "It is practically impossible today", he points out, "to read through any publication or listen to any series of radio programs without coming upon examples of the new advertising technique."

Discussing the increase in the volume of radio advertising, Mr. Davis declares: "As the youngest of the more widely used vehicles of advertising, radio is still growing strongly, and what its proportionate place in the field will be remains to be determined.

BETTY RHODES, star of MBS *The Fleet's In*, has been signed to a term contract by Paramount Pictures, and scheduled for leading feminine role in the film, "Rainbow Island".



ACTRESS 80 YEARS OLD is reading a testimonial from a 90-year-old listener on Noxzema's *Quiz of Two Cities* on WTIC, Hartford. In real life she is Mrs. Lihou, tax-collector of Bloomfield, Conn., and a great grandmother. Admiring "youngsters" are (l to r): Bernard Mullins, commercial announcer; Paul Lucas, co-producer of the show; George Bowe, m. c. The quiz involves Hartford, Conn., and Springfield, Mass.

Blue Stations Are Cited For Adult Education Aid

AMERICAN Economic Foundation, through its board of trustees, is giving awards to a number of BLUE stations for their contributions to adult education through promotion of public discussion. The BLUE's *Wake Up America* series is presented under the auspices of the Foundation. Designated as recipients of merit are stations located in those cities saluted as "honor cities" on the program during the past two years; also those which have cooperated in carrying the recent national intercollegiate debates sponsored by the Foundation, as well as the *Wake Up America* broadcasts from week to week. Stations receiving the commendation include: KGO KECA KQV WXYZ WJBO KSCJ WJHP WENR WRNL KFBI KUTA WSUN WJZ WEMP KOWH WTOL KJR WDEF KSO KGKO WTRY KABC WFIL WREN WFIL. Board will meet this week to select additional stations.

HOMER REPLOGLE, former branch manager of the Cleveland department of the Ohio Match Co., has been appointed sales manager of Harold H. Clapp Inc., Rochester, in charge of retail sales operations. The company uses radio for the promotion of its baby foods.

WATSON, DODD ITEM SNARES COMMITTEE

INABILITY of House and Senate conferees to agree on an amendment to the Urgent Deficiencies Bill which would have fired two FCC employes, Dr. Goodwin Watson and Dr. William E. Dodd, Jr., both of the Foreign Broadcast Intelligence Service, was a principle item holding up final action on the bill last week.

Conferees met and agreed on about 60 amendments, but were unable to come to terms on Watson and Dodd when House conferees refused to give up the House approved item striking the two from the payroll. The Committee members reported to their Houses for instructions.

Indications were that the House would continue to insist on dismissal of the two, together with Dr. Robert Morss Lovett, Government Secretary of the Virgin Islands. Rep. Vorys (R-O.), in a letter to his constituents, assailed Dr. Watson, asserting that he believed in overthrow of the American system by force and revolution.

MESSCHER & STOCK, Chicago (Fiego beverage), on May 29 started morning quarter-hour weekly newscast on WBBM, Chicago. Agency is Goldman & Gross, Chicago.

MEET A *Young Charmer* WITH A FUTURE

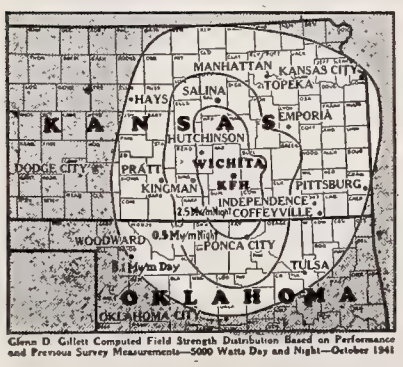


Photo by Montague Studios

Barbara McDowell is a Wichita "BOOM - BABY". "Boom - Baby" because she was born in a "Boom-Town". Facing a bright future because Wichita is a "Boom-Town" with a future. Barbara's dad is building for his family's future at Wichita's Boeing Aircraft plant.

Are you building your present and future sales in Wichita?

Today Wichita ranks first among all sales hot spots in the Middle West—and fourth in the entire country. KFH—the only full-time, 5000-watter in Kansas—is ready to do the job for you.



Glenn D Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1941

That Selling Station
In Kansas' Biggest, Richest Market!

KFH
WICHITA
CBS . . . 5000 WATTS DAY & NIGHT
CALL ANY
EDWARD PETRY OFFICE



NBC Submits Waivers to Affiliates

Hedges Informs Stations Regarding New FCC Time Regulations

FOLLOWING is the full text of the letter sent by William S. Hedges, NBC vice-president in charge of stations, to affiliates of that network, designed to make NBC affiliation contracts conform to the new FCC network regulations effective June 15:

"We hereby release you of any obligation you may now have to broadcast any network commercial program we may offer you if the program offered by us occurs at a time conflicting with the time for which you are committed to broadcast a program of another network or if the program offered by us is offered on less than 56 days notice to you or if the program offered by us does not occur within the following hours, New York City time: (Here are inserted times applicable to each time zone).

Broadcast Obligations

"The aforementioned waiver with respect to your obligations to broadcast our network commercial programs is made, however, with the understanding that you will continue to broadcast each of our network commercial programs which you are already obligated to broadcast in periods of time outside the hours mentioned above, but in no event beyond the period for which we are presently committed to the respective sponsors thereof to deliver your station.

"We further waive any rights which we may have under said contract which may be inconsistent with the provisions of section 3.105 of said regulations.

"We assume you will desire to waive any right which you may have under said contract which may be in conflict with section 3.102. In that event we hereby grant you the right of first refusal, good for seventy-two [72] hours, in your primary service area upon our network programs, provided, however, we shall have the right to permit any of our programs to be broadcast by any station now regularly broadcasting our programs or by any station which may be substituted therefor by us as an affiliate in the same community of any such station.

"Each of the foregoing waivers shall become individually effective at such time as the corresponding regulation pursuant to which the waiver is made becomes effective and shall continue in effect for so long as that regulation is in effect.

"As you recall we have previously waived all rights under said contract which may have been inconsistent with section 3.101 and 3.103 of the regulations.

Contract Expiration

"With respect to section 3.103, we will assume unless we hear from you to the contrary that our contract shall expire two years after the effective date of this section with the undersanding that should this section be subsequently modified or be made ineffective within a period of two years from the effective date thereof so as to make licensees having network contracts extending for a duration longer than two years eligible for a renewal of their license, it is agreed our contract shall expire on the date presently specified or on the latest day permissable under any such modification, whichever date shall earlier occur. The foregoing change in expiration dates shall not affect, of course, any earlier rights of termination of either party which may now be contained in said contract."

[The above paragraph is included only in letters to stations whose present contracts with NBC have more than two years to run. Stations with contracts expiring in less than two years were notified that those expiration dates remain unchanged.]

GILLETTE SPONSORS ALL-STAR BASEBALL

GILLETTE Safety Razor Co., Boston, has purchased for $25,000 the broadcasting rights to the 1943 all-star baseball game between the National and American leagues, to be played Tuesday night, July 13, or at 1:30 p.m. July 15, if postponed. Game will be broadcast here on over 200 Mutual stations; in Canada through the facilities of the CBC, and will be shortwaved abroad.

The $25,000 as well as all other receipts will be turned over to the major league's baseball equipment fund to provide baseball equipment for the armed forces, according to Baseball Commissioner Kenesaw M. Landis, and J. P. Spang Jr., Gillette president, who made the announcement. Deal marks the first time that the all-star game has had an exclusive radio sponsor. Agency is Maxon Inc., New York.

Spots for "Dixie"

AN EXTENSIVE radio campaign to promote "Dixie", Paramount technicolor musical starring Bing Crosby and Dorothy Lamour, started June 10 on Crosby's *Kraft Music Hall* program on NBC, to which he returns after a sojourn in Mexico. Crosby will introduce music from the picture. His July 1 broadcast on NBC will also be dedicated to "Dixie" as the great rallying song of the South and to the "Fighting Sons of the South", with Dorothy Lamour as a special guest.

Prior to the picture's release in southern cities, Paramount has bought local spot announcements and station-breaks in Atlanta, Richmond, Charlotte, Nashville, Birmingham, New Orleans, Montgomery, Louisville, Dallas, Ft. Worth, Houston, Memphis, Newport News and Norfolk. Agency is Buchanan & Co., New York.

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT
Radio Homes Coverage
144,823
National Representative
Howard H. Wilson Co.
1290 K.C. BLUE NETWORK

Riding a Sure Thing
The Boise Branch of a Nation-Wide Mercantile Organization use KIDO "EXCLUSIVELY" and for the "FIRST TIME" in a Semi-Annual Sale.
The Boise Branch reached 109.74 of its Quota.
Place your money on a "SURE THING"
KIDO-BOISE, IDAHO


For more information consult John Blair & Co.

Always Popular Now More POWERFUL

The Voice of Baltimore
NOW
5,000 WATTS
DAY & NIGHT
600 KC
The Only Columbia Station in Maryland
★
Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

WCHS
CHARLESTON, W.VA.
Home of the world's largest synthetic rubber plant.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

5000 WATTS — 1330 KILOCYCLES
WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
ENGLISH • JEWISH • ITALIAN
The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.
HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

CBS Submits New Options to Affiliates

Local Time to Govern Contracts Under New Rules

CALLING upon its affiliated stations for cooperation and teamwork, CBS May 29 sent to its affiliated stations a detailed telegram blanketing in changes in contracts necessitated by the FCC's network regulations, scheduled to become effective June 15.

Specified in the telegram were hours to be optioned for each time zone, pursuant to the Commission's determination that local time rather than Eastern War Time would govern. The telegram, signed by Herbert V. Akerberg, vice-president in charge of station relations, pointed out that FCC Chairman James Lawrence Fly had "indicated that the modifications" comply with the regulations. Stations were asked to confirm the agreement by wire. Chairman Fly gave his assent, it is understood, late May 28, and the telegram was dispatched the following day.

Following is the full text of the CBS telegram:

"The affiliation agreement between us provides that the obligations under it are subject to all applicable FCC regulations. Since the FCC regulations applicable to stations engaged in chain broadcasting are expected to become effective on June 15, 1943, and in order that your affiliation agreement may comply with the applicable provisions of those regulations, we wish to notify you that:

"FIRST. So long as Section 3.101 shall be in effect, you will be under no obligation to refrain from broadcasting the programs of any other network organization, but it is equally understood that you are under no obligation to broadcast any programs of any other network organization.

Program Obligations

"SECOND. So long as Section 3.104 shall be in effect you will be under no obligation to accept any Columbia network program (a) on less than 56 days' notice or (b) for broadcasting during a period in which you are obligated by contract to broadcast a program of another network or (c) in any hours other than the following: (Insert 1, 2, 3 or 4 whichever is applicable). You are of course at complete liberty to accept network commercial programs which we may offer in hours other than those specified above.

"THIRD. So long as Section 3.105 shall be in effect, you shall be relieved of any obligation which would hinder or prevent you from rejecting programs to the extent that such obligations are inconsistent with Section 3.105.

"FOURTH. If the term of your affiliation agreement presently extends beyond June 14, 1945, such agreement will terminate June 14, 1945, provided that if Section 3.103 shall be rescinded or modified prior to that date, such agreement shall remain in effect until its present expiration date or such earlier date as may be permitted by such regulation. If the term of your affiliation agreement does not presently extend beyond June 14, 1945, but contains an option or options giving us the right to extend the term beyond June 14, 1945, the options which give us the right to extend the term of the affiliation agreement beyond June 14, 1945, are suspended; provided, however, that if and to the extent that rescission or modification of such section shall permit such options shall be reinstated.

"FIFTH. So long as Section 3.102 shall be in effect, we shall be released from any obligation which prevents us from furnishing any Columbia network programs to a station serving a substantially different area from that served by you or from furnishing Columbia network programs which you do not take to another station serving substantially the same area, except that we shall not offer any Columbia network program, whether sponsored or sustaining, to any other station which serves substantially the same area as your station without giving you first refusal of such program.

(Optional) The option time specified in SECOND above will necessarily be uniform to all stations in each time zone as no other would be at all practicable for either you or us as to sponsored network programs. Therefore, we are sure you will understand the necessity of foregoing your present exempt

CBS TIME ZONE OPTIONS

FOLLOWING are time options specified by CBS, by time zones, in its telegram making all affiliate contracts conform to new network regulations, effective June 15 (see Paragraph SECOND in text on this page):

Insert 1 for eastern time zone stations only is:

Mondays, Tuesdays, Wednesdays, Thursdays, Fridays, Saturdays, 9:45 a.m. to 12:45 p.m., 1 p.m. to 3 p.m., 5 p.m. to 6 p.m., 7 p.m. to 10 p.m., and on Sundays, 10 a.m. to 1 p.m., 1:30 p.m. to 3 p.m., 4:30 p.m. to 6 p.m. and 7 p.m. to 10 p.m. (all periods expressed in New York time current on the date of broadcast.)

Insert 2 for central time zone stations only is:

On Mondays, Tuesdays, Wednesdays, Thursdays, Fridays and Saturdays, 10:45 a.m. to 12:45 p.m., 1:00 p.m. to 3:00 p.m., 4:00 p.m. to 6:00 p.m., 7:30 p.m. to 10:00 p.m. and 11:00 p.m. to 11:30 p.m. and on Sundays, 10:30 a.m. to 1:00 p.m., 1:30 p.m. to 3:00 p.m., 4:30 p.m. to 6:30 p.m., 7:30 p.m. to 10:00 p.m. and 11:00 p.m. to 11:30 p.m. (all periods expressed in New York time current on the date of broadcast.)

Insert 3 for mountain time zone stations, except KGVO, KFBB and KTUC is:

On Mondays, Tuesdays, Wednesdays, Thursdays, Fridays and Saturdays, 11:45 a.m. to 12:45 p.m., 1:0 p.m. to 3:00 p. m., 4:00 p.m. to 6:3 p.m., 7:00 p.m. to 7:30 p.m., 8:0 p.m. to 10:00 p.m., and 11:00 p.m. t 12 midnight; and on Sundays, 11:0 a.m. to 1:00 p.m., 2:00 p.m. to 3:0 p.m., 4:30 p.m. to 7:30 p.m., 8:00 p.n to 10:00 p.m. and 11:00 p.m. to 1 midnight (all periods expressed i New York time current on the date o broadcast.)

Insert 4 for Pacific time zone stations and KGVO, KFBB, KOY an KTUC is:

On Mondays, Tuesdays, Wednesdays, Thursdays, Fridays and Satu days, 11:45 a.m. to 12:45 p.m., 1 p.n to 3 p.m., 4 p.m. to 6:30 p.m., 7 p.n to 7:30 p.m., 9 p.m. to 10:00 p.m., 1 p.m. to 1 a.m. and on Sundays, 1 a.m. to 1 p.m., 2 p.m. to 3 p.m., 4:3 p.m. to 7:30 p.m., 9 p.m. to 10 p.n and 11 p.m. to 1 a.m. (all periods ex pressed in New York time current o the date of broadcast.)

The words "optional" followin FIFTH were not included in the wir to stations. The two sentences betwee those words were included only i wires to Baltimore, Buffalo, Clevelan Columbus, O.; Detroit, Ithaca, Pitt burgh, Richmond, Worcester, Ceda Rapids, Dallas, Des Moines, Gran Forks, Kansas City, Louisville, Nash ville, New Orleans, Topeka, Siou City-Yankton, Salt Lake City, Por land, Ore.

TEST YOUR KNOWLEDGE OF PANAMA
1 What percentage of Panama's present population speaks English?
2 Name the Panama station that carries English programs exclusively every evening.
3 How can you tell your advertising story to the big, rich English-speaking Panama population?
1. 50% 2. HOK 3. HOK
Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City
COLON
PANAMA
SOUTH AMERICA
HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

ime in return for this new allocaion and our waiver of your obligaion to take network programs in imes other than those specified in aragraph SECOND is conditioned pon your foregoing your present xempt time. (Optional).

"You appreciate, of course, that he regulations do not in any way ffect present network business or resent network orders which have een accepted, or impair your comlete freedom to accept orders in he future which may be either ithin or outside of the hours speified under SECOND above.

"We have discussed with Chairan Fly the effect of the regulaions upon our affiliation contracts s outlined above and he has indiated that the modifications set orth above comply with the regulations. Please wire us your conrmation of the changes in our ffiliation relationship outlined bove.

"We are confident that with your oluntary and wholehearted coperation we can maintain a high evel of network commercial busiess for the benefit of all CBS staons and thus be able to continue n equally high level of sustaining ervice to you and to your listenng public. Our determination to rovide the very best possible netork service is not in any way anged by the fact of these regutions but will depend henceforth a far larger degree on your ecognition of the common probms which now face us as a netork organization and you as an ffiliated station."

Roma Spots

OMA WINE Co., subsidiary of chenley Distillers Corp., is supplementing its network advertising ith a spot radio campaign on ght foreign language stations. rive started May 23 and will conue for a year, using both live nd transcribed announcements. alian announcements are aired on COP WHOM WOV WPEN GES and KLS, and Polish anuncements on WGES WBNX and BNY, the latter station also rrying English commercials. oma Wine's revised CBS program arted June 3. Agency is McCannrickson, New York, and San rancisco.

C. J. Burnside Tells Growth of Radar As Developed, Built by Westinghouse

WESTINGHOUSE has been active in Radar production since 1937, C. J. Burnside, manager of the Westinghouse Radio Division said last week, adding that the firm is now making 41 times as much of the equipment as it did when the National Defense Program got underway in 1940.

During 1937, Mr. Burnside said, Westinghouse developed the key electronic tube for the first Army radar equipment for detecting enemy aircraft. He said this pioneering enabled the firm to place proven field radar apparatus in the hands of the armed forces several months before the attack on Pearl Harbor.

At Pearl Harbor

"It was one of the early Westinghouse radar units," Mr. Burnside asserted, "which detected and located Japanese planes some 30 minutes before they attacked on Dec. 7, 1941."

Mr. Burnside said that in addition to its mass production of the radar equipment, Westinghouse is continuing its studies of apparatus to "beamcast" radio waves, research which was begun nearly 10 years ago near East Pittsburgh, Pa. The work is carried on by specially recruited physicists and engineers in cooperation with the National Defense Research Committee, the Naval Research Laboratory and the Army Signal Corps.

"Beamcasting" was first demonstrated publicly by Westinghouse in 1933 at the Century of Progress Exposition in Chicago. Until a few years ago, however, the maximum power of the ultra short waves involved was about one watt. Equipment now used makes possible considerably more power for radar apparatus.

Mr. Burnside explained that one of radar's great advantages over the outmoded acoustic detectors, those large listening horns once familiar sights in news reels, is that radar travels at 186,000 miles a second—the speed of light—while sound travels at only 700 miles an hour, hardly double the speed of a fast bomber.

Writer Shortage

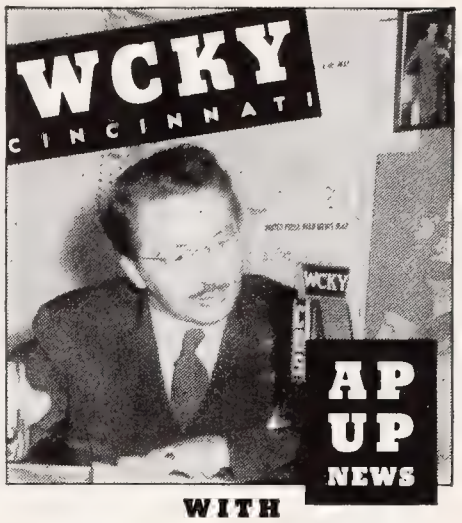
ANOTHER attempt to obtain essential classification status for radio writers and performers from the War Manpower Commission will be made by OWI as result of strong showing of opinions at a Hollywood industry meeting on May 27. Promise was made by Donald D. Stauffer, new chief of the radio bureau, OWI, to more than 250 top actors, writers, producer, agency, network and station executives attending the meeting staged in NBC studios. He was on the West Coast primarily to outline present and future plans of his office. Only 75 of 300 members of Radio Writers Guild are still working in the Los Angeles area.

Scheer Test

IN A FOUR-WEEK test campaign for Scheer Liquid Hosiery, Gold Medal Products Co., Brooklyn, on May 22 started participations in the *Meet Frances Scott* program on WHN, New York, heard daily, 8:30 a.m. Agency for Gold Medal Products Co. is W. L. Vomack Co., N. Y.

Worcester Salt Plans

WORCESTER SALT Co., New York, advertising account has been given to J. Walter Thompson Co., Chicago. Plans are not definite. Worcester Salt was acquired recently by Morton's Salt Co., Chicago, whose advertising has been handled by the agency since early 1942.



WITH
REX DAVIS
4 TIMES DAILY

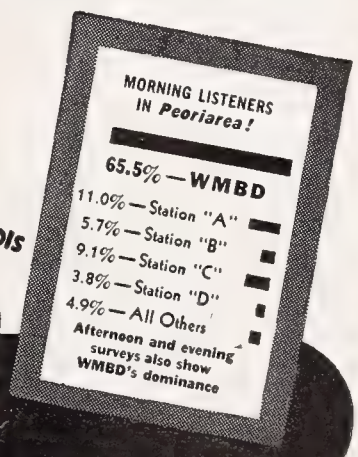
THE RIGHT INTRODUCTION
Builds Solid Friendships



No outsider has built the enduring friendships that WMBD enjoys in PEORIAREA! Folks here depend on Peoria's only radio station for entertainment, news, and public service features. It's the *one* medium that gives complete coverage of PEORIAREA—17 of Central Illinois' richest agricultural-industrial counties.

CONLAN SURVEY SHOWS WMBD DOMINANT

36,955 completed calls survey by Robert S. Conlan & Associates proves WMBD far out in front morning, afternoon, and evening. It's an eye-opener!



HEART OF ILLINOIS
WMBD
PEORIA, ILL.

FREE & PETERS, INC.
Exclusive National Representatives

CALL *Free & Peters or write WMBD*
* * *
WMBD IS A MEMBER OF CBS

THIS MINUTE!

Exclusive sales rights for the United States, Canada and Mexico for the radio feature "THIS MINUTE" have been acquired by the W. E. Long Co., 155 North Clark Street, Chicago, Illinois.

All negotiations relative to "THIS MINUTE", for visual or aural presentation, must be negotiated with this Company.

Franchises are open in many radio cities.

THE W. E. LONG CO.
155 North Clark Street, Chicago, Ill.

Metropolitan Savannah ration book total over 143,000. New thousands in men and money in this major Georgia market.

WTOC
SAVANNAH · GA.
CBS · 5000 WATTS

AP

WHEB, Portsmouth, N. H.

. . . "Washington Inside Out" sold on first contract.

Bert Georges

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

KXOK
ST. LOUIS MISSOURI
630 KC. 5000 WATTS FULL TIME
Represented Nationally by
WEED & CO.
BLUE NETWORK

NAB Board

(*Continued from page 11*)

ident Neville Miller, were Nathan Lord, WAVE, Louisville; G. Richard Shafto, WIS, Columbia, S. C.; James W. Woodruff, Jr., WRBL, Columbus, Ga., and Ed Yocum, KGHL, Billings, Mont. Holdover members named at the NAB War Conference in Chicago last April, are Don S. Elias, WWNC, Asheville; Clair R. McCullough, WGAL, Lancaster; James D. Shouse, WLW, Cincinnati; Frank M. Russell, NBC Washington vice-president; Joseph H. Ream, CBS vice-president and secretary. All are board members.

Earlier Friday members of the board conferred with Senator White (R-Me.) regarding the bill which he co-authored.

Among the actions taken by the board, aside from the overall legislative effort, was adoption of a resolution opposing the Bankhead bill (S-1073) to subsidize newspapers through publication of Government advertising to the extent of 30 million dollars annually. The resolution expressed the opposition of the NAB to any form of subsidy but instructed the NAB Small Stations Committee to impress upon Congress the necessity for equitable and like treatment of all media.

If Government funds are to be expended for advertising to alleviate the plight of small newspapers, then equitable amounts also should be allotted, upon a proper basis, to give aid to the 300 "loser" stations in remote areas, the board felt.

Members of the small station committee named last April, to whom the resolution was referred, are Mr. Woodruff, chairman; James R. Curtis, KFRO, Longview, Tex.; John Elmer, WCBM, Baltimore; Leo Fitzpatrick, WJR, Detroit; John J. Gillin, Jr., WOW, Omaha; Herbert Hollister, KANS, Wichita; Robert Hudson, Rocky Mountain Radio Council, Denver; William F. Maag, WFMJ, Youngstown; Marshall H. Pengra, KRNR, Roseburg, Ore.; Fred Schilpin, KFAM, St. Cloud, Minn.; H. E. Studebaker, KUJ, Walla Walla, Wash.; Art Thomas, WJAG, Norfolk, Neb.

Decision Analyzed

With all but three of its 26 members present, the NAB board met all day Thursday and all Friday afternoon. Friday morning was given over to individual contacts by board members regarding the legislative outlook and the modus operandi.

At the sessions, the board made a paragraph-by-paragraph analysis both of the Supreme Court opinion and the White-Wheeler bill (S-814). The court opinion was characterized by President Miller as "by common consent the most momentous in the history of radio." He added the board met to analyze in detail and take back to their districts an expression of the full import of the Supreme Court decision.

Present at the extraordinary sessions last Thursday and Friday of the NAB board, in addition to President Miller, were Paul W. Morency, WTIC, Hartford; Kolin Hager, WGY, Schenectady; Roy Thompson, WFBG, Altoona; G. Richard Shafto, WIS, Columbia, S. C.; James W. Woodruff Jr., WRBL, Columbus, Ga.; Hoyt B. Wooten, WREC, Memphis; Nathan Lord, WAVE, Louisville; John E. Fetzer, WKZO, Kalamazoo; Leslie C. Johnson, WHBF, Rock Island; John J. Gillin Jr., WOW, Omaha; E. L. Hayek, KATE, Albert Lea, Minn.; Hugh A. L. Halff, WOAI, San Antonio; Ed Yocum, KGHL, Billings, Mont.; Calvin J. Smith, KFAC, Los Angeles; Harry R. Spence, KXRO, Aberdeen, Wash.; James D. Shouse, WLW, Cincinnati; J. O. Maland, WHO, Des Moines; Barney Lavin, WDAY, Fargo, N. D.; Don S. Elias, WWNC, Asheville; Herb Hollister, KANS, Wichita; Paul W. Kesten, CBS, New York; Frank M. Russell, NBC, Washington.

Unavoidably absent were Frank King, WMBR, Jacksonville, who was involved in pending ASCAP litigation; William B. Way, KVOO, Tulsa, ill with arthritis; and Art Westlund, KRE, Berkeley, Cal., who was prevented from traveling by doctor's orders.

DENNIS TELLS ROLE OF RADIO IN WAR

LOCAL STATIONS alone are giving 821 shows every week before camps in their respective areas, according to Walt Dennis, chief of the news bureau of the NAB, in a talk before the Assn. of Actors and Artistes Mobilization Conference for Entertainment During the War in New York last June 3. Many stations also assign their talent to camp shows one or more times a week for benefit of personnel only, he said.

American radio at war, Mr. Dennis said, breaks down into three categories: domestic, shortwave for overseas and foreign consumption, and the technical, such as radar. Some three million dollars worth of time and talent had gone into 45 performances of *Command Performance*, aired for men overseas, via shortwave, Mr. Dennis estimated, before the show was recently taken over from the Army Public Relations Division by the Special Services Division.

The OWI is beaming more than a million words every 24 hours to both our Allies and the Axis, Mr. Dennis revealed. The enemies get the truth about what war is costing them, and our Allies and the neutral nations get stories of our industrial progress, and many other types of programs.



THREE-WAY HANDSHAKE pr duced this rare depiction of Georg F. Booth, owner of WTAG an editor and publisher of the Worce ter, Mass. *Telegram & Gazett* Mr. Booth (r) is congratulatin Mildred Bailey on third ann versary of her *Afternoon Journa* Birthday guest is Charles B. Dri coll (l) author of syndicate column "New York Day by Day."

Book Asks Bands Solel For Educational Station

THAT in the Mid-west radio b longs to the people more than i other sections of the country, an interesting thesis of a new boo by Dr. Albert Allison Reed, dire tor emeritus of the extension div sion of the University of Nebrask In *Radio Education Pioneering the Mid-West* the writer traces th history of broadcasting by educ tional institutions in seven stat of the upper Mississippi Valle

A significant feature of the boo is the citation of instances whe allocations of frequencies to com mercial interests allegedly result in putting educational programs o the air. Dr. Reed refers to "struggle for a place in the sun waged between commercial inte ests and educational stations. . . The current domination in the fie by commercial stations has im posed a technique that serious cramps educational use of radio.

Percy H. Russell Swor In Navy as Lieutenan

PERCY H. RUSSELL, who, wi Louis G. Caldwell, represented M tual in the FCC Network Monopo case, was sworn into the Navy la Friday as a lieutenant (j.g.). He assigned to the Office of Procur ment & Material, Washington. H is a resident partner in the la firm of Kirkland, Fleming, Gree Martin & Ellis, as is Mr. Caldwe

Mr. Russell went from Dar mouth College, where he graduat in 1929, to Harvard Law Scho Upon his graduation in 1932 he b came law clerk to Supreme Cou Justice Cardoza and served in th capacity for four years before joi ing his present firm in July, 1936.



"ST. LOUIS IS SOLD"
on THE SHADOW
says V. E. Carmichael of KWK
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Radio Top Topic

(*Continued from page 11*)

military communications and methods to flank Com. T. A. M. Craven, former naval communications expert on the FCC. Mentioned in this connection are Rear Admiral S. C. Hooper, former director of Naval Communications, who was recently retired because of health. His appointment would be favorably received, it is known, by both branches of the service and in Congress.

Jett Considered

Selection of past engineering officials of the Commission and of its present chief engineer, Lt. E. K. Jett, U. S. N. Ret., also is regarded as likely. Lt. Jett, often cited as an ideal public official, has never been an active candidate for a post on the FCC although the opportunity has arisen more than once.

At the FCC nerves are frayed because of the inquisitorial activities of the House Committee. Chief Counsel Eugene L. Garey, New York attorney, already has called three members of the FCC—Case, Craven and Payne—for preliminary examination in executive session. The other four members will be called. Hearings are expected to start by July 1, with members of the Commission as the first witnesses, on matters pertaining to broadcasting. [See separate story on page 14.]

Feelings are easily bruised these days at the FCC. Quarrelling is said to be at its worst. Almost daily additional requests for files and information emanate from the House Committee. And the anxiety about possible calls from the Committee for testimony has Commission members and personnel on edge.

C. E. HOOPER, Inc., has taken additional quarters at 271 Madison Ave., the building adjoining the radio research company's New York headquarters at 22 E. 40th St. The new space will serve as a production unit for the Hooper Station Audience Reporting Division and the new Adviser's Service.

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN

or the Foreman Co. • Chicago • New York

100% COOPERATION GIVEN CENSORSHIP

BROADCASTERS have cooperated 100% with the Office of Censorship in the first six months operation of a random spot check by the Broadcasting Division. The Division has been checking news scripts and commentaries originated by individual stations. Samples have been secured from stations in every state.

This routine operation parallels sample monitoring of network and foreign language programs, conducted by the Broadcast Division, and the sample of a rotating cross section of daily newspapers by the Press Division. Together these operations give the Office an index to observance of the Censorship Code by the responsible censors under the voluntary system of cooperation by station management and newspaper editors.

Many station managers and news editors have written the Broadcast Division expressing their appreciation for the review thus afforded of day-to-day news operations of their stations.

FCC Quest of Operators Aims at Job Placement

POSTCARD inquiries are being mailed to licensed operators on the books of the FCC with "a few simple questions designed to list the information as to whether or not the licensee is available for employment," Chairman James Lawrence Fly of the FCC announced at a news conference last week. Results of the project, which is being handled by Dallas Smythe, head of the Economic Unit, will be made available to the NAB and to stations who can make use of it, said Chairman Fly.

A sample of 1000 cards has been mailed, but because of possible changes of address and wartime mailing difficulties, it is not expected that a sufficient number of replies will be received before the latter part of the month to judge of the success of the project. It was emphasized at the FCC that rather than a survey, this is a direct attempt to assist in the placement of operators where they are needed.

More Soap Opera Fans, Hooper Report Reveals

AN INCREASE somewhat over 12% in listeners available to daytime serials during April and May 1943, as compared to the same months last year, is reported by C. E. Hooper Inc., New York, as part of the company's current comparative information on "soap opera" audiences. Data were released last week following appearance in the *Saturday Evening Post* of an article entitled "Washboard Weepers" by Maurice Zolotow.

Hooper states "there were fewer homes occupied in the daytime in April and May 1943 than in 1942, but in those where listeners are at home and therefore available, 8.2 are listening this year compared with 7.3 last year." The available audience is regarded as 100% in both cases, to give a true comparison.

A BASEBALL clinic has opened on WEAF, New York, as a Saturday morning series. George Babe Ruth is on hand weekly to answer questions.

Ad Council Plan

(*Continued from page 12*)

cost to the Government to explain the war to the people."

In a report on recent activities of the Council, Mr. La Roche said that radio advertisers and broadcasters alone in the period from April 12 to May 1 had contributed time and talent worth $6,300,000.

"Picture a radio advertising expenditure of more than $2,000,000 a week for one product, for one client," he added.

"During the same three-week period newspaper advertisers and newspapers themselves contributed 72,000,000 lines of space for war bond promotion. This is equivalent to 36,000 full pages or 12,000 pages per week for one product, for one advertiser. In addition there were 8,089 outdoor posters valued at $202,000 and 100,000 car cards worth $100,000, contributed to the Second War Loan drive. Secretary of the Treasury Morgenthau has described the Second War Loan promotion as the "greatest advertising operation in the history of the world."

Mr. La Roche emphasized that the war bond effort was only one of the various war information campaigns which advertisers are conducting for their government, including drives on food rationing, black markets, salvage, absenteeism, and recruiting of manpower for industry, agriculture and the armed forces.

Officers named by the Council for the coming year, in addition to Mr. La Roche, are: vice chairmen, Harold B. Thomas, Centaur Co., and Paul B. West, ANA; treasurer, Mason Britton, McGraw-Hill Publishing Co., and Secretary, Frederick R. Gamble, AAAA. These officers are also on the board of directors, which includes A. L. Billingsley, Fuller & Smith & Ross; Thomas D. A. Brophy, Kenyon & Eckhardt; A. O. Buckingham, Cluett, Peabody Co.; Richard Compton, Compton Adv.; E. S. Friendly, *New York Sun*; Kerwin H. Funton, Outdoor Adv.; Kolin Hager, WGY, Schenectady; Carleton Healy, Hiram Walker Inc.; Paul W. Kesten, CBS; Charles G. Mortimer Jr., General Foods Corp.; Stuart Peabody, Borden Co.; William Reydel, Newell-Emmett Co.; H. W. Roden, Harold H. Clapp Inc.; A. E. Winger, Crowell-Collier Publishing Co., James W. Young, J. Walter Thompson Co., and an additional director representing newspapers, to be elected.

KELLOGG Co. of Canada, London, Ont. (corn flakes), on June 2 started a spot announcement campaign seven times weekly for 16 weeks on 10 Canadian stations. On June 7 a new transcribed Canadian produced show started Monday through Friday for 13 weeks on CKCL, Toronto; CFAC, Calgary, Alta.; CJCA, Edmonton; CJOC, Lethbridge, Alta., and CFGP, Grande Prairie, Alta. Account was placed by J. Walter Thompson Co., Toronto.

Lingo

—a name to remember when the war is forgotten

★

VERTICAL TUBULAR STEEL RADIATORS

★

PATENTED FM TURNSTILE RADIATORS

★

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

★

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY



Mexico City

American and Mexican food. Low European Plan rates

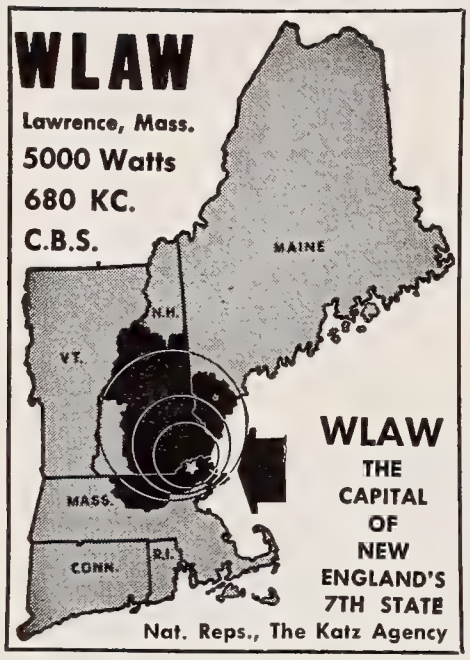
For reservation and information, write Atlantic Hotel Service, Essex House, New York.

HOTEL REFORMA

THE HOTEL OF TOMORROW

WLAW

Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.



WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE

Nat. Reps., The Katz Agency

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

Friendly, persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas in TOPEKA

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MAY 29 TO JUNE 4 INCLUSIVE

Decisions . . .

June 1

WAML, Laurel, Miss.—Granted application for license renewal, regular basis.

WJMA, Covington, Va.—Granted request to change call letters to WKEY.

WPAT, Patterson—Designated for hearing application to transfer control of North Jersey Broadcasting Co., licensee, from Frank Falkner and Rex Schepp to Donald Flamm.

WCCO, Minneapolis—Granted petition for rehearing on grant of special service authorization to WNYC for increase in nighttime operation on 830 kc.; set aside grant to WNYC; designated applicaton for special service authorization for hearing on issues to be specified, WCCO to be made party to hearing; denied petition of Clear Channel Group for rehearing and intervention.

WMT, Cedar Rapids, Ia.—Granted petition for rehearing on Commission action of April 14, 1943, granting without hearing the application of KSJB, Jamestown, N. D., for mod. license change frequency 1400 to 600 kc., power 250 D-N to 100 w. N, 250 w. D, unlimited: set aside grant to KSJB. designated application for hearing on specified issues. WMT to be party; granted special service authorization to KSJB for operation on 600 kc., 100 w. N, 250 w. D, pending hearing and determinaton by Commission on KSJB's application for mod. license.

JUNE 2

KGNC, Amarillo, Tex.—Granted motion dismiss without prejudice application for mod. license operate 860 kc., 500 w. N, 5 k.w. D, unlimited.

WJRM, Elkins, W. Va.—Granted motion continue hearing re application for mod. CP extend construction, completion dates (June 28).

June 3

Beauford H. Jester, trustee, et al, Waco, Tex.—Scheduled oral argumnt, June 23, 1943, re application CP for new standard broadcast station.

WCOP, Boston—Scheduled oral argument June 23, 1943, re application CP change equipment, increase power to 1 kw.

WSAZ, Huntington, W. Va.—Granted license cover CP for new transmitter, DA-N, change frequency, hours, move transmitter.

WNAX, Yankton, S.D.—Granted mod. CP for power increase, DA-N, extension completion date to Sept. 7.

KWTO, Springfield, Mo.—Granted mod. CP to change hours, DA-N, move transmitter, extend completion date to Nov. 18.

AGENCY Appointments

SUNSHINE HOUSEHOLD Products Co. (Sunshine Foam and Sunshine Woodwork Wall and Floor Cleaner), Salt Lake City, to Stevens & Wallis, Salt Lake City. Said to use radio.

ADHEMO CORP. of America. Los Angeles, to Grady & Wagner, New York, for Adhemo Diet Supplement. Said to use radio.

SCHUCKEL & CO., Sunnyvale, Cal. (Rancho dehydrated soups), to Erwin, Wasey & Co., San Francisco.

AVALON LANE Co., New York, to Reuben Barkow Adv., New York, for cosmetics. Radio not contemplated for present.

MAJESTIC RADIO & TELEVISION Corp., Chicago, to Triangle Adv. Agency, Chicago. Trade papers and direct mail will be used.

INDUSTRIAL MFRS., Los Angeles (industrial wood products), to Hillman-Shane-Breyer, Los Angeles.

MUSIC licensing agreements between Associated Music Publishers and the following stations have been extended: KBON KDKA KLZ KPMC KTWL KVOO KXRO KYW WBOW WBZ-WBZA WDBJ WDBO WEOA WFMJ WGBF WRAL WSPS and WSM.

Applications . . .

JUNE 2

W49D, Detroit—License cover CP for new FM station in part.

WKBV, Richmond, Ind.—Transfer control licensee corp. from William O. Knox to Central Broadasting Corp. (1000 shares), amended re stockholders of transferee corp.

W9XBK, Chicago—License cover CP new experimental television station.

KFMB, San Diego—Vol. transfer control licensee corp. from Warren B. Worcester. deceased, to The First National Trust & Savings Bank of San Diego, as Trustee, amended re trust agreement.



MEREDITH L. KOERNER, former assistant chief engineer of WSBT, South Bend, has joined the Communications Division of OWI as associate engineer following several months with the FCC's Radio Intelligence Division. With OWI, Mr. Koerner will plan, buy and inspect communications equipment for foreign and domestic facilities.

GEORGE M. TOLHURST Jr., engineer of WINX, Washington, married the former Ethel Cochran at Collegdale, Tenn., May 30.

THRASHER HALL, former instructor in the Army Signal Corps, has joined the engineering staff of WBBM, Chicago.

SAM MAZZA, instructor in radio at West High Technical School has been added to the engineering staff of KSO-KRNT, Des Moines. Gale Myers, new to radio, has joined the staff. William R. Glynn, recording technician has joined the Air Forces as a technical sargeant, at Pascagoula, Miss.

EARL KRAINIK, 12-year veteran of the Milwaukee Police radio station, and Robert Aungst of Champaign, Ill., have joined the technical staff of WTMJ-W55M, Milwaukee.

KENNETH A. BLAKE, for six years with WHBF, Rock Island, Ill., has joined WMT, Cedar Rapids on the engineering staff.

WAYNE DAVIS and Ben Howard, new to radio, have joined WMRC, Greenville, S. C., as control operators.

BILL McGOWAN of the control room staff of CJOR, Vancouver, is seriously ill in a military hospital.

LOUIE A. SCOTT and earnest Griffin have joined the control room of WWL, New Orleans.

FREDERICK S. ROWE has been appointed manager of electronic tube production and stocks of Westinghouse Electric & Mfg. Co., and William J. Knochel has been named assistant superintendent of electronics manufacturing.

Lahr Wins Award

AWARDING Bert Lahr, Hollywood radio comedian, $3,000 and costs, American Federation of Radio Artists arbitration board on June 1 dismissed his recent $19,500 claim against Music Corp. of America, national talent service. Action was result of alleged negotiations some two months ago between James L. Saphier, Hollywood talent service representing Lahr, and Hal Hackett, radio director of MCA, in which comedian was assertedly promised a contract on the weekly CBS *Camel Comedy Caravan.*

Network Accounts

All time Eastern Wartime unless indicated

New Business

LAMONT CORLISS & Co., New York (Pond's cold cream), on July 4 starts for 26 weeks, *Helene Kind—Beauty Talks,* on 8 CBS Pacific stations (KNX KARM KOIN KROY KQW KFPY KGDM KIRO) Sun., 9-9:15 p.m. (PWT). Agency: J. Walter Thompson Co., N.Y.

P. LORILLARD Co., New York (Old Gold cigarettes), on July 9 starts *Bob Crosby's Orchestra* on NBC, Fri., 7:30-8 p.m. Agency: J. Walter Thompson Co., N.Y.

HARVEL WATCH Co., New York (watches), on June 6 started for 52 weeks John B. Hughes, commentator, on 6 Don Lee stations, Sun., 7-7:15 p.m. (PWT) Agency: A. W. Lewin Co., N. Y

Renewal Accounts

LUMBERMAN'S MUTUAL CASUALTY Co., Chicago (insurance), on May 23 renewed for 14 weeks, *Upton Close,* commentator, on 59 MBS stations, Sun., 6:30-6:45 p.m. Agency: Leo Burnett Co., Chicago.

P. BALLANTINE & SONS, Newark (beer and ale), on July 5 renews for 13 weeks *Three Ring Time* on 45 CBS stations, Mon., 10:30-11 p.m. Agency: J. Walter Thompson Co., N.Y.

Network Changes

KELLOGG Co., Battle Creek, Mich. (corn flakes), on May 21 added for 21 weeks KDON KIEN to *Rose Room* on 17 Don Lee Pacific stations, Mon., thru Fr., 11:45-12 noon (PWT), making total of 19 Western stations. Agency: J. Walter Thompson Co., Chicago.

PLANTERS NUT & CHOCOLATE Co. San Francisco (Planters peanut oil salted peanuts), on July 2 expands *Louis P. Lochner* on 6 NBC Pacific stations (KFI KPO KMJ KGW KOMO KHQ) Sat., 5:45-6 p.m. (PWT), adding Fri. Agency: Raymond R. Morgan Co., Hollywood.

GENERAL FOODS Corp., New York (Sanka coffee), on July 4 shifts *William L. Shirer* on 81 CBS stations, Sun. from 5:45-6 p.m. to 10:30-10:45 p.m. Agency: Young & Rubicam, N. Y.

CARTER PRODUCTS, New York (Arrid) on June 20 adds 23 BLUE stations to *Jimmie Fidler from Hollywood,* making a total of 101 BLUE stations, Sun., 9:30-9:45 p.m. Agency: Small & Seiffer, N.Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate toothpowder), on July replaces *Al Jolson-Monty Woolley* with Judy Canova's *Rancho Canova* on 76 CBS stations, Tues., 8:30-8:55 p.m. Agency: Sherman & Marquette, Chicago.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer and vitamins), on June 1 adds nine BLUE stations, making a total of 81 BLUE stations to *Lum & Abner* Mon. thru Thurs. 8:15-8:30 p.m., and on June 20 adds nine BLUE stations, making a total of 74, to *Quiz Kids, Sun.,* 7:30-p.m. Agency: Wade Adv. Agency, Chicago

BRISTOL-MYERS Co., New Cork (Minit Rub), on July 6 for 13 weeks replaces *Duffy's* with *Noah Webster Says* on 12 BLUE stations, Tues. 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

LUMBERMAN'S MUTUAL CASUALTY Co., Chicago, on June 5 discontinued Upto Close on 56 MBS stations Sat. 8:30-8:45 p.m. Agency: Leo Burnett Co., Chicago.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on July shifts Harry James on 117 CBS stations Tues., Wed., Thurs., 7:15-7:30 p.m., with West Coast rpt., 8:15-8:30 p.m. (PWT) from New York to Hollywood. Agency: Newell-Emmett Co., N. Y.

GENERAL FOODS Corp., New York (Swansdown cake flour), on June 7 adds 6 CBS stations (WMBR WQAM WDBO WFOY WDAE WJNO), to *Kate Smith Speaks,* bringing total number of CBS stations to 80, Mon. thru Fri., 12 noon to 12:15 p.m. Agency: Young & Rubicam N. Y.

HOWARD H. WILSON Co. has been appointed national representative for KXA, Seattle, effective July 1. Home Griffith Co. will represent KXA on the Pacific coast.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

PARTNER WANTED—Here is an opportunity for a man, who because of his past successful record can now make a substantial investment in and become manager of a very aggressive local non-net station. The owner's illness plus other interests prompts this advertisement. To be considered, your first letter must contain full details. Box 696, BROADCASTING.

DRAFT EXEMPT GENERAL MANAGER—Wanted by 250 watt station in East North Central Area. 150,000 market. Network affiliate. Must be executive, with program, local and national sales experience. Salary and bonus. State fully experience and references. Box 702, BROADCASTING.

Control Engineer—Permanent position for first class license "C." WSBA, York, Pennsylvania.

Station Manager -By regional network affiliate in southwest to replace present manager subject to draft. Write Box 700, BROADCASTING, giving experience, earnings, references, draft status, salary desired. Our organization knows about this advertisement.

PROGRAM DIRECTOR—Must be able take full charge—create new saleable shows and direct full department staff. This is non-network station in Middlewest. Complete details are required in reply, including age, salary desired and draft status. Box 694, BROADCASTING.

PROGRAM DIRECTOR—Wanted by local station in East North Central Area. Network affiliate. Draft exempt. Announcing ability. Good salary. Give experience record and references. Box 703, BROADCASTING.

First Class Engineer—Draft exempt; tell all first communication, including minimum salary. Radio Station WLPM, Suffolk, Virginia.

Announcer—Permanent position with 5 k.w. regional network station for draft deferred experienced man. Box 708, BROADCASTING.

CONTINUITY WRITER—MAN OR WOMAN—Local station in Midwest has immediate opening for an experienced continuity writer. Applicant must have sufficient past experience to assume full charge. Give complete details—age, marital status, starting salary required and, if male, draft status. Box 695, BROADCASTING.

EXPERIENCED CONTROL ENGINEER—Permanent position for man with family. Must have ability to handle two networks, recording and net dance band remotes. Write in for full details. CHIEF ENGINEER WAGE, SYRACUSE, N. Y.

Announcer—Good position, pleasant work with congenial staff, experience not necessary. Box 689, BROADCASTING.

Engineer—1st class, competent become chief, permanent, New York local, full data first letter. Box 710, BROADCASTING.

Wanted At Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary. WMSL, Decatur, Alabama.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 709, BROADCASTING.

Situations Wanted

Woman Announcer—Age 21. College graduate. One year's experience announcing and commercial dramas. Handles controls. Excellent voice. Good references. Prefers eastern location. Box 707, BROADCASTING.

Situations Wanted (Cont'd)

Station or Commercial Manager Available—4-F, college graduate, 35, married. 12 years' radio background includes all phases selling, merchandising, programming, promotion. 4 years assistant sales manager 5 kw metropolitan station; 8 years network sales. Reasonable salary. Box 714, BROADCASTING.

CHIEF ENGINEER—Over twenty years in radio. Experienced on RCA equipment ¼ to 50 k.w. and W.E. ¼ k.w. Experienced in maintenance of transmitter and control room, acoustics, instantaneous recording, announcing (news, sports, commercials and MC ad lib). Age 42, draft exempt family man for permanent position anywhere but Southwest. Minimum salary $250 monthly. "Engineer," 2016 East Michigan Street, Evansville, Indiana.

Station Manager-Program Director—Fifteen years' experience. Draft exempt, married. Formerly of NBC, New York. Available immediately. Finest references. Box 698 BROADCASTING.

PRODUCTION MANAGER-ANNOUNCER—Draft exempt, age 27, married. Desires position with larger station. Prefer South. Box 706, BROADCASTING.

Chief Engineer—Age 36. Married, children. 14 years' experience, operation, installation, maintenance. Box 699, BROADCASTING.

News Editor—Newscaster and commentator. Wishes change. Well experienced, finest references. Eastern station preferred. Draft deferred. Box 693, BROADCASTING.

The Entire Engineering and Announcing Staff—Of a popular South East Coast Winter resort Network Station is dissatisfied with working conditions and desires a change. Box 690, BROADCASTING.

Girl—College graduate in radio desires position writing or announcing. Experienced. Box 691, BROADCASTING.

Two Girls—Restricted licenses, studying for second. Recent NYA graduates. Available together. Box 692, BROADCASTING.

MANAGER—Married, recent draft reject. Capable, sober, honest, best possible references. Available immediately. Prefer southern location. Permanence and opportunity foremost desires. Box 704, BROADCASTING.

Young Man—Acting experience and 4-F. Would like to start as announcer with small station. Don Gaynor, 821 Sheridan St., N. W., Washington, 11, D. C.

PROGRAM DIRECTOR—Desires position with midwest station. Now employed. Draft 4-F. Box 688, BROADCASTING.

PROGRAM DIRECTOR-ANNOUNCER—Draft exempt, age 25, married, three years' experience. Desires position with larger station preferably North or West Coast. Box 705, BROADCASTING.

Wanted to Buy

Pittsburgh (Pa.)—Lawyer desires to purchase whole or part interest in a broadcasting station. Also desires to purchase complete equipment for 250 or 500 watt station. All replies confidential. Box 697, BROADCASTING.

Radio Station—Preferably on the Pacific coast. Would consider either majority or minority interest. Box 711, BROADCASTING.

For Sale

Radio Station For Sale—A 250 watt station in a flourishing midwestern city, doing a nice business. Established four years with rich farm territory abounding. Address Box 701, BROADCASTING.

WANTED

2 SUPER ANNOUNCERS

We will pay up to $200 weekly to start—and more as you merit it. You must have record of performance in mailing and selling, and ability to build listenable shows.

WRITE FULLY AND IN CONFIDENCE TO

G. T. DYER

WAIT

CHICAGO, ILLINOIS

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
321 E. Gregory Blvd., Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Petrillo Asks Publishers to Aid AFM In Elimination of 'Bootleg' Records

JAMES C. PETRILLO, president of the American Federation of Musicians, requested music publishers to assist the union in eliminating "bootleg" records of current tunes by refusing to license the recording company.

Eli Oberstein, whose Hit and Classic records have been the only instrumental recordings of music which have become popular since the AFM imposed its ban on recordings on Aug. 1 of last year, was specifically cited by Mr. Petrillo as an example of what he was aiming at. These records are presumably pressed from masters made outside the United States.

Request was described as "amazing" by one of the music publishers who had been summoned by the AFM president to the meeting, held last Tuesday in the union's headquarters in New York. In effect, he said, the AFM is asking the music publishers to refuse to license the recording of any of their music, since the copyright law requires a publisher who has permitted one recording company to record one of his compositions to make this number available also to all other recording companies who wish to use it, at the statutory maximum fee of two cents a pressing.

Fear of Conspiracy

Although the AFM desires to stop the production of instrumental recordings, which they classify as unfair competition while their ban on records is in effect, compliance by the publishers would also eliminate the a cappela transcriptions which several companies have issued to their library service subscribers, to give them new tunes without violating the AFM ban.

General feeling among publishers is reported as "middle of the road", with the publishers not wishing to lay themselves open to Government prosecution for conspiracy in restraint of trade nor yet wanting to defy the AFM, which could forbid its members to play the music of a recalcitrant publisher, either in their public appearances or on the air, a move which might conceivably put that publisher out of business.

Mr. Petrillo refused to discuss the meeting or to issue any statement regarding this latest move on the recording front. Walter Douglas, chairman of the board of Music Publishers Protective Assn., who agreed to hold a meeting of his board and to give Mr. Petrillo an answer by the end of the week, was likewise unavailable for comment. AFM executive board is expected to deal with the problem further at its meeting in Chicago next week.

NBC Line Cut

A BREAK in NBC's lines around Denver last Wednesday night caused trouble between New York and Hollywood with the result that the last quarter-hour of Eddie Cantor's *Time to Smile* program from the West Coast was not broadcast. A substitute musical program was presented by NBC from 9:15-9:30 p.m., after which Bristol-Myers Co.'s second NBC show *Mr. District Attorney* came on from New York until 10 p.m. The break was not corrected until 10:25 p.m., thus cutting 25 minutes from Kay Kyser's *College of Musical Knowledge*, sponsored by American Tobacco Co.

Beverage Spots

BEVERAGES of America, Hollywood (Chukker), in mid-May started using an average of three transcribed one-minute announcements daily on eight stations in Pennsylvania, Maryland, Illinois, Oklahoma and Texas. Contracts are for 13 weeks. Agency is Barnes Chase Co., Los Angeles.

Vio Bin Series

VIO BIN Corp., Monticello, Ill. (Life of Wheat, vitamin product), has begun a five-minute five-a-week transcribed talk on foods and vitamins by Hayden Roberts on WBBM, Chicago. Agency is Rogers & Smith, Chicago.

Allen Substitution

TEXAS Co., New York, last week completed arrangements for the summer show to replace Fred Allen on July 4, with James Melton scheduled as m.c. and singing star, Joan Robert, singer of the Broadway show "Oklahoma", and Al Goodman's orchestra.

Although the program is scheduled only for summer months, it is reported that Allen will not return to the Sunday half-hour on CBS in the Fall, preferring to take a vacation and fulfill a picture commitment before resuming for Texaco after the first of next year. This report could not be verified as BROADCASTING went to press, the agency in charge, Buchanan & Co., New York, stating that Allen's plans were reportedly still indefinite.

Effective Sound

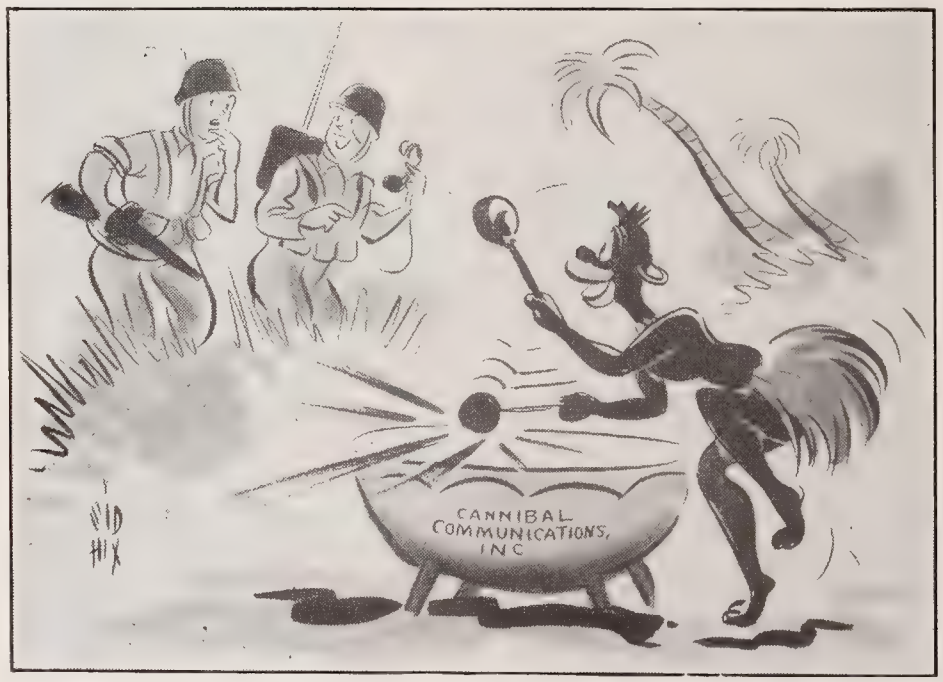
TRANSCRIBED sound effects effectively taught the public of Ithaca, N. Y., the new Army red and blue air raid signals. After a disappointing practice blackout, WHCU cooperated with local officials in transcribing an explanation of the rules with sound effects of the signals. After a week-long series of transcribed radio announcements, a second test blackout proved entirely successful.

NAB GROUP STUDIES LABOR'S USE OF AIR

DISCUSSIONS of labor's part in the use of radio will be featured at a meeting of the NAB Code Compliance Committee in New York June 16-17, Neville Miller, NAB president and ex-official chairman of the committee announced last week. A letter from the Council for Freedom from Censorship, composed of Thomas R. Karkskaden, chairman; Morris S. Novik, Paul F. Lazersfeld and Norman Thomas, will be the principle item on the agenda.

Among the subjects the letter proposed are: Should trade unions have the right to buy time for entertainment purposes with incidental mention of auspices; should they be allowed to buy time to explain their operation and solicit membership; what additional facilities should be extended to labor spokesmen on sustaining time; how can a viewpoint more acceptable to labor's interests be included in general entertainment features; how can trade unions take greater advantage of radio as a media to contact the public.

Members of the Code Committee are: William B. Quarton, WMT, Cedar Rapids; Grant F. Ashbacker, WKBZ, Muskegon; William S. Hedges, NBC; Felix Hinkle, Canton, O.; Herbert Kendrick, WJLS, Beckley, W. Va.; Eugene O'Fallon, KFEL, Denver; Arden X. Pangborn, KEX, Portland, Ore.; Jan Schimek, CBS, and Lee B. Wailes, KYW, Philadelphia. Russell P. Place, NAB counsel, is secretary.



Drawn for BROADCASTING by Sid Hix

"Now He's Saying 'Courtesy the Guna-Guna Jewelry Store-'"

Family Men Face Early Induction

McNutt Urges Employers File Replacement Schedules

EARLY reclassification of 3As, preceding induction of pre-Pearl Harbor fathers, was predicted in Washington last week as Paul V. McNutt, chairman of the War Manpower Commission, produced figures which indicated that local draft boards would exhaust their supplies of eligible single men long before the summer was over.

With 2,700,000 servicemen still needed to fill the 1943 quota of the armed forces, Mr. McNutt said that on May 1 there were only 6,000,000 healthy men, married and single, in the 18-38 age group. He estimates that 900,000 of these will escape the draft by taking Congressionally protected agricultural jobs.

Few Singles Left

It is obvious from these figures that few single men are still left to the draft. In anticipation of the induction of family men, Selective Service has already provided for a lengthened furlough period of two and three weeks.

Some hope of longer delay in their induction appeared last week when the Navy agreed to take physically handicapped men for limited service. However, Mr. McNutt was not optimistic at his Monday news conference. He said that in 1944 the services might take men in this order: physically handicapped, younger, older.

To meet the expected drafting of married men, Mr. McNutt has urged employers who depend on a number of men in 3A to file replacement schedules with their state selective service directors to facilitate their orderly withdrawal. In most cases involving radio stations, where the number of eligible men is small, the normal procedure will be to await reclassification of the necessary man, and then to file Form 42A to seek deferment in 2A as a necessary worker in civilian industry.

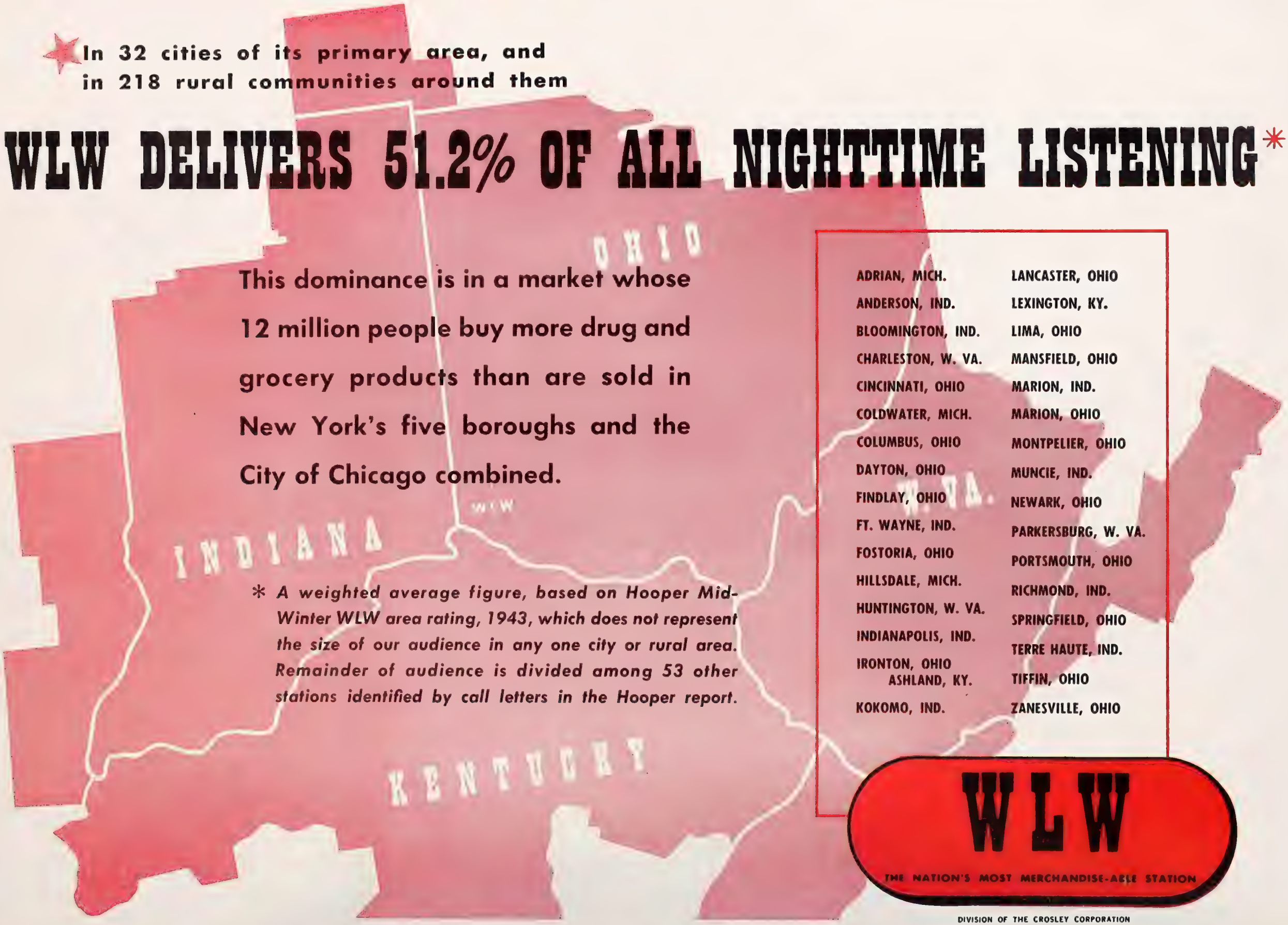
Mr. McNutt has said, however, that there will eventually be only 1,500,000 industrial deferments. He is urging employers of the 3,000,000 now in 2A and 3B to prepare to give up many of these men.

WOR Accounts Up 20%

AUDIENCE interest in war news as well as desire for relaxation from the war reflected in a 20% gain in new business accounts obtained by WOR New York, during the first five months of 1943 as compared to the same period last year according to Eugene S. Thomas, WOR sales manager. A large portion of the increase was due to additional sales in the amusement and publication fields. New accounts using WOR this year total 120 as compared to 100 a year ago. Aware of the effect of the war on listeners' interests, Mr. Thomas explains, "advertisers are turning more and more to radio as the means to convey their message to the public."

In 32 cities of its primary area, and
in 218 rural communities around them

WLW DELIVERS 51.2% OF ALL NIGHTTIME LISTENING*



This dominance is in a market whose 12 million people buy more drug and grocery products than are sold in New York's five boroughs and the City of Chicago combined.

* *A weighted average figure, based on Hooper Mid-Winter WLW area rating, 1943, which does not represent the size of our audience in any one city or rural area. Remainder of audience is divided among 53 other stations identified by call letters in the Hooper report.*

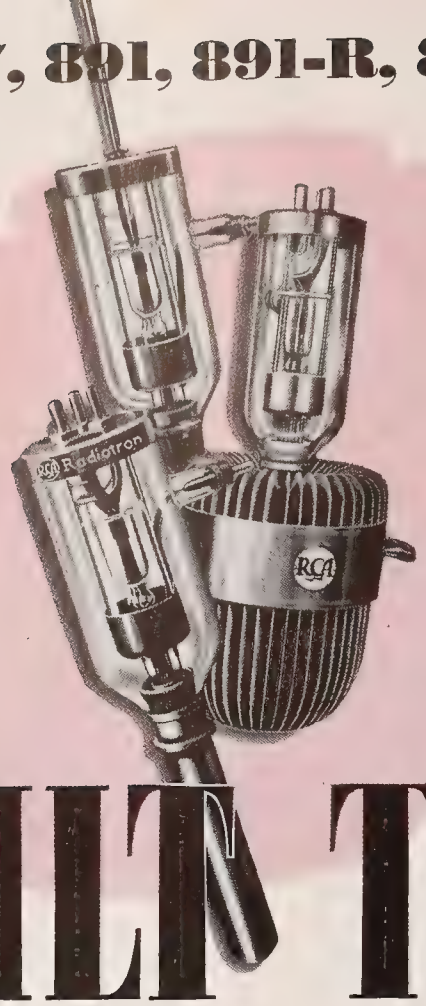
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FOSTORIA, OHIO
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MANSFIELD, OHIO
MARION, IND.
MARION, OHIO
MONTPELIER, OHIO
MUNCIE, IND.
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PARKERSBURG, W. VA.
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WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

RCA TYPES 207, 891, 891-R, 892 and 892-R



REBUILT TUBES

An RCA Emergency Service to Help Keep Broadcast Stations on the Air

Through experience gained in RCA services, RCA has proved that it is entirely feasible to rebuild certain old tubes which, although worn out electrically, are still in good mechanical condition. This wartime service is now offered broadcast stations covering RCA Transmitting Tube types 207, 891, 891-R, 892, and 892-R.

Under this plan, old tubes of the five types listed are returned accompanied by a suitable order which will enable us to ship rebuilt tubes in replacement.

Actual use in RCA services over a long period of time has proved the efficiency of RCA Rebuilt Tubes beyond question. They are fully guaranteed against defects in workmanship, materials and construction, and any adjustments will be made on the basis of 85% of the adjustment that would be made on new tubes of the same type. Similarly, prices are based on 85% of the price of new tubes. Ratings or characteristics are in no wise impaired or changed.

Although even this service must be carefully managed to avoid any interference with RCA's all-out war effort and is subject to WPB regulations, it is one that we believe will play an important part in keeping vital broadcast services on the air during these critical times when new tubes for civilian uses are difficult to obtain promptly.

If your station utilizes any of the five listed types, we suggest that you write today for full details on the RCA Rebuilt Tube Plan.

Do Not Send Tubes
Without Return Authorization!

Return authorization including specific shipping instructions will be issued by RCA covering old tubes to be turned in for rebuilt ones. Do not return any until such authorization has been obtained.

★ ★ ★ ★ ★
★ BUY ★
★ U. S. WAR ★
★ BONDS ★
★ ★ ★ ★ ★

RCA TRANSMITTING TUBES

Proved in Communications Most Exacting Applications

RCA Victor Division, **RADIO CORPORATION OF AMERICA**, Camden, N. J.

JUNE 14, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

IN 1943—*as in 1942*—

WOR IS CARRYING MORE SPOT BUSINESS MONTH AFTER MONTH THAN ANY STATION IN GREATER-NEW YORK★



Digging under the more obvious reasons for WOR's popularity with America's smart timebuyers, our sleuths conveniently boil the facts down to these: (a) WOR conscientiously drives your message deep into the minds of hundreds of thousands of men, women and children in *16 of America's most war-active, industrial cities of more than 100,000 people each.* (b) WOR is today—and has been for months—attracting 10 to 15% more listeners than it did in 1942. (c) The spending power of the people in the great area covered by WOR has increased 19% in the past 12 to 15 months.

—that power-full station **WOR**

★ *according to an analysis of National Radio Records*

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

Fertile Fields, Busy Factories—

The Wealthy Midwest America Market



The farm families of Midwest America, upon whom the entire world now depends for food supplies, turn to you for the products their well-earned money will buy.

In thousands of city and small town homes where WLS radio features are favorites, overtime pay for war workers is making the Midwest America market doubly attractive.

For 19 years WLS has given these working families the kind of entertainment, news, markets and like services that have won their complete confidence and loyalty—a logical reason why *WLS Gets Results.*

You, too, can reap a harvest of SALES . . . with your advertising message on WLS!

WLS

CHICAGO

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH THE ARIZONA NETWORK

KOY, PHOENIX ★ KTUC, TUCSON ★ KSUN, BISBEE-LOWELL

The MAIN LINE to SALES!

TRACK 20

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PROVIDENCE	R. I.
BRIDGEPORT	CONN.
WORCESTER	MASS.
PORTLAND	ME.
LOWELL-LAWRENCE	MASS.
FALL RIVER	MASS.
BANGOR	ME.
HARTFORD	CONN.
WATERBURY	CONN.
MANCHESTER	N. H.
PITTSFIELD	MASS.
HOLYOKE-SPRINGFIELD	
NEW LONDON	CONN.
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LACONIA	N. H.
AUGUSTA	ME.
LEWISTON-AUBURN	ME.
GREENFIELD	MASS.
RUTLAND	VT.



GO right down the line — in each of the 20 key markets of New England, you'll find a Yankee Network station to give you direct access and on-the-spot selling.

These stations have a friendly, neighborly influence of long standing, built by local contacts and by an institutional interest and stake in local prosperity.

The Yankee Network, with these locally accepted, hometown stations, ties all areas of major buying power into one system.

That's the whole story — except that there's no other system like it for combining local impact and all-over coverage. It's the main line to sales — making all stops.

ACCEPTANCE is the YankeeNetwork's FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

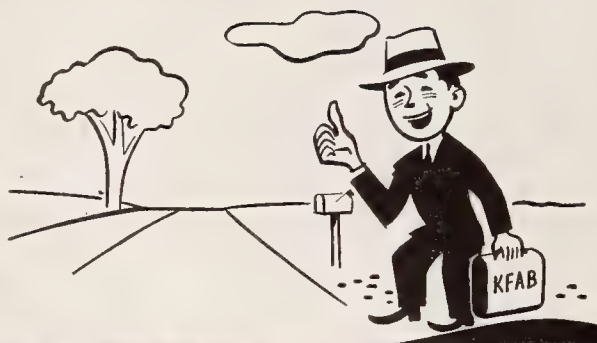
21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KOIL

is the most economical buy in OMAHA



For Outstate Nebraska

KFAB is a **must!**

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 24 JUNE 14, 1943

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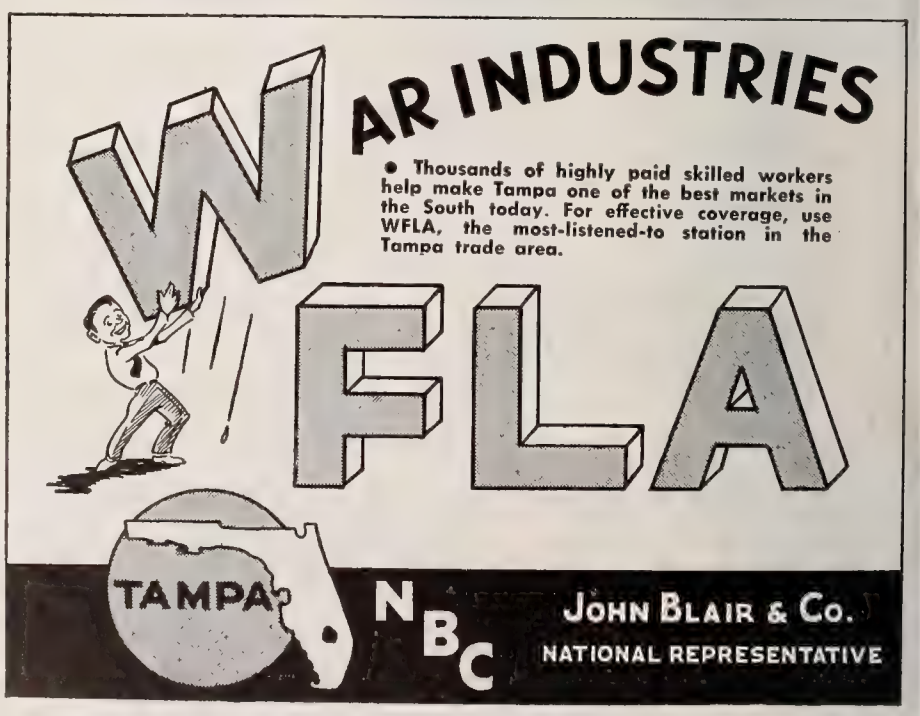
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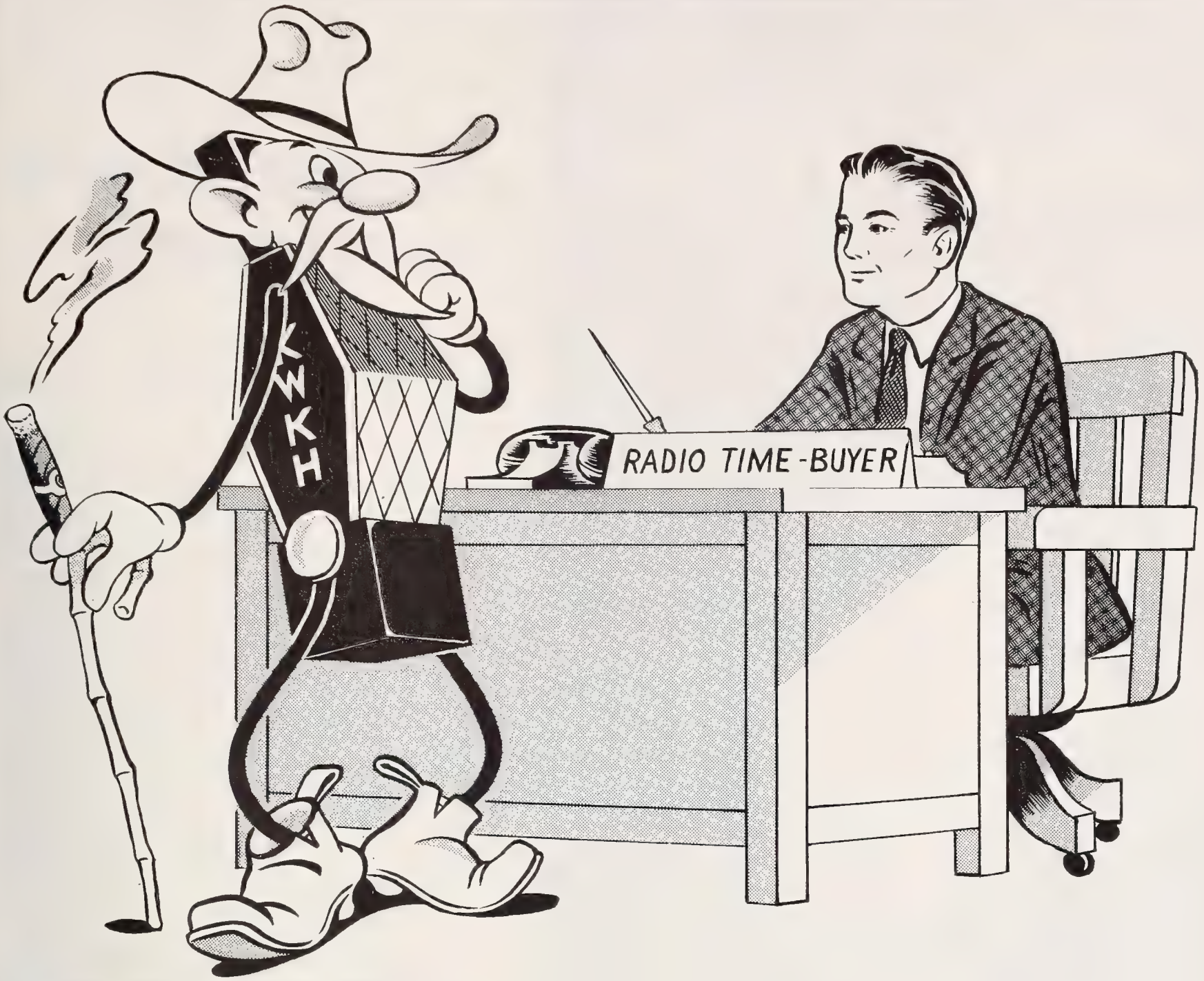
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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53 issue (Yearbook Number) Published in February





WE WISH YOU'D COME DOWN!

CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000. Member South Central Quality Network. Ask Branham Company for details.

● We, of KWKH would like to be hosts to the radio time-buyers of America . . . to show each of you what is taking place in the rich East Texas-North Louisiana-South Arkansas area we serve. For we know that to see this area is to realize how it will fit into your sales program . . . how its rich resources such as oil and gas, lumber, cotton, livestock and others are being fully utilized. This is the area that has shown gains far above national average in population and spendable income year after year . . . and classified by Assistant Director, Bureau of Census as "having excellent prospects for retaining wartime growth."



cover it with

CBS 50,000 WATTS

KWKH

A SHREVEPORT TIMES STATION

SHREVEPORT, LOUISIANA

The **SELLING POWER** *in the* **BUYING MARKET**



"DULL STUFF?" ...IT BRISTLES WITH EXCITEMENT!

On the air over WBBM went a new show last year—throbbing with excitement, loaded with inspiration.

This new show, "Our Block," made such a hit that the N. A. B. voted it the best of its type on any 50,000 watt station. Such a hit that a recent survey revealed it dominated Chicago's listening on Saturdays at 10:30 P.M.

You've heard Civilian Defense people call their work "dull stuff." But, as *Our Block* tells their story, this "dull stuff" is about the most important thing in our lives today.

This dramatic program is built on what Chicago OCD block captains report are their live, urgent problems... airplane spotting; fat salvage; tin can collections; air-raid warden volunteers. "Dull stuff" that rates no ribbons but, undone, may lose lives.

These fifteen fast-paced minutes of realism and suspense speed like a pursuit plane. They bring home—vividly and arrestingly—the duties and problems of every citizen at war. And they make people *act!*

Making people listen and act is an old WBBM custom. Some folks call it "showmanship." But "showmanship" or just "good radio" it helps explain why WBBM has been the most "bought-out" station in Chicago for 18 consecutive years!

WBBM

CHICAGO'S Showmanship station · 780 kc. 50,000 watts

COLUMBIA OWNED

CBS

Represented by Radio Sales, the SPOT Broadcasting Division of CBS.

You will never get anywhere in business if you wait for authority to come to you. Real people assume authority; only the dunces wait to have it conferred.

MOODY

The Pacific Northwest Group
(Serving the Boom Country)

KXL —Oregon's Largest Station—10,000 Watts—Portland . . . . . Joseph H. McGillvra

KFPY —Eastern Washington's CBS Station—5,000 Watts—Spokane . . . . . The Katz Agency

Z Net—Montana's Radio Network—NBC—Butte—Helena—Bozeman—Livingston . The Walker Co.

Buy 2 Markets, save 5%; buy all 3, save 10%. Booklet on request.

An Optician a Grocer and a Radio Station

Get a few Cheers off their Chests

The proof of a radio program is in the *selling*. The Treasure House of Recorded Programs that is NBC Thesaurus, has furnished that proof again and again to stations and sponsors.

For instance, in Mankato, Minnesota, on KYSM, the Tillisch Optometric Eye Clinic used John Seagle and his "Church in the Wildwood"* continuously for 4 years. They testify: the program has brought in customers from twice the distance they used to come, and has caused business to increase steadily despite active competition.

In Reading, Pa., Rudolph Ennslen Sons, wholesale grocers, found that "Church in the Wildwood"—"has been very well received by housewife listeners and has made us a lot of friends."

And from Reading's Station, WRAW come these kind words: "We have sold a number of shows out of Thesaurus, and have had considerable success with other NBC recorded programs. If the Recording Division of the National Broadcasting Company can't develop and record saleable programs of merit—just who in the industry can?"

Frankly, we think no one can—quite as well. So whether you're an agency or a station, we hope you'll remember to get in touch with us right away RUSH to get audition records of some of our programs. We think you'll discover that *there are no hard-to-sell sponsors—when you go after them with NBC Thesaurus.*

*"*Church in the Wildwood*" is just one of the 28 current program series in Thesaurus. Write for complete information.*

NBC *Thesaurus*

a Treasure House of Recorded Programs

RADIO-RECORDING DIVISION • NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
NEW YORK • WASHINGTON, D. C. • CHICAGO • HOLLYWOOD, CAL.



September 1941 had been our biggest month . . . up until this April 1943. Read why smart advertisers turn to Baltimore's pioneer station for low-cost sales.

★ When you hit the 6th largest city in the country, with WFBR's concentrated force, something happens to sales.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Virginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have local radio stations right in their own backyards with their own loyal listeners.

In Baltimore . . . it all adds up to this: In Baltimore . . . WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage . . . and not just power that's costlier and too often wasteful.

RADIO STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

E. HALE BONDURANT

SALES MANAGER, WHO, DES MOINES



1918-1919 U. S. Army
1919-1923 Drake University, Des Moines
1924 Wallaces' Farmer, in charge of merchandising
1929 Wallaces' Farmer and Iowa Homestead, Assistant Director of Advertising
1932 Assistant Sales Manager, WHO-WOC
1937 Sales Manager, WHO

THE day Hale Bondurant graduated from High School, back in 1918, he marched himself down to the recruiting office and enlisted in the U. S. Army. And from that day to this, Hale's decisiveness and *eagerness for action* have been the guiding stars of his career. Result—an aggressive, outstanding job for his station, his customers and himself. . . .

What difference does it make to *you*, you may ask, *what* kind of sales manager WHO has—or any other station, for that matter? It makes a lot of difference. One kind of sales manager, for instance, will fill his station "to the guards" with the easy, questionable stuff that comes in pretty much over the transom. Others will go out and *get* the kind of programs that will help to build an audience for *your* program. And that's just the start of the story. . . .

Here at F&P we *know* the elements of good station management, and the effect good management has on good advertising results. Next time you have a "list" to make up, we'd like an opportunity to prove it to you. That's really one of the best services we can render, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

OL. 24, No. 24 WASHINGTON, D. C., JUNE 14, 1943 $5.00 A YEAR—15c A COPY

Wheeler Sets September Radio Hearings

ction May 'Stay' Policy Decisions By FCC

NORING almost frantic orts to block new radio leg- ation, Chairman Burton K. heeler (D-Mont.), of the nate Interstate Commerce mmittee, last week defi- tely scheduled hearings to gin in September—after the ntemplated summer recess Congress—and to continue ninterruptedly" until defi- te conclusions are reached. In a formal statement last ursday—his first since the preme Court decision in e network cases—Chairman heeler announced, with the currence of Senator White (R- ine), co-author of the pending ite-Wheeler bill (S-814), that s legislative agreement had been ched. Hearings had been planned the end of June, but an inter- ing recess would have broken ir continuity.

A 'Stay Order'?

Whether the Wheeler statement l serve as a sort of "stay order" n the FCC, since it expresses determination of the powerful ate committee to consider new slation, was debated in radio les. It was thought the Com- sion would be disposed to move tiously and would not seek to oke any of its newly acquired hority which appears implicit in Supreme Court's May 10 de- on, until there is an expression m Congress.

Moreover, the imminent start of lic hearings by the House Select mmittee investigating the FCC is n as another deterrent against sweeping policy pronounce- nts by the FCC. These hearings, ording to Chairman E. E. Cox Ga.), of the five-man commit- will get under way before the of the month, with sensational elations predicted.

Two blasts in the House last k against the FCC, and in con- nation of the Frankfurter nion, were seen as the first of a continuing series of attacks in Congress that will make the radio cases a hot political issue. New demands for remedial legislation are being heard in the House as well as the Senate.

Coupled with the Wheeler statement on projected legislation was the report that FCC Chairman James Lawrence Fly had been advised of the hearing plans and asked to submit to the committee his views on the White-Wheeler bill and any changes which the FCC might espouse. Through Chairman Fly, the FCC majority consistently has opposed new legislation, contending the highest tribunal has spoken and no need exists for revision of the statute.

Following conferences with the NAB board of directors and members of the committee, Chairman Wheeler last Thursday made this statement:

"In view of a recess of the Congress expected to begin on July 1, or soon thereafter, and because of the anticipated continuance of pending hearings upon railroad legislation for two weeks or more, it seems unwise to proceed at this time with hearings upon the radio bill S-814 introduced by myself and Senator White.

"I am, therefore, after conference with Senator White and with his complete concurrence, postponing the radio hearings until the reassembling of the Senate after the planned recess. It is my purpose to begin these hearings in the early days of September and to proceed with them uninterruptedly with the hope that the committee may speedily come to a definite conclusion as to the recommendations it should make to the Senate with respect to radio legislation."

The temper of Congress appears to be that the Supreme Court opinion went beyond the Congressional intent and that, as the legislative branch, Congress should clearly express itself through a new law. The White-Wheeler bill, while not regarded as a model statute, does essay to limit the FCC's function and to separate the common carrier and broadcasting regulatory activities through creation of two autonomous divisions of three men each within the FCC. The chairman would be the executive officer and would not sit on either division.

Concern Over Powers

While the industry is reconciled to enforcement of the network regulations on June 15, concern is expressed over other broad powers delegated the FCC in the split decision of the Supreme Court. Multiple ownership of stations is a particularly live topic, along with newspaper ownership. Both of these vital matters were covered in regulations issued by the FCC within the last three years, but never enforced.

Whether, under the network regulations, NBC will be forced to sell WTAM, Cleveland 50,000-watter (because it now is in a three-station market), and CBS will find itself in a similar plight because of its ownership of WBT, Charlotte, 50,000 watter likewise in a three-station market, was being conjectured.

Widespread interest has been aroused in the impending hearings by the Cox select committee. Though no definite date has been

(*Continued on page 54*)

Petrillo Wants Boycott Power; AFM Asks Coal Disc Recall

TIGHTER control of the recording and radio industry is the basis on which the American Federation of Musicians will negotiate from now on in the lifting of the recording ban. This was revealed after a five-day AFM Executive Board meeting at the Palmer House last week by James C. Petrillo, AFM president, who stated that the recent AFM proposal that the transcribers withdraw service from any station cited unfair by the AFM was in effect a plan of control. The Chicago meeting was held in lieu of the annual AFM convention scheduled for June 14-21 at Columbus, but which was cancelled by Mr. Petrillo six weeks ago due to the war travel exigency.

Plan Shelved

"We have shelved the proposal that the transcription people pay a fee for recording," Mr. Petrillo told BROADCASTING, "because we were surprised to find out how little money there was involved in the transcribed library services. The transcription people are a nice bunch of fellows, but they are giving their music away. There just isn't any money there. What we need is tighter control and we have proposed a control plan as a basis for lifting the recording ban."

Simultaneously, it was learned in Chicago the AFM czar asked Interior Dept to recall discs sent coal dealers by Solid Fuels Administrator Ickes for local radio sponsorship. AFM held these violated the recording ban in that the coal campaign was regarded as a "commercial venture."

The recordings were allowed originally, said the spokesman, with the understanding that they would be sustaining. He added "we have cooperated with the Government in every possible way, but the commercial aspect of the coal discs violates the recording ban." Although the negotiations between the AFM and the transcribers reached an impasse four weeks ago after a four-day conference with the union in New York, Mr. Petrillo's objectives in the recording ban were clarified.

This latest demand reverses the previous AFM tack laid down along the line both in courts and in conferences that the musicians had no dispute with the stations, that their difference is with the transcribers.

It was revealed during the conferences held in New York May 10-13 that the gross income of all the library services combined is approximately $1,000,000 annually, of which sum $400,000 is paid to musicians. Mr. Petrillo indicated that he wasn't after a larger take from the library services, but that he was after industry-wide increase in the all-over number of musicians employed.

Gen. Food Serials Use Full Hookups

Five Programs to Be Carried On Entire CBS Network

GENERAL FOODS Corp., New York, and American Home Products, Jersey City, last week announced that effective in July the full CBS network will be used for their daytime serials on that network. Five of the programs are the first five times weekly daytime serials over the full CBS network, although Owens-Illinois Glass Co.'s *Your Home Front Reporter* and Wm. Wrigley Jr. Co.'s *Keep the Home Fires Burning*, both heard five times a week, are on the full network.

General Foods serials going full net July 15 are *Joyce Jordan, M.D.* (La France, Satina and Post's Raisin Bran), 2:15-2:30 p.m., increasing from 78 stations; *Young Dr. Malone* Post Toasties, Post Bran Flakes), 2-2:15 p.m., from a 90-station hookup, and *We Love and Learn* (Grape Nuts Flakes, Wheatmeal), 2:30-2:45 p.m., going up from 92 CBS stations.

Kate Smith Series

In addition to these, starting July 15, General Foods has taken the full CBS network for its news and comment quarter-hour noonday five times weekly *Kate Smith Speaks*, heard for Swansdown Cake Flour and Calumet Baking Powder, currently on 80 CBS outlets. Agency for *Young Dr. Malone* is Benton & Bowles, New York, while Young & Rubicam, New York, handles the other three G-F shows.

Through Blackett-Sample-Hummert, American Home Products has more than doubled the *Romance of Helen Trent* network, placing it on the full net July 6. Program, heard five times weekly, 12:30-12:45 p.m., promotes Bi-so-dol the last three days of the week, and Benefax Vitamins on Monday and Tuesday. *Our Gal Sunday* is the fifth CBS serial to go full network in the interests of Anacin on July 6. Now heard on 58 stations, the series is broadcast Monday through Friday, 12:45-1 p.m.

Trique Test

HARRY D. KOENIG & Co., New York, is testing radio for Trique Liquid Hose with six-times weekly five-minute participations in Judith Allen *Stars on Parade* on WPAT, Paterson, on a 52-week basis. Agency is Erland Adv., New York, now located at 18 East 41st St.

WATR Joins Blue

WATR, Waterbury, Conn., has joined the BLUE as a basic supplementary station, bringing the total number of BLUE affiliates to 156. Owned by Harold Thomas, the station operates fulltime on 1,000 watts, 1320 kc. Network evening hour rate is $100.

Post-War Planning for Radio Heads Chicago RMA Meeting

Extravagant Claims for Fantastic Models Draw Warnings as Manufacturers Look Into Future

POST-WAR planning dominated the 19th annual meeting of the Radio Manufacturers Assn., held last Thursday at the Palmer House in Chicago. The Association moved toward organization of a post-war planning board espoused by the RMA and FCC Chairman James Lawrence Fly who addressed the RMA luncheon meeting.

The manufacturers in a conference-filled day were cautioned against extravagant advertising campaigns on fantastic post-war models, and conferred with WPB and military officials on production problems.

To Name Committee

The RMA board directed James G. Galvin, who was re-elected RMA president, to appoint a committee to meet with the Institute of Radio Engineers on the organization of a post-war planning committee covering radio manufacturing and research. The IRE last month proposed a post-war planning board differing in organization from the plan supported by Chairman Fly and the RMA. [BROADCASTING, May 10].

The necessity of long-range planning, embracing all radio services including transmission and reception, was emphasized by Chairman Fly at the luncheon meeting. Although he did not recommend any specific procedures, Chairman Fly touched on the problems facing broadcasters as well as manufacturers after the war. He dwelt on the post-war allocation problem, stating that allocations in the future must be made with regard to equipment available and demands of various services.

Chairman Fly's reference to the allocation problem was viewed as a possibility that the postwar planning committee would be a sounding board for the Commission's policies of allocation of frequencies after the war.

"A look at the allocation pattern today should serve as a reminder that planning is well worth the effort," he said. "The sad experience of prior years resulted in more careful planning in the FM and television bands. We laid out these bands with as much forethought and ingenuity as could be mustered. I know now that even that was not enough.

"After this war we must do better still, and insure that all phases of radio will be re-established on a firm and spacious foundation. Not the least challenging of our ultra modern developments is the opening of the limitless ranges of the higher frequencies. We cannot satisfy all the demands for frequencies and yet the problem must be constantly considered.

"Our immediate job," he continued, "is winning the war. No one has suggested or is suggesting that anyone should start now to design post-war models or for any engineers to withdraw from the development of combat equipment to do post-war planning. On the contrary, I am suggesting that we start now to devise long-range proposals which will have the effect of improving all post-war models when the time comes to design them.

Generol Pattern

"We must try to lay out the general pattern, the product outlines within which future designs and services will fit. Radio planning is linked with more general post-war problems."

Chairman Fly praised the RMA for taking the lead in post-war planning and emphasized that the project cannot be effected without industry cooperation. While he did not reveal any of the organizational details of the planning board, it is known that the original plan contemplated by him and the RMA provided for a governing committee made up of the heads of the FCC, RMA, and IRE. This plan was not acceptable to the IRE, which proposed a revised board.

An RMA spokesman stated that the special organization committee would meet not only with the IRE but with the NAB, FMBI, and American Radio Relay League, on setting up the planning board. The RMA has appropriated $10,000 toward the expenses of setting up such a board.

Radar Problems

Manufacturing problems of radar equipment were comprehensively reviewed at the luncheon meeting by Ray C. Ellis, director of the WPB Radio & Radar Division, who praised the manufacturers for the swift and efficient transition to wartime production. The current production of radio and radar equipment is in the neighborhood of $250,000,000 a month.

The increase in production, Mr. Ellis said, entailed two classes of activities: (1) expanding capacity —new facilities, subcontracting problems, conversion of new concerns to the electronics industry; and (2) increasing efficiency which included standardization of the component parts and improving production methods.

Although the critical materials are as scrace as they were a year ago, Mr. Ellis pointed out that greater efficiency in the use of those materials and the development of

(*Continued on page 46*)

GENERAL MOTORS MAY BUY NBC TIM

GENERAL MOTORS Corp., I troit, which has not used netwo radio since last year when it spo sored *Cheers from the Camps* on full CBS network, is reported gotiating with NBC for sponsorsl of the NBC symphony orches with Arturo Toscanini and oth guest conductors. Deal has not been consummated, but may be by the end of June. Agency Campbell-Ewald Co., Detroit.

If the contract is signed betwe G-M and NBC, it will mark second symphony orchestra to on a commercial basis this ye U. S. Rubber Co., New York, sir May 23 has been sponsoring co certs on CBS by the Philharmo Symphony Orchestra [BROADCAS ING, May 10], while it is also ported that CBS is interested in sponsor for the Philadelphia Sy phony, and the BLUE would li to place the Boston Symphony on commercial basis.

New 'Time' Program

RADIO PROGRAM DIVISION Time Inc., which on June 5 sumed its successful series *Le Learn Spanish* for another weeks on WQXR, New York, preparing another series of quarter-hour programs to go WQXR early this fall. The pr gram, titled *The World & Americ* traces the history of America fr 1942 to 1943 in its relation to Eu pean history, and will be in t form of a conversation betwe two business men, portrayed Jack Smart and Eddie Mayho Frank Norris, managing editor the *March of Time*, has written t first script and Carl Carmer, not author, will pen the remaining pr grams. Lester Vail, who resign last week from NBC to do fre lance directing, will direct the *Ti* series.

Lockheed Plans

LOCKHEED & VEGA AIRCRAF Corps., Burbank, Cal. (instit tional), with broadcast of July expands to a half-hour and shif *Ceiling Unlimited* on 56 CBS st tions, from Monday, 7:15-7:30 p. (EWT), with West Coast repe 8:15-8:30 p.m. (PWT), to Sunda 2-2:30 p.m. (EWT). Format r mains fundamentally the sam with name guest talent featured dramatic skits. Anthony Colli continues as musical director wi Pat McGeehan handling the a nouncer assignment. Thomas Fre bairn-Smith is producer of Foo Cone & Belding, Hollywood, agen servicing the account.

Aunt Jemima Active

QUAKER OATS Co., Chica (Aunt Jemima flour), has start a summer campaign using the fiv minute transcribed *Aunt Jemim* program, a variety show, three six times a week on 42 station This is the first time that extensi summer advertising has been us for Aunt Jemima pancake flou Company is continuing *Aunt J mima* five-minute program on CBS stations, Sundays at 2:55 p.m., but has switched commercia from pancake flour to muffet Agency is Sherman K. Ellis & C Chicago.

Dual-Affiliates Plan Option Discussions

Conflicts Arise As 3-Hour Limit Is Applied

TO CLEAR up the special problems of stations with dual network affiliation arising from the new FCC rules, MBS has called meetings of those of its affiliates who are also affiliated with another nationwide network: Eastern stations to meet in New York on June 22 and western in Chicago on June 29. There are 49 such stations: four affiliated with both MBS and CBS, 10 affiliated with both MBC, and 35 affiliated with both MBS and the BLUE.

Otherwise, network affiliates are generally accepting the revisions in their network contracts necessitated by the new rules, according to network station relation executives. Late last week CBS reported that more than 90% of its affiliates had acknowledged acceptance of the revised contracts. NBC said that although its letter detailing the contract changes to stations required no answer, a number of NBC affiliates have written to voice their continued allegiance to NBC.

The BLUE, many of whose affiliates met last week in district sessions called by their representatives on the BLUE's station advisory and planning committee to give the stations a chance to ask questions and to eliminate any remaining misunderstandings of the effects of the rules, described the meetings as completely friendly and reported that contract acceptances were coming in at a rapid rate.

Midwest Problem

Arthur Church, member of the MBS affiliate advisory board for the midwestern district, called a special meeting of his group in Omaha last Tuesday to discuss changes in the relationship of these station with MBS following the application of the new rules. Chief problem was that of the noon hour which CBS has asked the stations to option for network programs. A number of midwestern broadcasters, especially those catering to the farm audience, are unwilling to option this time, which is at present largely devoted to market reports, news and other farm service features. J. G. Gude, CBS station relations manager, attended the meeting, following which it was reported that most of the difficulties were ironed out on an individual basis, the same as they had been handled under the old contracts in which all station time was optioned to CBS.

The peculiar problems of the dual affiliates also arise mainly from the limitations on network option time set by the Commission, which prohibit an affiliate from optioning more than three hours of time in each of four segments of the day: 8 a.m. to 1 p.m., 1 to 6 p.m., 6 to 11 p.m., and 11 p.m. to 8 a.m., all times those of the location of the station. "Such options," the regulation states, "may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations."

This means that a station may give options for only three hours in any of the four periods for network programs, whether of one, two, or three or four networks. Hence, a station with dual network affiliation cannot option more than three hours in each period altogether, and although he may option all three hours to both networks he cannot option three hours to each network unless the option times are identical.

In other words: a station affiliated with both the BLUE and MBS might option 7 to 10 p.m. to the BLUE, as requested by that network. If MBS asked for a different evening option period, say 8 to 11 p.m., the station could grant Mutual an option only for 8 to 10 p.m. without violating the terms of the regulations.

The following stations currently have dual affiliations:

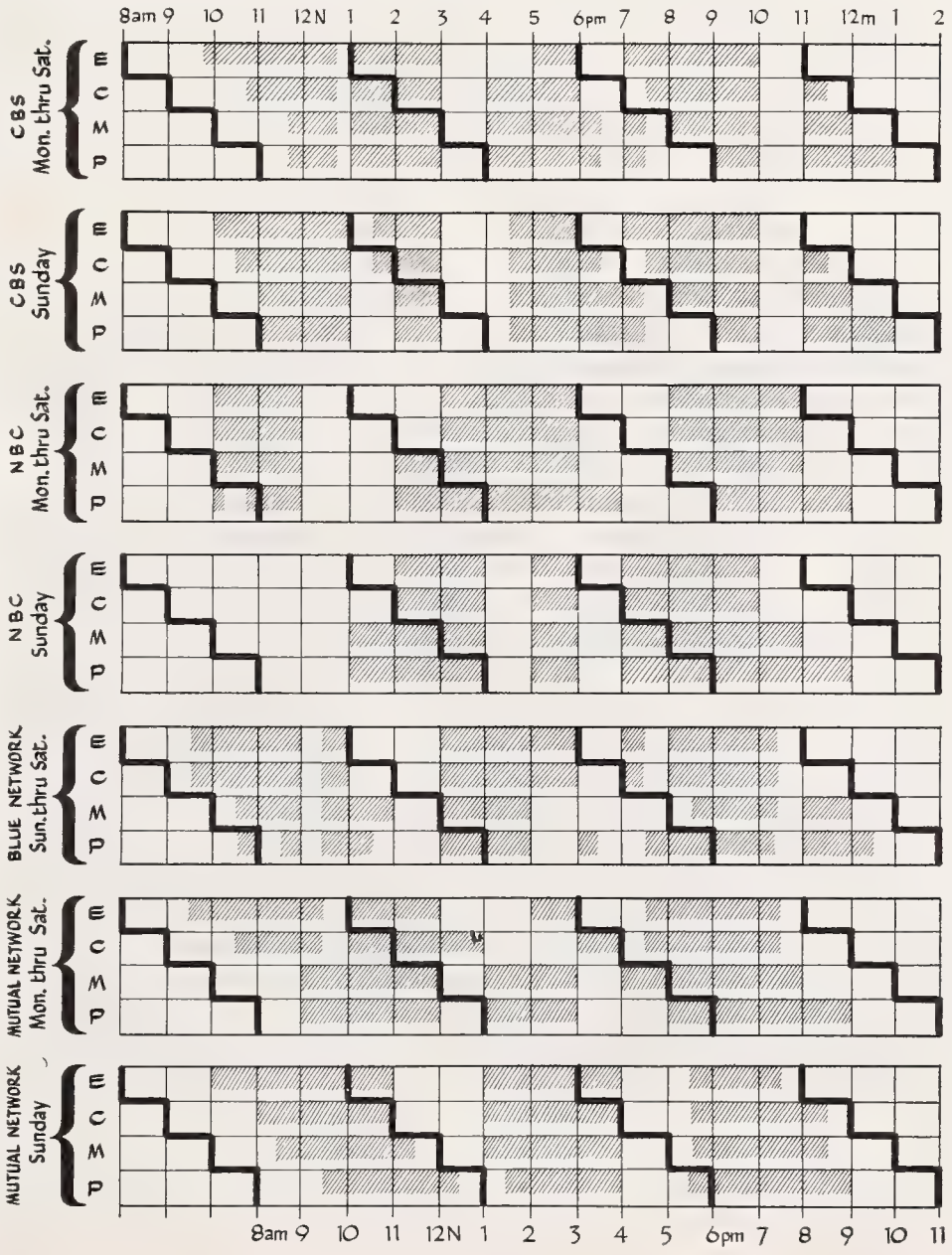
MBS-NBC: WGBF Evansville, Ind; WRDO Augusta, Ga; WFFA Manchester, Vt; WLBZ Bangor, Me; WISE Asheville, N. C; WKBO Harrisburg, Pa; WGAL Lancaster, Pa; WORK York, Pa; KRIS Corpus Christi; KRGV Weslaco, Tex.

MBS-CBS: WAAC Ft. Lauderdale, Fla; WMT Cedar Rapids, Iowa; WNBF Binghamton, N. Y. and KILO Grand Forks, N. D.

MBS-BLUE: WSGN Birmingham, and WMOB Mobile, Ala. KGHI Little Rock, Ark; WATR Waterbury, Conn; WWPG Palm Beach; WROK Rockford, Ill; KSO Des Moines and KMA, Shenandoah, Iowa; KGGF Coffeyville and KFBI Wichita, Kan; WXYZ Detroit and WLAV Grand Rapids, Mich; KFOR Lincoln, Neb; WAGE Syracuse, N. Y; WAYS Charlotte, N. C; WAIR Winston-Salem, N. C; WJW Akron, Ohio; KOME Tulsa; WARM Scranton; WCOS Columbia and WMRC Greenville, S. C; WDEF Chattanooga; WIBR Knoxville, WMPS Memphis and WSIX Nashville, Tenn; KFDA Amarillo, KNOW Austin, KXYZ Houston, KABC San Antonio, KTEM Temple, WACO Waco, Texas; WBTM Danville, WLVA Lynchburg, WRNL Richmond and WSLS Roanoke, Va.

NETWORK TIME BLOCKS

THIS DIAGRAM depicts time segments selected by each of the four networks in their contracts with affiliate stations under the new FCC network rules. Shaded portions are hours requisitioned from affiliate schedules under contract; white segments are those not available to the network. Symbols at left indicate time zones: E, eastern war time; C, central; M, mountain; P, Pacific. Heavy staggered lines indicate the five-hour time segments based on local time, but the entire chart is based on eastern time. Hour symbols at top of chart are eastern time. Pacific time hour symbols shown at bottom of chart.



Harry Wismer Named Maxon Radio Director

HARRY WISMER, sports commentator and advertising man, has been named manager of the radio department of Maxon Inc., Detroit, by Lou R. Maxon. In addition to assisting clients in the development and production of programs, he will continue to be active as a sports and special events commentator.

Wismer served as secretary to athletics director Charles Hachman while a student at Michigan State College. After graduation he joined WJR, Detroit, as a member of the production staff and sports director.

Blue Meeting

NEW BLUE affiliates' contracts, drawn up in accordance with the FCC monopoly rules, were explained to 26 midwestern affiliates which met last Tuesday in Chicago at the Drake Hotel. Keith Kiggins, BLUE vice-president in charge of station relations, discussed with the affiliates the new contracts which were mailed out recently. The regional meeting, presided over by Earl May, KMA, Shenandoah, Ia., included BLUE affiliates in the states of Wisconsin, Iowa, Illinois, Michigan, Missouri, Indiana.

Tax-Bond Copy

WITH 18 BILLION dollars still to be raised during 1943 through purchase of Government securities by individuals, the Treasury War Savings Staff Radio Section is preparing spot announcements based directly on the relation of pay-as-you-go taxation to planned bond buying. Scheduled to go on the air the last week in June, the announcements will be put in final form as soon as a simple explanation of the tax law can be worked out.

Tube Plan Would Expedite Set Repairs

Rigid Control Studied To Break Jam of Orders

MORE RIGID control over production of vacuum receiver tubes, including maintenance and repair tubes for civilians, will probably be started by the WPB before July 1, it was learned last week. The new control is designed to break a jam of highly-rated military orders that threatens to choke out civilian receiver tube production for the remainder of the year and complicates prompt fulfillment of urgent war orders.

A study of the military orders is now being made by Capt. William A. Gray, chief of the Electronic Tube Section of WPB, in an effort to determine how many of the military tubes are urgently needed. In recent months, tube manufacturers have reported large numbers of new military orders which apparently would tie up the entire industry for many months.

Situation is Unsatisfactory

The situation is unsatisfactory to both military and civilian representatives, since the huge backlog of orders means urgently needed types may not be delivered on time. Anxious to insure against "too little and too late" of the right kinds of tubes, Captain Gray plans to determine actual month-to-month military tube needs and to prepare monthly production schedules which will include civilian needs.

Since consideration of the schedule has only begun, there is as yet no indication of the number of tubes civilians may get. Only certainty is that under the old preference rating system, civilians almost certainly would have been left out entirely, while under the over-all scheduling proposal, there is hope that some tubes may still be made for civilians.

In adopting such a scheduling plan, WPB would abandon the old system of preference ratings under which military orders, with their high ratings assuring precedence over civilians, were handled in turn by manufacturers. The new scheduling system will insure that most urgent needs are met first, Captain Gray explains.

McIntosh, Whiteside Watch

A crisis in tube production apparently came to a head within the last two weeks. For several days, WPB buzzed with rumors that civilian production was "out". Finally, it was reported that Arthur Whiteside, WPB Vice Chairman for Civilian Requirements, had taken a hand in the situation, and was considering a directive to insure some tubes for civilians.

Frank H. McIntosh, chief of the WPB Domestic & Foreign Broadcast Branch, is the representative of non-military tube users in all scheduling discussions. It is understood that Mr. Whiteside's office will back up his efforts to insure maintenance of home radio on a workable basis.

Some sources feel, however, that under the proposed scheduling system no such directive is needed. The decision to reschedule production, probably allowing civilian tubes at least a share of the facilities has been advanced as a long-term answer to the problem. Civilian tube production until now has been fitted into manufacturing capacity not used to fill military orders. As the situation shaped up at the Vacuum Tube Advisory Committee meeting in Washington late last month, there would have been none of that margin available.

In describing his scheduling idea, Captain Gray explained that it was closely linked with recent steps WPB has taken to insure efficient distribution of tubes. Officials of the Radio & Radar Division recently issued an order L-265, to insure that tubes intended for civilians reached only civilians [BROADCASTING, June 7]. With L-265 in effect, tubes scheduled for civilians in the future would be marked "MR". Since L-265 makes it illegal for distributors to use "MR" tubes to fill rated orders, whatever tubes are made for civilians are almost certain to reach their proper destination.

Military officials are as enthusiastic about L-265 as civilians, reports indicate. High Army and Navy officers strongly oppose sale of tubes to military agents in the field by distributors. They point out that regular channels insure ample tubes for military use. By purchasing from distributors, they hold, the services pay much more for the merchandise, may get military rejects, and at the same time deprive civilians of tubes they should have.

Despite dire predictions for civilian tube production, Captain Gray indicated that the situation would not be permitted to get out of hand. He pointed to figures showing that production ran from two to three and a half million tubes monthly in recent months. He said it was probable that certain types now reported scarce would be produced, and that most of the 117 types recommended by Mr. McIntosh would be available if over-all scheduling is adopted. In addition, he said, many commercially acceptable military rejects would be given civilians.

Tube manufacturers have reported that the chief obstacle to vastly increased production of receiving tubes is the manpower shortage. WPB surveys show that the industry is running at only about 50% of capacity, since manufacturers have found it impossible to recruit women for night shifts. One way of overcoming this, officials said, would be for firms to follow the lead of at least one company that has many of its components assembled in "booster" plants, erected outside tight labor markets.

Spier Recuperating

WILLIAM SPIER, CBS producer, who has been on the West Coast for auditioning new programs, collapsed last week from overwork and is recuperating in the Cedars of Lebanon Hospital in Hollywood.



NOW AT WCKY, Carroll D. Alcott (seated) signs for two six-night-weekly broadcasts for Hudepohl Brewing Co., Cincinnati. Witnessing the signature of the Far East observer and commentator are (l to r) L. B. Wilson, station owner; Fred A. Palmer, manager, and L. F. McCarthy, president of the L. F. McCarthy & Co. agency in charge.

GLASCOCK NAMED WRC SALES CHIE

APPOINTMENT of Mahlon Glascock as sales manager of WR Washington, effective June 16, h been announced by Carleton Smith, WRC ge eral manager. M Glascock succee John H. Dod who is now duty with t Navy.



Mr. Glascock

The new sal manager ca with WRC in N vember, 1942. I was formerly a count executi and radio director with the Lew Edwin Ryan Advertising Agenc Washington. Previously he was co nected with the R. D. Wyley Age cy and the Robert N. Taylor Age cy. He graduated from Yale 1930.

Mr. Glascock is a member of t Washington Sales Representativ Assn., and the Washington Club. He is married and has t children.

COMMITTEE STUDIES FCC RADIO FORM

MEETING in Washington la week, the broadcast subcommitt of the Advisory Committee Government Questionnaires nam as chairman J. Harold Ryan WSPD, Toledo, and present assi tant Director of Censorship f broadcasting. NAB President N ville Miller and others discuss the development of the subcomm tee and the need for informati derived from questionnaires.

Talk centered about curre forms and questionnaires, with t enginering form approved as re ommended by the NAB engineri executive committee. Named committee to discuss changes the FCC license renewal form wi the commission were Mr. Ryan, Bennett Larson of WWDC, Was ington; Herbert Pettey of WH New York, and NAB Research D rector Paul Peter.

Others in the radio field atten ing the meeting were Roger W Clipp, WFIL, Philadelphia; E ward F. Evans, WJZ, New Yor John C. McCormack, K T B KWKH, Shreveport; Barry Rumple, NBC; Jack Willian WAYX, Waycross, Ga., and Jol C h u r c h i l l, CBS, representi Frank Stanton.

Asks WAPO Transfer

JODA PATTERSON, executrix the estate of W. A. Patterson, ceased owner of WAPO, Chatt nooga, last week filed an applic tion with the FCC for involunta assignment of the license to he self as executrix. At the sa time she filed a second applicati for voluntary assignment of t license to herself and to Ramon Patterson, her son, and Louise Pa terson Pursley, her daughter, WAPO Broadcasting Service. I money is involved.

THE BLUE has started using gi as messengers—the first regular w man member of the staff being Fran Gaisser, a former model.

★

Here's something about Chicago that should be put down in

BLACK and WHITE!

You can reach the people of Chicago and the Middle West most effectively thru the station which carries *more retail* and *more national spot* business that any other major Chicago station.

That station is WGN!

A Clear Channel Station

CHICAGO
50,000 WATTS

WGN

ILLINOIS
720 KILOCYCLES



MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. ★ *PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.*

Network Rules Attacked in New Book

Practical Phases Were Ignored, Robinson Points Out

SOMEWHAT anti-climactic because it does not cover the momentous Supreme Court decision of last month in the network cases, Thomas Porter Robinson's book, *Radio Networks and the Federal Government*, published last week condemns the FCC's network-monopoly regulations as failing to meet the problem in a "realistic and far-sighted manner consistent with the public interest."

The 278-page volume [Columbia University Press, $3.50] in comprehensive fashion covers network broadcasting and its relationship to the Government up to the time of the nework appeals to the Supreme Court, decided in favor of the FCC. The author, while concluding that Government regulation of broadcasting is necessary and that some degree of Federal regulation of the social and economic aspects of broadcasting is desirable in the public interest, nevertheless holds that the Commission went too far.

Practicalities Ignored

Aside from failing to meet the problem, the writer concludes that the regulations were "discussed and weighed in an atmosphere of acrimony and intense partisanship—an atmosphere alien to an intelligent and calmly deliberated plan." By outlawing exclusive option time as against another network and by drastically curbing network ownership of key outlets, Mr. Robinson tells, the regulations "disregard the practical requirement that a network organization under our present system must be permitted to secure with as much certainty as possible the willingness of the individual sovereign stations to broadcast the same program at the same time."

The author finds, morcover, that the intent to promote greater competition in the broadcast field is in the public interest, the regulations as a means of accomplishing this "are ill-advised because they foster the wrong type of competition and will result in a chaotic condition of economic rivalry between networks for the same stations, which is destructive to chain broadcasting." The regulations, he contends, tend to freeze a technical situation which is dynamic and do not give sufficient weight to the potential possibilities of the radio spectrum. In this regard, the author suggests that synchronization of networks on two or three 1-A channels is a post-war prospect and a challenge.

"In conducting the investigation and in formulating the regulations, the Commission failed to explore the possibilities of making a greater supply of frequencies available for network broadcasting in the standard broadcast band through a reorientation of its allocation and licensing policies."

Synchronous System

Discussing possibility of synchronization on a common frequency, Mr. Robinson drew upon previous experimentation dealing with synchronous or common frequency operation. Delving into the future, he sets up a hypothetical situation in which a national network is licensed on two or three clear channel unlimited time frequencies. Network stations operated synchronously on one of these frequencies at a particular time would broadcast an identical program. The great majority of transmitters would be simply relay transmitters, operated at low cost.

Pointing out that the Communications Act states that the Commission shall "study new uses for radio, provide for experimental uses of frequencies and generally encourage the larger and more effective use of radio in the public interest," Mr. Robinson said that when the war is over "broadcasting will stand on the threshold of a dynamic future. Only through opening our minds and exploring the challenge of this expanding science can the possibilities of that future be fulfilled."

While attacking the extreme nature of the regulations, the book does not support in their entirety the contentions of NBC and CBS. Although the "dire results predicted" by these networks with respect to the option time regulations "are undoubtedly exaggerated," he said, "some form of exclusive option time as against other networks is, in the writer's opinion, a practical requirement in our present system of chain broadcasting."

Sees Domination

Mr. Robinson reaches the "inescapable" conclusion that the broadcasting industry in the United States "is dominated by NBC and CBS." Breaking up of this domination, promoting what the Commission believes to be the most desirable type of competition in the broadcast field, abolishing present contractual restraints in the network-station market, and speedily opening the door of opportunity to Mutual and to new networks "were the principal reasons behind the Commission's reform movement," he states.

"Asserting there is no quetison that more competition of the right type in network broadcasting is desirable, Mr. Robinson, however, holds that the FCC's regulations are destructive to chain broadcasting itself. The real answer to the competitive problem, he writes, is "a greater available supply of frequencies for commercial broadcasting, which in turn would result in a greater number of national networks."

Refuting the FCC's assumption that there is a severe lack of frequencies for commercial broadcasting, he declares scientific research has increasingly enlarged the number of usable radio frequencies and the process will continue. He point to FM and television and their u of the microwaves as signs in thi direction and cites statements leading engineers.

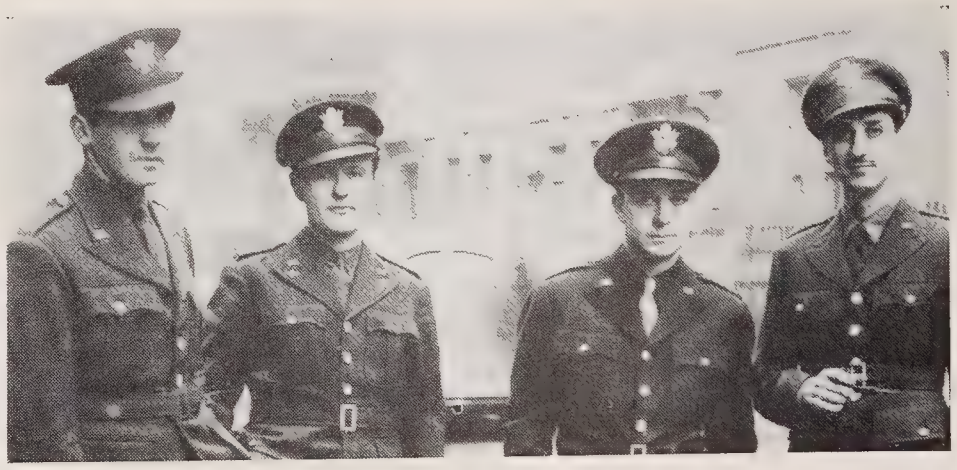
In his concluding chapter, titl "Looking Forward," Mr. Robinso says if there were no broadcastin industry in this country today t accepted first principles would in clude advertising as the majo means of financing broadcasting maintenance of both individual sta tions and networks; Governmer assignment of frequencies and pov er; Government regulation of ne works, and exploration of th feasibility of synchronous opera tion of networks on common fre quencies.

Lauds Transcriptions

Transcriptions are given a boos by the author. Declaring they ar highly developed today and ar equal to live talent programs, h says the national networks tend t insist that this is not the case, tha the public demands live talent an would turn away from a so-calle "dead program" on a transcrip tion. In some respects, he holds transcriptions are actually supe ior to live broadcasts. The bes time for the performance can b chosen and the finest performance can be selected for presentatior The artists can be entirely fres and at their peak; acoustical con ditions can be better controlled and the difference in time as on proceeds across the country pre sents no difficulty because simulta neous broadcasting is not required Finally, with the development o the Miller film, a method of tran scription using a narrow strip o film rather than a disc and operat ing on the principle of a moving picture, editing is made possible before the broadcast.

Because they can now compet on equal terms with the "live" show and because they represent the form of competition most greatly feared by a chain organization, Mr. Rob inson declares the use of transcrip tions is "generally discouraged." He cites former network restric tions in this connection, mentioning NBC's refusal to allow outside con cerns to make off-the-line record ings of commercial programs.

Mention also is made of the Petrillo ban on transcriptions and recordings, in force since last Au gust. "If this ban is permanently enforced," says Mr. Robinson, "the damage that will be done to the broadcasting industry and the impairment of public service to the people that will result will be very substantial. In the writer's judgment, the action of Mr. Petrillo is so contrary to the public interest that Congress, if necessary, should step in and see that this dictum is rescinded."





BACK FROM FOREIGN news front, Edward R. Murrow, CBS European news chief, now in New York on a brief visit, brought with him this photo of the CBS London news staff (above, l to r), Murrow, Paul Manning, John Daly and Bob Trout. Murrow was welcomed at a luncheon at the Ambassador Hotel attended by radio executives and press representatives. Seated beside him as he addressed the group are (left) Paul White, CBS director of public affairs, and (right) Frank Stanton, CBS vice-president. Murrow will return soon to London to join his Columbia confreres in that busy war center.

WGCM Is 140th NBC

WGCM, Gulfport, Miss., on June 6 became an NBC affiliate, bringing the network's total to 140 outlets. Owned by WGCM Inc., the station operates on 1240 kc, 250 watts.

BALTIMORE
AND THE FUTURE

GREAT SHIPBUILDING CENTER

Whether the "ships" of the future sail the seas or fly the air, Baltimore is in a position to build those ships better, faster, and cheaper--because of the accessibility of raw materials and the availability of a pool of skilled and trained workmen.

Baltimore has the greatest tide water steel plant in the world. Coal, power, and fuel are easily accessible. There are established lumber and plastic industries in or near the city.

Inevitably there will be a post war demand for new and faster ships. Inevitably there will be a demand for great transport and cargo planes such as are already being planned by Baltimore's Glenn L. Martin Company.

Baltimore's present leadership in this field will continue--and continue to grow.

Number Four of a Series

For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.



NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

Joint War Effort By Entertainment Groups Projected

Conference Board to Insure Cooperation Is Planned

IN A MOVE to bring about a closer cooperation between various branches of the entertainment industry engaged in war work, plans were advancing last week towards the formation of a Conference Board of the Entertainment Industry for War Activities. Idea for the group, which would serve as a clearing house for the war activities of various agencies including BMI, ASCAP, creative radio guilds and other organizations in the amusement field, grew out of a two-day meeting of representatives who convened in New York June 3-4 as the National Conference of the Entertainment Industry for War Activities.

'Pool of Resources'

One of the proposed functions of the board, as presented by Ilka Chase, actress, to the National Conference, would be the creation of a "pool of resources" through voluntary enlistment of all members of the entertainment industry, who would agree to be drafted into any kind of participation in the war effort requested by an authorized entertainment agency.

War services would be subject to contractual obligations, would be limited to period of time specified by the individual, and would be paid for by the entertainment agency according to standards mutually established by agency and trade union. Plan would not preclude services on a free and voluntary basis, however. Enlisted personnel would include members of all professional fields of the four major groups—motion pictures, radio, stage and music.

First step was the approval by Conference members of a Continuations Committee to proceed with the organization of the Conference Board. Radio figures named to serve on that Committee were: Neville Miller, (or designee), NAB; George Heller, AFRA; William Fricke, Assn. of Advertising Agencies; Anita Grannis, AFRA, Virginia Payne, AFRA, and Lawrence Tibbett, AFRA president. Committee named a special group to draw up a statement of purpose to be submitted to organizations which might participate in the Board. Members of the subcommittee included Walt Dennis, chief of the news bureau, NAB.

NAB is the first agency officially to signify its intention of participating in the conference board of the entertainment industry for war activities.

DIRECTORS of Western Electric Co. have declared a dividend of 50 cents per share on its common stock, payable June 30, to stock of record at close of business June 25, 1943.

NBC Defaults Hearing, Allowing WJW And WHDH to Break Down 850 kc. Wave

OPERATION OF WHDH, Boston, and WJW, Akron (now moving to Cleveland) on the 850 kc., clear channel of KOA, Denver, practically by default, was made possible last Friday when NBC, as licensee of the Denver station, stated it did not desire to participate in hearings scheduled by the FCC following the Supreme Court decision in favor of NBC-KOA.

This action followed denial by the FCC the preceding Tuesday of a petition by NBC to postpone the hearing involving the breakdown of the channel until six months after cessation of hostilities. The Supreme Court had held KOA had not been accorded a proper hearing and the FCC had scheduled hearings for June 30.

In its brief petition last Friday, NBC said it believed that the public interest would have been served by granting its postponement petition. For the reasons it had set forth, NBC added that "it does not desire to participate in the hearings" but that it "fully reserves all rights to participate in any hearing pertaining to operation by the applicants in any manner other than that specified" in the applications.

NBC, in its petition filed following the Supreme Court's ruling, asked the Commission to postpone until six months after the war the consolidated hearing involving the Boston and Cleveland stations and stated that until the Commission's final decision after the postponed hearing, NBC would consent to the unlimited time operation of WHDH and WJW as proposed in their applications.

NBC pointed out that the May 10 Supreme Court decision in the network cases gave the FCC authority to promulgate the chain-broadcasting regulations. As a network company and the licensee of individual stations, including KOA, the petition said NBC is placed in an equivocal position regarding further proceedings in the KOA case. WJW, it pointed out, is an applicant for use of 850 kc. at Cleveland, while NBC is licensee of WTAM, Cleveland. Under Section 3.106 of the regulations, Cleveland, which now has only three full-time stations, may be considered a "locality where the existing standard broadcast stations are so few" as to justify the Commission in refusing NBC further licenses for WTAM unless an additional station is assigned to the Cleveland area.

Affects Rural Listeners

"It thus appears that though NBC's interests in the Denver station would be adversely affected by a grant of the WJW application, NBC's interests in its Cleveland station would be protected by the same grant. NBC is further placed in an equivocal position by the fact that both WHDH and WJW will be affiliated with the BLUE Network, which, like NBC, is a subsidiary of RCA."

"NBC does not wish to be put in the position of causing strategic construction to lie idle during wartime while it litigates the broad and continuing question of national service from clear channel stations," the petition added.

Finally, NBC said important technical developments will occur in broadcasting when the war is over. These developments, the petition held, would offer the people of Boston and Cleveland additional service without the necessity of depriving any rural listeners of service from KOA. By the same token, under peacetime conditions, the 850 kc. clear channel may be used to bring to rural listeners improved service through the use of higher power. Neither the Boston-Cleveland need for service now nor present wartime restrictions upon the full development of KOA's potentialities "should be allowed to work a permanent distortion in the broadcasting allocation structure," said the petition.

PENN TOBACCO Co., Wilkes-Barre, has purchased two quarter-hour news periods weekly for 52 weeks on WENR, Chicago. Agency is Kiesewetter Adv., New York.



IN RECOGNITION for their achievements on behalf of continental solidarity, two CBS executives last week received "The Highest Civilian Decoration of the Cuban Government. (L to r): Edmund Chester, CBS director of Latin American relations; William S. Paley, CBS president; Roberto Hernandea, Cuban Consul General.

Newspaper Group Plans Retail Study

NAEA to Name Committee to Standardize Promotion

DOUBTLESS inspired by the successful development of the radio retail promotion campaign, members of the Newspaper Advertising Executive Assn. attending the group's wartime conference at the Hotel Pennsylvania, New York, last week, authorized the appointment of a committee to explore the retail field and set up a standardized promotion plan for use by newspapers.

H. H. MacLean, manager of retail sales for Scripps-Howard Newspapers, was named chairman of the committee, whose other members had not been appointed at the conclusion of the three-day meeting. Although most details of the plan are still to be worked out, it was understood that the proposed study will cover the entire retail field, including chain stores as well as department stores and specialty shops. Neither Mr. MacLean nor Irving Buntman, secretary and treasurer of the NAEA, were willing to estimate the amount of money that carrying out this plan will entail or whether it will be more or less than that being raised by the radio retail promotion committee headed by Paul W. Morency, WTIC, Hartford.

May Ration Ads

A discussion of the probable effects of further restrictions in newsprint at one of the NAEA session disclosed the general feeling among larger newspapers that in such an event they would have to begin rationing their advertising space, while the smaller papers felt that in their case another cut of 10% in newsprint would be followed by an increase in advertising rates. Of the papers represented at the meeting only a few reported that they have already instituted rationing of advertising space or made any plans for doing so. Rate increases reported were also relatively few.

The need for more creative selling on the part of newspapers was stressed by Ray H McKinney, president, American Assn. of Newspaper Representatives, who cited radio as an example of successful idea selling.

Church Discs on 23

CHURCH OF CHRIST, Glendale, Cal., in a tie-in with local churches, on June 6 started sponsoring a weekly half-hour transcribed religious program featuring Jean Valentine, evangelist, on 23 Pacific Coast stations. Contracts are for 52 weeks. Station list includes KDB KFXM KPMC KGA KTKC KHSL KLS KFMB KHUB KSRO KTRB KVEC KVCV KODL KPQ KMED KVI KUJ KVOS KBKR KXA KWJJ KELA. Dean L. Simmons Adv., Hollywood, has the account.

KOA

MAINTAINS MUSIC CENTER FOR ENLISTED MEN!

In keeping with "morale-maintenance" activities—KOA makes available its facilities for the Music Center for Enlisted Men. It is scheduled to furnish members of the armed forces in Denver *an outlet* from their rigorous duties. Here men may listen to recordings or programs, and participate in choruses and broadcasts.

Wives of Commanding Generals and Post Commanders in Denver, with the Governor's wife, and civic and state leaders, contribute liberally of their time to make the Center highly effective.

A weekly half-hour program, under the auspices of the KOA Music Center for Enlisted Men, is broadcast every *Friday evening*. Members of the armed forces furnish the program while others take part in dramatizing activities of military posts here — all for the entertainment and information of soldiers and their families alike.

Highlights of several recent broadcasts are pictured.

ROOPS IN DESERT
RECALL DENVER AS
SOLDIER'S PARADISE

KOA CENTER

KOA MUSIC CENTER
for ENLISTED MEN
NBC BUILDING
DENVER

NEXT BEST PLACE TO HOME

KOA FOR MEMBERS *of the* ARMED FORCES

CBS Issues Booklet to Explain New FCC Rules to Advertisers

Affiliates' Right of First Call on Net Shows Held To Maintain Usual Buying Method

IN A BOOKLET explicitly titled "Questions and Answers for Advertisers and Advertising Agencies Concerning the New FCC Network Rules," issued last week by CBS, the network gives a layman's summary of the rules followed by 12 questions and answers arising from those rules. Advertisers are told:

(1) The new rules will not jeopardize their present network programs.

(2) The rules do not "cut loose" network stations from their network affiliation; despite the stations' right to give non-exclusive options to other networks, each CBS affiliate "continues to depend on CBS for between 40 and 65 hours each week of non-commercial programs which are vital to its broadcasting schedule."

First Call Policy

(3) As permitted by the rules, all networks now give first-call on all of their programs to each of their affiliates. Labeling this policy "important," CBS states that "as long as it is maintained by all networks it means that there should be no change from your usual method of buying network facilities. It provides a protection against the ill effects of non-exclusivity rule which we had previously feared.

"The first-call policy," CBS continues, "protects the great majority of network clients from any handful of advertisers who might otherwise compel the inclusion, in their network hookups, of the most powerful stations of other networks, thus leaving available to other network advertisers inferior networks comprising only the smaller and weaker stations. It likewise protects the smaller station on one network from loss of business to the more powerful station in the same market.

Advertiser Protected

"It further protects a new advertiser on one network from finding himself blocked out of numerous key markets during choice time periods because important stations on the network of his choice had been offered and were broadcasting the programs of another network."

(4) Showing the time CBS has put under option with its affiliates [BROADCASTING, June 7], the network explains (5) that the option hours were chosen on the basis of previous demand by advertisers and (6) that while the option gives the network a right to take over time held by a local or spot advertiser, which belongs to the station, not the network, in non-option hours, "in practical operation the result may be the same [since] many of our stations have expressed the desire to continue to carry as much CBS network commercial business as possible."

(7) Advertisers will have to order time for new programs 56 days in advance of the starting dates "only if you want a guarantee that every single station on your hook-up can start with the first broadcast. Otherwise no," says CBS.

(8) Advertisers can theoretically create their own "private networks under the new rules in time not occupied by sponsored network programs, but, says CBS, "only if both the advertisers and the stations are blind to their own interests—and neither group seems at all inclined toward such blindness. . . . This process of making strong stations stronger and weak stations weaker would so impair the structure of American radio that we doubt whether the FCC, under the broad powers which it has, could allow it to proceed unchecked."

(9) Guaranteed time for local programs can be purchased from stations outside of the network's option time, if the stations will sell it on that basis.

Special Services

(10) Stations not affiliated with CBS may be added to CBS networks for clients only "provided all of the CBS affiliates which serve the area in which the non-CBS station lies are also included in the advertiser's hookup."

(11) CBS states that it expects no greater rate of turnover of station affiliations as a result of the limitation of contracts to two years.

(12) CBS emphatically declares its intention to continue its public program operations and its service to advertisers through program and sales promotion, research, merchandising and publicity, but adds that "more than ever this network service, which has helped to make American radio the finest radio in the world, will depend on the understanding cooperation of advertisers and affiliated stations."

Ready

GABRIEL HEATTER, Mutual commentator scheduled to start his two-week vacation from the air June 13, has decided to forego a holiday to be on hand to cover the reportedly imminent Allied invasion. Frank Singiser was to have substituted for Mr. Heater. Sponsors are Zonite Products, Barbasol Co., and R. B. Semler Inc.

RADIO DRAMA TOPS CROSSLEY SURVEY

DRAMATIC PROGRAMS are now the most popular, according to a study of the competitive standing of four types of programs on four major New York stations, released last week by the WOR-Crossley Personal Interview Continuing Study of Radio Listening in Greater New York.

Quiz programs, which have usually topped the list in past surveys, take second place, while dramatic shows lead with 34.5% of the listening audience, as compared with Pearl Harbor days, when they had a rating of 24.8. The question and answer programs are now rated at 33.8%, as compared to the 30.1 figure from the November-December survey in 1941.

Reversing a downward trend since this country's entrance into the war, musical programs now attract 26.7% of the audience, as against 20.9% reported for the September-October 1942 period. Women's participating programs drew 17.2% of the listeners in the March-April period, indicating an upward trend. This type of show had declined following the summer of 1942, when it hit 20.7.



NEWEST APPROACH to the roundtable quiz is heard on WOL, Washington. It is based on a finding of a *New York Times* survey disclosing that few Americans know American history. Hugh Russell Fraser, historian who conducted the survey, and Walter Compton, WOL-MBS commentator, evolved the program formula. Titled *A Date With a Date*, it features two U. S. Senators and two Representatives on each program. Two "regular" experts are Representatives Coffee (D-Wash.) and Vorys (R-O.). Show is to go on Mutual soon. Around the table are (l to r): Senator Pepper (D-Fla.), guest; Mr. Fraser; Mr. Compton; Senator Eastland (D-Miss.), guest; Rep. Coffee; Rep. Vorys. Announcer Bill Jefferay is in background.

WLW Aid Given Pharmacy Schools

Seven Scholarships Granted To Assist Drug Stores

TO HELP RELIEVE the manpower shortage in the retail drug industry and to improve conditions in the trade, seven one-year scholarships will be underwritten by WLW, Cincinnati, in each of the seven schools of pharmacy in the station's primary area.

Announcing the project, R. E. Dunville, vice-president of the Crosley Corp., explained that "WLW is making this direct effort to aid the pharmacy schools within its primary area as an inducement to worthy young persons to enter pharmacy as a career, especially those who might not otherwise have considered this career."

Citing the great need for pharmacists, particularly in smaller drug stores, Mr. Dunville pointed out that proprietors cannot do the merchandising job that would be possible with additional competent assistants. This situation, he said, may have contributed as much as any other factor to the diversion of drug store sales to other fields.

WLW officials feel that with sufficient study and aid given the problem, pharmacy will become more attractive as a profession as it becomes more lucrative, especially with respect to operation and ownership. During the last two years the station has been working through intensive aid to the state pharmaceutical associations in its primary area.

John E. Randolph, director of trade extension for WLW, will handle details of the grants. The program has received endorsement from the deans of the various schools. Candidates qualified to receive the scholarships are now being selected.

Quiz for Conti

A QUESTION-and-answer program on international events, featuring Charles Hodges and Alois Havrilla, news commentators of WOR-Mutual, New York, has replaced the *Treasure Hour of Song* on MBS under sponsorship of Conti Products Corp., New York. Titled *Memo for Tomorrow*, the program started June 13, in the Sunday, 10:45-11 a.m. period. Conti's former program, a Thursday half-hour at 9:30 p.m., went off the air June 3. Agency is Bermingham, Castleman & Pierce, New York.

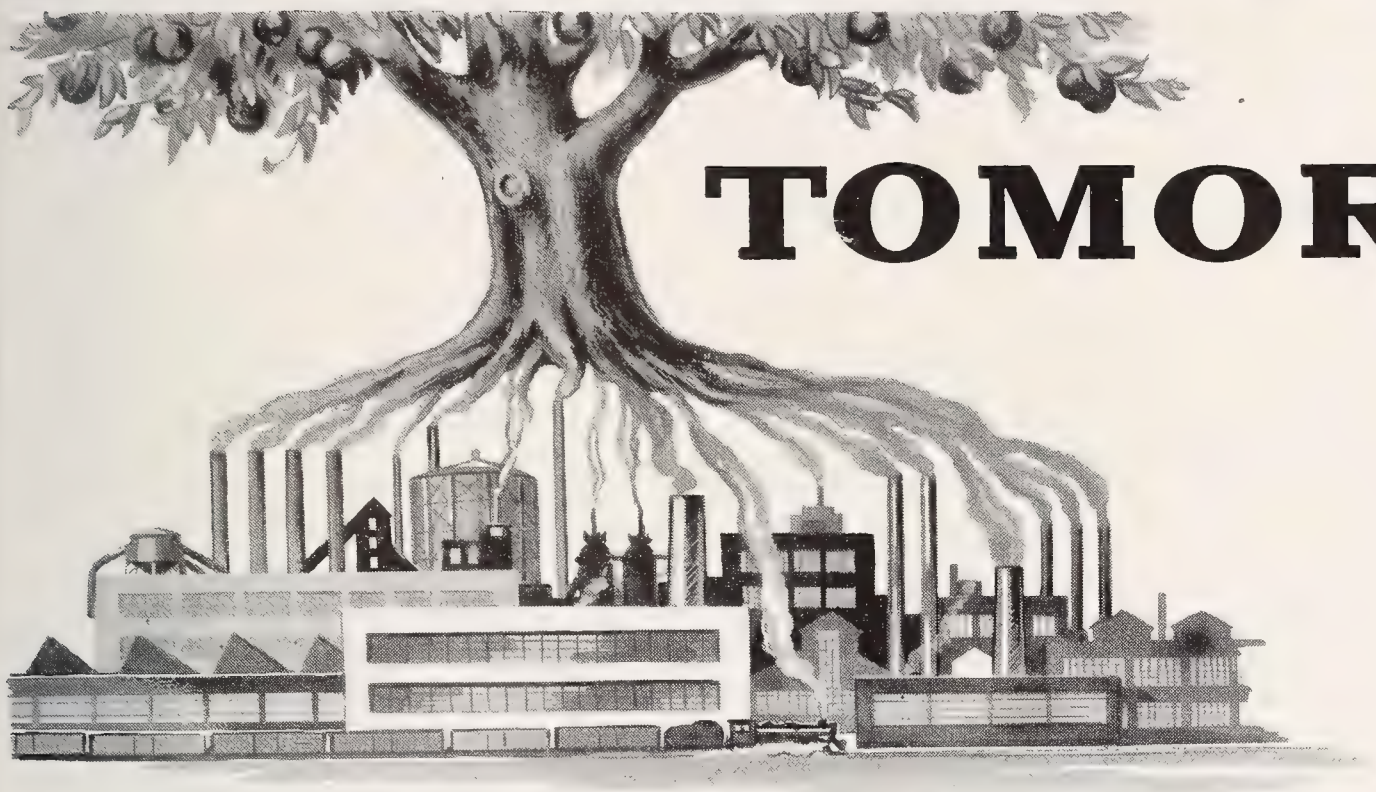
Radio Rated A-1

RADIO in the eastern gas shortage area was given an A-1 preference rating, highest non-military rating, in a revision of list of industries entitled to supplemental gasoline, ODT announced last week. Although industries rated on the list are entitled to request extra fuel to perform their duties, ODT said, applicants will have to prove that they are utilizing their trucks to the fullest extent possible [BROADCASTING June 7].

Keep it alive today

for the fruit it will bear

TOMORROW



ITS NAME is radio advertising. Its most fertile field is Detroit. Its most effective carrier is WWJ.

If you are fortunate in having something to sell today, it is easy, over WWJ, to offer it to the largest and most responsive portion of Detroit's teeming, thriving population.

If you have "nothing to sell for the duration," it is similarly easy—and comparatively inexpensive—to keep the name and merit of your product memory-fresh . . . toward the day when the bars again are down, and Detroit's peacetime greatness promises to exceed anything you have ever before witnessed.

There are more than two million people in this compact area. There are more than 550,000 factory workers here—with an estimated average weekly earning of $58.63. The per capita purchases of War Savings Bonds (backlog for tomorrow's buying era) are larger than in any other city.

And, WWJ is, by actual survey, the most listened-to radio station in this great market. Tell your story in Detroit now—over WWJ.

WWJ

America's Pioneer Broadcasting Station — First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

NBC BASIC NETWORK

ASSOCIATE STATION W45D—F. M.

IRE Takes Stand Against K-P Bills

Plan to Mobilize Engineers Regarded as Unnecessary

OPPOSITION to the enactment of the Kilgore-Patman bills (S-702 and HR-2100) to establish an Office of Scientific and Technical Mobilization was expressed in a resolution adopted at the June meeting of the board of directors of the Institute of Radio Engineers.

The IRE took the position that the technical resources and particularly the radio facilities of the nation are now working efficiently in the war effort and that the legislation would result in confusion.

The resolution follows in full text:

Whereas, the board of directors of The Institute of Radio Engineers is of the opinion that the scientific and technical resources of the Nation and in particular the radio personnel and facilities of the country are mobilized to a high degree and are working efficiently in the war effort; and

Whereas, it appears that enactment of the Kilgore-Patman bills (S-702, HR-2100) to mobilize the scientific and technical resources of the nation, to establish an Office of Scientific and Technical Mobilization, and for other purposes, would actually endanger the war effort by a reorganization of these resources along totally untried lines; and

Whereas, it is the opinion of the board of directors that the premises given in the declaration of policy of S-702 are unsound and not representative of the facts; and

Whereas, the enactment of these bills would establish a post-war bureaucracy inimical to the best interests of scientific and technical progress and thus also to the best interests of these United States; therefore, be it

Resolved, that the board of directors of The Institute of Radio Engineers finds no valid reason for enactment of Senate bill S-702 and House bill HR-2100 and strongly opposes such enactment because these bills if enacted will result in confusing the war effort; and furthermore be it

Resolved, that the board of directors of The Institute of Radio Engineers expresses its general opposition to any proposals which would have the effect of placing the scientific and technical personnel and facilities of the nation under government supervision and control.

BLUE Names Tomlinson

EDWARD TOMLINSON, radio commentator, author and lecturer on inter-American affairs, has been appointed BLUE's adviser and analyst on an exclusive basis, as announced by Mark Woods, president. Mr. Tomlinson, whose analyses are heard thrice weekly, on June 12 established permanent headquarters in Washington to be closer to our own State Dept. as well as to the offices of inter-American diplomats and representatives. "The reported pro-Allied revolt in Argentina," Mr. Woods said, in announcing the creation of the new post, "brings into sharper focus the vital role being played by the 'other Americas' in the United States and allied war efforts."

Weiner Quits WPB

RESIGNATION of Joseph L. Weiner, formerly chief of the WPB's office of Civilian Supply, was announced by Donald Nelson last week. Mr. Weiner, who was responsible for the "Rock Bottom Economy Plan" [BROADCASTING March 1], was superceded April 15 by Arthur Whiteside, who headed the Office of Civilian Requirements.



SPEARHEAD of U. S. Army IV Fighter Command's recent campaign for more volunteers to man its aircraft warning service, this network-station-Army quartet delivered the recruiting message from KOMO, Seattle, one stop in a two-week Pacific Coast drive. Flown by Army bomber, Sam Hayes, network commentator on vacation from his six-weekly quarter-hour newscast, sponsored by Sperry Flour Co. on NBC Pacific stations, visited every coastal filter center city during the radio and personal appearance tour. Trip was made at invitation of IV Fighter Command. Traveling campaigners (l to r) are Harold J. Bock, western press relations manager of NBC; Dick Keplinger, special events director of KOMO; Mr. Hayes; Capt. William Gerken, Army Signal Corps.

40 FM Applicants Seek Reinstatement To Keep Files Pending Before the FCC

ALL EXCEPT about 10% of the pre-war applicants for FM stations, whose applications were frozen April 27, 1942, under the blanket memorandum opinion, but who were authorized to apply for reinstatement last February, have taken advantage of the FCC's action.

FM Broadcasters Inc. last week said that FCC records showed that 40 pre-war FM applicants had sought reinstatement of their applications under the automatic proviso. The applications, under the FCC's ruling of last February, are being kept in the pending file until after the war and then will be acted upon, eliminating the need for filing of new detailed forms.

Following is the list of companies, together with standard broadcast station identity, if any, shown on the FCC records as having filed for reinstatement:

American Broadcasting Corp. of Ky., Lexington (45.1 mc.) (WLAP).
E. Anthony & Sons, New Bedford, Mass. (45.7 mc.) (WNBH).
Earle C. Anthony, Los Angeles (43.7 mc.) (KFI-KECA).
Ashland Broadcasting Co., Ashland, Ky. (46.1 mc.) (WCMI).
The Baltimore Radio Show, Baltimore (45.9 mc.) (WFBR).
Central New York Broadcasting Corp., Syracuse (46.3 mc.) (WSYR).
Columbia Broadcasting System, Boston (43.5 mc.) (WEEI).
Courier-Journal & Louisville Times Co., Louisville (45.7 mc.) (WHAS).
Debs Memorial Radio Fund, New York (48.7 mc.) (WEVD).
Evening Star Broadcasting Co., Washington, D. C. (47.1 mc.) (WMAL).
Frequency Broadcasting Corp., New York (43.7 mc.).
Globe-Democrat Publishing Co., St. Louis (44.7 mc.).
Greater New York Broadcasting Corp., New York (48.7 mc.) (WNEW).
Hawley Broadcasting Co., Reading, Pa. (46.5 mc.).
James F. Hopkins, Detroit (46.5 mc.) (WJBK).
Houston Printing Corp., Houston (46.5 mc.) (KPRC).
Indianapolis Broadcasting, Indianapolis (45.3 mc.) (WIRE).
King-Trendle Broadcasting Corp., Detroit (47.3 mc.) (WXYZ).
King-Trendle Broadcasting Corp., Grand Rapids (46.9 mc.) (WOOD).
Don Lee Broadcasting System, San Francisco, Cal. (43.5 mc.) (KFRC).
Mercer Broadcasting Co., Ewing Township, N. J. (49.9 mc.).
National Broadcasting Co., New York (45.1 mc.) (WEAF).
News Syndicate Co., New York (47.9 mc.).
New Jersey Broadcasting Corp., Newark (49.1 mc.) (WHOM).
Oak Park Realty & Amusement Co., Chicago (47.9 mc.).
The Outlet Co., Providence (48.5 mc.) (WJAR).
Piedmont Publishing Co., Winston-Salem (46.7 mc.) (WSJS).
The Pulitzer Publishing Co., St. Louis (45.5 mc.) (KSD).
Radio Voice of New Hampshire, Manchester, N. H. (43.5 mc.) (WMUR).
Rockford Broadcasters, Rockford, Ill. (45.1 mc.) (WROK).
St. Louis University, St. Louis (45.1 mc) (WEW).
Star-Times Publishing Co., St. Louis (44.7 mc.) (KXOK).
The Sun Company of San Bernardino, San Bernardino, Cal. (44.1 mc.).
United Broadcasting Co., Cleveland (48.5 mc.) (WHK-WCLE).
WBNX Broadcasting Co., New York (48.3 mc.) (WBNX).
WDAS Broadcasting Station, Philadelphia (47.7 mc.) (WDAS).
WJJD, Inc., Chicago (44.7 mc.) (WJJD).
WJR, The Goodwill Station, Detroit (45.3 mc.) (WJR).
WMCA, Inc., New York (48.3 mc.) (WMCA).
WOKO, Inc., Albany, N. Y. (45.1 mc.) (WOKO).

Other construction permit authorizations outstanding for FM stations not yet on the air are: W73I, Indianapolis; W95NJ, Jersey City (WAAT); W55NY, New York City; W61LA, Los Angeles; K47SL, Salt Lake City (KSL); and W83C, Chicago (WHFC).

Applications for FM licenses also have been filed by Dr. Edwin H. Armstrong, FM inventor, and Westinghouse Radio Stations, to use equipment formerly licensed to high frequency experimental broadcast stations W2XMN, Alpine, N. J., and W1XSN, East Springfield, Mass. Call letters requested are W31NY for the Armstrong station and W81SP for the Westinghouse outlet.

HEALTH MESSAGES AIRED BY LYSOL

REPEATING its timely radio health warnings in the Midwest's receding flood area last week, Lehn & Fink Products Corp., New York, placed 100-word announcements on stations in the affected region, urging the use of Lysol disinfectant. The company placed a similar campaign in June 1942 in Eastern Pennsylvania, its agency, Lennen & Mitchell, New York, preparing the copy and rushing through the schedule less than an hour and a half after it received the "go-ahead" from Lehn & Fink [BROADCASTING, June 1, 1942].

In the recent flood emergency, Lysol announcements were broadcast at frequent intervals during the day, warning householders to destroy bacteria as the receding flood waters left germ-breeding mud in their wake. Stations used were WMBD, Peoria; KFPW, Ft. Smith, Ark.; WKMO, Kokomo, Ind.; WBOW, Terre Haute; WOWO, Ft. Wayne; KMOX, St. Louis; KFVS, Cape Girardeau, Mo.; WKRO, Cairo, Ill.; KVOO, Tulsa, and KLRA, Little Rock. Lysol salesmen in the area also distributed handbills warning of epidemics and made sure local retailers were well supplied with Lysol disinfectant.

Stations Assist

With flood waters almost receded in the six-state disaster area, reports have been received about the part played as flood information centers by two stations in Missouri and Illinois.

KXOK, St. Louis, recently completed its comprehensive coverage of flood conditions in the St. Charles section. Harry K. Renfro, news editor, in cooperation with the U. S. Coast Guard, broadcast direct from the scene of catastrophe, and with Engineer Al Gordon, used recording and remote equipment to broadcast the news and to help in the evacuation of families. News commentator Virginia Davis flew over the region in a civil air patrol plane to broadcast her impressions of the flood on KXOK.

At Jacksonville, Ill., WLDS, at the request of the governor, mayor, and local Red Cross disaster committee, gave hourly river stage announcements and announced the procedure for orderly withdrawal from flood-threatened Beardstown and later return to the city. The station helped find homes for evacuated persons and helped to reunite separated families. To report the news accurately, E. J. Korsmeyer and Edgar Parsons toured the flood area and the station arranged a series of interviews with levee workers and evacuees.

Freed Hails FM

CITING the growth of FM as a "perfect example of the free enterprise that is part of the foundation of the United States," Arthur Freed, vice-president of Freed-Eisemann Radio Co., in a recent letter to radio dealers, urged them to "carry on the FM consumer education job for the duration" while manufacturers are concentrating exclusively on war production.

WNEW Sells Radio a la Carte*

WNEW has a program menu that's 24 hours long, and as varied as pot-luck at the Colony. We're well aware, as some one said, that "One man's meat is another man's *poisson.*" So, whatever the product, we have a program that will sell it — made right here on the premises.

We're experts in New York taste — its purse and its palate — and our menu is printed in plain New Yorkese . . . That's why WNEW's audience is larger than *some* New York stations *all* of the time and *all* New York stations *some* of the time — network and local.

Recommended to advertisers and agencies this month: The No. 1 all-night show, "The Milkman's Matinee," 1:00 to 7:00 A.M. — and "The Swing-Billies", 9:00 to 10:00 A.M.

* *At table d'hote prices.*

WNEW

501 MADISON AVENUE • NEW YORK, N. Y.

Serving New York and New Jersey Twenty-Four Hours a Day

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY

GRIMES SEES FAST GROWTH OF VIDEO

ALREADY as advanced as radio was in 1927, television will develop into one of the great industries of the post-war period, it was predicted by David Grimes, vice-president in charge of engineering for Philco Corp., in an address June 7 before the New York Institute of Finance.

Mr. Grimes foresees rapid expansion of existing facilities immediately after the war and development of television networks to make programs available over wide areas. Growth will be facilitated by research speeded to meet emergency war needs, he said.

"The next big job," Mr. Grimes declared, "will be to develop radio links so that television programs can be 'beamed' through the air from city to city and thus make the nation's outstanding entertainment and news events available for people to see in their own homes." With the principles of successful link operation already established, he pointed out, all that remains is to extend present facilities to additional areas.

Describing Philco's contributions to television, Mr. Grimes cited the emphasis on a greater number of lines in television pictures to provide greater sharpness and clarity and the development of alternate carrier synchronization as among the most important.

Baseball to Latins

INSISTENT demand for baseball scores from Latin American sports fans has prompted NBC's international division to start a nightly quarter-hour in Spanish, during which Eli (Buck) Canel reads the latest scores and reenacts some of the day's outstanding plays. Program is broadcast 7:45-8 p.m. on WNBI, WBOS, WGEO, WGEA and WRUL. Canel also devotes a minute to baseball news in English for troops in the Caribbean area.

NAB Gives Views On Congress Bills

White-Wheeler Plan Favored; Federal Subsidy Opposed

TWO RESOLUTIONS—one endorsing legislation at this session of Congress along the lines of the White-Wheeler bill to safeguard freedom of radio and the other expressing opposition to any form of Government subsidy for advertising, but urging no discrimination between the press and radio—were adopted by the NAB board of directors June 3-4 at its extraordinary session in Washington.

The industry small station committee was instructed by the board to determine what class or classes of stations should receive advertising under the Bankhead bill (S-1073), now pending, which provides for Government expenditure of 25-30 million dollars for advertising in newspapers, not less than half of which would be in small publications.

The full texts of the resolutions follow:

White-Wheeler Bill

The Board of Directors of the NAB unanimously endorses the statement issued by its special committee in Washington, D. C., on May 19, 1943, especially the conclusion therein stated that the Supreme Court decision of May 10 gravely jeopardizes the maintenance of a free radio in America.

In furtherance of its position, the board points out that the success of any broadcasting station has depended upon the degree to which it served the will and wishes of its listening public in the character and content of its programs. Management has therefore been extremely sensitive to the expressed wishes of its public.

The Supreme Court decision says "It (the law) puts upon the Commission the burden of determining the composition of that traffic." Thus the determination of the character and content of programs is transferred to a single Federal appointed agency, remote from the people.

This power to determine what shall be the character and content of radio programs, by its mere existence and not necessarily by its exercise, constitutes an abridgement of the right of free speech guaranteed under the First Amendment.

It is obviously the responsibility of the Congress to review the present law in the light of the Supreme Court decision and to enact legislation under which the functions and powers of the Government regulatory agency are delimited and clear; and the right of the American people to collaborate with stations in determining the broadcast needs of their community, state and nation is restored.

Bankhead Bill

Whereas, the broadcasting industry through the NAB has opposed the acceptance of Government funds for advertising or the acceptance of Government loans or subsidy in any form, and;

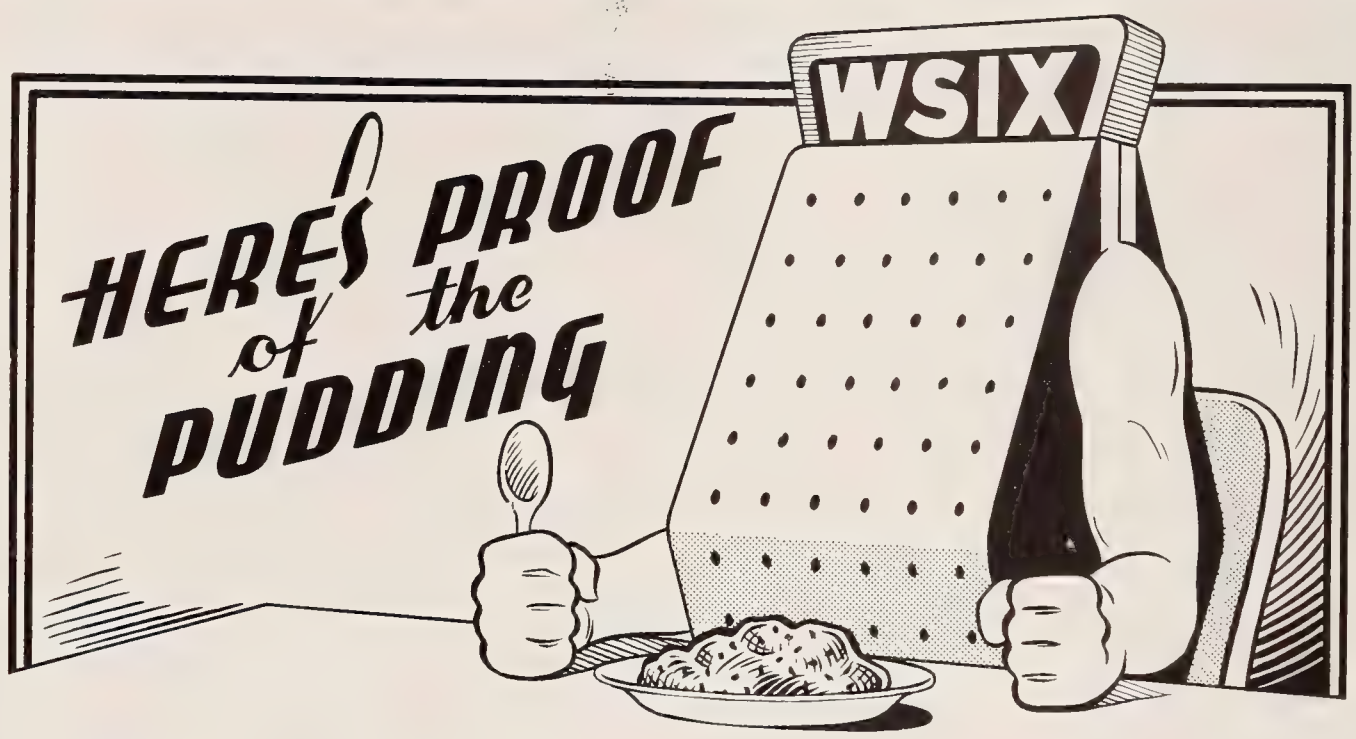
Whereas, there is before Congress today proposed legislation which provides for the expenditure of Government funds for advertising in newspapers,

Now, therefore, be it resolved, that the board of directors of the NAB reaffirms its former actions but does now take the position that if Congress contemplates such legislation every effort should be made to see that there be no discrimination as between the press and radio or any other media of communications and,

Be it further resolved that the board of directors direct its small stations committee to determine what class or classes of stations should receive such advertising and take such other action as may be necessary to carry out the provisions of this resolution.

Omega Continues

OMEGA CHEMICAL Co., Jersey City, is continuing its advertising through the summer for the first time in a number of years. Omega Oil is ordinarily promoted in the fall and winter, as in the past season, when four stations were used in the October to April period. The summer campaign advocates the liniment for war workers unused to manual labor, and for sore muscles resulting from strenuous week-ends. Summer schedule, which continues till mid-October, started June 7 on KMBC, Kansas City, and may extend to other stations. Agency is Cecil & Presbrey, New York.



PROVING that advertisers consider WSIX an outstanding buy in radio, this station has increased its sale of program time **161 per cent** within the past ten months.

Advertisers, both local and national, are taking advantage of the opportunity presented by WSIX to cover adequately, at reasonable cost, the booming Nashville trade area.

For rates and availabilities, contact the station or Spot Sales, Inc., National Representatives.

Member Station, the Blue Network and Mutual Broadcasting System

5000 WATTS

WSIX "The Voice of Nashville" NASHVILLE, TENN.

980 KILOCYCLES



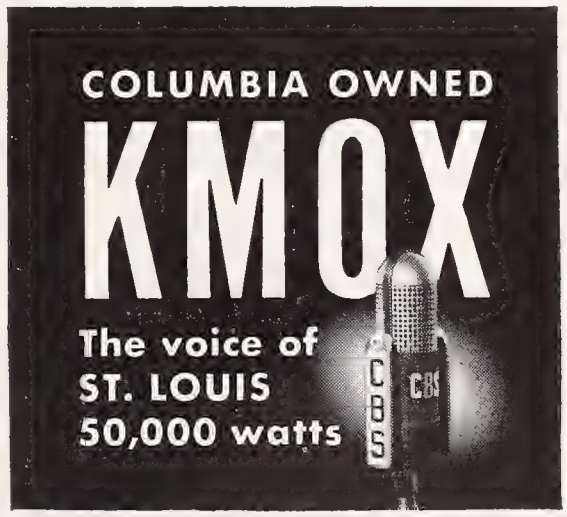
He knew too much about the Japs!

For fourteen years, W. R. Wills was Tokyo correspondent for CBS and editor of the anti-Axis paper, "Japan News Week." Came Pearl Harbor and Wills was arrested, falsely charged with espionage, thrown into jail. *He knew too much!*

When prisoners were exchanged, Wills came home on the Gripsholm... home to St. Louis and, of course, to KMOX. Now Mid-America listens to KMOX every morning at eight to hear Wills report, digest and analyze the news (sponsored six days a week by Ward Baking, through J. Walter Thompson).

Such service is the part of the KMOX tradition. The KMOX news room is one of the most complete in radio. The KMOX Downtown News Post is always a popular center for news-hungry St. Louisans. Pouring into the news room and to this News Post are the world-wide news reports from CBS (which TIME calls, "the most adult news gathering organization in radio"), the complete services of both the major news associations and the 'phoned-in reports of a local staff of top-flight reporters.

The way KMOX handles news is the way KMOX handles music. And drama. And comedy. It's polished, sure-footed, professional KMOX-radio, 24 hours a day. It's what has made KMOX *The Voice of St. Louis* and of over 800,000 radio families throughout Mid-America.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS.

Purely PROGRAMS

'Info' Honored

IN RECOGNITION of its "high standards of good taste", and for its entertainment and educational qualities, NBC's *Information Please* has been selected to receive the 1943 Father's Day Radio Award by the National Father's Day Committee. Medal is to be presented to Dan Golenpaul, owner and producer of the show, during the June 14 broadcast. Program is also cited for its War Bond sales records, and because its principals, Clifton Fadiman, Franklin P. Adams, John Kieran and Oscar Levant are "exemplary American fathers". H. J. Heinz Co., Pittsburgh, is the sponsor.

VARIETY is format for a weekly program on WMCA, New York, for the purpose of recruiting volunteers for the New York City Auxiliary Aircraft Warning Service. Series starts with a mass induction of recruits from the studio audience. Volunteers will be solicited by phone and mail, with guest stars handling the requests. Program title is *Wings for Women.*

WORKED OUT by Paul Elliott, account executive of KSO, Des Moines, and Joseph Chamberlain of Chamberlain-Kirk & Co., Des Moines real estate firm, *Radio House Market* is a program based on the previous day's visit of the narrator to a selected house where a salesman "sells" it to him. The show, interspersed with modern music, is at 8:45-9 a.m. Monday, Wednesday and Friday.

WFDF FLINT, MICHIGAN

Mr. Erich Brandeis
Promotion Director
International News Service
235 East 45th Street
New York, New York

Dear Mr. Brandeis:

Having had the pleasure of receiving service from INS for the past three years we think it is about time that WFDF expressed its appreciation to INS for the splendid cooperation and excellent service we have been enjoying.

WFDF first got into the business of broadcasting news back in 1933, when the first radio news services were created and I believe that the fact that we are now exclusively using INS speaks louder than anything that I can say.

Your service excels particularly in the splendid Michigan coverage and the lively relationship that exists between the WFDF News Bureau and your Detroit staff.

In all of our relationships INS has been tactful, ethical, and generally on-its-toes.

Cordially yours,
Howard Loeb
Managing Director
Radio Station WFDF

HMLoeb
mc

Thank You, Mr. Loeb
INS

Where From?

WOV, New York, will expand its six hours of English language programs, 6 p.m. to midnight, with the addition of an early morning program of recorded music, with Peggy Lloyd as m.c., 7-8 a.m., Monday through Saturday. Employes of the station are participating in a contest for the best title for the program, which starts June 14. Another new series, *Names Mean Something,* invites listeners to submit letters giving the derivations of names. Cash prizes go to those whose entries are read on the air.

* * *

Stamp Man

PROMPTED by *Life's* description of stamp collecting as "the most widespread hobby of all," and by the disclosure of New York welfare officials that it is the favorite pastime of school children, WLIB, Brooklyn, has started a weekly series titled *Walter Kaner—The Stamp Man.* Mr. Kaner, publicity director of the station, presents the stories behind the pictures on stamps, interviews famous collectors, and airs the latest stamp news.

* * *

Artists' Recitals

AMBITIOUS artists who hitherto have not received recognition in the field of music, will be given an opportunity to display talents during a series of recitals on WTMJ and W55M, Milwaukee. Staged in cooperation with the Wisconsin Federation of Music Clubs, series of 26 concerts is scheduled for starting in early December. Warren E. Mead, production manager of the stations, is cooperating with the WFMC steering committee in completing details.

* * *

Home Front Morale

FOR OUTSTANDING contribution to the war effort on the home front, Z-Bar Network in Montana awards a "Radio Badge of Merit" daily to a candidate nominated by listeners. Nominees, selected on basis of war work outside their regular employment, are given silver medals and interviewed on program. A $5 award is also given listener sending in letter of nomination.

* * *

Peep Show

A PEEP at its talent and personnel is given WLW listeners through a new program titled *Let's Visit,* a regular Sunday feature written by Douglas Mussinon. Frazier Thomas takes listeners behind the scenes at the studio for an informal question and answer session with one of the WLW performers.

* * *

This Is How

LISTENERS are invited to send in tips on wartime housekeeping and conservation to *This Is How,* on WLIB, Brooklyn. The sponsor pays $2 to each housewife whose suggestion is used on the program. Sponsor is Michaels & Co., Brooklyn furniture store.

* * *

For Bravery

DRAMATIZING the event in the lives of Americans which won them decorations, a new Sunday night quarter-hour series, *Decoration for Bravery,* has been started on KMTR, Hollywood. Mort Wright handles production.

We Have The Biggest
ASPIDISTRA
In The World!

For Proof See
TIME MAGAZINE
May 31st-Page 82

5000 on 580 **WCHS** CBS Affiliate

John A. Kennedy, President *Howard L. Chernoff, Managing Director*

Charleston, West Virginia

represented by the BRANHAM COMPANY

The Service Airea of

WIS

(5000 Watts • 560 KC • NBC)

at Columbia, S.C.

gives you



MORE RADIO HOMES

than

LOUISVILLE (127,000 against 79,000)

or

ATLANTA (127,000 against 63,000)

or

MEMPHIS (127,000 against 61,000)

or

BIRMINGHAM (127,000 against 58,000)

or

RICHMOND (127,000 against 45,000)

or

NEW ORLEANS (127,000 against 103,000)

—or than Rochester (88,000)
or Denver (91,000),
so far as that's concerned!

GET ALL THE FACTS! WRITE WIS
OR ASK
FREE & PETERS, INC.
Exclusive National Representatives



War Aid Rated In OWI's Guide

Program Priorities Suggested By Philadelphia Office

A REGIONAL RADIO Priority Guide, covering radio placements longer than spot announcements by all Federal agencies, the American Red Cross and Council of Defense, is being tested in the Philadelphia Region by the Office of War Information.

For the purpose of investigation, the new plan is being tested by the radio stations in Philadelphia territory, and if successful may be made available to OWI regional offices throughout the country.

Programs Rated

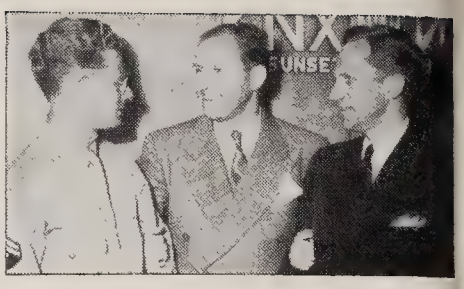
Howard Browning, regional director of the OWI in Philadelphia, and Stanley Broughton Tall, regional radio director, in announcing the Guide, said that since many stations wish to devote time over and above that consumed by the basic OWI plan, the stations "might like to know our opinion of the relative importance of the various government campaigns being carried on at the moment.

"We have tackled the problem very much as we tackled our first experiments with the spot announcement packet," said Mr. Browning and Mr. Tall. "Every government agency has been consulted and asked to submit for rating all campaigns for which it desired radio time during June. Each campaign has been weighed in terms of its importance to the war, the resistance it faces, the number of persons it affects, the support previously given it, and its timeliness."

While there is nothing mandatory about the Guide, the OWI feels that best contributions can be made by the stations by following the Guide as closely as possible—first care being given to those programs classified as "Essential," then allowing time for the "Important" programs, and finally to the "Useful" ones.

Many subjects are recommended only for certain districts. A handful of subjects are refused clearance. This has been done after consultation with the War Manpower Commission, whose duty it is to balance the many demands for man and womanpower. Some important subjects which can be adequately handled in the spot announcement packet are omitted from this list. However, some subjects covered by the Guide will also be handled in the Regional Spot Announcement Packet.

The Guide, which is wholly voluntary, also has the approval of Dr. Leon Levy, president of WCAU, Philadelphia, who is the regional radio consultant for the industry in the Philadelphia area. In a supplementary memorandum to all stations in the district, Dr. Levy urged that they adopt the Priority Guide, stating: "If you are going to give time for the war, you want to give it where it will do the most good—certainly not where it will be wasted or do harm."



UNEXPECTED REUNION of visiting KSL, Salt Lake City, executive and his brother, now serving with U. S. Army, occurred at CBS Hollywood headquarters recently, with the network West Coast stations relations executive appropriately enough engineering the event. Trio (l to r) are Corp. Keith Glade; Ed Buckalew, CBS Western field manager of stations relations, and Earle Glade Jr., continuity editor of KSL, who was conferring with network officials.

Livinia Schwartz Gets OWI Post in Chicago

LIVINIA S. SCHWARTZ, director of public service programs for WBBM, Chicago, and CBS in the midwest, has been appointed assistant deputy chief of the OWI Radio Bureau, Chicago regional office, Don Stauffer, OWI Radio Chief, announced last week. In making the appointment, Mr. Stauffer said Miss Schwartz had been doing effective work for OWI in her CBS job.



Miss Schwartz had been with WBBM since 1938, and is known for her accomplishments in social welfare groups and the School Broadcast Conference. She has been public service consultant for the OCD 6th Civilian Defense Region.

WLB Issues Suggestions On Wage Determinations

SUGGESTIONS for determining area wage rate brackets, and applying them in adjusting wages "to the minimum of the going wage bracket" were sent by the War Labor Board to its regional offices last week. The bracket will be the range of wages, from minimum to maximum for a given occupation in a given market.

According to WLB instructions, raises in so-called "substandard cases" are not to exceed the minimum figure in a bracket, and in correcting gross inequalities adjustments above the minimum will be made only in rare cases. In voluntary wage adjustment cases, regional boards may give approval up to the minimum rate. Firms will be expected to produce evidence that they comply with War Manpower Commission regulations governing recruiting, training and utilization of labor and work the minimum wartime work-week.



The entire Pacific Coast is less than 25 miles away

The Pacific Coast is more than 1,100 miles long; it's big . . . sprawling . . . mountainous. Over 2,886,330 radio homes are located in cities surrounded by mountains. If you want to reach all of these people by radio, you have to release your message close to the markets, for the mountains (5,000 to 15,000 feet high) make long-range broadcasting unreliable. More than 9 out of every 10 radio families on the Pacific Coast live *within* 25 miles of a Don Lee station. *Only* Don Lee broadcasts from *within* the markets. *Only* Don Lee has *enough* stations (33) to *completely* cover the vast Pacific Coast. If your message is important enough for *all* the radio families on the Pacific Coast to hear, use the *only* network with *enough* stations to do the job . . . Don Lee.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres., General Mgr.*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK


.50
CASH





Not until THIS happens . . .

Not until your product moves across the counter has spot radio—or any other advertising—done its job.

Selling spot radio is—to us—far more than just quoting minute availabilities.

Our interest starts with the color of the label and the name on the package—and follows through until the goods roll over the counter.

During the last ten years this policy has won the confidence and trust of agency men and advertisers.

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

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and
Broadcast Advertising

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First Easy Lesson

THIS WEEK (June 15) the FCC's network regulations become effective. The public won't notice the difference. Network schedules will remain about the same. Top-rated programs will be keyed from the same studios and heard over the same wavelengths. Advertisers will be paying the same rates; talent will draw those fancy figures.

So, people ask: "What's all the shooting about?"

It's hard for broadcasters to give a quick answer. Radio functions by split seconds. But the story of the Supreme Court's new radio philosophy and its effect upon the freedoms can't be told that fast. Till now radio didn't know how to tell it; the industry's public relations have been bad.

June 15 deserves a spot on radio's calendar as a day for sackcloth and ashes, marking the loss of its freedom. The Supreme Court opinion gives the FCC the right to regulate network broadcasting in a manner never contemplated by Congress. But infinitely more important it gives the FCC control over the "composition of the traffic" over the air. That purely and simply means control over programs. The FCC hasn't yet invoked that authority. The network regulations are the first easy lesson.

Why has all this developed when there hasn't been a murmur of complaint from the people who, after all, are those to be served? What has been radio's failing? It has the loudest and most enticing voice ever devised by man. It has sold the war effort, culture, religion, entertainment, enlightenment, Government, politicians, bonds, fats, scrap metal drives, peace and the whole range of commodities and services. But it has never sold itself.

Politicians with axes to grind and bureaucrats grabbing for control of this most powerful and effective of media shriek about the "radio monopolies" and about an industry rolling in wealth. One good-sized department store on Main Street in any good market will do more in turnover than any of the networks. Sears-Roebuck, or perhaps Macy's, will top the whole group combined.

The politicians howl in terms of Radio City, with its multi-floored studios, marble halls, escalators, rubber-neck tours and uniformed guides, as monuments to radio's suddenly acquired wealth. Untold is the fact that Radio City is a Rockefeller real estate development, that the networks simply are relatively small rent-paying tenants, who have sold Radio City, but not themselves. All down the line people are led to believe that a station license is a key to the mint. Even the FCC personnel believe and resent it.

What they don't realize is that radio didn't just develop fullbloom overnight; that it took sweat and toil and plant investment and foresight and gamble and losses to start in business. Latterly, too, it may have taken some political pressure, but that's boomeranging.

They don't realize that radio is the most hazardous business extant; that stations hang on the slender thread of license renewal at two-year intervals; that they live by the whim and caprice of an agency of seven men, any four of whom exercise control. Under the Frankfurter opinion those four men can do anything at will, provided a hearing is accorded. They have but to say that "a larger and more effective use of radio" will accrue in the public interest in decapitating a station, whatever the reason.

All this has happened while Congress, charged with the responsibility of carrying out the will of the people, has stood by. For 16 years Congress hasn't acted on any substantive change in the radio law. Compare radio of 1927 with radio today!

Meanwhile, the executive and judicial branches have moved in. They have legislated where Congress has failed to act. The legislative power, under democratic precepts, belongs to Congress alone. So let those who seem to have an abiding faith in our administrative processes continue to take time by the forelock. They have but to look at a succession of broken promises to learn that nothing happens in Congress unless there is the incentive, the inspiration, and the will.

Radio must have a national policy. It has the commando job at this stage, for all the media of expression. The newspapers, not yet directly attacked but next in line, should heed the warning. Control of "Composition of the traffic," by Government fiat, is not an idle phrase restricted to radio. Newspapers carry traffic, too. So do the other media.

Radio can't have its national policy until the legislative pattern is set. The time is now; the place Washington; the industry on the firing line—radio.

. . . And More

UNMATCHED by any of our enemies o allies was the audience of 100 million citizen whom the Government could *count* on to tur to their radios—not just *hope* that they would

This valuable weapon Uncle Sam didn have to build, says Young & Rubicam in a institutional advertisement, for it had bee built over the course of years by America business. Moreover, it could not be duplicate quickly, no matter how much money wa spent.

Today, Young & Rubicam reminds, "th Government *knows* that 25 to 30 million peopl will listen to Fibber McGee & Molly—23 t 25 million to Lux Radio Theater—23 to 2 million to Jack Benny—and so on down th list." After listing some of its own client efforts on behalf of Uncle Sam, Young Rubicam says that sponsors, agencies, station and all connected with radio are ready to d whatever is required—and more.

That "one weapon" was built by a privat free, competitive broadcasting industry. Wa programs didn't have to get ratings or buil audience—they had them. Could it have hap pened anywhere else in the world?

Clean Hands

WHERE'S Jimmy Petrillo these days?

Chicago's gift to the I-don't-give-a-damn about-the-public brand of labor leadershi lately hasn't been very much in the public eye But his ukases against this and bans agains that continue, with the 10-month-old strik against records and transcriptions still i force.

Though there hasn't been any fuss abou it, Jimmy recently served notice that on Government agency won't be allowed to mak public service transcriptions available for loca sponsorship, that an educational program usin music over an FM station is out, and tha certain sustaining recordings for internationa shortwave stations to be beamed to troop overseas are taboo.

On the record, however, is a neat bit o handling by Dick Shafto, clear-thinking hea of WIS, Columbia, S. C. The other day hi station was invited to pitch in on the secon coast-to-coast scrap record drive during July as have all stations. A letter from Bob Hope the comedian, as president of Records fo Our Fighting Men Inc., may not seem s funny to Bob now.

Mr. Shafto noted that on the RFOFMI let terhead are listed some 60 show-business per sonalities, most of them bandleaders and re cording artists, who haven't recorded a not since Jimmy waved his czarist baton last Aug ust. The RFOFMI campaign is for collectio of old phonograph records to be sold for cash with the returns used for new records for ou armed forces.

"It would be interesting to know," wrote th WIS manager to Mr. Hope, "whether any o these members (of AFM) have raised a voic against the recording ban edict of James Pe trillo which is preventing our men overseas from getting 'many more new records.' Unless and until such protest is heard, I cannot re gard your group as coming to the broadcasters with clean hands when you request our cooper ation to relieve a deplorable situation of your own creation."

Dick, we think, has a point.

We Pay Our Respects To —



WARREN PYATT WILLIAMSON JR.

HENRY FORD never knew it, but in the creation of a horseless carriage for the average pocketbook, he was putting within easy reach of a dreamy-eyed boy not a *fait accompli*, but a spark. The boy, Warren P. Williamson Jr., now president and general manager of WKBN, CBS affiliate in his native Youngstown, O., took Mr. Ford's spark—the spark-coil from the Ford car, and with a conglomeration of junk, galena, catwhiskers, and rubber bands under the vibrator, actually concocted a "wireless" transmitter that produced a musical tone.

The thrill of producing a mechanism that would send soundwaves through the skies was superseded in the mind of 13-year-old Warren only by the uncanny event which even today remains as the greatest thrill of his life. For, whether by design or accident, Warren contacted a fellow "ham" operator fiddling with another set clear at the other end of town! Back in 1913 that was quite an achievement, particularly for a 13-year-old youngster.

The urge to dabble with jallopies came natural to Bill, for his father was in the carriage business in Youngstown and in the early 00's developed a one-cylinder horseless model. Later he went into banking and real estate and Warren likes to recall how his father scoffed at his plaything of coils and gadgets. The elder Williamson is treasurer of WKBN Broadcasting Corp. but acts only in an advisory capacity. Bill's great grandfather had settled in Youngstown in 1790, entering the town by ox-cart.

Of course, ever since that summer's experimentation, it was a foregone conclusion that young Bill was headed for a career in radio. The makeshift transmitter turned out to be the first step in the solidly-built career of a sincere and progressive broadcaster.

Bill proceeded to build and operate wireless station 8KT in Youngstown—disbanded during World War I but later reconstructed in a downtown Youngstown office building to provide emergency communication between a steel mill and its downtown offices when labor difficulties resulted in the burning of a large part of East Youngstown, now Campbell, O.

The fascinating thing called radio stayed in Bill's blood and through the remaining high school years he pursued his interest, eventually traveling to Chicago where he passed the Government exam for "first" commercial operator's license in the summer of 1918.

In September of that year the Intelligence Division of the Army enlisted his special qualifications for duty on the Mexican Border. Honorably discharged a year-and-a-half later as a master signal electrician he envisioned the future opportunities in radio and increased his knowledge through further study at the Universities of Michigan and Wisconsin.

Out of college, Bill went to work for Republic Iron and Steel in Youngstown, learning the basic industry that today comprises the major market for the station of which he is president. Not once during the three years he was learning the steel industry did Bill neglect his interest in radio, continuing to operate his amateur station, now 8AXJ.

Because commercial radio in a city under 200,000 wasn't profitable in the early 20's Williamson did the next best thing and organized a radio electrical service company, combining radio service with the distribution of radios and other electrical equipment throughout Eastern Ohio and Western Pennsylvania. By 1926, however, Youngstown seemed ready for its own station and Williamson wasted no time in securing a Federal license authorizing WKBN with a power of 7½ watts.

In 1929, the station, now grown to 500 watts, joined CBS and a year later Bill dropped all outside business connections to devote full-time to the operation of the station. Following a well-planned program since that date, Bill patiently nursed the station over the years into the enviable position it holds in Eastern Ohio and Western Pennsylvania today—5,000 w. fulltime on 570 kc.

"If it's worth doing at all, it's worth doing well." This is Warren Williamson's creed and in the operation of the radio voice for his community Williamson has persistently followed that belief to the point where little time was left him for other than station development.

Outside of the office, however, in addition to his home and family, Bill Williamson's special hobby is candid photography. Prior to the War he used to get a kick out of driving his Ford Mercury, a far cry from the rattletrap Ford which provided that original "spark" in starting a long career in radio broadcasting.

Bill is a past president of the Ohio Assn. of Broadcasters, a member of the Youngstown Board of Education, a 32d degree Mason, a Shriner, a member of the Elks and of many business associations in Eastern Ohio.

He is married to the former Isabel DeNio. They have two children, Barbara, 18, and Warren P. Williamson III, 13.

Personal NOTES

EDGAR KOBAK, executive vice-president of the BLUE, recently gave a dinner in Chicago for all members of the network's central division. The gathering was similar to other informal employe dinners and was the first of its kind for Chicago personnel.

ARTHUR SIMON, general manager of WPEN, Philadelphia, is recuperating at the Park East Hospital, New York, following an operation.

C. P. JAEGER, in charge of BLUE commercial division, New York, returns to his headquarters in mid-June following several weeks' conferences with West Coast network executives.

L. C. SCHOENWALD, vice-president in charge of sales of Encyclopaedia Britannica Inc. has been made a director of Muzak Corp., while retaining his connection with Encyclopaedia Britannica.

BILL MALONE is the new sales promotion director of WOWO-WGL, Fort Wayne, succeeding Jack O'Mara. Mr. Malone has been assistant to Mr. O'Mara since leaving the sales promotion department of a Cincinnati station.

HOWARD L. EMICH has resigned as Indiana-Kentucky radio manager of United Press to join the news and sports department of WBBM, Chicago. Emich was active in newspaper and radio work in Illinois and Wisconsin before joining U. P.

WMAL Staff Changes

AL BLAND, morning m. c. of WMAL, Washington, has returned to WCKY, Cincinnati, where he will handle his morning series and serve as director of publicity and promotion. Inability to find a house led him to give up his WMAL post, according to WMAL. Norman Brokenshire, veteran announcer, takes his place, coming from WWDC, Washington. Sam Booth, of the WMAL sales staff, has been commissioned an ensign in the Navy. Charles Tappy, of the Washington *Post*, replaces him. Peggy Eck, from the press section of the Board of Economic Warfare, and Virginia Henke, of the Columbia School of Journalism, have joined the WMAL news staff. Bryson Rash recently was appointed director of special events and public affairs for WMAL as well as for the BLUE network in Washington.

JOAN WHITNEY, who left the BLUE sales staff last January, to join the WAACs, has received a commission as third officer, the equivalent of second lieutenant in the Army.

JOHN COWDEN of the CBS Station Relations Department, who has been in charge of promotion for the department for two years, was inducted in the Army last week.

LUNSFORD P. YANDELL, on leave of absence from the BLUE since August to do Red Cross work in Great Britain, has returned to his post as vice-president of the network. He will take a brief vacation before resuming his duties. Mr. Yandell assisted Harvey D. Gibson, Red Cross Commissioner to Great Britain, in the establishment of facilities for U. S. servicemen in England.

DORIS NEUBRAUER, former assistant advertising manager of the Lindner Co., Cleveland, has been named publicity director for WHK-WCLE, Cleveland.

CARL NIELSEN, account executive of KJBS, San Fancisco, is the father of a girl born May 28.

JOHN W. ELWOOD, general manager of KPO, San Francisco, has been elected to the board of directors of the San Francisco Adv. Club.

ALICE SMITH and Sylvia McCracken have joined the sales department of KSTP, Minneapolis-St. Paul.

G. A. RICHARDS, president of KMPC, Beverly Hills, Cal., has returned to his West Coast headquarters after six weeks of conferences with executives of WJR, Detroit, and WGAR, Cleveland, which he also heads.

ELBURN PARR, sales manager of CKBI, Prince Albert, Sask., has left the station to go into aviation war work.

HAROLD ESSEX, managing director of WSJS, Winston-Salem, N. C., last week was reelected to the office of "Tailtwister" of the Winston-Salem Lions Club. Essex has also been appointed chairman of the publicity committee for the North Carolina State Convention of Lions Clubs, meeting in Winston-Salem the end of this month.

VIC LUND, manager of WAOV, Vincennes, Ind., has been appointed director of publicity for the local OPA.

EDWARD TOMLINSON, advisor on Inter-American Affairs for the BLUE, is the author of a book on Latin American nations, to be released by Charles Scribner's Sons, New York, June 14. Book is titled *The Other Americans.*

Does WENR produce results?

Let an advertiser tell you...

PRESBA, FELLERS & PRESBA
INCORPORATED
Advertising .. Merchandising
360 NORTH MICHIGAN AVENUE
TELEPHONE CENTRAL 7603
CHICAGO, ILLINOIS

April 9, 1943

Miss Beulah Karney
Radio Station .. WENR
Merchandise Mart
Chicago, Illinois

Dear Beulah:

Today I sent through a renewal contract for our client, The Book House For Children, on your program.

This renewal covers another thirteen weeks period of broadcasting following our initial run of thirteen weeks. As you well know, we would not be continuing our sponsorship of your program for our client unless it had produced satisfactory returns. It is gratifying to me to find that at last, after numerous attempts to make radio pay out in Chicago, that we have found a program that has made our advertising efforts profitable.

In behalf of our client, The Book House For Children, may I extend my warmest thanks for the manner in which you have worked with us to assure our continued success over your program?

Cordially yours,

PRESBA, FELLERS & PRESBA

(EXCERPT)

"As you well know, we would not be continuing our sponsorship of your program for our client unless it had produced satisfactory returns. It is gratifying to me to find that at last, after numerous attempts to make radio pay out in Chicago, we have found a program that has made our advertising efforts profitable."

(Signed) Will B. Presba, Vice President,
Presba, Fellers & Presba



BEULAH KARNEY, nationally-known home economist, helps homemakers solve many wartime problems. Her newsy, informative program is aired daily over WENR and has a great and loyal following in Chicago and the Midwest. It is available on a participating sponsorship basis at a low cost.

WENR

50,000 WATTS
A CLEAR CHANNEL STATION
890 KILOCYCLES

Owned and Operated by the Blue Network Company
Represented Nationally by Blue Spot Sales
New York Chicago San Francisco Hollywood Detroit

BEHIND the MIKE

G. P. TOMPKINS, statistician in the radio and technical fields, has joined CBS as report analyst in the research department. Earl Steele, former announcer for WTAG, Worcester, has been added to the network's announcing staff. New member of the short-wave news department is George Gerard, whose duties include French writing, translating and announcing.

WILLIAM F. CARLEY, director of promotion and news of WINS, New York, has taken added duties as head of press and public relations. His new title is director of publicity, promotion and news. Publicity has been handled until recently by Dolly De Milhau, who has left the station.

LARRY SMITH, former Far East manager of INS, will broadcast news commentaries five times weekly on the NBC Pacific Coast network beginning about July 1.

JEAN MEREDITH, former writer in press information department of KNX, Hollywood, has been appointed CBS Pacific Coast trade press relations director.

HARRY WICKERSHAM, former program director of KJBS, San Francisco, has joined the Overseas Branch of the OWI at San Francisco.

A. BURKE CROTTY resigned as program director of NBC's television department to enter the armed forces last Friday. Replacing him is John T. Williams, who came to the network in 1934 with the research department. For the past two years Mr. Williams has been with the NBC Radio-Recording Division.

EDWARD de SALISBURY, formerly of NBC's special service promotion department, has been appointed promotion manager of WEAF, New York. He joined NBC in 1930. From 1934 to 1939 he was sales promotion manager of NBC Artists Service, now National Concerts & Artists Corp.

CHARLES F. McCARTHY has joined NBC's staff of announcers. Mr. McCarthy was successively chief announcer of WIOD, Miami; news and special events announcer of KSD, St. Louis, and announcer-commentator of WHN, New York.

HENRY VAN LEUR, Francis Campion and Mae Wright have joined the newsroom of KSTP, Minneapolis-St. Paul.

DENNIS BUSSARD has joined the announcing staff of WJMC, Rice Lake, Wisc.

JOHN RANDALL, formerly with the news staff of the Iowa Broadcasting Co., and WNAX, Yankton, has joined the announcing staff of WTMJ-W55N, Milwaukee.

FRED HENRY, news and special events director of KMPC, Beverly Hills, before joining the Navy censorship branch, is author of an informative article on technique, "The Microphone Is Yours", in the May issue of *Proceedings*, official U. S. Naval Institute publication.

Ben Rocke

BEN ROCKE, 48, free-lance producer, died in New York, June 5, following a heart attack. Mr. Rocke's productions included the *Bulldog Drummond* series, now on Mutual, *30 Minutes from Hollywood*, and *Show of the Week*. He leaves his wife, and two children.



MOROCCO-BOUND script of *This is the Underground* is presented to Dr. Eduard Benes (r), president of the Czechoslovak government in exile, by Walter J. Preston, program director of WBBM-CBS, Chicago. Recounting heroic deeds of Jan Smutek, Prague University student, script was one of Sunday dramatizations based on true stories of underground activities in occupied Europe. Said Dr. Benes: "Through radio, the people of America are the most enlightened in the world."

ELEANOR KEENAN, script girl of Ruthrauff & Ryan, on the weekly NBC *Furlough Fun*, and Gunner's Mate Joseph J. Roybal Jr., hero of the Nov. 13 naval battle off Guadalcanal, were married in Hollywood June 12.

BILL PENNELL, New York announcer, has joined the staff of KFWB, Hollywood. He replaces Dick Garton, recently inducted into the Army.

KENNETH P. EVANS, newscaster, joined WOL, Washington, June 10. He was formerly with WFMJ, Youngstown.

DON McGILL, formerly of CFCO, Chatham, Ont., and Don Robertson and Steve Brandenburg, both new to radio, have joined the announcing staff at CKSO, Sudbury, Ont. Florence Mason has been appointed traffic manager, being promoted from manager's secretary. She succeeds Wanda Wok, who has left radio.

STAN SIMPSON, formerly of KTKC, Visalia, Cal., and Central California newspapers, has been appointed manager of the press dept. of KPO, San Francisco. Louise Landis, former manager, has joined public relations department of Standard Oil Co. of California at San Francisco. Mrs. Arthur Lee, temporarily assigned to the press department of KPO, has been transferred to the news room staff.

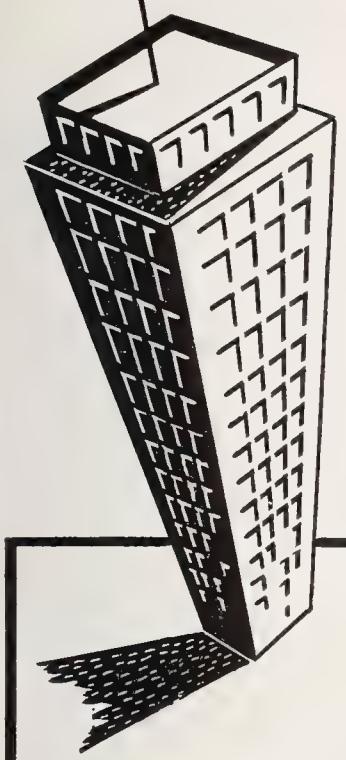
WDRC

CONNECTICUT'S PIONEER BROADCASTER

Which "Hartford" Are You Selling?

The Hartford Trading Area's 1942 Retail Sales were $475,739,000 (SM's est.). Of this total, the city of Hartford only had $185,-500,000. Moral: reach the entire trading area by using WDRC. Basic CBS for Connecticut.

"WOV HAS MORE QUARTER-HOUR 'FIRSTS' AFTER 8 P.M. THAN ANY OTHER INDEPENDENT NEW YORK STATION"... SAYS HOOPER



"ALMOST"... *says the Pulse*

TAKE your pick of New York's radio surveys . . . put your own caliper to the Metropolitan market if you like . . . and over and over again you'll find that WOV is *one of the two leading "indies"* between 8 and 12 P. M.*

Then take out a pencil and a WOV rate card and prove to yourself that on the basis of *actually-delivered* listeners WOV has the *lowest* cost in town. (If you're not so hot at arithmetic, one of our salesmen will be glad to call and help you with the calculation.)

We've listed the station batting-averages as reported by Hooper and the Pulse of New York in a simple and understandable manner so that you can see the whole story yourself. Out of ten Hooper quarter-hours, WOV gets 6 firsts and 2 seconds. Out of sixteen Pulse quarter-hours, WOV has 4 firsts, 9 seconds and 2 thirds.

**It's "no contest" during the daytime hours when WOV completely* dominates *its Italian-language market.*

MONDAY THROUGH FRIDAY RANKINGS OF NEW YORK INDEPENDENT STATIONS BY QUARTER-HOURS

A-D = OTHER "INDIES" RATED * = TIE	WOV	STATION A	STATION B	STATION C	STATION D
8:00-8:15 P.M	*1st		3rd		*1st
8:15-8:30	2nd			3rd	1st
8:30-8:45	1st				2nd
8:45-9:00	1st			3rd	2nd
9:00-9:15	1st	*3rd	3rd	*3rd	2nd
9:15-9:30	1st		3rd		2nd
9:30-9:45	1st		*2nd		*2nd
9:45-10:00	2nd			3rd	1st
10:00-10:15			2nd	3rd	1st
10:15-10:30		*3rd	1st	*3rd	2nd

HOOPERATING, MAR.-APR. 1943

A-E = OTHER "INDIES" RATED * = TIE	WOV	STATION A	STATION B	STATION C	STATION D	STATION E
8:00-8:15 P.M.	2nd	3rd			1st	
8:15-8:30	2nd	3rd			1st	
8:30-8:45	2nd	3rd			1st	
8:45-9:00	2nd	3rd			1st	
9:00-9:15	2nd	3rd			1st	
9:15-9:30	*1st	3rd			*1st	
9:30-9:45	2nd	*3rd	*3rd		1st	
9:45-10:00	*1st	3rd			*1st	
10:00-10:15	*3rd	*3rd	*1st		*1st	
10:15-10:30	*2nd	*2nd			1st	
10:30 10:45	*1st	*1st				*1st
10:45 11:00	1st		*2nd			*2nd
11:00-11 15			*2nd		1st	2nd
11:15-11:30	*2nd	*2nd		*2nd	1st	
11:30-11:45	*3rd	2nd		*3rd	1st	
11:45-12:00	*2nd	*2nd		*2nd	1st	

PULSE OF NEW YORK, APRIL 1943

WOV.... FOR VICTORY

NEW YORK

JOSEPH HERSHEY McGILLVRA, NATIONAL REPRESENTATIVES • RALPH N. WEIL, GENERAL MANAGER

REV. M. C. DAVIES of CKLW, Windsor-Detroit, has been promoted to Wing Commander in the Royal Canadian Air Force in which he has been serving as chaplain. His CKLW *Quiet Sanctuary* programs are still aired regularly Monday thru Friday afternoon, by transcription.

THREE French-language announcers are being transferred from the Montreal newsroom of the Canadian Broadcasting Corp., to its Overseas Unit in London. Marcel Ouimet, senior Montreal newsroom editor is being placed in charge of the French section in London, with Benoit Lafleur and Paul Barette as assistants.

CHARLES A. KELLY, associate supervisor of NBC night traffic, reported to the Marines June 2.

JERRY WALKER, educational director of WLS, Chicago, is the father of a girl.

ED SHAVE, out-door editor of the Minneapolis *Morning Tribune*, has joined KDGY, Minneapolis, to assist Stu Mann, sports editor, with *Fish for Food and Fun*.

JOHN McKNIGHT, from WGAR, Cleveland, has joined WTOP, Washington, as announcer.

Joe E. Brown Is M. C.

JOE E. BROWN, Hollywood radio-film comedian, replaced Ken Murray as m.c. on the weekly *Stop and Go*, quiz program sponsored by Grayson Shops (women's apparel), when series shifted on June 13 from CBS to NBC Pacific stations, Sunday, 9:30-10 p.m. (PWT). Bill Krauch, producer of Milton Weinberg Adv., agency servicing the account, continues in that capacity, with Ben Pearson as writer. Herb Allen announces.

LEE GILLETTE has left the announcing staff of WAAF, Chicago, to join WJJD, Chicago.

NORMAN KRAEFT, formerly announcer of WJJD, Chicago, has joined the announcing staff of WENR, Chicago.

GILBERT MARTYN, staff announcer of the BLUE, and instructor in the network's training school for announcers, is recovering in Mercy Hospital, Denver, from an abdominal ailment. He was on his way to Denver for treatment when the attack occurred.

DON DUNPHY, Mutual sportscaster, is the father of a boy.

CHRIS CUNNINGHAM, from WKIP, Poughkeepsie, N. Y., has joined WPAT, Paterson, N. J., as announcer.

ENEZ HART has resigned from the advertising and sales promotion staff of WOR, New York, and has been replaced by Valentina Diskoff.

LT. ROBERT BUTTON, former assistant program manager of the BLUE, who entered the Army as a private in 1941, has been advanced to captain.

WILLIAM ANDERSON, assistant in the presentation division of the CBS promotion department, on June 11 joined the Army and is assigned to the statistical control and management section of the Air Corps.

LARRY BERNS, a former director of the CBS program department, has been named a producer.

PETER STURSBERG, newscaster and reporter attached to the Canadian Broadcasting Corp. Overseas Unit, formerly of CBR, Vancouver, was injured recently in England during Canadian Army manoeuvres when he was hit on the back by a two-inch mortar smoke shell, a dud.



"COMING, MR. REINSCH!" says WSB's newest secretary. She just happened into the studio and the manpower-haunted personnel director snapped her up as undraftable, unWAACable and unWAVEable. Hour later she joined the BABES. (P. S. She's daughter of Bill Prance, WSB farm director.)

F. RUSSELL GILBERT has been named relief announcer of WIP, Philadelphia.

STAN LEE BROZA, program director of WCAU, Philadelphia, was confined to the Germantown Hospital for an emergency operation, after an illness of several weeks from mumps.

RICHARD E. STOCKWELL, associate news editor of WMT, Cedar Rapids, Ia., is author of an article in *The Nation* titled "The Farmers Can Take It". Before coming to WMT, Mr. Stockwell was program director of the Wisconsin Network at Wisconsin Rapids.

JOHN SWALLOW, western division program director of NBC Hollywood, was recently awarded a medal by the U. S. Army IV Fighter Command for cooperation with that organization. Maj. Gen. William E. Kepner, commanding officer, made the presentation in Oakland, Cal.

ED SANTEE, former stage director of Pasadena (Cal.) Community Playhouse, has joined KGFJ, Los Angeles, as announcer. He replaces Mel Thomas, resigned.

BOB MITCHELL, staff organist of KFI-KECA, Los Angeles, and director of the famous Bob Mitchell Boys Choir, has joined the Navy.

JOHN GREEN, writer of weekly CBS *Blondie*, sponsored by R. J. Reynolds Tobacco Co., shifts headquarters from New York to Hollywood with July 12 broadcast.

ALLAN BERG, announcer of KFBK, Sacramento, Cal., has joined KHUB, Watsonville, Cal., as newscaster.

ED BELOIN, Hollywood writer on the weekly NBC *Jack Benny Show* and scheduled for Army induction, has been re-classified. Bill Morrow of the writing team was inducted May 31.

KANSAS WAR INDUSTRY

Covers 23 Million Acres



FARMERS—the richest, buyin'est folks in Kansas open a new war production drive on a 23 million acre front. Inspired by last year's bumper crops and profits, they go "all out" in '43 to seriously challenge the acreage of any state in the Union.

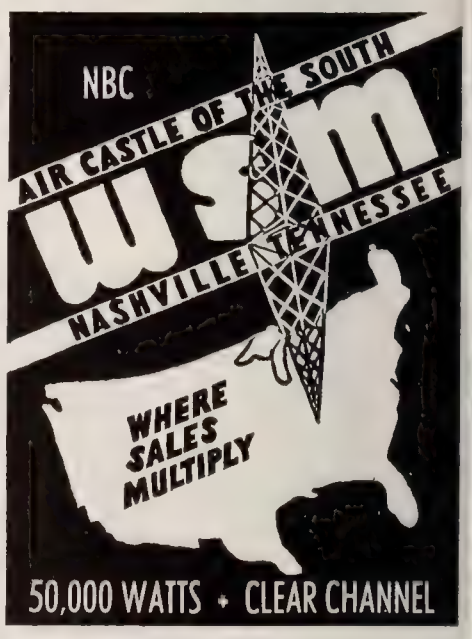
FARMERS in Kansas (and all surrounding states) are unswerving friends of WIBW—depending on us for news, markets, helpful service and relaxing entertainment. And they show their appreciation by BUYING the goods and services of WIBW advertisers in volume that leaves sales managers walking on air. Investigate this amazing market and "natural" sales medium.

WIBW IN TOPEKA *"The Voice of Kansas"* COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO





They work together better . . .
because they can talk together

From a thousand feet up
The burning airdrome
Looks like
A "pushover" . . .

But
When you get
Right down to earth
It turns out to be
Anything but.

Suddenly the trees
To the right
Start throwing lead —
And your men
Are still hanging
Like clay pigeons
In their harnesses.

* * *

What a break
That you're equipped
With a
Two-way
Radio.

What a break
That you can tell your trouble
To a friendly
Fighter plane.

* * *

Today, communication equipment
Designed and manufactured
By I.T.&T. associate companies
Is helping Uncle Sam's fighting forces
Work together
On land, sea and in the air . . .

Tomorrow, the broad experience
Of I.T.&T.
In the field of communications
Will help build a better world
For every man.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION *67 Broad St., New York, N. Y.*

I T&T

Manufacturing Associate:
FEDERAL TELEPHONE AND RADIO CORPORATION

GEORGE REEVES has left WSAV, Savannah, where he was director of sports, to join WAKR, Akron.

CHARLES (Chuck) SHORTRIDGE, former production manager for General Records Co., New York, has joined KROW, Oakland, Cal., as announcer. Donn Random, one-time special events announcer of WJW, Akron, has joined the staff. Scott Weakley, special events commentator, recently celebrated his 29th anniversary in radio, nine of which have been spent with KROW.

W. F. (Chick) ALLISON, head of the WLW promotion department has been elected vice-president of the Cincinnati Advertisers Club.

TOM FLETCHER, announcer of WHK-WCLE, Cleveland, has enlisted in the Communications Division of the Army Air Forces and is to be stationed somewhere in Florida. Joe Black, a pupil of the announcing class of Carl Mark, chief announcer, has joined the regular staff.

MARVLYN TEPPETT has given up school teaching to train as announcer and director of women's programs at WMAZ, Macon, Ga. Gordon Price, high school parttime announcer, has taken over a full schedule for the summer.

ROSS FOWLKES, who is the "Al Ross" of *Around the Breakfast Table* on WBAL, Baltimore, is to enter the Army June 21.

WILLIAM O. ALDRIGE is the new program director at WSAZ, Huntington, W. Va. He has a newspaper and radio writing and programming background. Other recent additions to the staff include Bert Shimp, news and sports announcer who takes over for Bob Drexler, now in military service, and Betty Jane Long, new to radio, as traffic manager.

JOE LEONARD, former instructor in the English departments of Colorado State A & M and South Dakota State College, has joined KLZ, Denver, as announcer.



SUNDAY NEWSCASTS, in addition to previous six-day schedule, will be aired on KSO, Des Moines, by Younkers, department store. Newscasts feature Stanley Dixon, with Sunday program also carried on Mutual network on local sponsorship basis. Signing contract is Ross M. Dalbey, Younkers director of publicity, with Max Friedman, KSO account executive (standing), and Dixon (left).

LOWELL THOMAS on June 11 observed the 11th anniversary of his Monday through Friday commentary on BLUE 6:45-7 p.m. Since 1932, Mr. Thomas has broadcast in this period under sponsorship of Sun Oil Co. The commentator occupied the same spot for almost two years previously under auspices of the old Literary Digest.

MIKE JABLONS, publicity and operations director of WNYC, New York's municipal station, will leave toward the end of June to join the Army. No replacement has been found. Bert Dixon resigns as announcer June 15 to become photographic technician supervisor in the OWI's Overseas Branch. He has been with the station for 14 years. No successor has been named.

H. V. KALTENBORN, NBC news analyst, on July 9 and 16 will take over Bill Stern's *Sports Newsreel of the Air* on NBC, while Stern, who is also NBC director of sports, takes his two-weeks' summer vacation.

PAUL DORING, formerly of WMFJ, Daytona Beach, has joined WELI, New Haven, as announcer.

RAY McCOY, chief announcer and publicity director of WATL, Atlanta, has been in the armed forces for two months and is now taking basic training at Camp Robinson, Ark.

TRAVERS BAYLY, former chief announcer of KDAL, Duluth, has joined WHIO, Dayton.

BILL DAVIDSON, special events director of KFI-KECA, Los Angeles, has been inducted into the Army and assigned to engineers corps.

RED SKELTON, star of the weekly NBC *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), has received a plaque from Douglas Aircraft Corp., Santa Monica, Cal., in recognition of one-broadcast employment campaign. Several hundred workers, it was reported, joined Douglas personnel as result of broadcast at which audience comprised job applicants.

PAUL M. BREINING, program director of WRAK, Williamsport, Pa., has joined WMRF, Lewistown, Pa., as program manager. He takes over from Preston R. Rittenhouse, now with the NBC.

BOB LACEY, announcer of WLW-WSAI, is to leave soon for the Army. Ed C. Hanford has joined the publicity department to handle local newspaper publicity and the WLW clipsheet service. He has worked for Macfadden Publications and on various newspapers.

FRED THOMAS, WCKY, Cincinnati, news editor, has prepared an orientation address to guide new soldiers at request of Lt. William B. Shane, former Cincinnati advertising man now at Camp Roberts, Cal.

JOSEPH P. OAKES has been appointed program director of WLAW, Lawrence, Mass. He succeeds John D. Maloy, who has joined WEEI, Boston, as assistant production manager and special events director.

JACK MARTIN, announcer-newscaster of KSRO, Santa Rosa, Cal., has been inducted into the Army. Frank Weaver, formerly of KLX, Oakland, Cal., has taken over his duties.

TERRY O'SULLIVAN, former announcer of KFWB, Hollywood, has joined BLUE, that city. Val Browne is summer vacation replacement announcer.

MAHLON ALDRIDGE, former announcer in Jefferson City, Mo., has joined the staff of KXOK, St. Louis, during the summer vacation shift.

BRUCE BARRINGTON, news editor at KXOK, St. Louis, before he entered military service, has been promoted to the rank of major. He is attached to the general staff in the Philadelphia area.

ART LOUIS, announcer, has joined the staff of WOWO-WGL, Fort Wayne. He was previously with WKZO, Kalamazoo, and WCLS, Joliet. Harold Clark, formerly with KGFW, Kearney, Neb., has joined the continuity staff.

PEGGY MURRAY, continuity editor of WOL, Washington, D. C., has resigned to become secretary to Thomas Carroll, chief liaison officer of the Foreign Outpost Division, OWI. She is succeeded as continuity editor by Mrs. Elaine Squibb, her assistant.

PAUL EBERT has left WKBV, Richmond, Ind., to join the announcing staff of WDAY, Fargo, N. D.



is Corpus Christi, Texas

With its 1943 city zone population of 101,400 (ABC) against a population of 75,000 in 1941 and 27,741 in 1930, Corpus Christi truly is a zoom, rather than a boom, city.

Philip Hauser, in his recent survey, rates Corpus Christi as a Class A-1 city—one of America's six fastest-growing cities with best prospects of retaining wartime growth.

Definitely dominated by one major radio station—KRIS—Corpus Christi and its many rich, populous surrounding towns offer you a market reachable at a surprisingly small cost. For complete facts, ask your Branham man to show you the latest Hooper breakdown . . . also availabilities and rates.

KRIS
CORPUS CHRISTI, TEXAS
MEMBER OF NBC SOUTHWESTERN GROUP
• represented by the Branham Company

Special Combination Buy—KRIS and KXYZ, Houston . . . Investigate!

THERE'S NOT ANOTHER LIKE IT!

WFIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

630 KC.
5000 WATTS FULL TIME
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK



"They give their lives
you lend your dollars"

BUY U. S.
WAR BONDS

STANLEY G. BOYNTON

NATIONAL AND INTERNATIONAL RADIO ADVERTISING

423-424 NEW CENTER BLDG. • DETROIT, MICHIGAN



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

KFRC, San Francisco

Simon & Schuster Co., New York (*One World*), 9 *t* weekly, thru Northwest Radio Adv., Seattle.
True Story Magazine, New York, weekly *t*, thru Raymond Spector Co., N. Y.
Butay Co., Los Angeles (Raindrops) 3 *sa* weekly, thru Glasser-Gailey Co., Los Angeles.
Marlin Firearms Co., New York (Marlin razor blades), 3 *sa* weekly, thru Crazen & Hendrick, N. Y.
Bank of America, N. T. & S. A., San Francisco, 3 *sa* weekly, thru Charles R. Stuart Adv., San Francisco.
Standard Beverages, Oakland, Cal. (soft drinks), weekly *sa*, thru Emil Reinhardt Adv., Oakland.
Lever Bros., New York (Lifebuoy soap), 5 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Coronet Magazine, New York, 44 *ta*, thru Schwimmer & Scott Adv., Chicago.
Associated Dental Supply Co., San Francisco (toothpaste), 2 *ne* weekly, thru McCann-Erickson, San Francisco.
Loma Linda Food Co., San Francisco, 2 *sa* Weekly, thru Gerth-Pacific Adv., San Francisco.
Seaboard Finance Co., Los Angeles, 9 *ta* weekly, thru Smith & Bull, Los Angeles.
Pacific Telephone & Telegraph Co., San Francisco, series of *sa* weekly, direct.
Charles Brown & Sons, San Francisco (hardware), series of *sa*, thru Frederick Seid Adv., San Francisco.

WFIL, Philadelphia

Gruen Watch Co., Cincinnati, O., 20 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.
Nesbitt Fruit Products Inc., Los Angeles 2 *sa* weekly, 13 weeks, thru M. H. Kelso, Los Angeles.
Allied Mills Inc., Chicago (Wayne feeds), 2 *sa* weekly, 52 weeks, thru Louis E. Wade, Fort Wayne.
American Oil Co., Baltimore, blanket contract for *sa*, 52 weeks, thru Joseph Katz Agency, Baltimore.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 6 *sa* weekly, 4 weeks, thru Compton Adv., N. Y.
Ex-Lax Inc., Brooklyn, 5 *sa* weekly, 19 weeks, thru Joseph Katz Agency, N. Y.
John Middleton Inc., Philadelphia (tobacco), 1 *sa* weekly, 13 weeks, thru Gray & Rogers, Philadelphia.
Nevins Drug Co., Philadelphia (cosmetics), 3 *t* weekly, 52 weeks, thru Philip Klein Adv. Agency, Philadelphia.
Plough Inc., Memphis, 15 *sa* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.
Borough of Seaside Heights, Seaside, N. J. (resort), 2 *sa* weekly, 12 weeks, thru J. C. Williams, Asbury Park, N. J.
American School, Philadelphia, 1 *sa* weekly, 13 weeks, thru Vernik Adv. Agency, Philadelphia.

WHCU, Ithaca

John Wiley Jones Co., Caledonia, N. Y. (Sunny Sol), 5 *sa* weekly, placed direct.
Kellogg Sales Co., Battle Creek, 5 *sp* weekly, 20 weeks, thru J. Walter Thompson, Chicago.
General Foods Inc., New York, 15 *ta* weekly, 26 weeks, thru Benton & Bowles, N. Y.
Dr. Hess & Clark, Ashland, O., 5 *t* weekly, 52 weeks, thru N. W. Ayer & Son, Philadelphia.
Van Camp's Inc., Indianapolis (Tenderoni), 105 *sa*, thru Calkins & Holden, N. Y.
Kelly Bros. Nursery, Dansville, N. Y., 6 *sa*, thru Everett L. Bower, Buffalo.
Spaulding Bakeries Inc., Binghamton, N. Y., 15 *ta* weekly, 10 weeks, placed direct.
Pepsi-Cola Bottling Co., Long Island City, 18 *ta* weekly, 26 weeks, thru Newell-Emmett, N. Y.

WOV, New York

Southern Cotton Oil Co., New Orleans, 26 *sp* and 26 *t*, thru Tracy Locke-Dawson, N. Y.
Macfadden Publications Inc., New York (*True Story* magazine), 26 *sp*, thru Raymond Spector, N. Y.
Charm Kurl Co., St. Paul, 26 *sp*, thru Guenther Bradford & Co., Chicago.
Stanback Co., Salisbury, N. C., 312 *t*, thru Klinger Adv. Corp., N. Y.
Roma Wine Co., New York, 936 *sa*, thru McCann-Erickson, N. Y.
Paramount Pictures, New York, 26 *sa*, thru Buchanan & Co., N. Y.

WLIB, Brooklyn

Griffin Mfg. Co., Brooklyn (shoe polish), 7 *sa* weekly, 13 weeks, thru Bermingham, Castleman & Pierce N. Y.
Elway Food Products, New York (Vitamalt), *sa*, 13 weeks, thru H. A. Salzmann Assoc., N. Y.
Ex-Lax Inc., Brooklyn, weekly *ne*, 13 weeks, thru Joseph Katz Co., Baltimore.
Harmon Watch Co., New York, 8 *sp* weekly, 13 weeks, thru Moss Associates, N. Y.

WMAQ, Chicago

Leaf Gum Co., Chicago, 1 *sa* weekly, 13 weeks, thru Bozell & Jacobs, Chicago.
Book League of America, New York (sewing book), 2 *ne*, thru Raymond Spector Agency, N. Y.
Northwest Cherry Bureau, Seattle, 9 *sp*, thru Izzard Co., Seattle.

CFRB, Toronto

Vernor's Ginger Ale Co., Toronto, *sp* weekly, thru Walsh Adv. Agency, Toronto.
Geo. Weston Ltd., Toronto (biscuits), *sp* weekly, thru Walsh Adv. Agency, Toronto.

KFI, Los Angeles

California Ficgo Co., Los Angeles, 3 *sa* weekly, 13 weeks, thru Culbreth Sudler Co., Los Angeles.
Douglas Aircraft Co., Santa Monica, Cal. (employment), 3 *sp*, 13 weeks, thru Essig Co., Los Angeles.

WABC, New York

Nature Friend Inc., New York (bird food), weekly *sa*, direct.
Borden Co., Pioneer Ice Cream Brands Division, New York, weekly *ne*, thru Young & Rubicam, N. Y.

WBBM, Chicago

All Year Club of Southern California, Los Angeles, *sp* weekly, 8 weeks, thru Foote, Cone & Belding, Los Angeles.

WJJD, Chicago

Dave Minor, Chicago (piano and guitar course), 6 *sp* weekly, thru United Adv. Cos., Chicago.
Sterling Insurance Co., Chicago, 7 *sp* weekly, thru Neal Adv. Agency, Chicago.
Your Worship Hour, Goshen, Ind., 1 *sp* weekly, thru Stanley G. Boynton Co., Detroit.
Wm. H. Wise & Co., Chicago (books), 6 *sp* weekly, thru Huber Hoge & Sons, Chicago.
Knox Co., Los Angeles (Mendaco cold remedies), 5 *sa* weekly, thru Allen C. Smith Adv., Kansas City.
Rogers Auto Sales, Chicago, 6 *sp* weekly, 13 weeks, direct.
Leaf Gum Co., Chicago, 12 *sa* weekly, 13 weeks, thru Bozell & Jacobs, Chicago.

KHJ, Hollywood

Seaboard Finance Co., Los Angeles, 365 *ta*, 52 weeks, thru Smith & Bull Adv., Los Angeles.
Sunset Magazine, San Francisco, 13 *sa*, thru Brisacher, Davis & Van Norden, San Francisco.
All State Insurance Co., Los Angeles, 4 *sp* weekly, 13 weeks, thru Ruthrauff & Ryan, Hollywood.

KECA, Los Angeles

Bateman-Eichler & Co., Los Angeles (stocks, bonds), weekly *sp*, 52 weeks, thru Elwood J. Robinson Adv., Los Angeles.
A. B. Joffee Co., New York (clothing store), 2 *sp* weekly, 52 weeks, thru Adolph Wenland Adv., Los Angeles.

WHO, Des Moines

Standard Brands Inc., New York (Stams and Stan-B vitamins), 9 *ta* weekly, thru Ted Bates Inc., N. Y.
Hilex Co., St. Paul (bleach), 13 *sp*, thru McCord Co., Minneapolis.
Northwestern Bell Telephone Co., Des Moines, 29 *sa*, placed direct.

Macy Adds WMCA

R. H. MACY & Co., department store, has signed for 52 weeks with WMCA, New York, in addition to WHN and WNEW [BROADCASTING, June 7] for a series of electrical transcriptions. Announcements have been aired 19 times weekly, since May 24 when the contracts went into effect. Macy's continues to use WOR, New York. Agency is Young & Rubicam, New York.

Radio Advertisers

MAJOR VITAMINS Inc., New York, which has concluded for the present a 20-station campaign for Major B Vitamins, has joined the list of sponsors on Dr. Walter H. Eddy's *Food and Home Forum* on WOR, New York. Company's thrice-weekly participations started June 1, and continue for 52 weeks. Agency is Peck Adv., New York.

E. R. SQUIBB & Sons, New York (pharmaceutical), on June 13 began *Calling America*, with Bob Trout on 117 CBS stations, Sun., 8-8:30 p.m., having discontinued on June 11 *Keep Working, Keep Singing America* on 61 CBS stations, Mon., Wed., and Fri., 6:30-6:45 p.m. Agency is Geyer, Cornell & Newell, New York.

LEE ROBINSON has resigned as president of Radio Magazines Inc. to return to Caldwell-Clements Inc., New York, with whom he was previously associated. He has been appointed Eastern manager of the publishing firm's *Radio Retailing Today*.

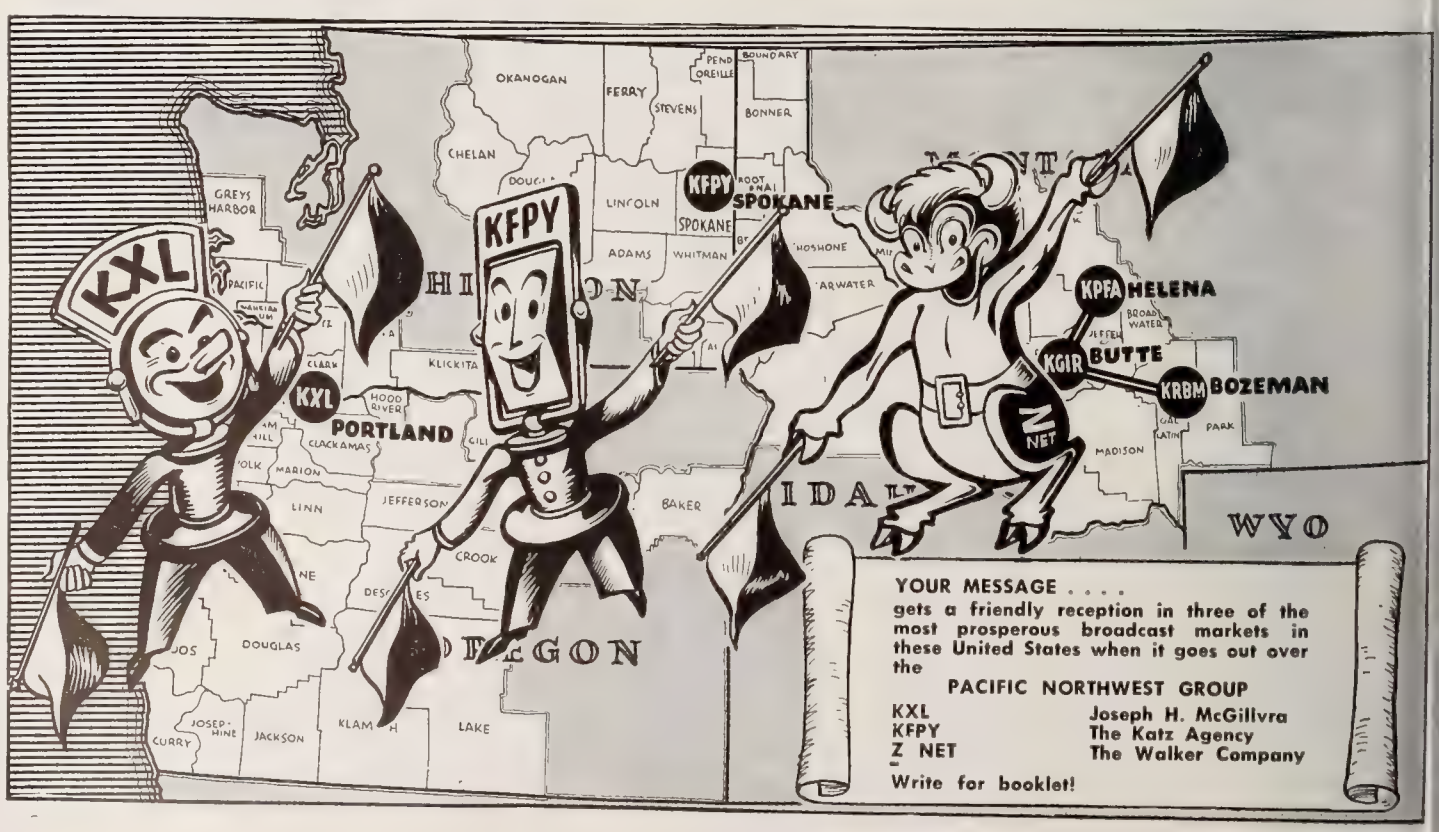
IOWA MASTER BREEDERS and Lincoln Hatcheries, have signed for 52 weeks on WNAX, Yankton, S. D. Neither concern had previously contracted for more than 26 weeks.

CANADIAN FUR Corp., and Sachs Quality Store, New York, are jointly sponsoring a recorded half-hour music program on WNEW, New York, five times weekly, under the title, *I'll Take Romance*. Program features a woman m.c., and is directed at women whose beaus and husbands are at the fighting fronts or working the factory swing shifts. William Warren Agency handles the Sachs account.

ALBERS PACKING Co., Riverside, Cal., (ripe olives), on June 8 started thrice-weekly participation in *Nutrition in Wartime* on KFWB, Hollywood. Contract is for 13 weeks. Brisacher, Davis & Van Norden Inc., Los Angeles, has the account.

MINNEQUA SPRINGS, Canton, Pa., for Minnequa mineral water, is said to use radio and other media.

NORTHWESTERN BELL TELEPHONE Co., has placed a 52-week contract for nighttime station-breaks on KSTP, Minneapolis-St. Paul, through BBDO.



RKO RADIO PICTURES Inc., Hollywood, in a two-day tie-in with local premiere of film, "This Land Is Mine", is sponsoring a half-hour and a 15-minute program June 14 and 15, respectively, on 6 California Don Lee stations (KHJ KGB KFXM KPMC KVOE KDB). Foote, Cone & Belding, New York, has the account.

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), on a 52-week contract starting June 14 will sponsor half-hour adventure serial, *Bulldog Drummond*, on 2 California Don Lee stations (KHJ KGB), Monday 8-8:30 p.m. (PWT). Firm on that date also starts a thrice-weekly late evening quarter-hour narrative program, *The Changing Tide*, on KNX, Hollywood. Contract is for 26 weeks, with Ian Keith, actor, featured as narrator. In addition, starting June 20 for 52 weeks, 42 Products will sponsor a half-hour Sunday morning recorded musical, *Record Performance*, also on KNX. Al Jarvis will be m.c., with live guest talent. Agency is Hillman-Shane-Breyer, Los Angeles.

SEABOARD FINANCE Co., Los Angeles (investments), on June 14 starts five-weekly quarter-hour *Seaboard News* on 4 Don Lee California stations (KHJ KFXM KGB KPMC). Contracts are for 52 weeks. Firm sponsors a similar program on KPO, as well as twice-daily newscasts on KSFO. Agency is Smith & Bull Adv., Los Angeles.

BU-TAY PRODUCTS Inc., Los Angeles (Raindrops, washing compound), in an eight-week campaign started June 7 is using a five-weekly five-minute participation in *Defense Workers Jamboree* on KFMB, San Diego. Firm in addition sponsors six spot announcements weekly on KFRC KIDO KTAR, as well as three per week on KARM. Agency is Glasser-Gailey & Co., Los Angeles.

NATIONAL BISCUIT Co., Los Angeles, in help wanted campaign, is utilizing an average of 15 spot announcements daily on four stations in that area, KRKD KREV KGFJ KFVD. Firm now plans to include other West Coast stations. Agency is Botsford, Constantine & Gardner, Los Angeles.

THE DETROIT BANK, Detroit-Windsor, started June 1, sponsoring Fulton Lewis Jr. Monday through Friday on CKLW, Windsor. Simons-Michelson Co., Detroit, has the account.

COLUMBUS ICE Co., Columbus, Miss., has contracted for announcements all summer on WCBI, Columbus.

MACFADDEN PUBLICATIONS, New York (*True Story*), has placed a series of six five-minute transcribed dramatizations of *True Story Magazine* on WGN, Chicago. Series will be broadcast June 12-24. Agency is Raymond Spector Co., New York.

Wren's Yen

A LADYSMITH, Wis., listener wrote to David Stone, m.c. of *Sunrise Roundup*, a wake-up show on KSTP, St. Paul, at 6 a.m. daily: "A wren perches outside our window each day just before your program comes on the air and stays until it's over, singing with the music and listening attentively to the speaking. Hasn't missed a program in weeks." Now the question is, what is the buying power of a wren?

Get E Awards

FOUR ARMY-NAVY E burgees were awarded simultaneously to the Raytheon Mfg. Co., Newton and Waltham, Mass. (radio equipment and radar), at recent presentation ceremonies in Waltham.

TURCO PRODUCTS Inc., Los Angeles (cleanser), on June 14 starts with an alternate weekly schedule to sponsor daily participation in *Art Baker's Notebook* on KFI. Contract is for 13 weeks. Firm also sponsors the thrice weekly quarter-hour program, *Smile in the Morning* with Mark Breneman on KECA, Los Angelees, and a seven-weekly 15-minute newscast on KFMB, San Diego. Agency is Warren P. Fehlman Adv., Los Angeles.

CONTEST for girls of 16 years and over sponsored by Loews Theatres, New York, with WHN, New York, uses the *Gloom Dodgers* variety program on WHN, to offer girls the opportunity to win an audition plus one before executives of Loews Theatres and M-G-M. Final winner will be chosen by the listening audience. Contest is being promoted in Loews' 70 theaters in the New York area.

DUNCAN RECREATION Co., Vincennes, Ind., is now airing the daily results of the major league baseball games on WAOV, Vincennes.

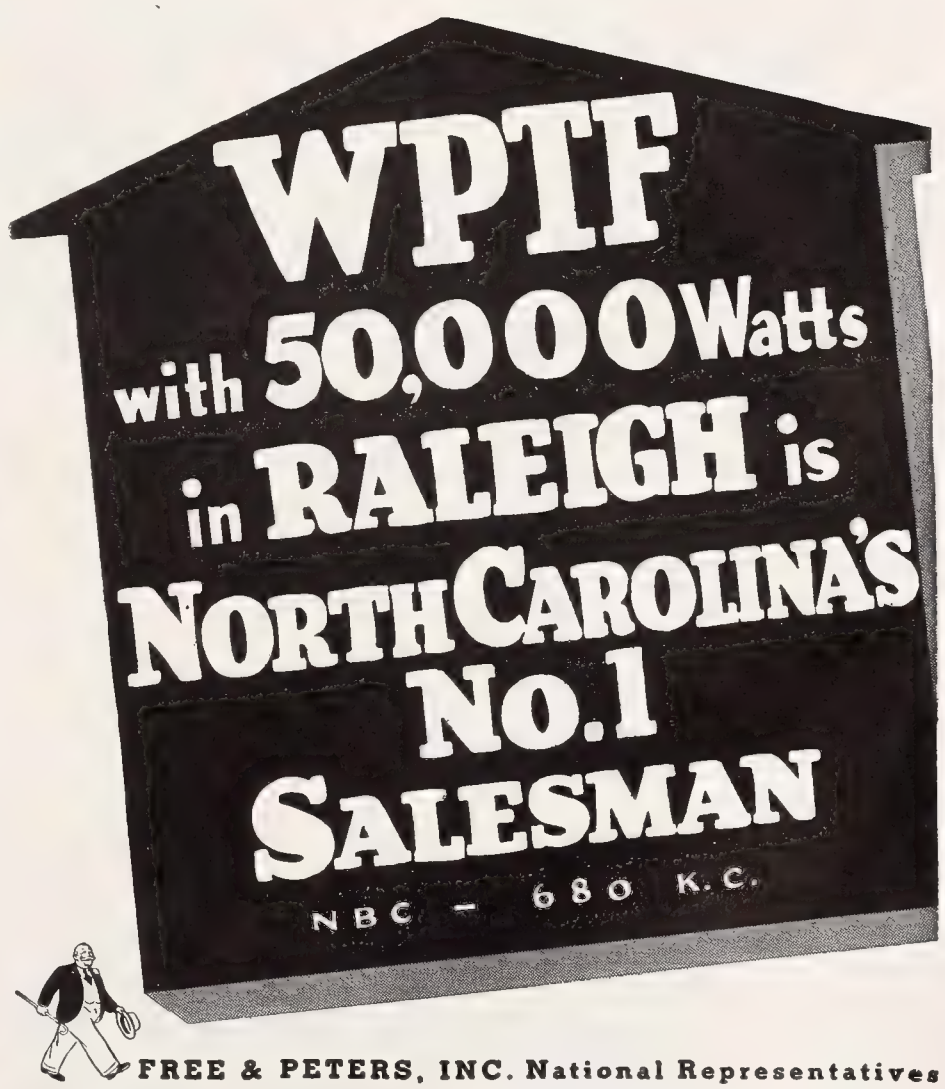
HAWAII THEATRE, Hollywood, in a tie-up with 20th Century-Fox, to promote horror films, "Undying Monster" and "Dr. Renault's Secret", is using 28 transcribed spot announcements daily on Los Angeles stations, KHJ KECA KFWB KIEV KFVD KPAS KMTR. Dean L. Simmons Adv., Hollywood, has the account.

POST QUALITY FOODS, Los Angeles (Cera-co), is sponsoring daily participation in *Homemaker's Club* on 49 spot announcements per week on KFVD. Agency is Glasser-Gailey & Co., Los Angeles.



VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939





FREE & PETERS, INC. National Representatives



WAVE ISN'T ROLLING IN CLOVER (Ky.)!

There's mighty fine grazin' round these parts, stranger, but 'tisn't in Clover (Ky.)! 'Tisn't even in Greasy Creek, Cub Run, or Bear Wallow (Ky.). The real pasture for business in Kentucky is the Louisville Trading Area, where *most* of the people buy most of the things. Over 47% of the State's population does its grazing in this one field . . . and with WAVE right alongside! Don't look for "clover" in Clover . . . let WAVE show you the *choice* patch!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

P & G the Largest Advertiser in 1942, Says Newest List of All-Media Buyers

PROCTER & GAMBLE Co., Cincinnati, tops the list of 1,207 advertisers who invested $25,000 or more during 1942 in a combination of the four major media, according to the fourth annual edition of the standard reference book *Expenditures of National Advertisers in Newspapers, Magazines, Farm Journals and Chain Radio,* published last week by the Bureau of Advertising of the American Newspaper Publishers Assn.

Others in the "Top Ten" in total expenditure in all four media include, in order, Lever Bros. Co.; General Foods Corp.; R. J. Reynolds Tobacco Co.; Sterling Drug Inc.; General Motors; Colgate-Palmolive-Peet Co.; General Mills; Liggett & Myers Tobacco Co., and Philip Morris & Co. All of these companies excepting General Mills and Philip Morris were also in the "Top Ten" of 1941, reported last year by the Bureau.

As in previous editions of the book, compiled for the Bureau by Media Records Inc. in combination with reports from Publishers Information Bureau, the figures for all media represent gross expenditures, computed by applying one-time rates to the space or time used, since complete data on discount arrangements between advertisers and media are not generally available, according to a release issued by the Bureau in conjunction with the publication.

Tie Discs

BEAU BRUMMEL TIES Inc., Cincinnati, has started a weekly quarter-hour transcription on WOR, New York, highlighting the exploits of AP's war correspondents. John B. Kennedy, commentator of WNEW, New York, serves as narrator for the series, the first of which dramatized the adventures of Larry Allen, who reported on the bombing of the carrier *Illustrious* and the sinking of the *Galatea.* Program started June 8, in the Tuesday, 7:15 p.m. period. Agency is Key Adv., Cincinnati.

Seven Alaska Broadcasts Made Since Pearl Harbor

EDITOR, BROADCASTING:

Page 54 of your issue of May 10 reads as follows: "Bud Foster, speaking from KFAR, Fairbanks, Alaska, during the Alka-Seltzer *News Roundup* on NBC, April 30, made the first broadcast from Alaska since Pearl Harbor."

We appreciate such favorable comment, but I am sorry to say that the source of that material was grossly misinformed. He does an injustice to our efforts in behalf of NBC. Previous to the April 30 release, we sent no less than 7 broadcasts to the States, all of which were released on NBC. Further, all of these programs were after Pearl Harbor. The first was on Sept. 26, 1942, and subsequent contributions were released Nov. 27, Dec. 22, Feb. 6, March 6, March 13, April 3, and April 25.

ALVIN O. BRAMSTEDT,
Assistant Manager,
KFAR, Fairbanks.

June 1

Songwriters Elect Officers

SONGWRITERS Protective Assn., at its annual election on June 4, re-elected four of its present officers for another term and named as the only new officer Paul Cunningham, to become chairman of the council, replacing Edgar Leslit. Sigmund Romberg continues as president, Stanley Adams, vice-president, Abel Baer, treasurer, and Charles Tobias, secretary.

FOOD CONSULTANT
WLW Starts New Service For Merchants

APPOINTMENT of a nutrition expert to work with the retail food industry in serving the consumer has been announced by WLW, Cincinnati. She is Mrs. Vianna D. Bramblett, an experienced nutritionist with a commercial background. She will work under John E. Rudolph, director of WLW's trade extension division.



Purpose of the **Mrs. Bramblett** appointment, according to R. E. Dunville, vice-president of Crosley Corp., is to render a service which will eliminate confusion on the part of merchants and consumers over food shortages and regulations concerning distribution. "Consumers have yet to be accustomed in the wise spending of their ration points," Mr. Dunville explained. "Many food retailers do not have the knowledge or the necessary time to disseminate this information to their customers".

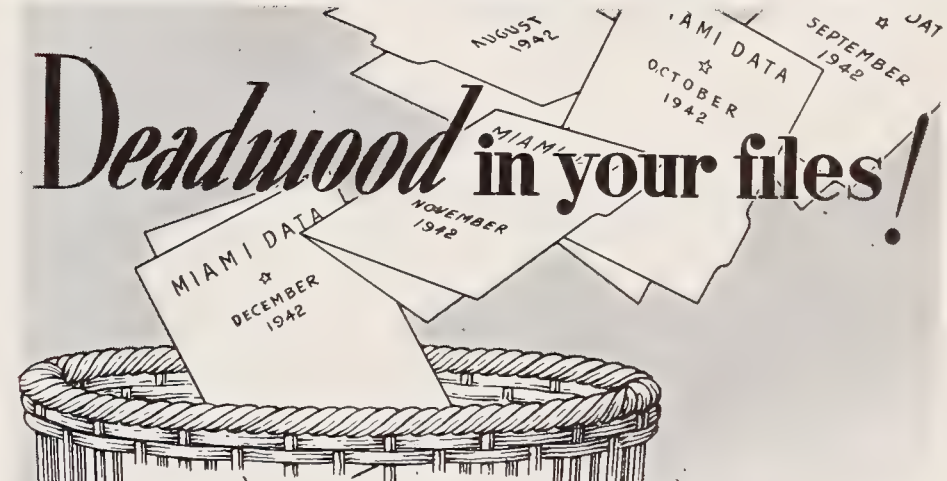
Among the services to be offered by WLW's new nutrition consultant will be monthly nutritional and commodity tips and related information, monthly food tips for homemakers on the use of seasonal foods, and menus to conserve ration points and yet provide nutritious meals. Mrs. Bramblett will be available for the preparation of articles for the retail merchant groups, especially items which retailers can pass on to consumers—all in line with the Government seven-point nutrition chart, according to Mr. Dunville.

Mrs. Bramblett has written for *Pictorial Review* and other women's magazines. She had charge of the test kitchen of Eastern Cooperative Wholesale, Brooklyn, and has done special work with Ball Brothers. She taught at Purdue University and Pratt Institute and studied at Kansas State College, University of Missouri and Purdue. She is a member of the nutrition committee of the OCD.

U. S. MEN SLATED BY AD FEDERATION

ADDITIONAL information on the War Advertising Conference of the Advertising Federation of America, to be held June 28-30 in New York [BROADCASTING, April 26], reports that informal discussions led by leaders from various Government agencies will be held the afternoon of June 29. New projects will be outlined and new approaches to current campaigns developed, with participants including William B. Lewis, assistant director of Domestic Operations for Program Coordination and Production of the OWI; Chester J. LaRoche, chairman of the War Advertising Council, and Ralph Allum, associate director of the Council. There will also be a special discussion of the extension of the War Advertising Committee idea into communities without Advertising Clubs.

Deadwood in your files!



If your market data on Miami is over six months old...chuck it! It's deadwood in your files.

Now, it's a new, rich 12 months a year market... and it's ready to be tapped!

Without usual Tourist trade for the past 17 months...Miami's population, Retail Sales, Bank Deposits, Annual Income and Buying Power have all hit a *new high.*

Tap this market now . . . . but hard!

★

WIOD Covers This New Rich Market As Completely As Miami's Magic Sun

★

National Representative
GEORGE P. HOLLINGBERY COMPANY

5,000 WATTS
610 KC
NBC

WIOD MIAMI

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

Agencies

FREDERIC WAKEMAN, copy chief in New York office of Fuller & Smith & Ross, has joined Foote, Cone & Belding, New York as an account executive and copywriter. Mr. Wakeman received a medical discharge last month after Navy service in the Pacific area.

L. M. CLARK Inc., advertising and market research firm, has moved its New York offices from 17 E. 45th St. to 441 Lexington Ave. Telephone remains Murray Hill 2-8125.

STORRS HAYNES, radio director of Compton Adv., has returned to New York after Hollywood conferences with Carlton E. Morse, writer-producer, on the CBS *I Love a Mystery*, sponsored by Procter & Gamble Co.

DAVE SHOWALTER, former advertising manager of Sears, Roebuck, Portland, Ore., has been appointed manager of Gerth-Pacific Adv. Agency, Los Angeles.

HARVEY C. SCOTT has been named a partner and first vice-president of the James Houlihan Adv. Agency, Oakland, Cal.

ROBERT MORRISON has left J. M. Mathes Inc., New York, where he was assistant to the vice-president in charge of radio and motion pictures, to enter the Naval Reserve as ensign. Mrs. Lee Huffman, of the radio department, has taken his place.

CARL BROWN, former account executive on the General Mills account for Blackett-Sample-Hummert, Chicago, on June 14 joins Sherman & Marquette as vice-president in charge of the New York office, replacing J. Allen Barnett. Mr. Brown at one time owned and operated his own agency in Des Moines.

R. & R. Adds Cincinnati

OPENING of an office in Cincinnati has been announced by Ruthrauff & Ryan, agents. John L. Magro is in charge of the new branch, which is located in the Carew Tower. Previous to joining Ruthrauff & Ryan, Mr. Magro was manager of the Cincinnati office of the Roy S. Durstine advertising agency. A graduate of Harvard, he has 10 years' experience in the agency field. In addition to the new Cincinnati office, Ruthrauff & Ryan, one of the largest agencies in the country, maintains offices in New York, Chicago, Detroit, St. Louis, Houston, Hollywood, San Francisco and Seattle.

JOAN CHAMBERLAIN has joined the copy department of Benton & Bowles, New York, having been previously connected with Blackett-Sample-Hummert and other agencies.

HUB JACKSON, former manager of KTHS, Hot Springs, Ark., and sales manager of WCOS, Columbia, S. C., has joined Russel M. Seeds Co., Chicago, as traffic manager, succeeding Monte Randall who has been inducted into the Army. Mr. Jackson is also broadcasting the news programs sponsored by Grove Labs., St. Louis, through the Seeds agency.

LARRY CROWLEY, copywriter of Ruthrauff & Ryan, Chicago, has joined the copy staff of Kenyon & Eckhardt, New York.

JACK M. RAYMOND has been appointed manager of the Montreal office of Kenyon & Eckhardt. Raymond was formerly with Young & Rubicam, Montreal, and N. W. Ayer of Canada.

Howard H. Imray Sr.

HOWARD H. IMRAY Sr., 57, former advertising manager of Eastman Kodak Co. and previously with various agencies, died June 3 in Rochester, N. Y., after a month's illness. Mr. Imray directed the national Whippet campaign for Willys-Overland Co. while with the U. S. Adv. Agency in Toledo, and prior to that was with Frank Presbrey's agency and N. W. Ayer & Son. He leaves a widow and two children.

WALTER SCHWIMMER, partner of Schwimmer & Scott, Chicago, is the composer of the song, "That's What We're Fighting For", which has been recorded by Standard Radio, Chicago, and is to be published in sheet form shortly.

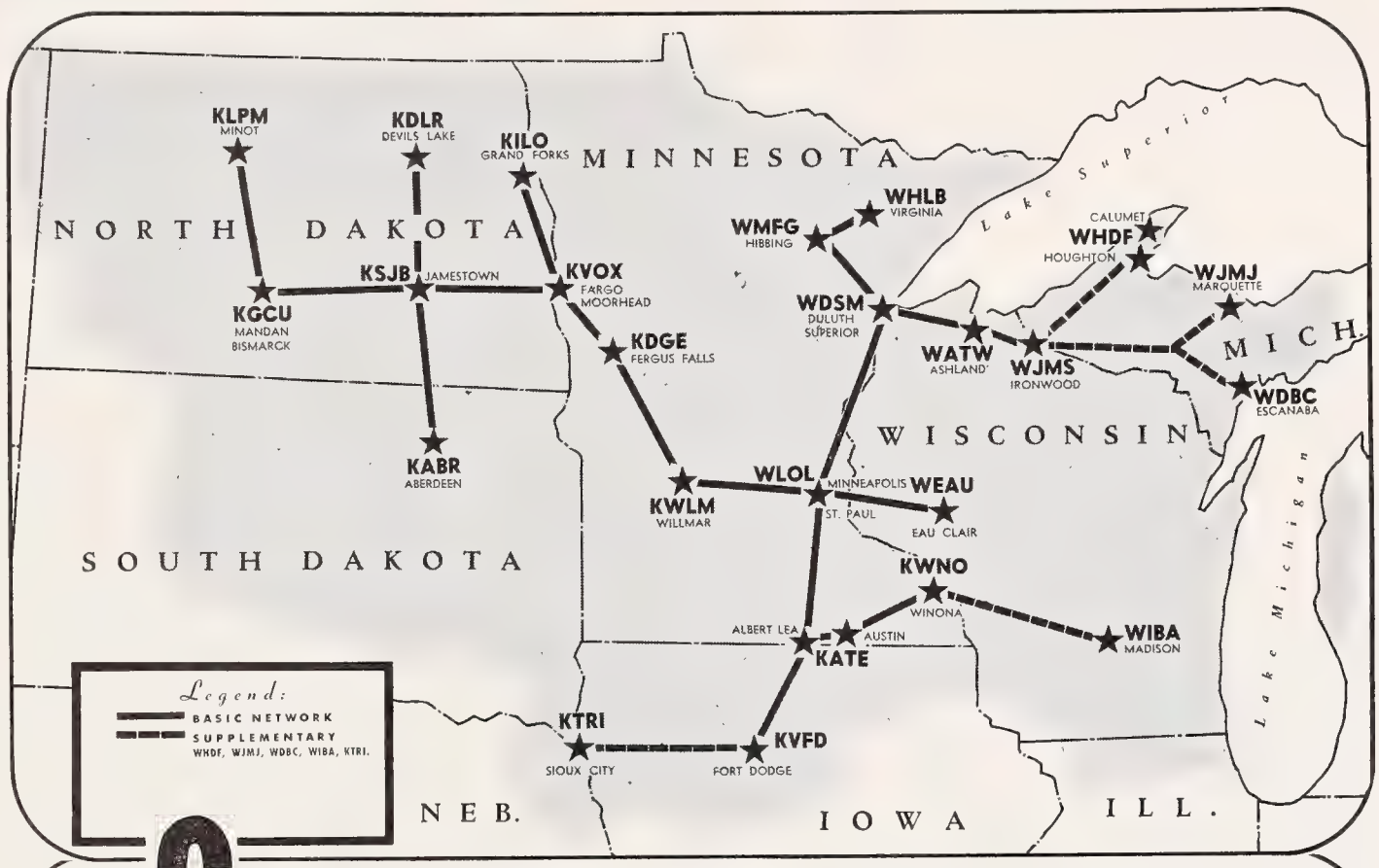
I. R. RILL, former account executive of Alfred Adv., and Director & Lane, New York, has joined Erland Adv., New York, as account executive in charge of new business.

SHERMAN K. ELLIS & CO., Chicago, announced last week that it had resigned from the handling of advertising of E. J. Brach & Sons, Chicago candy manufacturer. Company has used spot radio for its product in the past.

CLARENCE G. DAVENPORT, senior account executive of the McCarty Co., Los Angeles, commissioned a lieutenant in the Field Artillery, has been on leave since June 1.

SHAPPE ADV. AGENCY, New York, is reported to have changed its name to Shappe & Wilkes.

LA PORTE & AUSTIN Inc., New York, is reported to have moved to 369 Lexington Ave. Telephone MUrray Hill 5-5113.



GET YOUR SHARE OF 2 BILLION DOLLAR FARM INCOME IN "GOLDEN ACRES"

Farm income last year in the NCBS area . . . "Golden Acres" . . . was $2,113,517 from wheat, dairy and livestock . . . fundamental foods most in wartime demand as always! Get your share of these 2 billion "bread and butter" dollars in one of the world's richest, most stable markets. To help you, NCBS has just completed a valuable survey on the manpower-distribution setup in "Golden Acres": leading food and drug jobbers, their branches and warehouses, number of salesmen, class A and B retailers, products stocked, turnover. Write or phone for this vitally needed survey. IMPORTANT: You can buy the entire NCBS group or any combination of stations desired. Only one transcription needed for any broadcasting plan.

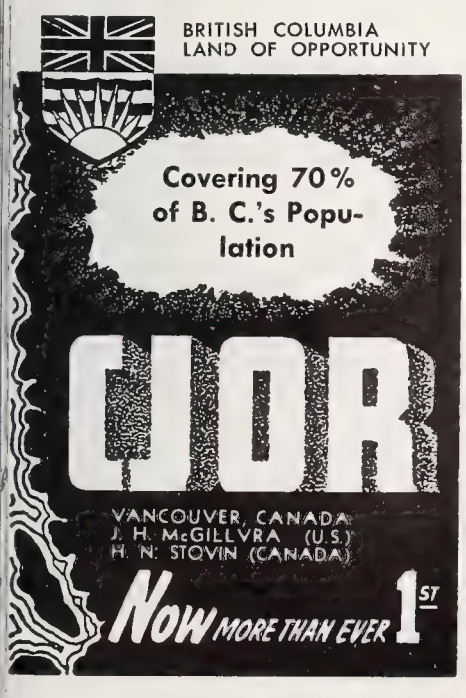
NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

New York
8 East 41st Street
Lexington 2-6892

St. Paul, Minnesota
Commodore Hotel

Chicago, Illinois
360 North Michigan Avenue
State 4214



Nichols Named

ROBERT S. NICHOLS, well-known in Pacific Northwest advertising, has been appointed Seattle manager of Howard H. Wilson Co., representatives. Headquartered in the Smith Tower, he also represents Homer Griffith Co., Pacific Coast station representatives and western sales division of the former organizaion. Howard W. Wilson Co. has been appointed national representative of KXA, Seattle; KRLC, Lewiston, Ida.; KWJJ, Portland, and KUJ, Walla Walla. Homer Griffith Co., headquartered in Hollywood, has taken over Pacific Coast sales representation of KODL, The Dalles, Ore.; KBKR, Baker; KHUB, Watsonville, Cal.; KTKC, Visalia.

ALAN REED (Falstaff Openshaw), of the weekly CBS *Texaco Star Theatre*, has been signed for a role in the RKO film, "Revenge".



"Herman! Turn off dot news broadcast on WFDF Flint Michigan!"

MOVIE SPOTS PLUG ARTIST, NOT FILM

DEPARTING from the usual radio promotion of films Republic Pictures Corp., New York, this week launches a spot radio campaign concentrating on the promotion of the film star rather than on the specific picture in which he appears. Roy Rogers, Republic cowboy singer, is featured in the new drive, which will entail the expenditure of well over $20,000 in spot announcements in the Chicago area and the South, starting June 15 and continuing for approximately one month.

By featuring the star, with little or no mention of specific pictures, the schedule is designed to serve as promotion for any one of Roy Roger's films showing in the area covered. In addition, second and third runs will benefit from the promotion. Since Rogers averages about eight pictures a year, it is estimated that at least one of his films would be showing in the vicinity of the advertising. A special billboard campaign will be coordinated with the radio drive. Agency is Donahue & Coe, New York.

Ballantine Acquires

P. BALLANTINE & SONS, Newark, has purchased a half interest in Christian Feigenspan Brewing Co., another Newark brewery, through the acquisition of Feigenspan stock owned by William B. Reilly, president. Ballantine sponsors *Three Ring Time* on CBS, and Feigenspan presents *Pay Off News* 5 times weekly on WOR, New York.



40 INSTRUMENTS for soldiers at an isolated Army post in Alaska were collected in Des Moines through aid of WHO *War Service Billboard* conducted by Bob Burlingame, with additional help from Jack Shelley, WHO news editor. Wanting amateur band, soldier's captain wrote Jack Shields of Des Moines who asked help of WHO. Paul Wendel, music dealer, repaired instruments. L to r: Burlingame, Wendel, Shelly, Shields.

AGENCY *Appointments*

S. H. CAMP Co., Jackson, Mich., to J. D. Tarcher & Co., New York, for supports for men, women and children. Radio included in last year's budget. Future media plans not set.

STEIN, HALL & Co., New York, and Stein, Hall Mfg. Co., to Hixon-O'Donnell Adv., New York, for starches, dextrines. Radio not contemplated for the present.

NATIONAL FOODS Inc., Reynoldsville, Pa., to L. E. McGivena & Co., New York, for Marjorie Day spaghetti, macaroni & noodles. Media plans not set.

CONTINENTAL RADIO & TELEVISION Corp., Chicago, to Foreign Advertising & Service Bureau, New York, for export advertising.

CURTISS-WRIGHT Corp., New York, to McCann-Erickson, New York, for general advertising. One-time network program used recently. No radio planned.

COMFOOT PRDUCTS of Chicago to Malcolm-Howard Adv., Chicago. Said to use radio.

BORG-WARNER Corp., Chicago, and its subsidiaries, Borg-Warner Corp., Detroit. Norge division; and Borg-Warner International, Chicago, to Irwin Vladimir & Co., New York, for export advertising. Automotive Products, Household Appliances, Industrial Equipment.

REINHOLD-GOULD INC., New York (paper distributor), to Lawrence C. Gumbinner Adv. Agency, N. Y., for all promotion activities and advertising.

O'ROURKE-EUBANKS Co., San Francisco (Castle hats), to Garfield & Guild Adv., San Francisco. A national campaign will be conducted.

MADISON FOODS, Madison, Ia. (health foods), to Geo. C. Hoskin Associates, Chicago. Health magazines and newspapers will be used.

Church Discs to Latins

SIXTY radio outlets in Central and South America are now carrying the *Voice of Prophecy* program of the North American Radio Commission, radio organization for the General Conference of Seventh Day Adventists. The Pan American Broadcasting Co. of New York City is handling distribution of the transcribed programs in Spanish, Portuguese and English. In Cuba, 10 stations of the CBQ net carry the program in Spanish. Brazil has 12 stations using the Portuguese version. Spanish and English are both used in Panama, and English in British Guiana. Program is an extension of religious broadcasts carried in North America by MBS and other stations, totaling 235.

Radiotelegraph Circuits

FIRST DIRECT radio telegraph service between the United States and Acera, African Gold Coast, and Kabul, Afghanistan, have been opened, Admiral Luke McNamee, president of Mackay Radio and Telegraph Co., IT&T affiliate, announced recently. These are the eighteenth and nineteenth international radiotelegraph circuits to be opened by Mackay Radio since the United States entered the war. Circuits now operate in Moscow, Kuibyshev and Khabarovsk in the USSR; Chungking and Kunming, China; La Paz, Bolivia; Bogota, Colombia; Asuncion, Paraguay; Cairo, Egypt; Wellington, New Zealand; Brisbane, Sydney and Melbourne, Australia; Great Britain, Bermuda and Algiers.



50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative:
GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"



'Not Trading in Peanuts' Answers Fly When Questioned About Court Rumor

"I'M NOT trading in peanuts, you know," FCC Chairman James Lawrence Fly commented at his press conference last Monday when asked about published reports that he might be selected for the vacancy on the United States Court of Appeals for the District of Columbia. In responding to a newsman's question about the court job "you're supposed to be getting", the chairman neither affirmed nor denied the report, commenting simply that he knew nothing about it.

Meanwhile, several other names have been mentioned in Washington for the court vacancy, created with the appointment of Associate Justice Fred M. Vinson as Director of Economic Stabilization. Among others reported to be under consideration are Solicitor General Charles Fahy and District Judge Bolitha J. Laws, of Washington. A campaign to have a Washingtonian appointed to the bench is under way. Mr. Fly is a native of Texas, but calls Tennessee his legal residence.

Questioned regarding the expiration of the term of George H. Payne, on June 30, and whether he expected any change in the make-up of the FCC, Mr. Fly asserted he had no information along that line. Asked if he had been "consulted by the President" regarding possible personnel changes, he retorted "I have no statement to make on that."

Reports are still current in Washington that one or both of the changes may ensue prior to the end of the month [BROADCASTING, June 7]. Mr. Payne has served on the Commission since its creation in 1934, but was appointed two years later only after a difficult contest. He was named as a Republican.

Religious Plans

CBS executives and representatives of 10 religious denominations, all members of the Board of Consultants of the CBS *Church of the Air*, met at a luncheon at network headquarters June 10 to discuss future plans for the program. Representing CBS were Douglas Coulter, director of broadcasts; Lyman Bryson, director of education; George Crandall, director of press information; Leon Levine, assistant director of education; Davidson Taylor, assistant director of broadcasts, and Elinor Inman, director of religious broadcasts.

New Spreckles Series

SPRECKLES SUGAR Co., San Francisco (institutional), on June 21 starts sponsoring the weekly half-hour program of personal experiences, *I Was There*, on 7 CBS Pacific stations (KNX KARM KROY KGDM KOIN KIRO KFPY), Monday, 9-9:30 p.m. (PWT.) Contract is for 52 weeks. Packaged show has Chet Huntley as narrator, with Robert Hafter producer, and Everett Tomlinson, writer. Agency is J. Walter Thompson Co., San Francisco.

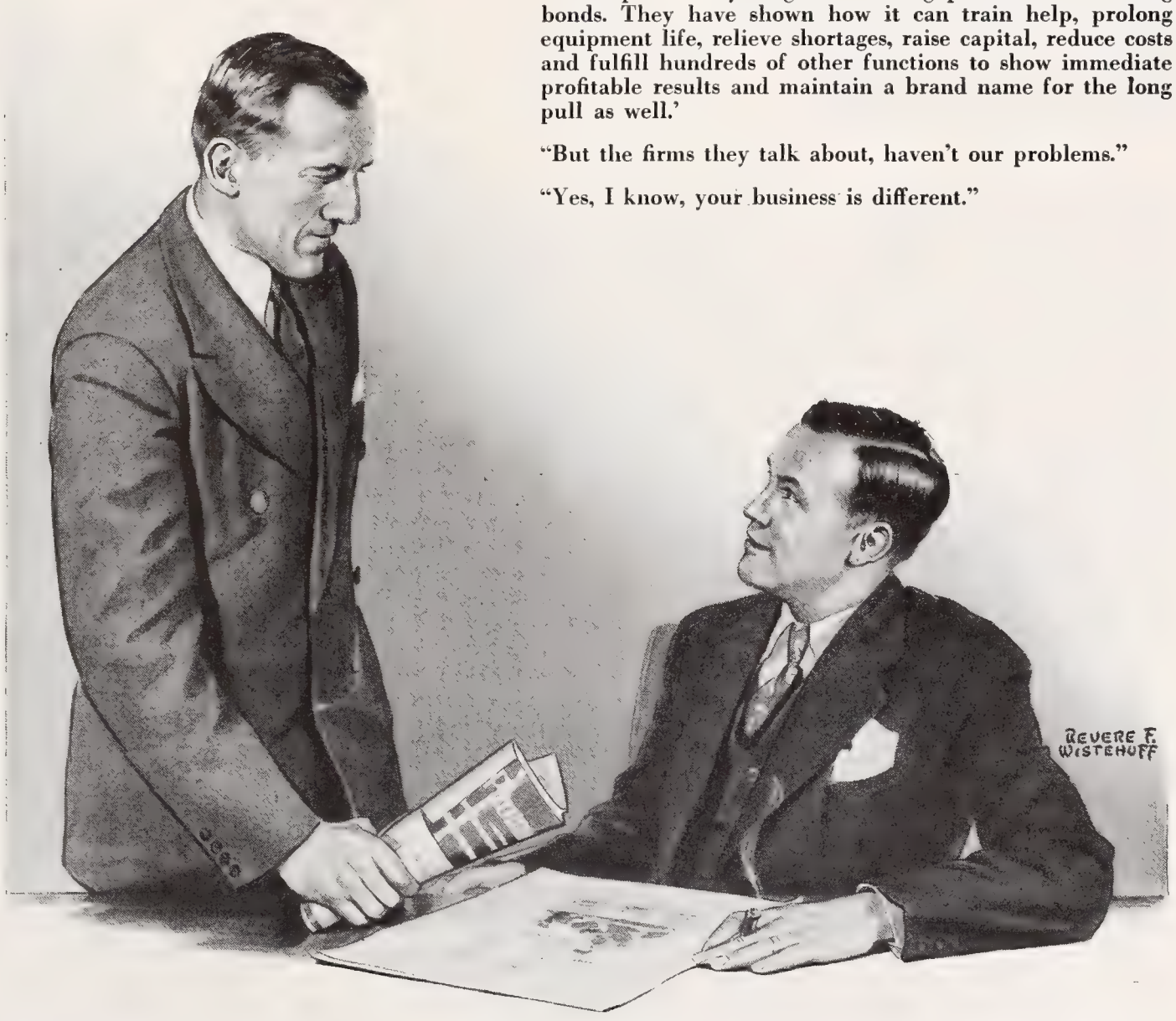
Chef Boy-Ar-Dee

CHEF BOY-AR-DEE Quality Foods, Milton, Pa. (spaghetti), will broadcast Army-Navy E award ceremonies on 151 BLUE stations, Tuesday, June 17, at 4-4:30 p.m. Milton Cross will m.c. the presentation awarded to the company for processing rations for the armed forces. Program is under supervision Sam Bartlett, radio director of the agency, McJunkin Adv. Co., Chicago.

"THE WORLD'S BEST COVERAGE U.P. OF THE WORLD'S BIGGEST NEWS"

NEW IDEAS FOR

METHODS IN MANAGEMENT



● "Do you mean to tell me that a better analysis of Printers' Ink would help me make our advertising profitable during these times?"

"Certainly! Hundreds of its contributors have had the same problems—maybe not in the same business, but P. I. helped them and they in turn offer their experiences to you."

"But we have no product now—only a brand name, and the way things are going, that won't last long."

"That's because you haven't understood the many immediate jobs your advertising can do."

"Printers' Ink again, I suppose?"

"Sure! In recent issues they have illustrated how advertising can help do everything from lifting production to selling bonds. They have shown how it can train help, prolong equipment life, relieve shortages, raise capital, reduce costs and fulfill hundreds of other functions to show immediate profitable results and maintain a brand name for the long pull as well.'

"But the firms they talk about, haven't our problems."

"Yes, I know, your business is different."

Experience has shown that all businesses are different—no two are alike. It has also demonstrated how information about the other man's business particularly with regard to advertising, management and sales has helped to sharpen these selling tools to their present keen-edged efficiency.

No small share in this sharpening process is attributable to the continuing efforts of Printers' Ink to bring new ideas and detailed information of all important selling efforts to the attention of its readers.

This interpretive editorial policy delivering the "know-how" and "know-why" of advertising management and sales provides the vital "difference" that makes Printers' Ink the most quoted voice in the industry.

Printers' Ink

FOR METHODS IN MANAGEMENT . . . *always read, often quoted, never ignored.*

RMA Post-War Planning

(*Continued from page 12*)

substitutes has solved the supply problem. There is a possibility, he said, of converting some of the machine tool manufacturers into subcontractors for radar equipment.

Through the proper channelizing and pooling of materials, through standardization, and through greater production and efficiency, the manufacturers have been able to turn out the tremendous quantity of communications equipment needed for the war effort, he added. The usage of tungsten, for example, of which the vacuum tube industry is the greatest consumer, has been reduced through a study of processing operation. Because of the tungsten conservation and salvage program, twice as many tubes will be produced during the last half of this year than could have been had the program not been in effect.

A problem which will become steadily more difficult, Mr. Ellis said, is that of maintaining adequate labor. In England, where a greater proportion of the men are in the armed services, the radio industry employment average is over 70% women. In this country, the proportion is about 60%.

Research on radar is going forward with expenditures of that all-important function estimated at $80,000,000 annually. Radio research has been organized and intensified in the interest of the war effort, avoiding duplication and expanding in its scope.

Through the remainder of this year and during the first half of 1944, some four billion dollars' worth of radar equipment must be produced.

Frank H. McIntosh, assistant director of WPB Radio & Radar Division in a closed session explained the amendment to the L-265 regulation covering the sale of tubes which will prevent the diversion of tubes into other than civilian hands [BROADCASTING, June 7]. Mr. McIntosh pointed out to the manufacturers that although material had been allocated, the taxed plant facilities had to be considered.

Some of the manufacturers recommended that the batteries now being released through the efforts of the WPB Consumer Durable Goods Division should likewise be marked MR for civilian use. Mr. McIntosh stated that the great problem of seeing to it that the tubes reached civilian hands was primarily one of distribution and not of manufacturing.

Dr. Frederick Latreille, trade conference office of the Board of Economic Warfare, discussed the operation of the Decentralization Plan A, set up by BEW to facilitate the granting of export licenses and at the same time to insure that American products do not fall into the hands of Latin American distributors unfriendly to America. The plan provides for certification by the American embassy in the country to which the goods is to be shipped. The importance of keeping the Latin American channels of distribution open was stressed at the meeting of the RMA export committee. Also participating in the discussion were Kenneth Campbell, BEW; Ralph D. Camp, in charge of exports, WPB Radio & Radar Division; and Franklin Johnston, president of *American Exporter* Magazine.

At the Board of Directors meeting held at the close of the day, Walter Evans, vice-president of Westinghouse, was elected chairman of the transmitter division succeeding G. W. Henyan, General Electric Co., Schenectady; Ray C. Cosgrove was elected chairman of the set division succeeding Ray H. Manson, Stromberg-Carlson Tel. Mfg. Co., Rochester; Thomas A. White, Jenson Radio Mfg. Co., Chicago, chairman of the amplifier and sound equipment division succeeding James P. Quam, Quam-Nichols Co., Chicago. All three along with W. P. Hilliard, Bendix Radio, were elected vice-presidents.

Robert C. Sprague, Sprague Specialties Co., North Adams, Mass.; George Blackburn, Chicago Transformer Corp., Chicago; A. Blumenkrantz, General Instrument Corp., Elizabeth; and Floyd C. Best, Chicago Telephone Supply Co., Chicago, elected to parts division.

The total membership of RMA, which was announced, is now 166, highest in the association's history.

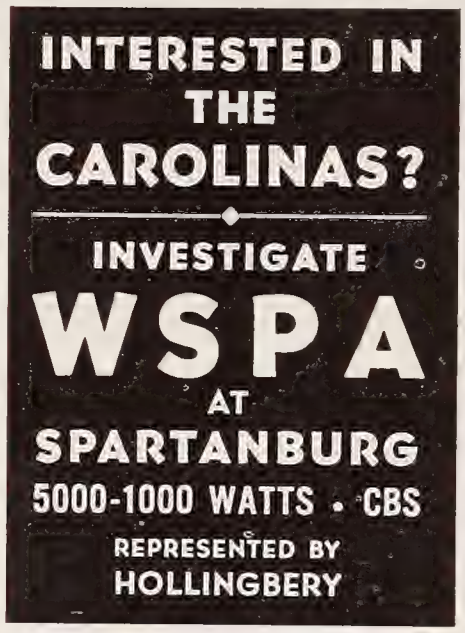
In his annual report to the RMA membership, Paul V. Galvin, RMA president for the past year, and head of the Galvin Mfg. Corp., Chicago, cautioned the manufacturers against advertising "fantastic postwar designs and models. I don't know whether it's excess profits or ants in the pants of some advertising men trying to keep busy while their boss is busy on war work. At any rate, this sort of thing should be tempered. If it is not, we will meet a confused buying public in the transition after the war."

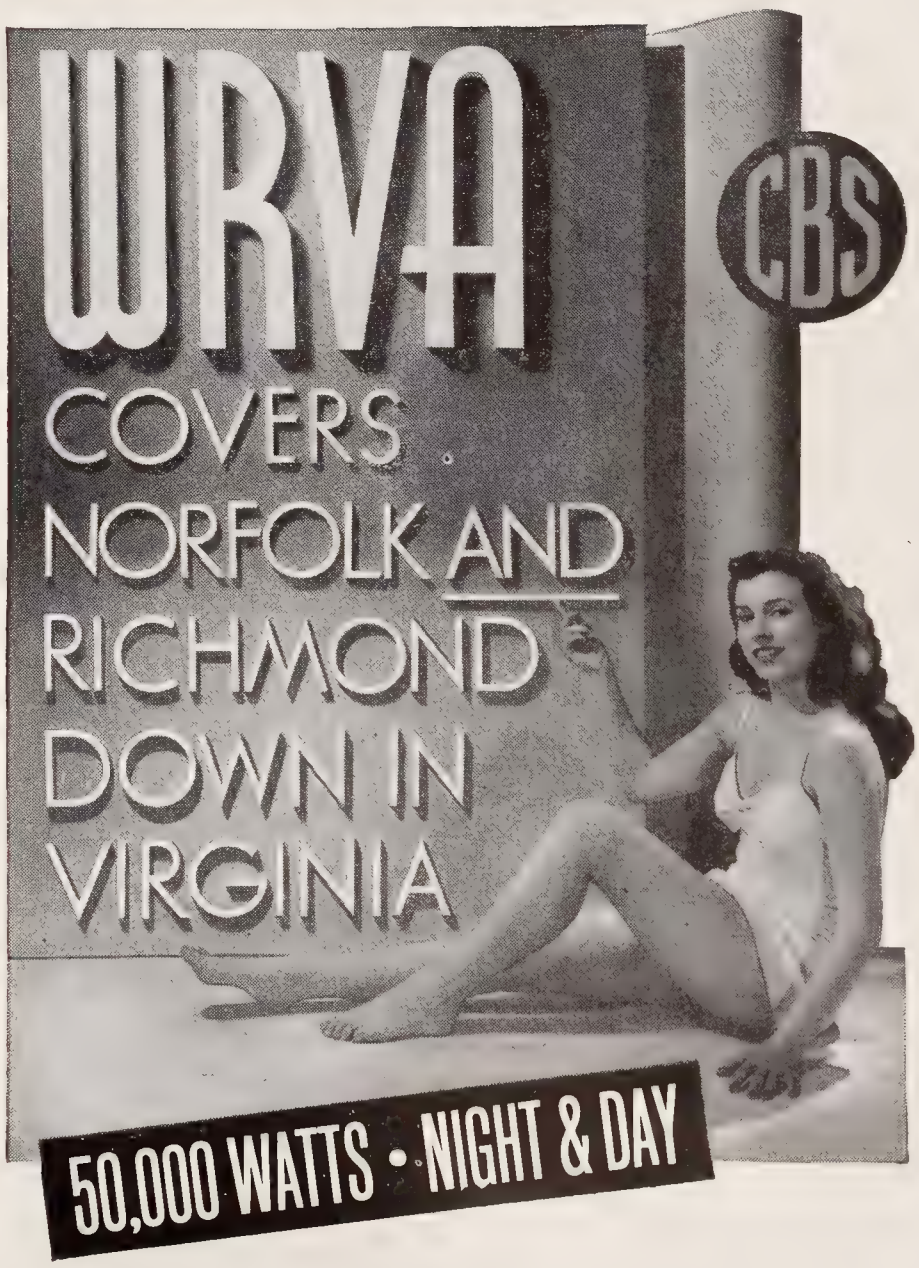
Mr. Galvin predicted that although radio has learned many things during the accelerated war effort, these discoveries will not be immediately adopted in postwar receiving sets. Application of these new discoveries to receiving sets may take many years, he said. "I would like to counsel that we be more realistic in our representation to the trade and to the public. The postwar mass market will be a whale of a market if not messed up."

Industry's Aid to War

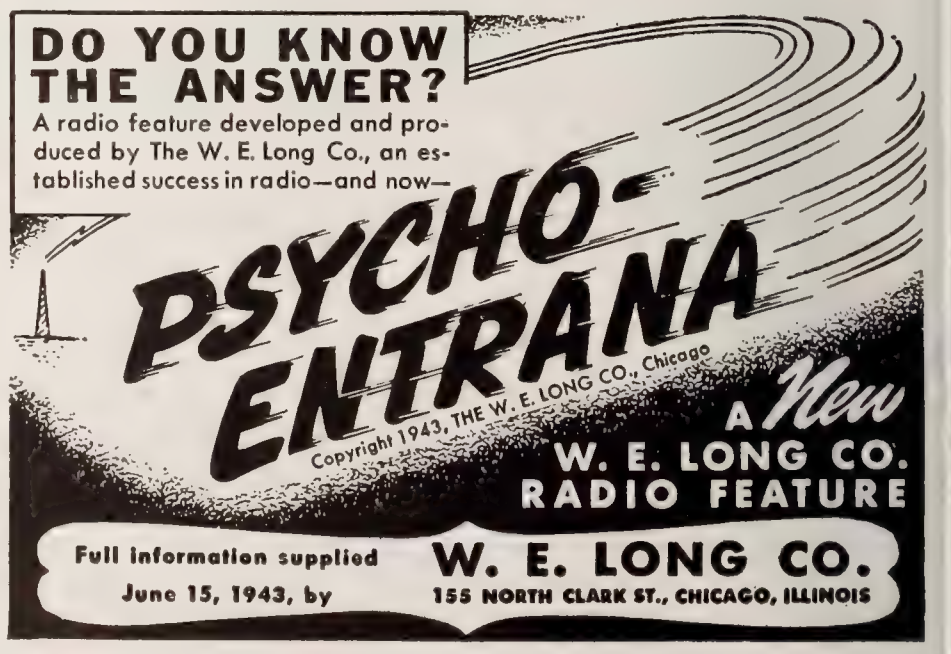
Reviewing the accomplishments of the radio manufacturing industry in its aid to the war effort, Mr. Galvin reported on RMA activities for the past year, with special reference to the job being done in cooperation with the WPB in regard to receiving tubes.

"Many of you who did a lot of griping back in civilian days about what a lousy business the radio industry was must now feel proud of radio. When we get reports of the splendid synchronization between land, air and sea forces, we know it is radio communications which make this possible."





PAUL H. RAYMER CO., *National Sales Representative*



Cox Denies Garey FCC Probe Involves Political Implications

TO SET at rest repeatedly published charges that the House Select Committee inquiry into the FCC was politically inspired and that its chief counsel, Eugene L. Garey, is closely identified with James A. Farley, former chairman of the Democratic National Committee, Chairman E. E. Cox (D-Ga.) declared last Thursday that political factors had no bearing whatever upon the inquiry or the selection of counsel.

"The investigation is directed entirely against the FCC," Judge Cox asserted. "It neither has nor serves any collateral or other purpose. The charges made over the years against the activities and abuses of that Commission alone brought this inquiry about.

"There was no other motive or contributing cause that induced the House to order this inquiry to be made by a practically unanimous vote. There was no middle aisle.

"The committee exercised great care in the selection of counsel. Neither politics nor any politician had anything whatsoever to do with the choice of counsel. The exact contrary is true. The need was to find someone whose experience, background and standing would elicit public confidence and who would perform the task with the essential courage and integrity desired by the Congress of an inquiry into the administrative processes of the FCC.

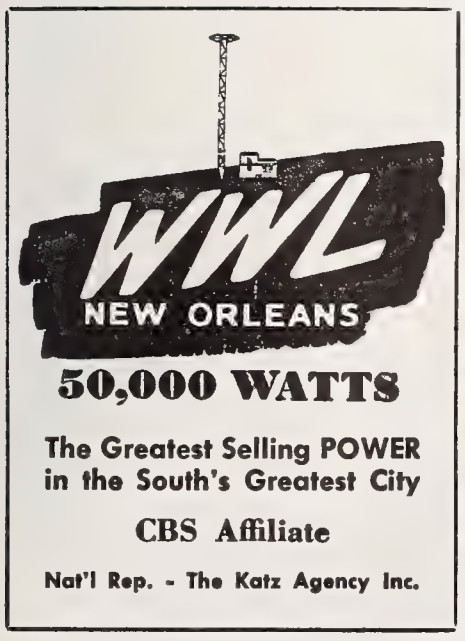
"The entire country was combed; advice was sought from many sources, with the result that Eugene L. Garey was agreed upon as the man best suited for the place. He accepted the assignment as a public responsibility, and at great personal sacrifice. He is an outstanding lawyer, of unimpeachable character and great industry. He is particularly qualified for this public assignment by virtue of his long study of administrative law. He served as a member of the American Bar Assn. administrative law committee and has had wide practice before administrative agencies in the Government. He had never appeared before the FCC and therefore had no prejudice or bias against that Commission or its membership.

"Mr. Garey and his staff, whom he personally selected with the committee's approval, have the full confidence of the committee. The committee has a mandate from the House. It will fulfill its mission without bias, favor or fear."

NAB Research Group OK's Market Data Guide

HANDBOOK of market data was approved in final form at an NAB Research Committee meeting last week. According to Paul Peter, NAB research director, the "Market Data Handbook for Broadcast Stations" will be in the mails by the middle of July. Plans for research during the coming year were made, and future discussion leading to approval of the NAB recommendation, "How to Determine Station Coverage", by the AAAA was arranged.

Committee members who met were J. Harold Ryan, WSPD, Toledo, chairman; Edward F. Evans, WJZ, New York; G. Bennett Larson, WWDC, Washington; John C. McCormack, KTBS - KWKH, Shreveport; Barry T. Rumple, NBC; Frank N. Stanton, CBS; Jack Williams, WAYX, Waycross, Ga., and Mr. Peter, secretary.







AT BROADCASTING STATIONS AND BATTLE STATIONS

—GATES SERVES WELL!

From the pleasant task of supplying a peacetime industry, the men and women of Gates are now at the grim task of turning out communications equipment for our Armed Forces that will stand the gaff in the hour of supreme test. We are proud that Gates equipment is serving our country at the fighting fronts throughout the world with the same trouble-free performance it is serving industry at home.

Our entire resources are at Uncle Sam's command. They include the vast experience gained from over 21 years of serving the broadcasting industry. And while we are producing as never before, the Gates ideals of quality and efficiency are back of every ounce of effort we put forth.

These high standards and the unusual strides we are making in engineering developments will increase the efficiency and lower the costs of the Gates equipment you will want tomorrow.

Our engineering staff stands ready to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.

Gates

RADIO AND SUPPLY CO.

QUINCY, ILLINOIS, U. S. A.

Manufacturing Engineers Since 1922



"Plug" Kendrick says:

RESULTS BRING RENEWALS

Utilities Engineering Institute started WINNvertising in July 1940.

They're still with us!

WINN LOUISVILLE with WINN Your BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Studio Notes

LINE-UP for the *WOR News Theater* quarter-hour program set up by WOR, New York, in realigning its news, music and women's interest broadcasts [BROADCASTING, May 31] consists of three five-minute segments presented by Arthur Van Horn, Frank Knight and Maurice Dreicer in that order. First newscast is given over to factual reporting followed by short biographical sketches of "Names in the News." Concluding portion is given over to a comparison of the day's news with that of other years.

WBRW, Welch, W. Va., and KARK, Little Rock, Ark., have acquired the AP radio news wire from Press Assn.

CKSO, Sudbury, Ont., is expanding its offices and studios in the Sudbury Star Bldg. Three new business offices are being built and a new studio exclusively for handling news and delayed broadcasts. A laboratory for the station's engineering staff is being added.

WSGN, Birmingham, Ala., recently started a class in announcing with 216 attending. Bill Terry, program director, is instructor.

WHIO, Dayton, has changed the times of the entire program schedule to conform with the City Commission's action in switching from slow time back to Eastern War Time.

KOCY, Oklahoma City, owned by Plaza Court Broadcasting Co., has been elected a member of the Advertising Federation of America.

KSAL, Salina, Kan., is making regular broadcasts to help relieve the labor shortage in the area by explaining the availability of war prisoners, interned at Camp Phillips, who can be used for farm labor.

MARY HAMMAN, fashion authority, has started a five-weekly program on household problems on WEAF, New York, titled *Frankly Feminine.*

KMYR, Denver, KGBS, Harlingen, and WSM, Nashville, have taken *Funny Money Man,* transcribed series produced by Allen A. Funt, New York.

WBT, Charlotte, N. C., has turned over three quarter-hour periods each week to station personnel, for the presentation of "surprise" programs in behalf of War Bond sales. Producer of the show doing the best selling job receives an award.

CKSO, Sudbury, Ont., has opened a sales office at 611 Star Bldg., Toronto, with W. J. Woodill, manager of CKSO, in charge.

KGNC, Amarillo, Tex., is broadcasting *Howdy, Soldier,* half-hour show produced and enacted by the enlisted men of Amarillo Army Air Field, on Thursday evenings, and *Your Victory Fund Parade,* heard for a half-hour on Monday nights. Produced by Mrs. Bob McDonald, talent for the show is supplied by volunteers and war plant workers. Orchestra is made up of employes of the Pan-Tex Ordnance plant near Amarillo.

WWL, New Orleans, has changed its pipe organ room in its Roosevelt Hotel studios into a control room, an enlarged engineering workshop and an office for Jefferson Davis Bloom Jr., chief engineer. Portable equipment and other operating parts were used, the expansion becoming necessary because of increased production of live programs.

WDRC, Hartford, is helping to raise funds for a Hartford $5,000,000 hospital building. The station is donating day and night spots for three weeks, in addition to making a sizable cash contribution.



ACCEPTING the second annual Radio Gold Medal Award for outstanding activities in the field of fire prevention is Carl E. George (l), director of operations for WGAR, Cleveland, with presentation made John M. Thomas, newly-elected president of the National Board of Fire Underwriters, sponsors of the award [BROADCASTING, May 31]. Station got a replica of the Gold Medal. Cash equivalent, $500, will be divided between Cleveland chapters of the American Red Cross and USO.

A USO center at the Cincinnati zoo, known as "The Cage Door", is being sponsored jointly by WCKY, the *Cincinnati Post* and the Rotary Club. Programs featuring interviews and telephone calls to and from servicemen and their parents will be broadcast daily from the center.

TALENT provided mainly by staff artists of KLZ, Denver, is used to furnish entertainment in nearby army camps. The KLZ unit was organized by Pete Smythe, production manager, and plays an average of three times a week.

CJLS, Yarmouth, N. S., has published a new rate card, effective July 1.

WNAX, Yankton, S. D., covered the opening of the first Government approved community owned alcohol plant, in Yankton, entertaining visitors from 11 states and climaxing the event with a round table headed by M. Q. Sharpe, Governor of South Dakota, and including notable farm figures.

NEW ENGLAND Hillbillies of WNBC, Hartford, will be heard on the BLUE starting June 14.

IN RESPONSE to an appeal made on an American-Hungarian program on WBYN, Brooklyn, listeners have donated $1,327.50 towards purchase of an ambulance for the Army. Plaque on the ambulance reads: "Donated by WBYN's American Hungarian Victory Program listeners."

"GLOOM DODGERS"

★ BOB HOWARD
★ TINY RUFFNER
★ MORT LAWRENCE
★ DON BESTOR and his fifteen piece orchestra
★ MAURICE ROCCO
★ KAROLE SINGER
★ DON SAXON
★ BARRY SISTERS
★ IRV KAUFMAN
★ ADRIENNE AMES
★ CHARLES MAGNANTE
★ KAY STEVENS
★ JEAN COLLINS

Total weekly TALENT COST $4,700!

$4,700 worth of star talent blended into one gay, informal, showmanship program!

"GLOOM DODGERS"

MONDAY through SATURDAY — 9:00 A. M. to 1 P. M.

Four hours of songs and fun when the major competition is the daytime serial.

You can buy a fifteen-minute participating strip, six days per week, at an amazingly low package price for *TIME* and *TALENT!*

It's a great radio buy!

STATION WHN NEW YORK

NEW YORK 19 N. Y.

All the top NBC Programs
Associated Press News
THE STATION MOST PEOPLE LISTEN TO MOST
in the Savannah Seaboard Market

NBC
BLUE, TOO

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

U. S. Free Time Set-up Discriminates, Says KPRO Head, Citing Travel Copy

COMPLAINT of another instance of discrimination against radio resulting from the present free time set-up for war information, has been received from W. L. Gleeson, president of KPRO, Riverside, Cal.

Mr. Gleeson points to the fact that railroad and bus companies are spending money for newspaper and billboard space to discourage unnecessary travel, but get the radio job done free of charge through the efforts of the OWI. How this works to the disadvantage of the stations is revealed in his letter, sent both to BROADCASTING and to Neville Miller, president of the NAB. To quote:

"We have been broadcasting a series of OWI transcriptions appealing to the public to avoid using railroad and bus lines. The copy . . . is almost identical with extensive paid advertising appearing locally in newspapers throughout California and in national magazines. Yet the railroads and bus lines are not using radio, to my knowledge, anywhere in the United States to make this appeal. They are getting it free on the radio through OWI.

"Also the railroad and bus companies have an extensive billboard campaign throughout this state, pleading with the public to avoid using public transportation. Yet they have no budget for radio stations because they can get this this same publicity free through the OWI."

Stating that it cost his station $28,300 last year in free time for government announcements, Mr. Gleeson said he did not know of any free service the railroads are performing for the government. Reporting a call he made with the object of securing a share in the business placed in other media, Mr. Gleeson said that a railroad spokesman did not hesitate to say he could see no reason for spending money for advertising when they could get it free through the government. The railroad man said that continuous advertising in publications was deemed to be necessary because they have an editorial policy which on occasion may cause an unfavorable public opinion of the railroads.

Asked if that was true of billboards, the railroad spokesman said it was not, but since they had always used billboards they did not want billboard companies to go out of business. When it was suggested that radio stations might be in a similar position, the smiling answer was: "It isn't necessary for us to advertise in radio. We get it for nothing."

Mr. Gleeson suggests industry action to correct this inequitable situation.

JOHN BLAIR & CO. will represent KXOK, St. Louis, after June 21.



Follows—
"BREAKFAST CLUB"
{Network Sponsor}

Precedes—
"IT'S GLEN AGAIN"
{Local Sponsor}

and "BREAKFAST AT SARDI'S"
{Network Sponsor}

KGO's nine o'clock News is the only open time on KGO for sponsorship between 8 and 10:15 a. m. It is the only 9 o'clock news period on a network station in the San Francisco-Oakland area. See your Blue Spot Representative or wire us direct for details.

KGO
SAN FRANCISCO-OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.



Delivering DEPENDABILITY!

From coast to coast—Blaw-Knox towers are serving America's wartime radio industry—helping to deliver broad coverage, maximum dependability. Helping to maintain a great industry at a peak of public service!

BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

BLAW-KNOX DIVISION
of Blaw-Knox Company
2050 Farmers Bank Building
Pittsburgh, Pa.

DISTRIBUTOR
GraybaR
ELECTRIC COMPANY

When you think of SPOTS...
think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
CHICAGO • NEW YORK • DETROIT • ST LOUIS • SAN FRANCISCO • LOS ANGELES

SPEECH BY REP. HEBERT

FOLLOWING is the full text of the address of Rep. F. Hebert (D-La.) before the House Wednesday, June 9:

It seems to me that when we entered this war, one of the major rights for which we were fighting was freedom of speech. Can it be that we are winning the war on foreign fronts but losing it right here at home? On May 10, 1942, the U. S. Supreme Court handed down a decision which seriously threatens the Constitutional rights of freedom of speech in the United States. That decision, with the majority opinion written by Jus tice Frankfurter, gave the FCC absolute authority to tell any radio station in the United States what it may and may not put on the air.

Unlimited Power

From now on, the FCC holds a power over the broadcasting stations of the United States equal to that of any totalitarian government. No bureau in Washington has ever been given such unlimited powers as prescribed in this decision. From now on the licensee of any broadcasting station, whether he operates a 100-watter or a 5000-watter, had better make sure that the Commission can find nothing about his operation, his personal life, or, possibly even his wife's hats that they might criticize.

In 1934 Congress enacted laws which provided for the federal licensing of radio stations. The purpose of the law, according to those who were instrumental in writing it, was to provide traffic regulations in the field of radio, and nothing else. In order that a standard of regulation might be established, Congress provided that licenses should be issued on the basis of "public interest, convenience and necessity".

In 1941 the Federal Communications Commission issued a set of rules generally known as "Chain Broadcasting Regulations". These rules went far beyond the regulation of frequencies and very definitely inserted the government as a third party in the financial and program arrangements between stations and networks. Two of the networks asked for injunctions and the matter was argued in the lower courts and then taken to the Supreme Court.

Freedom Threatened

On May 10 the Supreme Court, by a 5-2 decision with Justice Frankfurter writing the majority decision, not only upheld the right of the Commission to put these rules into effect, but went so much further in outlining the Commission's power that the question of the rules themselves has become a very minor matter and instead today the entire right of freedom of speech is threatened on every radio station in this country, whether or not it is affiliated with any network.

In the decision Justice Frankfurter said: "But the Act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic". In other words, the Administration, through the Commission, can tell any radio station what its programs shall or shall not be.

Further, in his opinion, Justice Frankfurter stated, in discussing the argument that the Commission is empowered to deal only with the technical and engineering impediments of

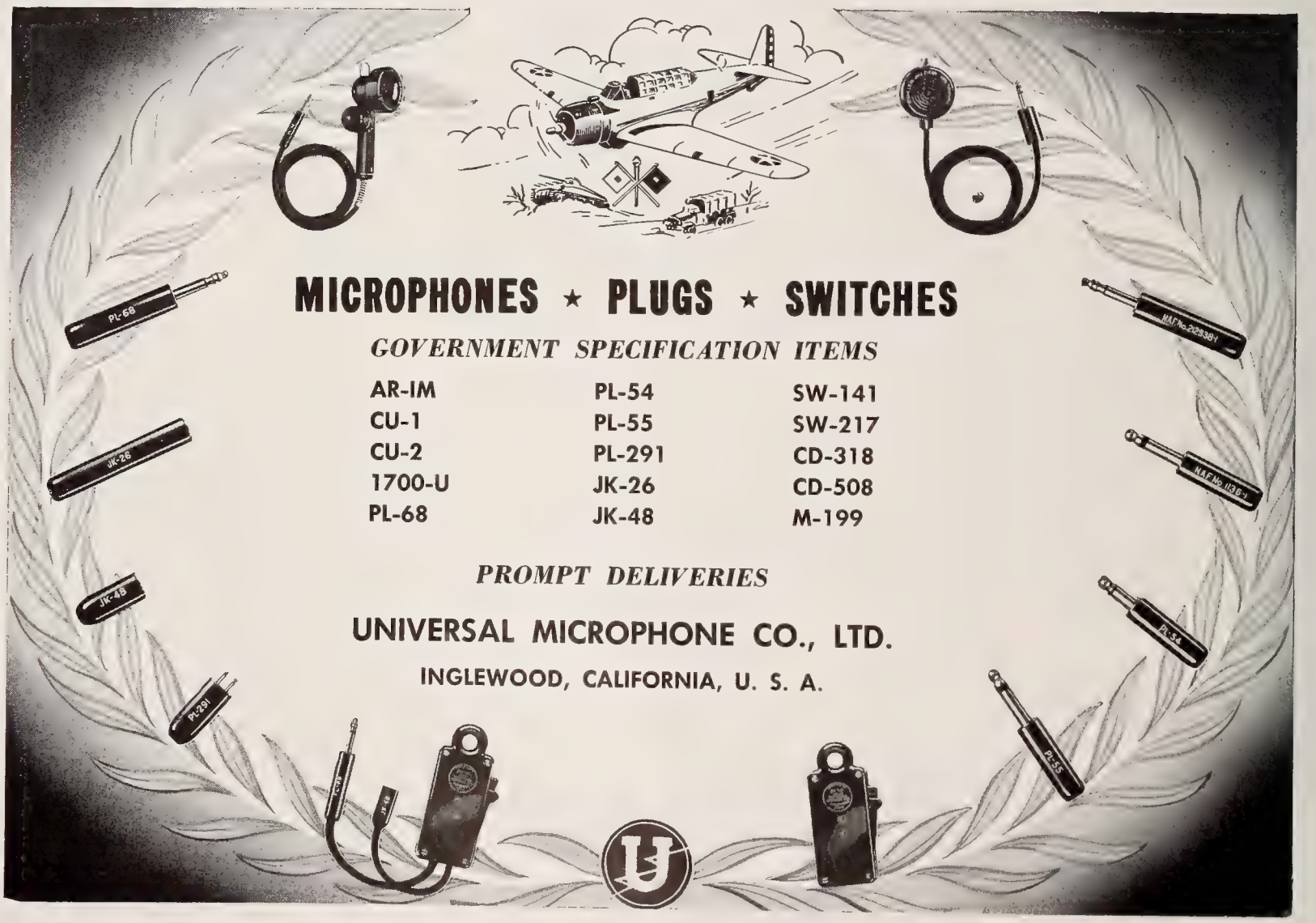


REP. HEBERT

radio: "We cannot find in the Act any such restriction of the Commission's authority". And he added further: "In the control of the developing problems to which it was directed, the Act gave the Commission not niggardly but expansive powers."

Dangerous Precedent

One editorial states that the Supreme Court accepts Webster's unabridged dictionary as an authority on the definition of words, and in Webster the word "expansive" is defined as "unrestrained". I leave it to you, gentlemen, if this is not the most startling, shocking definition of the rights of our government to dictate to private industry and private life that has ever been granted in the history of this nation. Leading members of the Bar who have studied the deci-



sion of the Supreme Court declare it one of the most dangerous precedents ever established in this country.

As I said before, the great controversy for the past two years has been whether or not the so-called Chain Broadcasting Regulations were wise. But today as broadcasters throughout the country study the decision of the Supreme Court, they are horror-stricken. The Chain rules are forgotten. Today it is a question as to whether or not the Government shall dictate what kind of program we shall have, who shall speak and on what subjects he shall speak, over the broadcasting stations of the United States.

Broad Hint

Chairman Fly of the FCC, in a recent press conference, reacted to the anxiety of the radio broadcasting industry much as any other totalitarian leader would. He says that their fears are groundless and brings up the customary cry of the monopolies. He says that any suggestion that the Government now controls radio is "hooey". He asserts that he aims to "free" radio stations to conduct their business in a manner in which he, Mr. Fly, thinks best for them.

If the stations accept Mr. Fly's "protection," if, in other words, they are good children, he assures them that "stations certainly have nothing to be afraid of". Isn't there a very broad hint there that if they don't play his game there may be something to fear? It is strange that station owners have never sought this freedom that Mr. Fly insists on their accepting and that they have in the past thrived and improved on their own simple brand of free enterprise.

Cause for Fear

Broadcasters' fear of imminent government ownership, control or domination is the fear of a reality and not the "hooey" Mr. Fly so lightly calls it. What Hitler did to German radio is a cause for fear in any language and according to the Supreme Court Mr. Fly now has the power to do it even here. Mussolini took the same parental attitude toward his "children" of the broadcasting industry in Italy. He gave them their instructions just the same as he gave castor oil to some of his less tractable party members.

Chairman Fly now has the power to measure out to stations the exact amount of "freedom" he or the Administration wants them to have, either with an eye dropper or a tankard, depending on how he feels at the moment. Perhaps he will choose a carefully measured bottle with a rubber nipple feeding 912 radio stations in the United States the way the Dionne quintuplets were fed, while the stations remain in an infantile relationship to Father Fly.

I hope that every member of this body will study this decision of the Supreme Court and reflect seriously upon its possibilities. I think that you will agree with me that there is only one way to prevent this serious threat to the freedom of speech and our way of living—that is for Congress to rewrite the radio act in such definite terms that it cannot be seized upon by the party in power, no matter what it may be, for the chief purpose of directing its propaganda and maintaining itself in office.

Urges Action

A year ago the Interstate Commerce Committee of this body studied a new radio act known as the Sanders bill. No action was taken but when the new Congress assembled last January, the bill was resubmitted in practically the same form by Representative Holmes. To date, further hearings have not been held.

In the Senate, the White-Wheeler bill, a revision of the 1934 Radio Act, has been introduced by Senator Wallace White of Maine and Senator Burton Wheeler of Montana. Hearings on this bill are scheduled to start in the very near future. The bill is of such a nature that it would definitely prescribe the powers of the FCC and free the industry of this life and death threat from the Government which now hangs over it. I feel that this is a matter in which Congress should act at once. We will be derelict in our duty if we continue to let any bureau of the Government assume the powers of Congress—in fact, not only the powers of Congress, but a supreme dictatorship in a matter which so clearly affects the lives of every man, woman and child in this country.

TREES AFFECT FM SIGNALS

Milwaukee Measurements Show Volume Declines Due to Effect of Foliage

FOLIAGE of trees definitely influences the volume of FM signals, according to Walter J. Damm, president of FM Broadcasters Inc. and manager of the *Milwaukee Journal* radio properties.

First indications of this phenomenon appeared last autumn, says Mr. Damm, when sudden increases in field intensity appeared in spotty locations. Around W55M, radio adjunct of WTMJ, this was passed off on the supposition that changes being made in the antenna were the cause.

During the winter, according to Mr. Damm, Phil Laeser, chief FM engineer, began a study of the cause and concluded that tree foliage may have been responsible. He noticed that in each case where a receiver was in a home completely surrounded by trees the effect was noticed, whereas in buildings clear of foliage the effect was not apparent. At Mr. Damm's home, with an antenna on a level with the trees, the effect did not appear. At the wooded home of Lou Herzog, WTMJ manager, only a few miles away, however, the effect was quite prominent.

Mr. Laeser selected a number of locations this spring and found that within the 1 millivolt line where there is heavy foliage a drop in signal averaged 15% due to trees. Outside the ½ millivolt line the drop averages 50%. Mr. Laeser made checks periodically as the foliage was coming out on trees and feels he has definitely established this fact.

Navy Radio Shifts

LT. THAYER CUMMINGS, with BBDO, New York, before entering the Navy, has been put in charge of the branch radio section of the Navy's public relations office in New York, replacing Lt. Com. Morgan Reichner, now assigned to the radio section of the public relations office in Washington.

ARTURO TOSCANINI will conduct four broadcasts of the NBC Summer Symphony Orchestra for the Treasury, with studio audiences made up entirely of members of the armed forces. Concerts will be heard in the regular Sunday, 5-6 p.m. period, June 20, July 18, July 25, and Sept. 19.

BMI Managers Meet

THE EIGHTH meeting of Program Managers of stations licensed by BMI was held on Monday and Tuesday of last week at BMI New York headquarters. I. R. Lounsberry, executive vice-president and general manager of WGR, Buffalo, N. Y., and Douglas Coulter, vice-president in charge of programs of CBS, were in attendance during the session.

REACH

—the mass group of listeners in highly productive sections of West Virginia, Pennsylvania, Ohio and Maryland, who—

RESPOND

—to their favorite radio station (WMMN) thus assuring you—

RESULTS

AT THE LOWEST COST PER LISTENER.

—*Ask John Blair*

5,000 Watts

A FORT INDUSTRY STATION

COLUMBIA

WMMN

Fairmont, W. Va.





Sales In Mexico Become Easier Through Our Way

RADIO PROGRAMAS DE MEXICO
LARGEST LATIN AMERICAN BROADCASTING SYSTEM
MEXICO, D.F.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

Philco's 'Radarettes'

SIXTY full scholarships with pay are being provided at Temple University for girls graduating from Philadelphia high schools by the engineering and production departments of Philco Corporation. On completion of course, girls will be known as "Radarettes" and serve as assistants to company's junior and senior engineers. Classes begin June 15, and continue 50 weeks, 40 hours per week. College credit will be given for science and math courses. The announcement released by David Grimes, Philco vice-president in charge of engineering, stated that the training program will continue even if war terminates before courses are complete.



NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

** Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE
FOR DEFENSE Buy U.S. Bonds Today!

RULE ON TESTING AMENDED BY FCC

TO AID the careful adjustment of equipment and antenna, the FCC on June 8 amended its rules governing stations in the war emergency radio service to provide a two-hour test period on Mondays, Wednesdays and Sundays, and to eliminate the provision which restricts the Wednesday test period to the three month period following date of granting license.

Licensees are permitted to make tests necessary to maintain equipment, make adjustments to insure that apparatus is in operating condition, train personnel and perfect methods of operating procedure. Tests are to be conducted only during certain periods on Mondays, Wednesdays and Sundays. Times on Monday and Wednesday, are Eastern time zone, 10 p.m.-12 mid.; Central, 9-11 p.m.; Mountain, 8-10 p.m.; Pacific, 7-9 p.m. On Sundays, for the four zones respectively, 5-7 p.m.; 4-6 p.m.; 3-5 p.m.; 2-4 p.m. (all times local standard war time).

Allis-Chalmers Games

ALLIS-CHALMERS Mfg. Co., Milwaukee will sponsor two baseball games on the full BLUE network in July, both from the Naval Training Station at Great Lakes, Ill. The first, between the New York Yankees and the Station's team, will be covered July 9; the second, between the Brooklyn Dodgers and the Great Lakes team, will be aired July 27. Both will be broadcast at 2:15 p.m. (EWT), with Harry Wismer announcing. Agency is Bert S. Gittins Adv., Milwaukee.

WORKERS of the Farnsworth Television & Radio Corp., Fort Wayne, were denied last week a 3c per hour increase that had been awarded by a referee. The WLB in denying the raise said the 3c increase would bring Farnsworth to the middle rather than the minimum of the wage bracket for the radio equipment industry in the Fort Wayne area, in conflict with the wage policy outlined in the "Hold-the-Line" order.

PHILADELPHIA Naval Hospital patients are benefiting from the installation of a two-keyboard Hammond electric organ purchased by WIP, Philadelphia, and placed in the recreation auditorium of the hospital for the Monday broadcasts of *Dollars to Doughnuts*, 9:30-10 p.m., sponsored by Sun Shipbuilding and Drydock Co., Chester, Pa.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

LICENSED AT 22

Bette Boyer, KXRO, Sought Radio Training



Bette Boyer, licensed operator

LIVING PROOF that young people of ability and ambition can get adequate training for radio jobs in all departments is Miss Bette Boyer, 22, licensed operator at KXRO, Aberdeen, Wash. She is reported not only to understand whys and wherefores of operating, but also to have a voice that has made a hit with sponsors, not to mention abilities as pianist and copy-writer.

Asked the background of these talents, Miss Boyer supplied the following personal history:

Born March 21, Saginaw, Mich., and resided in Minneapolis from Sept. 1928 to May 1943. Attended Radcliffe College, at Cambridge, Mass., where she was broadcast editor of the *Radcliffe News* and director of Radcliffe programs on Harvard Crimson Radio Network. Latter capacity afforded chance at scripting, announcing, accompanying, soloing, acting and finding talent for two weekly shows.

Graduated, Bette returned to Minneapolis to begin as technician-in-training at WCCO-CBS, July 1942. Became control operator at WLB, University of Minnesota. Took 32 weeks ESMWT course in radio fundamentals at U. of M. Third class permit in March, second class phone license in April. Left Minneapolis in May 1943 to join staff of KXRO.

CLEVELAND Pop Concerts will be broadcast by WHK, Cleveland, beginning June 19 every Saturday 8:30 to 9 p.m. Series will be carried over Mutual network with Leslie F. Biebl as announcer. Cleveland artists will feature first two concerts. Orchestra is under direction of Dr. Rudolph Ringwall.

Order Disc Series

AN INCREASE of 75% over normal weekly June billings is reported by Charles Michelson, New York, for disc shows. A total of 15 new accounts came in during a three-day period, it was stated. Five stations to sign for *The Shadow* were WWNC, WBAC, KALB, KOL and WTOC. *Liberty Short Stories* was taken by KSTP, WSIX and KGU. WGBI has taken *My Prayer Was Answered*. New subscribers for *Smilin' Ed McConnell* include WRAL, KHQ, WDAF, KVOO and WWNC. Corn Products Refining Co. will sponsor *Life of Mary Sothern* on KGU, Honolulu, for Karo.

Amusement Tops Food as Sponsors, WOR Tabulation of Accounts Reveals

FINAL tabulation of WOR accounts, released by Sales Manager Eugene S. Thomas, reveals that advertisers in the entertainment field topped all others, including the food industry, usually a perennial leader. Amusement was the source of three times more new accounts on the New York station during the first five months of 1943 than during the same period last year, the report showed [BROADCASTING, June 7]. Food accounts were also up, however, exceeding those of last year's first five months by 25%.

New accounts using WOR this year total 127, as compared to 99 last year, with 20.5% coming from amusements, and 19% from food, followed in order by drugs, soaps and cleansers, publications and household supplies in a list of some 19 classifications. Slight increases are noticeable in the number of new accounts in the clothing, beverage and drug groups, while the number of new advertisers in the tobacco, confections and hotel and restaurant industries has decreased somewhat. Following is a breakdown of WOR's new accounts according to industry:

	1943	*% of Total*	*1942*	*% of Total*
Amusement	26	20.5	9	9.1
Food	24	19.0	18	18.2
Drugs	15	11.0	12	12.1
Soap & Cleansers	10	8.0	9	9.1
Publications	9	7.1	7	7.1
Household Supplies	6	4.7	6	6.1
Clothes	6	4.7	3	3.0
Beverages	5	4.0	2	2.0
Retail Establishments	2	1.6	1	1.0
Banks & Financial	3	2.4	5	5.1
Public Utilities	2	1.6	0	.0
Institutional	5	4.0	3	3.0
Tobacco	3	2.4	7	7.1
Hotels & Restaurants	1	.8	6	6.1
Resorts	1	.8	1	1.0
Specialties	4	3.2	3	3.0
Cosmetics	2	1.6	2	2.0
Confections	0	.0	2	2.0
Miscellaneous	3	2.4	3	3.0
	127	100.0	99	100.0

KWJB Sale Sought

SIMS BROADCASTING Co., Bartley T. Sims, president, last week asked the FCC for permission to assign the license of KWJB, Globe, Ariz., voluntarily to the Gila Broadcasting Co. for $20,000, with $5,000 down and $15,000 to be paid when the transfer is granted. KWJB operates on 1240 kc. with 250 watts.

The Gila Broadcasting Co., headed by L. F. Long, theatre owner of Safford, Ariz., is the owner of KGLU, Safford. Mr. Long would have 100 shares, or 50%. Earl Hunt, vice-president of the Gila Co., would have 10 shares, or 5%; Spencer Kimball, secretary-treasurer, and Safford insurance and real estate man, would have 20 shares, or 10%; Jesse Udall, Safford attorney, 10 shares, or 5%; Grant Greenhalgh, vice-president, also in the insurance and real estate business in Safford, 20 shares, or 10%; John Merino, a director of Gila, 40 shares, or 20%.

Three Station Licenses Extended Six Months

OUTSTANDING temporary licenses for WDSU, New Orleans, WMIS, Natchez, Miss., and WGRM, Greenwood, Miss.. were extended last week by the FCC for six months from April 21, or until Oct. 21, 1943, by an order making final its proposed findings of April 21.

Proposed findings of the Commission resulted from consolidated hearings begun in August 1932 on applications by the three stations for renewals of their licenses, the hearings being ordered because of certain alleged violations of FCC engineering rules. The Commission concluded that if during the six-month period of the temporary licenses "no violations of the law or the rules and regulations of the Commission are disclosed, that licenses on a regular basis should then be issued to them."

The case would be opened for introduction of new evidence should new violations occur and the cases finally decided on the enlarged record. Application of WDSU to reinstate its construction permit for increased power and directional antenna, the equipment being already on hand, is to be granted if the regular license is granted next October.

WCBT Transfer

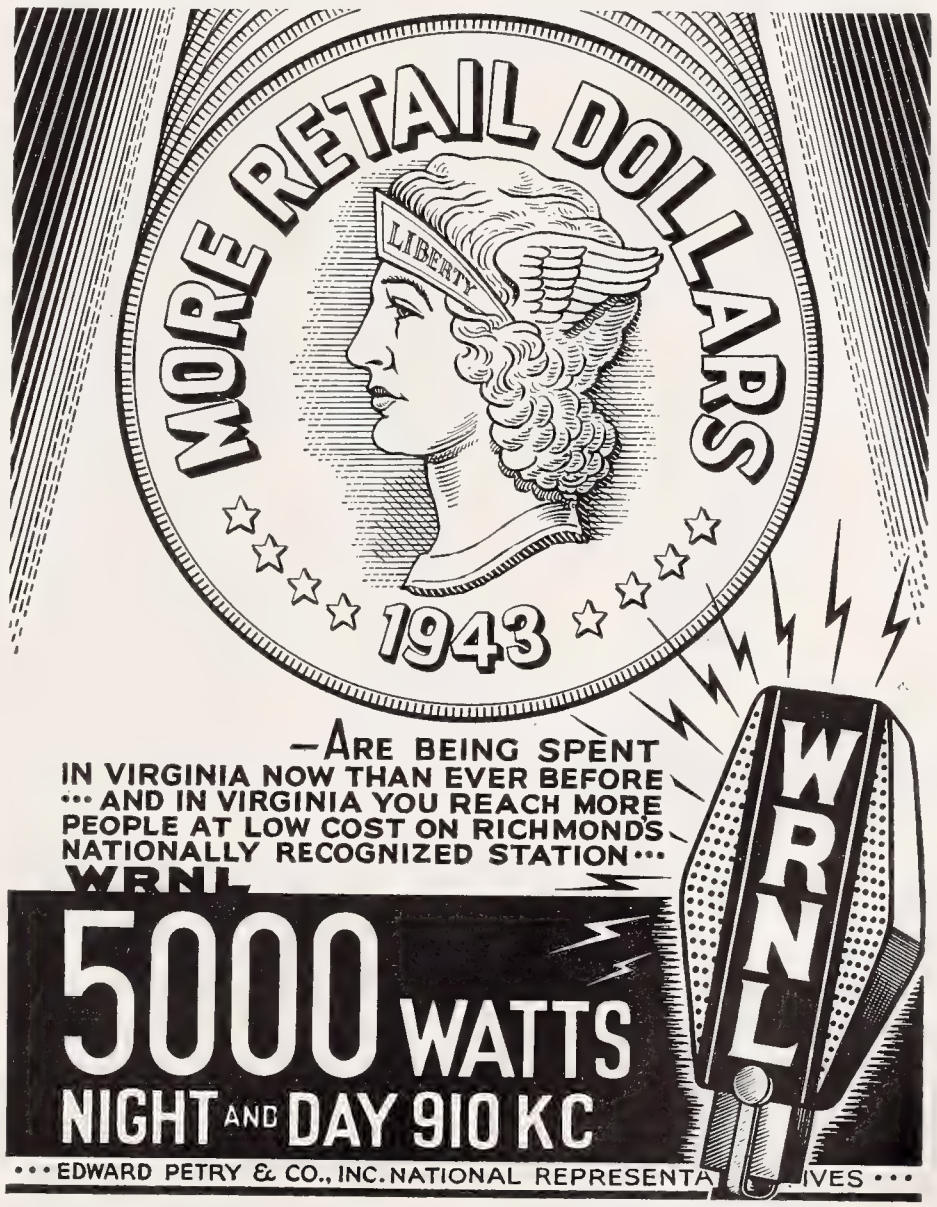
J. WINFIELD CREW Jr., owner of WCBT, Roanoke Rapids, N. C., has applied to the FCC for a voluntary transfer of his license to WCBT Inc., of which S. E. Crew, is president, and W. Lunsford Long, vice-president and treasurer, each to hold 60 shares of stock or 30%. J. Winfield Crew Jr., now in the Army, would receive $10 and 80 shares of stock. Mr. Long is a law partner of Mr. Crew, whose relationship with S. E. Crew was not stated in the application.



. . . It's the "two-in-one" Dayton market for profitable all-time coverage. In war and peace the Dayton market is highly profitable *always* . . . and always covered by station WHIO. That's because Miami Valley folks are *always busy* on farms and in industry . . . and are *always faithful* to the station that carries top-notch local shows plus Columbia's best. Assure sales today and tomorrow—use the station that represents this profitable "two-in-one" market!

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives





First on New York's Dial...570

wmca

America's Leading Independent Station

IN BIRMINGHAM

Of 10 most popular locally produced programs (C. E. Hooper)

5 are on **WSGN**

4 on station "B"
1 on Station "C"

WSGN

Affiliated With
The Birmingham News
THE BIRMINGHAM AGE-HERALD

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

5000 WATTS — 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

Senate Hearing Set for Autumn

(*Continued from page 11*)

set, pressure was being exerted from high places, it is understood, to block the proceedings. Chairman Cox, nevertheless, reiterated his intention of calling public hearings before the month is out.

A Congressional recess in July would not necessarily mean cessation of the Cox committee inquiry. The committee is empowered to hold sessions at all times and at any place. While committee members might not be disposed to remain in Washington during the sweltering summer, it is entirely possible that the proceedings, once under way, will continue for some time. Meanwhile, the committee staff, headed by Eugene L. Garey, has been examining witnesses from the FCC and the industry regarding the Commission's operations and dealing with the stewardship of commissioners themselves and Commission employes, past and present.

Watson-Dodd Status

On another Washington radio front, the issue of whether the FCC should dismiss two officials of the Federal Broadcast Intelligence Service—Drs. Goodwin Watson and William E. Dodd Jr.—because of alleged affiliation with Communist front organizations, found Senate and House sticking to their original position. The House conferees on the Deficiency Appropriation Bill, containing the rider to oust these two employes, rejected the Senate provision to reinstate them by a voice vote last Tuesday. The Senate, by a 69-to-0 vote, the following day instructed its conferees to adhere to the ouster refusal.

No action was taken last week on the petition of FCC Commissioner C. J. Durr, seeking to disqualify Chairman Cox as a member of the investigating committee on grounds of "bias." The petition, submitted to Speaker Rayburn who had referred it to the Judiciary Committee, and followed up last week with an identical letter to members of the committee, still appeared pigeonholed. It was thought the almost unprecedented move would die with the Congressional recess.

In New Deal circles, the report was current that the FCC investigation might be dropped indefinitely because there was "too much dirt" on both sides. That got no confirmation, however, except in areas close to the FCC majority.

In an editorial last Friday, the *New York Times* attacked the Supreme Court opinion emphasizing the Frankfurter passage holding that Congress put upon the Commission "the burden of determining the composition of that traffic" in concluding that the act did not restrict the Commission merely to "supervision of the traffic." Inquiring whether this meant that the Commission has the power to decide what may and may not be broadcast by stations, the editorial said the question should be answered "and answered in the negative" by Congress itself, in its capacity as creator both of the Communications Act and the Communications Commission.

Laws relating to fraud, libel and obscenity and the disclosure of military information in wartime must be enforced, the editorial said. The possible implication of the Court's decision with respect to the regulation of the contents of programs "deserves the attention of the Senate Committee at the forthcoming hearings," the *Times* stated.

House Action Urged

The opening gun in the new Congressional uprising against the FCC and the drive toward new legislation came last Wednesday with an address on the floor of the House by Rep. F. Edward Hébert (D-La.), attacking the Supreme Court decision and striking at the FCC's domination of radio as "equal to that of any totalitarian government." (See text on page 50).

Promptly following Rep Hébert's address, Rep. Pehr G. Holmes (R-Mass.), who reintroduced the Sanders bill this season, issued a statement urging remedial legislation at this session. In no uncertain terms, the Massachusetts Congressman, a member of the House Interstate & Foreign Commerce Committee, charged with radio legislation, strongly urged action at this session.

Rep. Hébert cited the FCC as having unlimited powers under the Supreme Court decision and held that the entire right of freedom of speech is threatened on every station in the country, whether independent or network affiliate. He called attention to the passage in the Frankfurter opinion putting upon the Commission the task of "determining the composition of that traffic" over the air, asserting it gives the Commission program control.

Calling the opinion one of the "most dangerous precedents ever established in this country," Rep. Hébert, a former newspaper editor, attacked Chairman Fly's stewardship and likened his methods to those of the dictators. Chairman Fly has said, he asserted, that if stations accept his "protection" they have nothing to fear.

"Isn't there a very broad hint that if they don't play his game they may have something to fear?", he asked.

The industry's fear of "imminent Government ownership control or domination is the fear of a reality and not the 'hooey' Mr. Fly so lightly calls it," said the Louisianan.

Mr. Hébert called for Congress to rewrite the radio act in such definite terms that it cannot be seized upon by the party in power, no matter what it may be, for the chief purpose of "directing its propaganda and maintaining itself in office." Congress would be derelict in its duty "if we continued to let any bureau of the Government assume the powers of Congress—in fact, not only the powers of Congress but a supreme dictatorship in a matter which so closely affects the lives of every man, woman and child in the country."

Rep. Holmes asserted he was thoroughly in accord with his Louisiana colleague's comments and added "it is about time we took drastic steps to curb the Commission."

"It was never the intent of Congress to authorize the Commission to conduct the radio business."

Declaring he would press for speedy action on his bill to curb the powers of the FCC, Mr. Holmes indicated the matter would be broached to the Interstate Commerce Committee shortly. A subcommittee for communications already has been authorized, but the membership has not yet been completed.

High Politics?

TALK of high politics involving the House Select Committee investigation of the FCC, drawing in the Roosevelt-Farley controversy, got a set-back the other day. It develops that Franklin D. Roosevelt Jr., son of the President, served his legal apprenticeship in the New York office of Eugene L. Garey, Chief Counsel of the House inquiry. Young Roosevelt, now a lieutenant in the Navy, was hired by Mr. Garey in July, 1940 upon graduation from the law school at the U. of Virginia. The following fall, however, he left the office and was called to active duty by the Navy, in which he held a reserve commission as Ensign.

AP RADIO NEWS WIRE has been acquired to expand news coverage of the following stations: WEBR, Buffalo; WHDH, Boston; KOTN, Pine Bluff, Ark.

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

NAB Small Stations Committee Asks Group Selling, Sponsored OWI Shows

STRIKING at discrimination against radio, the Small Market Stations Committee of the NAB, at a two-day session in Washington last Thursday and Friday, called upon OWI to consider plans for preparation of announcements and programs available for sale to advertisers. Canvassing the whole roster of problems confronting so-called "loser" stations in the smaller markets, the committee:

(1) Authorized a study of possibility of group selling of all small market stations, in which communities of 50,000 or less population would be grouped.

(2) Objected to the use of Government funds for paid advertising as proposed in the Bankhead bill, but concluded that if the bill passes, the 30 million dollars should be distributed among all media in proportion to use by private industry.

(3) Urged appointment of an advisory committee by Secretary Morgenthau to handle allocation of war bond advertising funds, with representatives of each of the leading media, such as NAB, ANPA, and Outdoor Advertising Assn.

(4) While indicting Government agencies and departments for discrimination against radio, expressed its thanks to Secretary Ickes for the "Buy Coal Now" campaign sent to fuel merchants who were urged to use local stations on paid time.

Marshall H. Pengra, KRNR, Roseburg, Ore., chairman, said stations in general and small stations in particular have given more free time and talent, in proportion to their available facilities, than any other medium in furtherance of the campaigns in war information.

Attending meeting were James R. Curtis, KFRO, Longview, Tex.; Robert T. Mason, WMRN, Marion, O.; and William B. Smullin, KIEM, Eureka, Cal. Lewis H. Avery, director of the department of broadcast advertising of the NAB, served as secretary.

Mr. Pengra said the committee felt it was time for OWI to "cease their discrimination against radio and for private industry to bear its "fair share of the dissemination of essential information to the public on a paid advertising basis." He added the committee thought OWI should make certain that the private industries involved in future campaigns shall have made reasonable and widespread use of radio on a paid basis before the Government requests free time.

Committee members, based on surveys prior to the meeting, said the manpower situation is more acute at small stations than at the larger ones. Mr. Smullin urged a resolution requesting War Manpower Commission to recognize the vital service of small stations to the war effort, so they shall be permitted to keep two or three key persons to continue operation without interruption. He said many small stations have had more than 100% turnover of personnel within the last year.

FCC Chairman James Lawrence Fly last Monday, in commenting on the small station situation, said he agreed with the view that if a newspaper subsidy plan is approved, radio wants to be in on it, but radio in the first instance is against a subsidy. Declaring he hoped the subsidy plan would be kept in a secondary position he said that for the ultimate good of the industry, it must be kept free from Government control and Government influence over programs.

Grocers Are Opposed To Grade Labeling Plan

OPPOSITION to grade labeling, Government subsidies and rationing of any but basic foods was registered by the Grocery Manufacturers of America in an eight-point food control program "declaration of principles" adopted at the closing session of the groups two-day off-the-record conference, held June 9-10 at the Waldorf-Astoria, New York.

The GMA urged that all Government authority over food production and distribution be consolidated in the War Food Administrator. Finally, the declaration stated: "The Government should not propose or use any war legislation to make an unsound reform of food production and distribution, such as that involved in the required grade labeling of food."



Standard Brand Serial

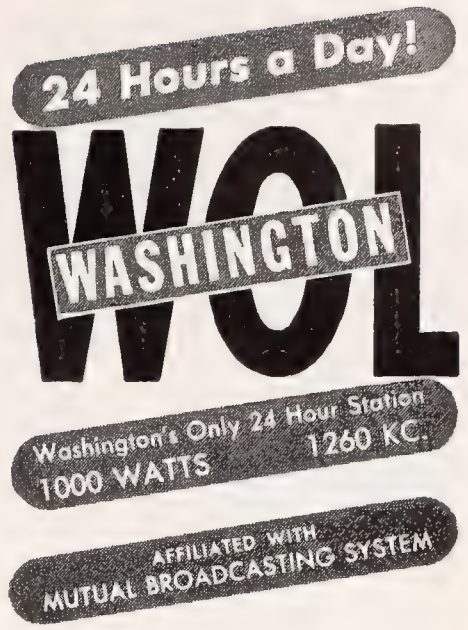
STANDARD BRANDS, New York, which sponsors *The O'Neills* five times weekly on NBC 10:15-10:30 a.m., on June 21 substitutes a new serial by Sandra Michaels, *The Open Door*. The program will plug Chase & Sanborn coffee with hitchhike announcements for Royal Baking Powder and Stams. Series will be heard on 124 NBC stations, with a repeat at 12 noon. Agency is Ted Bates Inc., New York, which handles Royal products and Stams.

NAB's Kittens

WHILE the NAB board, meeting in extraordinary session in Washington June 4 on the legislative picture, was "having kittens" in the board room, the real McCoy happened in the basement at NAB headquarters. A stray cat crawled in and had a litter of four—promptly named by the staff "MBS, CBS, NBC and BLUE." It happened on a pile of Lew Avery's Bureau of Radio Advertising brochures. One wag observed that was anesthesia enough.

Funds Provided to Carry WNYC for Another Year

CONTINUED operation of WNYC as a municipal station by the City of New York for another year was assured May 10 when the City Council included the station's budget of $106,000 in the city appropriation for 1943-44. The Council had previously eliminated this item from the budget in a general economy move which was vetoed by Mayor La Guardia, but although the Council over-rode the veto to restore many of its budget slashes, the final measure includes the station appropriation. After the earlier action, numerous individuals and organizations, including Joseph Lang, General Manager, WHOM, Jersey City, and H. V. Kaltenborn protested.







It's Always Fair Weather

There are no dull seasons in Winston-Salem. They make it and spend it the whole year 'round. Yes and they're guided in their spending by WAIR, one of the dangest sales producers this side of the equator.

WAIR

Winston-Salem, North Carolina

AP

WBRY, Waterbury, Conn.

. . . "Washington Inside Out" sold the day it started.

Walter Howard,
Program Director.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.



WFBG

ALTOONA, PA.

Complete Coverage

NBC affiliate and BLUE Network

19 years in the public service

HEADLEY-REED CO.

National Representatives

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JUNE 5 TO JUNE 11 INCLUSIVE

Decisions . . .

JUNE 8

Extended six months temp. licenses for operation of WDSU, New Orleans, WMIS, Natchez, Miss., KGRM, Greenwood, Miss.

WKBN, Youngstown — Granted license cover CP as mod., with conditions.

WKZO, Kalamazoo, Mich.—Granted mod. license change time of DA use from 5 p.m. to 9 a.m., CST, instead local sunset to sunrise.

WFCI, Pawtucket, R. I.—License renewed for regular period.

Blue Network Co.—Authority extended to transmit programs to CFCF, CBL and Canadian Broadcasting Co.

KOA, Denver—Denied petition postponement hearing and motion of WJW to dismiss petition for rehearing on application of WHDH, Boston, for CP, and WJW, Akron, for mod. of CP, till cessation of hostilities.

W8XO, Cincinnati—Denied petition for rehearing against Commission action denying Crosley petition to dismiss without prejudice its application for license renewal for W8XO.



JOHN THARPE, formerly of WJBY, Gadsden, Ala., has joined KGVO, Missoula, Mont., as relief operator.

CARL A. FRISCHE has been named Chief Research Director of The Sperry Gyroscope Co., succeeding Hugh Willis, who is now general sales manager of the company. Mr. Frische has had full charge of research engineering and now takes charge of the firm's Garden City, L. I. laboratory.

JOHN E. DICKERSON, former radio field engineer with the Signal Corps, has joined the control staff of WCKY, Cincinnati. He is consulting radio engineer for Covington, Ky., where he lives, and is trained in aviation radar.

HARRY SANDERS, control room operator of CKY, Winnipeg, has joined the Canadian Army.

WILLIAM ERICKSON, engineer, and Jeri Foster, audience mail department secretary, of KFI-KECA, Los Angeles, were married in Kingman, Ariz., on May 30.

FRANCIS (Jake) HIGGINS, former general manager of WDAN, Danville, Ill., has joined KOY, Phoenix, as chief engineer. He replaces Bob Thompson, now with Western Electric Co., New York.

GEORGE THOMPSON has replaced "Dick" Edmondson, recently inducted into the Navy, as engineer at WELI, New Haven.

HAL CUPPS, engineer of WHK-WCLE, Cleveland, is leaving to join the Fisher Bomber plant. Bert Berg, from Chicago has joined the engineering staff.

JIM SUMMERS, engineer of KPO, San Francisco, is the father of a girl.

PAUL HEIKILLA, studio operator of CKSO, Sudbury, Ont., has been appointed studio engineeer.

LYLE POPE, transmitter engineer of CKBI, Prince Albert, Sask., married recently and resigned to take another position on the Pacific coast.

NEVILLE ROBINSON, formerly production expediter of Plomb Tool Co., Los Angeles, has joined Universal Microphone Co., Inglewood, Cal., in a similar capacity.

Applications . . .

JUNE 9

WINS, New York—Mod. CP for power increase, change hours, etc., to extend completion date.

WSLS, Roanoke, Va. — Mod. license change 1490 kc. to 1230 kc. amended change from 1230 kc. to 1240 kc.

WCBT, Roanoke Rapids, N. C. — Vol. assgt. license to WCBT Inc.

WAPO, Chattanooga — Invol. assgt. license to Joda Patterson executrix of estate of W. A. Patterson, deceased. Vol. assgt. license to Joda Patterson, Ramon G. Patterson and Louise Patterson Pursley, d-b as WAPO Broadcasting Service.

WAEA, Chattanooga — Same.

Tentative Calendar . . .

KWJB, Globe, Ariz.—Vol. assgt. license to Gila Broadcasting Co.

KRBA, Lufkin, Tex. — Hearing in Lufkin on license renewal; vol. assgt. license, to Darrell E. Yates (June 14).

KMTR, Los Angeles — License renewal (June 15).

WCOP, Boston—License renewal (June 16).

Join WSM Staff

DEAN UPSON has joined WSM, Nashville, as commercial manager and C. Lester Barnard has been appointed publicity director. Upson has been in radio since 1926, both with NBC and CBS. Barnard was with the Nashville *Tennessean* before joining WSM.

WTOP, Washington, last week aired a new program, *Claire de Lune*, 15 minutes of poetry and organ music Monday through Saturday nights, 11:45-midnight, and added the 15-minute transcribed American Express sponsored *Checque Your Music* programs to the schedule, Tuesday and Thursday nights at 10:45.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PRINCE MATCHABELLI Perfumery Inc., New York (Stradivari perfume), on June 20 only sponsors Paul Lavalle and Stradivari orchestra on 117 CBS stations, Sun. 2-2:30 p.m. Agency: Morse International, N. Y.

CONTI PRODUCTS Corp., New York (soap, shampoo) on June 3 discontinued *Treasure Hour of Song* on 9 MBS stations, Thurs., 9:30-10 p.m. and on June 13 started *Memo For Tomorrow*, with Charles Hodges, Alois Havrilla, on 9 MBS stations, Sun., 10:45-11 a.m. Agency: Bermingham, Castleman & Pierce, N. Y.

CHEFBOY-AR-DEE Quality Foods, Milton, Pa. (spaghetti), on Tuesday, June 17, will sponsor a one-time broadcast of Army-Navy E award, 4-4:30 p.m. on 151 BLUE stations. Agency: McJunkin Adv. Co., Chicago.

GILLETTE SAFETY RAZOR Corp., Boston, on June 11, 10 p.m., sponsors Sammy Angott-Henry Armstrong boxing bout on 211 MBS stations. Agency: Maxon Inc., N. Y.

SEABOARD FINANCE Co., Los Angeles (investments), on June 15 starts for 52 weeks, *Seaboard News*, on 4 Don Lee Cal. stations (KHJ KFXM KPMC KGB), Mon. thru Fri., 7:15-7:30 p.m. (PWT). Agency: Smith & Bull Adv., Los Angeles.

ALLIS-CHALMERS Tractor Division, Milwaukee, on July 9 only sponsors Great Lakes Naval Training Station—New York Yankees baseball game on 156 BLUE stations, 2:15 p.m. and on July 27 only sponsors Great-Lakes-Brooklyn Dodgers game on 156 BLUE stations, 2:15 p.m. Agency: Bert S. Gittins Adv., Milwaukee.

NABET MAY REFUSE 2-YEAR NBC PACT

WITH NBC offer of 5% pay increase for engineers effective until the end of 1943, and an additional tilt to 7½% for studio engineers and 5% for supervisory groups, for the following year still not accepted by the National Assn. of Broadcast Engineers & Technicians, wage negotiations which began in late May at New York have apparently fallen through.

It is expected the NBC proposal of a contract running to the end of 1944 will be turned down. Union officials are not of a mind to sign contract for longer than a one-year period. NABET had asked for cost-of-living increases of 10%. The present contract remains in force until the end of 1943. New negotiations may be opened in November.

BLUE Network negotiations for a similar contract will also be postponed until the regular contract renewal period, according to J. H. Brown, Hollywood NABET president and chairman of the union's negotiating committee [BROADCASTING, May 31].

Renewal Accounts

BRISTOL-MYERS Co., New York (Vitalis), on June 30 renews for 52 weeks *Mr. District Attorney* on 140 NBC stations, Wed., 9:30-10 p.m. Agency: Pedlar & Ryan, N. Y.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), on June 30 renews for 52 weeks *Time To Smile*, to be replaced June 30 for 13 weeks by *Date With Judy* on 140 NBC stations, Wed., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Swan soap), on July 9 renews for 13 weeks *Tommy Riggs & Betty Lou*, on 125 NBC stations, Fri., 10:30-11 p.m. Agency: Young & Rubicam Inc., N. Y.

LADY ESTHER Co., Chicago (cosmetics), on July 12 renews for 13 weeks, *Screen Guild Players* on 117 CBS stations, Mon., 10-10:30 p.m. Agency: Pedlar & Ryan Inc., N. Y.

GENERAL FOODS Corp., New York (Maxwell House coffee), on July 8 renews for 52 weeks *Maxwell House Coffee Time* on 130 NBC stations, Thurs., 8-8:30 p.m. (summer hiatus, June 24-Aug. 26), and on July 1 renews *The Aldrich Family* (Postum) on 130 NBC stations, Thurs., 8:30-9 p.m. (summer hiatus, July 8-July 29). Agencies: Maxwell House Benton & Bowles; Postum, Young & Rubicam, N. Y.

PHARMACO Inc., Newark, N. J. (Feen-A-Mint), on June 25 renews for 52 weeks *Double or Nothing* on 211 MBS stations, Fri., 9:30-10 p.m. Agency: Wm. Esty & Co., New York.

PACIFIC COAST BORAX Co., New York (20-Mule Team Boraxo, Borax Flakes Boraxo), on July 1 renews *Death Valley Days* on 60 CBS stations, Thurs., 8:30-8:55 p.m. (rep., 11:30-11:55 p.m.). Agency: McCann-Erickson, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on June 28 renews for 52 weeks *Ma Perkins* on 130 NBC stations, Mon. thru Fri., 3:15-3:30 p.m. Agency: Blackett-Sample-Hummert, Chicago.

LEVER BROS., Cambridge, Mass. (Rinso), on July 7 renews for 13 weeks, *Mayor of the Town* on 119 CBS stations, Wed., 9-9:30 p.m., with West Coast rpt, Wed., 9:30-10 p.m. (PWT). Agency: Ruthrauff & Ryan Inc., New York.

Network Changes

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate toothpowler), on July 20 adds 40 CBS stations to Judy Canova's *Rancho Canova*, making a total of 116 CBS stations, Tues., 8:30-8:55 p.m. Agency: Sherman & Marquette, Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer and vitamins), on June 20 adds 35 BLUE stations to *Quiz Kids*, making a total of 109 BLUE stations, Sun., 7:30-8 p.m. Agency: Wade Adv. Agency, Chicago.

S. C. JOHNSON & SON, Racine, Wisc. (floor wax), on July 6, instead of June 29 replaces *Fibber McGee & Molly* with John Nesbitt's *Passing Parade* on 140 NBC stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

nnouncer—5 kw. basic network station, major mid-western market, needs staff announcer who wishes to specialize in sports. Prefer man now employed small station seeking advancement. Excellent opportunity, good salary and pleasant surroundings offered high grade, reliable man. Box 722, BROADCASTING.

ngineer—For 5 kw. station. $42.50 for 40 hours. Permanent. Send draft status, experience, picture with first letter. Box 723, BROADCASTING.

nnouncer—Good voice and able to use typewriter. Must be of good character and willing to develop into all around man. 4F in draft. Previous experience unnecessary but desired. Progressive 250-watt Arkansas MBS station. Good, steady (not inflation) pay assured. Send voice transcription and details pertaining to background. Box 725, BROADCASTING.

ransmitter Operator Wanted—Single 4-F 1st or 2nd class licensee who wants good pay while he gains experience. WOLF, Syracuse, New York.

echnician—Permanent position for man with a family. Network station. Write in for full details. Give your qualifications. Address Technical Manager, Radio Station WFDF, Flint, Michigan.

Experienced Announcer-Program Director—For 10,000-watt Southern station. Give full particulars. Box 728, BROADCASTING.

Draft Exempt Remote Studio Manager—City of 80,000, middle west. Sales and announcing. Salary and commission. Manager, KVAK, Atchison, Kansas.

Experienced Salesman—For network affiliate. Not in a defense area, not a fill-in job. Opportunity for right man. Reply to J. M. Smedley, Commercial Manager, WCMI, Ashland, Kentucky, or Huntington, W. Va.

Licensed First Class Operator—Minimum two years' diversified experience. Union pay scale and good working conditions. State full details first letter. WHBF, Rock Island, Illinois.

Announcer—No experience necessary. Give personal details, draft status, age, etc. Apply Box 737, BROADCASTING.

Station Manager—By regional network affiliate in southwest to replace present manager subject to draft. Write Box 736, BROADCASTING, giving experience, earnings, references, draft status, salary desired. Our organization knows about this advertisement.

EXPERIENCED CONTROL ENGINEER—Permanent position for man with family. Must have ability to handle two networks, recording and net dance band remotes. Write in for full details. CHIEF ENGINEER WAGE, SYRACUSE, N. Y.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 735, BROADCASTING.

Announcer—Permanent position with 5 k.w. regional network station for draft deferred experienced man. Box 734, BROADCASTING.

Wanted at Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary, WMSL, Decatur, Alabama.

Announcer—Good solid staff man with musical and news background. Modern well equipped studios, Mutual affiliate. Progressive, friendly community. Give complete experience, draft classifications, marital status, salary desired. Write WCLO, Janesville, Wisconsin.

Situations Wanted

EXECUTIVE—Managerial. 35, draft deferred. Twelve years' experience radio, advertising agency. Promoted present station—1 kw., highly competitive market—from $30,000 deficit to $2,500 gross weekly billing in two years. Thoroughly experienced administration, personnel, sales, programming. Consider only progressive organization. Reply full details. Box 733, BROADCASTING.

Engineer—16 years' experience, desires change. Now employed at $3,800 per year. 35 years old, married, draft exempt. Box 732, BROADCASTING.

First Class Operator—California, Washington only. Write J. D. Clowes, 125 So. Oakhurst Dr., Beverly Hills, Calif.

Commercial Manager or General Manager—Live wire. Have tripled business present location since February 1. Good organizer. Can obtain personnel if needed. Nine successful years as Salesman-Commercial Manager-General Manager. Wide reputation in Industry. Good Agency connections. Married. Age 40. Draft exempt. Prefer commission arrangement instead of salary. Best of references. Give full details in reply. Box 731, BROADCASTING.

Two Announcers—Program Director 8 years Announcer . . . Both deferred . . . Network Experience Experts . . . News . . . Commercials Acting . . . May hire singly. Box 727, BROADCASTING.

Chief Engineer—Of midwest local desires change. Year's experience several stations. 2B in draft. Box 724, BROADCASTING.

TOP-NOTCH AD-LIB ANNOUNCER—Now employed major market station. Ad-lib comparable with best. Permanently draft exempt. Box 720, BROADCASTING.

CONTINUITY MAN—Top-flight writer, employed major market station. Agency-calibre copy. Commercial copy and excellent production script. Prefer East. Box 721, BROADCASTING.

Station or Sales Manager—Good background and training, capable executive, sound knowledge of radio. 4-F, age 33. Seeks permanent position with future. Box 719, BROADCASTING.

PROGRAM DIRECTOR-NEWSCASTER—Fine Background—Announcing, Production, Programming, Dramatics. Now employed. Married, 29, 4F. Box 718, BROADCASTING.

Salesman-Announcer — Experienced news service man. Prefer network affiliated station. Draft exempt. Box 717, BROADCASTING.

Young Man—4F, College graduate in Business Administration. Announcing experience. Desires association with progressive station or advertising agency in Midwest. Box 726, BROADCASTING.

ANNOUNCER-PRODUCER — Only Western Stations answer. Writing ability and dramatic background. Army status 4-H. Handle news and do good commercials. Box 738, BROADCASTING.

Wanted to Buy

Qualified Party—Will purchase station in right market. Box 730, BROADCASTING.

Will Pay Cash—For local, regional station. Replies strictly confidential. Box 716, BROADCASTING.

BROADCAST STATION EQUIPMENT—Wanted at once. One 250-watt transmitter complete with any or all other station and studio equipment. Also one 175 to 200-foot self-supporting vertical radiator. Please give best price and describe fully. Box 729, BROADCASTING.

CBC Summer Season

MORE CANADIAN network and transcription shows are staying on the air this summer. Shows taking a holiday include the CBC commercial network shows: *Alan Young's Variety Program* for Tuckett's Tobacco, *John & Judy* for Lamont Corliss, *Fighting Navy* for British American Oil Co., *Penny's Diary*, *Share the Wealth*, and *The Happy Gang for* Colgate-Palmolive-Peet, and a number of transcription shows. American network programs cancelled for the summer in Canada include *Charlie McCarthy* for Standard Brands, *Lux Radio Theatre* for Lever Bros., *Jack Benny* and *The Aldrich Family* for General Foods, *Fibber McGee & Molly* for S. C. Johnson of Canada.

LOOKING FOR A PROVEN COMMERCIAL MANAGER?

I think I'm your man. 13 years in radio. 10 years as commercial manager. Know network station operation. Thoroughly familiar with programming, policy, etc. Can do a real job for a network station in good market. Enjoy personal and pleasant relations with many top agencies and time buyers. Minimum salary $6,000. Prefer salary plus percentage of profits. Let's talk it over.

Address Box 715, BROADCASTING

The TEXAS RANGERS now

Selling Beer on WAKR

Akron

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
321 E. Gregory Blvd., Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

War Council Plans to Enlist All Advertisers in Campaign

Federal Copy to Be Provided for Those Buying $100,000 or More; Local Drive Still in Works

PLANS for an intensive drive to enlist every advertiser, both national and local, in the nation's wartime information campaign to tell the public what it must do to help win the war, and how and why these things must be done, were discussed by Chester La Roche, chairman of the War Advertising Council, at a conference with the advertising press held at the Council's headquarters in New York last Tuesday.

Stating that the advertising agencies have given their wholehearted cooperation in the preparation of copy and presentation of the various Government campaigns by print and radio, Mr. La Roche said that the Council's job at the moment is to secure comparable cooperation from the country's advertisers.

Radio's Good Work

One part of this task, he explained, is to get large advertisers to devote entire advertising schedules to Government campaigns; the other is to get every advertiser to devote a portion of every advertisement to a Government war message.

Letters will be sent to all advertisers with annual advertising appropriations of $100,000 or more, he said, together with campaign folders on womanpower, absenteeism, inflation, homes for war workers and other war projects. In addition to these folders, containing copy, art and layouts, which may be used as they are or adapted to individual requirements, Mr. La Roche said, the WAC will also send the advertisers books of brief messages for insertion into their regular product advertisements.

Expressing great satisfaction with the performance of radio and its allocation plans for the placing of Government copy in both commercial and sustaining programs on both local stations and nationwide networks, he said there is need of a similar allocation plan for newspapers and magazines. Outdoor advertising is currently operating under its own allocation plan, he added.

Local Campaigns

Mr. La Roche stressed the importance of the local advertiser as a disseminator of wartime information for two reasons: First, because he can tell the story in terms of local conditions and so get across a more specific story than the national advertiser can do; next, because of the volume of local advertising, $700,000,000 of the annual $1,700,000,000 spent for advertising being placed at the local level.

Final details of the WAC campaign for mobilizing local advertising for the war effort [BROADCASTING, June 7] have not yet been completed, but Mr. La Roche described how in Houston the newspapers, radio stations and other media each assigned salesmen to solicit war advertising exclusively, with notable success. Here and in other cities it has been found that drives for such advertising can secure an appreciable amount of business from firms which have never advertised before, he said.

It was also announced that the National Publishers Assn., comprising 440 magazines with a combined circulation of 88,600,000, will follow their previous campaign dramatizing the meaning of total war with a new drive emphasizing the need for holding down the cost of living, to begin in mid-summer. Nine advertising agencies prepared 78 advertisements which were reviewed by the Council copy committee and 14 were selected by the publishers, who will each contribute a page a month to the campaign.

Phillies on Air

BASEBALL fans in Philadelphia may now hear ten minutes of news every morning, except Sunday, about the Phillies, with the commencement on June 14 of the Phillies' own sports program on KYW from 7 to 7:10 a.m. The program is handled by Le Roy Miller and directed by Bill Phillips, Phillies public relations director. Seberhagen Inc. is the agency, with Howard Seberhagen in charge of the account.

Cockeyed Quiz

"GIVE names, addresses, place of birth, color, race and creed of five citizens other than relatives who were present at your birth." This choice bit of information is requested in a teaser questionnaire sent out by WCHS, Charleston, W. Va., as a promotional piece. Aimed as a takeoff on government questionnaires, the WCHS form is an ideal one because you don't have to fill it out. The instructions suggest mailing it to the garbage department.

Hooper's First 15

BOB HOPE, *Fibber McGee & Molly*, *Charlie McCarthy* and *The Aldrich Family* are in the top four positions, respectively, in the May 30 Hooper "National" Program Ratings Report. The remaining "First 15" programs in order are Walter Winchell, *Radio Theatre*, Jack Benny, *Mr. District Attorney*, *Frank Morgan-Fanny Brice*, Rudy Vallee, *Screen Guild Players*, Kay Kyser, *Take It or Leave It*, Bing Crosby, and Fred Allen. Of the programs broadcast after 10:30 p.m. and not measured in the Eastern Time Zone, Red Skelton continues to hold first place.

Signal Quiz Show

SIGNAL OIL Co., Los Angeles, out of radio eight months, on June 13 started a weekly half hour program, *Signal's Question of the Week*, on 10 CBS Pacific Coast and Arizona stations, Sunday, 4:30-5 p.m. (PWT). Contract is for 52 weeks. With Otto Kruger, actor, as moderator, program features commentators John B. Hughes, Dr. Wallace Sterling and Harry W. Flannery, with questions submitted by listeners. Leigh Crosby has been assigned producer for Barton A. Stebbins Adv., Los Angeles agency.



Drawn for BROADCASTING by Sid Hix

"He Can't Straighten Up—He Spent All Day Sunday Weeding His Victory Garden!"

CHURCH TO DIRECT GOP RADIO WORK

APPOINTMENT of Wells (Ted) Church as director of radio activities of the Republican National Committee, returning to the post he held during the 1940 campaign, was announced last week by James P. Selvage, assistant to the chairman in charge of publicity.

Mr. Selvage announced promotion of Robert L. Pritchard, former newspaper and radio man, to be his general assistant, in charge of press publicity. Mr. Pritchard has spent some 20 years in the newspaper, publicity and radio fields in Washington. He was Washington press relations representative of RCA for six years, until he joined the committee last year. At one time he was manager of WJSV before its ownership by CBS.

Mr. Church left the office of the Coordinator of Inter-American Affairs to accept the committee assignment. A former Washington newspaper and radio man, he was for several years with CBS in Washington, handling publicity and special events.

Producers Shifted

IN REALIGNMENT of production duties, Foote, Cone & Belding shifts Arnold Maguire, Hollywood producer on the NBC *College of Musical Knowledge*, to *Johnny Mercer's Music Shop*, summer replacement show sponsored by Pepsodent Co., on that network. When the *Bob Hope Show* resumes in September, Maguire takes over production, succeeding Norman Morrell, agency producer awaiting Army induction. Maguire's duties on the *College of Musical Knowledge* will be assumed by Paul Phillips, New York agency producer. Assisting him will be Albert Capstaff, currently an NBC producer, who joins the agency within the next 10 days.

'Caravan' Subs

FULL LIST of substitute variety program lined up for the *Camel Caravan* program, until it goes off CBS July 2 for the summer, was released last week by Wm. Esty & Co., New York, agency for R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Bob Hope dedicating his program to the Army, and Jack Benny saluting the Navy were the replacement shows June 4 and June 11, Friday, 10-10:45 p.m., while the future ones will be Rudy Vallee devoting his variety program with guest stars to the Coast Guard June 18; Bing Crosby and guests to the Merchant Marines, June 25, and Fred Allen saluting the Marines, July 2.

W8XO Plea Denied

A PETITION for rehearing directed against the action of the Commission on May 4, denying the petition of the Crosley Corp. to dismiss without prejudice its application for renewal of the license of W8XO, developmental high-power subsidiary of WLW, Cincinnati, was denied by the FCC last Tuesday. W8XO had been using 500,000 watts power from midnight to morning. It is presumed that denial paves the way for a court review of the Commission's action.

MY HEART BELONGS TO KMBC

PRESENTING

The Song of the Happy Kitchen

It's a *happy* kitchen, for the hearts of housewives—
both in fashionable Kansas City homes and in friendly, well-
kept farmhouses—belong to KMBC's Nancy Goode.
That this participation program is another KMBC success reflects the
sound reasoning that programs in the "Heart of America"
must take into account *both sides of the story*—that 51% of the population
resides in cities, 49% on farms. Today, with copy themes of
food shortages and marketing restrictions as added
reasons for increased tune-in, the *plus* buy in any
market is a good homemaker participating program
—and one of the best, recognized as such for years,
is the *Happy Kitchen* over KMBC.



Meet Kitty—Kitty from Kansas City! She speaks for the feminine thousands of that 51% urban population in the "Heart of America"—all "sweethearts" of KMBC.

KMBC

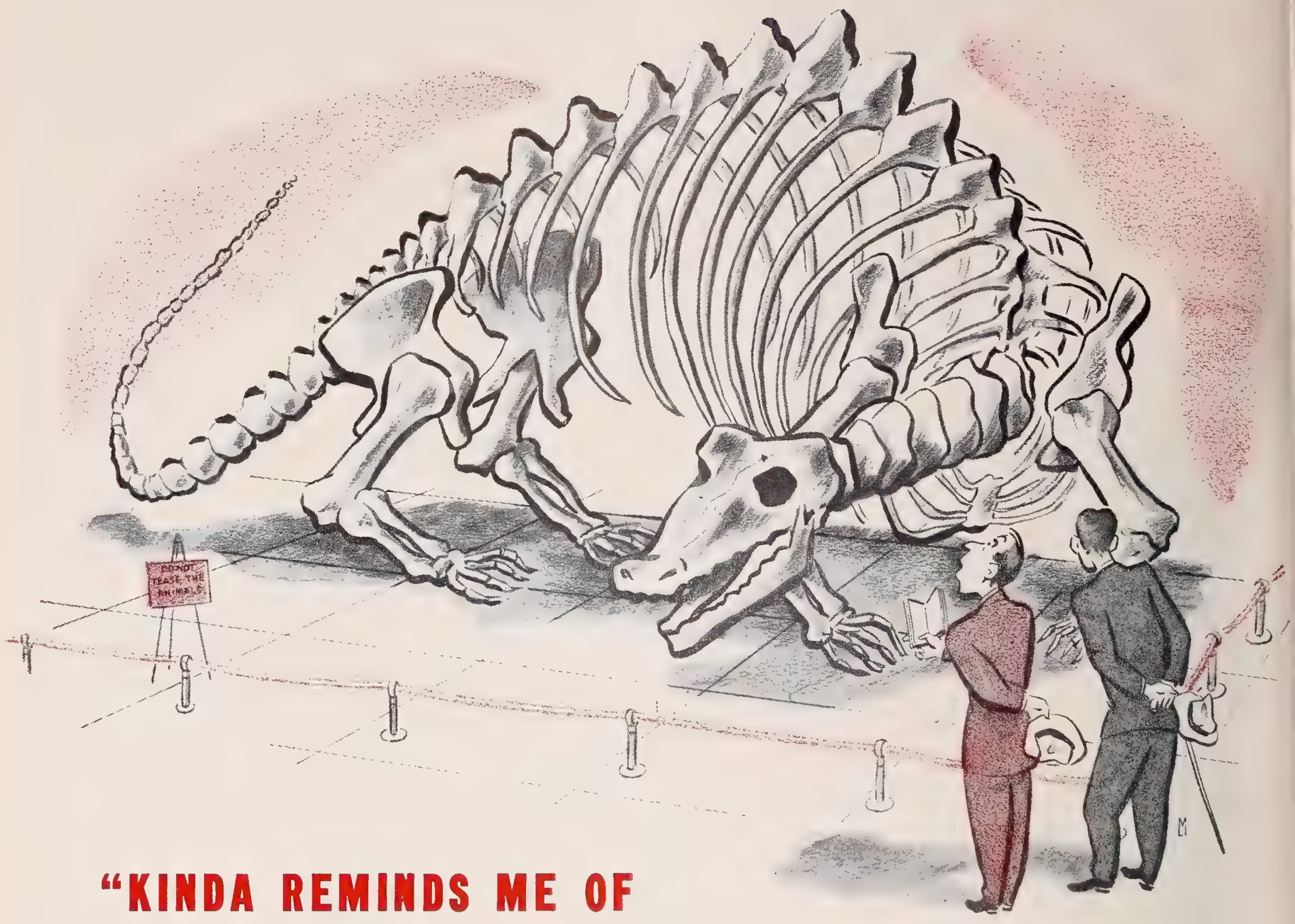
OF KANSAS CITY

FREE & PETERS, INC.



Meet Aunt Polly—you'll find her on thousands of prosperous farms that depend upon KMBC for the only complete rural programming service in this area.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS



"KINDA REMINDS ME OF RADIO COVERAGE!"

A STATION'S coverage is only a skeleton . . . a naked framework for an audience body.

Without an audience . . . without listeners . . . a station is as lifeless, as useless to advertisers, as a bag of bones. Nor can a mouse-size audience cover a dinosaurian frame.

WKY's coverage frame is huge; considerably greater than that of any other Oklahoma City station. But enveloping this frame is a sleek, fat, vigorous body of listeners. In Oklahoma City, for instance, 46.3% of the morning audience, 55.1% of the afternoon audience, and 59.2% of the evening audience belongs to WKY (Winter-Spring Hooperatings).

Its greater coverage, together with its greater audience, gives WKY advertising mass weight, and vitality unmatched by any other Oklahoma City station. That's why WKY does things for advertisers so effectively, so economically, so profitably.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

PRINTED IN U.S.A.

JUNE 21, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

EXCLUSIVE!

The Food Situation in 19 of the United Nations



AS PART of the WLS-Prairie Farmer "Food for Humanity" campaign, WLS has broadcast daily, exclusive interviews with 19 United Nations representatives on their countries' food production and requirements now and in post-war years. These interviews were transcribed in Washington and New York by Harry Templeton, WLS war program director, and John Strohm, managing editor of Prairie Farmer.

Breaking simultaneously with the opening of the United Nations food conference in Hot Springs, these interviews were of immense timely interest, important to consumer as well as food producer — so important that OWI will make them available to all radio stations after their broadcast on WLS. Here again is another example of the initiative and enterprise which has made WLS a leading influence in Midwest America.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

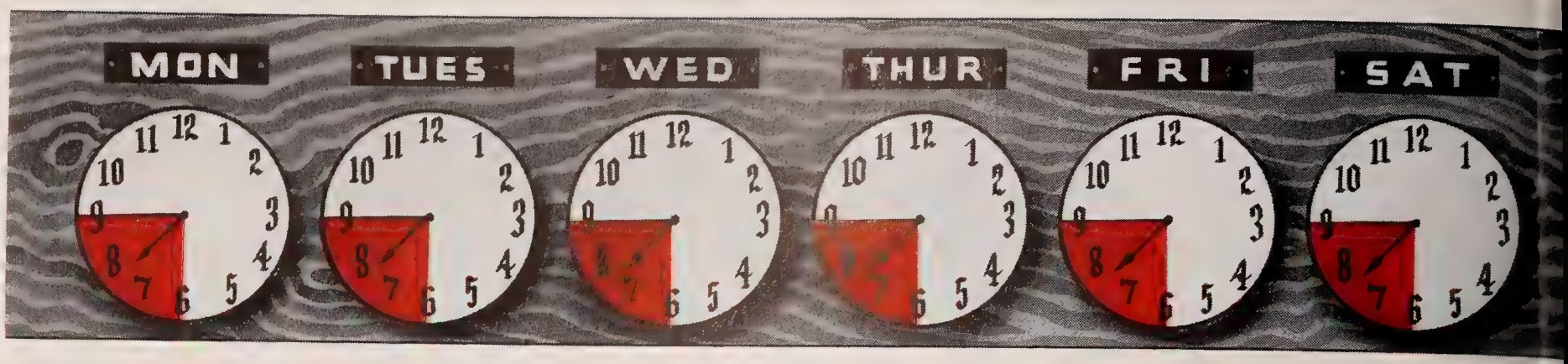
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

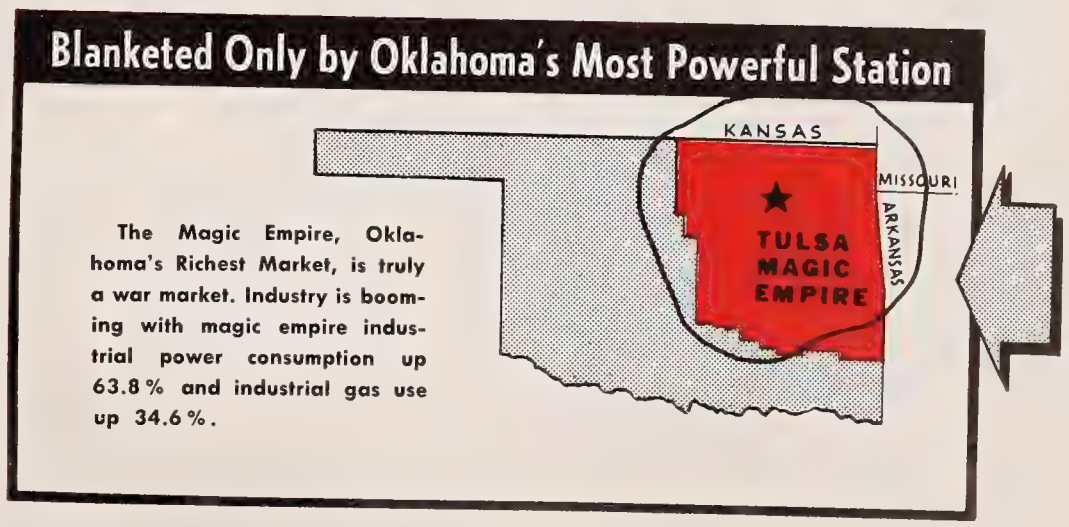


AT 2331 EAST FIFTH—Six brick, large lot; appointment. 6-8200, 7798, 6-8956.

Radio Service 26A

FOR SALE: One first-class vehicle, commonly known as 15-minute morning strip; 7:30-7:45 across the board. Considerably used, but better than new. With proper care, can be made to sell more than ever. Will overhaul to suit, using AA-1 priority materials, including best music, announcing, copy and production. Parking space guaranteed, between popular farm show and excellent news period. Priced at ceiling as shown on regular rate card. Vehicle will move your merchandise into Oklahoma's richest market, when powered by Oklahoma's only 50,000 watt station. Write or wire KVOO, Tulsa. Don't phone — Tulsa is a "war-busy center", with thousands of new workers making planes, explosives — and good wages!

LARGE combination Philco radio; good shape Call 8428





50,000 Watts—Day and Night

1170 Kilocycles

Edward Petry & Co., National Representatives

2 BROADCASTS... 263,820 REQUESTS!

The GRAND OLE OPRY GETS RESULTS!



G. M. Philpott, Adv. Mgr., Purina Mills and Charles H. Brown, Gardner Advertising Co.

HERE'S THE OFFER MARCH 6th and 13th, 1943



HERE'S WHAT THE SPONSOR SAYS

PURINA CHOWS FOR POULTRY AND LIVESTOCK

PURINA MILLS
RALSTON PURINA COMPANY
ST. LOUIS, MO.

May 20, 1943

Mr. Harry Stone
Radio Station WSM
Nashville, Tennessee

Dear Mr. Stone,

You will no doubt recall the free picture offer Purina made on "The Grand Ole Opry," March 6 and 13, 1943, over 28 stations on the National Broadcasting Company network. After weeks of tabulation, I am now in a position to give you a final count on the returns. We have received to date 263,820 requests for pictures from 46 states and Canada.

According to the best information we have, this is an all-time record for free-picture offers on any network. And I congratulate you and the members of your staff on this remarkable return. Obviously, your seventeen years' work in building "The Grand Ole Opry" audience has brought fruitful dividends.

We are very well pleased with our experience with "The Grand Ole Opry," and I take this opportunity to express our appreciation to you as well as Judge Hay, Uncle Dave Macon, Jamup & Honey, Bill Monroe, and the other members of the WSM staff.

Sincerely,

G M Philpott

Gordon M. Philpott
Advertising Manager

GMP/dj

W Air Castle of the South &
50,000 WATTS CLEAR CHANNEL

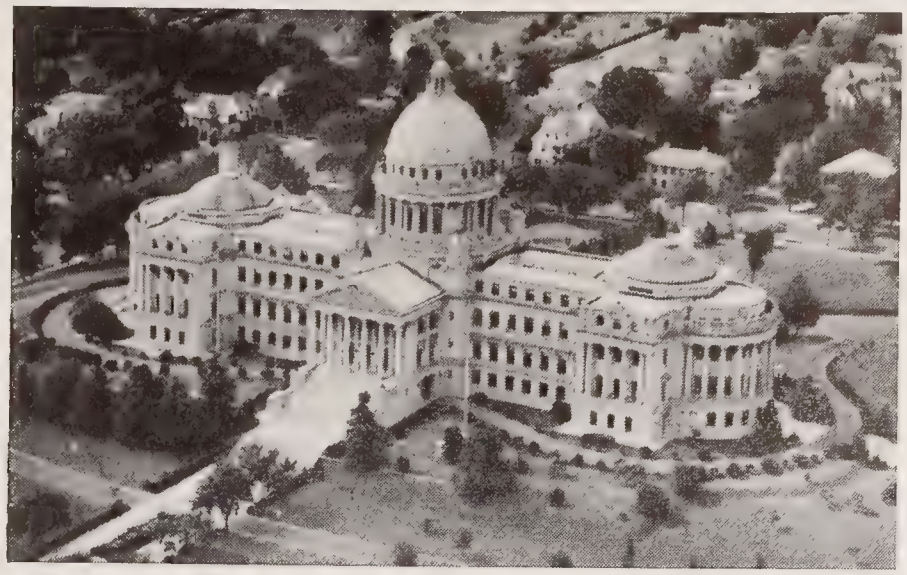
WSM

HARRY L. STONE, Gen'l Mgr.

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

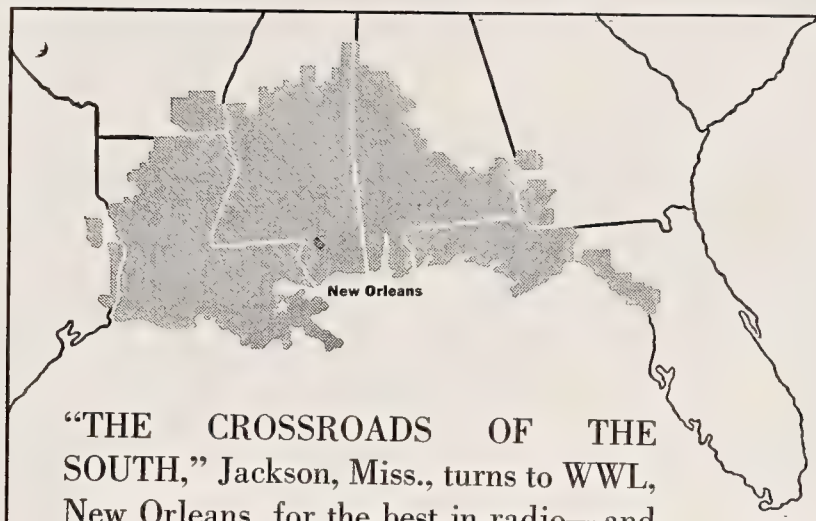


Jackson

The Capital of Mississippi

IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states



"THE CROSSROADS OF THE SOUTH," Jackson, Miss., turns to WWL, New Orleans, for the best in radio—and gets it—just as scores of prosperous cities do, all over the Deep South.

50,000 WATTS and a clear channel give WWL five times the power of any station in the 5-state area. To "own" the Deep South, get on—

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 25 JUNE 21, 194

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BATTLEFRONT—because in the waging of modern warfa radio is of first importance. It follows the flag and the fle —locates the enemy—flashes urgent orders—safeguards t convoy—guides the bombers—directs the artillery—m neuvers the tank. Radio is in the fight on every front co tributing vitally to the Allied drive to crush the Axis.

And when the day of Victory comes, RCA Laboratori will be devoted to the happier task of making our peac time world safer, more enjoyable and more productive through new and finer products of radio, television an electronic research.

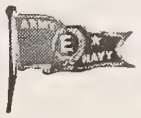
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The Army-Navy "E" flag, with two stars, flies over the RCA Victor Division plant at Camden, New Jersey.



The Army-Navy "E" flag, with one star, has been pre sented to the RCA Victor Division at Harrison, N.



The Army-Navy "E" flag, with one star; also the U. S. Maritime Commission "M" Pennant and Victory Fleet flag, have both been awarded to Radiomarine Corporation of America, New York.

A Service of Radio Corporation of America

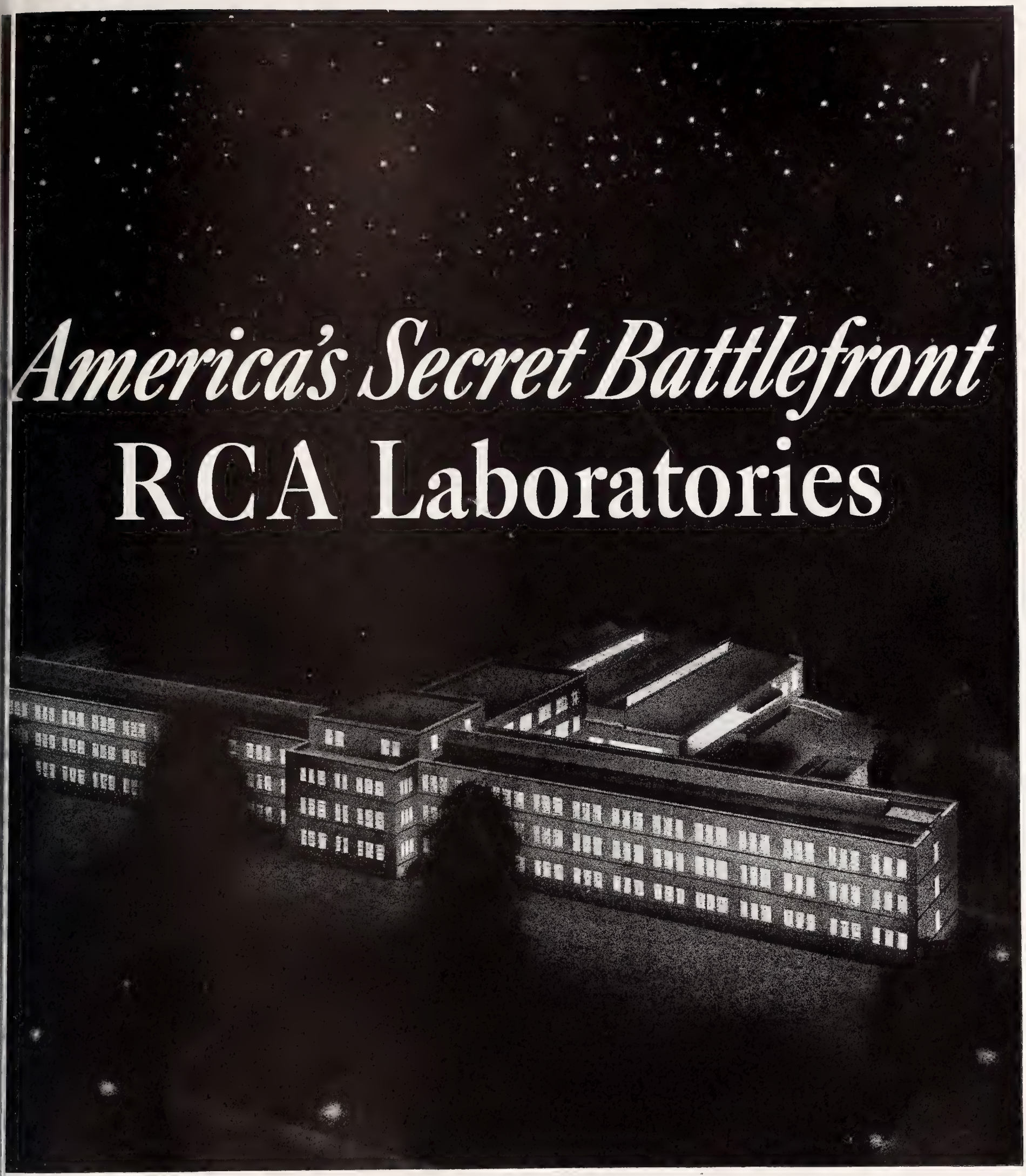
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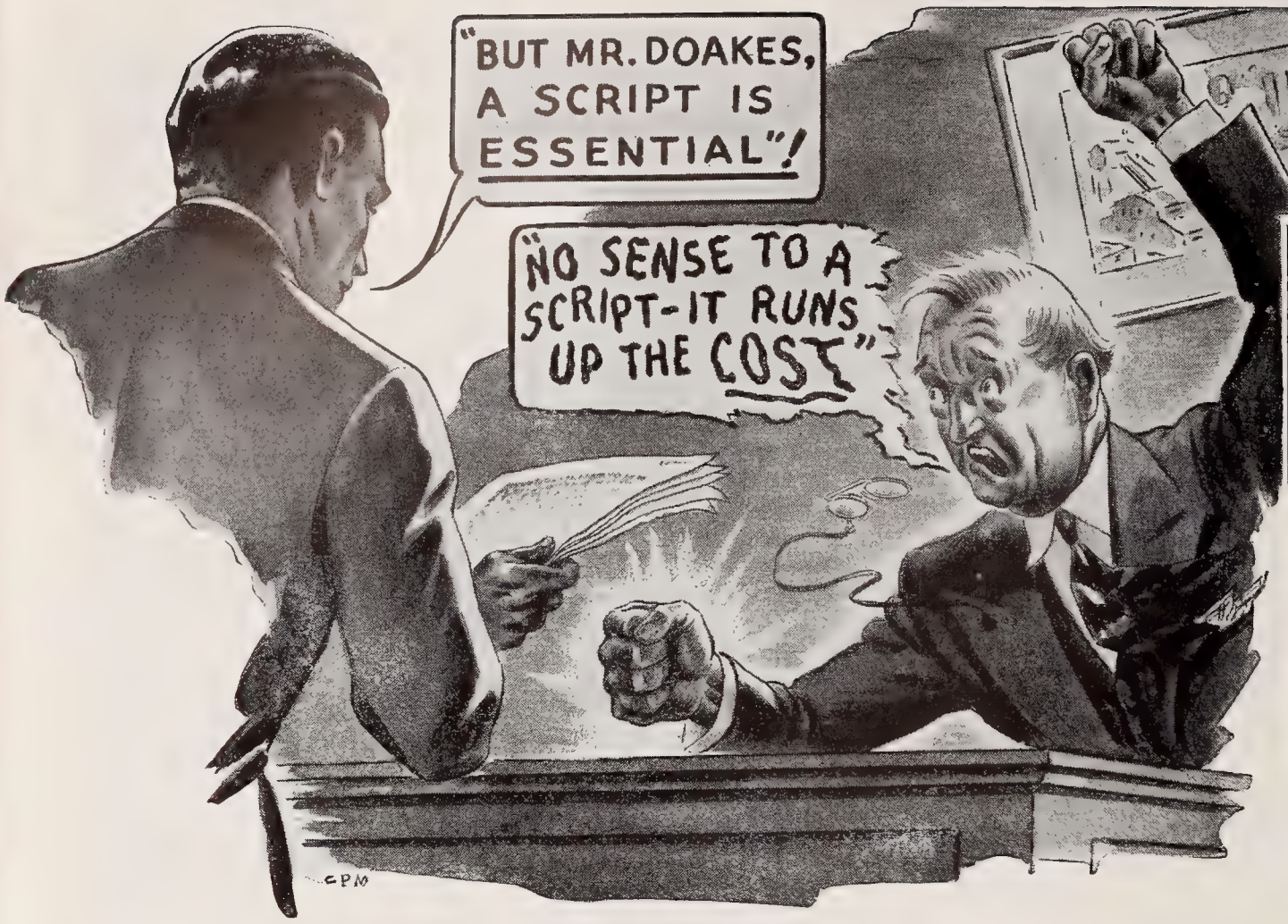
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FOR RADIO-ELECTRONIC RESEARCH



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American Industries Salvage Committee (Steel Scrap Drive)
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Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc

Chick Bed Company (Chick Bed Litter)
The W. D Lyon Co.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)

Feltman-Curme Shoes
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Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Chr. Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Mitchel Faust Advertising Company

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra (in all broadcasts)

Shell Oil Company, Inc.
J. Walter Thompson Co.

U. S. Treasury Dept.

Universal Pictures Company, Inc. ("Larceny With Music")

Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)

Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

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BROADCASTING
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Broadcast Advertising

Vol. 24, No. 25 WASHINGTON, D. C., JUNE 21, 1943 $5.00 A YEAR—15c A COPY

Petrillo Eludes Labor Dept. on Disc Ban

Steelman Names J. W. Fitzpatrick Conciliator

STRONG SUSPICION that James C. Petrillo, AFM czar, is in hiding, seeking to avoid Government mediation of his 10-month-old recording strike, was voiced last week following several futile attempts to arrange a meeting with the AFM head by the Dept. of Labor Conciliation Service, to whom the whole matter finally had been referred in desperation by seven leading transcription companies.

While formal comment was lacking, it was thought the AFM president was following in the footsteps of John L. Lewis, United Mine Workers' president, in ducking efforts of J. W. Fitzpatrick, Government conciliator and expert in theatrical matters, named by John R. Steelman, director of the U. S. Conciliation Service, to mediate the strike. If Petrillo persists in these tactics, it is likely the whole matter promptly will be referred to the War Labor Board.

'In a Few Weeks'

Convinced of the futility of attempting through further negotiations to settle the recording strike, the transcription companies petitioned Dr. Steelman last week for Government conciliation. Should the mediation fail, the case would go to the War Labor Board.

Promptly upon being named by Dr. Steelman, Mr. Fitzpatrick first conferred with the transcription companies and then sought to contact Mr. Petrillo by wire in Chicago, asking for a meeting in Chicago or New York. The AFM head, however, is reported to have wired that his international board had dispersed and that he (Petrillo) would see the Government official "in a few weeks". Further efforts to arrange a definite meeting evidently proved futile, with the AFM head taking the position that his board would have to participate in such discussions.

Mr. Fitzpatrick would make no comment, aside from saying that no meeting date yet had been set and that he would call the parties together as soon as the union head is "available." Mr. Fitzpatrick, a veteran actor, has mediated a number of theatrical industry controversies. He was one of the founders of the "White Rats," theatrical organization, and of the Actors Equity Assn.

Appeal to the Government to resolve the impasse which has for months frozen the supply of musical transcriptions to radio stations was no hasty move on the part of the transcription producers. After the union ban went into effect on Aug. 1 of last year, the industry made no move until an anti-trust suit for an injunction filed against the union by the Dept. of Justice had been dismissed by the Federal Court in Chicago because a labor dispute was involved. When, in February of this year, the AFM complied with the request of a special Senate Committee appointed to investigate the ban, and submitted its demands to all recorders, the transcribers immediately joined with the makers of phonograph records in beginning negotiations.

Even after the phonograph record companies gave up their negotiations as futile, the transcribers persisted in an attempt to work out with the union a mutually satisfactory plan of settlement. After the breakdown of these negotiations in mid-May, when the AFM demanded as a condition of the employment of its members that the transcription companies refuse to serve any station listed as unfair by the union, these companies conferred for another month before referring the strike to the Government.

This move was announced last Wednesday by A. Walter Socolow, New York attorney, speaking on behalf of the following companies: Associated Music Publishers, Empire Broadcasting Corp., Lang-Worth Feature Programs, C. P. MacGregor, Radio Recording Division of NBC, Standard Radio and World Broadcasting System.

Immediately after the announcement, Neville Miller, president, NAB, issued a statement denouncing Mr. Petrillo's demands and welcoming the action of the transcribers in referring these demands to the Government. "In seeking to require the manufacturer of a long established and necessary invention to forbid its use by anyone who does not employ an artificial allotment of union members," Mr. Miller declared, "Mr. Pertillo is attempting to establish a principle which conflicts with all progress and invention. . . . It is worth pointing out, nevertheless, that electrical transcriptions, which are used exclusively by broadcasting stations, do not interfere with the employment of musicians by broadcasters.

Radio Earnings

"Musicians earn from radio approximately $20,000,000 a year, more than any other class of employees, and broadcasters pay to musicians an average wage of $67.90 a week for an average workweek of approximately 20 hours. Moreover, there is virtually no unemployment in Mr. Petrillo's union and Mr. Petrillo, himself, has admitted that there is such a shortage of musicians that his union cannot fill even the normal needs of broadcasting stations.

"The broadcasting industry, so vitally necessary to wartime communications and morale, has not, due to Mr. Petrillo's action, been able to obtain freshly recorded music since last August. Mr. Petrillo has, therefore, deprived radio listeners of the legitimate benefits of a well established invention at a time when musical entertainment is most needed both by our armed forces and our civilian population, and he is trying to compel broadcasters to hire men they do not need at a time when serious manpower shortages exist in war industry."

Mr. Socolow's announcement follows in full text:

"Dr. John R. Steelman, Director of the United States Conciliation Service of the Department of Labor, has been requested to mediate the American Federation of Musicians' strike against music transcription companies. (These companies produce electrical transcriptions which are recordings made specially for broadcasting and are completely different from ordinary

(*Continued on page 48*)

Objecting to Repeat, Petrillo Pulls Music Off Burns Show

THERE was no music on the Bob Burns broadcast on NBC last Thursday because of objections of James C. Petrillo, AFM president, to the method used in handling a delayed broadcast of the program on WMAQ, Chicago. Program, sponsored by Lever Bros. for Lifebuoy Soap, is broadcast at 7:30-8 p.m. EWT, with a rebroadcast at 9:30-10 EWT. In Chicago it is recorded off the network wire and broadcast locally at 10:30-11 CWT.

At noon on Thursday the Hollywood local of AFM received a wire signed by Mr. Petrillo ordering musicians off the program because of "violations" in the method of handling the Chicago delayed broadcast. Sidney N. Strotz, NBC vice-president on the Coast, immediately called the Chicago union for an explanation, since this delayed repeat is handled just like all others, as far as NBC could determine. Chicago AFM officials gave no explanation for the action, referring the inquiries to Mr. Petrillo whom they professed to be unable to locate.

The Hollywood union said the action was an enforcement of the AFM ruling on transcribed rebroadcasts ordered two months ago, prohibiting them sooner than 24 hours and later than three days after the original live program. NBC and Ruthrauff & Ryan are following up this week. No attempt was made to rib Petrillo, with Burns simply using the "circumstances beyond our control" excuse. Musical bridges and time lapses were indicated by sounding gong and wisecracks. Although not affected by the ban, the agency also eliminated music from the West Coast live repeat.

Rules in Effect; Press Asks New Law

Garey Questions Fly in Closed Session of Cox Probe

THE FCC's network monopoly regulations became effective at midnight last Tuesday without a ripple of reaction on the Washington regulatory front and with little or no discernible change in network-affiliate relationships, but with a rising tide of concern in the public press over the broad new authority of the FCC stemming from the Supreme Court opinion in the network cases.

Postponement of hearings on the White-Wheeler bill, designed to limit FCC's authority and to thwart any implied control of freedom of the radio or press in the Frankfurter opinion, brought from the press a demand that Congress clearly express itself through new legislation.

Chairman Wheeler (D-Mont.) of the Senate Commerce Committee, announced June 10 that hearings would be held in September after the expected Congressional recess, with a view toward legislation.

Garey Questions Fly

Meanwhile the House Select Committee to investigate the FCC approached the end of its preliminary work, preparatory to opening of public hearings.

Last Tuesday, in a closed session, testimony was taken from FCC Chairman James Lawrence Fly by Eugene L. Garey, chief counsel of the Committee, regarding certain files of the FCC dealing with operations of broadcast stations in the territories. The testimony marked Mr. Fly's first appearance before the Committee in a closed session. Other Commissioners who have testified were Case, Craven and Payne. The Committee plans to call all seven members of the Commission before hearings are opened, probably by the end of the month. Messrs. Craven and Payne made several additional appearances last week.

Consistent with his past expressions regarding the network rules, Chairman Fly said last Monday at his news conference that he thought the rules would operate "right smoothly," and that he was certain there would be no difficulty "in making the adjustments to get along under them."

Also in characteristic vein, the FCC Chairman lashed out against the "stuff that has been fed out to the press from the NAB and other big network representatives" on the Frankfurter opinion and the network rules. He alluded to the CBS brochure to advertisers and agencies [BROADCASTING, June 14], citing it as an example of "how feasibly the network rules will operate." Then he observed, "There comes a time when the cry of confusion and ruination comes home to roost and this is one instance where it has."

Mr. Fly said he thought the CBS brochure showed "the reasonableness and workability of the regulations" and that he thought CBS "very effectively is eating a lot of words it fed out to the press and on its own stations and Congressional representatives in the last few years. Nothing is to be gained by the scare campaign."

Revised chart showing network time blocks by time zones is found on page 50.

A number of copies of the CBS brochure, it is reported, were distributed through the Commission to members of Congress in an effort to prove the point that the rules did not undermine network broadcasting. Senator Wheeler, it is reported, was one of the first recipients of a copy. He received it from Chairman Fly.

Mr. Fly said he did not think that any further rules or modifications will be necessary regard-

(Continued on page 54)

WHEN WE HAVE GOVERNMENT OWNERSHIP OF RADIO



EDITOR'S NOTE: When Darling (Ding), famed cartoonist of the Des Moines Register, originally drew this cartoon nearly a dozen years ago, the air was full of talk of Government ownership. The thought still is apt in the light of the Supreme Court's recent decision in which Associate Justice Frankfurter held that Congress put upon the FCC the burden of "determining the composition of the traffic" over the air. The cartoon is reprinted with the permission of the Register. It originally appeared Jan. 26, 1932.

Fred Weber to Leave Mutual To Become WDSU Manager

Negotiations Under Way for Transfer of Outlet In New Orleans by Uhalt to New Company

RESIGNATION of Fred Weber as general manager of MBS, to assume the helm of WDSU, New Orleans, in which he would have an ownership interest, is expected shortly, it became known last week with the launching of negotiations for the acquisition of the New Orleans BLUE outlet by a new company for approximately $200,000.



Mr. Weber

While final details had not been completed, it was expected that an application shortly will be filed with the FCC by Joseph H. Uhalt, founder and owner of WDSU, for sale of the station to the new company.

Other purchasers, in addition to Mr. Weber, would be E. A. Stephens, Buick dealer in New Orleans, who would acquire one-half of the station, and H. G. Wall, president of WIBC, Indianapolis. Mr. Wall, it is understood, would get three-eighths of the station, with Mr. Weber acquiring the remaining one-eighth. Options for the acquisition of an additional interest by Mr. Weber also is understood to be part of the transaction.

Active at Mutual

A well-known figure in the industry, Mr. Weber has been general manager of MBS practically since its development as a full scale national network entity in 1936. He had joined the network two years earlier as coordinator. Until last January when Miller McClintock was named Mutual's first paid president, Mr. Weber had been the directing head of the network.

Before joining Mutual, Mr. Weber had been with the long lines department of AT&T and had served in the station relations department of NBC in Chicago. He also had been vice-president and coordinator of the old American Broadcasting Co., a network venture which never fully developed.

WDSU, operating on 1280 kc. with 1,000 watts, is owned entirely by Mr. Uhalt. The station intermittently has been reported for sale. WDSU now is operating on a six-month probationary license until October 21, 1943 because of alleged violations of technical regulations. The FCC, in issuing the probationary license a fortnight ago stated that if no violations of the law or of the regulations were disclosed during that period, a regular license will be issued the station.

WCBT Inc. Officials

W. LUNSFORD CREW is named as vice-president and treasurer of WCBT Inc., to whom license of WCBT, Roanoke Rapids, N. C., would be transferred voluntarily under an application filed with the FCC. In the June 14 BROADCASTING it was erroneously stated that W. Lunsford Long is vice-president and treasurer of WCBT Inc. W. Lunsford Crew is a brother of S. E. Crew, president of WCBT Inc., and J. Winfield Crew Jr., owner of the station and now in the Army.

BOB HOPE, star of the Pepsodent Co. program, which went off NBC for the summer months last Tuesday, has been voted "Star of Stars" as well as "Best Comedian" on the air for the third successive year in *Movie-Radio Guide's* "Star of Stars Poll" for 1943, full results of which will be announced the week of June 28.

Vinylite Famine Ended For Discs

Supply Improved, But Shellac Requests Are All Refused

AFTER more than six months on a starvation diet of Vinylite, carbon compound used in high-grade recordings, commercial recorders are once more getting sizable quantities of the material, an official of the WPB Chemicals Division said last week. Vinylite has been serving important military functions in the absence of synthetic rubber.

Change in the Vinylite situation, this official said, has resulted from a more efficient use of production facilities and from the development of other substances capable of doing Vinylite's war job.

New Products

Since winter, this official said, producers of Vinylite have made certain adjustments in their machinery whch have resulted in increased output. In addition, chemists have developed new resins, more easily produced, which can be used for raincoats, hospital sheets and other items.

Although hesitant to commit himself on the future prospects for commercial users of Vinylite, this official said that shortages of chemicals used to make Vinylite pliable have favored its use in such items as transcriptions, which require the material in rigid form.

Meanwhile, the June chemical allocations denied all requests for shellac for records. Officials report that the shellac situation at present is tight, but are more optimistic for the future. They point out that shipping to India is now heavier, and that quantities of the material may soon be imported in returning supply ships.



STRATEGIC SPOTS reached by the BBC overseas programs are pointed out by R. A. Rendall, assistant controller of the Overseas Service of the BBC on a visit to WLW-WSAI, Cincinnati, studios, where he conferred with James Cassidy, special events director who is handling the England-to-WLW series, and other officials about the program. Looking on (l to r) are James D. Shouse, Crosley vice-president in charge of broadcasting, and Mr. Cassidy. William Newton, (not in photo), head of the BBC Chicago office, was also present.

Rum & Maple Spots

RUM & MAPLE TOBACCO Corp., New York, starts a spot campaign on WEAF, New York, June 28 for Three Squire and Rum & Maple tobaccos, and will also use spots on WJZ, New York, and WAAT, Jersey City, for these products. Agency is Raymond Spector Co., New York.

SILVER FIRM DRAMA RETURNS TO CBS

INTERNATIONAL SILVER Co., Meriden, Conn., sponsoring Edward R. Murrow on CBS in the Sunday 6-6:15 p.m. period, on July 4 increases its time to a half-hour to resume its *Silver Theatre* series, formerly on CBS from 1937 to 1942.

The program will again feature original dramas by well-known actors and actresses and will continue to promote International Sterling and 1847 Rogers Bros. Silverplate on 59 CBS stations.

With the increase in time by International Silver Co., Welch Grape Juice Co., will shift its *Dear John* series, starring Irene Rich, from 6:15-6:30 p.m. Sundays on CBS to the earlier Sunday time of 5.45 p.m., continuing to use 66 CBS outlets. H. W. Kastor & Sons, Chicago, is the Welch agency, while Young & Rubicam, New York, handles the International Silver account.

Gordon to Compton

JOHN GORDON, former radio director of Needham, Louis & Brorby, Chicago, last week joined Compton Adv., New York, as assistant to Storrs Haynes, head of the agency's radio department. He will supervise non-serial shows. He joined Ruthrauff & Ryan, New York, in 1933, later becoming radio publicity director and a producer. He joined Needham, Louis & Brorby in 1941.

KENO Joins BLUE

KENO, Las Vegas, Nev., on June 15 joined the BLUE as a bonus outlet with the network's Mountain Group, bringing the total BLUE affiliates to 158. Owned by the Nevada Broadcasting Co., KENO operates fulltime on 250 watts, 1400 kc.

Cooperation of Press Urged in Bringing Facts to Public to Protect Free Radio

EDITOR, BROADCASTING:

A rousing cheer for BROADCASTING'S recent editorial, "Fact Against Talk".

As you state, broadcasting may very possibly sacrifice its freedom unless we act forcibly and at once.

The freedom of our industry is not only of great importance to us, and our advertisers, but more important, is a vital matter to all true lovers of democracy. Radio is the most powerful instrument of propaganda in the world today, and a controlled radio can reflect but one type of politics—that of the party in power. Radio can be, and has been, used to destroy economic and political systems—to build dictatorship. Free radio must be preserved.

Public Concerned

Congressional lobbies for a revision of our radio laws are quite necessary, yet why not go one step further? Put the case before the public—they are directly concerned.

Pericles was one of the first to realize the vast latent power of the populace; and if aroused to action, the public will save the day. Men are dying abroad in the cause of freedom. Hence it is highly probable that those here at home, once given a true understanding of events, will prod Congress to act. As you are aware, bureaucrats must bow to an avalanche of public opinion. I say, *take our case before the people, it's their fight.*

Unfortunately, though possessed of the ideal medium, station owners are forbidden to take an editorial stand. Therefore, secure the wholehearted cooperation of the press—get them to present the facts to the nation. The press is gravely concerned with our plight and should back us to the limit.

Editorials can be of great help, but all too many readers scan the headlines, consult the sports page, and look at the funnies—ignoring editorials completely. Let's suggest the newspapers employ "PM" tactics and use front page stuff.

We will get action if we present the facts to the public—remember they are fighting for freedom.

WINSLOW T. PORTER,
77-12 35th Ave.,
Jackson Hgts., L. I., N. Y.

House Kills OWI Domestic Air Fund

20-Fold Jump Planned In Shortwave by Next Year

IN A SURPRISE move late Friday, the House 218-114 cut off the entire appropriation for the Domestic Branch of the Office of War Information. Previously the House, in Committee of the Whole, had voted 156-80 to cut off the fund.

After Elmer Davis, OWI chief, was lambasted as a "propaganda minister," the House, under the spur of Rep. Starnes (D-Ala.), voted to kill the OWI's domestic operation. The measure, however, has yet to go to the Senate. Unless the unexpected happens, however, the fund is expected to be restored there.

The Domestic Branch includes the Radio Bureau, headed by Donald Stauffer. Present director of the Branch is Gardner Cowles Jr., Iowa publisher-broadcaster, who leaves June 25. His successor is Palmer Hoyt, publisher of the *Portland Oregonian*, which operates KGW and KEX.

It is understood that Mr. Davis conferred with President Roosevelt Thursday in an effort to enlist aid for his embattled budget. The House Committee had clipped $12,870,000 from his requested $47,342,000, granting $22,500,000 of $27,000,000 asked for Overseas activities, but at the same time slicing the Domestic Branch by more than a third to $5,500,000 of its $8,865,000 request. Mr. Davis says no real savings can be made in the Domestic Branch since the work will have to be done by other agencies.

War will bring a 20-fold increase in the volume of America's international radio voice by 1944, Joseph Barnes, deputy director for Atlantic Operations of the OWI Overseas Branch, said in testimony made public by the House Appropriation Committee last week.

According to Mr. Barnes' statement, completion of OWI's program for 22 additional shortwave transmitters will result in 48,400 kilowatt-hours of international broadcasts in 1944, compared with 2,698 in 1940. The nation's progressive shortwave output, Mr. Barnes said, was 2,698 in 1940; 6,670 in 1941; 10,480 in 1942; 19,350 in 1943. This, according to Robert E. Sherwood, director of the Overseas Branch, is only about one tenth the output of the Germans and Italians.

Nets Get $300,000

OWI asked $1,800,000 for its shortwave activities, of which $1,500,000 was allotted for leasing shortwave equipment now in the hands, or soon to be in the hands, of commercial licensees. The remaining $300,000 is to cover programming expenses for special projects carried out by NBC and CBS, Mr. Barnes explained.

Grilled by Rep. Wigglesworth (R-Mass.), Mr. Barnes defended OWI's contracts with the international broadcasters. Questioning the $300,000 payment to CBS and NBC, the Congressman had remarked: "I thought the radio stations had been ready and willing to contribute on a patriotic basis what they could for the war effort."

Mr. Barnes replied: "Even under this contract, I think it can safely be said that they are still contributing on a patriotic basis to a large extent."

Cost Contracts

Cooperation of the broadcasters was defended by Milton S. Eisenhower, who has since resigned his post as associate director of OWI. Mr. Eisenhower pointed out that international broadcasts had been carried on at a loss, and probably would not have continued if the Government had not taken over the facilities. He maintained the $1,800,000 did not represent a profit to the operators. "It pays their engineering costs, the cost of maintaining the station, of energizing them and so on," he said.

Mr. Barnes supplied the Committee with the following summary of shortwave rentals:

Short wave rental contracts

Transmitter	*Number of months*	*Annual total*
Associated Broadcasters, Inc.:		
KWID	12	$129,600
KWIX	12	57,000
Total		187,200
Columbia Broadcasting System:		
WCRC, WCBX, WCDA	12	138,453
Brentwood (1)[1]	11	51,337
Wayne (1)[1]	9	46,512
Wayne (2)[1]	9	42,003
Los Angeles (1) and (2)[1]	6	50,802
Total		329,110
The Crosley Corporation:		
WLWO	12	65,136
WLWK	12	58,404
Mason (1)[1]	3	24,000
Mason (2)[1]	2	16,000
Mason (3)[1]	3	24,000
Total		187,540
Gentral Electric Co.:		
KGEI	12	62,352
WGEA: WGEO	12	140,556
Belmont (1)[1]	0	
Schenectady (1)[1]	9	49,203
Total		252,111
National Broadcasting Co.:		
WRCA: WNBI	12	82,524
Boundbrook (1)[1]	4	14,936
Boundbrook (2)[1]	6	20,004
Boundbrook (3)[1]	6	20,004
Boundbrook (4)[1]	6	20,004
San Francisco (1) and (2)[1]	6	50,802
Total		208,274
Westinghouse Radio Stations, Inc.:		
WBOS	12	64,788
Saxonburg (1)[1]	7	48,062
San Francisco (1) and (2)[1]	7	59,269
Total		172,119
World Wide Broadcasting Corporation: WRUL: WRUW:		
WRUS	12	84,468
Scituate (1)[1]	12	80,004
Total		164,472
Grand Total		1,500,826

[1] New transmitters; cost and number of months estimated.

He explained that the OWI and CIAA jointly had agreed to pay NBC $370,598 for the services of 90 engineers, script writers, announcers and other personnel. OWI's share would be $149,108 for 31 daily 15-minute live programs, and an additional 15 recorded programs. CBS would get from the two agencies $520,468, covering a staff of 108. OWI's share, for 33 daily 15-minute live programs, and 14 recorded, would be $159,218.

In his statement to the committee, Mr. Sherwood said that day and night, around the clock, "The Voice of America" was sending 3,200 programs a week around the globe. These programs are broadcast in as many as 40 languages, he said.

In addition to broadcasts from this continent direct to enemy territory, Mr. Sherwood revealed that 105 programs a week originating in New York are rebroadcast by medium wave through BBC. Many more programs will be rebroadcast medium wave through our new stations in North Africa, he said.

17 In East

OWI officials told the Committee that 17 transmitters, 12 of them standard shortwave stations, and five common carriers, are used by the Atlantic Radio Bureau. The Pacific Bureau has four transmitters, two standard commercial and two common carrier. The Pacific Bureau anticipated addition of three transmitters, and an increase from 145 to 317 hours from San Francisco weekly.

"The radio program is in a sense the continuing backbone of the whole propaganda job overseas," Mr. Barnes told the committee. Comparing his job to that of the Creel Committee, Government propaganda agency of World War I, he declared, "It is the one great distinction between our job and the job Mr. Creel did, because voice radio was not available a generation ago."

In addition to the shortwave broadcasts, Mr. Barnes said, OWI sends transcriptions and recordings to some 30 points all over the world for local broadcasts. The Overseas Branch requested a quarter million dollars for purchase of time. Most of this would be spent in Turkey, it was revealed, although some was for Cairo and Switzerland.

In the course of testimony, Mr. Barnes admitted that the great increase in shortwave facilities would not be felt for several months but when the expansion begins "it will be very marked."

He estimated that the Germans had almost 200 transmitters, and said that the Japanese had taken over Radio Batavia, Radio Singapore, and all the transmitters in the captured South Pacific areas intact. He said, moreover, that the Axis was still building equipment.

In addition to the new transmitters OWI will place in operation, Mr. Barnes said the agency plans to improve existing installations by reconstruction of antennae. He said the most selective, and therefore effective transmitter now in use, is the Press Wireless transmitter which has been adopted to voice use and beamed on North Africa.

New 50 kw. Transmitter In North Africa for OWI

A NEW 50 kw. "Voice of America" went on the air from North Africa last week, beaming programs in French, Italian, English and German to the European continent. The new station, operated by the OWI Overseas Branch, is using the former WABC transmitter from Wayne, N. J.

This station, the first new powerful transmitter set up since the arrival of American troops, joins other United Nations radio facilities centrally programmed by OWI. Until now, OWI has been using two 10 kw. shortwave and a 12 kw. medium wave transmitter from Algiers, and two 12 kw. shortwave and a 25 kw. medium wave transmitter from Rabat, French Morocco.

OWI Allocates Transmitters For Shortwave Broadcasting

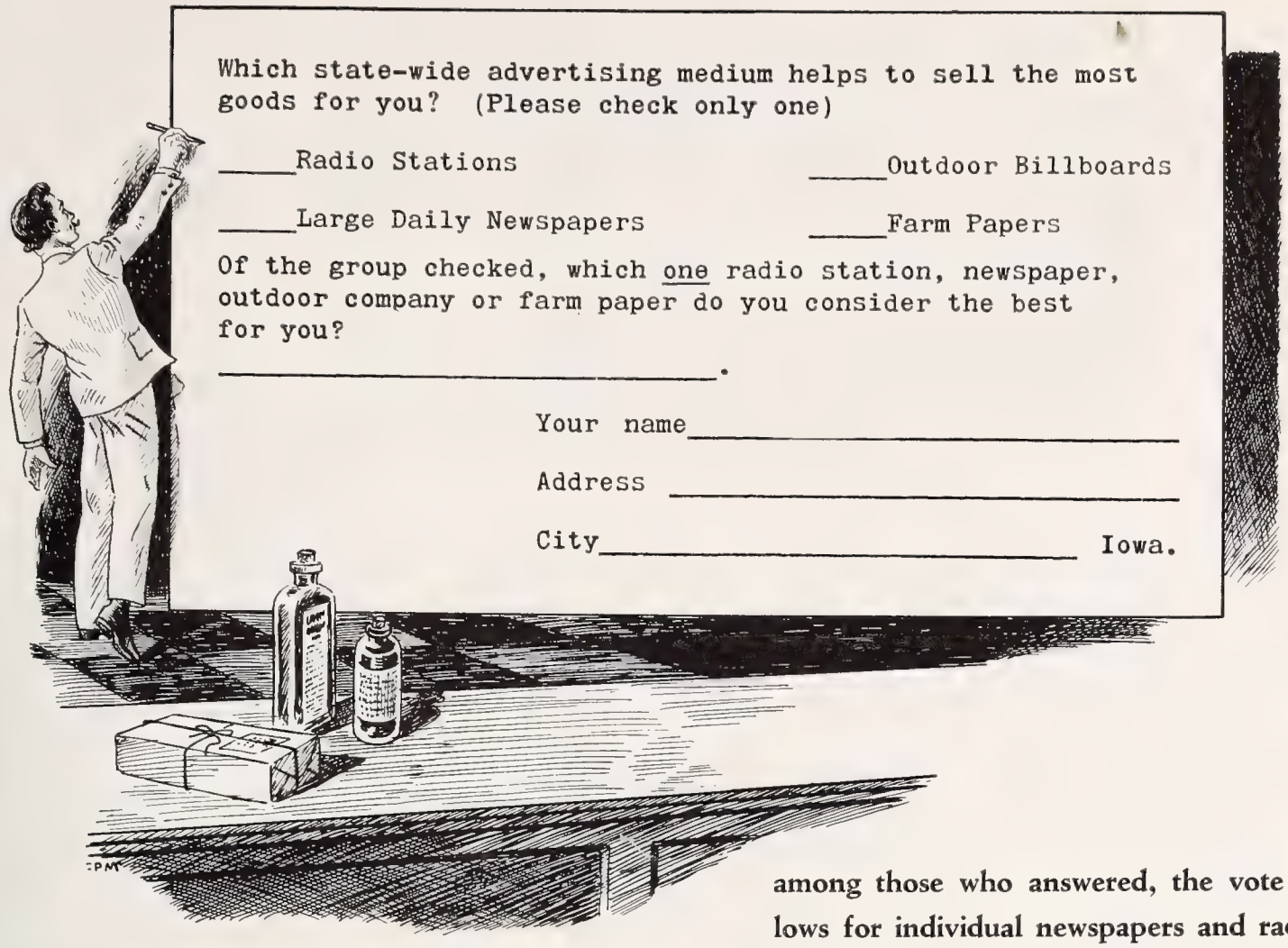
FOUR EACH of the 22 additional shortwave transmitters contemplated by OWI to round out Uncle Sam's heavy artillery in the battle of the international airwaves are slated to go to Crosley Corp. and NBC, J. O. Weldon, acting chief of the Bureau of Communications Facilities of the OWI Overseas Branch, said Friday.

Mr. Weldon, in charge during the absence of Murry Brophy on sick leave, said that allocation of the transmitters among present shortwave operators has not been completed, nor has their location been definitely determined, although present plans call for concentration on the Atlantic seaboard. In addition to four transmitters each for Crosley and NBC, OWI has tentatively assigned three to CBS, two each to General Electric and Westinghouse, and one each to Associated Broadcasters and World Wide Broadcasting. Six unassigned transmitters will be divided among these licensees.

Beamed Abroad

OWI planned last fall to put 22 additional shortwave stations in operation by July, 1944. [BROADCASTING, Oct. 3, 1942]. This will mean a total of 36 shortwave stations beamed abroad to carry OWI and CIAA programs. The OWI plan, as approved by the engineering subcommittee of the Interdepartmental Planning Committee comprised of OWI, FCC and CIAA, provided for operation of the new stations by present shortwave licensees, with a minimum of

(*Continued on page 52*)



IOWA DRUGGISTS SHOW ADVERTISING PREFERENCES!

● A few months ago the Iowa Pharmaceutical Assn. decided to find out *what advertising media its members preferred.*

So a return postcard exactly like the above was sent by the Association to 1,251 Iowa drug stores.

Results:

For Radio Stations	87.4%
For Daily Newspapers	7.8%
For Farm Papers	4.5%
For Billboards	0.3%

But note that the second question enabled each druggist to vote for *one individual medium* as his choice from the entire field of advertising possibilities. Some druggists left this question blank. But among those who answered, the vote was as follows for individual newspapers and radio stations:

For Station WHO	61.9%
For Radio Station "B"	13.1%
For Newspaper "B"	1.5%
For Radio Station "C"	3.5%
For Newspaper "C"	0.9%
For Radio Station "D"	2.8%
For Newspaper "D"	0.6%
For Radio Station "E"	2.2%
For Newspaper "E"	0.6%

—and no other *individual* radio station or newspaper got as much as 1.5%.

In other words, Station WHO got nearly five times as many "first choices" as any other medium in Iowa.

Let us send you a copy of the complete Survey analysis. It gives all figures, but points no "moral"! Write us direct, or ask Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

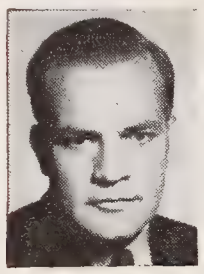
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Lewis Resigns From OWI Post

Former CBS Vice-President In Govt. Since Sept. 1941

RESIGNATION of William B. Lewis, former CBS vice-president, as assistant director of the Domestic Branch, was announced by OWI Director Elmer Davis last week. Mr. Lewis had been active in Government war radio work since the formation of the Office of Facts and Figures in September, 1941.



Mr. Lewis

Starting with OFF, Mr. Lewis later became chief of the OWI Radio Bureau, and in January, 1943, was made assistant director of the Domestic Branch with authority over several bureaus. In the course of these duties he became involved in a widely publicized disagreement over policy with several prominent OWI writers, resulting in the resignation of the writers.

Mr. Lewis originally went to OFF at the suggestion of Mayor LaGuardia of New York, who was active in its formation. Shortly after Archibald MacLeish, poet-Librarian of Congress took charge, Mr. Lewis was designated by President Roosevelt to set up the OFF radio division as a clearing house for the confusion of war programs that flooded stations shortly after Pearl Harbor.

When OFF was absorbed by OWI, Mr. Lewis and his organization went over intact. Mr. Lewis continued to devote himself exclusively to radio until his January promotion, when he was specifically assigned to reorganize several OWI bureaus.

In announcing the resignation, Mr. Davis said "we very much regret to have Mr. Lewis leave, but he feels he has essentially completed his most recent assignment. He has been in Washington since the early fall of 1941 and has earned a respite." Mr. Lewis said he expects to take a rest for at least 60 days.

After nine years in the advertising business, Mr. Lewis joined CBS in 1935 as commercial program director. Two years later, he was CBS vice-president in charge of all broadcasts. His successor at OWI has not been named.

Pond's Spots

LAMONT, CORLISS & Co., New York, which starts a series of quarter-hour *Sunday Evening Beauty* talks by Eleanore King on eight CBS Pacific stations July 4, is also conducting a campaign for Pond's creams consisting of one-minute transcribed announcements on 14 stations throughout the country. The spots started April 19 on most of the stations, and the company plans additional radio this fall after the original 13-week series terminates. Agency is J. Walter Thompson Co., New York.



STARS AND SPONSORS gathered after premier of *Calling America*, new Sunday evening CBS program presented by E. R. Squibb & Sons. (L to r) B. B. Geyer, president Geyer, Cornell & Newell agency; C. M. Van Kirk, Squibb vice-president; Victor Ray, conductor; Eleanor Larsen, agency radio director; Bob Trout, ace war reporter and m.c.; Walter Cassel, singing star, and Carlton H. Palmer, Squibb board chairman.

CBS Outlets Open Drive to Bar Hitch-Hike, Cow-Catcher Spots

A NEW CAMPAIGN to eliminate "cow-catcher" and "hitch-hike" announcements on sponsored programs to protect radio as an advertising medium and preserve "highest possible program standards" has been launched within the industry by network affiliates.

The first new move in this direction came June 8 in Omaha, at a meeting of members of district 7 of the CBS planning and advisory board. Arthur B. Church, president of KMBC, Kansas City, as the CBS advisory representative for the district, was instructed to present the recommendation to officials of CBS, other members of the advisory board, and members of the advisory committees of the other major networks.

This subject previously had been agitated by Independent Radio Network Affiliates, now dormant. With the formation during the last two years of advisory committees and boards by the nationwide networks, IRNA's former activities in this sphere were regarded as unnecessary.

Following is the full text of the resolution adopted at the Omaha meeting:

The members of District 7 of the CBS Planning and Advisory Board meeting at the Fontenelle Hotel in Omaha, June 8, 1943, realizing that the future of the American system of radio in a large measure depends on proper self-regulation from within the industry itself; and that certain advertising practices have long been recognized by serious-minded broadcasters as being detrimental to good radio programming; therefore, be it resolved that Arthur Church, as the CBS advisory representative of District 7, is hereby instructed to present the following recommendation to the officials of the CBS; other members of the Advisory Board, and the members of the Advisory Committee of the other major networks. Be it resolved that the CBS affiliates of the 7th District urge all necessary measures be taken as soon as possible for the elimination of so called "cow-catcher" and "hitch-hike" announcements on sponsored programs—and specifically that CBS officials explain to agencies and advertisers the necessity in this respect of protecting radio as an advertising medium and preserving the highest possible program standards in the public interest.

Pacific War Conference Discussing Net Rules

WITH approximately 300 agency, network and station executives from all parts of the West Coast in attendance, the three-day Wartime Emergency Conference of Pacific Advertising Assn. opens in the Fairmont Hotel, San Francisco, today (June 21). R. G. (Bud) Landis, president of San Francisco Adv. Club and advertising director of Shell Oil Co., is to welcome delegates.

Radio departmental, scheduled for June 23 under chairmanship of Ralph Brunton, president of KQW-KJBS, San Francisco, will be in the form of a breakfast roundtable on the new FCC rulings. Participants are to include Miller McClintock, president of Mutual; Donald W. Thornburgh, CBS West Coast vice president; Sidney N. Strotz, NBC western division vice-president; Don E. Gilman, BLUE West Coast vice-president. Mr. McClintock is also to be principal speaker at the luncheon meeting on that day. His topic of discussion will be "What Can Advertising Do To Insure a Sound Post-War Economy?"

Canada Outlet Delayed

EQUIPMENT priorities are delaying opening of the Canadian Broadcasting Corp. shortwave station now being built at Sackville, N. B., for another 14 months. Rene Morin, chairman of the board of governors of the Canadian Broadcasting Corp., told the Parliamentary Radio Committee at its first sittings for 1943 at Ottawa last week. Equipment is coming from the United States. The station will operate in consultation with the Department of External Affairs.

BLUE SALE RUMORS ARE UNCONFIRMED

RUMORS flew thick and fast last week about sale of the BLUE Network to one of a number of current negotiators and bidders. No confirmation, however, was forthcoming from BLUE headquarters.

A number of active bidders for the network have conferred with Mark Woods, BLUE president, in recent weeks, it was reported. These, however, were characterized as continuing negotiations in progress for many months. Ultimately, the BLUE will be sold by RCA, by virtue of the FCC regulation banning dual network operation, which has been postponed indefinitely to eliminate "forced sale".

It is expected that under any sales arrangement made, affiliated stations will participate in some measure in the network ownership and operation. The affiliates will be consulted on any such transaction. Moreover, FCC approval will be entailed, not in the sale of the network itself, but by virtue of the license of the three BLUE owned stations—WJZ, WENR and KGO—which will require approval.

WLW Session on Sales Is Staged in New York

SEMI-ANNUAL sales meeting usually staged by WLW, Cincinnati, at its home offices was held last Friday and Saturday in New York at the Hotel Ambassador, with those present including executives of the station and representatives from the Chicago and New York branch offices, as follows: James D. Shouse, vice-president in charge of broadcasting; R. E. Dunville, vice-president and assistant general manager; Harry M. Smith, sales manager, and his assistant, Harry Flaig; William Robinson, sales representative; Miss B. Strawway, director of the merchandising department; M. F. Allison, director of promotion, and Arthur Griffis, head of marketing analysis. From Chicago, representatives included Dewey Long, George Clark and Charlie Kennedy, and from New York, Warren Jennings, Eldon Park, George Comtois and Bernie Musnik.

Judy Canova Replacing Al Jolson for Summer

COLGATE-PALMOLIVE-PEET Co., Jersey City, on July 6 replaces for 13 weeks the *Al Jolson Show* with a new variety type program titled *Judy Canova Show* on 76 CBS stations, Tuesday, 8:30-8:55 p.m. (EWT), with West Coast repeat, 9-9:25 p.m. (PWT). List of stations will be increased to 116 with broadcast of July 20. Talent is now being lined up, with Miss Canova, comedienne, and Mel Blanc, comedy character actor, signed.

It is anticipated that Gordon Jenkins will be musical director and Ken Niles, announcer. Jack Douglas and Don Prindle have been signed as writers, with Bill Lawrence producing for Sherman & Marquette, Chicago. Stuart Sherman, agency radio director, was in Hollywood to outline program format and sign talent. Sponsor has taken a three-year option on the show, and will probably continue it as a supplementary to the Al Jolson program when the latter resumes in fall.

CROP MONEY COMING IN!



NASHVILLE is the buying center of Tennessee's richest farming area, now beginning to cash in on the biggest money crops in its history.

Nashville's war industries and manufacturing of all sorts continue at top speed. Business here is on a general boom.

You can cover this market now with one tested medium—Radio Station WSIX.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Member station The BLUE Network and Mutual Broadcasting System

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Brown Denies Grading Injures Brands

Competitive Protection In Peace Reversed During War

FEAR that value of brand names will be lessened by use of standards or labeling requirements is pure surmise, Price Administrator Prentiss M. Brown told Rep. Boran's (D-Okla.) subcommittee of the House Interstate & Foreign Commerce Committee, investigating OPA standardization activities. The subcommittee heard OPA officials last week and will resume June 23.

Mr. Brown denied "individual officials in OPA are out to use price control to change the American system of free enterprise." "In peacetime," he said, "the same play of competitive forces which keeps prices down and makes Government price control unnecessary, keeps quality standards high." Under wartime conditions of scarcity, he continued, the process operates in reverse.

"The consumer often has to accept anything that he can get at the store. That means that whenever some manufacturers begin to reduce quality, others are seriously handicapped unless they do likewise. Too often general quality deterioration results. That is why wartime price control must set standards in the interest of business itself."

"The question of labeling," Mr. Brown continued, "does not arise until it is practicable to tie in prices in some way to quality standards." When uniform dollars and cents prices are fixed in terms of standards, he said, some method must be found to tell the consumer what is the correct price for the quality for which the price is fixed.

He said that of 290 existing standards in price regulations only 41 were developed by OPA.

To date, the Price Administrator said, there are 29 OPA regulations that call for grade marking. He denied that this in any way impairs the value of brands or trade names, and said that physical difficulties in fixing grades place a limit on what it is possible for government agencies to accomplish in this field. He added, however, that "a clear case for dollars and cents pricing on the basis of prescribed quality standards exists whenever WPB or some other government agency issues a simplification or standardization order."

Coal Disc Series Still on the Air

Answer to Petrillo Objection Now in Mill at Interior

TRANSCRIPTIONS made available by the Interior Dept. to coal dealers for sponsorship on local stations, in connection with the "Buy Coal Now" campaign, are being broadcast in 300 areas despite James C. Petrillo's request last week that the discs be pulled off the air [BROADCASTING, May 22, June 14]. Meanwhile Shannon Allen, director of Interior's radio studios, was understood to be preparing a written reply to the union leader.

According to a department spokesman, the nation's bituminous coal needs for the year have been placed at 600 million tons, which means that coal must be kept moving out of the mines during the summer months when production normally is down. The transcribed messages urging home owners to order coal during the summer will continue on the air and are still available for sponsorship by coal dealers and dealer associations.

Slump Avoided

Promotion for summer coal buying, which includes spot announcements on time donated by stations in connection with OWI allocation plans, as well as the sponsored discs, has prevented a seasonal coal production slump. Despite the still smoldering strike situation, 6-day weekly output at the mines has kept sufficient coal on hand to meet current orders stimulated by the campaign.

Present plans call for a continuous consumer education program, using radio and other media, throughout the summer. Coal dealer contracts on many stations still have a number of weeks to run. The OWI series of announcements ended last week. Two weeks of OWI spots are scheduled for midsummer, and two or three weeks for early fall.

FM Broadcasters Inc. Asks FCC for Alphabetical Calls

Post-War Problems Are Discussed in Detail at New York Meeting Held by Association

FM BROADCASTERS Inc. has sent a formal petition to the FCC asking that alphabetical call letters be assigned to FM stations instead of the present calls, made up of a combination of figures and letters indicating the frequency and location of the station. Petition cites the failure of the present calls to win public acceptance and further points out that an FM broadcaster might spend years building up his call only to have it changed if his station is assigned to a new frequency.

Petition was drafted by the board of directors of FMBI at a meeting in the Ambassador Hotel, New York, last Wednesday, presided over by Walter J. Damm, W55M (WMTJ), Milwaukee, FMBI president. In addition to the organization's directors, the meeting was also attended by some 30 members of the association. This plan of opening up the board meetings to any FMBI members within reach and who may want to attend was considered so successful that it was made a continuing policy of FMBI to apply to all future board meetings. Next meeting will be held Aug. 3 in Milwaukee.

Post-War Issues

Meeting was devoted largely to a discussion of post-war planning, arising from an invitation from the Institute of Radio Engineers to FMBI to participate in a radio post-war planning board. FMBI resolved that when a single industry post-war planning agency is established it will join this group and give it full support, but that meanwhile FMBI will not become affiliated with an agency sponsored by the IRE or the RMA or any other individual organization.

E. K. Jett, chief engineer of the FCC, attended the meeting and most of the afternoon was given to discussing the questions about post-war allocations and standards which he presented in an article in BROADCASTING, April 26. Group took no formal action on any of these technical questions, but the general opinion was that the present FM allocation band, from 45 m.c. to 50 m.c., is all right, but that it should be expanded. No protests to this view were made by representatives of any of the companies who are also active in television broadcasting, it was reported, although expansion of the present FM band would mean the assignment to FM of at least part of the lower television band.

Increase in Limit

The group was in general agreement that the present 50 microvolt ratio limit ought to be increased to 100 microvolts or more. The present system of FM allocation on the basis of trade areas was also discussed, as were other technical points.

John Shepard 3d, W39B, W43B (Yankee Network), former president of FMBI, was elected to the board of directors, replacing Jack DeWitt, W47NV (WSM) Nashville, who is now in the Signal Corps. All directors of the association, except Walter Evans, Westinghouse radio stations, attended the meeting.

FORD MOTOR PLANS NEW MUSIC SERIES

FORD MOTOR Co., Detroit, which a year ago decided that a seven-weekly network news program was the best method of conveying its institutional message to the American people, is changing its policy July 11, switching from the *Watch the World Go By* series with Earl Godwin on the BLUE to a musical series on the same network.

Godwin, who has been heard Sunday through Saturday on the full BLUE network, 8-8:15 p.m., will be discontinued July 10, while for the new musical program, the daily time schedule will be altered. Ford is expected to spend the same amount for the new program as it has in the past year. Effective July 11, the Ford schedule will be Sundays 8-8:30 p.m., and Monday, Wednesday, Friday and Saturday, 8-8:15, thus discontinuing the Tuesday and Thursday broadcasts. Format of the musical program is now being decided. Agency is Maxon Inc., Detroit.

Jamieson Named

DONALD B. JAMIESON, formerly with the law firm of Robertson & Castle, Honolulu, Hawaii, has been named assistant to Robert E. Swezey, legal counsel of the BLUE. Mr. Jamieson is a graduate of Harvard Law.

AFM Names Gamble

THOMAS F. GAMBLE, formerly first assistant to James C. Petrillo, president of the American Federation of Musicians, has been made treasurer of the union, succeeding Harry E. Brenton, who has resigned because of ill health, the AFM announced last week. Harry J. Steeper of the headquarters staff moves into Mr. Gamble's former post and A. Rex Riccardi, secretary of the AFM local in Philadelphia, becomes one of the assistants to the president. Herman D. Kenin of Portland, Ore., has been made a member of the AFM executive board, succeeding Mr. Riccardi who resigned from the board following his acceptance of the post on the president's staff.

REPUBLIC PLACES SPOTS FOR TRYOUT

A LIMITED user of radio for film promotion, Republic Pictures Corp., New York, appears to be falling in with the movie industry's general trend towards broadcast advertising, although the policy is for the moment one of experimentation. The company's spot schedule for Roy Rogers, cowboy singer [BROADCASTING, June 14], had been placed on some 40 stations by last week, with more to be added, the drive to be extended beyond a month's duration if successful.

A second drive is being lined up for "Someone to Remember" which premieres in St. Louis July 8.

ADAM HAT STORES, New York, which has been using the BLUE since 1937 for fight broadcasts, last week signed for a regular quarter-hour series to start Sept. 17 in the Tuesday 8-8:15 p.m. spot on a network of 130 BLUE stations. Format has not been announced. Glicksman Adv., New York, is agency.



at home in home-town America

EVERY EXPEDITION into home-town America—those markets beyond range of regular, 32-city research—winds up right in Mutual's backyard. Here is where three-quarters of all U. S. radio families live, tuning habitually to the home-town station in preference to super-power strangers located miles away. And here Mutual provides far more home-town stations than any other network. Fully 120 markets are served, from within, by Mutual alone, compared with 56, 45, and 37, respectively, for the other networks.

Crossley is now making a continuing study of this advantage, and the score is already tabulated for six programs broadcast in 23 home-town markets. In each one, Mutual has the only network outlet, though each market lies in the designated primary coverage area of one or more competing 50,000-watters. Home-town ratings for these Mutual programs are *37% to 190% higher* than the "national" ratings obtained in four-network cities!

Whether your message is for the entire nation, or for only selected sections, Mutual assures you a warm welcome throughout home-town America.

THE MUTUAL BROADCASTING SYSTEM

Censorship Council Says Code Offers Ample Time for Groups

No Changes in Provisions of NAB Code Proposed At New York Session Held by Freedom Committee

SATISFACTION that the NAB Code "provides ample opportunity for labor and other organized groups to get on the air" was expressed by the Radio Committee of the National Council on Freedom from Censorship last Thursday, at the conclusion of an extended discussion with the Code Compliance Committee of the NAB on the general subject of broadcasts by unions and other labor groups. The NCFC committee made no recommendations for changes in the present NAB Code.

No Formal Action

Although these discussions were the chief business of the two-day meeting of the Code Compliance Committee, held at the Hotel Roosevelt, New York, June 16-17, the group also met with the Inter-Faith Radio Committee of the National Conference of Christians & Jews Inc. to discuss the proposed recommendation for religious broadcasting which the National Conference is planning to submit for the guidance of all religious organizations using or considering using radio. The NAB Committee took no formal action, but gave the Inter-Faith group the benefit of their experience as practical broadcasters in discussing its proposals.

The Code Committee appointed a sub-committee, comprising Lee Wailes, Westinghouse Radio Stations, chairman; William S. Hedges, NBC, and Jan Schimek, CBS, to pass on a petition to be presented to the FCC asking that Regulation 3.422, defining "legally qualified candidates," be restored to its original form. FCC regulations require that if a station permits "any legally qualified candidate for public office" to use its facilities it must afford equal opportunities to all other such candidates.

Candidate Defined

In its present form Regulation 3.422 reads:

A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(a) has qualified for a place on the ballot or

(b) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

Objecting to this definition, the committee proposes that it be amended to that formerly used by the FCC, which read:

A 'legally qualified candidate' means any person who has met all the requirements prescribed by local, state, or federal authority as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws.

The committee expressed the feeling that the defects in the present definition should be remedied as soon as possible, and in any event before the 1944 political campaigns get under way.

Union Air Rights

Conversations with the radio committee of the National Council on Freedom from Censorship, carried on at luncheon sessions on Wednesday and Thursday, were based on a letter written by this group to the NAB, raising questions of the rights of trade unions to buy time on the air for the explanation of their philosophies and purposes and the solicitation of membership; the use of sustaining time by labor groups, and discussing how labor can best use radio to present its claims to the public.

Pointing out that such questions can be answered only for specific cases, with full knowledge of all the circumstances, the Code Committee told the NCFC committee that the final answers are up to the individual station. As William Quarton, WMT, Code Committee chairman, explained, "the NAB Code is advisory, likewise any action of the NAB Code Compliance Committee." At the conclusion of the sessions, Thomas R. Karskadon, chief of the Education Dept., 20th Century Fund, and chairman of the NCFC radio committee, issued the following statement:

"The NAB Code, as now written, provides ample opportunity for labor and other organized groups to get on the air. No changes are recommended. The basic principles of broadcasting are adequate to insure labor's representation. The application of these principles presents the only difficulty, for it involves the definition of controversial subjects and acceptance of program material by local station management.

"Our committee intends to advise labor and other organizations of these opportunities for broadcast privileges and how to take better advantage of them. At the same time we shall continue to work with the NAB, particularly through the Program Managers' Executive Committee, to improve understanding."

In addition to Mr. Karskadon, the NCFC radio committee includes: Morris Novik, manager, WNYC, New York; Roger Baldwin, director, American Civil Liberties Union; Dr. Paul F. Lazarsfeld, director, Office of Radio Research, Columbia U.; Morris L. Ernst, attorney; Norman Thomas; Thomas Stix, talent representative; Harriett Pilpel, attorney.

NAB Code Compliance Committee, in addition to Chairman Quarton, comprises: Neville Miller, NAB, ex-officio member; Grant F. Ashbacker, WKBZ; William S. Hedges, NBC; Felix Hinkle, WHBC; Herbert Kendrick, WJLS; Jan Schimek, CBS; Lee Wailes, KYW, all in attendance, and Eugene O'Fallon, KFEL, and Arden Pangborn, KEX, who did not attend. Willard Egolf, assistant to the president, NAB, acted as secretary of the meeting in place of Russell P. Place, NAB general counsel, who entered the armed services on Wednesday.

Swingshift Series

REVERSED living habits of radio listeners due to work in war industries has brought forth a new program policy by KFR, Seattle, for the midnight to 6 a.m. period. Program Director John Pearson is now using this shift to rebroadcast some of the most popular daytime and evening shows, including public service shows like *The Treasury Star Parade.*

Rep. Rodgers Charges 'Subtle Coercion' In Getting Networks for Elmer Davis

CHARGE that a "subtle bit of coercion" was employed to procure the combined network hookup for Elmer Davis' weekly commentaries as director of OWI was made on the House floor last Thursday by Rep. Rodgers (R-Pa.).

Pointing out that heretofore only the President was accorded the privilege of all networks, Mr. Rodgers said that now every Friday night, from coast to coast, "many of our citizens are being deprived of listening to programs more to their liking" because Mr. Davis "feels it necessary to use all major radio networks to interpret the news." He said it was hard for him to believe that the networks consider Mr. Davis "so far superior to their own commentators" as to afford him the combined networks.

He added the OWI head is an ex-staff CBS commentator and presumably will return to that network at some future date. "Is it conceivable that NBC, BLUE and Mutual would voluntarily lend their facilities to building up his reputation?"

A 'Whipping Boy'

"We do know, however, that the very life of radio depends upon the whims of a bureaucratic FCC. We do know that Chairman Fly, of that Commission, has made a whipping boy of the radio broadcasting industry, and we do know that the United States Supreme Court, in a recent opinion delivered by the arch-New Dealer, Justice Felix Frankfurter, sustained the FCC's effort to control every phase of the industry. With a stroke of a pen, the smart boys down at the FCC can effectively destroy a radio investment of thousands, by revoking a station's license.

"We have already seen that same FCC step in and say to the National Broadcasting Co.: 'You must dispose of one of your networks, either the Red or the Blue,' and NBC got rid of the Blue. At the same time the Commission regulated the business practices of the broadcasters and got by with it, in spite of the clear intention of Congress, in enacting radio legislation, to confine the Commission's authority to little other than frequency allocation.

"And because of this life-or-death hold of the FCC on the industry, it is logical to assume, in the interest of self-preservation that the networks and radio stations will jump through hoops when told to do so by the New Deal bureaucrats. I do not condemn the broadcasters—I realize that they can do little else and live.

"Now that, Mr. Chairman, seems to add up in my school.

"And I very much suspect that when somebody, if not in the OWI at least in the Federal service, coyly suggested, and may I repeat the word 'suggested,' because that is all that would have been necessary, the brow-beaten radio men groaned inwardly, but outwardly probably managed a sickly smile and said 'Yes.'

"That is probably why each Friday evening the voice of the New Deal propaganda ministry comes through your loudspeaker to present what its director calls facts. We often twist our dials to another staion and there he is again. Once more we try with the same results and unless we want to listen to the Davis facts, we must turn off our receiver. Maybe, after all, it is better to turn out the lights and go to sleep."

Rep. Short (R-Mo.), in a statement last Friday also attacked Mr. Davis' combined network broadcasts, asserting that "he has commandeered all four of the national networks once each week so that he can personally overcome the 'inadequacy' of the radio newscasters. And, following the same pattern, he presumably would now like to do the same thing with the press."

Rep. Short said Mr. Davis had become "afflicted with that nationally recognized disease known as New Dealitis." He ascribed to Mr. Davis "left-wing affiliations," declaring he had been an "active leftist politician in New York."

Denver's Retail Trading Area Is

20TH IN THE U.S.

IN SALES IMPORTANCE

● Twentieth among the 187 major retail trading areas of the United States! That's how the Denver area ranked in total retail sales in 1942 (Sales Management estimate).

Its rank of 20th on the list of sales-important markets qualifies the Denver market for a "must" place in any selling plan, whether one hitting merely the high spots, or one of truly national scope.

Denver and the Rocky Mountain region are busy today as never before manufacturing, mining, and farming for victory . . . training fighters for all branches of the armed forces in a host of military establishments . . . earning and spending more money than ever in history. Sales volume for the first four months of 1943 was 23% ahead of the same period last year (U. S. average, 15%).

Denver's 100-county trading area is the largest in square mileage in the U. S., but 86% of its sales are transacted in KLZ's 65-county primary coverage area. KLZ penetrates this market, according to the CBS 1942 Coverage Audit, to a depth of 1,254,937 family-listening-days-per-week . . . a selling force of such mass and weight as to make selling in the nation's 20th market exceptionally economical and profitable.

KLZ

Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

Radio—Help Finder for War Plants

Nut and Bolt Firm Pays Tribute for Fine Program Job

By M. E. JENSEN
Personnel Director
Pheoll Mfg. Co., Chicago

ONE OF RADIO'S little-heralded but important wartime roles centers in its power as an employment agency. Shipyards, foundries, airplane plants and many others—all have turned to radio for help in attracting people to their plants. Pheoll Mfg. Co., Chicago, making screws, bolts and nuts, is typical. Radio is providing the needed workers—and good ones too. More than three out of four applicants are hired. Furthermore, they are making excellent employes according to Mr. Jensen, and he ought to know because he is Pheoll's Personnel Director.

WE WISH to pay our respects to the radio industry for its ingenuity and its ability to know the right answer at the right time. At various times we had read articles regarding the power of radio, but never did we think we would have any occasion to use it.

Then came the war, and the call for more and more material, but with less manpower to produce it. We tried various ideas with some success but were gradually falling behind the demands of the management for more and more help. Women were gradually replacing the boys we had lost, but there were just not enough of them.

About the time things were becoming acute, we were contacted by WHFC, a local radio station in Cicero, Ill. It sounded good, but who ever heard of a personnel director writing script for a radio program? We were hastily assured by Mr. Pearson, who called on us, that they would write all the "copy" as he called it. To say that we were dubious, is to put it mildly; however, the cost was very nominal compared to what we had been spending, so we took the long leap.

The station selected 8:00 a.m., 12:30 noon and 6:30 p.m. as times for the broadcasts. Each program was of 15 minutes duration and we shared the cost with other war plants. Since then the time has been extended to 30 minutes.

Our part in this program seemed very small, as most of the time was devoted to music and to selling men and women on the necessity of entering war work. We kept our fingers crossed and thanked our lucky stars, "48 of them," that we could cancel our contract at any time.

Along about noon of the second day of our venture we started hearing about our broadcast, and the big parade was on its way.

It hasn't been necessary to call out the police to keep people away, but we have been able to keep up with the demands for help and we are certainly satisfied with the results.

One of the most gratifying points of the campaign is the high calibre of people we are securing. Over 75% of the applicants are hired, and are making excellent employees.

The copy is very carefully worded and to date we have had no one employed in another war plant applying for a position.

We have sent copies of the radio script to the National Association of Personnel Directors and sample copies will be sent to any personnel director by addressing Mr. Roy S. Welch, Executive Secretary, 20 West Jackson Boulevard, Chicago, Illinois.

We don't know that broadcasting can cure all ills, but if we had a medal we would surely pin it on the Radio Industry for what it has done for us.

Western Electric Schedules Regular 7-Weekly Help Wanted Series on WOR

FOR THE FIRST TIME in its history, Western Electric Co., New York, is going on the air with a regularly-scheduled *Help Wanted* program, aimed at alleviating the current manpower shortage at the Kearny (N.J.) works. Beginning June 28 on WOR, New York, the "want-ad" series will be heard seven times a week, Mondays through Fridays, 9:45-9:50 a.m., Fridays, 8:55-9 p.m., and Sundays, 5:25-5:30 p.m. Contract was placed direct.

Western Electric, which in peacetime is the source of supply for the Bell System, is operating fulltime on war communications equipment, causing its need for manpower to grow faster than the available supply. For this reason the WOR series has been staggered in time to reach the majority of WOR listeners, as well as an heretofore untapped supply of manpower.

Jobs in the Kearny Works will be offered by Lorraine Sherwood, conductor of the program, who will give the phone number or location where applicants may call or appear. They may get the position if qualified, or take instruction and be paid while learning. Other features of the program will be interviews by Miss Sherwood of employes already working for Western Electric, as well as with heroes back from the war fronts who will point out the need for workers on the home front. All of the morning broadcasts will be transcribed so that the work of employes interviewed will not be interrupted.



ALL-OUT FOR WAR EFFORT, these staff members of WSYR, Syracuse, put in their spare time working at the Lamson Co. Displaying some of their handiwork to a plant inspector are (l to r): Rollie Furman, announcer; Red Thomas, musical director; Al Eicholzer, chief operator; and Murray Bernthal, violinist.

Canada on All Stations

CANADIAN Government, Dept. of National Revenue, Ottawa (Income Tax Division) on June 15 started a series of 10 live spot announcements on all Canadian stations in connection with filing of 1942 income tax forms by June 30. Account was placed by Advertising Agencies of Canada, Toronto.

WPAT TRANSFER UP FOR FCC HEARING

THE NAME of Donald Flamm, former owner of WMCA, New York, who recently acquired a half interest in WPAT, Paterson, New Jersey, was back in radio news last week with the release by the FCC of its notice of hearing on the transfer application.

Mr. Flamm originally purchased 50% of the stock of the daytime station from Frank Falknor, chief engineer of CBS in Chicago, and Rex Schepp, commercial manager of WIRE, Indianapolis, for approximately $50,000. The balance is owned by James V. Cosman, now a lieutenant in the Navy with the Bureau of Ships, and Mrs. Cosman.

The FCC notice stated the hearing issues will cover proposed acquisition of control by Mr. Flamm, including reasons for making of separate contracts as to the purchase of 196 shares and the subsequent acquisition of 4 shares; the contractual and other relations and arrangements of Mr. Flamm with other stockholders and officials of the station; to determine policy, program and personnel aspects under the new ownership structure; to obtain information on any changes in the corporation, its officers, employes and management subsequent to the original negotiations and finally to determine whether control of WPAT has been transferred "without consent of the Commission."

A hearing date has not yet been set. Mr. Flamm, in 1941, sold WMCA to E. J. Noble for approximately $800,000.

WALB Postponement

WALB, Albany, Ga., has been granted an extension to July 17 by the FCC for filing proposed findings growing out of hearings concluded in Atlanta late last April on its application for renewal of license, voluntary assignment of its license from the Albany Herald Publishing Co. to the Albany Broadcasting Co., and for a construction permit to change frequency. Granted at the same time was a motion for extension to July 6 for correction of testimony of C. C. Tounsley, secretary-treasurer of the publishing company, in the Atlanta hearings. FCC action on the proposed findings will terminate an investigation involving purported participation on WALB's behalf by Rep. E. E. Cox (D. Ga.), chairman of the House Select Committee to investigate the FCC.

WCOP Action Postponed

THE FCC has continued to July 14 action on the petition of WCOP, Boston, to take depositions in license renewal proceedings which arose last December from a question as to the manner in which the management conducted its foreign language programs. The hearing, first set for March 17 and later advanced to June 16, covers the station's methods of selecting and investigating personnel, qualifications of personnel, supervision of programs and sales. Harold A. Lafount, executive head of WCOP, pointed out last December that the station had cooperated fully with the FCC and that individuals mentioned in the Commission bill of particulars had been dismissed.

BALTIMORE
AND THE FUTURE

A GREAT PORT WITH A GREAT FUTURE

When you speak of a "port" nowadays, you include a port for ships of the air as well as those of the sea.

Both as an airport and a seaport, Baltimore enjoys outstanding advantages that are destined to become increasingly important.

As a seaport, Baltimore possesses the great, land-locked basin of the Patapsco River and its branches—a deep-water harbor that, through its splendid rail services and terminal facilities can handle many times its normal peace time volume of ships and cargoes.

As a port of the air, Baltimore offers fine facilities and many practical advantages for both land and sea planes.

Baltimore is nearer the chief cargo-producing centers of America—both manufactured goods and raw materials — than any other Eastern port. It enjoys rail freight differentials based on sound economical factors. Its distribution advantages for inbound water traffic have long been recognized by American business.

The Port of Baltimore is a natural port for the development of our great potential trade with Latin-America, certain to grow in volume and diversity after the war.

Baltimore's port has long held a leading position in inter-coastal traffic via the Panama Canal, which should be resumed as America rebuilds its civilian economy.

Great ports mean great markets —markets for YOUR products.

Number Five of a Series

For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

White Stresses Right to 'Edit' In Commenting on Ethics Code

CBS News Chief Tells Kaltenborn Nets and Stations Have Duty to Censor to Insure Fairness

ADOPTION OF a Code of Ethics by the Assn. of Radio News Analysts, and a statement by Paul W. White, CBS director of news broadcasts, last week served to outline the attitude and policy of the analysts and network on censorship of news commentaries.

The code, adopted unanimously by the ARNA, endorsed the NAB standards regarding allotted commercial announcements in news programs and opposition to censorship of broadcast material except for reasons of national security in an emergency. Members of the code committee include H. V. Kaltenborn, NBC, chairman; John W. Vandercook, BLUE; and Waverly Root, WINS, New York. Text of the code follows:

ARNA Code

The association expects and requires of the radio news analyst painstaking accuracy in his public statements, recognizing the difficulties attendant upon the dissemination of news during war time.

The association expects and requires of the radio news analyst the exercise of sound judgment and good taste, and the avoidance of sensationalism in both the substance of his broadcast material and the manner of its presentation.

The association believes that the inclusion in any radio news analysis of commercial, or "institutional" advertising material in the guise of news or personal opinion is undesirable from every point of view.

The association believes the reading of commercial announcements by radio news analysts is against the best interests of broadcasting. It requires its own members to refrain from this practice. The association deplores the interruption of a news analysis by commercial announcements.

The association endorses the standards of the NAB restricting the time allotted to commercial announcements in connection with news broadcasts.

The association opposes all censorship of broadcast material, except insofar as duly required by governmental authorities in the interest of public safety during a national emergency.

White for Editing

In a letter to Mr. Kaltenborn, dated June 15, Mr. White referred especially to the last paragraph of the Code, stating that some had taken it to mean that ARNA members object to editing of their scripts by network news desks. Acknowledging that Mr. Kaltenborn had informed him this was not the case, and that the paragraph was intended to apply only to politically imposed censorship, Mr. White reiterated his view that "editorial supervision of news analysts is inherent in the radio medium."

Pointing to the physical limitations of the radio spectrum, Mr. White expressed the view that there is a "distinct difference between the amount of personal opinion permissible to radio news analysts on the one hand and to newspaper editorial writers and columnists on the other." Except for the profit motive, there is utterly no limit, he said, to the number of newspapers which may be published. On the other hand the number of available frequencies is limited and, "if they are to continue to serve audiences as vast as in the past, the number of nationwide networks is also necessarily circumscribed." For this reason, Mr. White said, the news analyst "should not be engaged, nor should he be so privileged, as to parade his personal opinions in the guise of analysis," since there is no guarantee, or under some circumstances, even the possibility that opposition opinion will get a hearing.

Fair discussion of controversial public issues has been provided by the policy of giving time to the spokesmen of opposing views, but the radio news analyst occupies a quite different position from such protagonists, Mr. White declared.

"Analyst Doe may have had months and years in which to build an audience in an established period. He is an invited guest in thousands and perhaps millions of homes. Senator Roe cannot possibly, in his own defense, reach the same audience that has heard Analyst Doe's charges, and if the case were carried to an absurdity, and Doe were permitted to condemn not only Senator Roe, but Senators Black, White, Green, Smith and Brown—and they were all given an opportunity to reply—then there would be no time left for any other kind of program."

Threat to Freedom

While admitting that there is no such thing as complete objectivity, Mr. White said that the "very existence of a free radio is undermined if news analysts who have regular and frequent broadcast schedules are permitted to use their chair before the microphone as a pulpit or a soap box. The medium of radio itself is too powerful for that." he added.

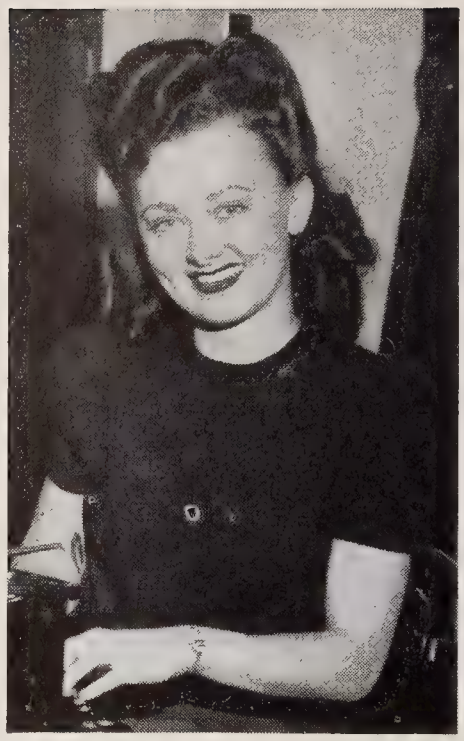
CBS policy on news analyses was revealed by Mr. White in a memorandum which he said had been given to commentators for their guidance. The memo reads as follows:

What news analysts are entitled to do and should do is to elucidate and illuminate the news out of common knowledge or special knowledge possessed by them or made available to them by this organization through its news sources. They should point out the facts of both sides, show contradictions with the known record and so on. They should bear in mind that in a democracy it is important that people should not only know but should understand, and the analyst's function is to help the listener to understand, to weigh and to judge but not do the judging for him.

Writing Mr. Kaltenborn that "it is arguable we may both have said the same thing," Mr. White continued that "Where we may both be apart, however, is over the question whether the network has the right and indeed the duty to censor or edit material prepared by the analyst."

"Just as I believe that no news reporter should go on the air until his script has gone over the copy desk to be checked for errors of fact, grammar and news judgment, so do I feel that no news analyst should broadcast without editorial supervision of his script.

"Our policies of fairness of the air go a long way to insure, in its broadest meaning, freedom of the air. . . . And since the responsibility for fairness of the air does rest upon radio station and network management, I feel it is incumbent upon that management to install and operate the machinery which will make such fairness a reality."



HEAD-TURNING Elaine Riley, secretary to Cecil H. Hackett, managing director of WINS, New York, has been signed by RKO-Radio Pictures; leaves for Hollywood to make movie debut in producer Tim Whelan's "Higher and Higher," starring Frank Sinatra and Michele Morgan. A former Miss Ohio, Elaine has been successively: night club singer, Powers model, private secretary. Graduate of Traphagen School of Fashion, she designs her own clothes.

Council Gets Aid

FINANCIAL support for the Rocky Mountain Radio Council will be provided by Denver's five commercial stations — KFEL KVOD KLZ KOA KMYR — under an arrangement based on the national card rates of the stations. The Council receives other support from member educational institutions and agencies and the Rockefeller and other foundations. After four years of operation, according to the Council, it has shown that the "program producing" type cooperative radio council "may well become an integral part of the American system of radio just as truly as has the advertising agency. What advertising agencies do via radio for the commercial community, radio councils can do for the educational and civic community."

P & G Renews 10; Starts a New One

52-Week Contracts on NBC for 2 Night Programs, 8 Serials

PROCTER & GAMBLE Co., Cincinnati, effective July 1 has renewed on NBC for 52 weeks its two nighttime programs and eight daytime serials, and on June 28 starts a new Monday-through-Friday dramatic show from Hollywood. The new program, which may be called *Hollywood Playhouse*, will replace *Lone Journey*, 10:45-11 a.m., on 51 NBC stations for Dreft and will present Hollywood stars in serialized adaptations of new films which have not been released.

The eight P&G serials renewed are as follows: *Woman of America* (Ivory Snow), 10:45-11 on 16 Eastern network stations; *Road of Life* (Duz), 11-11:15; *Vic & Sade* (Crisco), 11:15-11:30; *Snow Village* (White Laundry Soap), 11:30-11:45; *Mary Marlin* (Ivory Snow), 3-3:15; *Ma Perkins* (Oxydol), 3:15-3:30; *Pepper Young's Family* (Camay), 3:30-3:45; *Right to Happiness* (Ivory Bar), 3:45-4.

The two nighttime shows renewed are *Truth or Consequences* (Duz), broadcast on the full network Saturdays 8:30-9, and *Abie's Irish Rose* (Drene Shampoo), heard the preceding half-hour, 8-8:30. The latter program will be off the air for eight weeks after the broadcast of June 26, and will return on August 28. On that date the station lineup will be expanded from 50 to the full NBC network.

Dreft and Oxydol are handled by Blackett - Sample - Hummert, Chicago; Duz, Crisco, White Laundry Soap and Ivory Bar by Compton Adv., New York; Drene Shampoo by H. W. Kastor & Sons, Chicago; Ivory Snow by Benton & Bowles, New York; Camay by Pedlar & Ryan, New York.

Empire Expands

EMPIRE GOLD BUYING Service, New York, has expanded its spot radio campaign in the New York area to approximately 200 live and transcribed announcements weekly on some 20 programs. Most recent contract is with WEAF, New York, for a series of 312 announcements on a thrice-weekly basis on Ralph Dumke's *Two-Minute Man*, and on three broadcasts of *Rhyme and Rhythm*. WEAF contract started May 26. Other New York stations used are WJZ WEAF WLIB WHN WMCA WEVD. Agency is Carl Calman Inc., New York.

Austin Lining Up

AUSTIN TECHNICAL Publishers, New York, through its newly-appointed agency, Carl Calman Inc., New York, last week started a spot radio campaign which will soon extend to 100 stations throughout the country. Promoting *Guide to Intimate Letter Writing*, the schedule was already in effect on some 42 stations last week, including WOV, WINS, New York, and WBYN, Brooklyn.

There's a wide-awake station in

THE TOWN THAT NEVER SLEEPS



Who said that John Q. Public puts out the cat, turns off the radio and goes to bed at ten o'clock?

Not in Detroit! Here, we have people working, playing, eating during hours they used to sleep. Yes, and a radio station that goes twenty-four hours a day!

To serve the thousands of war workers whose evening begins sometime after midnight, programs of WJR are as complete and entertaining in the wee, small hours as at any other broadcasting period. There's music, variety, news—and already, seventeen sponsors are programming these hours that, once upon a time, were wanted by no one.

War has changed Detroit. There is little difference between day and night. Every minute is a vital minute. Every minute a *radio* minute, too—for there's a wide-awake station in the town that never sleeps.

WJR
THE GOODWILL STATION
Detroit

RADIO IN SERVICE OF HOME AND NATION

BASIC STATION...COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . Leo J. Fitzpatrick, Vice President and Gen. Mgr.

Edward Petry & Company, Inc.,
National Representative

Florida ASCAP Bill Is Vetoed

Was to Legalize Operations Now Forbidden by State Law

THROUGH the efforts of Florida broadcasters, Gov. Holland last Monday for the second time has vetoed a bill designed to legalize ASCAP operations in the State. The measure, sponsored jointly by Senator Beacham, part owner of WJNO, West Palm Beach, and State Attorney General Watson, was opposed by the Florida Assn. of Broadcasters. The first Beacham bill had been vetoed by Gov. Holland early in the legislative session.

The original anti-ASCAP law passed by the Florida legislature was carried to the Supreme Court, which found certain aspects of the measure constitutional and which ultimately resulted in the consent decree applied nationally. Reports from Tallahassee, State capital, stated that veto of the music bill surprised many members of the legislature. Senator Beacham was supported by Gilbert Freeman, former owner of WTAL, Tallahassee, but most of the state's broadcasters were opposed to the measure. ASCAP's representative in Tallahassee has been I. T. Cohen of Atlanta.

The fight against the measure was led by W. Walter Tison, general manager of WFLA, Tampa, and Frank King, WMBR, Jacksonville both former presidents of the Florida association and former NAB district directors. Mr. King is now director-at-large of the NAB.

It was contended that the measure as drafted would have undone everything that broadcasters had gained in Florida and that since no effort was made by the authors of the measure to protect those gains the stations of the State were diligent in their effort to secure the Governor's veto.

Test for Book

BILTMORE PUBLISHING Co., New York, is conducting a test campaign for *I Was Hitler's Doctor* on WHN, New York, with the possibility of expanding to other stations if the test is successful. Firm started sponsorship of *Warm Up Time*, quarter-hour program preceding each baseball game, June 2, and also signed for participations in three programs aired at different times during the day—*Newsreel Theatre of the Air*, Dick Gilbert's record program, and George Hamilton Comb's news program. Agency is Roberts & Reimers, New York.

Church Series Plans

MORE religious services from Army and Navy camps and centers will be broadcast during the coming year on the CBS *Church of the Air* programs, it was decided June 10 at the annual meeting of the program's board of consultants, which also announced that services from women's training centers would be broadcast, and greater emphasis will be placed on the musical portions of the series.

AND ALONG CAME CAJUN

Censors Want to See Foreign Language Scripts—But —KVOL Uses a Tongue That Isn't Written—

MANY fascinating problems encountered in administering voluntary war-time censorship must remain secrets until after the war. But one unusual problem solved by the Office of Censorship, Broadcasting Division, can be revealed.

Down in South Louisiana thousands of Cajuns—descendants of the French Acadians exiled from Nova Scotia and immortalized in Longfellow's "Evangeline"—speak little English. They use a soft and picturesque French patois that, like many American Indian dialects, is never written down. The language is passed on from generation by word of mouth.

So, when Censorship requested stations using foreign language programs to require submission in advance of scripts in the language to be used, KVOL at Lafayette, La., was confronted with an impossible task. The Cajun speech cannot be reduced to writing. So, the patriotic station discontinued the newscasts that it had been broadcasing in patois.

There is no newspaper in this area. Thus thousands were deprived of their only means of keeping informed about a great war that would seem to be so far away but for the constant stream of Cajun sons and daughters into the armed forces.

So, the Broadcasting Division of Censorship took a common sense view of this peculiar problem. It permitted KVOL to resume its newscasts in Cajun after Station Manager Thomas assured the censors that program would be monitored by a Cajun employe to check against any deviations from previously selected news items. The Cajuns are happy again.

Industry Groups Map Out Organization Of Post-War Technical Planning Board

ENCOURAGING progress towards the organization of a post-war radio technical planning board which would include representatives of all branches of the radio industry was reported last week by Haraden Pratt, vice-president and chief engineer of Mackay Radio & Telegraph Co. Mr. Pratt is chairman of a special committee appointed by the Institute of Radio Engineers to draft plans for such a group and to discuss the proposition with other organizations of the industry, such as NAB, FMBI, American Radio Relay League, Radio Manufacturers Assn.

Original suggestion for a radio planning group came from FCC Chairman James Lawrence Fly, who had proposed that the group's governing committee be made up of the heads of the FCC, IRE and RMA. IRE approved the idea of such a group, but suggested that its governing board be broadened to include representatives of the NAB and other organizations whose cooperation is essential if the plans are to be truly representative of all branches of the industry.

During the past few weeks the IRE committee has talked with representatives of these other organizations, Mr. Pratt said, including the RMA, adding that a number of points of difference between the IRE and the RMA, which had espoused the Fly plan of procedure, had been ironed out. Mr. Pratt said that in the near future his committee expects to meet with the special RMA committee appointed after the RMA's recent convention in Chicago [BROADCASTING, June 14], at which time it is hoped that the remaining differences can be eliminated.

The IRE has expressed the opinion that the successful development and operation of a technical planning agency for radio depends on a number of factors, which include "broad and democratic representation in the agency of all organizations having a major interest in the project, democratic procedure particularly including appropriate methods of selecting all officials and members of the active technical panels, and the setting of a stated tenure of office for these workers with suitable substitutions for inactive groups or individuals."

The Institute further stated that budget plans should be made before the agency is formed, providing for "suitable budgetary participation of those concerned as well as an accounting." IRE also urged "democratic voting and reporting methods and fully judicial procedure at all steps, with adequate opportunity for the public expression of all viewpoints on given questions."



TABLE TALK of these eastern network and advertising executives was picked up during a recent broadcast of *Breakfast at Sardi's* by Tom Breneman (right), m.c. of the six-weekly half-hour series cooperatively sponsored on BLUE stations. Visiting breakfasters are (l to r): Mrs. Storrs Haynes; C. P. Jaeger, in charge of commercial division, BLUE program department; Craig Davidson, vice-president of Compton Adv., New York agency servicing William S. Scull Co., eastern distributors for Minute Man Soap; Storrs Haynes, agency radio director, and Mr. Breneman. Soup product is promoted on latter half of the five-weekly broadcasts, Monday through Friday, 11-11:30 a.m. (EWT).

Scharfeld Commissioned As Captain in the Army

ARTHUR W. SCHARFELD, Washington radio attorney, last week was commissioned a captain in the Provost Marshal's branch, Military Government, and was detailed to Camp Custer, Mich., for indoctrination and training. Capt. Scharfeld was to report at the Grand Rapids base June 26.



Mr. Scharfeld

A partner in the firm of Loucks & Scharfeld since its formation in 1936, Capt. Scharfeld is a native of Cleveland. Before forming his own firm with Philip G. Loucks, former NAB managing director, he was with the firm of Kirkland, Fleming, Green & Martin, of which Louis G. Caldwell is resident partner. He was a senior attorney with the former Radio Commission, having resigned in 1930 to enter private practice after two years with the Government. He is a graduate of Harvard University and Harvard Law School. Capt. Scharfeld is married and has one child.

Schonbrunn Adds

S. A. SCHONBRUNN & Co., New York, which resumed promotion for Savarin Coffee in the latter part of May with participations on WOR, New York [BROADCASTING, May 24], is adding six New York stations to the schedule. Contracts, which start at varying dates, entail the use of one-minute transcribed announcements by Irene Beaseley, singer. Schedule on WEAF began June 8 with five-weekly announcements on *Rhyme & Rhythm* and on *Family Time*. Agency is Ruthrauff & Ryan, New York.

MR. SMITH GOES FOR KEX



It is with a deep feeling of pride that Lipman Wolfe & Co. presents tonight and every Sunday night at 9:15, the radio program known as

"FREEDOM SPEAKS"
on Station KEX

"FREEDOM SPEAKS" brings you a thrilling dramatization of the hist... the leaders of the Uni... ...uage ...but unforgettable words ...d at Stalingrad to his men.

WE SHOULD LIKE to acknowledge publicly the amazing skill with which "*Freedom Speaks*" has been produced in the studios of KEX-KGW; we think you will find this program equal to anything that comes over the networks.

SPLENDIDLY ACTED by a cast that includes Mark Daniels, Frank Hemingway, Dick Rand and Hartley Sater; scored and produced by Gordon Bambrick from a script by Evelyn Lampman, "*Freedom Speaks*" deserves a place on your regular list of favorite Sunday radio programs.

IT IS [redacted]...S a public ...announcements other than a single statement devoted to the Red Cross, the War Loan Drive, or whatever war effort needs bringing to your attention at time of broadcast.

Tune in to "FREEDOM SPEAKS" tonight and every Sunday at 9:15, on KEX...1190 kilocycles.

Lipm... Wolfe & Co.

and how!

ROBERT SMITH is the advertising genius of Lipman Wolfe & Co., one of Portland's major department stores. Recently Mr. Smith took a large advertisement for Lipman's in The Oregonian to publicly congratulate the staff of KEX on the job it is doing on Lipman's patriotic program, "Freedom Speaks." Mr. Smith's copy eloquently testifies to the type of service advertisers get on KEX:

"We should like to acknowledge publicly the amazing skill with which 'Freedom Speaks' has been produced in the studios of KEX-KGW; we think you will find this program equal to anything that comes over the networks.

Splendidly acted by a cast that includes Mark Daniels, Frank Hemingway, Dick Rand and Hartley Sater; scored and produced by Gordon Bambrick from a script by Evelyn Lampman, "Freedom Speaks" deserves a place on your regular list of favorite Sunday radio programs."

KEX

..."THE VOICE OF THE OREGON COUNTRY"

★

1190 KILOCYCLES—5,000 WATTS

BLUE NETWORK

REPRESENTED NATIONALLY BY

THE PAUL H. RAYMER CO.

WMT Challenges FCC 'Special Service Authorizations' in Appeal on KSJB

A NEW TEST of the FCC's authority to issue "special service authorizations," in lieu of broadcast station licenses is before the U. S. Court of Appeals for the District of Columbia by virtue of an appeal and petition for a stay order filed last week by WMT, Cedar Rapids, Iowa, against the FCC action authorizing KSJB at Jamestown, N. D. to operate on the WMT frequency of 600 kc.

The appeal, first in several months, came on the heels of the May 17 decision of the United States Supreme Court in the KOA-WHDH case, wherein the highest tribunal held the FCC must accord full hearing to all parties directly in interest. A similar situation obtained in the Jamestown case, since the FCC originally had granted the station the new facilities without according WMT a hearing.

The appeal is regarded as of significance, since it constitutes the first test of the local Court's authority to issue stay orders, since the Supreme Court last year held it had such power in meritorious cases.

Year's Delay

The WMT petition brought out that the FCC on April 14, 1942, without notice or hearing, granted the Jamestown application for assignment on 600 kc. with 250 watts daytime, 100 watts night, in lieu of its former assignment on 1400 kc. and 250 watts unlimited time. On May 4, 1942, WMT sought to have the action set aside and the application designated for hearing. No action was taken by the Commission, however, until June 1, 1943—more than a year later, after the Supreme Court decision in the KOA case.

On June 1, the Commission granted the WMT petition and ordered the grant to KSJB set aside, and designated the application for hearing. Then the Commission, without application from Jamestown, issued a special service authorization to the station to operate on 600 kc. pending determination of the issues following the hearing.

Through George S. Smith and Philip J. Hennessey Jr., partners in the firm of Segal, Smith & Hennessey, WMT contended that the actions of June 1, although purporting to grant appellant's petition for hearing, "in fact reaffirmed its action of April 14, 1942, by authorizing the continued operation of KSJB on the frequency 600 kc."

Injury Claimed

The court was told the assignment of the Jamestown station on 600 kc. will result in loss of service by WMT to an area of 1900 square miles. Moreover, it held that KSJB's coverage at night would be reduced from about 660 square miles to approximately 95 square miles. It was contended the grant of the stay order will not adversely affect KSJB or its listeners, though failure to grant it "will work a serious and irreparable injury upon WMT and its listeners."

After citing a series of purported infractions of the FCC's regulations and of the law, the pleading stated that the action "is flagrantly in violation to the rule of conduct pointed out to the Commission in the decision of this Court and the United States Supreme Court" in the KOA case.

WMT, which operates with 5,000 watts on 600 kc., is licensed to the Iowa Broadcasting Co. of which Gardner Cowles, Jr., recently resigned assistant director of the OWI, is president. KSJB is headed by John W. Boler of Minneapolis, who has consistently favored the policies of the FCC majority in regard to broadcast regulation.

Handicapped

GRADUATION exercises for handicapped children in Washington were held June 16 over WMAL, with 300 youngsters hearing the ceremonies via loudspeaker. Capital education officials took part, along with several outstanding graduates. The children are taught by 15 teachers who go around to homes.

CBS Merges Copyright And Editing Department

IN A REORGANIZATION of the copyright division and the commercial editing department of CBS, announced last week by Paul Kesten, CBS vice-president and general manager, the two units have been combined and renamed the department of editing and copyright, with Jan Schimek, head of both departments, continuing as director.

Reason for the change is to broaden the operations of the commercial editing department to include the application of CBS' basic program policies to sustaining as well as to commercial programs. CBS' increased use of freelance writers who are not familiar with the network's program policies also required more consistent coordination from a central source.

Promotion for AP News

FIRST of a new series of promotional aids which will be sent to stations broadcasting AP news is a group of one-minute transcribed announcements by Paul Girard, former announcer, now station relations manager of the AP subsidiary, Press Assn. Transcribed by WOR studios, the commentaries highlight experiences of AP correspondents on war fronts.

"BILL" KNIGHT

WTOC • SAVANNAH

says . . . "Art Dickson and his MELODY MUSTANGS is unquestionably one of the most outstanding Western acts in Radio Broadcasting. We are presently using the MELODY MUSTANGS Monday through Friday, for the bakers of Holsum Bread. This program has been on the air for the past six months, and from present indications it will continue indefinitely."

Art Dickson and his Melody Mustangs is a 15-minute feature program written by a guy who knows his bronchos. It is an integral part of Lang-Worth Planned Program Service. Seventy-eight units available immediately; 3 weekly thereafter.

LANG-WORTH, Inc.

420 MADISON AVENUE • NEW YORK, N. Y.



PROTEUS RIDES THE AIR-WAVES

. . . for variety is the spice of radio. Changing its form at will, like Proteus, the living-room becomes news room, concert hall, cathedral, classroom, opera house, test kitchen, theater, banquet hall, army camp, vaudeville stage, listening-post between government and governed, grange, night club, police station, town hall, and market place. Any or all, as the listener likes.

Westinghouse Radio Stations Inc exercises constant care to maintain the highest standards of American broadcasting. From dawn to yawn, 19 hours a day, programs are geared to the public good. Brightest stars of the radio world are brought to Westinghouse audiences through programs of the NBC and the Blue Network. Programs produced locally are planned to reflect community interests and preferences.

Full coverage from the world's finest news-gathering agencies insures the latest authentic news, and alert special-events staffs are on the spot where things happen. In short, the listener comes first at Westinghouse, and the sponsor buys a known quantity . . . ears that hear, and purses that discriminate.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

USE your special change and buy a share in the Aircraft Carrier Shangri-la which will return to Tokyo. "As little as one dollar in war stamps will give you a share in this carrier", is the theme of a drive by WHIO, Dayton, cooperating with a committee of the RMA, to promote local commercial programs and spots sponsored by retailers for war stamp sales. One day a week for the month is planned for a concentrated effort through radio and other media, with a special program on WHIO July 1 to start the campaign. Retailers may plug the sales on other days, but the association is centering efforts on one day each week.

Merchandising & Promotion

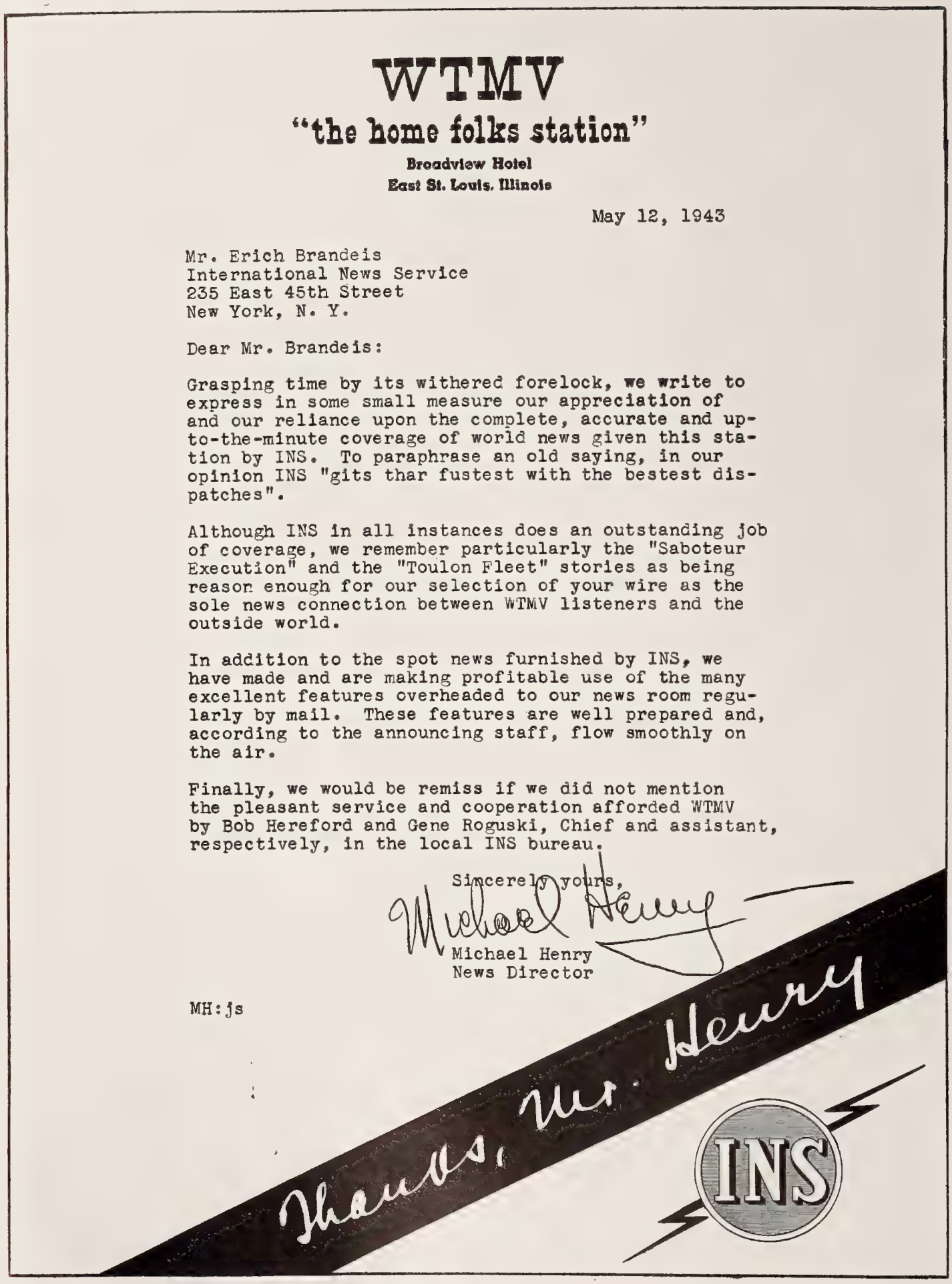
Teasers—Revolving Door—Bell Ringers
Auctions—Employment Plan—Wash

Moseley Teasers

QUOTES from the news commentaries of Sidney Moseley and Dr. Frank Kingdon on WMCA, New York, are aired the day following each broadcast, in the form of a 50-second recorded "teaser," designed to increase listener interest in the programs. An announcer introduces the disc with the words "Last night, Sidney Moseley said . . . " following with quotes.

Revolving Door

REVOLVING DOOR cut-out in folder is being used by KSTP, Minneapolis-St. Paul, to promote reservations for its "Household Forum" program. The in-and-out action of the swinging door is likened to the coming and going of sponsors of a participating program. KSTP points out, however, that its Forum program is filled up at present and urges reservations.



WTMV

"the home folks station"

Broadview Hotel
East St. Louis, Illinois

May 12, 1943

Mr. Erich Brandeis
International News Service
235 East 45th Street
New York, N. Y.

Dear Mr. Brandeis:

Grasping time by its withered forelock, we write to express in some small measure our appreciation of and our reliance upon the complete, accurate and up-to-the-minute coverage of world news given this station by INS. To paraphrase an old saying, in our opinion INS "gits thar fustest with the bestest dispatches".

Although INS in all instances does an outstanding job of coverage, we remember particularly the "Saboteur Execution" and the "Toulon Fleet" stories as being reason enough for our selection of your wire as the sole news connection between WTMV listeners and the outside world.

In addition to the spot news furnished by INS, we have made and are making profitable use of the many excellent features overheaded to our news room regularly by mail. These features are well prepared and, according to the announcing staff, flow smoothly on the air.

Finally, we would be remiss if we did not mention the pleasant service and cooperation afforded WTMV by Bob Hereford and Gene Roguski, Chief and assistant, respectively, in the local INS bureau.

Sincerely yours,
Michael Henry
Michael Henry
News Director

MH:js

Thanks, Mr. Henry

INS

Auction-Dinners

IN A SERIES of auction-dinners which combined the sale of war bonds with the sale of candy to jobbers, Schutter Candy Co., Chicago (Old Nick and Bit-O-Honey candy bars), raised a total of more than $10,000,000 worth of war bonds in the recent national bond drive. Through special announcements on the Schutter radio program, *Col. Stoopnagle's Stooparoos*, heard Sundays, 1:45-2 p.m. on CBS, candy jobbers were advised of forthcoming auctions in scattered localities throughout the country. Highest bidders for war bonds were awarded the orders for candy. Agency is Roche, Williams & Cunnyngham, Chicago.

* * *

Ration Book Holder

WIBW, Topeka, has issued a brown stiff-paper ration book holder the design of which, printed in blue, includes at the bottom "Compliments of WIBW—Topeka, Kansas". Printed on inside pockets are eight points of advice for planning and shopping, space for name and address, and an appropriate quotation from President Roosevelt. The back cover contains a twelve-month calendar to March, 1944, with further space for notations, and the bottom quarter is devoted to a brief plug for the station.

* * *

Employment Plan

UNDER plan formulated by employe management committee of Douglas Aircraft Co., Santa Monica, Cal., studio audience of a broadcast of the weekly NBC *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Corp. (Raleigh cigarettes), consisted of job applicants and employes of Douglas. Each pair of broadcast tickets requires an application blank, and two tickets will be given to each employe inducing a friend to sign up during the recruiting campaign.

* * *

On Wash

WHN, New York, is using the paper bands sealing men's shirts to promote its programs. Dick Gilbert, record m.c., is featured on the first bands which will be used for three weeks, the copy then changing to exploit other programs. The patented orange strip, bearing dial figures, tune-in time and call letters, reaches an estimated 75,000 men. Clients of a number of independent laundries cooperated in the plan.

* * *

Bell Ringers

STREET-LEVEL bulletin board on the front door of WGKV, Charleston, W. Va., pictures local and national radio stars in a novel type of quiz. Passersby are invited to identify the stars. Key to the picture quiz is on the inside of the door so that persons moved by curiosity to open it cause a small bell to tinkle. An audible check is thus kept on the display.

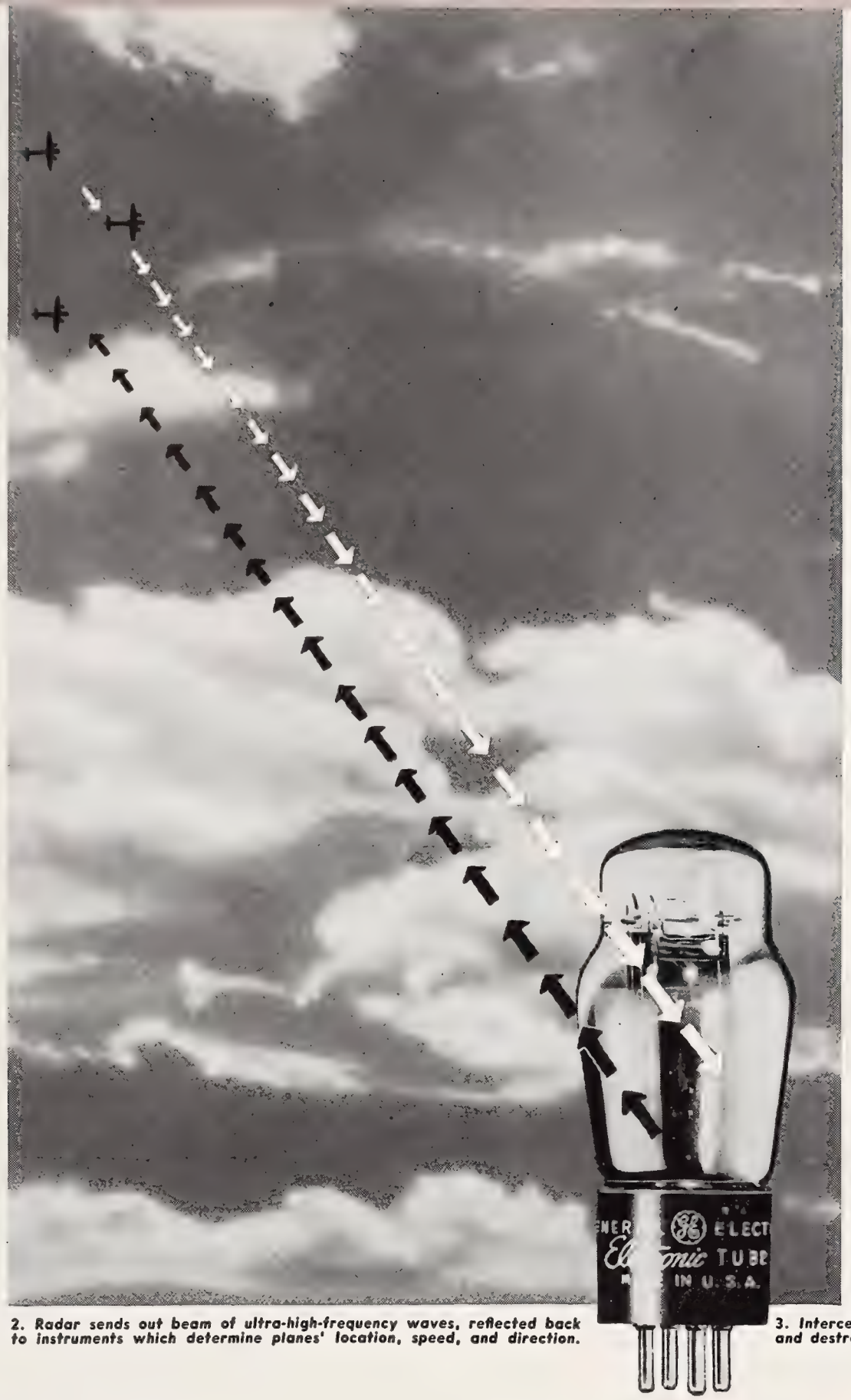
* * *

Potentially Speaking

FOR LOCAL and potential advertisers, in the Asheville area, WWNC, Asheville, N. C., has produced a series of single-fold mailing pieces, three-and-a-half by six inches. On the face of each is a statement emphasizing one phase of radio advertising, programming or listening. Folder opens to a brief expansion of the same idea.



1. *Enemy planes rise from distant airfields.*



2. *Radar sends out beam of ultra-high-frequency waves, reflected back to instruments which determine planes' location, speed, and direction.*



3. *Interceptor planes then surprise and destroy the advancing enemy.*

The facts about RADAR

"The whole history of Radar has been an example of successful collaboration between Allies on an international scale."

THE NEW YORK TIMES, MAY 16

This amazing electronic invention that locates distant planes and ships despite darkness and fog is a great co-operative achievement of Science and Industry.

In this country and in the British Isles, over 2000 scientists and engineers, some working alone, some in the Army and the Navy, many in research laboratories of colleges and industrial firms, joined eagerly in the search for Radar knowledge.

Team-work that succeeded. Once this electronic device had been perfected, industry after industry rallied to the nation's call to manufacture Radar. General Electric is proud to have played a large part, with other manufacturers, in supplying to the Army and Navy this key weapon whose peacetime applications hold so high a promise.

As early as the Twenties, G-E engineers and scientists were developing the kind of high-frequency tubes, circuits and apparatus that make Radar possible. Thus long before Pearl Harbor, G.E. was able to build Radar equipment.

Post-war applications will be many. Radar will guard and guide the flight of great commercial transports. Planes will land blind. Transoceanic liners will slip safely into fog-bound harbors — all with Radar detection equipment.

In addition to Radar, General Electric is supplying to the Army, Navy, and Marines radio transmitters, antennae and receivers, carrier-current equipment, all kinds of electronic measurement equipment, and monitors. *Electronics Department, General Electric, Schenectady, N.Y.*

Tune in General Electric's WORLD TODAY and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over C.B.S. . . . On Sunday evening listen to the G-E Mazda Lamp program over N.B.C. network.

GENERAL ELECTRIC

160-85

G-E employees are now purchasing over $1,000,000 in War Bonds weekly

STATIONS, TOO, MUST BE STARS!

Program stars are not wholly responsible for making America's outstanding radio stations. That survey leaders don't rate the same on all stations proves the point . . . It's the plus force of around-the-clock aggressive and alert service to listeners and advertisers that produces top stations . . . It is this plus factor that stamps the six Fort Industry Company stations stars in their own right. The pooling of 17 years of broadcasting experience gained from serving important and varied markets and an intimate on-the-spot knowledge of what will click guarantee that

IF IT'S A FORT INDUSTRY

5,000
WATTS
WMMN
FAIRMONT,
WEST VA.
C. B. S.

5,000
WATTS
WSPD
TOLEDO, OHIO
N. B. C. Basic

50,000
WATTS
WWVA
WHEELING,
WEST VA.
Basic Blue

5,000
WATTS
WAGA
ATLANTA, GA.
Blue

250
WATTS
WLOK
LIMA, OHIO
N. B. C.

250
WATTS
WHIZ
ZANESVILLE,
OHIO
N. B. C.

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Broadcast Advertising

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The People's Choice?

PONDER a figure like $8,752,130,000. It isn't the war debt or even the increase in taxes coming up.

It represents the public's investment in radio receivers and parts since 1922.

A total of 101,724,380 receivers have been sold since that date, when all but a handful of hardy pioneers saw in "radiotelephony" or "wireless" something more than a passing fad. Of these, 59,000,000 are in use today in a nation of 130,000,000. Last year, despite the freeze in receiver manufacture so that all facilities could be converted to war production, 4,400,000 sets, valued at $460,000,000, were sold.

Those figures tell more eloquently than regulations or laws the public acceptance of broadcasting by the American plan. There has been no clamor for changes in program structure or content. Programs have built that audience, and caused the public voluntarily to spend for receivers and tubes and service.

So the question arises, why has Government stepped in to reform or "improve" a service that is beyond question "in the public interest"? And, more timely perhaps, where will the effort to reform stop? The bounds of the FCC's authority are practically limitless under the Supreme Court split opinion in the network cases.

The network regulations are now beyond argument. They became effective last week. Radio thereby won't go to hell-in-a-hack overnight. Both sides—FCC and the major networks alike—have been too extreme and too emotional in their statements regarding these rules. No one will contend that the networks have been lily-white in their dealings with their affiliates and that no wrongs or inequities have existed in those relationships. Our contention now is, and always has been, that matters of contract and of business belong, not to the FCC, but to the private participants. That is how Congress intended it. It isn't however, how the Supreme Court interpreted the mind of Congress.

And that's where Congress comes in.

The Supreme Court opinion, at long last, is recognized by the press as a threat to that medium as well as to radio. Such journals as the *New York Times*, the *Wall Street Journal*, and our trade journal contemporary, *Editor & Publisher*, have now taken up the cudgels in favor of a new definition from Congress. They point out that freedom of speech and of the press are among the liberties for which we are fighting; that while the battle to preserve them is being won abroad, it may be lost at home.

Senator Wheeler has announced postponement until September of the hearings on legislation to amend the archaic radio laws, should Congress recess next month. He is definitely on record in favor of hearings, dispelling doubt on that score.

New legislation is a *must* this session. The postponement gives all parties time in which to prepare. There shouldn't for a moment be a relaxation of effort toward that goal. Interest should not be allowed to wane.

FCC Chairman Fly has described as a "lot of hooey" the interpretations given the Supreme Court decision as striking at freedom of radio or the press. He points to the "unwisdom" of appraising a judicial decision on "ten words picked out of 20 pages". He characterizes these dire predictions as "stuff fed out to the press from the NAB and the other big network representatives", designed to "mislead and confuse the public".

In view of these disclaimers, there appears to be no earthly reason why the FCC shouldn't welcome clarification of the law in such a way as to define clearly the limits of the FCC's authority. Since it is contended that the Frankfurter opinion doesn't give the FCC these broad authorities, we can't fathom any reason why the law shouldn't speak out clearly against interference with the freedom of expression and of the press, if need be. The FCC majority should be the first to come forward with proposals along that line.

Because we have a suspicion of doubt about such a move by the FCC, we think it's up to the media of expression, radio and newspapers hand-in-hand, to impress upon Congress that it must retrieve its legislative authority in these spheres. If there is no summer recess, then the hearings should be scheduled forthwith, as originally planned. And, as Chairman Wheeler publicly stated, they must be pressed through "uninterruptedly" until fool-proof legislation is written. After all, it's the public's radio and the public's fight. Congress as the representative of the public, must give the answer.

Guestitorial

By LEO FITZPATRICK
Vice-President and General Manager,
WJR, Detroit

IT IS the duty of every radio station to adopt a position of leadership in essential affairs within range of its power.

This is demonstrated as never before during these times.

The necessity for this leadership can be observed in every troop train. Leaders of yesterday have gone to war. Radio's complacency of the past in merely entertaining the American public must be superseded by a recognition of radio's responsibilities.

As a practical example, here is what WJR has done in just one instance:

It really began several years ago when WJR established the *Farm Forum* and installed Duncan Moore, newspaper man, foreign cor-

(*Continued on page 34*)

Railroaded

IN TIME and talent donated, and in cooperation and manpower furnished, radio has been doing a first class war job. Governmental authorities, civilian and military, from the top to the local OCD director, will attest to that. This job is being done without particular regard to expense and, at times, in the face of irritating discriminations.

Take for example the case reported in BROADCASTING last week by W. L. Gleeson, president of KPRO, Riverside, Cal. Mr. Gleeson, finding that railroads were paying newspapers, magazines and billboards to use material radio distributed for OWI, asked why radio time was not purchased. The railroad representative commented, "It isn't necessary for us to advertise on the radio. We get it for nothing."

A developing restlessness within the industry in the face of these inequities was reflected last week when the NAB's Small Station Committee met to give radio's own answer to the question "what can we do to keep going?" Obviously weary of expressions of good intentions from the FCC and OWI, the broadcasters turned for inspiration to—of all people—Honest Harold Ickes, who has supplied the one tangible bit of real Government cooperation with the industry, the "Buy Coal Now" campaign. Beyond this, the Committee has asked OWI to protect it by making sure that private industries involved in future campaigns make reasonable use of paid time before the Government requests free time.

Certainly radio is interested in getting all war messages—including the ones that help the railroads—to the public. But the industry has a right to expect that it will be protected from exploitation of the sort reported by Mr. Gleeson. Moreover it has a right to expect that other free American industries will do their part toward delivery of the war message.

Many of these incidents may be avoided eventually, should the Community War Plan now being considered by the War Advertising Council [BROADCASTING, June 7] be authorized. Radio, which has rung the bell repeatedly in putting over Government war messages, can expect fair and equal treatment in the allocation of these local war chests to buy time and space. At the very least, the industry will no longer be asked to give away services that others sell.

We Pay Our Respects To —



CARLTON HATHAWAY DICKERMAN

LIKE the itinerant reporter of former years, the radio announcer has acquired a reputation for "floating" from one job to another until he hits network big-time. That sort of activity has been accelerated in these days of manpower shortages.

Thus, it's quite refreshing to find an announcer who has stuck to the same station and on virtually the same job for nearly two decades. Such is the case of Carlton Hathaway Dickerman, chief announcer of WEEI, Boston. Since 1925 he has taken his turn at the WEEI microphone without a hitch. And for that reason we salute him in these columns.

When commercial radio was still in diapers in 1925, Carlton Dickerman landed his job as announcer via a telephoned audition. Subject of the conversation was, of all things, vacuum cleaners! Dick was an expert on them and on electrical appliances in general, because he earned his living selling them for the Boston Edison Co., licensee of WEEI.

The change in profession came about when the company's personnel director, in the market for a vacuum cleaner, called Dickerman for advice. It turned out to be a 25-minute radio audition, because the then manager of WEEI was listening in. Dick was offered an announcing job at $14 a week increase. He joined the station Feb. 24, 1925, as its twelfth staff member. He has witnessed the station's development during 18 years. WEEI subsequently was sold to CBS, for which network it had been an outlet since its formation. The station now has 80 employes.

Despite his success story, Dick doesn't recommend audition by telephone. As he puts it, "Over the telephone the voice is modulated to escape the ears of the visible audience. (Not some people we know!) Over the microphone the voice must project a personality to the invisible ear."

Dickerman was born in Taunton, Mass., on Sept. 2, 1900. Jump from salesman to announcer is not too hard to understand in the light of Dick's background. His school years included participation in every dramatic and musical presentation that offered, five years of piano study, two years of voice, and wide reading in English literature. When not at his books, he enjoyed a good workout in the gym and a few rounds of wrestling or a swim. Nearly 6 feet tall. he now weighs in the neighborhood of 250 pounds. This has changed his athletic interests to an occasional game of golf and an acre garden lot.

Married to a former WEEI hostess, pianist and organist, Sybil Jane Morse, Dick's current interests center around his home in Sharon, a residential community about 20 miles out of Boston, a three-year-old son, and a new Great Dane pup who recently joined the family. Though he hasn't found time to attend meetings, Dick is a member of the Masonic Order and has paid dues regularly for fifteen years.

In almost two decades of announcing, he has run the gamut of announcers' bogies. Once in front of a theatre audience, he unwittingly proved the thesis that "mikes do bite." He ran smack into a standing microphone and stepped on the cord, causing the mike to spring at his teeth. Another time as he approached the climax of a long commercial, a passing artist stumbled against the table supporting his mike and spilled a full glass of water into Dick's spacious lap.

But Dick is still even-tempered, has a healthy appreciation of people, and would be content to stay in radio and at WEEI for the rest of his life. Dick is a happy man. His few ambitions include working as a program director or station coordinator—and perhaps another son and daughter.

To the would-be announcer, Dick gives this advice, "If you want to be a good announcer, you must either possess, or acquire, a modest and retiring disposition. If you are able to do that, the way to some very remunerative assignments lies open before you."

Carleton Dickerman's first program director gave him this tenet to work by. Succeeding by it, Dick knows whereof he speaks.

Personal NOTES

MILLER McCLINTOCK, president of MBS, is on a flying trip to the West Coast, speaking before the Pacific Advertising Assn. in San Francisco on June 23 and the Los Angeles Rotary Club before returning east. On his way back to New York he will stop in Chicago to conduct the meeting of stations which are affiliated with both Mutual and another network, scheduled for June 29.

ED DEVNEY, former sales manager of the New York office of Howard H. Wilson Co., was recently graduated with honors as a second lieutenant at the Army Air Forces School at Miami Beach. Lt. Devney has been assigned to the AAF Intelligence School at Harrisburg, Pa.

GENE T. DYER, owner of WAIT-WGES-WSBC, Chicago, has purchased the Kildare Country Club just outside of Chicago. The golf course will be used as grazing land for the duration, but will be resumed as a membership country club after the war.

TOM TOMB, salesman of WCAE, Pittsburgh, has been commissioned a lieutenant (j.g.) in the Naval Air Corps, and reports to Los Angeles.

CLAIR M. WOLFE, former public relations director of Firestone Tire & Rubber Co.'s Mead, Neb., plant, has joined the local sales department of WOW, Omaha.

JOHN C. JESSUP has joined KOMO-KJR, Seattle, as account executive, after being turned down on his physical examination by the Army. He was formerly with WTMJ, Milwaukee.

MANUEL EISNER, former business manager of the Cleveland Rams football team of the National Professional League, has joined WGAR, Cleveland, as publicity director. He succeeds Maurie Condon, now in the Army.

HARRY M. BITNER Jr., general manager of WFBM, Indianapolis, has been commissioned a lieutenant (j.g.) in the United States Naval Reserve and is expected to report for duty shortly. He has managed the station of which he is part owner, since Capt. Lester Lindow reported for active duty in the Army 18 months ago. Capt. Lindow last Monday reported for duty in Washington in the Radio Branch, Bureau of Public Relations, under Col. E. M. Kirby. He was transferred from Camp Wolters, Tex., where he served as public relations officer since his call to active duty.

CARLOS PUYO DELGADO, prominent Colombia journalist, arrived in Washington last week as a guest of the State Dept. While here, he will interview representative personages for the newspaper and radio audience in Colombia. Senor Delgado is director of the daily radio review, *Actualidad Diaria.*

Mrs. Harold A. Lafount

GLADYS MacDONALD LAFOUNT, wife of Harold Lafount, president of the Atlantic Coast Network, passed away June 14, after an illness of some weeks. Mrs. Lafount was born in Newark March 8, 1903, and was married several years ago to Mr. Lafount, who is general manager of the Bulova-Lafount radio interests and who was a member of the original Federal Radio Commission, forerunner of the present FCC. Funeral was held Wednesday, with interment at Fairmount Cemetery, Newark.

JEANNE ANNE GAMMONS, daughter of Earl H. Gammons, Washington director of CBS, and Mrs. Gammons, last Thursday was married to Lt. W. F. Merrill, U. S. Naval Reserve, of Pittsburgh. Lt. Merrill is in charge of the Fire Control School for officers in Washington and has been in the Navy since his graduation from Ohio State several years ago.

ED RASMUSSEN, former account executive of WOKO, Albany, N. Y., has joined KOY, Phoenix.

BOBBY KAUFMAN, account executive of KFWB, Hollywood, and Shirley Pillar of Los Angeles, were married June 11.

JACK ALLEN, new to radio, has joined KOY, Phoenix, as an account executive apprentice.

ROGER W. CLIPP, vice-president and general manager of WFIL, Philadelphia, has been elected to the board of directors of the Atlantic City Beauty Pageant Committee.

BOB HARE, assistant to Hal Coulter, sales promotion manager of KYW, Philadelphia, was inducted into the Army June 21.

TED OBERFELDER, station promotion manager of WCAU, Philadelphia, enters the Red Cross overseas service on July 2. He will be replaced by Emma May Roberts, radio promotion director of the Philadelphia *Record.*

CLAIRE HYLAND, formerly with Stockton, West & Burkhardt, Cincinnati, has joined the network sales promotion department of NBC.

MORTON W. MATTAWAY has joined KLO Ogden, Utah, as sales-manager. Mr. Mattaway was formerly sales manager for International Events at Chicago.

LES HACKER, general manager of KVEC, San Luis Obispo, Cal., is recuperating from an appendix operation.

MELVIN DRAKE, manager of KGGF, Coffeyville, Kan., has been elected president of the chamber of commerce.

ANN LADD is new field representative for WLW in the Cincinnati area, calling on retailers and wholesalers. She was formerly a personnel director for the F. E. Compton Co., Chicago publisher.

BEVO MIDDLETON, sales manager of WABC, New York, is awaiting a commission in the Army, but believes he may be inducted before it comes through.

MICHAEL M. SILLERMAN, president of the Keystone Broadcasting System, and Estelle Levande, in charge of sales for the National Microscope Exchange, New York, were married June 6 in New York.

ROBERT Z. MORRISON Jr., former field director of the American Red Cross at Fort Slocum, N. Y., and new to radio, has joined the sales staff of NBC Radio-Recording, New York. He succeeds John T. Williams, transferred to NBC's television department.



RESULTS
BRING
RENEWALS

Bloemer Food Sales Company started WINNvertising in October 1940. They're still with us!

SPOT SALES, INC.
National Representatives

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

BEHIND the MIKE

MIRIAM McGRATH has joined WTOP, Washington, to take over log operations, coming from the editorial staff of the Government Manual, OWI. Helen Shultz, traffic manager, has resigned, effective July 3d, to join her husband in Florida. Jane Jenkins, formerly of WJEJ, Hagerstown, replaces her. Mrs. Betty Grove has joined the staff as script writer in the program department. She was previously with the McCord Agency as a writer.

ALMA SIOUX SCARBERRY, formerly associated with New York and Chicago newspapers, has joined the publicity staff of CBS Hollywood.

JERRY MORRIS is now program director of KOL, Seattle.

LOUIS P. LOCHNER, NBC Pacific Coast commentator, received an honorary Doctor of Laws degree from Muhlenberg College, Allentown, Pa., following his commencement address to 1943 graduating class.

FRANCIS COREY has resumed her thrice-weekly program, *Women & the War* on WQXR, New York, sponsored by Bloomingdale's Department Store, after a six-week absence for the birth of her child.

CHARLES BAXTER, recently appointed Sohio Reporter by Standard Oil of Ohio, has left WTOL, Toledo, to join the Navy.

RALPH NASH, news editor of WBRW, Welch, W. Va., on May 31 married Leona Mae Guessford at Des Moines, Ia.

REV. BOB GODFREY, engineer and announcer of WBRW, Welch, W. Va., has been called to Florida on account of the death of his father.

VIRGINIA COOKE, Hollywood freelance, has been given the writing assignment on Signal's *Question of the Week*, half-hour news analysis series, sponsored by Signal Oil Co., on CBS Pacific and Arizona stations. She was also named to writing staff of weekly *Hollywood Showcase*, sponsored by Ben Hur Products Inc., on Pacific stations of that network on June 11.

PAULINE HOPKINS, writer of CBS *That Brewster Boy*, was elected president of the Chicago branch of the Radio Writers Guild, Louis Scofield, freelance, was elected vice-president, and Nikki Kaye, and Sidney Gerson, freelances, secretary and treasurer.



"A fine doctor! He's so busy listening to WFDF Flint Michigan, he won't take time to paint my throat!"

LORNE GREENE, chief announcer of the Canadian Broadcasting Corp., Toronto, has joined the Canadian Army. Elwood Glover replaces him. Mavor Moore, Canadian Broadcasting Corp. producer at Toronto, has been commissioned a lieutenant in the Canadian Army. Fred Darling, announcer, and George C. Norris of the press and information section, have joined the RCAF.

DE B. HOLLY, producer of CBL, Toronto, has joined the Canadian Army.

MRS. ELIZABETH MEIGGS, New York freelance and advertising copy writer, has joined the continuity staff of KOMO-KJR, Seattle.

JIM FARLEE and Ted Hatch have left the newsroom of WOW, Omaha, to join the Army. Farlee has reported to the Fort Knox Armored Force OCS and Hatch is to report to the Fort Benning Infantry OCS.

CRAIG STEWART has joined WCAU, Philadelphia, Pa. He was previously chief announcer and producer with WMMN, Fairmont, W. Va.

HARRY McTIGUE, from WLOL, Minneapolis, has been appointed production manager of WINN, Louisville, and Bess Lyman, also from WLOL, has been appointed continuity editor.

BILL STROTHMAN, announcer with KGVO, Missoula, Mont., since 1940, has been assigned special duty by the Army. George Shoemaker, new to radio, has joined the announcing staff, and Sam Smith, former announcer who has been studying at Montana State U, returns to the staff for the summer.

New CBS Scripters

THREE scriptwriters have been added to the CBS department of program writing, according to Robert J. Landry, manager of the department. They are Elwood Hoffman, formerly with the OWI, and WWJ, Detroit, and author of *You Can't Do Business With Hitler* and *This Is Our Enemy*, etc. Virginia Rooks, freelance, and Bruno Zirato Jr., apprentice scriptwriter.

SHERMAN DRYER, producer of the NBC *University of Chicago Round Table*, is the father of a girl born June 8.

JACK SIMPSON, former producer of WWL, New Orleans, has joined the NBC Central Division, Chicago, as musical production director.

MARION McCREEDY, m.c. in Miami of a recorded music program for servicemen, has started a similar early morning program on WMCA, New York.

JOHN VERSTREATE, chief of the news department of KSTP, Minneapolis, was to marry Dorothy Gormican of Fond du Lac June 19.

LESLIE RADDATZ, photo editor of NBC, Hollywood, publicity department, is the father of twin boys born June 11.

SCOTTY MORTLAND, narrator-commentator, has joined KROY, Sacramento, and is featured on *Scotty's Old Fashioned Book Review* and *Walk-About, Talk-About*.

Guestitorial

(*Continued from page 32*)

respondent, race horse breeder and gentleman farmer as the director.

Moore went into the program with a vengeance. He was given a free hand and despite the hour of his program—5:30 to 6:30 a.m.—he built up a tremendous following through the Middlewest.

Moore read all the farm journals. He was put on the Agriculture Department mailing list. With the eyes of a trained observer he scanned their releases for program material and a month ago he noticed that Michigan farmers would plant 150,000 acres fewer beans this year than last year, when there was a bumper crop. The State raises one-third of all the beans grown in America. Last year, more than 450,000 acres were planted to this rich protein crop.

When "Dunc" noticed the shortage, he began to figure. He sought more information from the Army, and discovered that the shortage of beans in Michigan alone amounted to 750 million Army meals. That's a lot of beans.

Moore felt that something should be done about this situation. How could WJR help? How could WJR reach these farmers and convince them that they must raise more beans?

Talk alone wouldn't solve the problem. But "Dunc" is something of a showman in addition to being a farm editor and a newspaper man. Calling Secretary of Agriculture Wickard by telephone, he suggested that the Army sell its own program. The idea filtered down from the Dept. of Agriculture, with a bit of weight tossed here and there by the White House, and the Army finally rigged up a cavalcade of tanks and trucks.

On May 17 this motorcade, directed by Arthur Nower, assistant state director of the Agricultural Adjustment Administration, started touring the Michigan bean country. Farmers in the area saw a tank for the first time. They met and talked with heroes from Guadalcanal. And more important, they promised to grow more beans, and signed AAA pledge cards to do it.

WJR never appeared in any of the publicity. WJR was not looking for publicity. WJR was looking for beans and found them. The first day alone of the nine-day tour added 12,000 acres of beans to the year's crop.

Newspapers followed the lead, and the bean acreage problem has been solved.

There are hundreds of ways in which radio stations can assume leadership, but before any station can take action in such affairs the management must be surrounded with men who have ideas.

We must come to realize that radio is not show business alone. Equally with the press we have a responsibility to guard the public against its own folly, to keep the public constantly informed, not only on the news of the day, but on the foibles of individuals which collectively become a menace.

Information is available to us which is not available to the ordinary individual. If we fail to use it for the general betterment of society, then we have failed to accept our responsibilities.

JIM CRIST, formerly of WBOC, Salisbury, Md., has been appointed program director of WSBA, York, Pa., and Jimmy Riser is now war program director and announcer.

TED MALLEY, former announcer of WLIB, Brooklyn, has joined WPAT, Paterson, N. J.

BARBARA HALL, traffic manager of WAAF, Chicago, is to be married to G. S. Younglove, of the Navy.

BOB BRYAR, former war program director of WAAF, Chicago, has been promoted to program director and production manager.

BETTY BURLINGHAM, of the continuity department of WLS, Chicago, was married June 12 to Richard F. Babcock, former member of the American Field Services.

RICHARD B. BIDDLE, from WIP, Philadelphia, Jane Burkhalter, former ballerina with the Metropolitan Opera, and Wyn Sheldon, from WLBZ, Bangor, Me., have joined the announcing staff of WWVA, Wheeling, W. Va. Ruth Lee Miller of West Liberty State College, where she did publicity, has been appointed promotion director.

MARIE FISHER, new to radio, has joined the program department of WIGB, Philadelphia.

DOROTHY CRANDALL has joined the Agriculture Dept.'s New England Radio News Service as one of the country's few woman agricultural broadcasters, filling a job vacated twice this year by men now in the armed forces.

HILDA FRISK, of the Norwegian Information Bureau, New York, is now heard on WBNX, New York, in a program of Norwegian news.

JERRY JAFFE, formerly of WKNY, Kingston, N. Y., and WHCU, Ithaca, has joined the announcing staff of WNEW, New York. Anne Salerno, formerly on the publicity staff of *Charm* magazine, has replaced Marion Radcliffe as assistant in the publicity department.

STAFF SGT. JOHN ANSPACHER, who is with the Psychological Warfare Branch of the Army in Africa, has been commissioned a lieutenant. Lt. Anspacher, former night press representatve for WOR, New York, was drafted last June, and saw action when the Allies invaded North Africa last November.

ARTHUR AUSTINE, former announcer of W47NY, New York, has replaced William Reddick on NBC's production department.

JOE GREGORI, Episcopal minister of Phoenix, has joined KOY, that city, as an alternate Spanish announcer and interpreter.

WILLSON EDWARDS, one-time announcer of KECA-KFI, Los Angeles, and more recently a civil aeronautics instructor, has joined OWI overseas division and is scheduled for duty in New Zealand. Jim Bannon, one-time announcer of KFI, has returned to that station.

BOB PURCELL, for 10 years special events director of WCFL, Chicago, has joined KECA-KFI, Los Angeles, in a similar capacity. He replaces Bill Davidson, now in the Army. Vernon Crawford, former announcer of KHJ, Hollywood, has joined the announcing staff. Jay Burnette, narrator-commentator, is combining a seven-hour graveyard shift at Douglas Aircraft Co., Santa Monica, with his station work.

CHUK LOGAN, special events director of WBBM, Chicago, in addition to his present duties, has been named director of public service programs for WBBM and CBS in the midwestern area, succeeding Mrs. Lavinia Schwartz who has been appointed assistant deputy chief of the OWI Chicago Radio Bureau. Florence Warner has been transferred to the public service department from publicity, where she has been succeeded by Ed Erenberg, formerly of the Champaign (Ill.) *News-Gazette*.

Hawks Extended

BOB HAWK's contract as m.c. of *Thanks to the Yanks*, heard on CBS Saturdays 7:30 p.m., has been extended by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., sponsor of the series, for a five-year period until June 25, 1949. Wm. Esty & Co., New York, is agency.

WALTER TETLEY (Leroy) of the weekly NBC *Great Gildersleeve*, has been signed for a role in the RKO film featuring Mickey Rooney.

BOB CAFFEY left the announcing staff of WIOD in November, 1942, to enlist in the Navy. An accident injured him so that the Navy gave him a medical discharge, and he is now back at WIOD.

ROBERT A. HINNERS, from WERC, Erie, Pa., has joined WJW, Akron, as announcer. He is the father of a baby girl.

PATRICIA BICKFORD, new to radio, has been appointed continuity director of WFIL, Philadelphia.

RUSS MULHOLLAND, announcer of WCAU, Philadelphia, is entering the Coast Guard.



GUARANTEED not to bark around the KRNT mike unless a pheasant flies into the newsroom, Red Rock, Des Moines' argument for studio dogpower, brings copy from the 12th floor newsroom to News Editor Glen Law on the 13th floor.

GIL BABBITT, promotion and publicity manager of WPEN, Philadelphia, is seriously ill with an ear infection.

BERNIE BARTH, announcer of WFIL, Philadelphia, and Kathleen Doran, of Sturgis, S. D., are to be married June 29.

Fair Warning

WDGY, Minneapolis is urging staff announcer Dick Day to keep his personal opinions to himself, at least while he is on the air. In introducing a program a few days ago, his tongue did him dirt when he told his audience what was scheduled "during the curse of the next 15 minutes".

MORGAN BRASSELL Jr., 17, has joined WHBQ, Memphis, as announcer after one year at WSKB, McComb, Miss.

TOM MAHONEY, former assistant manager of the news bureau of General Electric Co., Schenectady, has resigned to join the overseas branch of the OWI in New York.

LORETTA CORNENSON, copy editor of KFWB, Hollywood, and Dr. Sigmund Kaufman of Los Angeles, were married in the latter city June 5.

GEORGE HAY (Solemn Old Judge), of the weekly NBC *Grand Ol' Opry*, has completed an assignment in the Republic film, "Hoosier Holiday."

HAVE YOU DISCOVERED



This 50,000-watt

STAR STATION!

Thousands (millions might be safer but we're conservative) of new listeners have discovered that WWVA comes under the heading, "Stations, Too, Must Be Stars!" And this because of a Personalized Operation increased to 50,000 Watts October 8, 1942.

Advertisers, too, are feeling the full force of this Fort Industry Company "Star" operation. One especially large investor of radio advertising dollars voluntarily advised sales were 91% higher in the WWVA market than they were the prevous 12 months.

It will pay you well to "discover" America's Fastest Growing 50,000 Watter!

BASIC BLUE : : : : : ASK A JOHN BLAIR MAN

WWVA
50,000 WATTS
WHEELING, W.VA.
IF IT'S A FORT INDUSTRY STATION *YOU CAN BANK ON IT*
A FORT INDUSTRY STATION

FOWLER'S

1900

CONSECUTIVE WEEK DAYS

WE HAVE BROADCAST

WORLD NEWS EVENTS

THIS IS A DAILY NEWS BROADCAST ON STATION

WNOX

LISTEN IN TONIGHT AT

7:00 O'CLOCK

WE KNOW THIS IS A LOCAL RECORD

IT MIGHT WELL BE A SECTIONAL RECORD OR EVEN A

WORLD'S RECORD

for

Consecutive Week Day Newscasts

This newspaper ad - - original size, 3 cols. x 20" - - forcefully shows what a leading Knoxville advertiser thinks of WNOX.

10,000 W. DAY AND NITE

CBS - 990 KC.

SCRIPPS - HOWARD RADIO, Inc.

WE SHALL CONTINUE THIS PROGRAM

FOWLER BROTHERS

DEPENDABLE COMPANY PHONE 2-6162 FURNITURE

416 S. GAY ST.

CHARLES WILEY, former member of the sales staff of WJWC, Chicago, has taken over new duties as night editor of WGN, Chicago.

MILTON H. HEIDRICH, former member of the press department of WGN, Chicago, reported June 16 to the Army at Camp Grant, Ill. His job is being filled by his wife.

TOM MEANS, former traffic manager and director of promotion at WCSC, Charleston, S. C., has joined the promotion department of CBS, New York.

KAY OWSLEY GLASS, director of continuity of WBT, Charlotte, has resigned to join her husband at Camp Davis, N. C. Her assistant, Adele McCarty, takes her place and Audrey Summers, secretary to W. McGregor Parker, sales promotion manager, has been named to assist Miss McCarty. In the program department, Betty Bost has been appointed to replace Frances O'Daniel, resigned.

HARRY BURLER, announcer of WHIO, Dayton, has been commissioned an ensign in the Navy. He is to be in Naval aviation.

MRS. DOROTHEA CULLUN HILBERT, Yonkers, N. Y., has joined the production staff of W85A, GE FM station in Schenectady. Harrington Crissey, Belmont, N. Y., has joined the announcing staff. He attended the BLUE announcing school after his release last fall from the merchant marine because of color blindness.

VINCENT ANDERSON, formerly with KFIZ, Fond du Lac, Wisc., has joined WKBH, La Crosse, Wisc.

KATHERINE STARTS has joined the traffic department of KGGF, Coffeyville, Kan., and Roger Stoner, from Muskogee, Okla., and Jack Anderson have joined the staff as announcers.

RALPH WALDO EMERSON, has joined BLUE Hollywood, as staff organist.

ELIZABETH PATTERSON, actress, has been signed to portray Aunt Sally on the weekly *New Jack Carson Show*, summer replacement program for the *Milton Berle Show*, sponsored by Campbell Soup Co., on CBS stations.

TOM MERRICK, Hollywood musical director, has been given that assignment on *Stop and Go*, weekly half-hour quiz program, sponsored on NBC Pacific stations by Grayson Shops, (women's apparel).

HENRY KINGSTON, Chicago free-lance writer and producer, and radio director of Central YMCA College, has joined the Army and is stationed at Camp Grant, Ill.

JOHN FITZPATRICK of the announcing staffs of Muzak's FM station W47NY, New York, and WTEL, Philadelphia, has joined the Navy.

ALLAN SIMMS and Fred Sayles, have joined WAAT, Newark, as announcers. Sayles replaces Bruce Matthews, who has taken a war-plant job, while Simms, new to radio, is scheduled to go to the Navy later in the summer.

5000 WATTS FULL TIME

630 KC.

BLUE NETWORK

KXOK

ST. LOUIS, MISSOURI

Represented by WEED & CO.

CAMPUS SURVEY
Shows Students Listen Two Hours Daily to Radio

POPULAR music, plays and classical music, in that order, are the top preferences of students at Michigan State College, according to a campus survey conducted by student Barbara Griffith to determine the radio listening habits and tastes of her fellow students. The average student listens to the radio two hours daily or about 12 hours weekly, the survey revealed, concluding that the students listen least of all to WKAR, the college's own station. Students polled complained that WKAR's educational programs are not made interesting enough to attract and hold an audience.

Voted "king of popular orchestra leaders" was Harry James (CBS). Top-ranking dramatic show was *Lux Radio Theater* (CBS), while the favorite classical music feature was the New York Philharmonic symphony orchestra concerts. Lowell Thomas (BLUE) was selected the favorite news commentator, Bob Hope, favorite comedian, and *Information Please* (NBC), best quiz program.

DAVIDSON TAYLOR, CBS assistant director, leaves in a week or ten days for the west coast where he will remain for three weeks for conferences on network programs, including a new series being prepared by norman Corwin.

ALVIN JOSEPHY Jr., chief of special events and time clearance for the OWI Radio Bureau, reported to the Marines June 14 to take up training as a Marine Combat Correspondent. He will be a sergeant. Mr. Josephy, for five years director of news and special events with WOR, New York, has been with OWI since it was founded. Recently he had been working on the new Information Guide for the Domestic Branch. He was also OWI representative at the United Nations information office.

STEPHEN ALLEN, writer-announcer of KOY, Phoenix, has been inducted into the Army.

LAWRENCE EDWARD LESUEUR, CBS foreign correspondent, married Joan Phelps of Harrow, England, in New York last week.

MORTON A. MILMAN, connected with the Washington headquarters of the Treasury War Savings Staff, has been transferred to the New York War Finance Committee to head the Radio Division. Mr. Milman, who replaces Fred Vosberg, resigned, will retain his national connection in the Washington organization.

FRED WIETING, announcer of WIBG, Philadelphia, before joining the Navy, has completed his training at Notre Dame and has been commissioned an ensign.

THOMAS C. ROBERTSON, formerly of CJCB, Sydney, N. S., has joined CJFX, Antigonish, N. S., as chief announcer. He has been in broadcasting for 14 years.

MISS LADDIE DENNIS, Toronto dramatist, has joined CKCL, Toronto, as a fulltime announcer. Jack Stewart, announcer of CKCL, Toronto, has been given leave of absence for six months on account of ill-health and has gone to his home in Calgary, Alta.

TWO NAB OFFICIALS JOIN ARMED FORCES

EVERETT E. REVERCOMB, NAB auditor, and Russell P. Place, counsel, last Wednesday left the trade association to enter the war effort. Mr. Revercomb, auditor since 1935, was commissioned an ensign in the Navy, Communications Division. Mr. Place, counsel since November, 1939, has entered the Office of Strategic Services headed by Col. William J. Donovan, but his assignment has not been disclosed.

Mr. Revercomb was the NAB's senior staff member in point of service, having been retained when James W. Baldwin, now a lieutenant colonel in the Signal Corps, was managing director. He is married and has one child.

Mr. Place, a native of Boston, joined the NAB as legal assistant to President Neville Miller soon after he took office as the trade association's president. Mr. Place is married and has three children.

Miller on Fund

NEVILLE MILLER, President of the NAB, has accepted the chairmanship of the radio committee of the National War Fund, organization representing 19 philanthropic war agencies, while Jesse Butcher will serve as radio director in addition to his duties as radio director of the USO. President of the NWF is Winthrop W. Aldrich, Chairman of the Board of the Chase National Bank, and Prescott S. Bush, a CBS director and member of Brown, Harriman & Co., is national campaign chairman.

MBS Canada Pickup

COL. ROBERT R. McCORMICK, *Chicago Tribune* editor and publisher, Sen. Burton K. Wheeler, D-Mont., William Jeffers, U. S. rubber coordinator and C. D. Howe, Minister of Munitions & Supply for Canada, were heard on a Mutual broadcast originating at a luncheon given by the Ontario Paper Co., in Niagara Falls, Ontario, June 18. Program was picked up from CBC.

ENRIQUE DE MARCHENA, director of HIN, Ciudad Trujillo, Dominican Republic, was guest of honor last week at a luncheon at the Hotel Lexington, New York, tendered him by a group of radio and music representatives. Senor De Marchena is in this country at the invitation of the Government to assist in cementing cultural relations between America and the Dominican Republic.

EIGHT
of the
FIRST TEN NETWORK SHOWS
are heard thru
KTFI
TWIN FALLS, IDAHO
—PULSE OF THE MAGIC VALLEY—

Why Northern California farmers knock off work for ½ hour every weekday morning at 6¹⁵



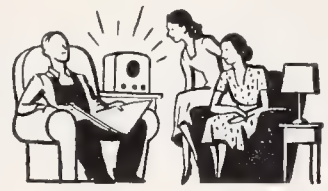
Hard-working farmers pause, each weekday morning, to listen to KPO's fastest growing program—Farmer's Digest.



For five months Farmer's Digest has been building a loyal following in rural California. Tailored to the farmer's needs, Farmer's Digest brings up-to-the-second World News, Farm News, Market News, Interviews, Entertainment.

Edited like a well-run farm paper Farmer's Digest covers all phases of rural living; reaches the whole farm family. Little wonder Farmer's Digest is acclaimed by rural listeners throughout Northern California—this is their program; the only one of its kind in the west.

NOW—after months of testing—Farmer's Digest is available for sponsorship. Plan is to sell daily features on the program. For example, a five-minute farm feature with opening and closing commercial costs only $24! If you want to



reach the farm families—in the wealthiest farm area in the United States—ask any NBC-KPO representative to give you the facts about Farmer's Digest.

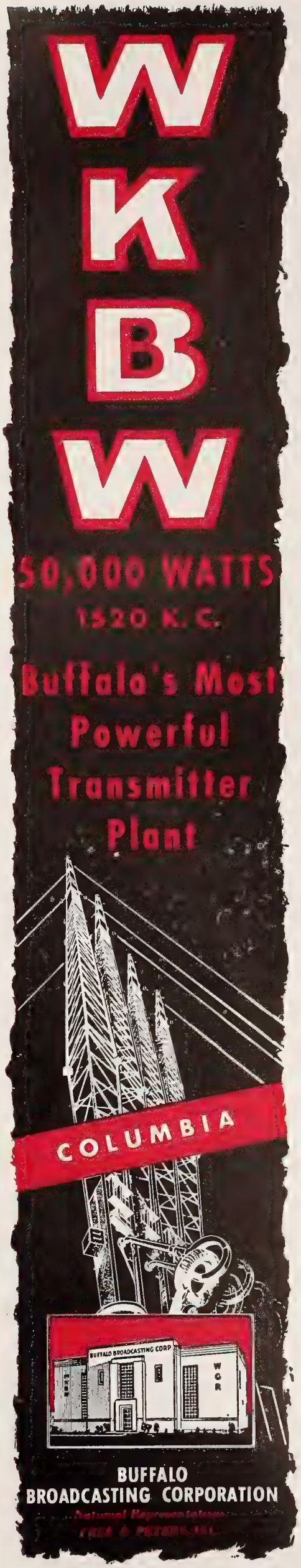
Get the facts...and you'll be on



REPRESENTED BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

KPO
FARMER'S DIGEST

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO



Agencies

TOM McAVITY, executive of James L. Saphier Agency, Hollywood talent service, with broadcast of June 17 takes over production for McKee & Albright, of the NBC *Rudy Vallee Show*. He succeeds Dick Mack, now on leave. Mr. Mack, as producer for Warwick & Legler, New York agency, will devote full time to CBS *Blue Ribbon Town*, sponsored by Pabst Sales Co. (beer). His return to the former program in fall is problematical. Although not confirmed, reports on the West Coast persist that Vallee will be taken off the Sealtest program shortly, either by order of a navy directive or through receipt of a commission.

WILLIAM H. LARKIN, former representative for various magazines and active in the past in all phases of automobile advertising and merchandising, has joined the Detroit office of Ruthrauff & Ryan.

LUCILLE MAFUCCI, assistant to Linnea Nelson, timebuyer of J. Walter Thompson Co., New York, has resigned. She is to be married.

ROY T. LOCHTEN, formerly of N. W. Ayer & Son and Ivey & Ellington, Philadelphia agencies, has joined the media department of Geare-Marston, Philadelphia.

JOHN W. SCHOENINGER, of the advertising department of the John Wanamaker department store in Philadelphia and previously with N. W. Ayer & Son in Philadelphia, will shortly join Fox & McKenzie, Philadelphia agency.

JANE SCOTT, former executive of the William Morris Agency, New York, on July 15 joins the radio department of Foote, Cone & Belding, New York, in an executive capacity.

EDMUND L. CASHMAN, a senior radio executive on the Lucky Strike account at Foote, Cone & Belding, New York, was named a vice-president of the agency last week.

HERB R. BEAVEN, account executive of the Los Angeles office of Brisacher, Davis & Van Norden, recently was named a vice-president.

CLIFFORD S. SUTTER, account executive of Geyer, Cornell & Newell, New York, has resigned to join the OWI in Washington.

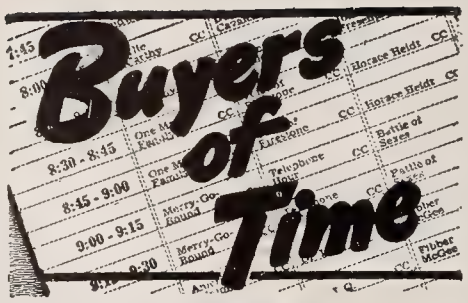
JOHN P. BRODERICK, a previous director of the New York Victory Fund Committee, has been named director of public relations of Doremus & Co., New York.

JOHN C. COHAN, account executive of Smith & Bull Adv., Los Angeles, has resigned because of ill health.

HUGH D. LAVERY, former merchandise manager of the organic chemicals department of E. I. duPont de Neumours & Co., has joined McCann-Erickson, New York, as junior account executive. Mr. Lavery was once associated with J. Walter Thompson Co., and Ruthrauff & Ryan.

MANNING OSTROFF, program director of KFWB, Hollywood, has resigned to join Eddie Cantor as personal producer on the weekly NBC *Time to Smile*, sponsored by Bristol-Myers Co. (Ipana, Sal Hepatica), when the program resumes in fall. This will not affect Dave Elton, producer of Young & Rubicam.

CHARLES HODGES, Mutual commentator and war editor of Transradio Press, has been commissioned by Newsreel Theaters, New York, to do a newsreel series "Big War — Little World."





KATHRYN M. HARDIG

ANY GIRL who can learn something new about radio every minute for 5½ years, and has brains, personality, charm, tact and beauty can probably match the progress of Kathryn M. Hardig, whose promotion to timebuyer at the Ralph H. Jones Co., Cincinnati-New York advertising agency, has just been announced. Nonetheless, hers is no mean accomplishment.

A person of firm decision, Miss Hardig made her first wise choice when she transferred from a teaching to a commercial course at the University of Cincinnati. Her college training was heavy on economics, and she has continued to learn what makes economic wheels go round, later adding the study of history.

Miss Hardig's first business connection after leaving the university was with the Kemper-Thomas Co., advertising specialty manufacturers, where experience in the sales department provided her with a few fundamentals of advertising agency work. In 1938 she joined the Ralph Jones agency and spent most of her time thereafter as secretary to Charles M. Robertson Jr., now newly elected president of the agency. Radio was her special interest and she found agency environment stimulating and instructive in this field. Recently she became assistant time buyer, moving finally to the top time-buying job.

Music is one of Miss Hardig's chief hobbies. She plays the piano and rarely misses a Cincinnati Symphony concert. A bent for the classics is displayed in her equal love for grand opera. Second on the hobby list is a Scottish Terrier. Hers is a blue-blood who is said to have a close affinity for hand-bill distributors, gas meter inspectors and all unwelcome visitors.

YOUNG & RUBICAM, Toronto, has been added to the Advertising Agencies of Canada, War Finance Group, the co-operative agency handling all Government war bond and war financing advertising. There are now 28 Canadian agencies in the group. E. W. Reynolds, president of the Canadian Assoc. of Advertising Agencies and of E. W. Reynolds Co., Toronto, is chairman.

Ray Linton Setting Up Rep Office in Two Cities

RAY LINTON, formerly manager of KFBI, Wichita, has organized a station representative firm bearing his name with offices in New York and Chicago. A veteran in radio, Mr. Linton was at one time with Gregg, Blair & Spight, now John Blair & Co., and in 1934 he founded his own representative firm which he operated until 1939, when he sold out and went to South America.



Mr. Linton

Mr. Linton plans to concentrate sales efforts of the firm on a limited list of stations. The manager of the Chicago office, to be located at 360 N. Michigan Ave., will be announced shortly, while Mr. Linton within the next few weeks will open the company office in New York.

Maxon Names Brown

C. EDGAR BROWN, formerly assistant to Charles Michelson, publicity adviser to the Democratic National Committee and assistant to the late Col. Louis Henry Howe personal friend and confidential advisor to President Roosevelt, has been named public relations director of the New York office of Maxon Inc. Marlin Pew, who previously held this position, has transferred to contact operation work for the agency. Mr. Brown has been active in the magazine and syndicated newspaper field having been associated in the past with John Wheeler Syndicate, now North American Newspaper Alliance, and newspapers.

Market Consultant

TO ADVISE manufacturers interested in purchasing, developing and marketing new products for post war consumption, a consultant service will start operation July 1 as Post-War Planners, Grayba Bldg., New York. Firm was organized by Thurland Hansen, plastic consultant, who will serve as director, and Edward G. Jacobsson, until recently copy and promotion man at Maxon, Inc. Mr. Jacobsson has served in a similar capacity with Kenyon & Eckhardt, and Blackett-Sample-Hummert.





OFF THE AIR during the flood, when its service was most needed, WASK, Lafayette, Ind., suffered severe damage as a flood casualty. As the Wabash swelled to a 30-year high of 28.5 feet, WASK's transmitter house and equipment were under water for over 48 hours. It took two weeks to clean, bake and completely overhaul the transmitter and get the station back on the air.

Role of Advertising in War and After, Theme of AFA Conference June 28-30

SPEAKERS at the Wartime Conference of the Advertising Federation of America, June 28-30 at the Waldorf-Astoria, New York, were announced last week by Elon G. Gorton, chairman of the board of the AFA, who reported that most of the discussions and talks will revolve around the theme of the conference: "Advertising's Place in the War and After."

Keynote address at the opening general session will be delivered by Willard T. Chevalier, publisher of *Business Week* and chairman of the conference program committee, after which Carroll B. Larrabee, president of *Printers' Ink*, will speak on "Is Advertising Doing Its Best Job?"

Talk by Halleck

Charles A. Halleck (R.-Ind.) will give an off-the-record talk on current legislative trends in Washington, and the Monday afternoon session will close with the presentation of awards to Advertising Clubs "for achievement during the past year" by Allan T. Preyer, executive vice-president of Vick Chemical Co., a member of the AFA board of directors, and chairman of its War Advertising committee.

The AFA annual dinner on June 28 will feature a talk on the Navy's interest in and experience with advertising by Capt. Leland P. Lovette, USN, director of public relations. Lt. J. D. Stamm, USN, will describe his recent visit to Russia with former Ambassador Joseph E. Davies, and a third speaker will be announced later.

The feature of the June 29 program will be the conference on Advertising Club activities, with speakers from the War Advertising Council, the OWI, other war agencies and members of Clubs throughout the country. Willard Egolf, AFA vice-president, will serve as chairman of this meeting, at which an exhibit of wartime advertising by 60 leading firms will be on display. Speaker for the luncheon meeting is to be announced and the AFA annual business meeting and election of officers will take place in the afternoon.

Session on radio, under sponsorship of the NAB, takes place Wednesday morning, with panel discussions on "What the New FCC Regulations Mean to Advertisers", and "The Wartime Radio Audience." Lewis H. Avery, head of the NAB's department of Broadcast Advertising, will preside. Another session that morning will be devoted to direct advertising, presided over by Henry Hoke, program director, Graphic Arts Victory Committee.

Speakers at the general session and luncheon June 30 include Paul Hoffman, president of Studebaker Corp., and chairman of the Committee on Economic Development, speaking on "Industry's Job in the Post War Era", and John Wiley, vice-president of Fuller & Smith & Ross, whose subject will be "Advertising's Place in the Post War Era."

MAURICE C. DREICER, radio commentator and expert on speech, who has conducted such programs as *Where Are You From?* on MBS, is the author of an article on "Make Your Voice an Asset" in the July issue of *Your Life* magazine.

Canada Modifies Its Ban On Industry's Manpower

MODIFICATION of the compulsory employment transfer regulations [BROADCASTING, June 7] of the Canadian Department of Labor, under which all jobs in radio stations were also subject to transfer for men in the military call-up groups, has been obtained by the Canadian Broadcasting Corp.

Under a ruling of the Department of Justice, to which the CBC appealed, its services were termed a public service, and all but artists are exempt from the compulsory job transfer regulations. Artists who come under the entertainment classification of the compulsory job transfer order, have to register for more essential jobs if men between 19 and 25 years, or single men up to 41 years of age.

ERPI Radio Film

TO TEACH American as well as foreign students in high schools and colleges the principles of "Sending Radio Messages," ERPI Classroom Films, New York, a subsidiary of Western Electric Co., has prepared an educational motion picture under that title, through cooperation of WOR, New York. Partly animated and partly live, the movie shows technical scenes filmed at WOR's transmitter in New Jersey, as well as live scenes shot in WOR's studio and newsroom in New York.

KSTP, St. Paul, which claims to be the first station in the U. S. to set up its own news bureau, has acquired the special AP radio news wire from Press Assn. Inc., Stanley E. Hubbard, KSTP president, has announced.

5000 WATTS · 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR

WEVD—117 W. 46th Street, New York, N. Y.

The TEXAS RANGERS now

Selling Coffee on WROL

Knoxville

... also selling many other products on many other stations.

George E. Halley

TEXAS RANGERS LIBRARY

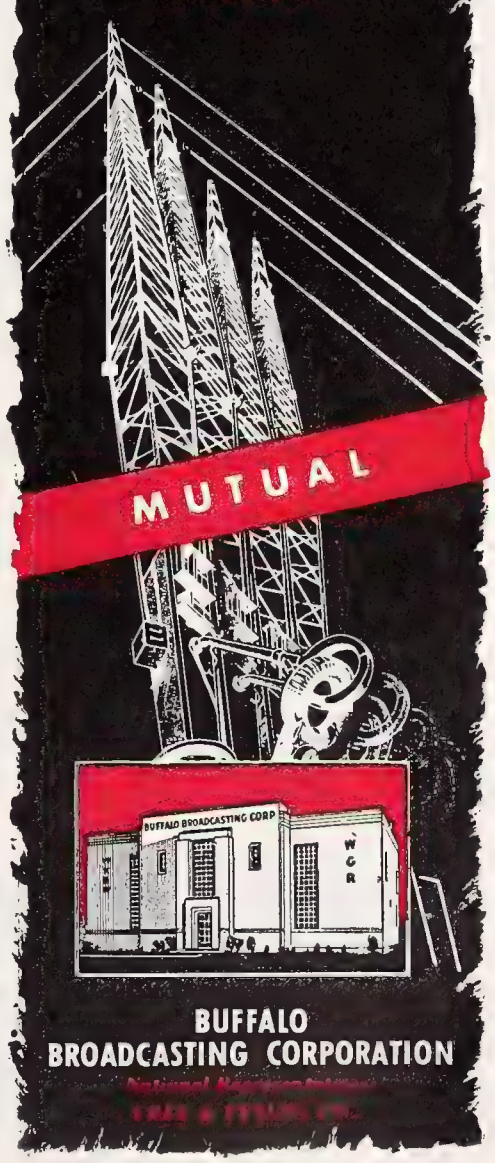
HOTEL PICKWICK • KANSAS CITY, MO.

WGR

5,000 WATTS

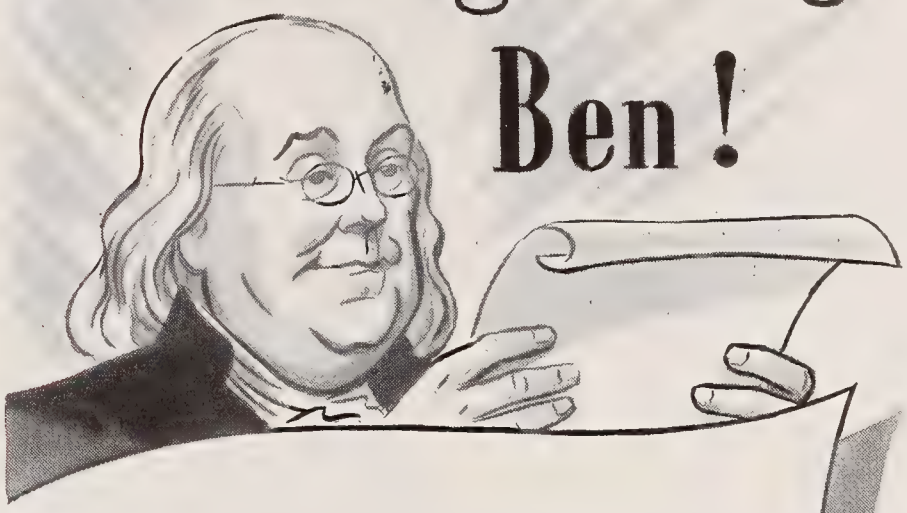
550 K. C.

Buffalo's Most Powerful Transmitter Plant



BUFFALO BROADCASTING CORPORATION

It's still growing, Ben!



YOU played your part in building this city of Washington, Benjamin Franklin. It was nothing but a babe-in-arms in those days. Why now we have 300,000 people employed by the Federal Government alone! Washington makes over a million and a half telephone calls every day! Compared to us, Ben, you guys were slightly on the small time side.

These Washington people act as purchasing agents for the entire nation, Ben! When you think over the fact that 109 BILLION DOLLARS will be spent from Washington by the government alone in 1943, you'll have some idea of what we mean.

But, Washington's like that, Ben, and

WRC *is first in Washington*

REPRESENTED NATIONALLY BY N. B. C. SPOT SALES

Studio Notes

AS A MEASURE to combat juvenile delinquency and encourage a religious spirit among children, WBYN, Brooklyn, presents a weekly half-hour program titled *Child Evangelism Fellowship*. Talent is made up of youngsters who sing, play instruments, dance and tell stories.

NEWS of war jobs for men and women is featured in a five-times weekly program presented on WBYN, Brooklyn in cooperation with the U. S. government employment service.

KFWB, HOLLYWOOD, on June 7 added Reuters London dispatches to its list of news services, which now include AP, UP and INS. Initial broadcast of the nightly series was m.c.'d by Edward G. Robinson.

CJLS, YARMOUTH, N. S., is to issue a new rate card on July 1.

WNAX, YANKTON, celebrates the second birthday on June 26 of its program for shut-ins, *Circle B Dude Ranch*. A feature of the anniversary will be the induction of the first English member writing from Liverpool. Program now has 3,800 members who are pledged to write to shut-ins each month.

12 HOURS of auctioning and entertaining raised $250,000 June 5 when WRVA, Richmond, ran a Bond Rally in roped-off Freemason Street in Norfolk toward that city's $37,000,000 fund for a cruiser. Program included four broadcasts, with 150 entertainers, war heroes, civic leaders and members of various branches of the armed forces taking part.

WDRC, Hartford, has changed the name of its early morning recorded show from *Shopper's Special* to *Strato-Liner*, with train sound effects on opening and close discarded in favor of the sounds of an airplane motor. Announcer Bill Hart is pilot.

KVAK, Atchison, Kan., has acquired the special AP radio news wire from Press Assn.

WSLI, Jackson, Miss., has redecorated its studios and offices in Vogue blue, in honor of its network affiliation, and built new office space.

WBYN, Brooklyn, established May 1, 1941, last week released its second rate card to advertisers and agencies, the rates therein retroactively effective to June 1, 1943.

KFNF, Shenandoah, Ia., has acquired the AP radio news wire.

Singing Breaks

SINGING STATION breaks have been introduced by WFIL, Philadelphia, for the five hours of *News 'N Music* each afternoon. These breaks, written by Edmund Dawes, educational director, are presented by a group of five voices. Many of the breaks have a definite tie-in with the various news periods comprising the *News* portion of *News 'N Music*, while others have a tacit break for time signals by the announcer.

General Cable 'E'

GENERAL CABLE Corp., New York, purchased an hour on WOR, New York, June 16 to broadcast ceremonies accompanying the presentation of the U. S. Maritime Commission's "M" award and Victory Fleet Flag to the company's eight factories. Robert Bellaire, former UP foreign correspondent, served as m.c., interviewing war heroes back from the fighting fronts. General Cable agency is Moser & Cotins, New York.

WJR SCHOLAR PICKED
$5,000 Award To Detroit Boy —To Train For Radio—



Fitzpatrick Greets Winner

THE $5,000 WJR scholarship in radio education was awarded to Richard Mitchell, 18-year-old Detroit high school boy, over two other high school seniors, Douglas Sinn and Virgil Lange. The scholarship was established by G. A. Richards, president and Leo Fitzpatrick, vice-president and general manager of WJR to train "a future radio executive of outstanding ability."

Since the winner will enter military service shortly, he will be given $1,000 in cash, and $4,000 will be placed in escrow for his use upon his return. Runners-up were awarded $100 war bonds, and each of the 21 candidates was given an engraved watch. The three finalists will work at WJR this summer.

WJR's scholarship winner, in addition to many radio performances during his high school years, maintained an "A" average in his classes and excelled in extra-curricular activities. He was selected by Dr. Frank Stanton, CBS vice-president; Dr. Alexander G. Ruthven, U. of Michigan president, and Dr. Warren Bow, Detroit supt. of schools.

SEYMOUR KORMAN, Mutual correspondent, was the first American radio reporter to give an eyewitness account of the surrender of Pantelleria. Only American radio correspondent with the British troops as they advanced on the Italian isle, Mr. Korman fed his story to MBS.

AP

WSAV, Savannah, Ga.

. . . Your Telescripts have proved valuable to us in both our commercial and sustaining programming.

Harben Daniel,
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

3 New Features In Hooper Reports

Sex, Age of Listeners, Time Listened per Hour Included

BEGINNING July 1, C. E. Hooper Inc. will include three new features in its National Ratings Reports: the number of men, women and children listening to particular programs, the average number of minutes listened during each hour, and continuous ratings on nationally sponsored programs broadcast after 10:30 p.m. and, if scheduled, before 8 a.m.

These new features, to be added without additional cost to subscribers, were announced by Mr. Hooper at a news conference in New York at which he reviewed history of program ratings and explained the operations and results of the coincidental telephone survey technique used by his organization.

Mr. Hooper also announced a new tailor-made service on particular programs for individual advertisers, which, after five years of research, has been tested in five months of actual service for three leading radio advertisers and their agencies. The data from this new specialized service, collected through more than 6,000,000 interviews throughout the country in a year, are presented in a continuous 17-factor index.

Factors Now Supplied

Four of these factors: available audience, sets in use, average rating and sponsored hours, are basic data already supplied to all subscribers to the regular Hooper rating service. Also derived from the national totals are the next 10 factors: a program's current performance compared with its past performance; a comparison of audience size during entertainment and commercial; program rating compared with average rating; program compared with its type; this type compared with other types; sponsor identification analysis; audience composition; how frequently they listen; how long they have listened; and a sales effectiveness index.

The remaining three factors are purely local, dealing with the number of listeners to a program and its competing programs in individual cities, together with similar information for the periods preceding and following the particular program. From this, Mr. Hooper explained, the advertiser can determine on which stations his program is improving or slipping, whether his listeners are the kind of people who buy his product, whether local merchandising is necessary in certain markets and what sales returns he is getting from his radio dollar.

Stating that only one element of his five-year plan has yet to be realized: the measurement of station coverage, Mr. Hooper repeated his statement at a clinic of more than 200 industry members just prior to the recent NAB war conference that before the next NAB meeting he will have announced a uniform station coverage audit which will not favor any type or size of sation, will be comparative between cities, towns and farms, will apply the same reporting method to all localities, and will provide for each station its own coverage pattern only, to be distributed at will by the station.

Tight Fit

THE NEW champeen! When Evelyn Howe of WKNE, Keene, N. H., read of the 6-foot 4-inch announcer who climbed into the Jap suicide sub on its bond selling tour, she challenged WKNE's Bob Peebles to climb into the sub when it came to Keene and break the record. Bob did it, and him 6 feet 4½ inches!

War Names Pronounced On Interior Dept. Discs

ESPECIALLY for broadcasters, the Interior Dept. Radio Section has begun a series of "sound pronouncers", daily minute-and-a-half discs on "War Names in the News," according to Director Shannon Allen. The first eight transcriptions, with Mr. Allen's voice spelling, pronouncing, and breaking down phonetically geographical names like Lampedusa and Pantelleria, have been issued to the Washington offices of the four major networks.

Planned to parallel the press releases issued to wire services, and based on material furnished by the U. S. Board on Geographical Names, a unit of the Interior Dept., the discs give about 100 words of background on climate, topography, geological formation, location, and strategic value of the region. In effect, the recordings not only give correct pronounciation but provide an audible map of places in the headlines for radio news listeners.

NBC's 'Hot Copy'

DURING the eight-week hiatus period from July 3 through Aug. 21 when *Truth or Consequences* takes its summer vacation from NBC, the network will substitute a sustaining series titled *Hot Copy*, which deals with behind-the-scenes events in a newspaper office and originates in Chicago. The quiz program, returning to NBS Saturdays 8:30-9 p.m. Aug. 28, is sponsored by Procter & Gamble Co., Cincinnati. Compton Adv., New York, handles the program, which promotes Duz.

Tube Export Test

A NEW type of export license system has been developed by the Board of Economic Warfare, and is now being tested with radio tubes as the sample export product. Under the new procedure BEW establishes tentative export license limits to each country, beyond which licenses are not likely to be issued. Firms may then use these tentative limits as a guide in selling abroad, since they will have previous warning of the amount of merchandise they will be permitted to export.

KSD and NBC

PROVIDE INCOMPARABLE BROADCASTING SERVICE

In St. Louis

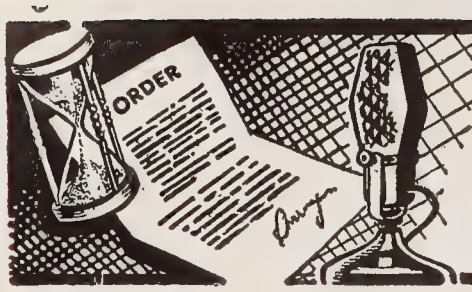
IT IS 225 MILES FROM KSD TO THE NEAREST OTHER BASIC NBC OUTLET

A DISTINGUISHED BROADCASTING STATION

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative
FREE and PETERS, Inc.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

KHJ, Hollywood

Allstate Insurance Co., Chicago, 5 *sp*, 7 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.
Douglas Aircraft Corp., Santa Monica, Cal. (employment), 5 *sp* weekly, 13 weeks, thru Essig Co., Los Angeles.
Sparkletts Drinking Water Co., Los Angeles, 25 *ne* weekly, 26 weeks, thru Raymond R. Morgan Co., Hollywood.
Partmar Corp., Hollywood (motion pictures), 2 *ne* weekly, 13 weeks, thru Scholts Adv. Service, Los Angeles.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 6 *ta* weekly, 4 weeks, thru Compton Adv., N. Y.
Payne Furnace & Supply Co., Beverly Hills, Cal. (repair service), 20 *sa*, thru Knollin Adv., San Francisco.
Scudder Food Products, Monterey Park, Cal., 22 *sa*, thru Brisacher, Davis & Van Norden, Los Angeles.
Firestone Tire & Rubber Co., Akron, 5 *sp* weekly, 2 weeks, thru Sweeney & James, Cleveland.

KECA, Los Angeles

Allstate Insurance Co., Chicago, 4 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.
Payne Furnace & Supply Co., Beverly Hills, Cal. (repairs), 6 *sa* weekly, 10 weeks, thru Knollin Adv., San Francisco.
Interstate Bakeries Corp., Los Angeles (bread), 5 *sa* weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.
Thrifty Drug Co., Los Angeles, 7 *sa* weekly, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.
National Schools, Los Angeles (instruction), 5 *ne* weekly, 13 weeks, thru Adolph Wenland, Los Angeles.
Searl-Merrick Co., Los Angeles (investments), weekly *sp*, 52 weeks, thru Robert F. Dennis Inc., Los Angeles.

WEAF, New York

S. A. Schonbrunn & Co., New York (Savarin coffee), 10 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Empire Gold Buying Service, New York, 312 *sa*, thru Carl Calman Inc., N. Y.
Rum & Maple Tobacco Corp., New York (Three Squire and Rum and Maple tobaccos), 6 *sa* weekly, thru Raymond Spector Co., N. Y.
Macfadden Publications, New York (*True Story*). 6 *sa* weekly, thru Raymond Spector Co., N. Y.
Consolidated Royal Chemical Corp., Chicago (Krank's Shaving Kreem), 3 *sa* weekly, thru Arthur Meyerhoff & Co., Chicago.

KSRO, Santa Rosa, Cal.

Pepsi-Cola Co., Long Island City, 21 *sa* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
National Lead Co., San Francisco (Dutch Boy paints), 5 *ta* weekly. 29 weeks, thru Erwin Wasey & Co., San Francisco.
Vallejo Builders, Vallejo, Cal. (home repairs), weekly *sp*. 52 weeks, direct.
Christian Science Churches, San Francisco, weekly *sp*, 52 weeks thru Brisacher, Davis & Van Norden Inc., San Francisco.
Nehi Bottling Co., Santa Rosa, Cal. (Par-T-Pak beverages), 4 *sa* weekly, 52 weeks, thru BBDO, Los Angeles.

WOWO-WGL, Fort Wayne

All-State Insurance Co., 56 *sa*, thru Ruthrauff & Ryan, Chicago.
Murphy Products Co., Burlington, Wis. (feed), 52 *ta*, direct.
Allis-Chalmers Mfg. Co., Milwaukee, 2 *sp*, direct.
Lumberman's Mutual Casualty Co., Chicago, 7 *sa*, thru Leo Burnett Co., Chicago.
Churngold Corp., Cincinnati (margarine), 195 *sa*, thru W. F. Holland Agency, Cincinnati.
Farnsworth Television & Radio Corp., Fort Wayne, 26 *sp*, direct.
R. L. Polk Co., Detroit (city directory), 10 *sa*, direct.

WLS, Chicago

Foley & Co., Chicago (feeds), 3 *sp* weekly, 9 weeks, thru Lauesen & Salomon, Chicago.
Power Fence Co., Darlington, Wis., 3 *sp* weekly, thru United Adv. Cos., Chicago.
Pure Food Co., Mamaroneck, N. Y. (Herbox), 5 *sa* weekly, 13 weeks, thru J. M. Mathes, N. Y.
Pillsbury Flour Mills, Minneapolis, 15 *sa* weekly, 15 weeks, thru McCann-Erickson, Minneapolis.
Walker Remedy Co., Waterloo, Iowa (cattle remedy), 6 *sa* weekly, 2 weeks, thru Weston-Barnet Waterloo.
Resinol Chemical Co., Baltimore (skin ointment), 3 *sa* weekly, 12 weeks, thru Courtland D. Ferguson, Baltimore.
Rap-In-Wax Paper Co., Minneapolis, 5 *sa* weekly, 52 weeks, thru Mitchell-Faust Adv. Agency, Chicago.
DeKalb Agricultural Assn.. DeKalb, Ill., 12 *sa* weekly, 26 weeks, thru Western Adv. Agency, Racine.
Miles Labs., Elkhart, Ind. (Nervine), 5 *sa* weekly, 8 weeks, thru Wade Adv. Agency, Chicago.

WPAT, Paterson, N. J.

Gardner Nurseries, Osage, Ia., 6 *t* weekly, indefinitely, thru Northwest Adv., Seattle.
John F. Trommer Inc., Brooklyn (beer, ale), 5 *sa* weekly, 13 weeks, thru Federal Adv., N. Y.
Natural Bloom Passaic, N. J. (cigars), 50 *sa* weekly, 52 weeks, thru Lester Harrison Associates, N. Y.
Federal Telephone and Radio Corp., Passaic, N. J., 6 *sa* weekly, 13 weeks. direct.
Harry D. Koenig & Co., New York (Trique liquid hose), 6 *sa* weekly, 52 weeks, thru Erland Adv., N. Y.
Hassenstein Co., Hollywood (Movie Wave), 6 *sa* weekly, indefinitely, thru Lou Sterling Associates, Hollywood.

WLAG, LaGrange, Ga.

Gardner Nursery Co., Osage, Ia., 13 *sa*, thru Northwest Radio Adv. Agency, Seattle.
Pepsi-Cola Bottling Co., Opelika, Ala., 164 *ta*, thru Newell-Emmett Co., N. Y.
Plough, Inc., Memphis, 500 *sa* in one year, thru Lake-Spiro-Shurman Inc., Memphis.
BC Remedy Co., Durham, N. C., daily *ne*, 52 weeks, thru Harvey-Massengale Co., Durham.
Waddell Coffee Co., Atlanta (Riverdale Club coffee), 2 *sa* daily, 13 weeks, direct.

KPAS, Pasadena, Cal.

Federal Life & Casualty Insurance Co., Los Angeles, 5 *ne* weekly, thru Donald A. Rose, Beverly Hills.
Resinol Chemical Co., Baltimore (soap), 5 *sp* weekly, 13 weeks, thru Courtland D. Ferguson Inc., Washington.

KFI, Los Angeles

Pure Food Co., New York (Herb-Ox boullion cubes), 3 *sp* weekly, 13 weeks, thru J. M. Mathes Inc.. N. Y.
National Funding Co., Los Angeles (investments), weekly *ne*, 52 weeks, thru Smith & Bull Adv., Los Angeles.
Allstate Insurance Co., Chicago, 4 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.
Thrifty Drug Co.. Los Angeles, 5 *sa* weekly, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.
Armand Co., Des Moines, Ia. (cosmetics) 2 *sa* weekly, 6 weeks, thru Ivan Hill Adv., Chicago.
Scudder Food Prod. Inc., Monterey Park, Cal., 5 *sa* weekly, 20 weeks, thru Brisacher, Davis & Van Norden Inc., Los Angeles.
E. Fougera & Co., New York (Noxacorn), 5 *ta* weekly, 13 weeks, thru Small & Seiffer, N. Y.

WHN, New York

P. Lorillard Co., New York (Old Gold cigarettes), 5 *ne* weekly, 13 weeks, thru J. Walter Thompson Co.. N. Y.
Biltmore Publishing Co., New York (*I Was Hitler's Doctor*), 5 *ne* weekly, 13 weeks, thru Roberts & Reimers Inc., N. Y.
Breakstone Bros., New York (milk), 12 *sa* weekly, 52 weeks, thru Food Industries Inc., N. Y.
R. H. Macy Co., New York (department store), 21 *sa* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Ward Baking Co., New York (Tip Top bread), *sa*. 1 week, thru J. Walter Thompson Co., N. Y.

WHO, Des Moines

Johnson & Johnson, New Brunswick, N. J. (baby powder), 6 *ta* weekly, 13 weeks. thru Young & Rubicam, N. Y.
American Beauty Macaroni Co., Kansas City, 2 *ta* weekly, thru R. J. Potts-Calkins & Holden, Kansas City.
Hudson Products, Jersey City (Polident), 60 *sp*, thru Cecil & Presbrey, N. Y.
Schreiber Milling & Grain Co.. St. Joseph, Mo., 3 *sp* weekly, 52 weeks, thru Carter-Owens Adv. Agency, Kansas City, Kan.
Sunway Vitamin Co., Chicago, 3 *sp* weekly, thru Sorenson & Co., Chicago.

KFWB, Hollywood

Eastern-Columbia, Los Angeles (home furnishings), 70 *sa* weekly, 52 weeks, thru Hillman-Shane-Breyer Inc., Los Angeles.
Albers Packing Co., Riversi e Cal. (ripe olives), 3 *sp* weekly, 13 weeks, thru Brisacher, Davis & Van Norden Inc., Los Angeles.

WABC, New York

Quaker Oats Co., Chicago (Aunt Jemima pancake flour), 6 *t* weekly, thru Sherman K. Ellis & Co., Chicago.

Bond Tour by Edwards Nets 188.5 Million Total

ROAD TOUR of Ralph Edward's *Truth or Consequences* program netted the Treasury a total of $188,481,082 in War Bonds. The cross-country bond-selling trip, which started in Pawtucket, R. I., and ended June 11 in Oakland, Cal., sold ten times the original goal set for 14 broadcasts of the NBC program. Choosing the largest auditorium available in each city visited, Mr. Edwards exchanged tickets of admission for War Bonds.

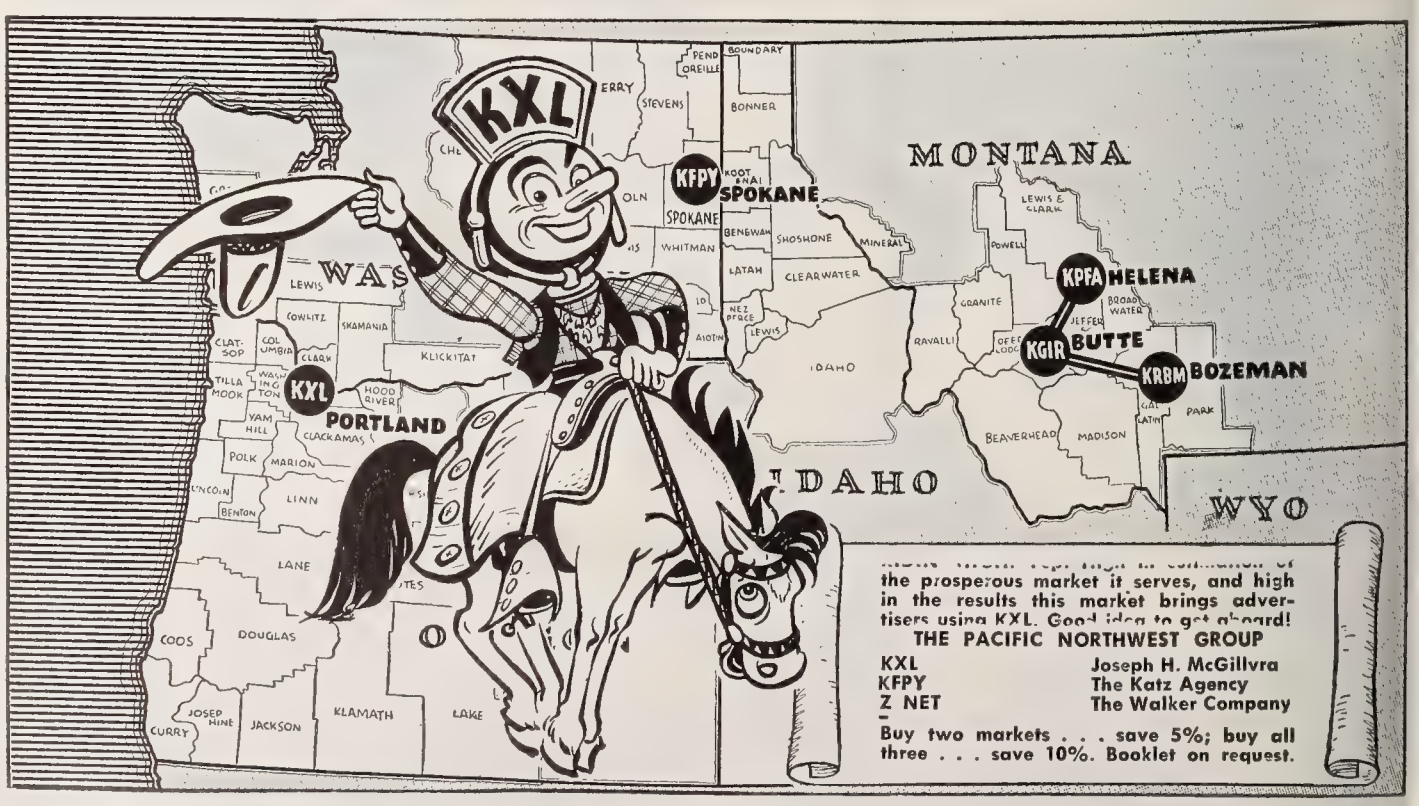
By-product of the trip was a program developed by Edwards and Larry Hammond, radio head of the War Manpower Commission, to encourage women to take jobs in war plants. Aired on local stations in areas where critical labor shortages exist, the program was built around telephone calls by Edwards, who asked women why they couldn't switch to essential war work. Program may be continued in some cities as a result of response to the first broadcasts.

Truth or Consequences is sponsored by Procter & Gamble, for Duz. Agency is Compton Adv., N. Y.

Radio in Jamaica

DR. AUGUSTIN FRIGON, assistant general manager of the Canadian Broadcasting Corp., has returned to Canada from Jamaica after completing a broadcast survey for the Jamaican government. There are only about 10,000 receivers on Jamaica at the present time, according to Dr. Frigon, and these depend almost entirely on short-wave transmissions from foreign countries, except for one hour a day during which a low-power short-wave station, operated by the Jamaican government, gives news and local entertainment. Dr. Frigon says Jamaicans look forward to the time when they can listen to the new Canadian high-power short-wave station.

TED COTTS, who conducts *Sounding Board* on WEAF, New York, has written a book to be published in the fall by Simon & Schuster, New York, under the title *Victor Book of Musical Fun*.



Radio Advertisers

W. F. McLAUGHLIN & Co., Chicago (Manor House coffee), has purchased the new five-minute five weekly *Supper Interlude*, a program of recorded music, on WMAQ, Chicago, through Ivan Hill Adv.

AMERICAN EXPRESS Co., New York, will shortly add KOA, Denver, to station campaign in behalf of travelers' cheques. The twice-weekly quarter-hour program is titled *Cheque Your Music*—name used for similar programs by American Express on other stations [BROADCASTING, June 7]. Agency is Caples Co., New York.

EASTERN COLUMBIA, Los Angeles (chain department store), out of radio for nearly a year, on June 1 started sponsoring a schedule of hourly news flash announcements seven days per week on KFWB, Hollywood. Contract is for 52 weeks with placement through Hillman-Shane-Breyer, Los Angeles, under personal direction of Edward Stodel.

PARAMOUNT PICTURES Corp., Hollywood, to tie in with local premiere of its film, "Five Graves to Cairo", starting June 27 will use a daily schedule of two and three spot announcements on seven Los Angeles area stations (KFWB KFI KECA KNX KHJ KMPC KMTR) during that week as well as five participations in *Ruth Wentworth* on KFI and *Housewives Exchange* on KFWB. Buchanan & Co., Los Angeles, has the account.

PARTICIPATING sponsors on *Consumer's Foundation*, WLW, Cincinnati, program are: M. Werk Co. (Werx soap); My Book House (children's books); Woodbury (dry-skin cream); Ball Brothers (canning equipment); Chef Boy-ar-dee (spaghetti dinner); Renuzit (French dry cleaner); Resinol (Resinol soap); Pan-American Coffee Bureau (Pan-American coffee); Swift & Co. (All-sweet margarine); International Salt Co. (Sterling salt).

PURITY BAKERIES Corp., Chicago, has purchased a quarter-hour of *Record Reveille*, early morning program of recorded music heard six days a week on WGN, Chicago. Contract for 13 weeks was placed through Campbell-Mithun, Minneapolis.

THOM McAN, New York (shoes), has started sponsorship of Chuck Acree thrice-weekly quarter-hour early morning news-oddities show on WLS, Chicago. Contract, which is for 52 weeks, was placed through Neff-Rogow, New York.

Home Run!

PEOPLES Drug Stores, Washington's largest chain, credits the Old Gold broadcasts of the "Senator's" baseball games on WOL with doubling the sale of the sponsor's product. Shirley Povich, sports writer for the *Washington Post*, reports that the Peoples chain has increased its sales of Old Gold cigarettes by 105% since last season and "credit the broadcasts of Arch McDonald and Russ Hodges (play-by-play commentators) with the upswing".

SUN SHIPBUILDING & Dry Dock Co., Chester, Pa., using weekly half-hour series on WIP, Philadelphia, has increased its use of radio in taking sponsorship of *Sweet Land of Liberty*, half-hour Sunday series at 1.30 p.m., on WFIL, Philadelphia, to enlist labor.

O'CEDAR Corp., Chicago (mops and floor polish), on Aug. 29 starts a half-hour dramatic program, as yet unnamed, Sundays 3:30-4 p.m. on the entire BLUE network, originating in Chicago. Contract is for 52 weeks. Aubrey, Moore & Wallace, Chicago, handles the account.

MOEWS-LOWE Hi-Bred Corn Co., Granville, Ill. (seed), beginning July 4 will sponsor a quarter-hour Sunday morning newscast on WLS, Chicago. Contract, which is for 52 weeks, was placed through Triangle Adv. Agency, Chicago.

KIRKMAN & SON'S, division of Colgate-Palmolive-Peet Co., Jersey City, has signed a 52-week renewal with WOR, New York, for the joke program, *Can You Top This*, heard Wednesday, 7:30-8 p.m. Contract is effective July 7. Agency is Newell-Emmett Co., New York.

UNITED SYNAGOGUES of Young Israel of New York, have purchased a half-hour on WBNX, New York, for a program titled *Sanctification of the Sabbath*. Leading rabbis and choral groups will be heard on the broadcasts starting June 25. Business placed direct.

SAMARITAN INSTITUTE, Los Angeles, on June 7 started sponsoring a five-weekly quarter-hour newscast on KMPC, Beverly Hills, Cal. Contract is for 52 weeks. Series is devoted to OPA, OWI and War Manpower Commission bulletins, as well as answering listeners' questions. Firm also currently sponsors a schedule of seven spot announcements daily on KMPC and KFVD. Smith & Bull Adv., Los Angeles, has the account.



SPARTANBURG?
What STATE is it in?

ONE OF THE toughest things we have to cope with here in the great Piedmont industrial section of South Carolina is that we have no "big-name *city*" to dramatize the value of our really worth-while market.

So we don't blame you for not knowing all about Spartanburg and the surrounding market. But listen—WSPA covers 22 counties, with 1,032,302 people—a $107,084,220 industrial payroll—a $93,266,133 farm-products income!

In fact, the Spartanburg market is one of the biggest and best markets in the Southeast. May we send you *all* the facts — with some tremendously significant Hooper rating figures?

Camp Croft's 25,000 soldiers just 5 miles away!

South Carolina's FIRST Station **WSPA** 5000 Watts Day 1000 Watts Night

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollingbery

CALIFORNIA COVERAGE



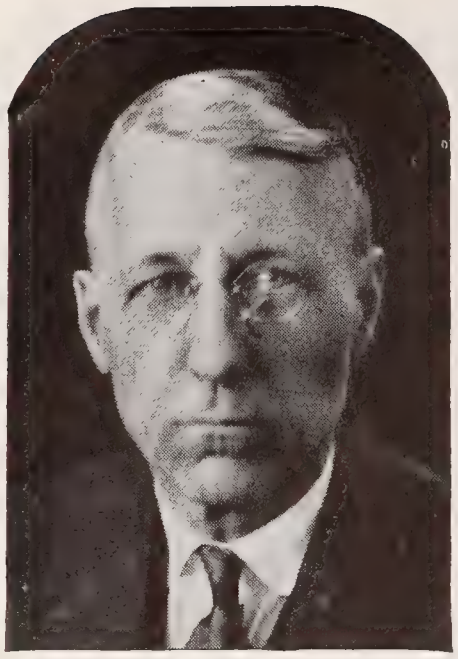
340% INCREASE SINCE MARCH 1942

In 18 selected establishments in the Stockton area, important in the war effort, the number of employees jumped from 3687 to 16,964 in the past year.

KWG

The Best Loved Station in Stockton

McCLATCHY BROADCASTING COMPANY



"Launched via KSO, Coffee Stretcher Wins Iowa Market"

. . . reports Jay E. Tone, President of Tone Bros.

Three months ago, Tone's Timely Coffee-Saver was little more than an idea.

Today, through hundreds of stores in Des Moines and Iowa, it is a steady seller.

"As a wartime product, our Coffee-Saver serves a market that may exist only for the duration, so we wanted to see it gain distribution as rapidly as possible," reports Jay Tone.

"Because of previous experience with radio on Tone's Pressure-Pack Coffee, we let KSO carry the ball for this new product.

"We have been on the air less than three months —now we are hard-put to keep up with orders—so both our product and our KSO advertising are making good."

KSO BASIC BLUE AND MUTUAL 5000 WATTS

KRNT BASIC COLUMBIA 5000 WATTS

The Cowles Stations in **DES MOINES**

Affiliated with Des Moines Register & Tribune

Represented by The Katz Agency

FRANKLIN WALTMAN, a winner of the Pugsley Journalistic Award of the National Press Club in 1930, has been appointed director of public relations of the Sun Oil Co., headquartering in Philadelphia. He succeeds the late Judson C. Welliver. Edwin W. Gableman, former chief Washington correspondent of the *Cincinnati Enquirer*, has succeeded to Mr. Waltman's Washington duties for Sun Oil.

CAPITOL CHEVROLET Co., Sacramento, is sponsoring Frank Nicholson's *Inquiring Mike* at 12:30 noon except Sunday on KFBK, Sacramento.

CHARLES LUCKMAN, former executive vice-president, has been elected president of Pepsodent Co., Chicago. James A. Barnett, former vice-president of Sherman & Marquette and manager of the agency's New York office, was named a vice-president of Pepsodent, as was Henry F. Woulfe, former general manager of the Pepsodent Co. Elected to the board of directors with Messrs. Luckman and Woulfe was Albert D. Lasker, former president of Lord & Thomas, Chicago.

HOME UNDERTAKING Co., Seattle, is now sponsoring Capt. Hugh Barrett Dobbs (Capt. Dobbsie to listeners), whose *Ship of Joy* has been a favorite West Coast program since 1927, for 15 minutes Monday, Wednesday, Friday on KFR, Seattle, in *For Remembrance*. The program is devoted to poetry and song of Northwest writers, interspersed by optimistic philosophy, with Eddie Clifford's organ music.

COLUMBIA PICTURES Corp. of Toronto, Canada, is using radio spots in western Canada to promote "The More the Merrier." Account is handled by MacLaren Adv. Co., Toronto.

ASTONE PRODUCTS Co., Toronto (Fruit-Kepe), has started an announcement campaign featuring preserving tips for housewives on a number of stations throughout Canada. Account is placed by F. H. Hayhurst Co., Toronto.



SOME 300 YEARS of service are represented by this group of Hollywood NBC employes who gathered at recent party honoring staff members associated with the network for 10 years or more. "Veterans"-in-service (l to r) are, (front row), A. H. Korb; K. F. Hicks; C. E. Pickett; Lewis S. Frost; J. A. Thornburg; Buddy Twiss; J. F. Morris; Sidney N. Strotz; E. J. Ludes; (second row), Alice Tyler; Kathryn Hardesty; Jane Burns, Isabel Menden; (standing), E. C. Miller; S. C. Hobart; D. A. DeWolf; Max Bauman;Harry Saz; A. H. Saxton; R. D. Ferguson; M. O. Smith; A. S. Robb; Henry Maas; P. B. Gale; A. C. Love and Jennings Pierce.

SCUDDER FOOD PRODUCTS, Monterey Park, Cal., in a three-months campaign started June 14, is sponsoring a five-weekly announcement schedule on KFI, Los Angeles. Blue Bird Potato Chips Inc., Oakland, Cal. (Scudder Food Products), is using a varied daytime and evening schedule of similar announcements on four Northern California stations (KLX KGO KROY KFRE). Brisacher, Davis & Van Norden, Los Angeles, has the account.

GILBERT CHASE, specialist in Latin-American music in the Library of Congress, on July 1 joins NBC as script writer and handbook editor of the *Music of the New World* series. He has served as consultant for the program.

AN EAR TO THE GROUND

With an ear to the ground, a discerning man can hear, through the rumble of guns and the roar of munitions factories, another sound. That sound is the faint stirring of an approaching change . . . the change from war to peacetime economy.

And when our pent-up buying power is released, it will be to those firms who have kept their contacts with the public that the new orders will come first.

You can store up orders against that time of change by—right now—giving people something they value—radio entertainment—to remember you by.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

AGENCY *Appointments*

KELLEY ISLAND Lime and Transport Co., Cleveland, to Roy S. Durstine Inc., Cincinnati. Media plans not to be set for several months.

SPECIALTY PRODUCTS Co., Jersey City, to Peck Adv., New York, for oils and chemicals. Media plans not set.

CONSOLIDATED HAIR GOODS Co., Chicago (Fij-Oil soapless shampoo) to Malcolm-Howard Adv. Co., Chicago. Said to use radio.

AUSTIN TECHNICAL Publishers, New York, to Carl Calman Inc., New York. National spot radio campaign now under way.

SUNNYVALE PACKING Co., San Francisco (Rancho Soups) to Erwin, Wasey & Co., San Francisco.

N. C. GOODWIN'S Lab., New York, to Joseph Katz Co., N. Y., for Tobene skin ointment. Said to use radio.

KURTZ BROS., Bridgeport, Conn., to Harry Feigenbaum Agency, Philadelphia, for macaroni products. The company has never before advertised, but soon will begin newspaper and radio campaigns.

CUTLER CHEMICAL Co., Merion, Pa., to James G. Lamb Co., Philadelphia. Plans for promotion of Micola, a cola concentrate, are under way.

LACKAWANNA RAILROAD, New York, to Federal Adv., New York. Media plans not set.

LIVINGSTON LEAVES AGENCY, JOINS WOR

NORMAN LIVINGSTON, for seven years radio director of Redfield-Johnstone, New York, is joining WOR, New York, July 5 as assistant director of program operations, according to Julius F. Seebach, WOR vice-president in charge of program operations.



Mr. Livingston

A pioneer in the idea of cooperative network programs, Mr. Livingston produced such a show in 1935 under the title *Morning Matinee*, featuring top-flight bands and cooperatively sponsored by 20 leading department stores. Two years later he produced *Thirty Minutes From Hollywood*, followed by *Show of the Week* and *Bulldog Drummond*, all on Mutual.

Top Radio Shows To U. S. For $29

CIAA Pays Nothing For Use Of Commercial Programs

THE CIAA is broadcasting America's best radio programs to Latin America at a cost of $29 an hour as a result of an agreement with the radio industry, Nelson Rockefeller, Coordinator of Inter-American Affairs told the House in testimony released by the Appropriations Committee last week. These programs, broadcast seven hours a day in English, "are tremendously popular all over the Americas," he said.

Mr. Rockefeller explained that the English language programs are broadcast by two stations in California. They are made up from recordings taken from any and all long-wave broadcasts in the United States, without charge. CIAA pays $20 for recording costs and $9 for transmitter time, however. Altogether, the agency carries for $45,000 or $50,000 a year the best English language programs in radio.

For overall operations of CIAA, the House committee recommended $30,685,000, a decrease of $6,335,753 as compared with the 1943 fiscal year, and $3,175,000 below the budget estimate for 1944. This fund, the report states, provides for continuation of radio, news and motion picture programs on a reduced basis.

Continuing his testimony, the CIAA director said that U. S. advertisers buy about one percent of the time of Latin American stations. He added that NBC and CBS have developed networks of local stations in Latin America which rebroadcast CIAA programs.

Broadcasters Defended

The part played by commercial licensees in shortwave activities was strongly defended by both Mr. Rockefeller and by Don Francisco, chief of the CIAA Radio Division. Mr. Rockefeller told the Committee, "I would like to say except for our honest differences of opinion in negotiations the companies have been extremely cooperative in assisting the war effort to the maximum of their ability. We are very much indebted to them as a Government."

Mr. Francisco explained to the Committee that shortwave had developed here despite the lack of a profit motive. "The only companies that have been interested in international broadcasting," he said, "are the companies interested in publicizing themselves, in doing research or in performing a patriotic duty. When they spent and lost from $150,000 to $250,000 apiece they said they were through."

The CIAA radio budget showed a decrease of $1,393,000 from the $7,169,000 of last year. A heavy decrease was felt by program production, while local radio activities were increased slightly. Mr. Francisco revealed that CIAA planned to use nine of OWI's proposed 22 new transmitters on a share-time basis. CIAA's share of costs would be $18,000 per transmitter.

Leo Heatley

LEO HEATLEY, 48, city editor of the CBS press information department, on June 17 died of bronchial pneumonia in a New Jersey hospital. Before joining CBS in 1940, Mr. Heatley had worked on the *New York Journal* and the *Philadelphia Record*, and was in charge of the news desk of Standard News Assn., Brooklyn. He covered such famous trials as the Snyder-Gray case, the Halls-Mills murder, and the Hauptmann kidnapping. He also served as a newspaper correspondent, was cable and wire editor and rewrite man for United Press.

DON'T OVERLOOK P. R.

Nearly 2,000,000 fellow Americans offer a rich market. Most of them keep tuned to

WIAC

"FIRST ON ALL PUERTO RICAN DIALS"

NO ADDITIONS EXPECTED IN ADD (Ky.)!

We wouldn't say WAVE ain't expectin', but not in Add (Ky.), or in any of the other little "towns" dotted around this State. No sir, when WAVE produces a great big bouncing business for you, it will be right here in the Louisville Trading Area. All the facilities are here, you know . . . 57.5% of the State's buying power—47% of its population, and all the other nourishing items that radio campaigns thrive on. Get the latest bulletin direct from WAVE—or just ask old Doctor Free & Peters!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

And ANOTHER REDSKIN BIT THE DUST...



WHEN the Old Pioneer spins a yarn you can almost smell the fragrance of lonely forests. But—what's more important—he sells them! He didn't spend 13 years in radio for his health (or his hair).

And when we say sells, we mean *sells!* In two pre-war weeks he sold out the sponsor's refrigerator department. Listeners like his trail blazing well enough to have stepped up their purchases of paint to four times the pre-radio figure.

Woodbury (Nick) Carter, program director at WTRY, originated and plays the Old Pioneer, now in its third year for the same sponsor. He has other programs to fit other situations.

Typical of WTRY's deft blending—topflight local talent plus Blue Network shows—the Old Pioneer is one of the several reasons why WTRY is such a lively sales station—the acknowledged leader in The Buying Triangle!

SCHENECTADY — TROY — ALBANY
WTRY The Buying Triangle

980 Kc in the center of the dial . . .

WTRY

TROY, N. Y.

Covering TROY, ALBANY, SCHENECTADY

1000 WATTS

H. C. Wilder, Pres. Represented by Raymer

Only BLUE Network Station Covering Eastern New York

In The Fast Growing
SALT LAKE MARKET
It's
KDYL
UTAH'S
NBC
STATION
National Representative
JOHN BLAIR & CO.

TALENT, WRITERS MAY SHIFT JOBS

RADIO talent, production men and other classes of broadcasting employes who do much freelance work on the air may change jobs without securing statements of availability from employers, according to the conclusion reached at a meeting between Lilian L. Poses, regional attorney for the War Manpower Commission, and representatives of most New York City stations, held in Mrs. Poses' office in New York last Tuesday. This decision must be approved by the New York City Area Manpower Committee before it becomes official, Mrs. Poses said, but this approval is expected in the immediate future.

Types of employe covered by this decision include actors, singers, announcers, sound effects men, musicians, producers, directors and writers—people who may freelance, working for several different employers concurrently. Not included are engineers, salesmen and other employes who are predominantly staff employes, Mrs. Poses explained. However, she added, to avoid confusion, no distinction has been drawn at this time between staff and freelance workers in the various classes of employes.

AFRA Renewals

AMERICAN Federation of Radio Artists has signed a one-year contract with WHAS, Louisville, first contract the union has secured in this city. Negotiations were handled by the local union. Contract is the standard AFRA form. AFRA has also negotiated renewal contracts with WIOD, Miami, and WRJN, Racine, Wis.

WHIO, Dayton, has received many favorable comments from listeners for giving five minutes each to the City employees union and the City government on successive days to present their views in a dispute over deduction of union dues from the City payrolls, and on other questions.

Rojas Joins XEOY As Directing Head

Noriega Also Takes Post With Mexico City Outlet

APPOINTMENT of Antonio (Tony) Rojas, broadcaster well-known in the United States, as vice-president and directing head of XEOY, Mexico City, was announced last week by Programas y Conciertos, S. A., corporate entity operating the station.

Mr. Rojas left the vice-presidency in Mexico City of Grant Advertising Inc. to assume his new post, created through a reorganization of the operating company of XEOY, known as "Radio Mil." XEOY operates on 1,000 kc. with 10,000 watts.

Alonso Sordo Noriega, former director of radio information of the Mexican Republic, has been named head of the news and sports department of XEOY. Mr. Noriega was publicity campaign manager for Gen. Manuel Avila Camacho in his presidential campaign in 1940 and, like Mr. Rojas, is well-known in the United States.

Mr. Rojas was former manager in charge of Latin-American network operations of WLWO, Cincinnati. He set up the Latin-American operations in 1941. About a year later he joined Grant Advertising as vice-president of the Mexican subsidiary. Two months ago he assisted in setting up the Rio de Janiero branch of Grant Advertising.

Before joining Crosley in 1941, Mr. Rojas was vice-president of Gotham Advertising Co. in New York and manager of its overseas department. An American citizen, he was educated in Rochester, N. Y. He was born in Caracas, Venezuela. His grandfather was president of the South American republic.



MR. ROJAS

XEOY is owned by the Iturbe Bros., investment bankers and real estate operators in Mexico. The partners are Luis de Iturbe and Jose de Iturbe. Ignacio Diaz, grandson of the former President of Mexico, is chief engineer and part owner of the station. The organization is one of the wealthiest in the republic.

KYW WAAC Drive

KYW, Philadelphia, and the Army Recruiting office have completed a nine-day campaign to obtain enlistment for the WAAC through the "Betsy Ross Company", a select group of 150 women organized under the station's sponsorship. Special programs and a party and flag presentation kept interest high during the campaign. Applicants applied in person at a recruiting booth in the lobby of the KYW Building or by mail to the station. According to Capt. Charles Frizzell of the Philadelphia Recruiting Office, Army headquarters in Washington is considering the drive as a possible pattern for WAAC radio recruiting throughout the country.

She Doesn't Wear a Uniform, but -





Temperature co-efficient testing is an important job! Crystals must perform perfectly in all degrees. Fighting men depend on our accuracy!

She's a Soldier, too!

. . . helping win the war!

She and several hundred others here at Scientific Radio Products Co.

They're turning out the perfect crystals that put life into the radio equipment of our armed forces,—and keep alive the vital communications on which depend the very lives of our armies.

With two ingredients . . . loyalty plus skill . . . they're forming crystals that are dependable.

Although we're busy with Uncle Sam's needs right now, our facilities are such that we can take care of your requirements, too!

Write us.



E. M. SHIDELER
W9IFI



LEO MEYERSON
W9GFQ

Scientific RADIO PRODUCTS CO.
738 W. Bdwy. Council Bluffs, Iowa
LEO MEYERSON W9GFQ
E. M. SHIDELER W9IFI
MANUFACTURERS OF PIEZO ELECTRIC CRYSTALS AND ASSOCIATED EQUIPMENT

RADIO BUSINESS AMBASSADOR

With Annual Dallas Trades Tour Canceled, C of C Buys Spot Series on 56 Texas Stations

DALLAS' first trades trip by radio was heard recently twice daily over 56 Texas stations. As one more instance in which radio has filled a wartime breach, the broadcasts took the place of the 1943 Annual Dallas Business Tour for the manufacturers and wholesalers divisions of the Dallas Chamber of Commerce.

When the trip was canceled because of travel restrictions and overburdened railroads, the production department of WFAA-WBAP, Dallas and Fort Worth, stepped in with a plan to contact the merchants of the Southwest by radio. They planned a series of one-minute announcements, stressing the position of Dallas as the manufacturing and distribution center of the area, and auditioned the series for the committee in charge of the trades trip. It was immediately accepted.

Spots begin with sound effects to denote the approach and stop of a train, followed by the introductory announcement, "Remember that train? It used to carry the Annual Dallas Business Tour, but NOW it carries troops and guns and tanks!" Another voice gives the messages, of which the following excerpt is typical, "Since 1900, a group of Dallas business men has come to meet your retail merchants in your hometowns throughout Texas and the Southwest. These men told you many things about Dallas—but—did they tell you that Dallas is the THIRD largest Communications Center in the Nation, a clearing house for telephone and telegraph mesages vital in peace as well as in war?"

Two blasts of a train whistle lead into the closing "Let that whistle remind you, friends . . . the Annual Dallas Business Tour will come your way in person, just as soon as we blast the Axis with our Bonds and Bombs!"

The transcriptions cover insurance, fashion, medicine, transportation, communication, hotels, and educational and institutional phases of Dallas activity.

Allied Radio Handbook

ALLIED RADIO Corp., Chicago, has just published a "Radio Data Handbook" (25 cents postpaid, 48 pages, six by nine inches) edited by Lt. Nelson M. Cooke, Naval Research Lab., Washington. It includes condensed tables of formulas, charts and data most commonly used in radio and electronics, with all subjects cross-indexed. Divided into four parts, mathematical data, radio and electronic formulas, engineering and servicing information and a set of four-place logarithm and trigonometry tables, formulas are given for decibels, resistance, capacitance, inductance, reactance, etc. Data section contains such subjects as radio color codes, interchangeable tubes, pilot lamps, etc.

Homemaker Show on WJZ

TAKING its cue from "The Woman's Exchange", an organization serving as an exchange for home-made products and information on home-maker matters, a five-times weekly half-hour program starts on WJZ, New York, this week (June 21) under the direction of Alma Kitchell, BLUE commentator. Useful ideas on the buying and preparation of food, on sewing and gardening will be solicited from listeners and authorities alike for use on the program. A portion of each broadcast will be given over to a particular subject, with one day called "Neighbor Day" and another "Sewing Circle Day". Special features will include a daily salute to a leading woman or woman's cub, and the weekly selection of a woman who has made the best contribution to the program. She will receive a dozen roses.

Radio Prayer

A COLLECTION of the prayers written for Mutual's daily *Minute of Prayer*, by representatives of various religious faiths, will be published in book form by the Garden City Publishing Co., Garden City, N. Y. Containing 365 prayers presented on MBS since January 30, 1942, the book is edited by Elsie Dick, director of religious broadcasts, and Christopher Cross, of the publicity department of Mutual.

Stars Teach Servicemen To Build Camp Show

THREE-DAY conference to instruct enlisted personnel within the Second Service Command area on methods of building their own camp entertainments was conducted last week in New York under the auspices of the Special Service Division of the Second Service Command. Capt. Hy Gardner, former Broadway columnist and now head of the Recreation Section of Special Service Headquarters, organized the conference of some 130 soldiers and WAACs.

The soldiers attending saw demonstrations of all types of entertainment which they could institute at their posts. The entire cast of *Can You Top This?*, joke-quiz program on WOR, New York, and NBC, staged a sample show; Jimmy Durante showed how to imitate his acts; Dick Gilbert, record-m.c. of WHN, New York, explained "disc jockey" patter; Ed Sullivan gave tips on how to m.c., and entertainment was demonstrated by such top radio stars as Bob Hawk, Fred Waring and Milton Berle. Capt. Gardner and members of his entertainment staff are expected to tour the posts represented at the conference to give further help on programs and stunts recommended.

KVAK in St. Joseph

KVAK, Atcheson, Kan., is broadcasting from new remote studios in St. Joseph. Opening broadcast presented the Rosecrans Field Army Air Forces Band and representatives of the city and of many service and fraternal clubs. The first two weeks on the air brought the eighteen new accounts.





New Breakdown In WLW Survey

Coincidental Study Is One Of The Largest Ever Made

ONE OF the largest coincidental telephone surveys ever made, and what is said to be the first such survey including calls to rural farm listeners, is the basis of the latest figures on the listening audience of WLW, Cincinnati.

The data, according to Robert E. Dunville, Crosley vice-president, are to be included in a series of cardboard mailing pieces which will tell the story of the mid-winter ratings as made by C. E. Hooper Inc. These will be sent to about 3,000 agencies and advertisers, with simultaneous advertising in radio, advertising, food and drug publications.

The 337,689 telephone calls, including 49,810 rural calls, were made in 32 cities and 218 rural communities around them. The report is in two parts; the first being a summary of the WLW listening index for the 32 cities by periods of the day.

In the second section, said to offer a new approach to audience rating, there is a breakdown by 15-minute periods, of audiences in Columbus, Dayton, Cincinnati and Indianapolis during daytime periods averaged Monday through Friday, and by 30-minute periods for individual evenings. In addition, samples taken in the 28 other cities and in the rural areas are totaled and reported as averages.

A combined coincidental report is made of the entire area, in which the reported audience measurements are obtained by combining the previously mentioned groupings to give a picture of all listening in WLW territory by each 15-minute period during the day and by 30-minute periods at night. It is said that this method enables the advertiser to make comparisons not hitherto possible.

Shave Cream Spots

CONSOLIDATED Royal Chemical Corp., Chicago (Krank's shave cream), has placed a varying schedule of station-break and one-minute announcements on an undetermined number of midwestern stations. Agency is Arthur Meyerhoff & Co., Chicago.



GOOD RESULTS from radio promotion of the movie "Hitler's Children" on KLZ, Denver, prompted RKO Radio Pictures Inc. to sign a one-year contract with the station to advertise several films. Signing the agreement is Leonard Gruenberg, RKO district manager. Seated at left is Bill Gillin, KLZ sales representative. Standing, left to right, are: Mark Alling, manager of Orpheum Theatre, Denver, and Hugh B. Terry, KLZ station manager.

ENLARGE HEARING ISSUES, ASKS WMT

IN A MOTION filed last Thursday, WMT, Cedar Rapids, Iowa, asked the FCC to enlarge the issues involved in the hearing scheduled on the application of KSJB, Jamestown, N. D., for regular assignment on the WMT frequency of 600 kc. The motion also requested designation of a commissioner, rather than an attorney examiner, to preside at the hearing.

WMT, owned by Iowa Broadcasting Co., has appealed to the Court of Appeals for the District of Columbia from the FCC action allowing KSJB to continue operation on 600 kc. under a "special service authorization," pending outcome of the hearing. [See earlier story on page 26].

The motion, filed by the firm of Segal, Smith & Hennessey, WMT counsel, asked the Commission to determine what local assignments, if any, are available for use by KSJB at Jamestown; whether adequate economic support is available for a class III (regional) station in Jamestown, and whether it is practical from an engineering standpoint to establish a class III station in that city.

The motion also recited that in certain resepects the KSJB application is in conflict with the Commission's rules, regulations and engineering standards, and that there appeared to be no reason why the local channel of 1400 kc. should not be used by it. If, notwithstanding these "defects", the Commission should ultimately decide to grant the application, there would be involved a change of policy or a new kind of use for the frequency 600 kc., a regional, said the motion. Under the Communications Act, a hearing of this character must be conducted by a commissioner.

Hager on Ad Council

KOLIN HAGER, manager of WGY, Schenectady, has been named on the board of the War Advertising Council, representing stations comprising the NAB, of which he is also a director. Paul W. Kesten, of CBS, represents the four national networks on the WAC board.

Petrillo Eludes

(*Continued from page 9*)

phonograph records sold to the public).

"The strike was called by James C. Petrillo, president of the musicians' union, on Aug. 1, last, but the union did not submit any demands until February 1943 and then only at the request of a special Senate Committee headed by Senator D. Worth Clark of Idaho. Dr. Steelman designated a member of his staff, James William Fitzpatrick, of New York City, an expert in theatrical matters, as his representative to mediate the strike.

Union's Demands

"The union first asked the transcription companies to pay into the union treasury an unspecified percentage of their total gross receipts in addition to the musicians' regular wage scale, which demand was rejected. Negotiations continued until May 11, when the union made a new demand that the electrical transcription companies agree not to furnish transcriptions to broadcasting stations which the union in its sole discretion, branded as "unfair". This demand was rejected by the employers because it is impossible for them to control the use of their transcriptions by advertisers and radio stations and the fulfillment of the demands would give the union veto power over the use of transcriptions, resulting in secondary boycotts against the broadcasters.

Discs a Necessity

"The transcription companies point out that the union wants to prevent the use of transcriptions unless it can force the hiring of an additional quota of musicians by the stations. Electrical transcriptions are used by all stations and constitute an economic necessity to many of the independent and smaller broadcasting stations in the country to enable them to offer programs of high quality in their service of the public interest. Commercial transcriptions are recorded programs and furnish the station with advertising revenue. Library transcriptions are recordings of music by outstanding artists syndicated among radio stations throughout the country.

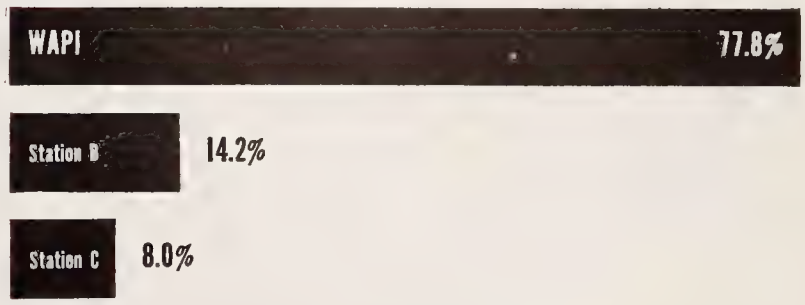
"The breakdown of negotiations with the union made it imperative for the transcription companies to refer their dispute to the Federal Government for prompt disposition in the hope that governmental intervention would bring about a resumption of their service to the hundreds of broadcasting stations which are dependent upon transcriptions as the source of supply for music to which their audiences are entitled and have become accustomed."

SPOT SALES Inc., New York, has been named sales representative for WAAT, Jersey City, in territory outside the New York area.

May makes it 65

'Way back in January of 1938, WAPI was broadcasting *twice* as much national spot business as the two other local stations *combined*. And month after month, since then, we've kept that record of Birmingham leadership intact.

During May, 1943, (the 65th consecutive month) Birmingham national spot quarter-hours were distributed like this:



Ask Radio Sales why WAPI is this unfailing first choice of experienced advertisers.

WAPI★BIRMINGHAM

Represented by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte.

CBS NETWORK

Conference Board Plans Talent Setup

Will Advise Entertainment Groups of War Activities

TO ADVISE all branches of the entertainment field of the plans and purposes of the Conference Board of the Entertainment Industry for War Activities [BROADCASTING, June 14], a special steering committee of the Conference Board's Continuations Committee was last week preparing a letter to go to associations, guilds, unions and other organizations connected with the entertainment business.

This steering committee is headed by George J. Schaefer of RKO, chairman of the Motion Picture Industry Committee on War Activities and also chairman of the Conference Board's Continuations Committee. Other members of the steering committee are: Kermit Bloomgarden, American Theatre Wing; Leonard Callahan, general counsel of SESAC, representing the music industry; Walt Dennis, NAB news bureau chief; William Fricke, American Assn. of Advertising Agencies; Anita Grannis, AFRA; Solly Prenick, IATSE.

Clearing House

Letters, as explained to BROADCASTING by Mr. Callahan, will explain the organization of the CBEIWA at a two-day conference held June 3-4 in New York and will detail its plans for augmenting the war efforts of other agencies. Stating that the Conference Board has no idea of superseding any existing agencies or groups, Mr. Callahan said it will act entirely as a clearing house or resources pool which will coordinate the efforts of the component parts of the entertainment industry in doing a better job in the war.

In radio, he continued, the board will serve as a sort of industry OWI, attempting to appraise the importance of the numerous requests for time made by various agencies. This will give the individual station an opportunity to cooperate with local war groups of its community in a coordinated manner, he said, and will relieve the broadcaster of the responsibility of making individual decisions as to which group to give time to and which to turn down.

Mr. Callahan's participation in this entertainment industry war organization is in line with the previous activities of himself and SESAC which for the past year has acted as a liaison agency between the Treasury Department and the country's broadcasting stations to promote the sale of War Bonds. Since May, 1942, Mr. Callahan said, SESAC contact men have called at least twice on 850 stations, and more frequently on many of them, interpreting to them the requirements of the Treasury, explaining how they could help increase Bond sales in their communities, and reporting back to the Treasury on station activities, proposing citations for stations doing outstanding work in promoting Bond sales and suggesting new types of programs in accordance with local needs.

TUBE-BATTERY ISSUE IS SENT TO BYRNES

AN APPEAL to War Mobilization Director James F. Byrnes to take steps to alleviate the critical tube and farm battery situations so that replacements will be available to keep the nation's 59 million receiving sets in peak operation was made last week by the NAB.

While no word was forthcoming from Justice Byrnes' office, the procedures established in that top agency automatically provide for a study to ascertain whether the "home front" is being adversely affected. In this case the study will cover unavailability of these materials through WPB in sufficient quantities to check the threatened silencing of receiving sets.

The NAB letter, it is understood, has been referred to Donald Russell, secretary of the War Mobilization Committee, for the preliminary study. If it is concluded that the tube and battery situations constitute a threat to the home front, the matter then will be referred to the War Mobilization Committee itself for action.

Directives to manufacturers of farm radio batteries are being issued by the Consumer Durable Goods Division of WPB instructing them to distribute 98% of their radio battery production to farm outlets, it was announced last Friday. This is in line with the program announced early this month by WPB. Little change in the prevailing disposition of radio batteries can be expected through the directive, WPB explained, for distribution of these products to farms has been following the specified percentage closely since mid-March when WPB initiated a program for increased battery production. Within a month after the radio battery production program got under way, their rate of manufacture had more than doubled to reach a 425,000-a-month clip. This is 50,000 a month more than the pre-war rate and is still being maintained according to latest reports.

Ad Ration Seen From Paper Cut

A 5% CUT in newsprint is imminent following the recommendation last Thursday of the Newspaper Industry Advisory Committee that the War Production Board cut the third quarter consumption beginning July 1, by that amount.

The recommendation was made to Harry M. Bitner, Pittsburgh publisher and owner of WFMB, Indianapolis, by the committee after it developed that since the original 10% cut in consumption was ordered last December for the first quarter of the year, only half that saving has been effected. Thus with the 5% cut, the total reduction to 10% would be effective.

A further cut in the fourth quarter also was foreseen, because of depleted inventories and diminished production in Canada whence three-fourths of the newsprint used in this country emanates.

Whether a further cut in magazine consumption of paper will be ordered was problematical. Whereas newspapers failed to meet the 10% cut, it is reported that magazines have accomplished that goal.

Rationing of advertising in newspapers may result from the new cut. Radio, both locally and nationally, may be the beneficiary to some extent, absorbing part of the necessary loss to newspapers.



. . . . of this station's excellent Hooper rating

. . . . of our choice low-cost network and spot availabilities.

. . . . of the cost per program in comparison to Houston's other two radio stations.

Invite your Branham man to unfurl a few facts and the latest Hooper breakdown by quarter hours.

KXYZ
HOUSTON
1320 KC BLUE, MUTUAL
• represented by The Branham Company

BUY BOTH! KXYZ AND KRIS, CORPUS CHRISTI — A MONEY-SAVING COMBINATION

The TIME BUYERS' STATION
WDOD
Chattanooga, Tenn.
5,000 WATTS
CBS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

ENGINEERS NEEDED BY ARMY, NAB SAYS

QUALIFIED men in the field of radio are advised on steps which will insure their assignment to the Army Signal Corps in an NAB letter sent to all station managers last week. Letter points out that it is the responsibility of every man entering service to see that his technical skill is used to greatest advantage.

Signal Corps needs men who can operate and maintain stations, and men familiar with the installation of new stations, NAB says. It advises men who wish a temporary appointment in the Army of the United States to write the nearest officer procurement district office. Men already inducted are advised to send their serial numbers to the Office of the Chief Signal Officer, Military Personnel Branch, Washington, to Lt. Col. Richard R. Kilgore, Enlisted Section.

NAB is warning managers that they will "inevitably" lose technicians to the armed forces. "The technicians problem," NAB says, "has been and is a most serious one throughout the industry."

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

JACKSON
WILL HOLD ALL ITS
WAR-TIME GAINS

A national survey lists Jackson among the FIRST SIX CITIES OF THE NATION most likely to retain all its economic and industrial gains after the war is over.

Jackson, a rapidly growing market, will give you a substantial return on your sales dollars, today and tomorrow!

Let WJDX, the Voice of Mississippi, build prestige and sales for you in Jackson NOW and in the years ahead.

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

O'Dea Sells His Interest In Advertising Agency

AFTER 30 years in the agency business, Mark O'Dea, president of O'Dea, Sheldon & Canaday Inc., New York and Baltimore, has sold his interest in the firm to J. F. Quick, treasurer and general manager, and to L. C. McElroy, vice-president, and for the duration at least will devote full time to his position as public relations director of the U. S. Maritime Commission and the War Shipping Administration. Succeeding him as president is George H. Sheldon, executive vice-president of the agency since 1936. Effective July 1, the agency name will be changed to Sheldon, Quick & McElroy Inc. The interest of Ward M. Canady, chairman of the board, was purchased by the corporation some time ago.

Mr. O'Dea has held his present Government job since Aug. 1, 1941. The present agency was founded in 1930. Previously, Mr. O'Dea was associated with Lord & Thomas for over 16 years. He has served as chairman of the New York chapter of the American Assn. of Advertising Agencies, and as a member of the National Executive Committee.

CBC Labor Status

BECAUSE the Canadian Dept. of Justice had ruled that the Canadian Broadcasting Corp. has no authority to enter into an agreement, CBC employees are not unionized, Rene Morin, CBC board chairman explained to the Parliamentary Radio Committee at Ottawa last week. He had been asked why the CBC, an independent corporation of the government's, does not pay taxes and its employes are not permitted to organize. The CBC, neither in theory nor in practice, is opposed to making collective arrangements with its employes, he told the committee.

Time For Gardening

ENCOURAGEMENT to all station personnel operating Victory Gardens came from Roger W. Clipp, vice-president and general manager of WFIL, Philadelphia, with the announcement that from May 29 to September 4, Saturday will be a full holiday for all WFIL employes not necessary to actual station operation.

WCAR

Influencing Sales

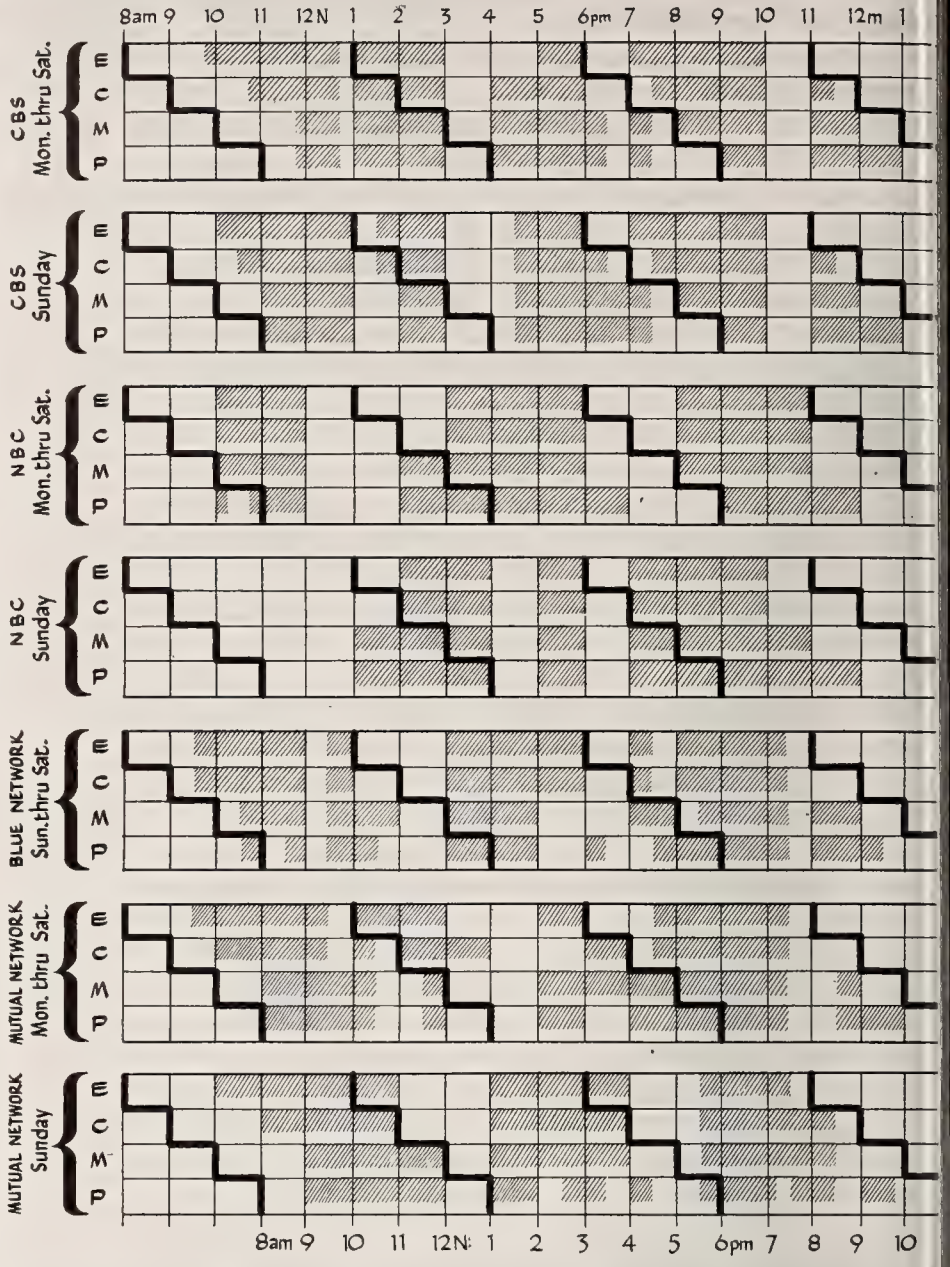
FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR

PONTIAC, MICHIGAN
or the Foreman Co. ● Chicago ● New York

NETWORK TIME BLOCKS



THIS REVISED diagram depicts time segments selected by each of th four networks in their contracts with affiliate stations under the ne network rules. It was originally printed in the June 14 BROADCASTIN *Since that time Mutual network has revised its time blocks. This is new tentative lineup for Mutual. Shaded portions are hours requis tioned from affiliate schedules under contract; white segments are thos not available to the network. Symbols at left indicate time zones E, eastern war time; C, central; M, mountain; P, Pacific. Heavy stag gered lines indicates the five-hour time segments based on local tim but the entire chart is based on eastern time. Hour symbols at top o chart are eastern time. Pacific time hour symbols shown at bottom of char*

Defense Series

JAMES M. LANDIS, U. S. Director of Civilian Defense, will be heard regularly in a half-hour program starting on NBC June 26 under the title *If They Come Tonight.*

THREE CZECH national dailies published in Chicago are translating and serializing "The Story of Jan Smutek", dramatization of the Czech hero broadcast on CBS May 16 as one of the *This Is the Underground* series. Permission for publishing the story was granted to the Czech National Council by CBS and writers of the program.

ENGINEERS' attention is called t *Tables of Functions With Formula* (Funkionentafeln) by Jahnke an Emde, containing complete Germa text and English translation, and pu lished in the U. S. under authority Alien Property Custodian. The 40 page illustrated work is availabl from Dover Publications, 31 E. 27t St., New York, priced at $3.50. It reported to be of particular value t radio engineers working on war equi ment.

SPOT SALES Inc., has been name sales representative for WAAT, Je sey City, in territory outside the Ne York area.

"EXCELLENT, TRACEABLE RESULTS"

for Premium Coal Co. when they broadcast over WKRC with

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

...OOKUP IN MEXICO ...CQUIRED BY MBS

[UTUAL and Radio Mil, a ıain of 36 stations in Mexico, gned contracts last Friday, proıding for a regular exchange of rograms between the two net-orks, it was announced jointly by Tiller McClintock, MBS president, nd Antonion Rojas Villalba, vice-resident of Radio Mil. Engineers re working on plans to establish ng line and shortwave connections.

Mr. McClintock said the arangement was prompted by a dere to further cement commercial nd cultural relations between Iexico and the United States. The ssociation between Radio Mil and lutual will result in American udiences hearing regularly "prorams originating in Mexico that arry the authentic flavor of our ountry," Mr. Rojas said.

Key station of Radio Mil is EOY, 10,000-kw. station in Mexo City. Network's shortwave staon XEOI is also located in Mexo City. Other stations in the lexican network are: XEFW EBK XEX XETB XEOB XEF ELO XEBW XEAT XELK XED ERW XESF XECD XETW EDQ XEFT XECD XEKW EBF XEDS XEFQ XESY EDR XEDJ XETM XEPF EHF XEAA XEBG XEAG ETF XECH XEWE.

Radar at Attu

IMPORTANT part played by radar in the American action at Attu was revealed in testimony taken before the House Appropriations Committee and made public last week. Without radar, the committee was told, the attack could not have been accomplished because weather conditions precluded men on decks of boats from seeing the water. Ships were berthed and men landed by the radio detection devices, it was testified.

Ward Sponsors News

VARD BAKING Co., New York, hich uses extensive regional raio for its bread and cakes, on une 21 starts a six-weekly news nalysis series on KMOX, St ouis, featuring W. R. Wills, merican newspaperman, who was ormerly Tokyo correspondent for BS. Placed in solitary confinement for six months after Pearl Harbor, Mr. Wills returned to this ountry on the exchange ship ripsholm. He will be heard Monay through Saturday, 8-8:15 a.m. gency is J. Walter Thompson Co., New York.

Canada Radio Sales Drop

IGURES showing the drop in raio set sales in Canada since the tart of the war have been released y the Dominion Bureau of Staistics, Ottawa. In 1939 the Dominon produced 348,507 receivers; anufacturers sold 370,608 receivrs valued at $20,005,000. In 1940 roduction was cut by wartime easures and last year production f new broadcast receivers for civilian use was stopped when parts ere used up. 1942 production mounted to 176,287 new receivers, ith sales by manufacturers of 09,163 valued at $14,404,000.



FIFTEEN YEARS of satisfaction on KGHL, Billings, Mont., brought O. L. Koppe (left), local jeweler and first client on the station, back to sign his sixteenth contract on June 15—KGHL's birthday—as C. O. Campbell, president of the licensee corporation, looks on. Koppe has used the station daily since its opening.

Paramount War Work Is Outlined by Balaban

PARAMOUNT PICTURES Inc. has been "fortunate" in its television investments, Barney Balaban, president of the company, told the annual stockholders' meeting last Tuesday. "We are fortunate in these developments," he said, "not only because of satisfactory financial results but particularly because in two of them we feel we have materially aided in the prosecution of the war.

"I refer particularly to the Allen B. DuMont Laboratories, engaged in the manufacture of the cathode ray tubes which play such a large part in radar and to the naval school for primary radar training, operated without charge in connection with our television station in Chicago, which now has over 1,000 service men in training."

Stating that the motion picture industry has been breaking all previous attendance records, Mr. Balaban said that if business conditions do not change later this year, he will recommend to the board that the dividend rate on common stock be increased.

BLUE Musicians Feted

RECOGNIZING the fact that musicians and artists are an integral part of network organization, the BLUE last Thursday gave a buffet supper for 65 of its staff of musicians at the Waldorf-Astoria, New York. Supper was one of a series during which Edgar Kobak, executive vice-president of the network, discussed the origin of the BLUE as an independent network, how it stands at the moment, and its prospects for the immediate future. Guests included an official delegation from Local 802 of the American Federation of Musicians.

Never
Have Advertisers Gotten
So Much for So Little

Write for Details

WHKY
HICKORY, N. C.

5000 W.D.
1000 W.N.
1290 K.C.

Nat. Rep. Howard H. Wilson Co.

NEED NO HEARING, SAY WCOL AND WCPO

DISMISSAL of the appeal instituted by WCPO, Cincinnati, against the FCC because of the assignment of WCOL, Columbus, on its frequency, without notice and hearing, was announced last week coincident with the entering of a stipulation between the two stations that no FCC hearing be held on the matter.

The action was premised on the fact that WCOL's operation on the 1400 kc. channel, presumably because of the effect of tall buildings in the immediate vicinity of its antenna, resulted in comparatively little radiation in the direction of Cincinnati. The case was carried to the Supreme Court which reversed the FCC because of its failure to accord the Cincinnati station notice and hearing and which also held that the U. S. Court of Appeals for the District of Columbia had authority to issue stay orders.

The stipulation filed with the FCC by Philip J. Hennessey Jr., Scripps-Howard Radio counsel, and Horace L. Lohnes, counsel for WCOL, set forth that the unattenuated field intensity of one mile in the direction of Cincinnai for the 250-watt operation of WCOL is 24.5 microvolts per meter, which is substantially less than any of the parties anticipated. It is stipulated, said the pleading, that there be no hearing before the Commission on the application of WCOL and that Scripps-Howard Radio "consents to the operation of WCOL as now conducted." The change occurred two years ago.

The TEXAS RANGERS *now*

Selling Beer on WIRE

Indianapolis

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

any way you figure



—there are choice times during day or night when KECA will give you more listeners per dollar than any other network station in Southern California.

KECA
OF LOS ANGELES

Earle C. Anthony, Inc.

BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

Advertising Subsidies for Broadcasts And Press Opposed by Davis and Cowles

OWI Chief Elmer Davis is definitely opposed to the Bankhead Bill authorizing $25,000,000 for paid advertising in small newspapers, Gardner Cowles Jr., director of the OWI Domestic Branch revealed in hearings before the House Appropriations Committee.

Since no hearings have yet been scheduled on the Bankhead Bill, Mr. Davis made his stand in a statement to the Chairman of the Senate Banking and Currency Committee, Mr. Davis had already stated his opposition to the advertising bill at one of his regular weekly news conferences [BROADCASTING, April 19].

Small Stations Involved

Supporting the position of his chief, Mr. Cowles told the House Committee that although he was a newspaper publisher himself (as well as a broadcaster) he thought it would be a great mistake for the Government to get into a large program of Government advertising.

"There is also the radio industry to be considered," he said, "particularly the small non-network radio stations." Mr. Cowles pointed out that as a broadcaster he was aware that small radio stations in many parts of the country are in financial trouble. "If a large fund were provided for Government advertising in small newspapers these small stations might reasonably ask what the Government is doing for them."

In the course of the same testimony Mr. Davis had a chance to tell the Appropriations Committee of his opposition to the Bankhead Bill. "Mr. Cowles and I are in agreement on that," the OWI director said.

Mr. Davis explained that his opposition to Government subsidy is based on his fear that papers would come to be dependent on that revenue; "that is to say, the Government could ruin a paper by suddenly withdrawing its advertising, and that seems to me to be a very dangerous power."

In his testimony, Mr. Cowles praised the cooperation of advertisers in presenting information on home front problems to the people, particularly in the food field. Companies like General Mills, the Kellogg Company, Pillsbury Flour Company, the Heinz Company and literally hundreds of others, are doing a great deal, he said. "They have been enormously helpful and the more we can persuade private industry to do this job on the home front, the better I like it and the smaller the budget needs of the Domestic Branch of OWI is going to be."

OWI Allocates

(*Continued from page 12*)

new construction and conversion of every available transmitter.

This decision, Mr. Weldon pointed out, is saving both money and manpower, since a smaller operating staff can serve a group of transmitters if located in one building. Altogether, the Government expects to purchase land and construct facilities in but three cases. Conservation by converting transmitters has not been very resultful, Mr. Weldon said. Only three have been converted from old equipment; the remainder must be purchased from manufacturers. Firms supplying the equipment are RCA, General Electric, Federal Telephone & Radio and the Broadcast Division of Crosley Corp., which is serving as a manufacturer. Production has necessarily been scheduled to avoid interfering with military radio production.

Pending completion of the short-wave expansion effort, OWI has been using 14 stations leased from pre-war operators on a cost basis. As new transmitters are allotted to these licensees, Mr. Weldon says, the firms have demonstrated their cooperation by agreeing to straight cost installation contracts, waiving any fee for setting up the equipment.

Some in Operation

Plans for location of the transmitters are still flexible. Originally, 22 were scheduled for the East Coast and 14 along the Pacific, but OWI now says later developments may make it necessary to place more on the West Coast and fewer in the East. Some of the new transmitters are already in operation, although the program still has a year to run. In April, Associated Broadcasters, San Francisco, were granted an FCC construction permit for a sister station to KWID, San Francisco, and the first Crosley unit is now in operation at Cincinnati. Three additional units each designed for an eventual capacity of 250 kw. are contemplated for Crosley.

Following is a list of international broadcast station operators in the United States in June, 1942 the number of transmitters operated by these licensees at the time OWI began its expansion program and the probable number of transmitters each licensee will be operating when the program is completed:

Operator	*Transmitters* June, 1942	July 1943
Associated Broadcasters	1	2
Columbia Broadcasting System	3	6
The Crosley Corp.	1	5
General Electric Co.	3	5
National Broadcasting Co.	2	6
Westinghouse Elec. & Mfg. Co.	1	3
World Wide Broadcast'g Corp.	3	4
(Not assigned)		6
	14	37*

*One 5 kw. transmitter, operated by World Wide Broadcasting Corp., has been discontinued, although included in the above tabulation, and three of the 37 are of lower power, 10 to 25 kw., and may not be continued. World Wide is acquiring new transmitters to replace the 5 kw. transmitter discontinued.

DAVIS CRITICIZES CAPITAL COVERAGE

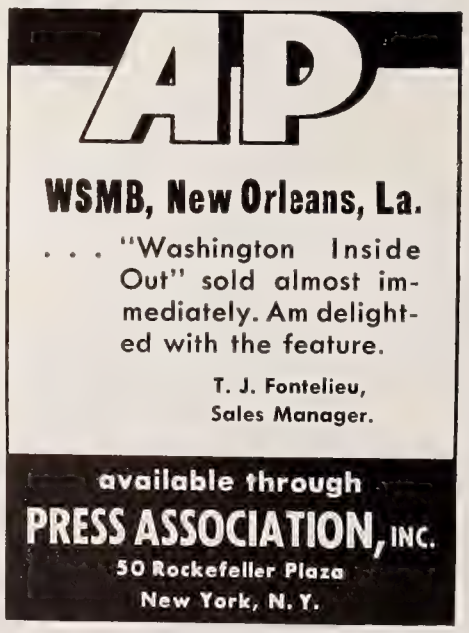
WHILE declaring that to his "old fashioned taste" Washington news is less adequately covered than news from any other part of the world, OWI chief Elmer Davis last Monday told the American Newspaper Guild Convention in Boston that, on the other hand, the quality of American radio and press correspondence from abroad has been "superb."

"The war has been ably and brilliantly reported—those two words are not always synonyms—and I do not think there is any class of people in the world who had a better idea of what was going on, in the years leading to the war, than the American correspondents overseas." Mr. Davis said.

Mr. Davis warned the reporters that a world guarantee of free communications and free press is no substitute for vigilant reporting. Admitting that many countries may still have a controlled radio and press after the war which could be used to serve the objectives of political warfare, the OWI chief said if such be the case a heavy responsibility will lie on the free press and radio of the United States to protect our free society from grave damage to our national interest, by judging news for what it is actually worth, instead of following the line of least resistance.

PAN AMERICAN affiliates of NBC are receiving from the network 36 recordings of the NBC Symphony Orchestra under the direction of Arturo Toscanini and Leopold Stokowski. Discs are for the Latin American outlets' music libraries.







House Group Cuts OWI Radio Funds

Committee Advises 37% Slash In Sum for Domestic Bureau

BUDGET TROUBLES threatened the Radio Bureau of the OWI last week as a result of a report of the House Appropriations Committee which recommended a 37% cut in the $8,865,906 requested by Director Elmer Davis for activities in the 1944 fiscal year for the Domestic Operations Branch.

Although not indicating what percentage of the cut should come from $811,499 requested for the Radio Bureau, the House group suggested that the savings be made in motion picture, communications, radio and field activities.

For the entire OWI operation for the new fiscal year, the Budget Bureau estimate was $47,342,000, whereas the House committee recommended a total of $34,472,504—a decrease of $1,374,788 under 1943 funds and of $12,869,496 under the budget estimates.

The committee provided $5,500,000 for the domestic operations branch, a decrease of $3,365,906 from the budget estimate, or 37%. "The reduction will require a drastic rearrangement of the domestic program," said the committee, particularly in the fields of publications, posters, motion pictures, special services, and field operations."

At his Thursday conference, Mr. Davis commented that the savings would be hard to make. He indicated that a healthy chunk might be taken from the $1,222,000 intended for Lowell Mellett's Motion Picture Bureau, but that something might also be taken from the Radio Bureau.

An 'Excellent Job'

Mr. Davis praised the work of the radio group, commenting that "it has done an excellent job on a comparatively small budget." He said he would not like to cut it if he could help it.

The Radio Bureau had asked $811,499, of which $522,000 was for special projects including transcriptions for local stations, special network features and special recordings of network programs for rebroadcast on local stations.

Of the total, $150,000 would be spent for special features, particularly certain programs on Mutual and BLUE. In explaining the payments for programs on these two networks, William B. Lewis, assistant director of the Domestic Branch (who resigned last week) explained that Mutual and BLUE cannot afford to give the same service that NBC and CBS donate. "So the $150,000 is to enable them to contribute as much in the way of time as the bigger networks," he said.

Mr. Lewis estimated that, at commercial rates, the Government would have to pay $140,000,000 to buy the services radio is giving to the war effort. The expenditure to service all that free time is only $800,000, he commented.

GAIL G. GEDDES, son of Bond Geddes, executive vice-president of the Radio Manufacturers Assn., was sworn in as an Ensign on June 11. Formerly on the executive staff of the National Assn. of Manufacturers, Mr. Geddes has been assigned to the Naval Aviation Service.

COM. BUTCHER IN A-P NEWS DISPATCH

MENTIONED in an Associated Press dispatch from North Africa last week was Com. Harry C. Butcher, aide to Gen. Dwight D. Eisenhower, who told how, as the general watched the shelling of Pantelleria by cruisers and destroyers, ship's guns fired on an object resembling a periscope in the water. It turned out to be only a belly tank dropped from an Allied plane.

Note added to the AP story—description of an inspection tour by Gen. Eisenhower of American troops training in North Africa—explained how Mr. Butcher, a naval officer, became aide to an Army general in a move without precedent in Army-Navy relations. Com. Butcher was vice president of CBS, in charge of Washington activities and is widely known in Washington circles, the story said. "One of the friends he made about 15 years ago was a young officer attached to the general staff when Gen. Douglas MacArthur was its chief, Major Eisenhower," the story explained.

"When Gen. Eisenhower was made commander of the American Army forces in the European theatre, he asked to have hin friend, then on active service in the communications section of the Navy, made his aide. It was unprecedented . . . but it was done."

Miles Labs Extend Spots For Nervine on Keystone

BECAUSE of small town market activity, Miles Laboratories Inc., Elkhart, Ind., is extending its transcribed series of one-minute daily announcements, the *Miles Historical Almanac of the Air*, over the summer on 124 Keystone transcription network stations. Original schedule called for a 13-week summer break.

Aired in behalf of Nervine and Anti Pain Pills, the program consists of spot announcements recounting historical events, almanac fashion, for each broadcast day, with commercial plugs filling about 20 seconds at the close of each spot. Wade Advertising Agency, Chicago, handles the account. Miles Laboratories also broadcast *Lum 'n' Abner* on the Keystone Broadcasting System to promote Alka-Seltzer and One-A-Day Vitamins.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Summer Sales Are Up!

Sales Management magazine forecasts a 15.5% increase in Hartford's retail sales for July. Match this trend with an appropriate spot campaign on WDRC, Basic CBS, Hartford. Write Wm. Malo, Commercial Mgr., for availabilities.

NOTICE OF APPEAL in the U. S. Circuit Court of Appeals was filed last week by RCA-Victor from decision of the New York Federal Court dismissing the trademark infringement action brought by RCA against Columbia Recording Corp. and Decca Record Corp.

KPAC, Port Arthur, Tex., has appointed Joseph Hershey McGillvra its exclusive national sales representative in the United States.

M-9-c Amended

COPPER may now be used in the production of radio sets and parts for private use, when the manufacturing of such sets takes place under provisions of L-265, the WPB ruled last week in an amendment to the copper freeze order, M-9-c. The amendment, a routine provision, merely brings M-9-c into line with the more recent L-265, the Radio & Radar Division's order controlling production and distribution of electronic equipment.



TWO ARE BETTER THAN ONE *Any Day!*

DON'T STOP AT ONE SPONSOR FOR

FULTON LEWIS, JR.

SELL HIM AT A LATER TIME TO A SECOND SPONSOR



HERE'S HOW

It's easy . . . sell a "playback"! It's been tested on the Don Lee stations and the response from each broadcast was terrific . . . way ahead of the "pull" before the playback was used. Don Lee uses his repeat broadcast at 9:45 P.M. . . . the original Lewis newscast reaches the west coast at 4 P.M., PWT. This idea offers unlimited possibilities to those Mutual stations who have already sold Lewis to one sponsor. KHJ in Los Angeles is using Fulton Lewis, Jr., THREE times daily! Give it a try!

Fulton Lewis, Jr., merited the DuPont Radio Commentator Award for 1942. Sell him at your one-time quarter-hour rate per week. Wire, phone or write WILLIAM B. DOLPH, W O L, Washington, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.

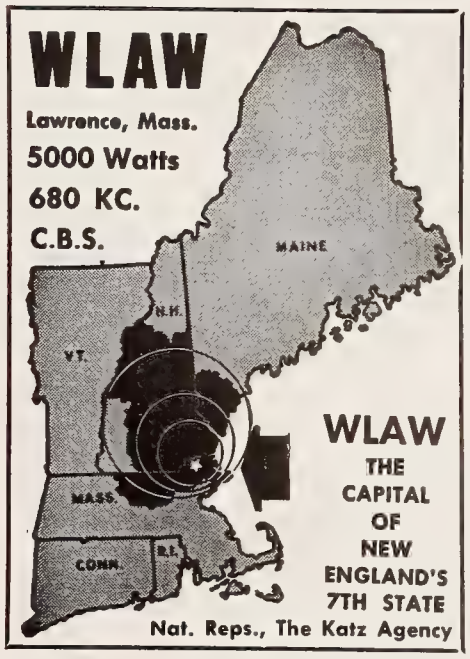
Affiliated with the MUTUAL BROADCASTING SYSTEM



U.P.

THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE

UNITED PRESS



KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Net Rules

(*Contnued from page 10*)

ing network operation and pointed out that the Commission won't oppose "any healthy competition" in the broadcasting industry. The rules, he added, are designed to promote the right sort of competition, and no effort will be made to hamper the bona fide establishment of new networks.

"I don't think, however, that the rules would be of any assistance to any group that just wanted to make an occasional raid on the industry. Certainly the rules were not designed to that end and if anything should happen under them to the detriment of network broadcasting generally and to the existence of a healthy type of competition in the industry, we might want to do something about it. I should be very much surprised if this idea of so-called super-networks with a limited number of big stations gets to first base. I don't think it's a feasible operation."

Asked whether line charges would be the main deterrent, Mr. Fly said that other factors are involved. Agreements must be made with individual stations to get time, for example, he said.

Alluding to a statement attributed to NAB President Neville Miller that "further complaints about program content should be made to the FCC," Mr. Fly said he had pointed out on numerous occasions, "the unwisdom of appraising a judicial decision on 10 words picked out of 20 pages." He added that the loose interpretations of the Frankfurter opinion have only tended to mislead and confuse the public. "Fortunately, however, the public is not going to get excited about this situation."

Press Comment

Editor & Publisher, trade journal in the newspaper industry, in its June 12 issue called upon the newspapers stoutly to defend freedom of the press which, it pointed out, is threatened by the Frankfurter opinion.

"Freedom of speech and freedom of the press are among the liberties for which we and the other United Nations supposedly are fighting the forces of the Axis to 'unconditional surrender'" said the publication. "Yet at home a far-reaching decision by the supreme tribunal of our Republic, involving—and in some minds even threatening—the very liberties upon which this nation was founded, receives little more than passing notice in our newspapers."

Pointing out that perhaps editors and publishers of many hundreds of newspapers considered the decision as "radio's fight, not theirs," *Editor & Publisher* said this was not a "realistic long range viewpoint." Newspapers were asked to read the texts of the majority and minority opinions in the FCC case and "think about the future." If the FCC has this "absolute power over radio, one day it might be granted similar power over the traffic of the nation's newspapers—all under the guise of 'regulations.'"

The *Wall Street Journal* in its June 12 issue noted that Senator Wheeler had postponed the hearings until September. "It is to be hoped that in the pressure of the war and other important matters this one will not be allowed to disappear from the Congressional agenda, for it is of fundamental importance," said the newspaper. It observed that radio had become "a very important medium of information, second only—if indeed they are in fact second—to the public press."

If the law is as broad as the Court says it is, said the *Journal* in alluding to the authority given the Commission to determine "the composition of the traffic" over the air, it is "too broad and should be more sharply defined. Wide discretion, said the editorial, no doubt is to be given to Congressional agencies but the limits must be carefully prescribed in the law itself. The Federal Communications Act clearly requires revision in this respect and ought to get it at the earliest possible moment."

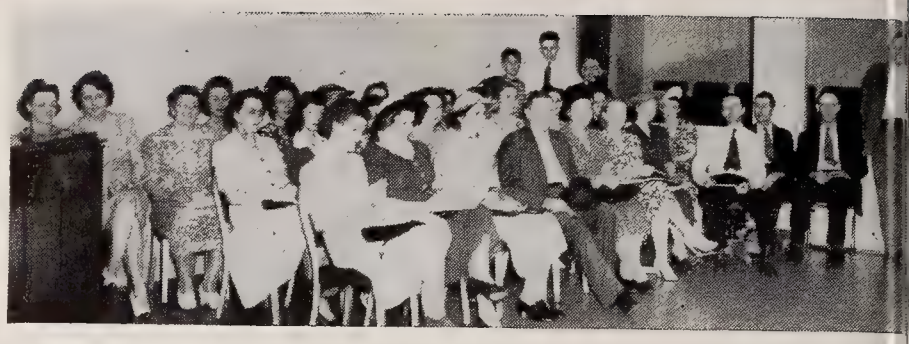
Hearst Editorial

The *Chicago Herald American* and other Hearst newspapers on June 3 published a detailed editorial titled, "Throttling Free Speech on the Air." Unless Congress now exerts its Congressional legislative authority to "undo this monstrous wrong," said the editorial quoting the Supreme Court opinion, "it may be only a question of time—and perhaps a very brief time—until the people of this democracy will be able to hear over their radio sets only what the administration wants them to hear, and only when the administration wants them to hear it."

Under the Frankfurter conclusion that the law puts upon the Commission the burden of "determining the composition of the traffic," said the editorial, the FCC may tell every network "who and what may be heard over the radio."

Calling upon Congress to reverse and annul the Supreme Court's "totalitarian decision," the Hearst editorial said Congress could do this by passing the White-Whee bill and the companion Holmes l in the House. "This has now come a paramount duty which C gress must perform."

The editorial concluded t maintaining free speech through free radio and a free press in t country "is an essential part America's war against totalitaria ism and for human freedom in t civilized world."



MOSTLY WOMEN are these 32 students who enrolled for the first cl of the Radio Technicians School conducted by WSJS, Winston-Sale N. C. The course, which is given free, is open to women of all ages a to men over 45 years old. Chief instructor for the school is Phil Hedri technical supervisor of WSJS (standing at right).

Dual-Affiliate Sessio Are Deferred by MI

MBS has postponed the dual-aff ate meetings originally schedu for June 22 in New York for ea ern stations and for June 29 in C cago for western stations [BRO CASTING, June 14], until later the summer, the network announ last week. No new dates for meetings were set, but it is pected they will be called for ea July, following the return of M tual's president, Miller McC tock, from a series of speaking gagements on the Pacific Coast, which he left New York last F day.

Option time schedule of MBS still being discussed by the n work's stockholders. Until the tim have definitely been establish there would be little point in brin ing the stations which are affilia with both Mutual and one of other national networks toget for a meeting designed to iron conflicts that may arise from requests of different networks different option times.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

Colleges Filling Radio Personnel Needs

Criticism of Courses Unjustified, Says Prof. Tyson

WHERE will the radio industry obtain its future talent? What provisions have been made to train specialized personnel? Are present training facilities adequate? These questions were raised in a provocative Guestitorial in the May 24 'Broadcasting' by Lt. Howard M. Paul, public relations officer, Navy Pier, Chicago. Some of his statements have been challenged by Raymond W. Tyson of the faculty of Pennsylvania State College whose reply to Lt. Paul's interesting article is presented here.

By RAYMOND W. TYSON

Assistant Professor of Speech, Pennsylvania State College

MR. PAUL'S recent article, "Whence Post-War Talent?", contains some provocative and worthwhile material. He raised a question that has become, due to the war, a matter of major concern to the radio industry. Unfortunately, many of Mr. Paul's statements are without foundation, and will not stand careful examination. His indictment of the role played by the colleges in training radio personnel is, for the most part, not justified by the facts.

Practical Courses

Mr. Paul recognizes the fact that "the only legitimate educational facilities for training budding young writers, etc., are those to be found in our colleges and universities." But he will probably be astonished to learn that the vast majority of radio courses in these colleges and universities are *not* "under the tutelage of a drama instructor who won his spurs in 72 consecutive performances of East Lynn or a journalism professor who wrote his master's thesis on flagrant misuse of the semicolon in 18th century literature. . . ."

A little investigation would reveal the fact that a very sizable percentage of those persons conducting courses in radio speech and production on the college level have had experience in commercial radio, in addition to academic backgrounds commensurate with their positions on college faculties.

The question is asked: "What steps are now being taken for the instruction of potential radio talent?". And the answer is: The same steps that have been taken for well over a decade, and by the same agencies that have supplied American radio with a considerable body of talented personnel. It is here that Mr. Paul will find the past issues of BROADCASTING YEARBOOK extremely illuminating.

He will find, for example, that each year several hundred colleges and universities have been offering a wide assortment of courses and training in the non-technical phases of radio. Their list of alumni active in radio would fill several pages of this magazine. Nor need these institutions be ashamed of the quality of their product.

To take another quotation from Mr. Paul's article, "It's time we embarked on a program of educating the educators in the value of sound, practical radio training." Now, fun is fun, but there is such a thing as carrying it a little bit too far. Does Mr. Paul realize the type and quality of work in radio instruction which is offered at such universities as Michigan, Wisconsin, Iowa, Northwestern, Ohio State, Minnesota, Washington, Cornell, Syracuse, Louisiana State, Alabama—to name just a few?

Variety of Instruction

Surely he has heard of the radio workshop held each summer at New York University, of the radio institute sponsored by NBC at Northwestern last summer, and to be repeated again this summer and also at Southern California? He must certainly have some knowledge of the Federal Radio Education Committee of the U. S. Office of Education, and the services provided by the Script and Transcription Exchange of that bureau. Such items as the Association for Education by Radio, Association of Educational Broadcasters, Ohio State University's Institute for Education by Radio only partially fill the list of those organizations and agencies concerned with radio and the place of the educator in it.

It is a matter of common knowledge that educators have for some time now been fully aware of the necessity for thorough training for those students desirous of making radio their chosen profession. The kind of courses offered and the existence of numerous radio workshops in hundreds of high schools and colleges all over the country are ample proof that there is slight necessity of any program having for its purpose "educating the educators in the value of sound, practical radio training." Many educators were meeting that problem long before most commercial broadcasters knew such a problem might exist.

The colleges of America are offering today, as they will continue to do, a vast reservoir of talent for the radio industry. It's theirs for the taking. It isn't necessary to tell many of these young men and women to get experience on a small station. A large percentage of them have been learning radio by doing. They have been either working in university stations, or in laboratory studios possessing first class equipment. They have been writing their own scripts, acting in them, directing them. They know their way around.

These young people have a keen interest in the American system of broadcasting, and what's more, a strong determination to maintain that system. American radio will be making a grave mistake by not giving them every possible chance.

During the present emergency the question of manpower in radio is not one to be ignored. But here again the colleges can offer real aid. This spring will see hundreds of young women available for radio jobs. Radio will be taking little chance in giving them their chance. As for Mr. Paul's concern about post-war talent, I think he has little to worry about.

Fitch Summer Sub

SUMMER FORMAT for the *Fitch Bandwagon* program on NBC goes into effect July 4, with Tom Reddy, of WHO, Des Moines, replacing Tobe Reed as m.c., and Freddy Martin's orchestra heard regularly, instead of the parade of up-and-coming dance bands formerly presented by the sponsor, F. W. Fitch Co., Des Moines. Other innovations include interviews with guest song writers, and a five-minute news summary by Alex Dreier, NBC commentator. Program will revert to its regular format in the fall. L. W. Ramsey, Davenport, Ia., handles the account.

Mosby Plan to Divide Network Time Regarded Favorably in Many Quarters

HIGHLY favorable reactions to his proposed plan of time division or option between affiliated stations and their networks, originally proposed last spring, is reported by Art J. Mosby, general manager of KGVO, Missoula, Mont.

The plan proposed that the first 45 minutes of every hour between 6 p. m. and midnight be optioned to the network and that the first 30 minutes of every hour between 6 a.m. and 6 p.m. be thus optioned. Thus, Mr. Mosby contended, national spot advertisers can be guaranteed a desirable period at the most suitable time in each locality. Ample time likewise would be reserved for local advertisers.

Fly Impressed

FCC Chairman James Lawrence Fly wrote Mr. Mosby that the plan appealed to him "as an imaginative and thoughtful effort to reconcile the conveniences of business practices with the aim of maximum service to the community." He said he was deeply interested in learning reactions of broadcasters and advertisers.

Lew Avery, director of broadcast advertising for the NAB, said there appeared to be a "great deal of merit in the allocation you propose." He said he thought it deserved serious study by the FCC, the networks and their affiliates.

C. W. Myers, president of KOIN, Portland, Ore., asserted that at first glance the plan appeared "a good thing for the stations if the networks could operate under its conditions." He said it would make it "difficult for advertisers to buy large blocks of time and continuous programs" and that it would be a good thing for the stations and networks "although they probably would not admit it." On the other hand, Mr. Myers said, "your plan would chop up the network operation pretty seriously, especially at night * * * *."

Gene Pulliam, WIRE, Indianapolis, said he thought the plan had possibilities and that it is "unique, interesting and challenges careful thought." Barron Howard, commercial manager of WRVA, Richmond, said he was "afraid that your plan is too beautiful, simple, logical and has too many good points about it to get anywhere." A similar view was expressed by Leonard D. Callahan, of SESAC, who commented: "Your block system for solving the network time clearance dilemma is a ten strike—like the Ruml plan, it's probably too simple and sensible to gain official approval."

Lee Little, KTUC, Tucson, reported that he had discussed the plan with his entire staff and that "everyone here approved it." Florence M. Gardner, KTFI, Twin Falls, Idaho, wrote Mr. Mosby: "I think you have something there." She added she assumed it would have to develop gradually over a period of years "if the networks are conducive."

Hugh Feltis, manager of KOIL, Omaha, asserted the plan had been roundly discussed in New York, where he had been located in the BLUE Network station relations department prior to taking the Omaha post last month.

Congressman Mansfield (D-Texas) wrote Mr. Mosby that the plan appeared to him to be workable. "I certainly feel that the affiliates should be given every possible break because they are a far greater influence in moulding public opinion than a great many people think."

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

81.2% TO 96.8%
These are the coverage figures given WRBL by the Fall, 1942 HOOPER SURVEY. They show you can't possibly cover Columbus without WRBL.
WRBL
COLUMBUS, GA.
• CBS •

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JUNE 12 TO JUNE 18 INCLUSIVE

Decisions . . .

JUNE 14

WLBZ, Bangor, Me.—Granted mod. CP as mod., authorizing power increase, new equipment, etc., for extension completion date.

KMTR, Los Angeles—Continued to July 7, 1943, hearing on license renewal now set for June 15.

WCOP, Boston—Continued to July 14, 1943, hearing on license renewal now set for June 16.

WNYC, New York—Granted leave to amend application for special service authorization.

JUNE 15

WHDL, Olean, N. Y.—Granted mod. license to move transmitter locally.

KCMO, Kansas City, Mo.—Designated for hearing application mod. license to increase N power 1 to 5 kw.

WGST, Atlanta—Granted extension temp. license 30 days from June 21.

W81SP, Springfield, Mass.—Granted license for new station on 48,100 kc.; conditions.

JUNE 16

WALB, Albany, Ga.—Granted extension to July 17 for filing proposed findings re applications for license renewal, CP and voluntary assignment of license; granted extension to July 6 for correction of testimony of C. C. Tounsley re same applications.

WCOP, Boston—Continued action to July 4 on petition for order to take depositions.

JUNE 17

KTBS, Shreveport—Granted license cover Cp move main transmitter locally.

WHKY, Hickory, N. C.—Granted license cover CP for installation new transmitter DA-N, power increase to 5 kw.-LS, move transmitter locally.

WCOP, Boston—Granted motion postpone to Sept. 23 oral argument scheduled June 23 re application for CP.

Applications . . .

JUNE 14

WCAM, Camden, N. J.—Special service authorization operate hours of WCAP pending repairs to WCAP's transmitter.

WJZ, New York—CP move main and auxiliary transmitters; new transmitter and antenna, change power from 25 to 10 kw.

WBEZ, Chicago—License cover CP for new non-commercial educational station.

JUNE 17

WTAW, College Station, Texas—Mod. license change hours to daytime (requesting facilities KTBC).

WMTC, Ocala, Fla.—CP change transmitting equipment, increase power 100 to 250 w.

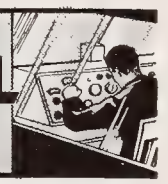
KWFC, Hot Springs, Ark.—Involv. assign. license to Clyde E. Wilson.

Tentative Calendar . . .

NEW, Beauford H. Jester, et al., Waco, Tex.—CP for 1230 kc., 250 w., unlimited (June 23).

WCOP, Boston—CP for 1150 kc., 1 kw., DA-N, unlimited.

in the CONTROL ROOM



PETER C. PETRUSKA, control engineer of WPAT, Paterson, N. J., on June 20 married Edna E. Kirchner, of Jamaica, Long Island.

JOHN TIMBERLAKE, chief engineer of WBRW, Welch, W. Va., is father of a boy.

ROD DEWAR, formerly of CKVD, Val d'Or, Que., and Jack Dailey, new to radio, have joined the studio engineering staff of CKCL, Toronto. M. Longhurst and Lloyd Baker, both new to radio, have joined the transmitter staff.

WES ARMSTRONG, maintenance engineering department, CKCL, Toronto, and Ken Biddner and Gord Scuttle of the remote control staff have joined the Royal Canadian Air Force. Ross Smith, transmitter engineer, has joined the Department of Transport of the Canadian Government.

BRUCE RATTS, Glen Thayer, Paul Luecke and Charles Sprague, engineers of WOWO-WGI, Fort Wayne, are instructing in the Purdue U. War Training Courses in Fort Wayne.

ENSIGN WILLIAM DUNBAR, former control operator of WOW, Omaha, was given a dinner by the WOW engineers when he was in Omaha earlier this month before reporting to the Navy Radar School.

FLAVIUS JANKAUSKAS, new to radio, has joined the engineering staff of WIBG, Philadelphia.

CHUCK OSTLER, engineer of WLS, Chicago, is the father of a girl born June 8.

JOHN KLUG, transmitter supervisor of KSTP, Minneapolis, was elected president of IBEW Local 1216. Neal McGinnin was named secretary and Fred Debaubien appointed to the executive board.

Network Accounts
All time Eastern Wartime unless indicated

New Business

LOS ANGELES SOAP Co., Los Angeles (Scotch cleanser), on June 28 starts for 52 weeks newscast on 32 Don Lee Pacific stations. Mon., Wed., Fri., 7:30-7:15 a.m. (PWT), with rpt on KHJ KOY KTUC KSUN, Mon., Wed., Fri., 8:30-8:45 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

WM. WRIGLEY JR. Co., Toronto, on June 4 started *Wrigley's Air Band* on CFCF, Montreal; CKCO, Ottawa; CFRB, Toronto; CHML, Hamilton, Fri. 9-9:30 p.m. Agency: J. Walter Thompson Co. Ltd., Toronto.

GENERAL MILLS Inc., Minneapolis (Cherrioats), on June 14 resumed *Hop Harrigan* on 13 Pacific Coast BLUE stations, Mon. thru Fri., 9-9:15 p.m. Agency: Blackett-Sample-Hummert, Chicago.

O'CEDAR Corp., Chicago (mops and floor polish), on Aug. 29 starts for 52 weeks a dramatic program Sun., 3:30-4 p.m., on 155 BLUE stations. Agency: Aubrey, Moore & Wallace, Chicago.

Renewal Accounts

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on July 8 renews for 52 weeks *Jimmy Durante, Garry Moore and Xavier Cugat* on 128 NBC stations, Thurs., 10-10:30 p.m. Agency: Wm. Esty & Co., N. Y.

KRAFT CHEESE Co., Chicago, on July 22 renews for 52 weeks *Kraft Music Hall* on 88 NBC stations, Thurs., 9-9:30 p.m. Agency: J. Walter Thompson Co., Chicago.

TIME Inc., New York (Time Magazine), on July 8 renews for 52 weeks *March of Time* on 51 NBC stations, Thurs., 10:30-11 p.m., and takes a summer hiatus July 8 thru Aug. 12. Agency: Young & Rubicam, N. Y.

Network Changes

FISHER FLOURING MILLS, Seattle (Zoom), on June 30 replaces *By the Way* with Bill Henry, Wed., Thurs., Fri., 5:45-6 p.m. (PWT), with Louis P. Lochner, on 6 NBC Pacific stations, Thurs., Fri., 5:45-6 p.m. (PWT). Agency: Pacific National Adv. Agency, Seattle.

JAP JAMMERS
Foiled by Newmeyer's Speaker System

SOMEWHERE in New Guinea, Lt. Frederick L. Newmeyer Jr., former Pittsburgh agency man and radio producer, has foiled the Japanese who tried to jam newscasts to our troops. With an Army tent as a studio he has set up a loudspeaker system that will reach all the men in his attack squadron. Signature music is a worn out record of the 'Washington Post' march. "The only way the Japanese can get me off the air is with machine guns and our squadron is seeing that they don't do that," said Lt. Newmeyer.

GENERAL FOODS Corp., New York (Grape Nuts), on July 4 shifts *William L. Shirer* from 81 CBS stations to full network, at same time shifting time Sun., from 5:45-6 p.m. to 10:30-10:45 p.m. Agency: Young & Rubicam, N. Y.

WELCH GRAPE JUICE Co., Chicago, on July 4 shifts *Dear John* on 66 CBS stations Sun. from 6:15-6:30 p.m. to 5:45-6 p.m. Agency: H. W. Kastor & Sons, Chicago.

GENERAL FOODS Corp., New York (Maxwell House coffee), on June 17 discontinues for 11 weeks *Maxwell House Coffee Time* on 130 NBC stations, Thurs. 8-8:30 p.m. Agency: Benton & Bowles, N.Y.

SERVEL Inc., New York (institutional) on July 3 adds 6 CBS Florida stations to *Fashions in Rations*, making a total of 74 CBS stations, Sat., 11:30-12 Noon. Agency: BBDO, N. Y.

BARBASOL Co., Indianapolis (shaving cream), on June 30 discontinues *Singin' Sam* on 55 MBS stations Mon. and Wed. 8:15-8:30 p.m. Agency: Erwin, Wasey & Co., N. Y.

EVERSHARP Inc., Chicago, (pens, pencils), on June 27 shifts *Take It or Leave It* on 116 CBS stations, Sun., 10-10:30 p.m. from Hollywood to New York. Agency: Biow Co., N.Y.

INTERNATIONAL SILVER Co., Meriden Conn. (International Sterling, 1847 Rogers Bros. Silverplate), on July 4 replaces *Edward R. Murrow* with *Silver Theatre*, on 59 CBS stations, Sun., increasing time from 6-6:15 to 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

SERVEL Inc., New York (institutional) on June 19 shifted *Fashions in Rations* on 68 CBS stations, Sat., 11:30 a.m.-12 noon from New York to Hollywood, for 3 weeks or more. Agency: BBDO, N. Y.

STANDARD BRANDS, New York (Chase & Sanborn coffee, Royal Baking Powder Stams), on June 21 replaces *The O'Neills* with *The Open Door* on 124 NBC stations Mon. thru Fri., 10:15-10:30 a.m. Agency: Ted Bates Inc., N. Y.

R. B. SEMLER Inc., New Canaan Conn. (Kreml), has added 105 MBS stations to Gabriel Heatter's news program, making a total of 162 MBS stations, Tues., Thurs. and Sun., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

CHESEBROUGH MFG. Co., New York (vaseline products), on June 23 shifts *Dr. Christian* on 114 CBS stations, Wed. 8:30-8:55 p.m., with West Coast rpt, Wed. 8:30-8:55 p.m. (PWT), from New York to Hollywood. Agency: McCann-Erickson Inc. N. Y.

BROWN & WILLIAMSON TOBACCO Co. Louisville (Raleigh cigarettes), on June 16 shifted Tommy Dorsey on 126 NBC stations, Wed., 8:30-9 p.m., with West Coast rpt, 8:30-9 p.m. (PWT), from New York to Hollywood for 8 weeks or more. Agency: Russel M. Seeds Co., Chicago.

S. C. JOHNSON & SON, Brantford, Ont. (floor polish), on July 6 replaces *Fibber McGee & Molly* with *The Passing Parade* on 32 CBC stations, Tues. 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

PROCTER & GAMBLE, Cincinnati (Dreft), on June 28 replaces *Lone Journey* with *Hollywood Theatre of the Air* on 52 NBC stations, Mon. thru Fri., 10:45-11 a.m. Agency: Blackett-Sample-Hummert, Chicago.

CHESEBROUGH Mfg. Co., New York (Vaseline) has added 8 CBS stations (WWNY WFMD WLBC WJLS WSOY WTAX WDAN WDWS) to *Dr. Christian* Wed., 8:30-8:55 p.m. (rpt. 11:30 p.m.) Agency: McCann-Erickson, N. Y.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Ever Live in Michigan?—Fruit trees are looking mighty good now. Cool nights are still the rule and remember WKZO? It's a big full time 5000 watt twin-city operation. Oh yes, they are looking for an announcer and the program director is a sucker for a guy who acts fast.

Immediate Opportunity Open KTAR, Phoenix, Arizona—For dependable announcer-copy-writer. News experience preferred. In applying send voice transcription, draft status, salary desired, detailed qualifications, references and how soon available.

OPERATOR—First or second class. Draft exempt. At station in nondefense farming area operating with best of equipment. Air mail references, photo, draft status, salary expectations. KTFI, Twin Falls, Idaho.

Technician—Permanent position for man with a family. Network station. Write in for full details. Give your qualifications. Address Technical Manager, Radio Station WFDF, Flint, Michigan.

Chief Engineer—First Class License. Midwest local, permanent, congenial work. State minimum salary. Box 751, BROADCASTING.

EXPERIENCED RADIO SALESMAN—Who can build sales for station now producing and beautifully geared for more: NBC and Blue network with best news service, music and programming, in noncompetitive radio market in nondefense farming community assuring post war stability. Real deal for a producer. Give experience, draft status, etc. KTFI, Twin Falls, Idaho.

Control Engineer—Ability to announce not essential. Give complete information in first letter. Box 752, BROADCASTING.

Wanted at Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary, WMSL Decatur, Alabama.

EXPERIENCED CONTROL ENGINEER—Permanent position for man with family. Must have ability to handle two networks, recording and net dance band remotes. Write in for full details. CHIEF ENGINEER WAGE, SYRACUSE, N. Y.

Announcer—No experience necessary. Give personal details, draft status, age, etc. Apply Box 756, BROADCASTING.

Announcer—Permanent position with 5 k.w. regional network station for draft deferred, experienced man. Box 754, BROADCASTING.

Station Manager—By regional network affiliate in southwest to replace present manager subject to draft. Write Box 757, BROADCASTING, giving experience, earnings, references, draft status, salary desired. Our organization knows about this advertisement.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 755, BROADCASTING.

News Editor and Announcer—For one of the southwest's most important network outlets. Must be draft exempt, and fully experienced. Write, giving full details, to Box 762, BROADCASTING.

Southern Station—Live 250 watt; has good permanent position for First Class Operator. Give draft status, experience, and starting salary. Box 764, BROADCASTING.

Announcer-Assistant Program Director—Also announcer willing to learn engineering. Men or women. Network station. Box 763, BROADCASTING.

Situations Wanted

FOR SALE—Services of young 4F program-production man with seven years' announcing selling and production experience. Nothing under 1,000 watts. Box 760, BROADCASTING.

Control Operator—Holding restricted license desires permanent position. Some experience. Box 761, BROADCASTING.

Writer—Draft exempt, age 24, good references, some experience, prefer East. Box 745, BROADCASTING.

Engineer-Announcer—First Class License; good voice and personality. Sixteen years' broadcast experience. Desire permanent connection where ability is compensated accordingly. Draft exempt. Alfred L. Brannen, 1325 Christine Avenue, Anniston, Alabama.

A Clear Channel—Or outstanding regional station can get steady, permanent announcer. Draft exempt. Four years' experience. Continuity and selling. College. Box 748, BROADCASTING.

ANNOUNCER—Experienced, energetic, exempt. Box 750, BROADCASTING.

Announcer-Writer—Experienced. Announcer of news, commercials, radio acting, and directing. Writer of state-wide dramatic serial. College graduate. desires position in larger studio. Available July tenth. Age 23. Unmarried. Draft exempt. Box 749, BROADCASTING.

CONTINUITY WRITER—Master's degree. writing, business, and announcing experience; 4F. Box 747, BROADCASTING.

ANNOUNCER—NEWS—SPORTS—Here is a man with experience and air-sales ability. Now employed with major network affiliate. Desires change to better network opportunity in better paying market. 4F, single, college, good references, both in radio and personal. Can report after fair notice to my employer. Box 741, BROADCASTING.

Wanted—an Employer—Young lady, capable college graduate with experience in writing, acting, commentating, and announcing, seeks promising situation. Box 758, BROADCASTING.

Young Lady—B. A. degree, production, ideas, continuity, Technician. Box 759, BROADCASTING.

Announcer—Staff man. Specializing news. With metropolitan station seven months. Desires change. 4H. Box 744, BROADCASTING.

Versatile Young Woman—10 years' experience in building programs, writing, news and publicity. Desires connection with Chicago agency or station program department. Box 743, BROADCASTING.

Announcer—Ambitious. Desires change. College education. Two years' experience. 4F. Available immediately. Box 753, BROADCASTING.

Wanted to Buy

100 Watt Commercial Transmitter—In good shape. State make and all particulars, including price. Box 740, BROADCASTING.

For Sale

A 250 Watt Station—In a flourishing midwestern city, doing a nice business. Established four years with rich farm territory abounding. Address Box 746, BROADCASTING.

Will Sell—Half-interest to radio man who is capable of managing a 250-watt, full-time local station, or will sell complete station to responsible party. Box 742, BROADCASTING.

John S. Haber

JOHN S. HABER, of New York, vice-president of Philco International Corp., died June 15 at Havana, Cuba, of peritonitis following an operation for appendicitis. He had been in Mexico City, and went from there to Havana where he was stricken shortly after he arrived. His wife hurried to Havana and was there when he died. Mr. Haber was 46, a graduate of New York University, and had risen to become vice-president of the American Steel Export Co. before joining Philco last March to direct sales outside the U. S.

WHKY Granted CP

WHKY, Hickory, N. C., was last week granted a license by the FCC to cover construction permit for installation of a new transmitter and directional antenna for night use, increase in power to 5 kw. to local sunset, and moving transmitter locally.

Webster for Duffy

BRISTOL-MYERS Co., New York (Minit Rub), on July 6 replaces *Duffy's Tavern* with *Noah Webster Says* for 13 weeks, on approximately 120 BLUE stations, Tuesday, 8:30-9 p.m. (EWT), with West Coast repeat, 8:30-9 p.m. (PWT). Half hour audience participation program features Haven McQuarrie, English language specialist, who asks each contestant to define list of five words, with possible $60 cash prize. Dr. Charles F. Lindsley, speech department chairman of Occidental College, Cal., is arbiter. Young & Rubicam, New York, services the account.

PAUL HOLLISTER, CBS vice president, will be among the speakers at the first annual meeting of the national advertising group of the Special Libraries Assn., at the Hotel Pennsylvania, June 22-24. Mr. Hollister will speak on "How Advertising Is Meeting Wartime Conditions." Delphine V. Humphrey, librarian of McCann-Erickson, is chairman.

SALES PROMOTION-PUBLICITY VACANCY

50 Kw Eastern Station

● Man or woman to start about July 12th. Send details of experience, references, draft status, salary requirements, first letter. Photo desirable.

BOX 765, BROADCASTING

AT LIBERTY!

Experienced Young

4-F Program-

Production Director.

Write or wire

BOX 739, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY ●
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
321 E. Gregory Blvd., Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Fathers May Gain More Draft Delays

All Single Men Under 25 Said To Face Early Induction

POSSIBILITY that a higher percentage of fathers than previously anticipated will be passed up by the military and left for home front service appeared in Washington last week despite the pessimistic predictions of Selective Service chief, Brig. Gen. Lewis B. Hershey, and Paul V. McNutt, director of the War Manpower Commission, as revealed in testimony released by the House Appropriations Committee.

In the House testimony, which was taken in April, Gen. Hershey predicted that more than half of the nation's 6,000,000 draft-age fathers would face induction, beginning about August 1. However, Selective Service last week adopted a new policy which may delay induction of fathers in quantity, at least until fall.

October Hinted

According to instructions sent out last week, fathers are not to be included on replacement schedules until October, and officials say that fathers in essential industries will probably be safe until then. At the same time, Selective Service appears to be determined to induct almost all single men under 25 within the next six months.

Part of the same instructions which hinted at October drafting for fathers said that no man under 25 should be deferred for more than six months unless he was extremely vital. Officials said very few would be considered in that class.

With high school graduates filling the June quotas, and a reduction in the number of rejections as a result of changes in the physical standards, the gap between inductees and the 10,800,000 goal of the services may be less than previously anticipated, some quarters estimating that only a million fathers will be needed. Meanwhile another new source of manpower is being scanned, the millions of 4F's, many of whom are capable of passing the revised physical examination.

Campaign on 103 Begins For Permanent Wave Kit

STARTING a new nationwide radio campaign to promote the sale of Movie Wave (permanent wave home application kit), Hassenstein Co., Hollywood, starts this week using a list of 103 stations. Five and fifteen minute programs 3, 6 and 12 times weekly are being scheduled. Northwest Radio Adv. Co., Seattle, is placing the business. Following stations are included:

WJAG KGHL WPEN WKZO WWL KOWH WMFD WHLD WCAE WCOA WWRL KOB WIS WTAR WCFL WLOL KTAR WHKY WCKY WCOP KPO KVOD WMIN WTCN WCLE WPDQ KFXJ WSVA WEBC WEBQ KINY KXOK WPIC CKLW WHK WLW WING WRNL WEW WEGO KXA WAAT WTAR WTRY WCSC WWVA WIZE WDBJ WIBA WTAG WFIN WBAL WWDC WMEX WMUR WCPO WKNE KFEQ WNAC KEVE WDAY WPRO WREN WSPR WMT WKRC KIT WSUN KOBH WFAA KYA WPAT KTRB WTMA WSB KSEI KVI KROW WHAS KDYL WEEU WHIS KFXD KRKD KTFI WNAB KTKN WHKC KMMJ WHAM KOAM WMAM WNBF KWFT KMA KARK WINS WDZ WHO KIEM KUJ KFYR WRVA.

ESSO NEWS AIDS UNCLE SAM

Tabulation by Sponsor Reveals 32.8% of "Esso Reporter" —Devoted to War Effort Since Pearl Harbor—

OF THE 69,168 *Esso Reporter* news programs broadcast on 35 stations since Dec. 7, 1941, approximately 32.8% of the time on the air has been devoted to a total of 22,719 "Government cooperation commercials", according to a tabulation made by J. A. Miller, advertising manager of Esso Marketers, sponsor of the broadcasts. These war effort announcements comprise more than a score of different subjects, including blackout precautions, victory garden and book campaigns, recruiting, tire inspection, salvage drives, etc.

Starting on WJZ, New York, in 1935, the *Esso Reporter* program has been placed on an increasing number of stations each year, the last addition being WSJS, Winston-Salem, N. C., in May of this year.

Five of the original stations carrying the news series, which utilizes United Press news, completed 400 consecutive weeks on June 13, Mr. Miller reported, while total broadcasts on all 35 stations is more than 250,000. Agency is Marschalk & Pratt, New York.

Blue Network's Story Is Told in New Booklet

AFTER 16 months of independent operation the BLUE Network has written the story of its growth in a small 42-page booklet titled "The BLUE Network Today", to give its employes and to be sent also to 3,500 advertisers and agencies.

Written by Jesse Thompson of the BLUE sales promotion department, the booklet follows the general outline used by Edgar Kobak, executive vice-president of the network, in the informal talks he has given at dinners for BLUE employes.

CBS Staff Changes

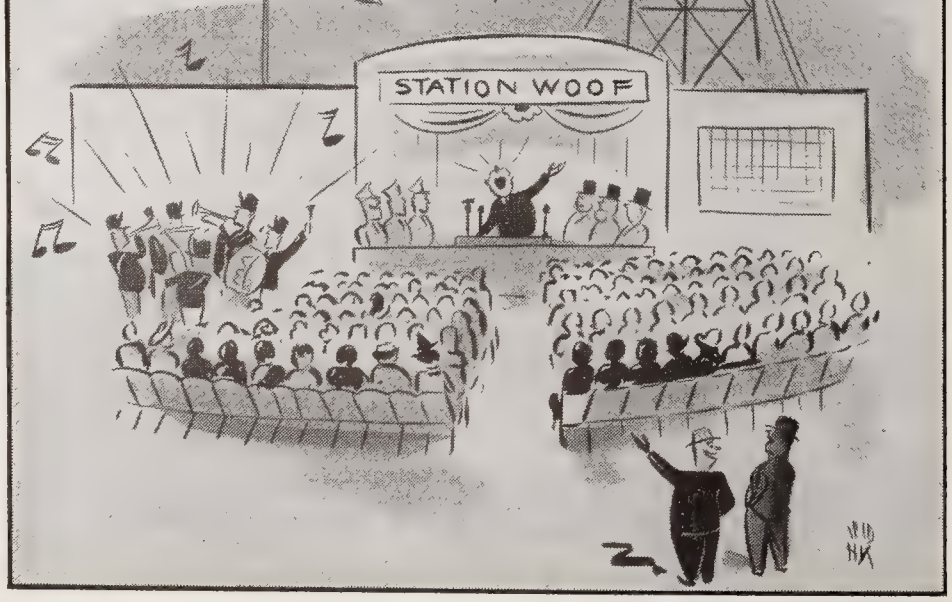
MARIAN GOSGROVE, until recently assistant in the radio department of Duane Jones Co., New York, and formerly continuity and sales promotion writer for KDAL, Duluth, has joined CBS as assistant in the program promotion department. Bob Stevenson, CBS staff announcer on *Major Bowes Amateurs*, *Madeleine Carroll Reads* and *Broadway Bandbox*, joins the Army June 22. A certificate of merit has been awarded to Jack Hoins, of the CBS press information department, by the Huntington Post of the American Legion for his service in "furthering the pre-induction military training of members of the community and instruction of the Victory Corps."

FM Station on Air

AFTER TESTING for several months, Chicago's fifth and newest FM station, W75C, operated by Moody Bible Institute, went on the air June 13. The Institute also operates WMBI, Chicago. W75C has a construction permit for 50,000 watts, but at present is using 1,000, and is on the air from 11 a.m.-9:30 p.m. daily, and from 8 a.m.-9:30 p.m. Sunday. The broadcasts of W75C duplicate for the most part, those of WMBI, which consist of religious, musical, and news programs, except for one morning and afternoon recorded symphonic hour program daily. Since the transmitter is located 20 miles from the studio, to give better coverage to residential and suburban listeners, a booster transmitter is used at the studio.

FCC Approves Attorneys

MERIL A. LINDBLOOM and Hugh M. Gray have been granted power of attorney as attorneys in fact by John L. Booth, with FCC approval, in so far as it relates to FM station W49D, which is licensed to John L. Booth, and WJLB, Detroit, of which Booth is president, a director, and owner of all outstanding stock.



Drawn for BROADCASTING by Sid Hix

"Getting a New Transmitter Tube Is Quite an Event These Days, Eh, Coggins?"

CIRCUS USES SPOT ROTATION IN N. Y.

RINGLING Bros., Barnum & Bailey Combined Shows, is promoting the New York showing of "Spangles," a one-ring show combining the best acts of the company's spring production, in a dovetailed spot announcement schedule on New York's major stations. System is to move from one station to another each week, with schedules overlapping in some instances.

Promotion for the circus, which opens June 16, started the week of June 7 on WINS, followed by a five-day drive on WABC, starting June 14. WHN will be used the week of June 21, followed by WMCA, June 28-30. Contract on WJZ runs from June 28-July 2, and WNEW carries the announcements June 30 through July 3.

Schedules consist of live participations on musical, news and dramatic programs. Duration of the campaign is contingent on the success of the production, which has never been tried out in this country. Agency is Caples Co., New York.

NAB Meeting to Discuss Supreme Court Decision

THE SUPREME COURT decision in the network case will come in for discussion at the meeting of the public relations committee of the NAB to be held June 23-24 at the Palmer House, Chicago. The Court ruling will be the principal topic at the morning session scheduled for the second day of the meeting.

"Public Relations of the Broadcasting Industry" will be the subject of an address to be delivered at a luncheon June 23 by James W. Irwin, assistant to the president, Monsanto Chemical Co., St. Louis.

Neville Miller, NAB president, and Walt Dennis, NAB news bureau chief, will attend the meetings. Members of the public relations committee are Edgar Bill, WMBD, Peoria; Lawrence W. McDowell, KFOX, Long Beach; Craig Lawrence, KSO, Des Moines; Kern Tips, KPRC, Houston; John F. Patt, WGAR, Cleveland; Leslie W. Joy, KYW, Philadelphia; Edgar H. Twamley, WBEN, Buffalo; Frank M. Russell, NBC; Dr. Frank Stanton, CBS; and Willard Egolf, NAB secretary.

Change in History Ascribed to Radar

AT ARMY-NAVY "E" presentation, to RCA Laboratories at Princeton, N. J., last week, Rear Adm. Harold G. Bowen declared radar had changed the course of history, with the British winning the Battle of England because they used radio detecting and ranging to prevent Germans from surprising British planes on the ground.

Adm. Bowen spoke on the program with Gov. Charles Edison of New Jersey; Gen. James G. Harbord (USA, Ret.), chairman of the board of Radio Corp. of America; Maj. Gen. Roger B. Colton, and Otto S. Schairer, vice president of Radio Corp. of America, in charge of RCA Laboratories. The program was broadcast by NBC.



HAVE YOU HEARD THIS ONE ABOUT THE TRAVELING SALESMANAGER?



ONCE UPON A TIME—it was in early 1943—a Salesmanager was trying to stretch his Sales Force so that one Salesman could do the work formerly done by three. His Sales Force had been cut by War, crippling his Field Operation, curtailing Dealer Contacts . . .

SPECIALTY SALES helped this Salesmanager to "stretch" his permanent Sales Force economically and effectively.

SPECIALTY SALES offers the short-term services of experienced, high-type salesmen who cover all druggists and grocers in Ohio, Indiana, Kentucky and West Virginia. It does not conflict with established sales organizations, brokers or agents. SPECIALTY SALES is independent, but has full access to all WLW Research and Merchandising material.

SPECIALTY SALES can be bought on per call or per week basis; helps you keep men in the field at a fraction of the usual cost. Let us give you the helpful facts.

Write or wire Lou E. Sargeant, Specialty Sales,
140 West 9th Street, Cincinnati, Ohio.

- **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

LISTENER DOMINANCE. In 32 cities of its four-state area, and in 218 rural communities around them, WLW delivers 51.2% of all night-time radio listening. (A weighted average figure based on Hooper Mid-Winter WLW area rating, 1943, which does not represent the size of our audience in any one city or rural area.)

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

AGENCIES! SPONSORS!

HERE'S BIG NEWS

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on . . .

IF THE NETWORK THEY ARE ON CANNOT FURNISH COVERAGE HERE

$54 Per 1/4 Hour
(26 Time Night Rate)

Until Now Many of your programs could not be brought to this Major Market due to Network policies, prohibiting your program being fed to stations not affiliated with your network

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET

FCC Rule 3.102 Territorial exclusivity.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

THE THIRD LARGEST MARKET IN THE COUNTRY'S GREATEST STATE

JUNE 28, 1943

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



NATIONAL ADVERTISERS INVEST MORE MONEY IN WHO THAN IN ANY IOWA NEWSPAPER!

An analysis of 1942 national advertising expenditures in Iowa newspapers has just been completed. Results are so startling we knew you'd be interested. During 1942, WHO carried about *a half-million dollars more* national business (network and national spot) than the *total* national business of Iowa's largest morning paper and Iowa's largest evening paper combined—and even when Iowa's largest *Sunday* paper was thrown in, the scale still tipped in favor of WHO!

Every penny invested with WHO was spent willingly—no forced combinations, or anything like that. What we do have is Iowa's *best advertising medium*—and the customers know it!

Write or wire for availabilities—or ask Free & Peters!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives



"OUR AGENCY WANTS TO KNOW IF RETURNS FROM WLS HAVE STARTED COMING IN YET?"

TO ADVERTISERS who have used WLS, that's "foolish question Number 1." Returns on a WLS offer start pouring in from the very first broadcast and keep coming. Consider the results obtained for this cereal advertiser:

They received 20,640 *proof-of-purchase* letters from 35 broadcasts in seven weeks! The program was heard at 7:45 a.m. Various one- and two-week contests and offers, all requiring boxtops, brought the 20,640 letters.

That's a typical response from WLS advertising. We have scores of other examples that *WLS Gets Results.* Just ask us . . . or ask any John Blair man.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

Philadelphia in '43

Continues to Be

America's Number 1 Arsenal

The Reason Why!

MORE WORKERS
(New Ones—Thousands +)

MORE PRODUCTION
(Topping '42's All-Time High)

MORE MONEY
(Payrolls at Peak—120% Above 1940)

A war-working, war-spending Metropolitan area—that is Philadelphia in '43.

Philadelphia is BUYING—Let "the Station that Sells," do your SELLING!

5000 WATTS
950 ON THE DIAL

Affiliated station of the Atlantic Coast Network



Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 874 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

The MOST ECONOMICAL BUY in OMAHA ★ KOIL



is a MUST
For Outstate Nebraska

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 26 JUNE 28, 1943

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53 issue (Yearbook Number) Published in February

FORMULA FOR SUCCESS



1. *Apple Honey*
2. *Latakia*
3. *WOL...*

Peoples Drug Stores, Washington's largest drug chain, and the 3,000 vending machines show that sales of Old Gold Cigarettes have increased more than 25% since last season and credit WOL and the baseball broadcasts of Arch McDonald and Russ Hodges with the upswing.

Represented by Spot Sales, Inc., New York, Chicago, San Francisco

When You Think of America's 4th Largest Market*—

YOU MUST THINK OF WAAT because...



The impartial radio research paid for cooperatively by *all* major stations in this area proves conclusively that WAAT (America's 2nd oldest station) delivers *most listeners per dollar* in North Jersey.

No wonder leading agencies and advertisers are getting "on the beam"—are placing more new national business than ever before on New Jersey's First Station! It will pay you to investigate! Write, wire, or telephone WAAT; Executive Offices, Hotel Douglas, Newark, New Jersey.

National Representatives (Outside New York Area) Spot Sales, Inc.

WAAT

"DOLLAR FOR DOLLAR NORTH JERSEY'S BEST RADIO BUY"

Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

SUSPENSE!
CHILLS!
THRILLS!

IN RADIO'S NEWEST MYSTERY PROGRAM

"THE WEIRD CIRCLE"

LISTENERS WILL LOVE IT!
SPONSORS WILL SNAP IT UP!



All America is hopping on the mystery band-wagon. Books, movies, plays, radio shows—if they've got mystery and suspense—they've got a ready-made audience!

Here is a new radio mystery program that fits the trend, fills a need, satisfies a sponsor's fondest dream!

"The Weird Circle," produced by the NBC Radio-Recording Division, is a half-hour series of eerie, weird, suspense-filled adventures! Stories by the greatest writers of all time—Poe, de Maupassant, Balzac, Wilkie Collins, and others. Superbly adapted for radio, acted by some of radio's finest talent, perfectly produced at NBC to draw every moment of suspense from these great mystery tales—"The Weird Circle" is a sure-fire audience-builder, a certain success for every type of sponsor.

A special "Weird Circle" theme establishes continuity for the series and atmosphere for each broadcast. Maximum time allowed for commercial announcements. Recorded advance announcements and complete publicity and promotion material help you create interest and anticipation.

Get in touch with NBC Radio-Recording Division today for complete details and audition records of this magnificent series of 26 half-hour broadcasts. "The Weird Circle" is mystery at its best, radio at its peak of effectiveness!

NBC RADIO-RECORDING DIVISION

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood, Cal.

Here's Proof of Amarillo Listening Habits!

PERIOD: FALL, 1942 **HOOPER STATION LISTENING INDEX** CITY: AMARILLO, TEXAS

Total Coincidental Calls - This Period 6,487

INDEX	*"A"	KGNC	*"B"	*"C"	*"D"	*"E"	*"F"	OTHERS	HOMES CALLED
8:00 AM-10:00 AM Mon. thru Fri.	21.7	74.0	0.0	0.0	1.7	0.4	0.0	2.2	1290
10:00 AM-12:00 N Mon. thru Fri.	12.6	84.1	0.0	0.0	1.1	1.1	0.0	1.1	1299
8:00 AM-12:00 N Mon. thru Fri.	17.7	78.4	0.0	0.0	1.4	0.7	0.0	1.8	2589
12:00 N-3:00 PM Mon. thru Fri.	22.6	73.1	0.5	0.0	2.7	0.0	0.0	1.1	957
3:00 PM-6:00 PM Mon. thru Fri.	17.4	81.8	0.0	0.0	0.8	0.0	0.0	0.0	959
12:00 N-6:00 PM Mon. thru Fri.	20.5	76.5	0.3	0.0	2.0	0.0	0.0	0.7	1916
6:00 PM-8:00 PM Sun. thru Sat.	18.3	81.7	0.0	0.0	0.0	0.0	0.0	0.0	881
8:00 PM-10:30 PM Sun. thru Sat.	11.3	80.1	1.0	2.3	0.0	0.6	1.0	3.7	1101
6:00 PM-10:30 PM Sun. thru Sat.	14.3	80.8	0.5	1.3	0.0	0.4	0.5	2.2	1982

The Hooper *"STATION LISTENING INDEX"* is computed from the *"Total Station Mentions"* secured from the coincidental questions *"To what program were you listening, please?"* and *"Over what station is that program coming?"* asked of persons found to be listening to the radio.

Excluded from this base (*"Total Station Mentions"*) are those who are *"Not at home,"* those who are "Not Listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening.

***In above Hooper Index, "A" is a 250-watts local Amarillo station: "B" is 50,000-watts at Albuquerque; "C" is 50,000-watts at Dallas; "D" is 5,000-watts at Wichita Falls, Texas; "E" is 50,000-watts at Dallas; and "F" is 50,000-watts at Nashville, Tenn.**

And of all homes in Amarillo, 91.9% have radios: the highest radio homes percent in Texas!



THE Taylor-Howe-Snowden GROUP



KGNC
AMARILLO, TEXAS
5000 WATTS DAY—1000 WATTS NIGHT

CENTRAL SALES OFFICE: 805-6 Tower Petroleum Bldg., Dallas, Texas.
Ken L. Sibson, General Sales Mngr.

FRANK KESLER

COMMERCIAL MANAGER, WDBJ, ROANOKE



1915 Norfolk and Western Railway Car Service Department
1921 Real Estate Salesman
1928 Manager, Apparel Store
1931 Announcer, WDBJ
1933 Salesman-Writer, WDBJ
1935 Commercial Manager, WDBJ

WITH all due respect to the many ways any individual can learn the power of advertising, there's nothing like a personal experience in retailing. Then you *know*. . . Well, that was Frank Kesler's background when he became a radio announcer. Being *sold*, and being also a steady plugger, Frank has done a grand job at WDBJ—for himself, his station and his station's advertisers. . . .

Often it's been said that advertising people themselves, as a rule, are not really *sold* on advertising. Maybe they're not. But *we are*—and prove it, we believe, by the fact that F&P uses more space to tell you what we offer than any other firm of representatives in America.

Okay, but what does this mean to *you?* It means that we have the *essential primary attitude* to be of real value to you. It means that we have no hidden inner cynicism that might tempt us to be careless about what we "sell" you. It means that we are always under a sincere compunction to do everything we can to help you make your spot broadcasting *really successful*, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
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WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

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BROADCASTING
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Vol. 24, No. 26 WASHINGTON, D. C., JUNE 28, 1943 $5.00 A YEAR—15c A COPY

AFM Names Three-Man Negotiating Group

Thursday Meeting With Disc, U. S. Arranged

EMULATING the John L. Lewis course in miniature, AFM President James C. Petrillo appeared headed for a collision with the War Labor Board, even though he condescended last week to meet with a Government conciliator and representatives of the transcription companies Thursday to talk over settlement of the 10-month recording strike.

Following a session last Thursday night with John W. Fitzpatrick, Labor Dept. conciliator, the AFM head announced Friday he had contacted his international board and a three-man committee was named which would be able to enter conversations this Thursday. Other members besides himself are Leo Clusemann secretary and Thomas F. Gamble treasurer of AFM. Presumably Joseph A. Padway AFL and AFM general counsel and Henry A. Friedman AFM attorney, who participated in last Thursday's session, will be on hand, too.

Just in Time

After evidently eluding Mr. Fitzpatrick for a fortnight, Mr. Petrillo suddenly turned up in his New York office last Wednesday and staved off certification of the strike by the Labor Dept. to WLB by a few hours. The new conversations mean another delay but little hope was held for any amicable settlement without Labor Board action, unless the AFM czar reverses his position and eats crow.

After his arrival in New York, Mr. Petrillo, in grandiose fashion, at a press conference, announced his attorneys had been instructed to arrange an appointment with the Dept. of Labor conciliator. That happened the following day, with this Thursday's session the result.

After the Petrillo run-around of the preceding two weeks, it was reported that Dr. John R. Steelman, director of the Conciliation Service, was prepared to request Secretary of Labor Perkins to refer the 10-month-old strike case to WLB. It is expected now that no action will be taken until Mr. Fitzpatrick's report is received after the Thursday conference.

At his press conference Wednesday, the AFM czar ridiculed John L. Lewis as "a guy" who calls strikes "every two weeks" but has nothing to show for it. "We don't pull any John Lewis stuff here," he said. "When we call a strike, we call a strike."

Socolow's Letter

Both Mr. Petrillo and A. Walter Socolow, attorney for the seven major transcription companies who petitioned the Government to settle the union's 10-month-old strike against them, held news conferences on Wednesday. Mr. Socolow released copies of a letter he had sent June 15 to Dr. Steelman, charging the AFM "has manifested its intention to avoid a joint conference and to thwart the efforts of the United States Conciliation Service in mediating the dispute," and asking that the dispute be certified to the National War Labor Board for action.

Terming the letter a "pure publicity move," Mr. Petrillo said: "It's hard to understand why Mr. Socolow, after delaying for 10 months before going to the Government, should now be worried over a few day's additional delay," adding, "He has the right to ask, but I don't think his request will be granted." The union chief then announced that his attorneys had been instructed to call Mr. Fitzpatrick on Thursday to arrange an appointment to discuss the transcription situation.

Vain Effort

The Socolow letter stated that Mr. Fitzpatrick "made prompt arrangements to meet with my clients and, to my knowledge, has vainly telephoned and wired Mr. Petrillo repeatedly in an effort to arrange a joint conference between the employers and the union. Mr. Fitzpatrick has advised me that he has received a telegram today from Mr. Petrillo advising that he cannot meet with the Conciliator and my clients without the executive board of the AFM."

All-Day Meeting

"This executive board," the letter continued, "was in session all day Friday, June 11, 1943, after having received Mr. Fitzpatrick's wire requesting the joint conference. The board appears to have suddenly disbanded on Friday night despite the fact that it had been previously announced that the board would meet for two or three weeks, since their session was in lieu of the regular 1943 annual convention of the AFM which was dispensed with by action of the board."

Admitting that he had received Mr. Fitzpatrick's first wire while the AFM board was in session and that he had read it to the board,

(*Continued on page 52*)

FCC Don Lee Denial Cites Net Rates

First Decision Under New Rules Refers To Advertising

WHAT APPEARS to be the first foray of the FCC into the sphere of broadcast rate regulation since the Frankfurter opinion of May 10 and the enforcement under it of the network rules, came to light last week with denial by the Commission of the petition of the Don Lee Broadcasting System for modification of the regulations to relieve the burden upon regional networks.

Though there was no formal opinion, the FCC's denial came after its Law Department is reported to have found no justification for the exceptions, citing the rate structure of Don Lee as a factor in its conclusion. Don Lee, through its Washington counsel, Dempsey & Koplovitz, petitioned the Commission to permit regional networks to exercise time options on 14 days' rather than 56 days' notice. It was the first formal decision of the Commission under the network rules since they became effective.

In citing reasons for the denial, it is understood the Commission's Law Department brought out that Don Lee charges more for Pacific Coast time than the larger networks—bringing in the rate factor. It also observed the regional network's rates seem to show that it appeals to advertisers as large as those using the big networks.

Forbidden Field?

While this view of "rate regulation" may be brushed aside as without foundation, it nevertheless was regarded by observers familiar with the FCC as impinging upon that field—forbidden to the FCC in broadcast matters, unless the Frankfurter opinion is construed as giving it that authority. Rather than regulating rates per se by establishing the actual schedules, it was pointed out, the FCC can attempt to exercise that power through its licensing function—which it appears to have done in the Don Lee case.

In acting on the Don Lee petition, the Commission did so "without prejudice". While no public statement was made, it is understood the Commission felt it should not close the door to future requests for modification of the regulations in the event, under practical operating conditions, they work a hardship on regional networks or stations.

It was held that on the basis of available information the modification requested should not be granted. Don Lee position raised three points:

(1) Exercise of option, in 14 rather than 56 days' notice; (2) conditional stay or suspension of the effective date of the 56-day provision; (3) suggested, though did not request, territorial exclusivity with respect to regional network operation.

The position of the FCC, recom-

(*Continued on page 50*)

Cox Outlines Scope of Hearing Aims

Says the Proceedings Are Likely to Start This Week

BROAD regulatory policies of the FCC covering such explosive questions as newspaper ownership, network regulations, multiple ownership, and program censorship will be covered by the House Select Committee inquiry into the FCC, Chairman E. E. Cox (D-Ga.), of the five-man committee, stated last Friday on the eve of opening public hearings. While no definite date has been set, the public proceedings are likely to get started this week, according to Judge Cox.

After four months of intensive preparation directed by Eugene L. Garey, prominent New York attorney, Chairman Cox said the committee was prepared now to get under way with the inquiry, aimed at alleged abuses by the FCC of its regulatory powers, with Chairman James Lawrence Fly and Commissioner C. J. Durr the primary targets. Tentative agenda already has been devised by the committee, Judge Cox said.

Dispelling reports that the committee proposed to devote its primary attentions to individual cases of purported favoritism by the FCC, and to "ancient history," Judge Cox, in his first interview on the scope of the investigation, declared that despite efforts of certain FCC members to "smear" the committee, it proposed to conduct an impartial fact-finding inquiry.

Agreed on Procedure

The committee membership, Judge Cox said, is agreed on the tentative procedure, outlined following investigations that have covered practically the entire country by members of the committee staff. Committee members, in addition to Judge Cox, are Edward J. Hart (D-N.J.), Warren G. Magnuson (D-Wash.), Richard B. Wigglesworth (R-Mass.) and Louis E. Miller (R-Mo.).

With a view toward making legislative recommendations, Judge Cox said, the committee proposes to cover, dispassionately, but without pulling its punches, the FCC's activities and the stewardship of its personnel since its formation in 1934. The concept of the Communications Act and how it has been applied, as well as the philosophies of individual members of the Commission, will be explored.

While emphasis will be placed on broadcasting and related fields, such as television, FM, newspaper ownership and the regulation of networks, the committee will go into common carrier phases, including telephone and telegraph regulatory operations. No little attention, he said, will be given the FCC's "assumption of power in fields never contemplated by Congress."

Legislation the Aim

Apropos reports that individual cases would highlight the hearings, involving purported use of pressures and showing of favor by the Commission or its majority, Judge Cox said these matters are of secondary importance but, he pointed out, they tie into the overall inquiry directed by the House in adopting his resolution last Jan. 19.

Concentration of power in the Chairman of the FCC, who, along with Mr. Durr, has engaged in a running fight with the committee since its formation, will be an important aspect of the inquiry. Wartime operations of the FCC, including the development of Foreign Broadcast Intelligence Service and the Radio Intelligence Division, both set up at the instance of the Chairman, likewise will be covered comprehensively, according to Judge Cox.

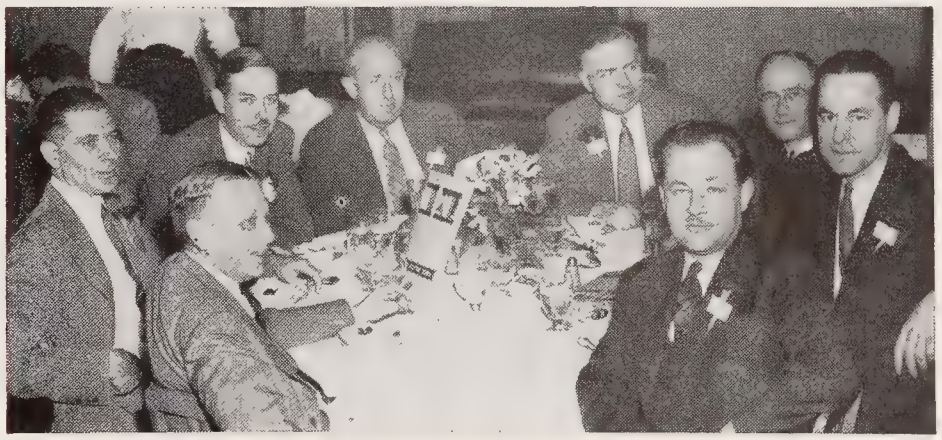
In inquiring into FCC procedures and policies, the committee will seek to determine what constitutes "due process," Judge Cox said. Also embraced in this is the question of revocation powers held by the FCC and whether this authority should not be confided in the courts rather than the Commission. Charges have been made, Judge Cox said, that the FCC is in a position to throttle the industry and to "coerce" and "intimidate" licensees by virtue of its revocation authority.

He cited, for example, the fact that substantially half of the 900-odd broadcast station licenses are being issued on a temporary basis. He said he had been advised there was no authority in the statute to the Commission to issue temporary licenses—that it must either grant or revoke. This, he declared, may prove to be another instance of improper use of power by indirection, as a means of keeping the industry "under wraps."

The committee hopes, after its comprehensive inquiry, to make legislative recommendations designed to prevent bureaucracy in the FCC from running rampant and to protect the freedom of radio, he declared.

"The real benefits to be derived from the Committee's labors," Judge Cox asserted, "will be in the form of legislative recommendations to correct these abuses through remedial legislation. Decisions of the courts are being carefully scrutinized to determine whether the courts have followed the Congressional intent, and to cure judicial misconceptions where such instances are found.

"The Committee seeks to have Congress bring the courts as well as the licensing authority into harmony with Congressional policy," Judge Cox concluded.



HONORING ITS NEW general manager, Joseph E. Baudino, and its new advertising manager, Frank V. Webb, KDKA, Pittsburgh, held a luncheon —reception at the Roosevelt Hotel with 100 clients, agency men and newsmen as guests. Pioneer station's office personnel served as hosts, and Robert E. White, program manager, was m.c. for a show featuring KDKA talent. Around table (l to r): Robert E. Grove Ketchum, McLeod & Grove Inc.; W. R. Huber and Don White, Gulf Oil Corp.; Ken Witherow, of Walker & Downing, and Harold S. Downing; G. E. Eisenhauer, E. M. Power Co. Inc.; Joseph E. Baudino, and W. B. McGill, general advertising manager of Westinghouse Radio Stations Inc.

Wire Transcriber Will Go to London

Will Be Used Experimentally By U. S. Broadcasters

MAGNETIC wire sound recorder, 50-pound recording machine for on-the-spot descriptions, will be tested by the Army in England, Paul W. White, CBS director of news broadcasts, announced last week. Already ordered in quantity by the Army and Navy, according to Mr. White, the machine operates on a new recording principle, recording sound through molecular change in a single strand of wire [BROADCASTING, April 26].

Describing the portable machine, Mr. White pointed out that the wire is long enough to record for an hour. Demagnetizing the wire clears it for re-use, and instantaneous playbacks make immediate corrections in the recording possible. In a demonstration in CBS New York offices, Mr. White showed that the mechanism remained unaffected no matter how loud the volume of sound, shouts, whispers and whistles recorded with equal fidelity.

Enroute to London

CBS correspondent Edward R. Murrow, now on vacation in this country, will deliver one of the recording sets to the Army Public Relations Office in London where it will be available to American broadcasters for experimental use, he stated.

The wire recorder was introduced to broadcasters at the NAB War Conference by Col. E. M. Kirby, chief of the Radio Branch in the War Dept. Bureau of Public Relations. Armour Research Foundation developed the machine and it is being manufactured by General Electric Co.

Cox Committee Questionnaire Probes Temporary Licensing

Stations Asked Full Details on Each Case Of Temporary License Operation in Last Two Years

WHYS and wherefores of FCC "temporary licensing," whereby stations are given 30 to 90-day licenses in lieu of regular two-year tenures, are being sought by the House Select Committee to investigate the FCC, it was revealed last week when many stations received questionnaires from the committee.

The two-page letter, signed by Eugene L. Garey, New York attorney serving as chief counsel of the committee, sought detailed facts and circumstances surrounding issuance of the temporary permits to each station. Questioned by BROADCASTING, it was stated at the committee that all stations which have held temporary licenses during the past two years were contacted. The total is understood to be about half of the 900-odd licensed stations on the air.

Chairman E. E. Cox (D-Ga.), of the committee, stated last week (see interview on this page) that he had been advised there was no authority in the statute to the Commission to issue temporary licenses, and that it must either grant or revoke.

In addition to data on reasons for the temporary licenses, the committee asked the stations about investigations made by representatives of the FCC, along with all pertinent information as to the individuals, times and places. Stations were asked whether in their opinion the Commission had been "factually justified".

Following is the full text of the identical questionnaire sent the stations:

The Committee has been informed that at some time(s) during the past

(*Continued on page 55*)

OWI Supported as Senate Hearings Open

4 Net Chiefs Urge Continuation of Radio Bureau

A BELIEF that the Senate might undo at least in part the action of the House in cutting off the 1944 appropriation for the Domestic Branch of the OWI developed in Washington last week as the Senate Appropriation Committee opened extensive hearings on the Civilian War Agencies Appropriation Bill.

As the week ended, the Committee was still hearing from representatives of the score or more agencies involved, and no one would predict exactly when a vote on the measure was probable. In all liklihood, however, the bill will be reported by mid-week, for Congress is under pressure to clear appropriation bills by July 1, when the new fiscal year gets underway.

Support Gaining

Support for the Domestic Branch developed throughout the week, as representatives of all media, including the presidents of all four major networks wired Sen. McKellar (D-Tenn.) acting chairman of the committee, urging that at least part of the $8,865,906 request be restored. In addition to wires from broadcasters, newspapers and others, Sen. McKellar received hundreds of messages from national leaders, labor groups, and the Newspaper Guild, almost all urging OWI continuation.

The death sentence of the House June 18 apparently stemmed from belief that OWI would promote a fourth term for President Roosevelt. The House vote showed Republicans voting 160-5 against the agency, while two of every three Democrats supported it.

HEARINGS on OWI were set for 10:30 a.m. last Saturday, with industry leaders scheduled to appear for the agency. Neville Miller, president of NAB, notified Sen. McKellar of NAB's belief that program coordination and clearance should be continued. It was understood that a representative of the War Advertising Council, probably Chester J. LaRoche, WAC chairman would testify.

While many of the aroused friends of OWI demanded complete restoration of all its activities, presidents of the major networks confined their testimonials to the radio bureau, which was generally described as doing a fine job in clearing and coordinating Government radio activities. Commonly heard sentiment in trade circles was determination that the OWI clearance machinery would have to be continued even if the industry were forced to finance the operation on its own.

E. Palmer Hoyt, publisher of the *Portland Oregonian*, who had arrived in Washington Monday to take over as director of the Domestic Branch, lost no time notifying his newspaper associates that he would fight for continuation of the branch. His three-point statement, promising to limit OWI activities to cooperation with established media drew favorable comment from the press, and in at least one case, won over a newspaper that had expressed hostility to OWI. The *Washington Post* had earlier commented, "If all the elaborate organization should fold up today, the effect would be one of relief instead of confusion." On Wednesday the paper complimented the Hoyt program and cautioned Congress against hasty action on the Domestic Branch.

Other newspaper commentators pointed out that OWI had effectively broken the jam of news formerly held back by military public relations officers on grounds of security. Major George Fielding Elliot, CBS military analyst and *New York Herald Tribune* syndicate writer called elimination of the Domestic Branch "a most unfortunate mistake." A *New York Times* editorial declared OWI "has eliminated a good deal of the duplication and confusion which forferly prevailed in the announcements of the Government," and "checked, if not dammed, the immense torrent of propaganda that once poured from competitive press agents in Washington."

Mark Woods, president of the BLUE, was the first network executive to state his support of the Radio Bureau. On Monday, Mr. Woods telegraphed Sen. McKellar that the Domestic Branch has been "the solution of a practical operation in the scheduling of radio programs pertaining to the multi-governmental agencies". William S. Paley, president of CBS, said "the coordinating activities of the radio bureau of the OWI have been of inestimable value to the radio broadcasting industry."

Niles Trammell, president of NBC, declaring that he did not wish to enter any controversy between Congress and OWI, said he wished to make clear "that OWI has given fine cooperation and rendered help-

(*Continued on page 54*)

NETWORK TELEGRAMS ON OWI

THE FOLLOWING are the texts of telegrams sent by heads of the major networks to Sen. McKellar, acting chairman of the Senate Appropriations Committee, to urge continuation of the radio bureau of OWI, which had been cut from the Civilian War Agencies Appropriation Bill by the House June 18:

William S. Paley, president of CBS:

The coordinating activities of the radio division of the OWI have been of inestimable value to the radio broadcasting industry in its determination to make the medium of broadcasting as effective as possible in furthering the objectives of our country at war. In acting as a clearing house for the needs of all government agencies and in scheduling the important information which must come to the attention of the American people the OWI has made it possible for us to act with dispatch and to avoid the many conflicts that would occur between governmental agencies if no such machinery were in existence.

Mark Woods, president of the BLUE:

The domestic branch of the OWI formed in 1942, has been the solution of a practical operation in the scheduling of radio programs pertaining to the multi-governmental agencies. Prior to its formation there was a decided lack of coordination in the requests for radio time with no authority to inform the network or broadcaster whether or not the scheduling of such requested time for one governmental agency as against a request from another was more helpful in the winning of the war. We urgently request and recommend the continuance of the domestic branch of the OWI as an exceedingly helpful agency in our war effort.

Miller McClintock, president of Mutual:

I am deeply distressed over possible elimination of Domestic Bureau of OWI. This bureau has been of immeasurable value in systematizing war information to our people and has brought order out of chaos in wartime radio.

Niles Trammell, President of NBC:

In its service to the Government and war effort broadcasting industry has found it essential to have central agency within Government for coordination and proper allocation radio time devoted to numerous Governmental agencies. We do not wish to enter any controversy between Congress and OWI but wish to make known to you that OWI has given fine cooperation and rendered helpful assistance to us. The service of Domestic Branch particularly has been most helpful. Without such central agency in Government it would be extremely difficult for us to properly service listeners and lend aid to many Government departments requiring time on air.

Hoyt to Expand Use of Existing Media

To Drop Pamphlets and Propaganda in OWI Branch

INCREASED reliance on established media and abandonment of pamphleteering and propaganda are the objectives of E. Palmer Hoyt, editor and publisher of the *Portland Oregonian* (KGW-KEX), who arrived in Washington last Monday in OWI's darkest hour to take over direction of the domestic branch.

As Mr. Hoyt appeared, he told reporters he "was in the position of a man finding the job abolished which he arrives to take", for the previous Saturday the House had killed the domestic branch appropriation for 1944 [BROADCASTING, June 21].

Mr. Hoyt, who succeeds Gardner Cowles Jr., president of the Iowa Broadcasting Co., and publisher of the *Des Moines Register & Tribune* [BROADCASTING, March 17], promptly took up the fight for continuation of OWI. A critic of the agency himself 10 months ago when he told a radio audience "OWI was doing a poor job in covering the war", Mr. Hoyt said last week he thought OWI has improved, "particularly in respect to getting more news from the Army and Navy and coordinating news of the various war agencies."

Like Mr. Cowles, the new Domestic Branch director is a lifelong Republican. He has taken a six-month leave from his paper to relieve Mr. Cowles, who returns to his private interests after a year with OWI.

"I appear before you as one who has been abolished and has no job", Mr. Hoyt observed in an informal conference with about 100 reporters who cover the War Agencies from the OWI press room. "I didn't come here to take a job. I came here to do one. Somebody's got to do it," he commented.

In a prepared statement distributed to reporters at the conference, Mr. Hoyt explained, "I accepted this appointment as director of the Domestic Branch of OWI because I am convinced its operations are absolutely vital to the conduct of the war and to the interests of the entire country."

He promised that "the Domestic Branch of OWI will devote all its energies to giving the American people as full and accurate information about the war as possible." He said he expected to deal with the people only through established media—newspapers, radio, magazines and motion pictures.

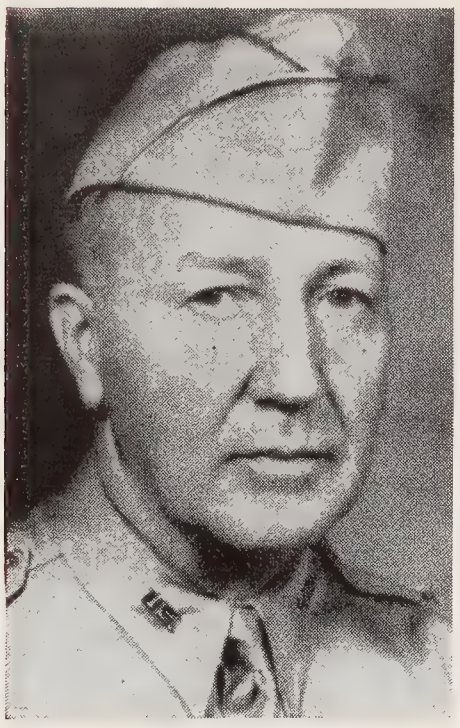
Mr. Hoyt said he felt the Domestic Branch had three major functions: To obtain and release the fullest possible news from the military fronts on the military progress of the war; to obtain and correlate news of the operations of all agencies of the Government concerned with the war; to make all the news available to the public, as quickly and as clearly as possible, through the media whose job it is to inform the public.

Gen. Ingles Heads The Signal Corps

Gen. Olmstead Getting Post on Telecommunications Board

MAJ. GEN. Harry C. Ingles has been nominated Chief Signal Officer of the Army to succeed Maj. Gen. Dawson Olmstead, who retires June 30 at his own request, according to a War Dept. announcement. As head of the Army Signal Corps, Gen. Ingles automatically replaces Gen. Olmstead on the five-man, policy-making Board of War Communications.

Redetailed on active duty "for a less strenuous but very important job", Gen. Olmstead is to be



GEN. INGLES

military representative on the Telecommunications Board which functions under the Secretary of State. Made acting head of the Signal Corps in August 1941, Gen. Olmstead was appointed Chief Signal Officer in October of that year and served throughout the Signal Corps' tremendous expansion.

The War Dept. credits Gen. Olmstead with giving valuable service in the development of radar and perfection of field communications, citing particularly the Alcan telephone project, longest carrier system in the world.

Gen. Olmstead recently returned from an extended inspection of Signal Corps installations in Alaska, South America, England, Africa, India and China. He appeared before the House Appropriations Committee this month on the Signal Corps appropriation. Congressmen praised the general for progress under his command.

Gen. Ingles has been a Signal Corps officer and member of the War Dept. general staff, G-3 of the Carribean Defense Command, and later chief of staff of that command. From duty as commander of the mobile ground forces in the Panama Canal Dept., he went to London with Gen. Andrews and became deputy commander of the European theatre.

NAB Plans Industry Publicity Drive

Radio News Committee Urged at Meeting In Chicago

AN INDUSTRY-WIDE public relations policy was outlined in a two-day meeting of the NAB Public Relations Committee which met last Wednesday and Thursday at the Palmer House in Chicago.

A plan to assist and encourage an aggressive public relations attitude on the part of local management was adopted by the committee, which was presided over by Edgar Bill, chairman, WMBD, Peoria. At the Wednesday luncheon, James W. Irwin, assistant to the president of Monsanto Chemical Co., St. Louis, addressed the group on "Public Relations and the Broadcasting Industry".

Functions Explained

The committee, recognizing the value of news programming, recommended to the NAB board the establishment of a radio news committee made up of radio news editors and station managers to insure proper handling of all phases of news presentation.

The committee adopted general rather than specific policies with respect to the future over-all operations of the public relations committee. Included in the board outline were relations involving cooperation with public, religious, educational groups; cooperation with Government; working with NAB coordinator of listener activity (radio councils, national women's groups, etc.); and cooperation with other media.

The basic function of the committee in meeting public issues and speaking for the industry as a whole, as well as acting as information center, was explained by Willard Egolf, NAB secretary, and Walt Dennis, head of the NAB news bureau, who described the operation of his department.

There was considerable discussion on the use of radio to tell its own story to the public. The discussion revolved around whether radio should editorialize on controversial issues. It was agreed by the committee that a better insight into operation of radio could be portrayed through encouragement of public forum programs, including discussions on radio itself, as the best policy for the industry to pursue. Apart from the treatment of controversial issues, educational programs on operation of radio were encouraged.

As part of closer integration of the Public Relations Committee with stations, public relations chairmen of 17 NBC districts are being selected. These chairmen are appointed by district directors in accordance with the action of the NAB board of directors at its last meeting in Washington.

The committee also completed arrangements for NAB participation in the wartime conference of the Advertising Federation of America in New York, June 28-30

An aggressive public relations campaign using all media to bring the story of the broadcasting industry before the public was advocated by James W. Irwin, assistant to the president of Monsanto Chemical Co., St. Louis [See page 18 of this issue.]

Present at the two-day session were: Mr. Bill; Lawrence W. McDowell, KFOX, Long Beach, Cal.; Leslie W. Joy, KYW, Philadelphia; Craig Lawrence, KSO, Des Moines; Edgar H. Twamley, WBEN, Buffalo; Judith Waller, NBC, who appeared for Frank Russell; Willard Egolf; Dr. Frank Stanton, CBS; Walt Dennis; C. E. Arney, NAB secretary-treasurer in place of President Neville Miller, who was unable to attend. Kern Tips, KPRC, Houston; and John F. Patt, WGAR, Cleveland, were absent.

The committee decided to hold another meeting in two months.

Kroger Renews Serials

KROGER Grocery and Baking Co. is renewing *Linda's First Love, Mary Foster, the Editor's Daughter* and *Hearts in Harmony* for 52 weeks on WHAS, Louisville. The first two of the serials are also being continued on WBOW, Terre Haute. *Linda* is now in its 1700th episode and *Mary Foster* has been on the air over five years. *Hearts* was started in March, 1941. Agency is Ralph H. Jones Co.

Big Sunkist Drive

CALIORNIA FRUIT GROWERS' Exchange, Los Angeles (Sunkist lemons), in a four-week campaign starting July 1 will utilize a total of more than 600 transcribed one-minute and chain break announcements weekly on 112 stations in 51 cities. Agency is Foote, Cone & Belding, Los Angeles.

WJTN, Jamestown, N. Y., has appointed William G. Rambeau Co. its exclusive national representative, effective July 1.

Grade Labeling Out for Present

ENFORCEMENT of grade labeling appeared unlikely last week—perhaps for the duration—unless the Senate overturned the summary action of the House in withholding funds from OPA for this purpose or for standardization of food, clothing or other commodities.

While it was generally believed that the Senate would be more lenient than the House with OPA, as well as OWI, grade labeling was viewed as on the decline, with very little support in Congress.

Hudson to WAC

BUELL W. HUDSON, publisher of the *Woonsocket* (R. I.) *Call*, has been elected a director of the War Advertising Council, joining Edwin S. Friendly, general manager of the *New York Sun*, as a representative newspaper.

RADIO SERVED PUBLIC IN DETROIT

Presented Facts Only on Race Riots; Stations Formed Network for Address by Mayor

RADIO played an important role during recent Detroit race riots. By presenting the public with the facts it helped prevent possible hysteria and contributed toward keeping war production on a fairly even keel.

In a comunication last week to BROADCASTING, Harry Bannister, general manager of WWJ, told how Detroit stations handled the riots.

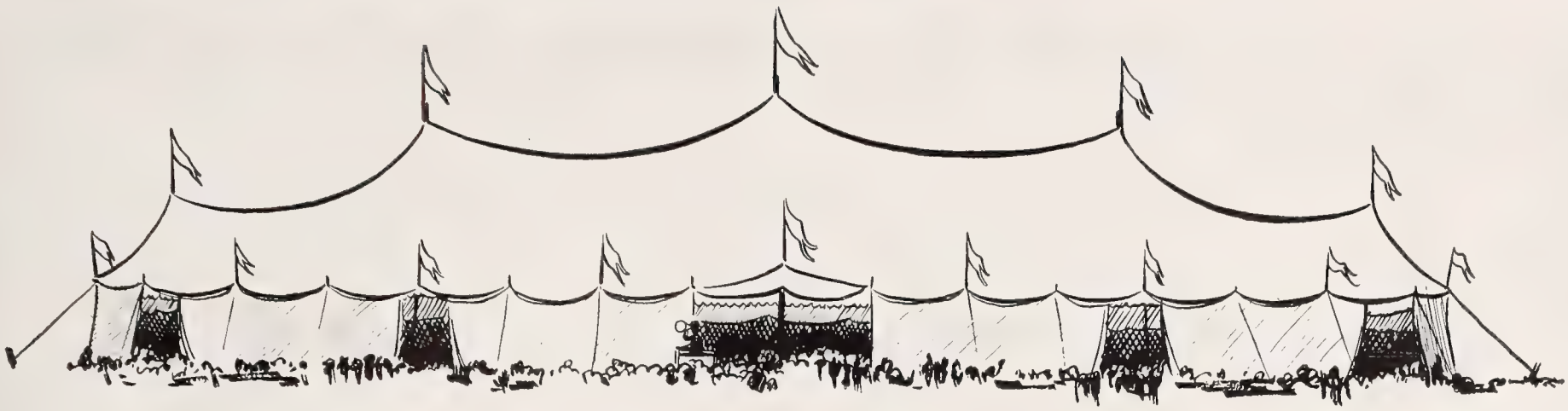
Outbreak of violence found Detroit radio stations ready to offer their facilities. A complete hookup of WWJ WJR WXYZ WJLB as well as CKLW of Windsor, Ont., and WEXL of Royal Oak, a suburb of Detroit, was arranged by Mr. Bannister for a broadcast by Mayor Edward J. Jefferies Jr. It took him only 30 minutes to obtain the hookup. Facilities of WWJ were used for the announcement by Governor Kelly of "qualified martial law".

"Detroit radio stations", Mr. Bannister said, "helped greatly in keeping war production on a fairly even keel by instantly broadcasting changes in the routing of street cars and buses and by strenuous efforts to keep down hysteria, prevent wild rumors and present only the facts."

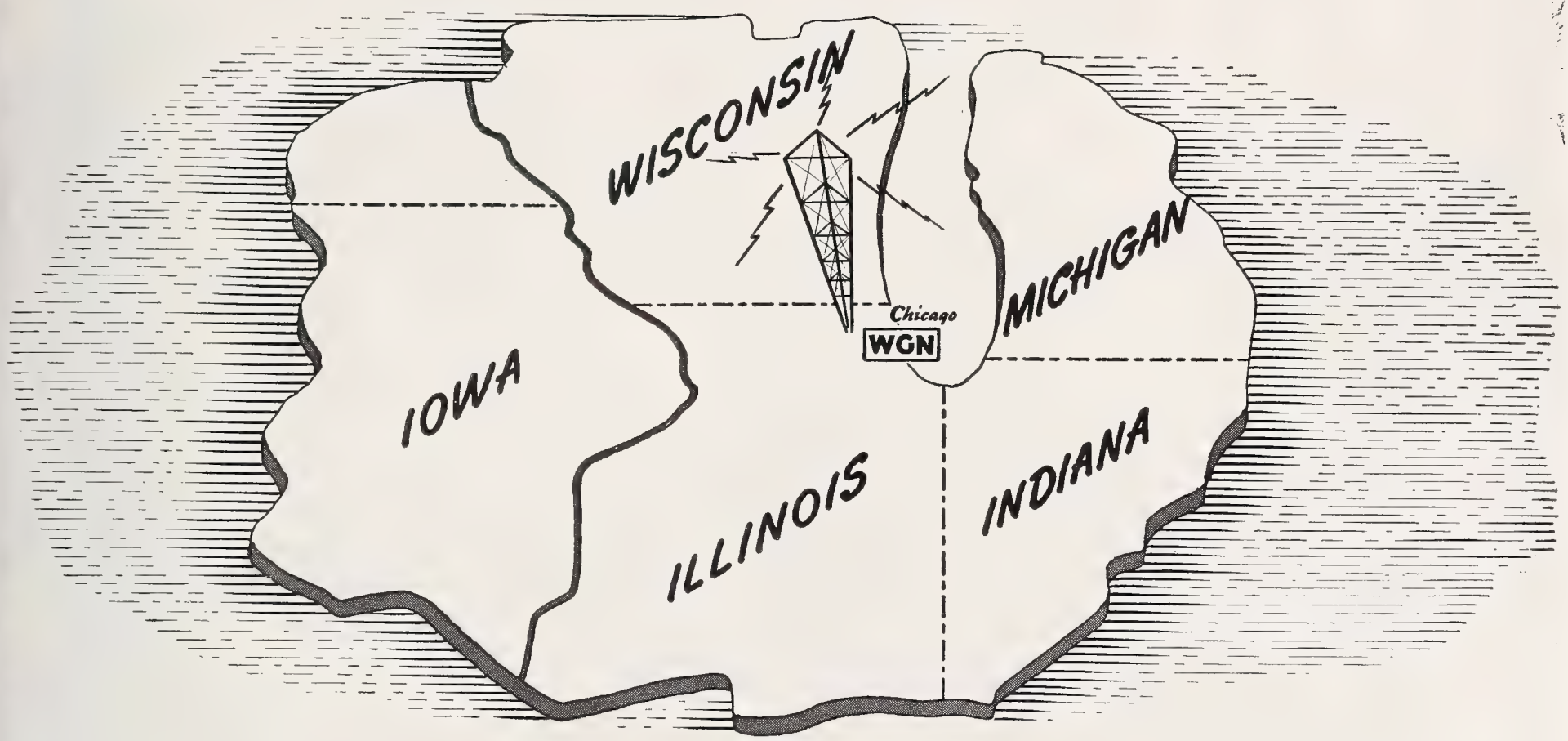
WXYZ played down sensational material and emphasized efforts to restore order. On the morning of the 21st it broadcast statements from prominent white and colored leaders pointing out that the riots were organized by elements preying upon war production efficiency. In the afternoon of the same day it stressed mobilizing of military forces to quell the disorder.

To discourage the spread of rioting from one area to another, bulletins issued by WXYZ omitted exact street locations of mob violence. The only editorial matter used dealt with warnings to listeners to stay off the streets, to refrain from spreading rumors, and to believe only the facts presented by the newspapers and the newscasts.

WJR felt that to give special bulletins or to feature the riots in any way would only incite further disturbance and probably spread mob violence. Therefore although WJR handled the situation fully, it confined coverage to straight news periods with unemotional copy.



IT'S ALL UNDER THE SAME TENT



Here's a wide midwestern area inseparably linked with Chicago in the WGN "community". The same factors which make WGN "Chicago's outstanding station" make WGN the first choice among Chicago stations in this greater territory. Because of its Chicago origin and viewpoint, WGN is first among Chicago stations. Because this viewpoint is also midwestern, preference for WGN as a station is apparent throughout the five states.

• When you buy WGN, you get not only Chicago, but the whole WGN community. • It's all under the same tent.

A Clear Channel Station

CHICAGO
50,000 WATTS

WGN

ILLINOIS
720 KILOCYCLES

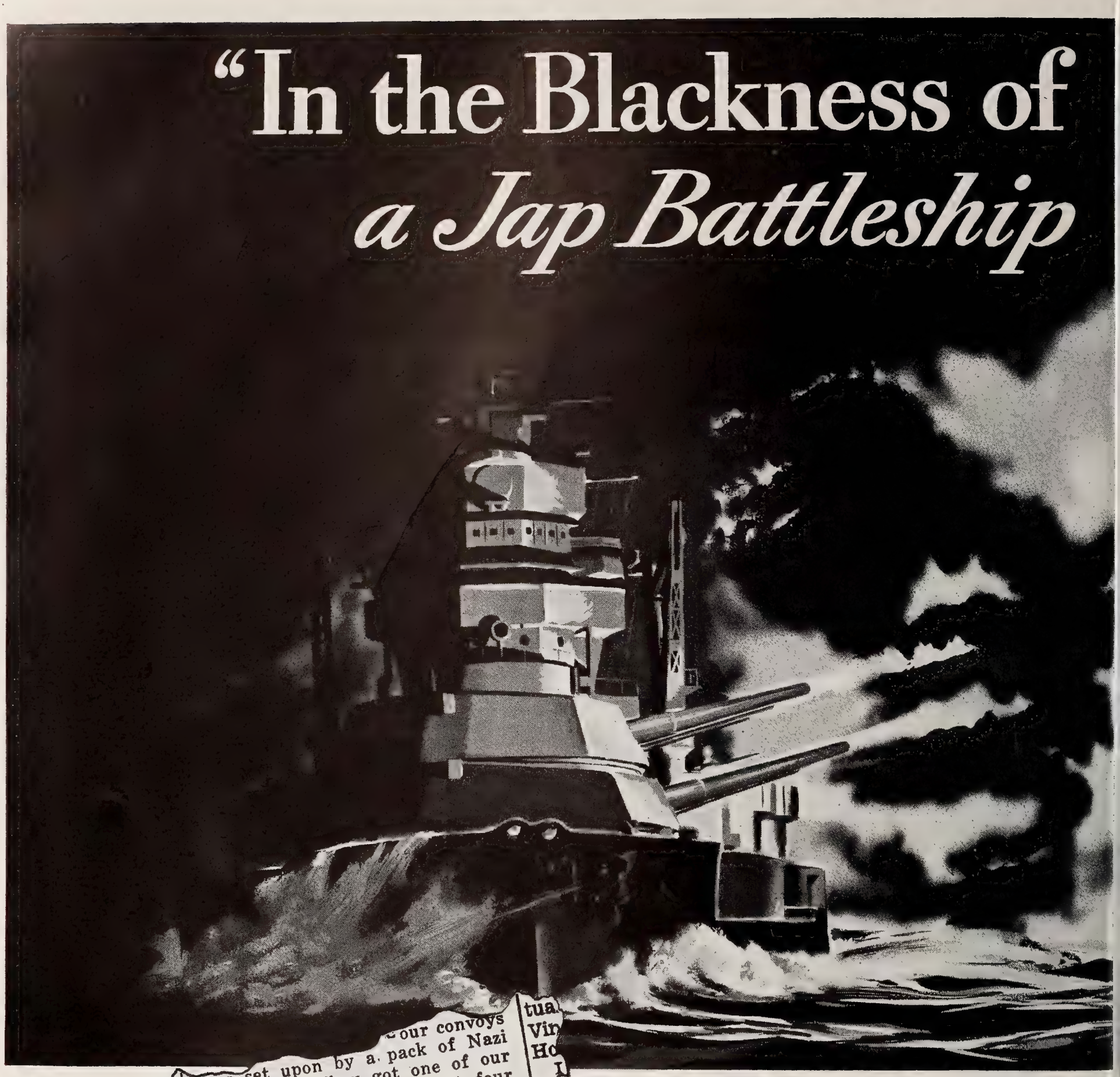


EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.

PAUL H. RAYMER CO.
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MUTUAL BROADCASTING SYSTEM

"In the Blackness of *a Jap Battleship*



...was set upon by a pack of Nazi submarines. They got one of our merchant ships, but we got four of their submarines.

History will some day record the part radio and the radar have played in giving us fighting superiority over the Axis. But let me give you one instance. On the night of Nov. 14, off Guadalcanal there lay a Japanese battleship. It was a stormy night. Eight miles away was a ship of our fleet. With the use of the radar our ship with its second salvo, sank the Jap battleship in the blackness of night, eight miles away. Is there any wonder that

EXTRACT *from address by James F. Byrnes, Director of War Mobilization, at Spartanburg, S. C., May 31, 1943, broadcast over the Blue Network.*

RADAR principles were first applied to aviation by RCA through equipment built and installed in its own plane in 1937, in connection with a study of collision prevention.

In 1938, RCA built an experimental Radar installation for the U. S. Navy. As the result of tests, in October, 1939 the Navy placed with RCA its first order for service Radar equipment. Since then, vast strides in the development of Radar in RCA Labora-

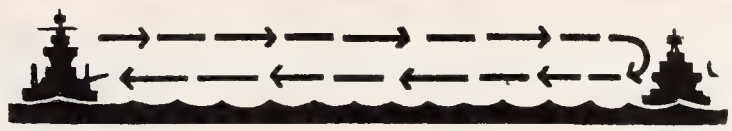
RADIO

Night, Eight Miles Away" *is sunk by RADAR*



tories have been made available to all branches of the industry producing Radar.

Radar is another achievement of the radio-electron tube and the use of ultra-high frequency waves, pioneered by RCA Laboratories. RCA looks forward to the time when its services as world headquarters for radio-electronic research can again be devoted to making the peacetime world a better place in which to live.



HOW RADAR WORKS—Traveling with the speed of light—186,000 miles per second—ultra-high frequency waves strike the invisible enemy vessel, bounce back, automatically establish range and distance of the target.

For the full, fascinating story of Radar, write today for free booklet, "Radar—Wartime Miracle of Radio." Address: Department AP, Radio Corporation of America, 30 Rockefeller Plaza, New York.

CORPORATION OF AMERICA

RCA BUILDING • NEW YORK CITY

Senate Again Opposes House's Action on Ousting of Officials

Returns Deficiency Bill to Conference Committee After Spirited Debate on Report

DETERMINED SENATE resistance last Thursday relegated the Urgent Deficiency Bill back to the conference committee when the Upper House for the second time refused to approve a House proposal to bar three officials, including Dr. Goodwin Watson and Dr. William E. Dodd, Jr., both of the FCC's Foreign Broadcast Intelligence Service, from the federal payroll.

The House lost no time in expressing its determination to insist on the amendment, voting unanimously on Friday for the third time to send the measure back to committee.

Overriding the pleas of Sen. McKellar (D-Tenn.), chairman of the committee, who asked passage of the bill to permit payment of overtime salaries already voted for thousands of government workers, the Senate by a 52-17 vote instructed its conferees to continue opposition to the House proposal. Previously the measure had been rejected 69-0 [BROADCASTING, June 7].

As BROADCASTING went to press the conferees were scheduled to meet again in an effort to break the deadlock.

Sen. McKellar reported the bill after more than a month of consideration in the committee, admitting to the Senate that the House insisted on the amendment and that he felt unless the men were dismissed there would be no bill. He said he felt the courts would offer adequate redress if the men's rights were violated.

House Action Attacked

The report touched off a fiery debate on the floor, with Senator Overton (D-La.), a member of the Appropriations Committee, Sen. Clark (D-Mo.), Sen. Maloney (D-Conn.) and Sen. Downey (D-Cal.) spearheading the attack on the McKellar report. Characterizing the House action as a star chamber procedure, Sen. Clark declared "there is no possible justification under any theory of Anglo-Saxon law or under any theory of Anglo-Saxon justice which possibly could warrant such a procedure." Sen. Downey commented "I cannot condone the evil because of the hope that our courts might at some time undo the wrong."

The debate reviewed previous arguments over legality of the action, with Sen. George (D-Ga.) maintaining that Congress had the right to deny funds to whomever it pleased. A spirited exchange between Sen. Overton and Sen. Connally (D-Tex.) centered around the legality issue, with Sen. Connally supporting the House action.

'Must Respect House'

"The House conducted an investigation through one of its committees," Sen. Connally said. "I do not know what they developed, but they must have developed something. We must respect the House," he declared.

Sen. Clark and Sen. LaFollette (Prog.-Wis.) pointed out that no record of the investigation, which was conducted by the Kerr Committee of the House under Rep. Kerr (D-N. C.), was available either to the House or Senate. Sen. Milliken (R-Col.) remarked "this to me smells of ancient tombs in which liberty has been buried."

TO CONSERVE equipment and manpower all Canadian Broadcasting Corp. stations started Sunday schedules at 9 a.m. EDT, commencing June 27.



LEFT-HANDED GENTLEMAN on the right is Elmer Stevens, president of Chas. A. Stevens & Co., Chicago department store, about to sign a 52-week contract with WBBM, Chicago, for a quarter-hour Sunday evening newscast, *Clifton Utley—News*. L to r are Charlie Garland, assistant commercial manager, and Stanley Levey, time salesman, both of WBBM, and Mr. Stevens. Frances Hooper Agency, Chicago, handles the account.

Gould Asks Home Disc Exemption From L-265

AN APPEAL for a review of Limitation Order L-265 inosfar as it affects production of home recording discs has been submitted to Ray Ellis, director of the Radio & Radar Division of the War Production Board, by Sidney S. Gould, president, the Recording Corp., which claims to produce 90% of the nation's home recording blanks.

Mr. Gould claims home discs should be exempted by the WPB because "not a single item required for the manufacture of home recording discs needs a priority" and that "neither priority steel nor priority machinery is required to proccess" these discs.

CBS Group Joins Hitch-Hike Protest

New England Affiliates Would Also Bar Cow-Catchers

FOLLOWING the lead of the CBS midwestern affiliates, New England affiliates of that network, at a meeting in Boston last Wednesday, adopted a resolution urging that "immediate steps be taken to eliminate from network programs the use of hitch-hike, cow-catcher, or other similar announcements as soon as practicable."

Announcement of the action by the first district CBS affiliates meeting was made by General Manager Franklin M. Doolittle, of WDRC, first district representative on the CBS advisory committee. District 7 of the CBS planning and advisory board on June 8, at a meeting in Omaha, adopted a similar resolution [BROADCASTING, June 21].

Resolution

Following is the full text of the New England affiliates resolution:

WHEREAS the so-called hitch-hike and cow-catcher announcements presently used on network programs tend to lower the standards of good broadcasting, and,

WHEREAS, such announcements are considered to be a violation of the responsibility placed upon radio station licensees to operate in the "public interest, convenience and necessity," and,

WHEREAS, the use of such announcements was without consent of their affiliates,

Now, therefore, be it resolved, that Franklin Doolittle, 1st District Representative of the CBS Advisory Committee, is instructed to convey to the proper officials of the Columbia Broadcasting System a request that immediate steps be taken to eliminate from network programs the use of hitch-hike, cow-catcher or other similar announcements as soon as may be practicable.

PA and UP Simultaneously Announce Plan to Speed Up Radio News Wires

RADIO will be the beneficiary of new high-speed news wire service through both UP and PA, stepping up the circuits 50% as soon as facilities become available, according to almost simultaneous announcements made last Friday by the news-gathering associations.

The rate of transmission on the news circuits serving stations, it was disclosed, will be increased from 40 words per minute to 60 words. The announcements were made by A. F. Harrison, sales manager of UP, in behalf of that organization, and by Oliver Gramling, assistant general manager of PA, which inaugurated its special AP radio wire in 1941.

In behalf of the AP subsidiary, Mr. Gramling said that the change to the high-speed circuit will be made at the "first possible moment," in line with plans contemplated for the AP special wire since its inauguration. He mentioned the mechanical and technical difficulties involved, stemming from wartime material needs.

Mr. Harrison asserted UP had ordered all mechanical equipment for high-speeding for its coast-to-coast radio news wires and that it would give the organization "elbow room for expansion" of its news feature services and also enable a greater volume of foreign and sectional dispatches. The equipment has been ordered under high priority ratings and installations will be completed as rapidly as the A T & T can handle the assignment, he said.

"This development, which has been our goal for several years, is the greatest single expansion of our radio news facilities since the UP inaugurated the first transcontinental wire circuit serving radio exclusively," Mr. Harrison said. "It will make available to broadcasters in every state the fastest radio news transmission system in existence."

Atlantic Coast Network Drops Expansion Plans

ATLANTIC Coast Network has abandoned for the duration its plans for expanded activities, Edward Codel, General Manager, said last week. Plans had included the construction of new network studios to facilitate ACN's program service to its member stations, but the shortages of material and manpower make such a venture extremely difficult, if not impossible, until after the end of the war, Mr. Codel stated.

ACN, he said, would continue operations on a curtailed basis for the present. ACN is a regional network of 10 stations located along the Atlantic Seaboard from Boston to Washington, five of which are of the Bulova-Lafount group of stations. Harold A. Lafount, general manager of the Bulova radio interests, is president of this regional network.

WSAZ, Huntington, W. Va., has appointed Branham Co. as exclusive national representatives. The station, a BLUE network affiliate, operates with 1,000 watts on 930 kc.

Z-Bar Stickers

OFFICIAL auto stickers in Montana this year list three features in the state—vacationland possibilities, production for victory, and the Z-Bar Network: K G I R, KPFA, KRBM. Put out by the Montana Boosters, stickers come in several sizes, giving an outline of the state's boundaries in black on glossy, copper-colored paper.

Pants presser pulls iron from predicament



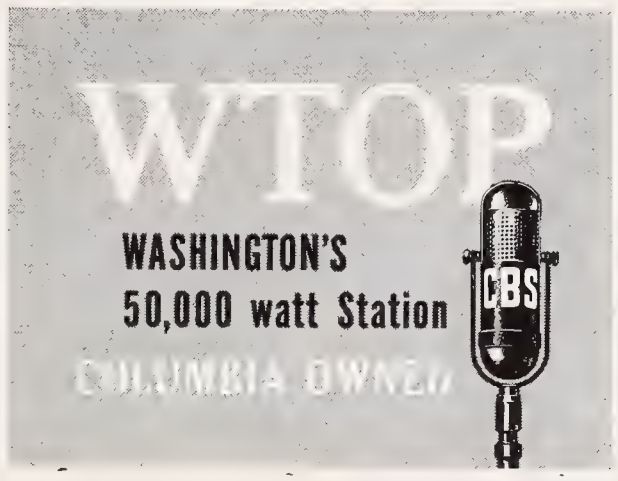
SO last January the ambitious presser of pants went in business for himself. His rent was paid. His fixtures were installed. Everything including charter-customers—except a pressing iron.

But he did have a radio. It was on, tuned of course to WTOP. The hour was 9:45 in the morning. Elinor Lee was on WTOP with her "Home Service Daily."

Part of her unusual program is an electrical appliance "swap-shop." The pants presser pricked up his ears. A listener (said Elinor) needed an electric bottle warmer. Tag line: mother gets bottle warmer; tailor gets iron.

"Home Service Daily" is a lot more than a swap-shop; it's recipes and ration news and market reports and conservation hints. It's Washington's answer to household problems, solved in capsule form! Hundreds of women phone in to the program every week. And *more people listen to Elinor Lee—on WTOP—than to any other women's service program in Washington.*

"Home Service Daily"—sponsored by Potomac Electric Power Co.—is typical of the kind of thinking *and doing* that makes WTOP the choice of listeners in one of the nation's BIG markets. That's why WTOP is the advertisers' favorite, too.



Represented by Radio Sales,
the SPOT Broadcasting Division of CBS.

Radio Should Fight for Greater Freedom

Concerted Campaign Is Urged to Guard Independence of Air Medium

By JAMES W. IRWIN
Assistant to the President,
Monsanto Chemical Co., St. Louis

JAMES W. IRWIN, assistant to the president of the Monsanto Chemical Co., St. Louis, is nationally known as a public relations and industrial counsellor. For many years a newspaper editor, his work in setting up an industrial relations plan for General Motors is widely heralded. Mr. Irwin last Wednesday spoke his mind on the subject of radio before the Public Relations Committee of the NAB, meeting in Chicago. Here is an abstract of his pungent suggestions.

I HAVE the positive feeling in my own mind, and have had this feeling for the past several years, that radio has compromised its conscience and has not fought back against the efforts of the bureaucrats and the do-gooders to regiment and rule the industry for fear of reprisal in the revocation of station licenses. I have not admired this attitude on the part of radio. Without referring to any name, I sincerely believe that a certain newspaper, the owner of which I know, supported the third term campaign in return for increased power and fulltime operation.

Over a period of years the radio industry has lived in fear and trembling of the FCC and the commissioners making it up. For example, I know you are worried over the Frankfurter decision. I believe that the fact that all three networks give Elmer Davis clear channels once a week impugns the confidence of the public in other commentators who have freedom of action uninfluenced by any apology from a badly-run administration. I don't disagree with the policy that the air should be available at any time to give top officials the opportunity to disseminate to the public facts about the war which the people are paying for.

Should Demand Freedom

Still it appears to me that we are getting entirely too near the Goebbels Nazi technique when we have an ordained minister of propaganda who takes every station in the country once a week and shoos every other program off the air, saying in effect: "You will listen to me or else." A broadcasting station or network in my humble opinion should insist upon the same freedom as newspapers to interpret the news to the public. Davis and the OWI and other departments should be placed in the position of giving a memorandum to the press and radio on a particular subject that they want to put across and leave the treatment and interpretation of such memoranda to the experienced editors and commentators who are on your private payrolls and not on the Government payrolls.

I sincerely feel that the radio industry is approaching the point that has been reached by labor, namely, that you have turned to Government and surrendered some of your prerogative of freedom and action, and now find that you have put handicaps on yourself.

Edgar M. Queeny, Chairman of the Board of Monsanto Chemical Co., takes a realistic viewpoint of broadcasting when he wrote in the book, *The Spirit of Enterprise*, which will be off the presses next month:

"Without advertising revenue, broadcasting stations would fall into the lap of the state. Competition between chains and stations would cease. A bureaucrat would provide the music, or tell the people what to hear, and place before the microphone personalities whose views he thought would be good for the people, which incidentally would also serve his own vested interests. The American mind would lose its freedom of determining its own music and entertainment and of choosing its political, economic, and spiritual thought. We would lose one of our organs of freedom of speech."

Public Would Act

If I were a radio property owner or an administrative executive for one of the networks, I think I would cease compromising with my conscience, buckle on my armor, and at the risk of losing my job and my property, give the administration and the FCC the damndest fight it's ever had. In organizing for that fight I would take some very positive steps because I believe most emphatically that if the radio listening public is given the true facts about the hamstringing and censorship and regulation of the radio industry by the administration for selfish gain, it will get up on its hind legs and scream to the high heavens. Certainly that has happened on a great many occasions when there have been attempts to throttle the freedom of action of the press and silence editors.

The radio industry and the press of the nation have so much in common and are in such a dangerous position that now is the time to forget all petty disagreements between the two great industries. Both need to recognize that they are the only two major channels for the dissemination of information to the people and that therefore they should bury whatever little hatchets they still use and form a united front.

Employ Outsider

I believe each of the networks and the industry as a whole should retain outside public relations counsel to give it a broader and more objective viewpoint. I believe that each of the networks should select for election to its board of directors a man who is chief public relations officer of some American industrial organization and pay him a salary as a working director. Then the man retained on each network board should serve on an advisory committee on public relations to the NAB, thus bringing into the picture additional minds who can think a little bit more independently than can those who are so close to your operating problems. On this line some of the more successful railroads have gone to outside directors, and the A. T. & T. has pursued the policy for a number of years and found it very successful.

Radio should seriously consider a national advertising campaign in which it would use radio as a medium and also use daily and weekly newspapers and national magazines telling the listener public its story and reasons why it must not be throttled. I believe stations in each locality should form an advisory board the members of which have no formal contact with the radio industry. Such a board would sit with the members of the local radio stations regularly at luncheon or dinner to discuss problems of public relations affecting radio.

Such groups should be made up of representative citizens who are leaders in the formation or influence of public opinion, and should represent not only the business mind but the labor mind, the educational mind, and the civic activity mind. You would have on such groups all shades of political complexion and thinking. Still you would have a working group that could go out carrying your spear.

'Go to Hell!'

Your American industrial worker, farmer, business, and professional man still prides himself on the fact that he can tell his boss to go to hell. He can tell his politicians to go to hell by voting against them at the polls. He will support an editor he does not like or a paper he hates if an attempt is made by politicians or some pressure group to gag that editor or suppress that publication. He is not so well acquainted with radio although it probably occupies a stronger position in his household than his newspaper. As a matter of fact, it is well known that there are millions of people who have radios who never see a newspaper. Radio should tell its story to the American people.

Waiting

OFFER TO PHONE news of imminent Allied invasion of Europe, made by WING, Dayton, in 1,000 letters sent to civic, business and industrial leaders of the city, brought in a list of the phone numbers of Dayton's most influential names. Promotional letters also described WING news service coverage of the expected invasion.

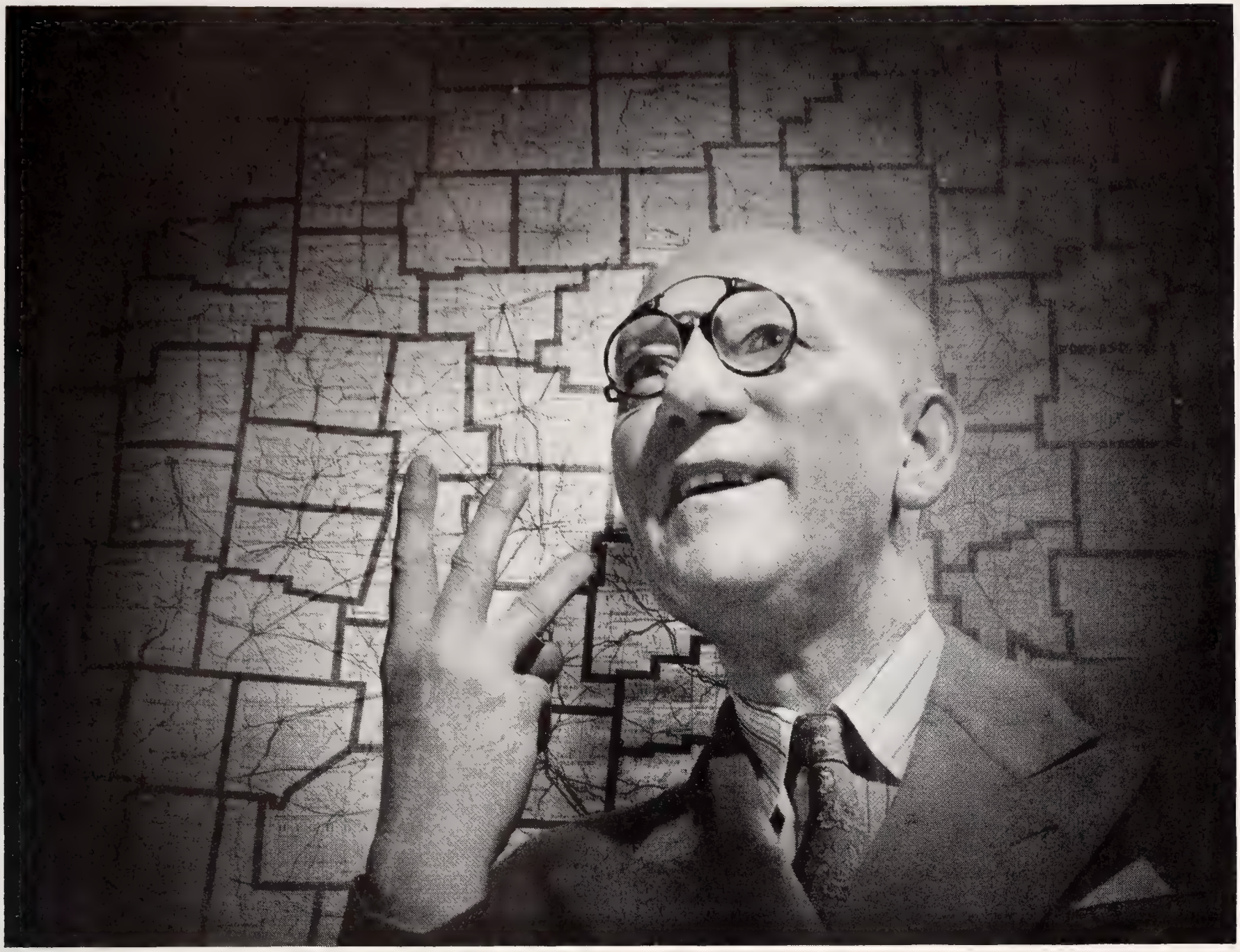
Hooper Shows Network Evening Shows Gaining

NETWORK EVENING programs, nationally sponsored, have increased in number over a year ago, the June 15 Hooper "National" Program Ratings Report reveals. Survey shows 124 such programs currently representing 72½ network hours, as compared to 112 programs, representing 64½ hours, a year ago.

Bob Hope, *Fibber McGee & Molly, Radio Theatre* and Walter Winchell, hold first four top places in the list of "First 15" programs, followed by *Mr. District Attorney, Screen Guild Players, Aldrich Family, Take it or Leave It, Frank Morgan-Fanny Brice, Paul Whiteman Presents, Great Gildersleeve, Burns and Allen,* Rudy Vallee, Fred Allen, and *Blondie.* Red Skelton continues to top the group of programs broadcast after 10:30 p. m. (EWT) and not measured in the Eastern Time Zone.

Pennzoil on Don Lee

PENNZOIL Co., Los Angeles (lubricants), to promote services of 13,000 West Coast independent dealers, on June 30 starts sponsoring the quarter-hour commentary, *Faces & Places in the News,* on 33 Don Lee Pacific stations, Wednesday, 6:15-6:30 p.m. (PWT). An extensive merchandising tie-in campaign is planned. Agency is The Mayers Co., Los Angeles. Edward G. Neale is agency account executive.



In Ohio's First Three!

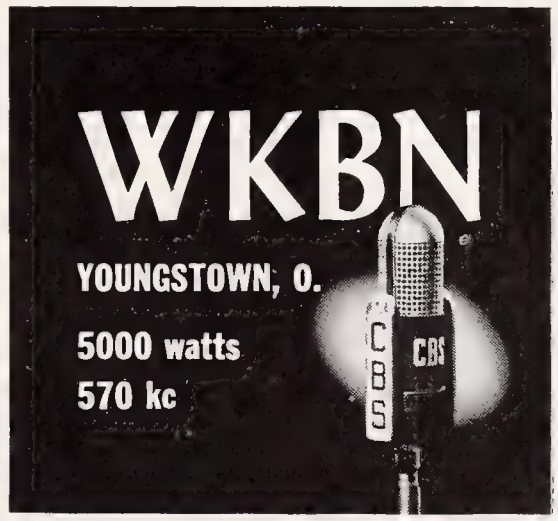
People make markets. And in Ohio, *working people* make Youngstown the state's third largest Metropolitan District.* In the top bracket with Cleveland and Cincinnati!

Here in one of America's largest steel centers, *over 65 thousand men and women* are earning high wages in a steel industry geared to capacity speed. Additional thousands are hard at work in allied industries.

It takes a powerful radio station to serve this important segment of wartime America. It takes a station that has wave-length (like WKBN's "570"); a station that has wattage (like WKBN's "5000"); it takes a station that *knows* its people—and how to program to them.

WKBN isn't just the CBS station for Youngstown. WKBN, now broadcasting on 5000 watts *day and night*, commands a wide Primary influence-power among a *million and half* people in Northeastern Ohio and Northwestern Pennsylvania . . people in a Boom Market Area.

This powerful Ohio-Pennsylvania station can mean more sales, more influence for you *now*, and in important postwar years.



Represented by:
Paul H. Raymer Company

** U.S. Dept. Commerce*

Shouse Urges Press to Help In Drive for New Radio Law

Points to Danger of Government Control Over News and Cites Effects of Court Decision

AID OF THE PRESS in securing a new communications law was asked of 500 of the nation's leading editors by James D. Shouse, vice-president of the Crosley Corp., and directing head of WLW-WSAI, in an address at the annual banquet of the National Editorial Assn. in Cincinnati June 18. Mr. Shouse is a director of the NAB and a member of its Legislative Steering Committee.

Disclaiming any desire to be an alarmist, Mr. Shouse asked the editors what value their freedom of the press would have if readers were subjected constantly to Government controlled news over the radio—controlled by whatever administration might be in power. He added it "conceivably would be quite difficult to effect a change in administration if the power granted by the Supreme Court to the Commission were ever utilized fully. The threat is there," he said, "only the actuality is lacking."

Frequency, a Franchise

Declaring that the recent Frankfurter opinion of the Supreme Court had cost radio its freedom overnight, Mr. Shouse said—"Our industry needs your help—we ask for it, not for our own selfish good, but I honestly believe for the good of the country."

Acknowledging that there is a fundamental difference between the press and radio—the fact that the use of a frequency is a public franchise, Mr. Shouse said that no thinking broadcaster would abuse that franchise by allowing his station to take an editorial stand upon controversial public issues. He explained that the rules which the Communications Commission had set up to regulate the network broadcasting business were made operative by the express warning that failure to observe them would be followed by loss of the station's license. Because there "was an honest difference of opinion as to whether the Communications Act granted the Commission the power to use its licensing function to arrive at such an end," Mr. Shouse continued, "two of the largest networks took the issue to court.

"On May 10 the Supreme Court in order to uphold the right of the Commission to do what the Commission had done evidently felt it necessary to go the whole way, and said, in substance to the Commission, 'What you did you had a right to do, and should you, in the future, elect to go all the way in controlling, through threat to deny a license renewal, the contents of programs as well as the manner in which they are routed around the country from one station to another, you have that right, too."

Mr. Shouse told the editors that there are many in radio who feel that Congress can and may give relief by way of a new radio law. He said Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, has assured the industry that hearings on such a law will begin immediately after Labor Day.

"With the greatest possible earnestness," he said, "I ask for your study of this matter as it develops, and if you feel that, as a kindred industry, our position merits your support, I believe that as newspaper people you can contribute immeasurably to our cause, which after all as citizens, is your cause.

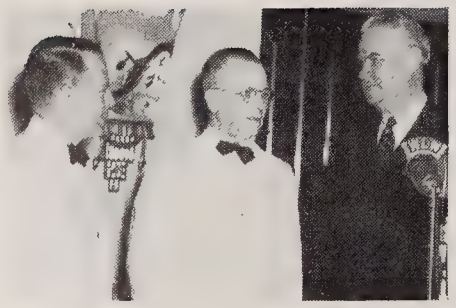
"Many of us not only want a new law because we, as an industry appear to need it, but we want a new law because it would not appear to be to the best interests of the Nation for radio during these times to be forced to operate under the cloud of direct government control. I do not mean by this," he added, "that the Commission, as presently constituted, has evinced any desire or intent to expand the scope of its regulation, but rather that as an industry we may find in our day-to-day operations a tendency voluntarily to restrict our freedom of operation through fear of what might happen. Thus, a self-imposed censorship, growing out of fear of what can happen, is oftentimes a more real and virulent type of censorship than I am sure either the Commission or the Congress desires to see."

Salute to 'Stage Door'

RADIO SALUTE to the United Artists film "Stage Door Canteen" when it made its American premiere June 24 at the Capitol theatre, New York, and in 15 other cities, was arranged as the feature of the CBS broadcast that night of *Stage Door Canteen*, program sponsored by Corn Products Refining Co., New York. Gypsy Rose Lee, Monty Woolley, Bert Lytell and Raymond Paige's Orchestra were heard from New York, as well as stars of radio, stage and screen from the lobby of the Capitol theatre after the performance. Major Ben Lyon was also heard via cut-in from London as he interviewed soldiers from North Dakota, California and Texas who had seen the picture.

Cook Book Test

FARRAR & RINEHART, New York, last week started a test campaign on WABC, New York. for *The Good Housekeeping Cook Book*. Using radio for the first time for this publication, the sponsor signed for three participations weekly on Adelaid Hawley's *Woman's Page of the Air*, 8:45 a.m. Agency is Franklin Spier and Aaron Sussman Inc., New York.



THESE THREE were prominent on the program of the National Editorial Assn. banquet in Cincinnati, June 18 (l to r): James D. Shouse, vice-president in charge of broadcasting of the Crosley Corp.; Edwin F. Abels, Lawrence, Kan., president of NEA; John W. Bricker, Governor of Ohio.

FCC REPORTS 58 READY FOR JOBS

NAMES of 58 first- and second-class radio-telephone licensees who have reported themselves available for immediate employment in essential communications jobs were mailed on June 21 to the War Manpower Commission, the NAB and other interested groups in the industry by the FCC. The list was compiled from replies to the Commission's postcard survey of a 1,000 sample of 20,000 licensees in these classifications [BROADCASTING, June 7].

Neville Miller, NAB president, in a letter to FCC Chairman James Lawrence Fly praising the cooperation of Dallas Smythe, head of the FCC Economics Unit, said in part: "In a joint meeting on June 15, agreement was reached that both survey methods produced valuable results. However, the FCC technique is inexpensive and provides an excellent screening. The NAB method, costly because of first-class mail and personalized letters, should be sent to only those showing promise in the FCC survey. I therefore urge that this cooperative activity be continued." The NAB survey of 100 radiotelephone license holders brought in 17 applications for employment.

Of those reporting to the FCC, 41 are available for fulltime and 17 for parttime work, while 421 were not available. There was a total response of 568, or 53% which is considered exceptionally good, especially in view of the fact that 89 of the list were unreached because of improper addresses. Future scope of the survey is to be determined by needs of the industry, according to Chairman Fly.

Prexie Now

IT'S PRESIDENT Lang now, and the Wheaties breakfast edition of the news on WNAX, Yankton, S. D., is looking for another reporter since newscaster William C. Lang was named president of Yankton College. A recent popularity poll disclosed the 33-year-old Lang as favorite WNAX newscaster. Other activities include teaching flight theory to Naval aviation cadets and speaking tours for sale of War Bonds.

Editors Warned Of Press License

Crawford Sees Precedent in Supreme Court Opinion

A WARNING to newspaper editors to watch out for an extension of the Governmental licensing system for radio to include newspapers as well was issued by Frederick C. Crawford, president of the National Assn. of Manufacturers, in an address before the Wartime Conference of the National Editorial Assn., held recently in Cincinnati.

"The greatest monopoly which can exist," he stated, "is a monopoly of public opinion. Basic to the four freedoms of the Atlantic charter, basic to all the freedoms of body and mind that we can enumerate, is freedom of speech.

"American industry is confident that if we retain freedom of speech, in public assembly, in the printed word and over the air we can retain the free economic system on which America in the course of 150 years has grown to world leadership. Given freedom to tell its story, industry is confident that it can present a case which will win the approval and support of a vast majority of the American people.

Newspapers Licensed?

"Will we be allowed such a hearing? You begin to wonder when a member of the United States Supreme Court finds himself stressing the difficulties of preserving the democratic way of life. He cites "the misuse and manipulation of modern devices, chain newspapers, cheap magazines, popular polls, the movies and the radio." In other words, "misuse," as he calls it, of all the media of opinion employed by a free people.

"Note, incidentally, that among the misdirected agencies of public opinion we now find radio. But now it seems that even radio is not immune from the regrettable habit of free peoples to disagree on occasions with their government as well as among themselves. And so we find the Supreme Court imposing conditions on the individual broadcasting station, including limitations on the right of contract, in return for the Federal Government's license.

"Will it be a licensing system next for the newspapers of this country? Or will it take the subtle form of subsidies disguised as government advertising? This we know: When the newspapers definitely turn for their advertising revenue away from industry to government, it is the beginning of the end for freedom of the press; and not so far from the end either."

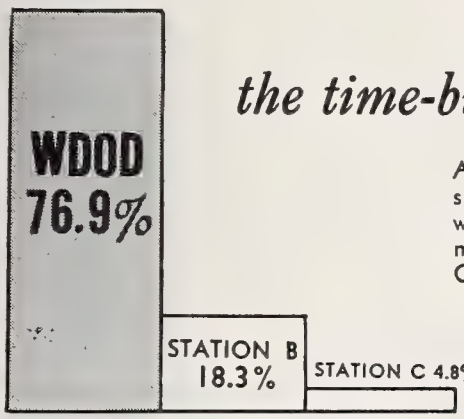
KWIX, San Francisco, new Pacific Coast station beaming shortwave broadcasts to Latin America under the CIAA auspices, will go into operation Aug. 1. Two stations in that city are already beaming news and entertainment to the Latin Americas seven hours a day.



Nineteen years young!

TODAY, a radio station must be young in ideas. It must have the alertness, the programming and merchandising knowledge of 1943 . . . active, energetic . . . resultful!

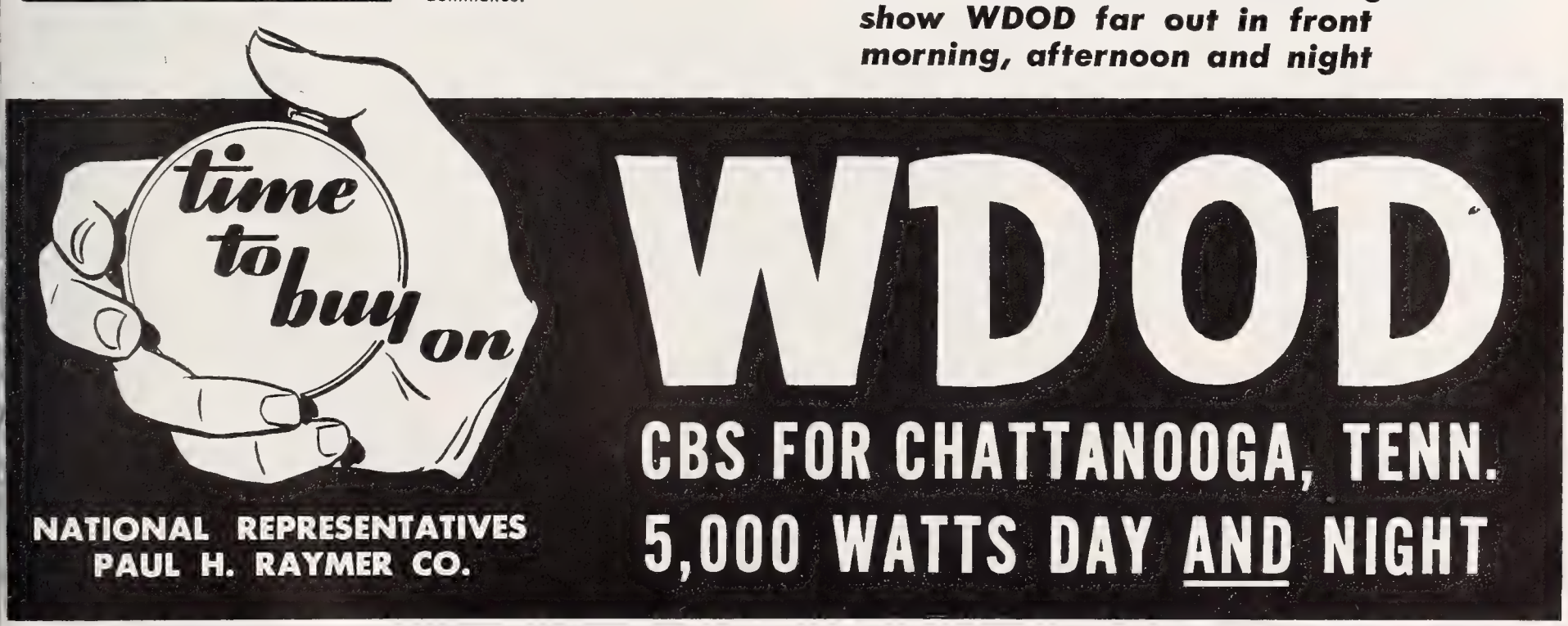
WDOD has youthful energy . . . and the "know-how" of years of experience. For 19 years WDOD has served the Chattanooga market, combining the wisdom of age plus the activity of a modern radio station.



the time-buyers' station

A recent survey of national spot business shows WDOD with 76.9 per cent of all national business placed in Chattanooga. Station B was awarded 18.3 per cent, Station C 4.8 per cent. Here is conclusive proof of WDOD'S dominance.

Hooper figures for Chattanooga show WDOD far out in front morning, afternoon and night



Bob Hope Heads 'Star of Stars' Poll And His Show Leads Program Contest

BOB HOPE scores first on three counts in the 1943 annual "Star of Stars Poll" of radio listeners, conducted by *Movie-Radio Guide* and released this week. The NBC comedian heads the list of "Radio's Star of Stars," and is rated the "Best Comedian," while his NBC program for Pepsodent Co. holds top place in the "Favorite Program" group.

Nelson Eddy, formerly CBS, is runner up in the "Star of Stars" classification, followed by Bing Crosby, CBS singer. Red Skelton and Jack Benny, NBC, follow Bob Hope in the list of 10 top comedians.

Half of the leaders in this year's rating of 17 categories also ranked first last year—including *Lux Radio Theatre*, CBS dramatic program; *Vic and Sade*, CBS daytime serial; *Information Please*, NBC quiz program; Bill Stern, NBC sports announcer, and Don Wilson, NBC announcer.

Appearing in exactly the same position as last year are commentators Lowell Thomas, BLUE; H. V. Kaltenborn, NBC, and Walter Winchell, BLUE, while Elmer Davis drops from fourth place as CBS commentator in last year's poll, to ninth place. New listing is that of "Best USO Program," the leaders being *Stage Door Canteen*, CBS, *Philip Morris*, CBS and Bob Hope, NBC.

List of winners is as follows:

RADIO'S STAR OF STARS—Bob Hope, Nelson Eddy, Bing Crosby, Don McNeill, Jessica Dragonette, Jack Benny, Kate Smith, Red Skelton, Joan Blaine, Don Ameche.

MY FAVORITE PROGRAM—The Pepsodent Program, Lux Radio Theater, Breakfast Club, One Man's Family, Fibber McGee & Molly, Information Please, Saturday Night Serenade, Kraft Music Hall, Those We Love, Metropolitan Opera.

BEST COMEDIAN—Bob Hope, Red Skelton, Jack Benny, Fibber McGee & Molly, Fred Allen, Edgar Bergen, Eddie Cantor, Garry Moore, Ed Gardner, Don McNeill.

FAVORITE USO PROGRAM—Stage Door Canteen, Philip Morris, Bob Hope, Army Hour, Vox Pop, Soldiers With Wings, Command Performance, Meet Your Navy, Spotlight Bands, Gracie Fields.

BEST MALE SINGER OF POPULAR SONGS—Bing Crosby, Jack Baker, Dennis Day, Frank Sinatra, Frank Munn, Lanny Ross, Harry Babbitt, Barry Wood, Morton Downey, Curley Bradley.

BEST WOMAN SINGER OF POPULAR SONGS—Dinah Shore, Ginny Simms, Kate Smith, Frances Langford, Jessica Dragonette, Nancy Martin, Gracie Fields, Mary Martin, Helen Forrest, Marion Mann.

BEST MALE SOLOIST OF CLASSICAL SONGS—Nelson Eddy, Richard Crooks, John Charles Thomas, Frank Munn, Jack Baker, Conrad Thibault, Lawrence Tibbett, James Melton, Lanny Ross, Jan Pierce.

BEST WOMAN SOLOIST OF CLASSICAL SNGS—Jessica Dragonette, Gladys Swarthout, Lily Pons, Jeanette MacDonald, Margaret Speaks, Vivian della Chiesa, Rise Stevens, Lucille Manners, Jean Dickenson, Grace Moore.

BEST ACTOR—Lionel Barrymore, Les Tremayne, Don Ameche, Orson Welles, Ronald Colman, Hugh Studebaker, Les Damon, Walter Pidgeon, Jay Jostyn, Alan Ladd.

BEST ACTRESS—Barbara Luddy, Greer Garson, Bette Davis, Claudia Morgan, Helen Hayes, Joan Blaine, Nan Grey, Madeleine Carroll, Alice Frost, Jeanette MacDonald.

BEST MUSICAL PROGRAM—Your Hit Parade, Kay Kyser, Waltz Time, Hour of Charm, Voice of Firestone, Kraft Music Hall, Bell Telephone Hour, Pause That Refreshes, Metropolitan Opera, New York Philharmonic.

BEST QUIZ PROGRAM—Information Please, Quiz Kids, Take it or Leave it, Truth or Consequences, Dr. I Q, Kay Kyser's College, Thanks to the Yanks, People Are Funny, Battle of the Sexes, What's My Name?

BEST DRAMATIC PROGRAM—Lux Radio Theater, One Man's Family, Those We Love, Mr. District Attorney, First Nighter, Aldrich Family, Screen Guild Players, Inner Sanctum, Mayor of the Town, The Thin Man

BEST DAYTIME SERIAL—Vic and Sade, Bachelor's Children, Road of Life, Portia Faces Life, Big Sister, Life Can Be Beautiful, Valiant Lady, Ma Perkins, Story of Mary Marlin, Those We Love.

BEST DANCE ORCHESTRA—Harry James, Kay Kyser, Guy Lombardo, Tommy Dorsey, Sammy Kaye, Fred Waring, Horace Heidt, Abe Lyman, Xavier Cugat, Benny Goodman

BEST NEWS COMMENTATOR—Lowell Thomas, H. V Kaltenborn, Walter Winchell, Gabriel Heatter, Fulton Lewis Jr., Earl Godwin, Raymond Gram Swing, H. R. Baukhage, Elmer Davis, Boake Carter.

BEST SPORTS COMMENTATOR—Bill Stern, Ted Husing, Red Barber, Guy Savage, Bob Elson, Mel Allen, Ty Tyson, France Laux, Ed Thorgersen, Clem McCarthy.

BEST ANNOUNCER—Don Wilson, Milton Cross, Ken Carpenter, Harlow Wilcox, Bill Goodwin, Harry Von Zell, Durward Kirby, Bob Brown, Richard Stark, Jim Ameche.

Production of Castoria Is Resumed by Centaur

PRODUCTION of Fletcher's Castoria has been resumed and will go on sale again about Sept. 15, it was announced last week by Harold B. Thomas, vice-president of Sterling Drug Inc. Manufacture was interrupted nearly two months ago when the presence of a nausea-causing irritant was discovered in certain batches of the product and the company issued a nation-wide warning to the public and used radio announcements to call in outstanding stocks [BROADCASTING, May 10].

Research conducted by the company has solved the mystery of the foreign ingredient which found its way into the product, Mr. Thomas stated. He explained that the use of lower sugar content necessitated by wartime restrictions interfered with normal aging processes and contributed to the formation of the irritant. Methods for preventing a recurrence have been developed, he said.

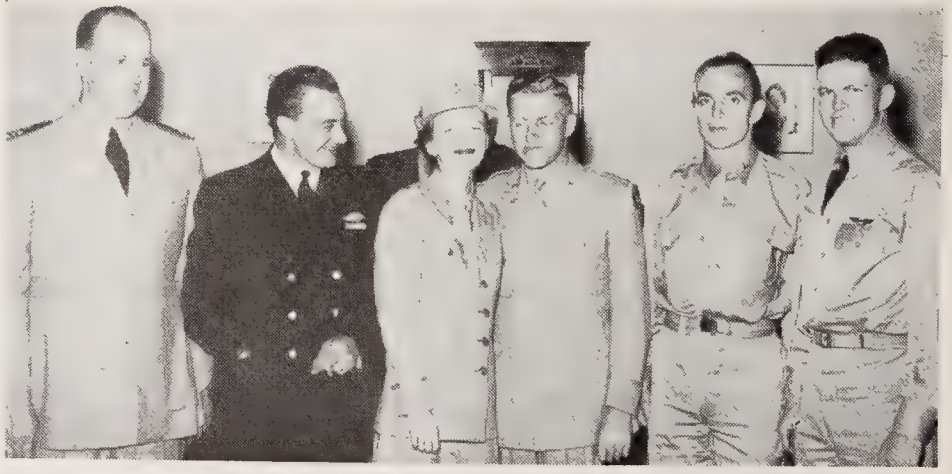
For Teachers

WESTINGHOUSE Radio Stations Inc. headquarters in Philadelphia, and KYW, member station in the city, will cooperate with Philadelphia Public Schools this summer to provide a series of lectures on radio which will be given throughout July. Gordon Hawkins, program supervisor of WRS Inc., will have charge of the course designed to acquaint teachers with all phases of broadcasting. Mr. Hawkins will specialize in lectures on script writing and will invite other executives of the headquarters group and of KYW to talk on subjects in their particular field.

WHEELING STEEL Corp., Wheeling, W. Va., which on June 27 plans to start a summer vacation for its *Musical Steelmakers* program on the BLUE, will return the employe family show Sept. 26 to its current Sunday evening period, 5:30-6. Lineup of stations will be increased from the present 78 to 92. Plans for next season's series will be more elaborate than heretofore, and will be worked out by John L. Grimes. Wheeling advertising manager, and Scott Smith, president of Critchfield & Co., Chicago, agency in charge, at a meeting in the near future.

Miller's Labor Code

DECISIONS of the NLRB that affect radio broadcasting have been compiled into a book by Joseph L. Miller, NAB director of labor relations, which is now being mailed to stations by the NAB. The book, condensed from 48 volumes of NLRB decisions, contains texts of radio representation decisions and a list of unfair labor practice decisions. In an accompanying letter, President Neville Miller points out that the handling of labor relations is of the greatest importance and comments that the author "has performed a real service for the industry."



FOUR KOA staff members now in uniform, whose visits coincided, were guests at a hastily assembled luncheon in the Denver station's studios June 12. Other uniformed guests were Lt. Com. Lloyd E. Yoder, Navy public relations officer in Denver, and Flight Lt. Ault, guest of KOA's Lt. Carter. (L to r) Lt. Com. Yoder; Marine Cadet William Michelson, WAAC Lt. Jeanne Carter, Lt. Ault, Lt. Stanley Brown of the Engineering Corps, and pilot Lt. Charles E. Brady, AAF. KOA record is 67% of male staff in uniform since June, 1941, with one girl in the SPARS and one in the WAAC. Three lt. commanders, and a major, captain, and six lieutenants in the Army!

NBC Announces 4 Summer Shows

Based on 'Fresh Approach to Wartime Living,' Menser Says

TO REPLACE commercial programs taking summer vacations from NBC, the network has built a group of sustaining shows, announced last week by Clarence L. Menser, NBC vice-president in charge of programs, as "distinguished by a fresh approach to the problems of wartime living."

Replacing *The Great Gildersleeve*, Sundays 6:30-7 p.m., from July 4 to Aug. 22, will be a dramtic program, *Men At Sea*, telling the story of men in the Merchant Marine. A camp show, titled *Music in the Air*, emphasizing entertainment provided by members of the Air Forces, will replace *The Aldrich Family*, Thursdays, 8:30-9 p.m., July 9-29.

A musical variety show with talks by prominent speakers will fill the *March of Time* period, Thursdays, 10:30-11 p.m., July 8 to Aug. 12, and *NBC String Quartet* replaces *What's My Name?* July 4 to Sept. 12 in the Sunday 10:30-11 p.m. period.

Two other sustaining substitutes have been announced previously, including *Words At War*, for *Maxwell House Coffee Time*, Thursdays, 8-8:30 p.m., June 24 to Aug. 26, and *Hot Copy* for *Truth Or Consequences*, Saturdays, 8:30-9 pm. July 3 to Aug. 28.

Gillin Reminded of WLS Coverage Map of 1942

EDITOR, BROADCASTING:

Our good friend John Gillin of WOW ran into an Irish snag by the name of Gene O'Fallon not so long ago. It seems that Johnny claimed WOW was the first radio station to use the Foreign News Service of the *Chicago Daily News*. Gene, it seems, had seen the possibilities of this service first and had bought it. John was very sorry about his *faux pas* and went on record as such.

Now, far be it from me to cause John any more trouble, but I would like to point out at this time that WLS issued a coverage map in July of 1942 that was purposely compiled to incorporate all suggested features proposed by the four A's and the NAB. The WLS coverage map was based on over a million letters received by WLS in 1941 as well as our millivolt contours. I believe that our map (now over a year old) meets all standards laid down by the various agencies requesting a standardization of radio coverage.

I repeat, John has had enough trouble lately, so we'll just stay good friends.

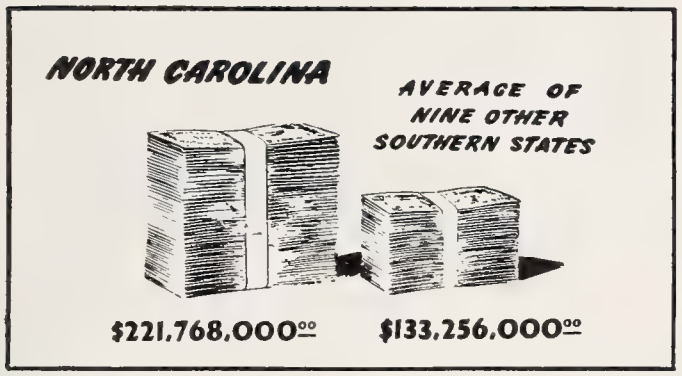
Glenn Snyder,
Manager, WLS

Chicago, June 11, 1943

W. S. GRANT Co., representative, continues to represent KTKC, Visalia, Cal. in northern Pacific Coast area while Homer Griffith Co. represents KTKC in the Los Angeles area rather than the Pacific Coast area as reported in BROADCASTING June 14. according to the Grant company.

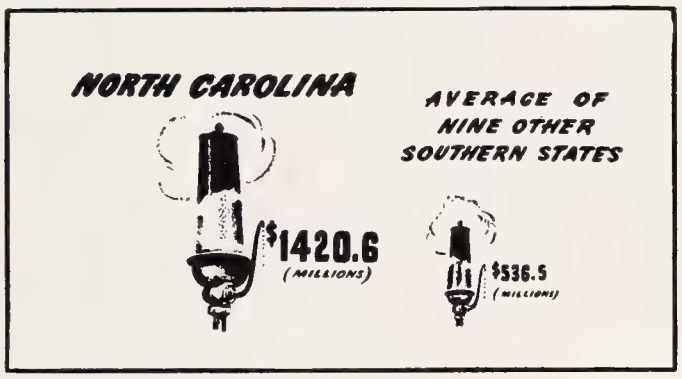
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



CASH INCOME AND GOV'T. PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN



NBC 680 KC

FREE & PETERS, INC. National Representatives

850 kc. FIGHT OVER; OTHERS EYE WAVE

FINIS was written to the battle of the 850 kc. channel breakdown last Tuesday with the FCC announcement that it had adopted its decision and order permitting WHDH, Boston, and WJW, Akron, now being moved to Cleveland, to operate on that channel with 5,000 watts fulltime. The frequency, on which KOA, Denver, is the dominant station, heretofore has been a 1-A clear channel and has been embroiled in litigation for several years, which wound up in the Supreme Court last month with a defeat for the Commission.

Despite the court victory of NBC, licensee of KOA, entitling it to a full hearing on the proposed transfer, the network, after seeking unsuccessfully to have the Commission postpone the hearing until after the war, defaulted on its hearing right [BROADCASTING, June 14]. As a consequence, the FCC at its last meeting formally approved the order breaking down the clear channel and giving the two stations fulltime on the wave. WHDH is the BLUE outlet in Boston, while WJW will become a BLUE outlet in Cleveland when finally moved, probably by Aug. 1.

With the breakdown of the wave, it is expected other applications shortly will be filed for operation on the frequency, consistent with the FCC rules. Under the Commission's freeze order of April 27, 1942, however, no new authorizations can be made unless no critical equipment or manpower is required.

RADAR IN AUTOS

Foreseen as Postwar Use By Rep. Starnes

RADAR equipment, widely used by the Army Signal Corps, may find civilian use in automobile equipment after the war, according to a statement before the House of Representatives by Rep. Starnes (D.-Ala.) in which he highlighted the "achievements, military and civil, of United States in World War No. 2." Radar safety devices in medium-priced cars will indicate danger from vehicles approaching at intersections, will show stop lights some distance ahead, or signal that a car wants to pass on either side by means of lights on the instrument panel, he said.

"Other developments in the field of communications, which will be useful after the war, include the Walkie-Talkie short range radio sets, improved teletypewriter service transmitted by radio, and improved ship-to-shore radio telephone service," said Rep. Starnes.

Developments in radio meteorological equipment will provide better weather reporting in the future than we have ever known, he added.

Heads KINY, Juneau

PERRY HILLEARY, has been appointed manager of KINY, Juneau, succeeding Walter Carl. He was formerly assistant manager of KTKN, Ketchikan, coming to Alaska last fall from KOMO, Seattle. Both Alaskan stations are owned by Edwin A. Kraft, president of Northwest Radio Adv. Co., Seattle.



FIRST INSIDE LOOK at a radar production line is revealed in this photo approved by the Navy Department. These women workers, formerly employed in making civilian radio equipment, now assemble radar devices at a General Electric plant for the Navy.

'Static Eliminator' for Post War Market Devised by Goodyear

Device Expected to Find Immediate Military Use; Requires Critical Materials for Production

AN INVENTION which largely neutralizes both man-made and atmospheric static in all portions of the spectrum and which will be applied to home receiver production after the war was disclosed last Tuesday by the Goodyear Tire & Rubber Co., Akron, at the dedication of its new research laboratory.

Development of a "static eliminator" has been a primary goal in radio since the beginning of the art, and while innumerable devices have been reported, none to date has been found effective. Goodyear announced that the new, simple device, which will be retailed at a few dollars following the war, can be applied effectively for both amplitude modulation and FM uses. FM is not subject to interferences from atmospheric static.

Utilizes Static

Goodyear told those who attended the research laboratory dedication that the new device, known as the "radio static neutralizer," is the discovery of Gilbert J. C. Andrisen, research physicist, who worked on it independently for a number of years and completed it recently in Akron for Goodyear. It was stated the device not only subdues static to the point where it no longer interferes with reception, but for the first time converts the electrical energy of the static into useful work.

The development work on the static eliminator started last August, Goodyear advised BROADCASTING. The present device was said to be the newest and the only one developed, so far as the company knows.

"The device is unequal to FM," Goodyear stated, "but can reduce or eliminate some kinds of static which baffle FM."

The device was described as consisting of an attachment beneath the amplification tube in the receiver. The attachment in turn is connected to the static eliminator, which is about four inches by two inches by 2¼ inches and is plugged to the set interior near the amplification tube. The entire attachment weighs less than six ounces and can be retailed "for several dollars after the war." Since it uses highly critical materials, it will be available only for war uses, particularly war planes.

No information was available in Washington on the static eliminator. The FCC engineering department planned to look into it.

Reports from Akron said that the instrument was designed primarily for war use, in the hope of making directional beams and code signals less likely to fail. It was stated the device is expected to make flying measurably safer by eliminating the interference of static with reception, and that it would improve radar, the potent detecting and ranging device which has proved the most spectacular "secret weapon" of the war. It was said the neutralizer would find immediate use, not only on bomber or fighter planes, but war ships, tanks, command cars, jeeps, and at radio stations.

Device Demonstrated

Visiting newspapermen saw the static neutralizer at work. A regular program was tuned in. An announcer was talking. Artificial static was produced in sufficient volume to smother the voice. Then the neutralizer went into action. The static dropped to a thin blur and the voice came back. One newspaper report said:

"The machine uses small electronic tubes in such a way that they discriminate between static and the desired signal and automatically control the amount of static energy which can pass through the set. Recently, during a terrific thunderstorm, with lightning striking close to the laboratory, the operator reduced the attendant static to a whisper and kept the program going."

Another report stated:

"The neutralizer makes use of small electronic tubes in such a way that they are automatically adjusted to each radio signal, whether weak or strong. They serve to discriminate between static and the desired signal and automatically control the amount of static energy which can pass through the set. A detection control circuit eliminates static which is louder even than the incoming signal.

"In one test, a 25,000-volt spark from the ignition system of an engine was projected directly upon the antenna of a receiving set. The neutralizer eliminated this so effectively that it was possible to tune in a shortwave radio program from Europe."

Vast Electronic Uses Foreseen by Monteith

APPLICATIONS of radar and other electronic devices to civilian industry was the subject of A. C. Monteith, manager of the industry engineering department of Westinghouse Electric & Mfg. Co., in a talk to the New York Institute of Finance.

"Tubes are the focal point of the electronics industry but they are a small part of it," Mr. Monteith said. "The circuits necessary to apply these tubes will run from four to 200 times the price of the tubes themselves." The latter range in size from tiny photo cells to the large metal cans of Ignitron rectifiers, he said. The Ignitron converts alternating to direct current for the making of aluminum and magnesium by electro-chemical means. It is also used to control high currents used in welding.

Another helpful partner to industry, the Westinghouse engineer said, is the Precipitron, which traps air-borne dust on steel plates which carry positive and negative charges. One application is the protection of electric motors in steel mills and other dusty locations. Another is the cleansing of machine shop air from oil mist.

The Mot-O-Trol is an electronic partner of the Ignitron when used to regulate starting and speed of direct current motors.

Application of electronics to industry, Mr. Monteith said, is moving at top speed. Future of any particular use depends on whether it "does a job better than a tried and proven mechanical method," he said.

TO HELP recruit aircraft spotters for the Army Air Forces First Fighter Command, CBS, in cooperation with this division of the armed forces, on July 8 starts a quarter-hour evening program featuring pick-ups from spotter units throughout the country. John Dietz will direct. Script will be written by Joseph Ruscoll.



Official U. S. Marine Corps Photo

Ever since its formation by the Continental Congress on November 10, 1775, the United States Marine Corps has served our nation with breath-taking courage and unswerving devotion. To their motto, *Semper Fidelis* (Always Faithful), might well be added the words "And Always First." It was the Marine Corps that went into the steaming, sniper-infested jungle of Guadalcanal, and drove the enemy back into the sea. "The Marines have landed and the situation is well in hand" is more than an empty catch-phrase. Our enemies are finding that out to their sorrow.

Ever since its formation in 1925, WTIC has adhered to the same watchword that has been a guide and inspiration to the Marines. By being faithful to its audience, WTIC has gained the loyalty and respect of a vast number of people. That loyalty and respect pays rich dividends for the advertisers who use WTIC's facilities. Ask them about WTIC. They'll tell you that

THERE'S NOT ANOTHER LIKE IT!



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

SCHEDULED for six weeks, seven times a week on WEBR, Buffalo, starting June 21, 60 Niagara Frontier Industries are cooperating with WEBR in a program to curb absenteeism and promote safety. The program, consisting of live dramas, transcribed music and safety jingles, interviews with workers, talks from plant personnel department and union representatives, is to be broadcast at various hours to give a greater and more varied audience an opportunity of hearing it. Each week on the bulletin boards of cooperating firms, large printed posters will tell a new story relating to absenteeism and safety and give information about the contest for suggestions for safety and for curbing absenteeism. Eleven prizes totaling $500 for best suggestions on each subject are offered. Following the series, best suggestions will be printed in pamphlet form and presented to the cooperating firms.

* * *

RCAF Sub Program

WHAT to do when enemy submarines are seen is the basis for a semi - instructional quarter - hour Royal Canadian Air Force program started on all French language stations along the St. Lawrence River and Gulf area. The program is recorded, carries a dramatization of enemy activity and explanation of what to do when enemy submarines, or other enemy activity, is noticed in the locality. The program is also to be recorded for use in the Maritimes on English language stations. The French program has 26 episodes, the English, 13. Program goes out over Canadian Broadcasting Corp. French network and on independent stations as a public service broadcast. Recordings are made by the Compeau Co., Montreal.

* * *

Pecks Out

COMPANION to Mutual's *Nick Carter* series starts on that network July 5 on sustaining basis, with "Chick" Carter, fictional son of Nick Carter, detective, as principal character. *Chick Carter—Boy Detective*, will be tied in with the adult edition, "father" and "son" visiting each other's programs from time to time. Fritz Blocki, a director of Kenyon & Eckhardt, will direct the series as a free-lance. Scripts are being prepared by Charles Michelson, S & S copyright agent.

Purely PROGRAMS

Right on Time

THE VITAL importance of "getting the right men with the right equipment to the right place at the right time" is the message conveyed in the BLUE weekly series *Enough—And On Time* presented in conjunction with the administrative and technical divisions of the Army Service Forces of the War Dept. Entertaining as well as informative, the program features an orchestra conducted by Capt. Harry Salter, with Col. William Slater as narrator.

* * *

Saludos Amigos

PROMOTING better understanding between Latin America and North America, BLUE has started a weekly 25-minute program of popular music of both countries, titled *Saludos Amigos*. Music is supplied by Paul LaValle and his orchestra, with Victoria Cordova, singer and actress, the Andrini Continentals, and Jose Ferrer as m.c. Series is presented in cooperation with the Coordinator of Inter-American Affairs.

* * *

Johnston Speech

BROADSIDE copies, 10,000 of them, with a reprint order already in, have been mailed of a speech by U. S. Chamber of Commerce President Eric Johnston on KMYR, Denver. The occasion was the 59th annual meeting of the Denver Chamber of Commerce on May 7, broadcast by KMYR. The subject was "Forward to a Dynamic America". Copies were mailed to local and national accounts and agencies.

* * *

Visiting Mike

GOING into homes and clubs for interviews, KXEL, Waterloo, Ia., is presenting a new feature, *Let's Visit*. Portable transcribing equipment is used and broadcast consists of playback. Idea is to acquaint listeners with the many patriotic activities carried on by various organizations and to foster worthy causes on the home front, making it informative as well as entertaining.

Students Write

HIGH SCHOOL students Robert Marion and Louis Garfinkle are writing and narrating *Youth Farm Front Reporter*, five-minute Friday afternoon program on KIRO, Seattle, giving reports on recruitment of pupils for farm work, including anecdotes and personality sketches on youths participating. Other public service shows concerning food production are *Your Work Is A Weapon* and *Battle For Food*, stressing volunteer farm labor, the former emphasizing the need for women volunteers; *Green Hands*, dealing with the youth farm aid program is written and dramatized by Seattle high school pupils. Bill Moshier, agriculture and public affairs director of KIRO, produces the programs.

* * *

WPB Spokesman

GUEST talks on salvage and other WPB campaigns are given on women's programs by Alice Pentlarge of the WPB Division of Information, Campaign and Media branch. Miss Pentlarge, formerly with WMCA, New York, gives eye witness accounts of the role salvaged materials play in winning the war. She is available for local broadcasts, and has appeared on several network shows.

* * *

Ball Club Pays

A BASEBALL club sponsoring baseball news is the something different in sports broadcasts being offered by WGL, Ft. Wayne. Aiming to increase local interest in hard ball, the Ft. Wayne Shamrocks have taken the 5:45-6 p.m. spot Thursday and Friday featuring Tom Carnegie. Reinforcing this radio fan-making effort, Shamrocks are admitting free all boys under 15.

* * *

Health Tips

COMMERCIALS aimed to build goodwill and a reputation for integrity among physicians and the public at large are featured by Denny Brann, Drugs, exclusive prescription house in Des Moines, which has purchased the 1:55 news period with John R. Irwin on KSO. Important tips on health and how to help meet the shortage of doctors are also given.

* * *

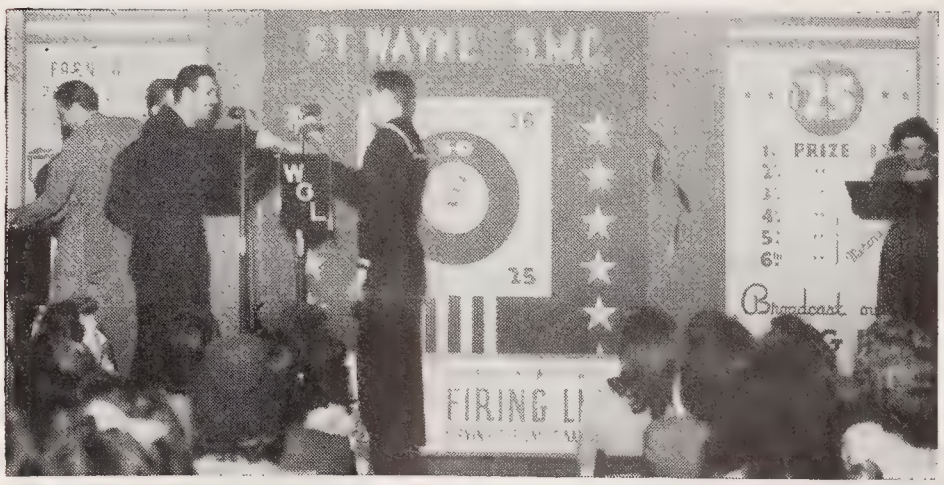
Fat Salvage

SALUTES to cities of the Southwest with outstanding records in the Fats Salvage campaign are being given by WFAA-WBAP in *Mrs. Tucker's Smile Time*, three times weekly. Lt. Daniel C. Cutter, Ordnance Branch, Eighth Service Command, explains the value of the fats campaign on each program.

* * *

S. C.'s Contribution

DETAILING Southern California's contribution to the war effort, a quarter-hour transcribed series featuring Hedda Hopper as m.c., is featured on KNX, Hollywood. Twice weekly program relates story of communities, people, industries and agriculture at war.



AMICABLE RELATIONS between war industry and armed forces is goal of Farnsworth Company and WGL, of Ft. Wayne, in new party game show aired from downtown Servicemen's Center. *Farnsworth Firing Line* contestant scores his points on dart board; gets double if he answers questions correctly. 1st prize is 12 silver dollars. Turnout is good, and growing, with 300 joining in fun at a recent session.

Income Rises, CBC Now Out of Debt

Must Overhaul Entire Plant After War, Report Says

REVENUE of the Canadian Broadcasting Corp. increased slightly in the fiscal year ending March 31, 1943, Dr. J. S. Thomson, CBC general manager, told the Parliamentary Committee on Broadcasting at Ottawa on June 17. Income from commercial operations was increased by $186,000 to $1,250,000, and income from annual listeners' licenses of $2.50 each up $216,000 to $3,600,000. The CBC now is entirely free of indebtedness and able to present a "satisfactory" balance sheet, Dr. Thomson said.

Expansion of equipment is now limited, but when the war ends CBC will have to overhaul its entire plant and take advantage of wartime radio developments, the Committee was told.

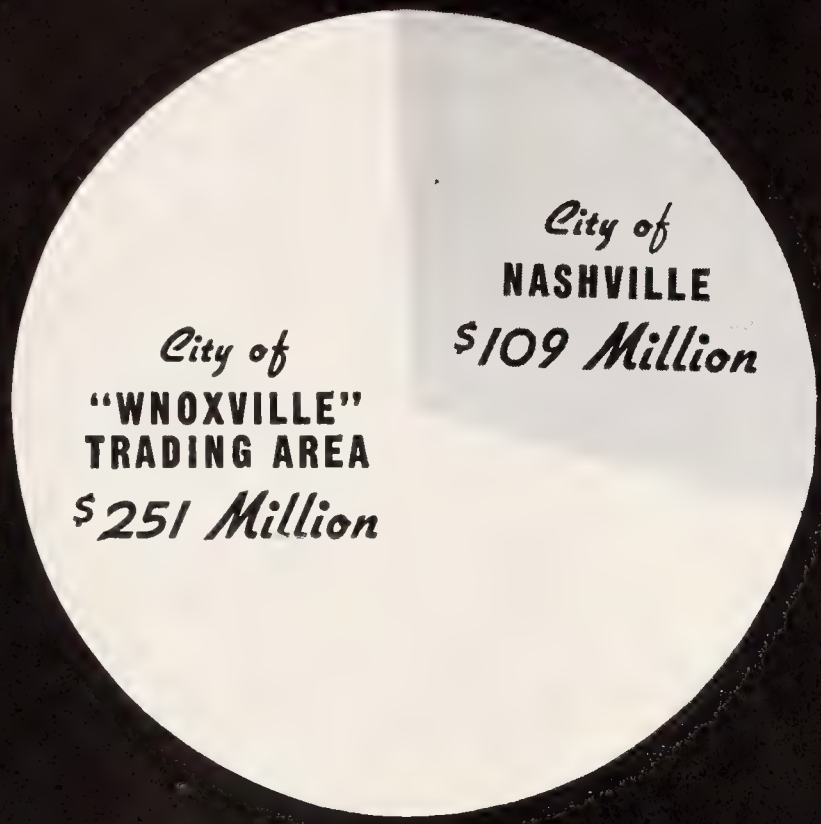
The 1942-43 fiscal year saw expenditure of $2,330,000 for programs, actually exceeding income received from licenses. The revenue from commercial operations enabled the CBC to perform various public services, among them the CBC Overseas Unit, on which $124,000 was expended. Operations for the year showed a net surplus of $230,261. On March 31, 1943, the CBC had 726 employees, and staff problems were acute.

Engineering Report

Reviewing technical problems and French language programs, Dr. Augustine Frigon, CBC assistant general manager, told the Committee that experience gained in designing the Fighting French short-wave station at Brazzaville, Equatorial Africa, was extremely valuable. He reported on the installation of low-powered repeater stations in British Columbia and New Brunswick, and said others would be installed at Williams Lake, Quesnel and Prince George in British Columbia, and at Sioux Lookout, Ont. These are 250 watt transmitters to carry programs from CBC stations to isolated communities where there is poor reception of regular nearby broadcasting stations. He also reported on extension of the CBC network to Prince George, B. C., and Amos, Rouyn and Val d'Or in Quebec. He anticipated extensive changes in transmitters after the war, and adapters developed to apply to present receivers.

French language programs are being expanded with emphasis on the war effort and national unity. Efforts have been made to locate new talent and encouragement given to those showing talent. Dr. Thomson told the Committee the CBC has to shoulder the entire responsibility of serving the French minority outside Quebec, since private station owners on the prairies, with whom he had discussed French language programs, had told him they did not want them.

Bigger ALMOST 2½ TIMES BIGGER THAN THE CITY OF NASHVILLE



"WNOXVILLE"

Sales Management's newest figures show the "WNOXVILLE" trading area is "TOPS"

1942 Retail Sales

"WNOXVILLE"	**$251,179,000**
NASHVILLE	$109,000,000
MEMPHIS	$206,000,000
NEW ORLEANS	$215,000,000
DENVER	$226,000,000
DALLAS	$230,000,000
ATLANTA	$250,000,000

(All retail sales figures used herein with permission of SALES MANAGEMENT'S 1943 Survey of Buying Power. Retail sales figures for cities other than "Wnoxville" are *City*, not trade area, estimates.)

CBS

REPRESENTED BY *The* BRANHAM Co.

WNOX

10,000 WATTS *on* 990 KC.

KNOXVILLE · TENNESSEE

SCRIPPS HOWARD RADIO Inc.

Affiliated with

THE KNOXVILLE NEWS-SENTINEL

PROMOTION for the New York Philharmonic concert series by Margaret Dotson, promotion manager of WCKY, Cincinnati, includes the following items: bulletins to key officers of the PTA in 229 greater Cincinnati schools; contacts with selected history, English, music and drama professors at the U. of Cincinnati; brochures; cooperation of the Cincinnati Symphony Assoc., "Friends of the Cincinnati Symphony Orchestra", and school boards in the Cincinnati area. A tieup has been made with the Cincinnati public library and also with bookstores for displays featuring Carl Van Doren, series commentator. New York Philharmonic Orchestra pictures are being sent with captions.

Merchandising & Promotion

Housewives League—Homemakers Booths
Last Train—Radio Column

Radio Column

WMRN, Marion, O., is using a weekly radio column printed in the *Marion County Review* to promote their advertisers. Announcer Todd Branson writes the weekly feature, which reaches 40,000 readers each issue with material slanted for entertainment as well as information about the station's sponsors. A "sustaining" feature is a report on doings of persons and organizations throughout the County.

Housewives' League

IN A THREE-color 48-page brochure titled "Foresight and Hindsight," WBBM, Chicago, summarizes the first six-months' progress of *Housewives' Protective League*, a six-a-week participating program. The 4x5 booklet comprises testimonials from advertisers who purchased time on the show, and when reversed the mailing-piece offers a thumb-flip movie.

WSPR
TEL 6-2757
63 CHESTNUT STREET · SPRINGFIELD · MASS.
500 WATTS · 1270 KC · REGIONAL CHANNEL

Member
NAB
Basic Blue Network

June 15, 1943

Mr. B. A. Caparell
International News Service
235 East 45th Street
New York, New York

Dear Mr. Caparell:

Just a line to let you know that we are very pleased that we decided to take on the INS news service nearly a year ago. It has proven to be a very worthwhile service, well edited, and gives us the latest news in a great many instances ahead of other services on other stations. We wish especially to thank your organization for the few times that we needed special dope for news periods for advertisers. I am referring in particular to our request of a few days ago for the most important news events of 1942, which we wished to obtain for one of our most important clients. As you will recall, we sent you a telegram one afternoon and the information was in our hands the following morning.

Cordially yours,

Milton W. Stoughton
Vice President
RADIO STATION WSPR

mws/c

Thanks, Mr. Stoughton

INS

To Advertisers, Agencies

BELIEVING the "widest possible circulation" should be given the six-paragraph tribute to advertisers and their agencies for their noteworthy contributions to the war effort, which NBC originally ran in trade paper advertisements, the network has released a special brochure entitled "Sincerely Yours". The grey-and-white booklet reproduces the tribute, directed to "leaders of American industry, to executives, copywriters and artists of American advertising agencies and members of the Advertising Council."

* * *

Last Train

CBS and 20th Century-Fox have made a tie-up for radio exploitation of the film, "Last Train From Berlin". Harry W. Flannery, Hollywood commentator and former Berlin correspondent, will portray himself in the film and has been signed as technical advisor for its production. CBS, it is understood, will be used exclusively for release of exploitation inasmuch as 20th Century-Fox ultimatum forbidding its contract players to appear on NBC and BLUE network shows remains in force.

* * *

Homemakers' Booths

ADVERTISERS on the *Food Fair* program of WEEI, Boston, are given further promotion by the station through display booths set up in different markets for three days a week. At least 235,000 women visitors have obtained first-hand information at these booths on brands advertised on the program and given advice on wartime food shortages. Peggy Kiley, marketing expert on the program, invites listeners to meet her at the booth and is warmly welcomed.

* * *

New Member

HERALDING its affiliation with the Blue network, WROK, Rockford, Ill., sent 1,600 local business firms "Radio-Grams," and time-buyers throughout the nation received a new market data sheet. Governor Dwight H. Green participated in a special dedicatory broadcast. Advertisements spotlighting Blue shows were placed in Rockford dailies for a week previous to the affiliation, and ads and stories appeared in the Camp Grant *Sentinel* and in BROADCASTING.

* * *

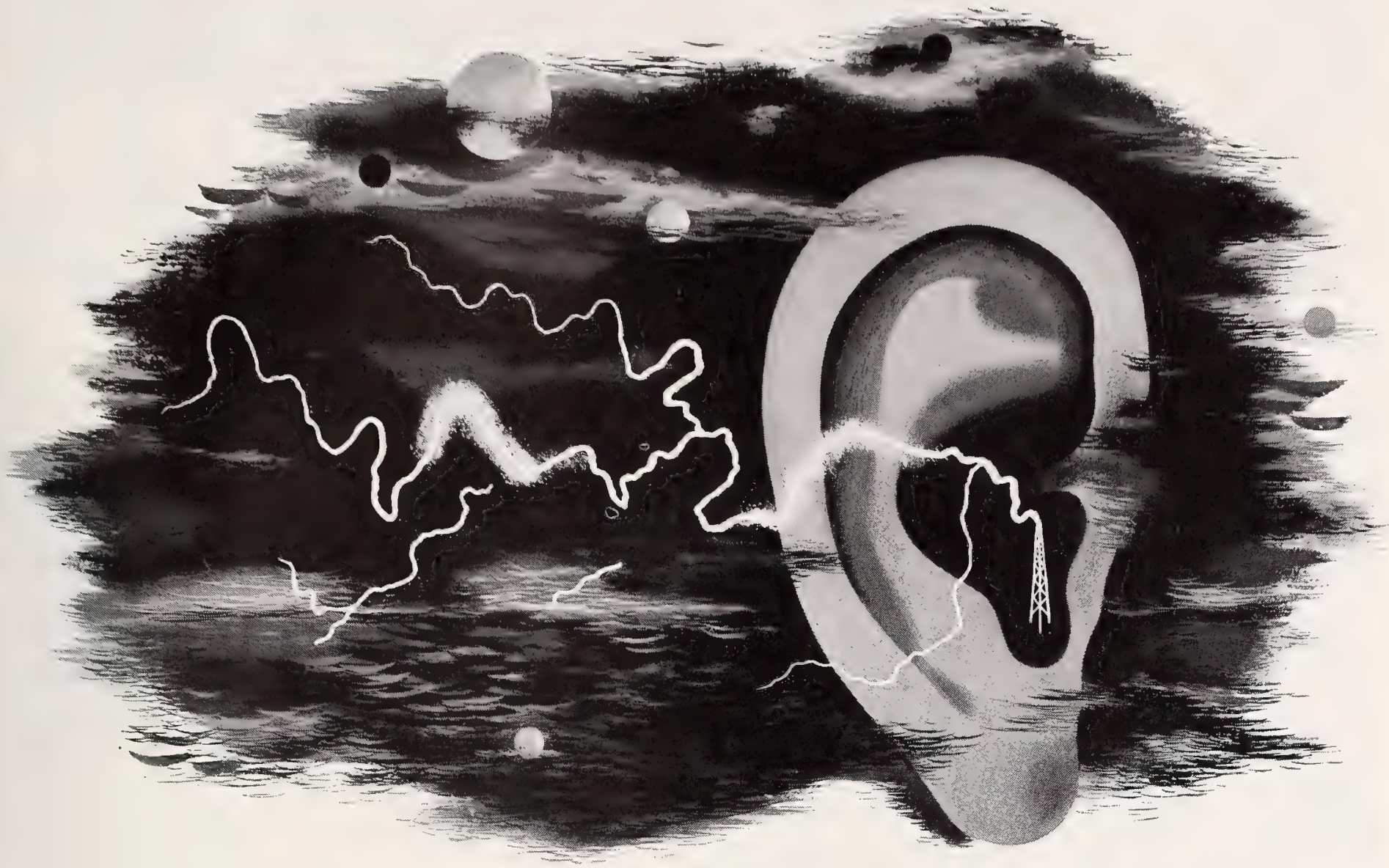
Guessing Game

SIX pure-bred English Suffolk horses, of the breed used in days of yore to haul beer wagons, together with a heavy show wagon were paraded through the streets of Troy, N. Y. under auspices of WTRY to sell War Bonds, with a P. A. system and remote broadcast equipment to attract attention. Bond buyers were allowed to guess weight of the teams and cargo, with five best guessers getting free Bonds.

* * *

For Schools

TO REMIND teachers and students of the broadcast times of *Lands of the Free*, and *Music of the New World*, 1500 two-color posters, calling attention to these programs of NBC's *Inter-American University of the Air*, have been mailed to New York City's elementary and high schools. Series is presented in cooperation with the Board of Superintendents of the city.



PICTURE OF 264 MILLION EARS

Radio has captured American ears and made them one. When the President is "on the air," all America listens. The same voice—the same words—that enter your ears, enter the ears of everyone else.

Every listener hears the same expressions—the same ideas—at the same instant. All of us get the same facts—apply them to our individual needs and aspirations—draw our conclusions—arrive quickly at National opinion.

Americans on prairie farms, in New York apartments, in mining communities, in factory towns—east, west, north, south—laugh together at radio comics; listen together as radio news reporters describe flood in the mid-west, battle on Attu, bombing over Berlin, holocaust in Boston, gossip in Washington, starvation in Greece, victory in Tunisia.

The Broadcasting stations are carrying a vast responsibility. We of RCA share that responsibility—are deeply anxious to do everything in our power to assist broadcasters to maintain the continuity and quality of their service. To the utmost of our ability under war conditions RCA engineers will respond promptly to the call of any broadcasting company or station needing technical assistance, or equipment for maintenance, repair and operating supplies.



RCA BROADCAST EQUIPMENT

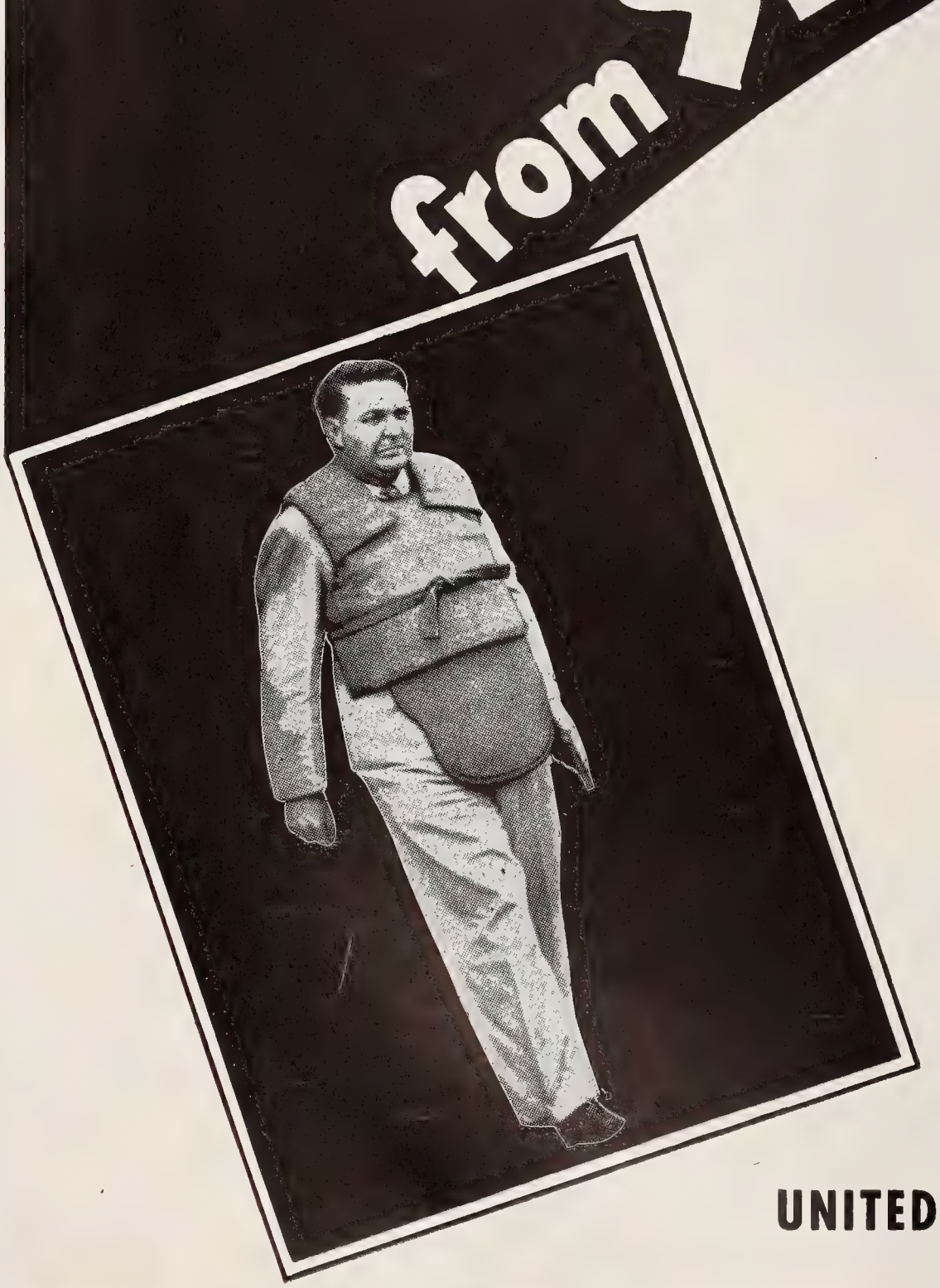
RCA VICTOR DIVISION • RADIO CORPORATION OF AMERICA • CAMDEN, N. J.

from SHANGHA

NOW

CARROLL D. ALCO

Japs for years and
men . . . who is knov
as a fighting journa
written "MY WAR V



*—"When he opened his mouth Tokio cle

*—"I consider Alcott America's greatest
—Randall Gould, Editor Shanghai E

*—"Am advising everybody to listen to
East makes his news comment the m
J. B. Powell, Editor of China Weekly

*—"Here's to your station and to Alcott.
carried the ball for Americans in Far Ea
America's authority on Chinese Law.

*—"In presenting Carroll Alcott, long tim
to American listeners, you are doing
Judge U. S. Court for China.

*—and hundreds of other similar com

UNITED PRESS . . . ASSOCIATED PR

F I F T Y G R A N D I

to WCKY



. . who defied the
twitted their gun-
around the world
. . . who has just
H JAPAN"

its fist"—*Time Magazine*.

interpreter of Far Eastern affairs"
Post and Mercury.

it whose familiarity with the Far
aluable in these critical times"—
w.

was outstanding broadcaster and
years"—*Judge Norwood Allman,*

nber one broadcaster of all Asia,
eful service"—*Milton J. Helmick,*

from experts and lay listeners.

. . . CBS WORLD NEWS

WCKY

THE *L. B. Wilson* STATION

CINCINNATI

N POWER · CBS

BROADCASTING
and
Broadcast Advertising

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SOL TAISHOFF, Editor & Gen. Mgr.

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HENRY S. LIEBSCHUTZ, Art Director

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OWI—With or Without

ELMER DAVIS, like many before him who have ventured into public life because of the war, is ensnarled in a fight with Congress. It's a partisan, political fight. The House majority, a fusion of Republicans and some Democrats, wants to cut off funds for the Domestic Branch of OWI, including its Radio Bureau. The Senate, usually more complacent and objective, probably won't be willing to go that far.

From our radio vantage point, we think it woud be tragic to snuff out the Domestic Branch. Certainly some mistakes have been made. Mr. Davis, as the top man, is held responsible. We think perhaps some of the starry-eyed zealots, holdovers from the OFF regime, have on occasions led Mr. Davis astray. And the former radio news analyst himself has fluffed a few, including his recent Boston speech cracking Washington's newspaper corps. His combined network broadcast series, we thought from the first, was a serious blunder which would open him up to charges of the character now being heard.

Despite all that, the job done is certainly an improvement over that of the OFF, which went out of business a year ago, absorbed by OWI. We doubt whether even the most rabid anti-Davisites will contend that no OWI at all is better than a half-efficient one.

From the radio standpoint, OWI has performed an invaluable service. Before the formation of the Radio Bureau, program clearance was on a hit-and-miss, catch-as-catch-can basis. Stations and networks were plagued with demands for time; pressures were exerted everywhere. The stuff, in most cases, was badly processed, poorly contrived and repetitious.

Under the program channeling and allocations plans devised by the Radio Branch, a smooth-running operation has been effected. The Radio Bureau is clearing programs for 32 Government agencies. Broadcasters have only one Government source with which to deal. Before the plan was evolved stations were carrying an average of 44 Government spots or programs a day; now it runs a dozen for network affiliates and 16 for independents. Repetition has been eliminated. A professional job is being done, inuring to the public good and in the best interests of Government and industry alike.

We don't argue that Elmer Davis accomplished all this. The basic job was done, with his blessing, by such men as Gardner Cowles Jr., W. B. (Bill) Lewis and a host of others who started practically from scratch, and since have left. It is being carried on effectively by Don Stauffer, the present Radio Bureau chief. E. Palmer Hoyt, able publisher of the *Portland Oregonian*, which runs KGW and KEX, is on hand ready to step into Mike Cowles' large-sized shoes, if the Senate rectifies the mistake made by the House.

Should the temper of Congress be such that the Senate concurs in the House action, we think the industry itself should be prepared to carry on. Only chaos would result if the Government were forced to return to the pre-OWI system. The industry, probably through NAB, should be ready to take over the function of program clearance through some responsible Government agency, and foot the bill.

The broadcasting industry wants to see OWI's domestic operations retained on some basis, sans whatever partisan political activities may have been carried on. These certainly haven't had any bearing on the Radio Bureau's operation. We think we express preponderant industry sentiment when we advocate maintenance of the essential portions of that service at industry expense, rather than see it go to pot.

GOODYEAR claims invention of a really effective "static eliminator" which will make its bow after the war. Broadcast engineers are "from Missouri"—they want to be convinced. No less than 1,348 claims of static eliminator inventions have been made in the last score of years, we're told. Aside from FM, which is practically staticless from the atmospheric end, not one has performed effectively. We hope Goodyear has done it.

Radiofacts of Life

IT'S ABOUT time lots of folks in official and political walks learned the facts of life—radiowise.

There's been great tumult since the Supreme Court handed down the network decision May 10 and turned over to the FCC limitless powers which, if their significance were generally understood, would bring the unavoidable conclusion that it just couldn't happen here. Newspapers now seem to recognize the threat to freedom of the press implicit in that remarkable Frankfurter document. Gradually our statesmen and legislators are getting wiser.

The real trouble seems to be that our rank and file Congressmen, embroiled in more concrete matters and worried about fence-mending back home in the political year coming up, know radio only in the most superficial way and regard the "freedom" talk as the bomb-shelter to which all folks identified with molding of public opinion take refuge whenever a Governmental bombardment takes place.

Thus the average politician or candidate for office regards radio as one damn good campaigning medium, worth its weight in a thousand soap-boxes. Microphone technique has eliminated the need for windsor ties, Prince Albert coats and William Jennings Bryan hair-trims. A microphone, a couple of campaign issues and an oily voice, fitting the jargon of his constituents, is about all he needs.

But does the political candidate realize that the Frankfurter opinion not only stifles freedom of the air but also destroys "freedom of politics?" FCC disclaimers notwithstanding, that opinion gives the Commission the right to determine "the composition of the traffic" on the air, which means the type of programs which may be broadcast.

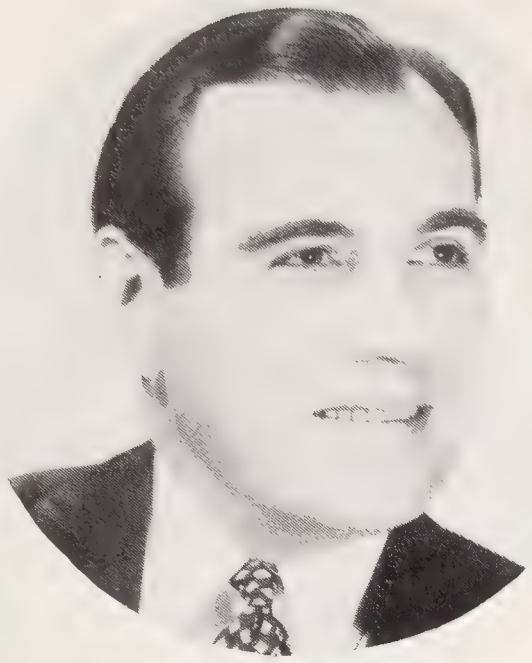
The fact that the power hasn't yet been exercised isn't the question. *It can be.* What chance would a non New-Dealer have in getting time over a network if this power to determine program content were exercised in the extreme? Of course, the FCC network rules themselves, barring exclusive time options, will have a most depressing effect on such speeches anyway, since the networks will be in no position to guarantee sustaining time for any kind of program.

The FCC, or whatever future licensing authority we may have, might well decide, for instance, that the "public interest" isn't served by political speeches unless directed to a given issue. Certainly that sounds ludricious. Prohibition did too, once. The FCC could hold that the public doesn't care for political speeches. The cold fact is that the public doesn't. Comedy, news, music and the entertainment features have the ratings. But even that small percentage who don't exercise their "push-button freedom" or who listen because they like it constitute enough to make radio the most potent political campaigning medium extant.

There's a large-sized educational job to be done by the industry. Senator Wheeler's Interstate Commerce Committee gets under way in September, as things stand now, to write some new law and, we hope, repeal the Supreme Court's fantastic definition of what "public interest," means. The House Select Committee to investigate the FCC gets under way any day, with fireworks promised.

The NAB's newly-formed Legislative Committee resolved to do this job when it met last month. It was given broad authority to retain counsel for this basic job, in the best interest of the national welfare. Congress may quit soon for the summer, we hear. Whether it does or does not, time shouldn't be wasted. If Congress recesses, then the broadcasters should be prepared to tell the story to their legislators at home, with the material supplied from the Washington front. If Congress doesn't quit, then the whole job must be done in Washington. Every day counts. Remember the opposition which surrounds the FCC majority isn't loafing.

We Pay Our Respects To —



JAMES ANDREWS

JAMES ANDREWS, dynamic director of radio for Lennen & Mitchell, is not much of a hand at sitting back waiting for things to happen. He prefers to go out and make them happen, a philosophy he has practiced consistently since the day he fooled his parents and the family doctor by getting himself born ahead of schedule in New York City instead of waiting to arrive in the family home in Petersburg, Va., as had been planned. For the record, the date was Sept. 9, 1898.

Some years later, when his graduation from the University of Michigan was closely followed by the entry of the United States into the first world war, Andrews did not wait to be called but volunteered within 48 hours of the declaration of war, spending the next two and a half years overseas. At first he was assigned to the French and Belgian armies as part of a crew of shock mechanics whose duties were to keep in motion the trucks that carried munitions and supplies from railheads to the front lines.

Transferred to combat duty with the 37th Division, Andrews took part in five major engagements, was wounded twice, and returned home with seven stars on his service ribbon. By-passing New York, which was aready filled with unemployed war veterans, he headed for Detroit, where he entered the advertising business with Campbell-Ewald Co. After a term as advertising manager of Federal Motor Truck Co., he joined Brooke, Smith & French, and except for a couple of years as a staff writer for *Liberty Magazine*, he has remained in the agency field ever since.

Andrews' first contact with radio was as a performer on the *Red Apple Club* program on WJR, Detroit. This was in 1924, when in addition to his agency duties he gave vent to his Thespian ambitions as a member of a stock company whose roster also included Katharine Cornell, Ann Harding, Frank Morgan, Guthrie McClintock and others who have become top-ranking stars. Radio was new and interesting and despite the fact that they were paid off in publicity and fan mail they were always willing to appear before the carbon microphones. Andrews was especiallly welcome at the studios as he could fill in as a piano player as well as act, having played his way through college as pianist and leader of a dance orchestra.

When advertising discovered in radio a great new mass medium, Andrews' vocation and avocation dovetailed to perfection and he soon found himself producing a program starring Rudolph Friml for the Florists Telegraph Delivery Assn. Since then the programs Andrews has handled read like a radio honor roll. Since 1940 he has guided *Big Sister, Vox Pop, Ellery Queen, Parker Family, Thin Man,* and *Musical Americana* with an 102-piece orshestra, largest ever to appear regularly on a commercial series. Andrews says it's lucky that the sponsor (Westinghouse) was in the electrical manufacturing industry, as the program required a special control panel with seven separate faders.

For Purity Bakeries he directed a juvenile serial show which, through an offer of mystic symbol cards in exchange for seven bread wrappers, pulled 700,000 letters (accounting for 4,900,000 loaves of bread) in three weeks.

Currently under Andrews' aegis are Walter Winchell's *Jergens Journal, The Chamber Music Society of Lower Basin Street* and *Mr. & Mrs. North,* a combination guaranteed to keep any radio director from getting into a rut. The recent "censorship" disputes of Walter Winchell with his sponsor and network must have caused Andrews to recall a sentence from a *Saturday Evening Post* series on radio he wrote a few years back: "My experience leads me to believe that the diplomatic representatives of this country might well be chosen from the ranks of advertising agency radio directors."

Personal NOTES

WALTER M. DEAR, publisher of the *Jersey Journal*, and former president of the ANPA, was named chairman of the recently organized ANPA committee to stimulate production of pulp woods for use in the manufacture of munitions and newsprint.

WILLIAM C. ALCORD, general manager of WBNX, New York, has left for Sturgis, Mich., where he spends his summer vacation. Commercial manager William I. Moore is handling Mr. Alcorn's duties.

PAUL KESTEN, CBS vice-president and general manager, left last week on a three-week vacation.

EMMET H. McMURRY Jr., resigned program director of WHBQ, Memphis, has been appointed general manager of WJPR, Greenville, Miss.

YALE LASKER, son of George Lasker, general manager of WORL-WCOP, Boston, is to graduate shortly from the Army pre-flight school at Maxwell Field, Ala.

CECIL CARMICHAEL has resigned from NBC's sales promotion division to enter the armed forces. Before joining NBC in 1942 to handle exploitation on WEAF, New York, Mr. Carmichael was with WLW and WERC, Cincinnati.

HARMON L. STEVENS, owner and manager of WHLS, Port Huron, Mich., is father of a girl born June 16.

NAN HOWARD this year celebrates her 15th year of selling for WEEI, Boston. She started her selling career as a candy saleswoman in Chicago when her son, now a second lieutenant in the Signal Corps, was a baby.

THOMAS D. CONNOLLY, CBS director of program promotion, discussed "Radio in the War Year, 1943" at a banquet held jointly by WISN, Milwaukee CBS affiliate, and the Milwaukee County Pharmacists' Assn. June 23.

SIDNEY P. DORAIS, auditor of BLUE Hollywood, has been inducted into the Army. His duties have been taken over by Kenneth Stedman, former assistant auditor of the network's Chicago offices.

ARTHUR SIMON, general manager of WPEN, Philadelphia, returned to his desk June 21, after an operation.

BRUCE BARRINGTON, former news editor and director of special events of KXOK, St. Louis, has returned to St. Louis on leave from New York, where he is a major in the Coast Artillery.

MANNY MARTINES, salesman of WTAG, Worcester, has resigned to join National Transitads as New England representative.

JACK HARRINGTON of Indianapolis is a new member of the sales staff of WCLE, Cleveland.

M. D. (Doc) MORRIS, hotel and restaurant manager of the *New York Sun*, joins WAAT, Newark, July 6 as account executive.

Winn Wright Slugged

WINN WRIGHT, eastern manager of NBC, is recovering in a New York hospital from results of a mugging June 15 at the hands of three sailors. Mr. Wright was preparing to spend the night at a Lexington avenue hotel, having missed a late train for Connecticut, when the attack occurred. One of the assailants used brass knuckles. Mr. Wright suffered a head injury.

WILLIAM B. LEWIS, former CBS vice-president, who recently left the assistant directorship of OWI, is the father of a girl.

WALTER A. COOGAN has been appointed director of the new International Division of Sylvania Electric Products Inc., New York.

BEV. WALLACE, commercial department of CKWX, Vancouver, has joined the Women's Royal Canadian Naval Service (WREN).

PHIL LALONDE, managing director of CKAC, Montreal, marked his tenth year in that post recently and was tendered a testimonial party by the CKAC staff. Over 400 attended.

JOHN BLAIR, national representative of WWVA, Wheeling, shot an 81 on his first round at the local country club golf course.

E. J. McMURRAY Jr., program manager and chief announcer of WHBQ, Memphis, has resigned to become manager of WJPR, Greenville, Miss. He replaces E. R. Ferguson, who leaves for the Navy in July.

HARRY Le BRUN,, chief announcer of WHEC, Rochester, has joined WNOX, Knoxville, Tenn., as commercial manager. Ken French takes his place. Ross Woodbridge, announcer, is leaving to attend the Red Cross Field Directors' training school in Washington, D. C. New announcers are Robert E. McIntyre, former director of public information of the Rochester chapter of the Red Cross, and Willard De Marse, who has been doing the *Uncle Dan* show on WHAM, Rochester.

BEHIND the MIKE

MRS. BILL DAVIDSON, wife of Bill Davidson, former special events director of KECA-KFI, Los Angeles, and now with Army Engineer Corps, has joined the stations in a clerical capacity.

BETSY O'CROTTY, publicity department of KNX, Hollywood, has been transferred to production as aide to Bob Hafter.

LUTHER MASON, formerly of WCAL, Northfield, Minn., has joined the announcing staff of KDAL, Duluth.

WILLIAM J. RAFFERTY, purchasing agent of WCAU, Philadelphia, and Nora Jennings were to be married on June 26, three days after his final Army physical examination.

ALVIN JOSEPHY Jr., who has reported for duty in the Marines, was for five years assistant to Dave Driscoll. Director of War Services and News at WOR, New York, before joining the OWI, rather than director of news and special events at WOR, as reported last week in BROADCASTING. The department at that time was known as the special features and news division.



RESULTS BRING RENEWALS

Loew's Theatre started WINNvertising in December 1940. They're still with us!

SPOT SALES, INC.
National Representatives

WINN LOUISVILLE *with* **WINN** *Your* **BLUE NETWORK STATION** *in* **LOUISVILLE, KY.**

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

JERRY LAWRENCE, who conducted *Moonlight Saving Time*, and other recorded music programs on WOR, New York, will join WMCA, New York, to conduct an hour-long program of classical and semiclassical music, tentatively scheduled to start July 22. Steve Ellis, record m.c. of WPAT, Paterson, N. J., last week took over WOR's *Moonlight* show, handled by Ed Fitzgerald since Mr. Lawrence left WOR a month ago. Mr. Ellis continues with WPAT.

HERB CHASON, promotion director of WHN, New York, married Phoebe Weinstein June 20, in Harrison, N. Y.

BUD HEYDON, announcer of CKLW, Windsor-Detroit, has joined the Canadian Army.

CLIFF HOPKINS, announcer of CKLW, Windsor-Detroit, is recovering from an appendectomy.

ANNOUNCERS selected by Gillette Safety Razor Co., Boston, to handle the broadcast July 13 on Mutual of the all-star baseball game are Red Barber and Mel Allen to handle the play-by-pay description and color, while Bill Corum will give highlights and a summary of the game at its conclusion. Agency is Maxon Inc.

ARCHIE McCORKINDALE, novelist and playwright, has joined the production staff of CBR, Vancouver.

PFC. CARTER REYNOLDS, announcer with WMT, Cedar Rapids, Ia., before joining the Army, is stationed with the 74th Airdrome Squadron, Bushnell Air Base, Bushnell, Florida.

BOB TYROL, announcer of WTIC, Hartford, who enlisted in the Coast Guard several months ago, is back on the air as a member of the U. S. Coast Guard Academy, originating point for NBC's *U. S. Coast Guard Parade*. Mr. Tyrol formerly announced the program.

DON McNEILL's 10th year as m.c. of the BLUE's *Breakfast Club* was celebrated June 26 with a special broadcast birthday party.

FRANK ERNEST HILL, writer and narrator of the CBS *School of the Air* programs, last week started a series of four talks on American current events for English school children. Titled *School News Commentary*, the programs are shortwaved to England by the BBC.

MAURICE HART, m.c. of recorded music programs on WNEW, New York, has signed a three-year contract with that station. Martin Block is the only other record m.c. to hold a contract on WNEW. After two years as announcer on that station, Roger Forster leaves June 30 to freelance before his induction into the Army early in August.

ALBERT MORGAN last week left WABC, New York, where he served as writer and producer, to join the Army. CBS Coordinator of Emergency Protection, Richard Rawls, also entered the Armed Forces last week, assigned to the Signal Corps.

IRVING VENDIG, freelance writer of Sarasota, Fla., is the new writer of NBC *Helpmate*, daytime serial sponsored by Cudahy Packing Co., Chicago. Mr. Vendig also writes *Judy & Jane*, transcribed daytime serial sponsored by Folger Coffee Co., Kansas City. Both accounts are handled by Grant Adv., Chicago.

ENID HAGER, former radio promotion director for the Philadelphia *Record*, morning newspaper, has joined the staff of WPEN, Philadelphia, as director of publicity and promotion. She succeeds Gil Babbitt, who took an extended leave because of illness.

FRANCIS PETTAY is back with WHK, Cleveland, after five months on the West Coast. He will resume as m.c. on *Mutual Goes Calling*, broadcast daily at 2:30 p.m. Carl Mark, who took over the program in Pettay's absence, has left for the coast.

Appreciation

PERFECT fan is Mrs. Fred Hadley, of Sioux City, who is the model for all listeners in Utopia—when it arrives. She not only enjoys radio programs but, as discovered the other day by WOW, Omaha, she does something about it. Every day for the last 3½ years, Mrs. Hadley has written and mailed an "appreciation card" to some newspaper, friend, or radio station. In explanation, Mrs. Hadley states her faith that the word of praise helps make the world a better place to live.

BILL FORMAN, program manager of KMPC, Beverly Hills, Cal., has resigned to freelance.

HARRISON WOOD, writer-commentator of KMPC, Beverly Hills, Cal., is recuperating from an operation.

TED HUSTON, announcer of WIBG, Philadelphia, is the father of a boy.

JOSEPH NOVETSKY and Elaine Livingstone, new to radio have joined the newsroom of WCAU, Philadelphia.

TONY WHEELER, announcer of WFIL, Philadelphia, is a patient in Graduate Hospital.

BILL DUNN, CBS correspondent, has returned from America to his post in Sydney, Australia.

HAL WAGNER, assistant program director of MBS, is the father of a girl.

GEORGE REID, former eastern manager of National Radio Checking Service, has recently been released from the Army, being over age.

FRANK DUNN, announcer on Mutual's *The Better Half* series, sponsored by Consolidated Razor Blade Co., has been signed as Paramount newsreel commentator.

BILL O'DAY, from WBLK, Clarksburg, W. Va., has joined the announcing staff of WTOL, Toledo.

FRAN FILLMORE has joined WHIO, Dayton, after four years of college radio at Iowa U. and two years at WSUI, Iowa City.

IRWIN BAKER, member of the guest relations staff of KOA, Denver, left last week to enter the Army.

JACK HITCHCOCK, from KFAB, Lincoln, has joined the announcing staff of KOA, Denver.

GEORGE HOGAN, announcer of WOR, New York, is leaving to join the Navy. His assignment as "George" on the Martha Dean program will be taken over by Joe Ripley.

EVERETT L. BALL, formerly of WOV, New York, and now in the OWI's Overseas Shortwave Division, has joined the announcing staff of WQXR, New York.

ALICE McCOLLISTER, food authority and dietician who formerly ran a farm and a New York restaurant, has started a five-weekly program on food on WINS, New York.

LUIS ALCIVAR, Spanish announcer on the Latin-American staff of CBS, is the father of a boy.

SGT. BILL MacCRYSTALL, former announcer of KHJ, Los Angeles, is now handling production and announcing for Army Air Forces programs from Merced Army Air Field in Merced, Cal.

MARVIN GRAHAM, announcer, has left KGO, San Francisco, moving to Los Angeles.

Lt. Hurlbut Advising Fox On Film on Guadalcanal

LT. JAMES V. HURLBUT, former news editor and publicity director of WTOP, Washington, and a veteran of the Battle of Guadalcanal, is serving, through cooperation of the Marine Corps, as technical advisor on 20th Century-Fox film, "Gaudalcanal Diary", now in production. Carroll Nye, Hollywood publicity director of Young & Rubicam, has a major role in the documentary film, "Soldiers of the Soil", produced by Pine-Thomas Productions for E. I. Du Pont de Nemours & Co.

Jack Carson, star of the weekly CBS *New Jack Carson Show*, sponsored by Campbell Soup Co., will be featured in the Warner Bros. picture, "The Widow Wouldn't Weep". Victor Borge, pianist, sponsored on BLUE stations by Metro-Goldwyn-Mayer, joins the Army upon completion of his role in "Meet the People" being produced by that film studio. Colleen Townsend, 15-year old actress, featured in W6XACO, Don Lee television station productions, has been signed to a Paramount term contract. Studio will utilize her talent in the Aldrich Family film series.

GRACE HICKOK, former reporter of the *Chicago Journal of Commerce*, has joined the publicity department of WGN, Chicago.

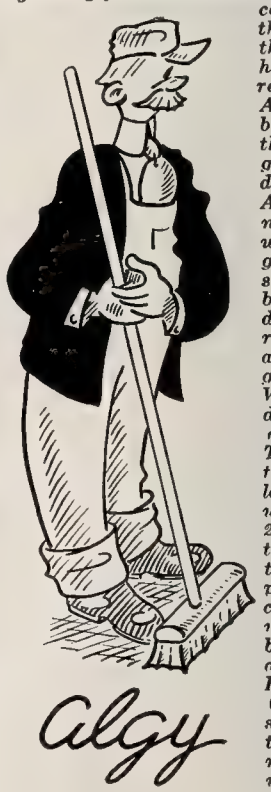
ANDRE BRUMMER, announcer and conductor, has joined WLIB, Brooklyn. He has conducted a series of recorded programs for the BBC.

WILLIAM FENDER, former night manager and chief announcer of WHOM, Jersey City, has joined WNEW, New York.

Hon. Tom Lynch
William Esty & Co.
New York City

Dear Tom:

As if I didn't have enough to do tending to my janitor's duties they have now come up with the brainstorm that I should handle the correspondence. And what burns me is that I don't get any more dough for it! Anyway there's not much to write. They got the big synthetic rubber plant underway here recently and all the big guys from Wash. were down for the ceremonies. The plant is the world's largest and will produce 20% of the nation's synthetic rubber supply. Most encouraging note was voiced by Jesse Jones and echoed by Bill Jeffers (or vice versa)—both said the plant was not just a wartime industry but would survive and go on to even greater heights after the war.



Hoping you are the same, I am
Algy.

Algy

WCHS
Charleston, W. VA.

Does WENR produce results?

Let an advertiser tell you . . .

Feltman & Curme, Chicago shoe chain, recently made an offer on their Jimmie Allen program over WENR . . . a children's "Battle Set" free with the purchase of a pair of Weather Bird shoes. Not more than 2,000 returns were expected.

Now let Mr. R. D. Feltman tell you what happened. "The first program announcing these Battle Sets started to bring the kids in and during the next three weeks we not only gave away the original two thousand, but twenty thousand more!"

Because of these amazing results, a second offer has been postponed until fall with the hope that stocks will be in shape to handle another deluge of orders!

Many other advertisers have had similar experiences with WENR. Ask a Blue Spot Sales representative to tell you about them.

THE FELTMAN & CURME SHOE STORES COMPANY
INCORPORATED
1624 REPUBLIC BUILDING
CHICAGO, ILL.

Mr. Gil Berry
Blue Network Co., Inc.
Merchandise Mart
Chicago, Illinois

May 12, 1943

Dear Gil:

We have had a rather interesting experience with our Jimmie Allen program on WENR which I thought you would be interested in hearing about.

We decided to offer on the air with the purchase of a pair of Weather-Bird shoes a Battle Set to be given FREE with each pair of children shoes purchased or to be given FREE to every child who brought in either his mother or father to buy a pair of shoes. In looking over these Battle Sets before we put them on the air, I was only lukewarm on the possibilities and accordingly we bought only two thousand of them, as I figured this would run us for sometime.

The first program announcing these Battle Sets started to bring the kids in and during the next three weeks we not only gave away the original two thousand, but twenty thousand more. It was interesting to see the kids come into the stores leading their fathers and mothers to get one of these Battle Sets and whether we had the type of shoe they were looking for made absolutely no difference, any kind would do as long as they got the Battle Set to take home with them.

We have another item all stacked up here in our office that we were going to follow the Battle Sets with, but due to our inability to get sufficient merchandise we have had to hold it off until Fall when we hope our stocks will be in shape to handle another deluge, which I am absolutely certain will come.

We have been extremely well pleased with the results of our Jimmie Allen program and this is the only consistent advertising that we have had during the past six months on our children shoes. We sincerely hope that we are going to be in a position, when the Fall rolls around again, to put Jimmie Allen back on the air for Feltman & Curme Weather-Birds.

With very kindest personal regards,

Very truly yours,
THE FELTMAN & CURME SHOE STORES CO.
By Roland D. Feltman

RDF:m

WENR

50,000 WATTS—A CLEAR CHANNEL STATION—890 KILOCYCLES
Owned and Operated by the Blue Network Company
Represented Nationally by Blue Spot Sales
New York Chicago Hollywood Detroit

CHARLES NUZUM, 17, just graduated from high school, is learning announcing at WWVA, Wheeling, and will soon be heard on a regular schedule.

WILLA HENDRICKS, formerly of *Time* and *Life* magazines, has joined BLUE Hollywood as assistant to Dorothy Brown, continuity editor.

JOHN P. THORBERSON, formerly of WAAF, Chicago, has joined WCCO, Minneapolis, as announcer.

EDWARD R. PEARSON, announcer of WPRO, Providence, R. I., has been named production director.

N. L. ROYSTER, announcer and handler of special events for six years at WMMN, Fairmont, W. Va., has been appointed program director of WRRF, Washington, N. C.

RUSSELL B. WISE has returned to radio as studio manager of WHK-WCLE, Cleveland, taking over the duties of Carl Mark, resigned.

STAN SHAW, record m.c. of WINS, New York, on June 26 married Jean Dodson.

PHILIP L. MacDONALD has joined WEEI, Boston, after announcing for KIRO and KOMO, Seattle.

P. S.

THAT WHITE powder that Dave Brubb, writer-announcer of WBLK, Clarksburg, W. Va., put on his tomato plants killed the insect pests, Dave says, and didn't hurt the plants a bit.. He was surprised though, to learn that it wasn't insecticide—it was cement. Agriculture authorities refused to comment.

FRED JOHNSTONE, announcer of KGO, San Francisco, is in the Army.

ROBERT LOUIS SHAYON, CBS director, left New York last week for the West Coast where he is handling William Spier's shows. The latter is recovering from an illness. Mr. Shayon is expected to remain on the coast for the next three weeks.

HARRY SAZ, head of sound department, NBC Hollywood, has been shifted to the network's production staff. Ed Ludes, his assistant, has taken over Saz's former post.

WILLIAM SPIER, CBS producer, currently in Hollywood to audition new programs, has been ordered by physicians to take a six-week rest.

ELEANOR PARMER, war program manager of WTAG, Worcester, is to leave June 26, her duties to be taken by David H. Harris, program-production manager. Herb Edman, announcer, has returned after a long illness.

ABE BURROWS, gag writer for *Duffy's Tavern* on the BLUE, has been named assistant producer of the show by Ed Gardner, program star. Mr. Gardner will leave for Hollywood following the June 29 broadcast, to make a movie based on the show. Film will be produced on the M-G-M lot and released through United Artists. Bristol-Myers, sponsor, is taking the radio show off for the summer.

LT. DORWIN R. BAIRD, assistant radio liaison officer in the public relations section of the Canadian Army, and formerly of CJOR, Vancouver, recently married Verna MacKenzie at Vancouver.

BILL ELLIOTT, newly returned to civilian life, is to return to WICC, Bridgeport, Conn., as announcer for the summer.

SPIKED SPORTS

Latest Axis Propaganda Trick, Says Feldman

INTENSIFIED use of broadcasting in the war finds American and British radio and military officials working in harmony, according to Arthur Feldman, former NBC supervisor of special events now serving with the British Broadcasting Corp. in a liaison capacity.



Mr. Feldman

In the United States for a brief leave, Mr. Feldman told how BBC and American military officials are cooperating. His liaison position brings him between the two groups. He has been in England since last October.

Extensive use of transcription technique by BBC has interested Mr. Feldman, as it has other Americans who have observed British broadcasting at close range. BBC has developed dubbing to a fine art and offsets occasional lack of landline facilities by liberal use of portable disc equipment.

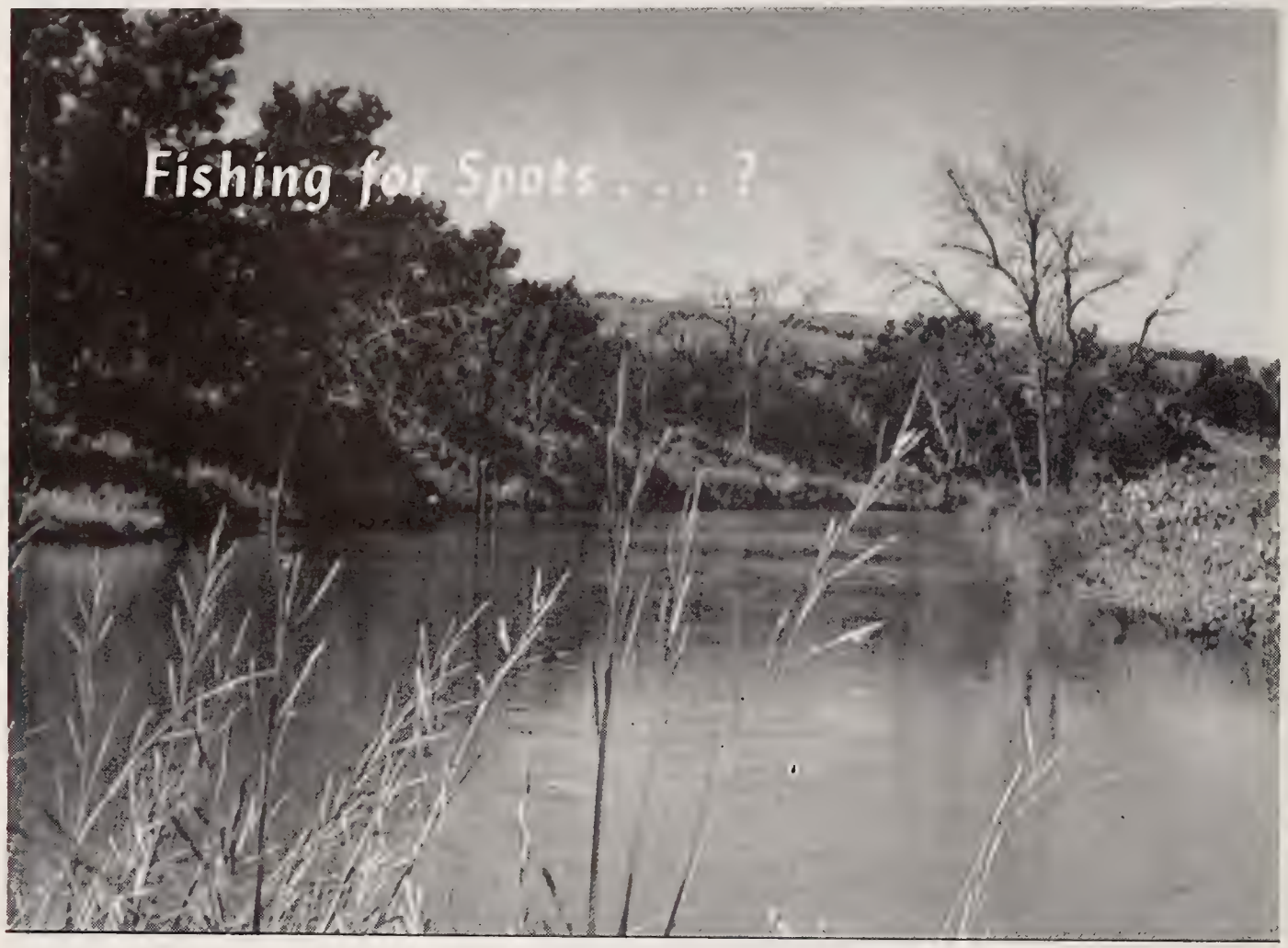
Among new propaganda stunts of the Axis powers, he says, is a program of news and sports from "Radio Metropole". This station has been traced to Belgrade, Jugoslovia. The program offers American sports and news material in English, spiked with occasional "sneakers" in which subtle propaganda messages are inserted.

Ham Actors Star

TWO ham actors are the principal characters in a weekly half-hour serial starting on NBC July 10, titled *Perpetual Emotion*. Comedy places the two in a corn belt locale, where they attempt to make their profession pay in spite of discouragement from natives who are more interested in their own "ham" and "corn" products.

SPORTS BROADCASTERS Assn. met the Manhasset L. I. Stars last Sunday at Manhasset L. I., N. Y. for a game of softball for the benefit of the War Bond drive. Participating were Ted Husing, Stan Lomax, Don Dunphy, Sam Taub, Mel Allen, Bob Harlowe, Marty Glickman, Bert Lee and Jimmy Dolan, and Tom Slater.

NBC RADIO-RECORDING Division has just recorded a series of 26 half-hour mystery dramas, *The Weird Circle*, based on classic thrillers.



. . . or Spotting the Fish?

Fishing for spots may be alright for sons of Izaak Walton . . . but when it comes to radio, it pays to spot the spots. Just as the old-time fisherman knows what holes are dependable . . . holes that net him results—so does the alert advertiser know the dependable, result-getting radio spots.

Experienced advertisers keep right on using KFYR . . . year in, and year out. They *know* KFYR gets results.

A word to the wise . . . they say . . . is sufficient.

Ask any John Blair man.

KFYR Bismarck
550 Kilocycles · N. Dak. · 5000 Watts

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

Phillies 'Benched' By Stations When Ball Club Buys Time on Single Outlet

THE PHILLIES, National League club in Philadelphia, by purchasing their own program on KYW, Philadelphia, have brought on an unofficial boycott by most other stations in the area. While the attitude of the stations is viewed as short-sighted by Wally Orr, account executive of N. W. Ayer & Son, Agency, the feeling of the station executives is that since they devoted so much free time and gave so much publicity to the Phillies in the past, the club should have bought time on all the stations.

Commenting on the time purchase, one station executive said, "We cannot tell a sponsor how much money he should spend on our station, but in view of the fact that we have all been extremely generous to the Phillies, we feel that they should have shown their appreciation since they were buying radio by purchasing some time on every station—even if it was only a token purchase of a single spot announcement."

Coverage Cut

Although the so-called boycott is entirely unofficial, and station participation of varying degree, the general idea seems to be that mention of the Phillies is being limited to giving the day's score as a regular news item. Sport commentators are reported to have been advised not to arrange interviews with players, nor to editorialize on the showing the team is making.

WIBG, which carries the play-by-play broadcasts for Atlantic Refining Co., is not a party to the unofficial boycott, nor are some of the smaller stations greatly concerned over the fact that the Phillies did not buy time.

The program on KYW, a ten-minute news period at 7 a. m., was originally placed by Seberhagen Inc., agency handling the account until now. Mr. Orr, Ayer account executive, said that the program was sold to the Phillies by the station, and that the ball club did not go out to buy radio on its own, adding that any other interested station would have found the door open.

Moreover, he said, the KYW program is only an experiment, since no local major club has ever used radio before in its own behalf. The Phillies are reported to be considering the adding of two or even three stations to the present schedule. However, he cautioned, if local radio is going to antagonize the ball club, it may kill any chance that the Phillies, or other baseball clubs, will use the medium in the future.

"Here is an industry that has never used radio before," said Mr. Orr. "The major league teams represent a new kind of advertiser. Now that one baseball team has shown an initial interest, instead of currying favor with the prospective sponsor, radio is putting a mad on because the sponsor is trying out the new medium on one station instead of experimenting on every station."

Mr. Orr recalled the short-sightedness of stations in another large city, which decided to boycott the department stores because they were trying radio on one or two stations and not on all. "As in this instance," he added, "radio, in taking such an attitude, was only biting off its nose to spite its face."

Mr. Orr said further that despite the fact the Phillies showed interest by buying the initial experimental program on KYW, only one other station in the city has approached him or the agency about buying additional time on their station. "If it were a national advertiser, the stations wouldn't let a minute go by in contacting the agency," he added.

Dave Driscoll to Make Discs of Coming Invasion

DAVE DRISCOLL, director of war services and news division of WOR, New York, will leave for North Africa within three or four weeks to carry out his previously reported assignment to record the activities of overseas forces. Using a 35-pound recording machine with which he has pioneered in documentary broadcasting, Mr. Driscoll will make on-the-scene recordings of the coming Allied invasion. His equipment can be operated by batteries in airplane, tank or jeep.

Discs will be flown back to this country for broadcast in a series of special programs on WOR, New York. Recorded spot news may be broadcast from the nearest available Allied transmitters. Length of Mr. Driscoll's stay will hinge on developments overseas.

American Home Expands

EXPANSION in the field of biological products by the American Home Products Corp., manufacturer of drugs, foods and household products, has been announced by Alvin G. Brush, chairman. A new affiliation of Reichel Laboratories Inc., American Home Products subsidiary, with E. E. Bartos Inc., Locust Valley, N. Y., is the third expansion made by American Home Products this year as part of a long-range diversification program, Ayerst, McKenna & Harrison Ltd., Canadian producer of biological and pharmaceutical products, and its American affiliate joined the corporation March 1, and last month the corporation acquired the G. Washington Coffee Refining Co., pioneer in instant coffee production.

ARTURO TOSCANINI, conductor of the NBC Symphony Orchestra, has donated a record library to the Naval Operating Base at Dutch Harbor, Alaska. Discs are used for broadcasts as well as for regular Sunday evening concerts for personnel at the base.

WHAT EVERY RADIO ADVERTISER SHOULD KNOW!

THE SCOPE OF THE MARKET

THERE'S more to coverage than power. The available audience within a station's coverage area is the true yard-stick of the market. For instance, WMC, with 5,000 watts power day and night, covers an audience of 3,092,108 people . . . an audience *greater than the total population of the state of Tennessee!*

You get to *plenty* people when you sell over WMC.

THE BIGGEST MARKET IN TENNESSEE IS COVERED BY STATION WMC!

Member of
South Central Quality Network
WMC—Memphis
WJDX—Jackson, Miss.
KWKH-KTBS—Shreveport
WSMB—New Orleans
KARK—Little Rock
REPRESENTED BY
THE BRANHAM COMPANY

WMC
MEMPHIS, TENN.
5,000 WATTS
DAY AND NIGHT
OWNED AND OPERATED BY
THE COMMERCIAL APPEAL

Coordinated Plan Of War Programs

WRVA Clinic Covers Issues Of Wartime Operation

COORDINATED plan for the extensive program of wartime broadcasts by WRVA, Richmond, Va., was the objective of a War Radio Clinic which the station held at its Hotel Richmond studios.

Irving G. Abeloff, program service manager, was chairman and speakers included Maj. Frank E. Pellegrin, radio branch of the War Dept. Bureau of Public Relations; Lt. Com. M. S. A. Reichner, radio section of the Navy Dept. Bureau of Public Relations; Charter Heslip, radio news editor, Office of Censorship, Washington, and B. Walter Huffington, Regional Radio Officer of the OWI (Va., N. C., S. C.).

Among guests were Lt. Com. Langhorne Gibson, Chief of the Office of Naval Intelligence, Richmond; Lt. Com. Chas. L. Kessler, recruiting and induction officer for Virginia; Major Edward J. Carruthers, Chief of Military Intelligence Office, Richmond, and commissioned and non-commissioned officers in charge of radio arrangements at military and naval posts, as well as station personnel of WRVA.

Three stated purposes of the clinic were:

(1) To bring into a more closely controlled plan the broadcasts originated by WRVA at military posts in Virginia and neighboring states;

(2) To secure a clear understanding of the Code of wartime Practices administered by the Office of Censorship;

(3) To secure a clarification of the current confusion surrounding the use of radio for recruitment purposes.

Programs now being aired by WRVA include: *Okay America*, entertainment program from military posts started in 1940; *Letter to Dad*, musical-dramatic show from Camp Pickett; *Fort Eustis Open House*, musical-interview program from Ft. Eustis; *Conquer We Must*, musical-dramatic from Camp Lee; *Boots to Builders*, musical-dramatic from Camp Peary; *Navy Smoker*, musical-dramatic from Norfolk Naval Training Station; *Victory Mothers*, a letter program originating alternately at Richmond and Norfolk studios.

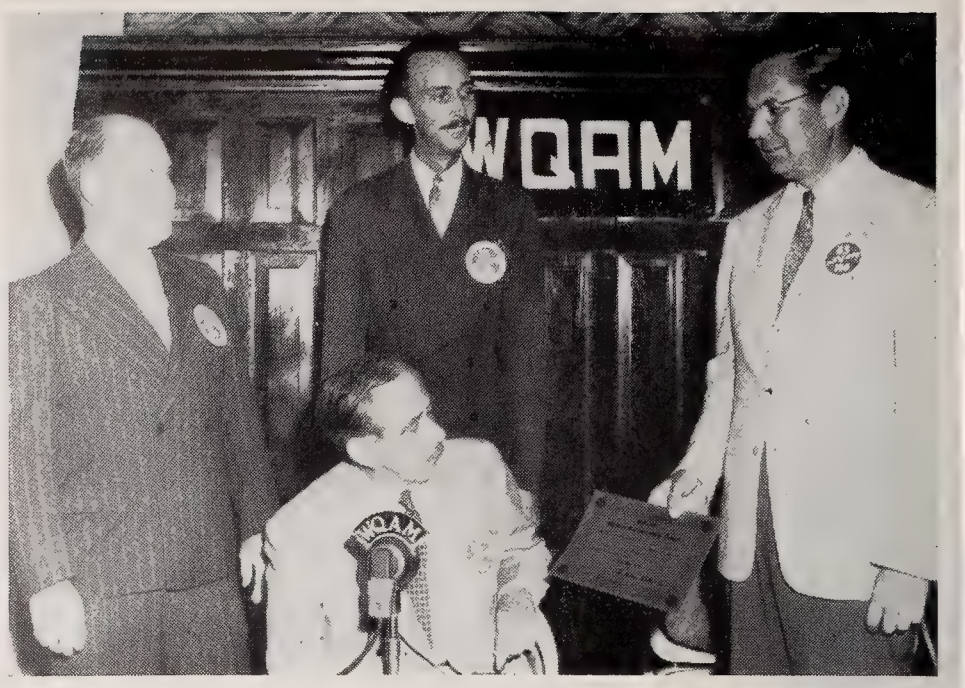
WRVA broadcasts one to three one-time programs weekly from the above-mentioned military points in the primary service area, as far down the coast as the Naval Air Station at Elizabeth City, N. C. All of the programs except *Okay America* carry announcements in furtherance of government war objectives.

Mr. Huffington explained OWI channels essential war information into the 12-16 daily announcements and five weekly 15-minute programs which American stations are carrying. Into these go all of the information which the various agencies wish to convey to the public.

Mr. Abeloff suggested that an WRVA-OWI allocation plan be set up. Under this plan, names of contacts at camps broadcasting over WRVA will be placed on OWI's mailing list to receive the basic information on themes the OWI is publicizing. The station and OWI will confer regularly on the subjects to receive emphasis, and WRVA will inform camp personnel in advance of program preparation that the suggested basic information is to be found in "pamphlet XYZ" already mailed by OWI. Special Service will then prepare the script that is to be used and submit it to WRVA for final clearance and then broadcast the program on the assigned date. The proposed arrangements are on a voluntary basis; all camps remaining free to use their own subjects if they prefer them to those "assigned".

Two-in-One

V. E. CARMICHAEL, general sales manager of KWK, St. Louis, shot his second hole-in-one recently on the Sunset Hills Country Club course. The phenomenon took place at the second hole, a 125-yd. par three. Mike attributes it all to right living. He won the BROADCASTING Golf Trophy at the NAB convention in 1939.



SUCCESSFUL PROMOTION of Bexel Vitamin products through his news broadcasts over WQAM, Miami, brought Cloyd Head (seated) the Master Salesmanship Award which is being handed him by Hugh Pottersfield, vice-president and general manager of McKesson & Robbins' Miami branch. Looking on are R. T. Burton, McK-R assistant sales manager (left), and Bert Graulich, Bexel program announcer. Mr. Head is heard Monday-Friday at 12:30 p.m. J. D. Tarcher is agency.

BUT CAN'T WE COVER THE ROANOKE MARKET WITH OUTSIDE STATIONS?

NOPE! ONLY WDBJ DOES THE JOB!



IF you pin us down, we'll admit that at night listeners in the Roanoke-Southwest Virginia area *can* pick up sky waves from a few 50 kw. clear channel stations. But you know the fading all sky waves are subjected to. And in the daytime a good radio *can* bring in two or three outside stations —*if* the volume is turned 'way up. But you know what that does to *clear* reception.

So-o-o—if you want to stir up the buying power ($352,000,000, by the way) of the Roanoke-Southwest Virginia market, the only way you can do it is with WDBJ. It's the *one* station heard satisfactorily at all times in 120,348 radio homes hereabouts.

You just try WDBJ—and see for yourself.

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION



FREE & PETERS, Inc., Nat. Representatives

WDBJ ROANOKE VA.

Talent Board to Meet

A TOTAL of 60 organizations in the entertainment industry have been invited to participate in a permanent Conference Board as recommended at the final session of the National Conference of Entertainment Industry for War Activities, held in New York early this month [BROADCASTING, June 7, 14]. First meeting of the Board is scheduled for July 14-15. Entertainment groups have been asked to name an official delegate and alternate to serve on the board.

NORTH CENTRAL U. S. TOPS SETS - IN - USE

NORTH CENTRAL AREA had the largest number of sets-in-use, and the highest "available audience" of any region, measured, according to the winter-spring edition of the "National" and "Sectional" Hooper ratings. During the Monday night 9-9:30 p.m. period, 51.5 of the total homes called in this area were listening to the radio. Network programs at this period were *Counterspy*, BLUE; *Lux Radio Theatre*, CBS; *Telephone Hour*, NBC, and Gabriel Heatter (15 min.), MBS. This section received an "available audience" rating of 88.6, highest for any area.

Highest rating for the number of "National" sets-in-use was for the Tuesday night 9:30-10 p.m. (EWT) period. The figure reported is 47.2.

High-point Sets-in-Use ratings for other individual areas of the country included: East, Monday 9-9:30 p.m. 45.7; South, Tuesday, 9:30-10-30 p.m., 48.4; Mountain, Tuesday, 10-10:30 p.m., 46.9; and Pacific, Tuesday, 10-10:30 p.m., 47.6. Highest available audience in the East was 86.4 for the Tuesday, 6:30-7 p.m. period; Mountain area, 86.3, Monday, 11:30-12 Midnight; South, 85.0, Tuesday, 8:30-9 p.m. and Pacific, 84.9 for Tuesday, 9:30-10 p.m.

Quinn Chosen to Direct War Production Drive

THEODORE K. QUINN, president of Maxon Inc., New York, has been appointed Director General of the War Production Drive, WPB-Vice Chairman Charles E. Wilson announced last week. The agency was started in the spring of 1942 by WPB Chairman Donald M. Nelson to stimulate production in war plants through labor-management joint committees.

Mr. Quinn will be granted a leave of absence from Maxon, which he joined in 1936. Previously he had been with General Electric for 22 years, starting as an auditor in 1914, and serving successively as credit manager, division manager and vice president in charge of sales. He organized and was first chairman of the General Electric Consumers Finance Co.

EXCLUSIVE representative in the U. S. for Mutual station KPAC, Port Arthur, Tex., is now Joseph Hershey McGillvra Inc., New York. KPAC is owned and operated by Port Arthur College; Carl Vaughn is president, and Glen Hewitt, general manager.



"Since WFDF Flint Michigan stopped broadcasting the weather, I've had to rely on my newspaper."

Revision of List Of Dual Affiliates

Corrected Data on Mutual Stations Presented

IN THE June 14 issue of BROADCASTING, there appeared a list of 49 stations, stated as being Mutual affiliates as well as affiliates of another nationwide network. This list has been found to be incorrect, the total number of dual-affiliates being 40, instead of 49, of which two are affiliated with both MBS and CBS; five with both MBS and NBC, and 33 with both MBS and the BLUE.

Correct list is as follows:

MBS-CBS: WMT, Cedar Rapids, Iowa; WNBF, Binghamton, N. Y.

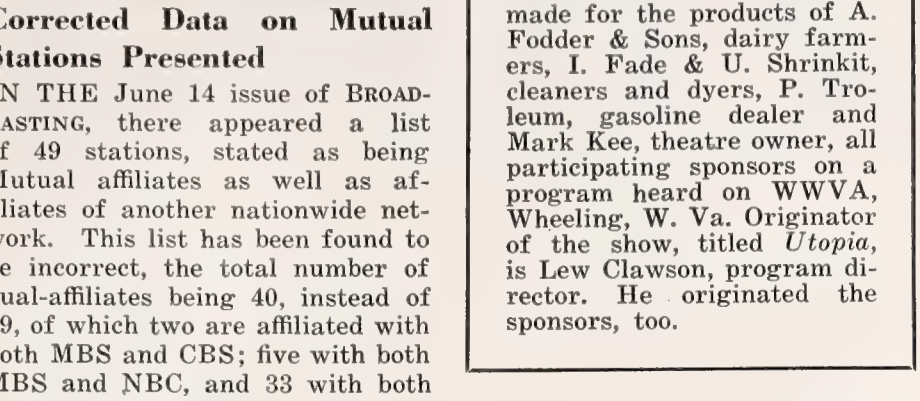
MBS-NBC: WISE, Asheville, N. C.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WORK, York, Pa.; KRIS, Corpus Christi, Tex.

MBS-BLUE: WSGN, Birmingham, Ala.; WMOB, Mobile, Ala.; KGHI, Little Rock, Ark.; WATR, Waterbury, Conn.; WWPG, Palm Beach, Fla.; WROK, Rockford, Ill.; KSO, Des Moines, KMA, Shenandoah, Iowa; KFBI, Wichita, WLAV, Grand Rapids, Mich; KFOR, Lincoln; WAGE, Syracuse, WAYS, Charlotte, N. C.; WAIR, Winston-Salem, N. C.; KOME, Tulsa; WARM, Scranton; WCOS, Columbia, S. C.; WMRC, Greenville, S. C.; WDEF, Chattanooga; WBIR, Knoxville; WMPS, Memphis; WSIX, Nashville; KFDA, Amarillo; KNOW, Austin; KXYZ, Houston; KABC, San Antonio; KTEM, Temple; WACO, Waco, Tex.; WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WRNL, Richmond; WSLS, Roanoke; WGAC, Augusta, Ga.

Included by mistake in the original MBS-CBS list were WAAC, Ft. Lauderdale, and KILO, Grand Forks, N. D., both of which are exclusive CBS affiliates. Errors in the MBS-NBC list were WGBF, Evansville, Ind.; WRDO, Augusta, Me., WFEA, Manchester, N. H.; WLBZ, Bangor, and KRGV, Weslaco, all of which are NBC affiliates exclusively. In the MBS-BLUE list, KGGF, Coffeyville, Kans.; WXYZ, Detroit, and WJW, Akron, both are exclusive BLUE affiliates and should not have been included. The word "exclusive" in the aforementioned cases applies only to the four national networks and not to regional networks.

Commercial Dream

UNHEARD-OF claims are made for the products of A. Fodder & Sons, dairy farmers, I. Fade & U. Shrinkit, cleaners and dyers, P. Troleum, gasoline dealer and Mark Kee, theatre owner, all participating sponsors on a program heard on WWVA, Wheeling, W. Va. Originator of the show, titled *Utopia*, is Lew Clawson, program director. He originated the sponsors, too.



for The JOHN SHILLITO *Company*

For more than 100 years a department store leader . . . largest retail store in Greater Cincinnati

Having full knowledge of the relative values offered by all local Cincinnati radio stations, and having complete freedom of choice in their selection . . . it is particularly significant that this Cincinnati leader *uses WSAI exclusively* for all three of its daily radio programs.

WSAI

BASIC BLUE NETWORK STATION
5000 WATTS . . . DAY AND NIGHT
Nat'l Reps. SPOT SALES, INC.
NEW YORK — CHICAGO — SAN FRANCISCO

READY HERE!

When the big Allied offensive gets under way, WAGA will bring its listeners in Dixie's First Market the fast, accurate and complete coverage they're seeking.

24

News Periods Daily

WAGA's revised and expanded news schedule now includes 24 news periods daily . . . outstanding Blue Network commentators, Associated Press news skillfully edited for Georgia listeners, special coverage of state news and frequent news headlines.

Our's is a FLEXIBLE schedule, apace with events . . . always vital and interesting.

WAGA
Atlanta
A FORT INDUSTRY STATION
5,000 WATTS
DAY & NIGHT
NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

WDAY, Fargo, N. D.

Dr. Hess & Clark Co., Ashland, O., 3 *t* weekly, 52 weeks, thru N. W. Ayer & Son, N. Y.

Minneapolis Brewing Co., Minneapolis (Grain Belt beer), 2 *sp* weekly, 26 weeks, thru BBDO, N. Y.

George Helme Co., New York (Norseman and Work Mate snuff), 5 *sp* weekly, 52 weeks, thru Frank Best & Co., N. Y.

Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.

U. S. Breakfast Food Co., Omaha, 6 *sa* weekly, thru Buchanan-Thomas Adv., Omaha.

Russell Miller Milling Co., Minneapolis (Enriched Occident flour), 2 *t* weekly, 35 weeks, thru Campbell-Mithun Inc., Minneapolis.

Nesbitt Fruit Products Co., Los Angeles, 3 *ta* weekly, 13 weeks, thru M. H. Kelso Co., Los Angeles.

W. H. Barber Co., Minneapolis (Veedol), 10 *ta* weekly, 13 weeks, thru McCord Co., Minneapolis.

Rohm & Haas Co., Philadelphia (insecticides), 52 *sa*, thru Newell-Emmett Co., N. Y.

Mid-Continent Petroleum Corp., Tulsa, 3 *sa* weekly, 26 weeks, thru R. J. Potts Adv., Kansas City, Mo.

McKesson & Robbins, Bridgeport (Bexel), 5 *ta*, 52 weeks, thru J. D. Tarcher Co., N. Y.

General Foods Corp., N. Y. (Grapenuts), 13 *ta* weekly, 5 months, thru Young & Rubicam, N. Y.

WKZO, Kalamazoo

Allstate Insurance Co., Chicago, 25 *sa* weekly, 4 weeks, thru Ruthrauff & Ryan, Chicago.

De Pree Chemical Co., Holland, Mich. (Wheatamin tablets), 5 *ne* weekly, 13 weeks, thru Roche, Williams & Cunnyngham, Chicago.

Peter Fox Brewing Co., Chicago (Fox Deluxe beer), 6 *ne* weekly, 26 weeks, thru Schwimmer & Scott, Chicago.

Michigan Bell Telephone Co., Detroit, 14 *sa* weekly, 13 weeks, thru N. W. Ayer & Son, N. Y.

WAAT, Jersey City

Ward Baking Co., New York, 6 *sp* weekly, 26 weeks, thru J. Walter Thompson Co., N. Y.

Tobene, New York, 7 *sa* weekly, indefinite period thru Joseph Katz Co., N. Y.

Natl. Tool & Mfg. Co., Kenilworth N. J., 12 *sa* weekly, direct.

Eastern Tool & Mfg. Co., Bloomfield, N. J. (Army-Navy "E"), 1 *sp* direct.

McFadden Publications (*True Story Magazine*), 6 *sp* weekly, thru Raymond Spector Co., N. Y.

WHO, Des Moines

U. S. Rubber Co. (Ordnance Plant), Des Moines (help wanted), 26 *sa*, placed direct.

Mentholatum Co., Wilmington, 26 *sp*, thru J. Walter Thompson Co., N. Y.

Armand Co., Des Moines (cosmetics), 13 *sa*, thru Ivan Hill Adv., Chicago.

Johnson & Johnson, New Brunswick, N. J. (baby powder), 300 *ta*, thru Young & Rubicam, N. Y.

WCBI, Columbus, Miss.

Swift & Co. Refinery, Memphis, 100 *sa*, placed direct.

Jas. Forbes Tea & Coffee Co., St. Louis, 300 *sa*, placed direct.

Plough Inc., Memphis, 11 *sa* weekly, 52 weeks, thru Lake, Spiro, Shurman Inc., Memphis.

Gulf, Mobile & Ohio Railroad Co., Mobile, 21 *sa*, placed direct.

WMAQ, Chicago

Marlin Firearms Co., New Haven (Marlin shave cream), 4 *ta* weekly, 52 weeks, thru Craven & Herrich, N. Y.

Paramount Pictures, New York ("Five Graves to Cairo"), 7 *sa*, thru Buchanan Agency, N. Y.

Club Aluminum Products Co., Chicago (aluminum cleaner), 7 *sa* weekly, 13 weeks, thru Blackett-Sample-Hummert, Chicago.

Armand Co., Des Moines (Armand leg make-up), 42 *sa*, thru Ivan Hill Agency, Chicago.

WMAQ, Chicago

Griffin Mfg. Co., Brooklyn (shoe polish), 3 *sa* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.

Warner Bros. Pictures Inc., New York ("Mission to Moscow"), 6 *sa*, thru M. M. Fisher & Assoc., Chicago.

Esquire Inc., Chicago (*Coronet*), 15 *sa*, thru Schwimmer & Scott, Chicago.

Consolidated Royal Chemical Corp., Chicago (Krank's Shave Kreem), 7 *sa* weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.

WGY, Schenectady

MacFadden Publications Inc., New York (*True Story*), 13 *t*, thru Raymond Spector Co., N. Y.

Lever Bros. Co., Cambridge (Rinso), 48 *sa*, thru Ruthrauff & Ryan, N. Y.

Elway Food Products Corp., N. Y. (Vitamalt), 6 *sa*, thru Hall A. Salzman Assoc., N. Y.

Hubinger Co., Keokuk, Ia. (Quick Elastic starch), 13 *sa*, thru Ralph Moore Inc., St. Louis.

United Baking Co., Schenectady (Lady Betty bread), 78 *sa*, placed direct.

Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 16 *t* weekly, 16 weeks, thru Ted Bates Inc., N. Y.

Procter & Gamble Co., Cincinnati (Ivory flakes), 5 *sa* weekly, thru Compton Adv., N. Y.

WJZ, New York

Carter Products, New York (Arrid), 5 *sa* weekly, 52 weeks, thru Small & Seiffer, N. Y.

B. Altman & Co., New York (department store), weekly *sa*, 13 weeks, thru Kelly, Nason, N. Y.

MacFadden Publications, New York (*True Story Magazine*), *sa*, 3 days, thru Raymond Spector Co., N. Y.

WBTA, Batavia, N. Y.

General Baking Co., New York, daily *sa*, 52 weeks, thru BBDO, N. Y.

Pepsi-Cola Co., Long Island City, two *ta* daily, 37 weeks, thru Newell-Emmett, N. Y.

WFIL, Philadelphia

Bell Telephone Co. of Pa., Philadelphia, 6 *sa* weekly, 13 weeks, thru Gray & Rogers, Philadelphia.

Evening Bulletin, Philadelphia (newspaper), 22 *ne* weekly, for indefinite period, placed direct.

Lit Brothers, Philadelphia (department store), varied number of *sa*, 52 weeks, placed direct.

Daily News, Philadelphia (newspaper), 18 *sa* weekly, for indefinite period, placed direct.

Thomas Lipton Inc., Hoboken, N. J. (dehydrated soup), 19 *sa*, thru Young & Rubicam, N. Y.

Strawbridge & Clothier, Philadelphia, 25 *sa*, placed direct.

Yager Liniment Co., Baltimore, 6 *sa* weekly, 6 weeks, thru Harvey-Massengale, Durham, N. C.

WOR, New York

Kirkman & Sons, Jersey City (Kirkman's soap), weekly *sp*, 52 weeks, thru Newell-Emmett Co., N. Y.

Humphrey's Homeopathic Medicine Co., New York (Humphreys' 77), 3 *sa* weekly, 11 weeks, thru Atherton & Currier, N. Y.

Elway Food Products, New York (Vitamalt), 3 *sp* weekly, thru H. A. Salzman Associates, N. Y.

WGAR, Cleveland

Parker Appliance Co., Cleveland, 3 *sp* weekly, 9 weeks, placed direct.

First Church of the Nazarene, Detroit, *sp* weekly, 52 weeks, thru Stanley G. Boynton Agency, Detroit.

McKesson & Robbins, Bridgeport, 3 *ne* weekly, 18 weeks, thru J. D. Tarcher Inc., N. Y

KFAC, Los Angeles

Wheat Nut Distributing Co., Los Angeles (cereal), 6 *sa* weekly, 26 weeks, thru Associated Adv., Los Angeles.

California Savings & Loan Assn., Los Angeles (investments), 60 *sa*, 4 weeks, thru Elwood J. Robinson, Los Angeles.

KFI, Los Angeles

Consolidated Royal Chemical Corp., Chicago (Krank Shave Kreem), 2 *sa* weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.

KECA, Los Angeles

Frito Co., Dallas (Fritos), 3 *ne* weekly, 52 weeks, thru Ray K. Glenn Adv., Ft. Worth, Tex.

KLZ, Denver

Carey Salt Co., Hutchinson, Kan., 3 *sp* weekly, thru McJunkin Adv. Co., Chicago.

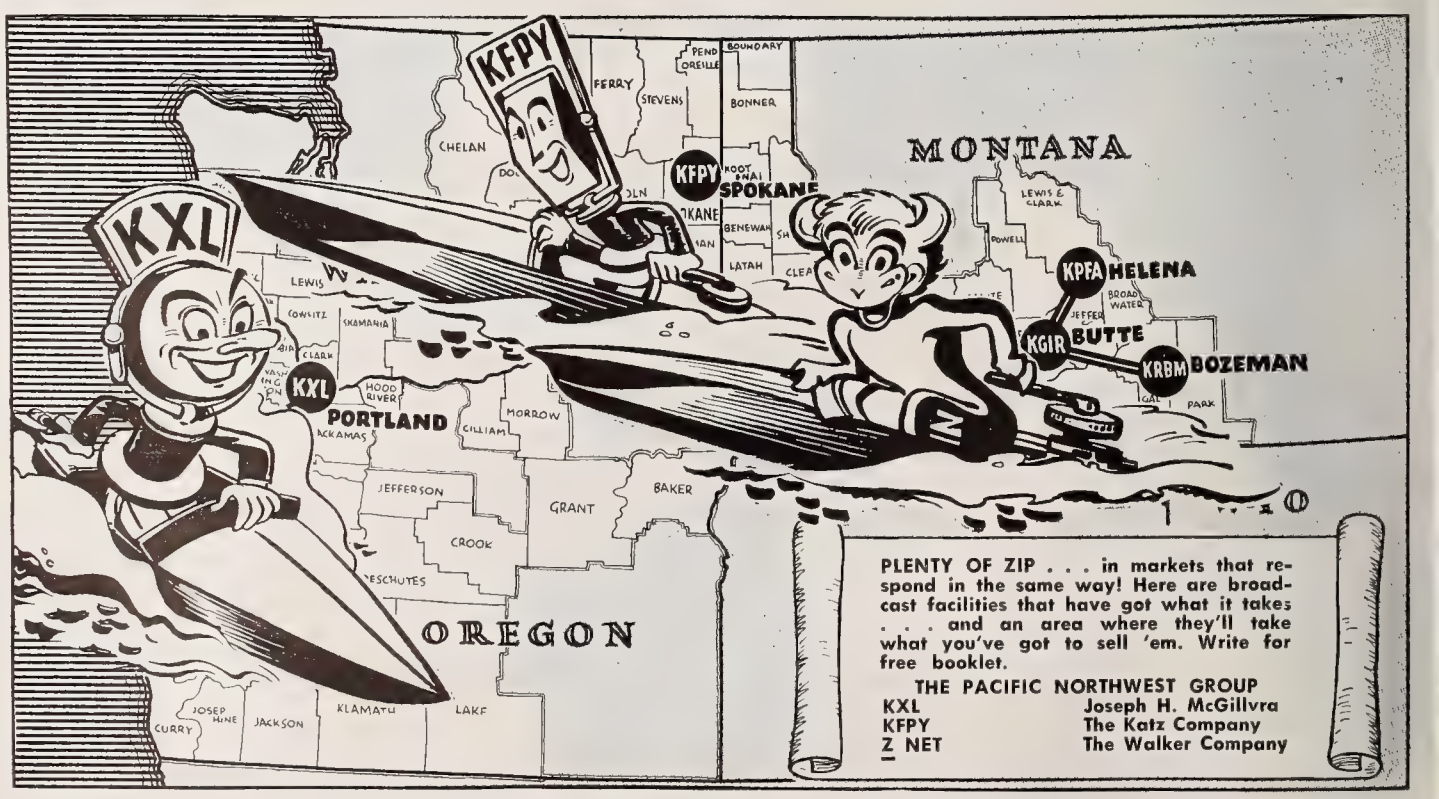
BOREN PROMISES FIGHT FOR BRANDS

ENCROACHMENTS of bureaucracy on the American system of free enterprise have created the greatest issue, domestically speaking, our nation has faced since the Civil War, Rep. Lyle H. Boren, (D-Okla.), chairman of the Committee to Investigate Restrictions on Brand Names and Newsprint, told the Sales Executives Club of New York last Tuesday. Expressing opposition to "anything that smacks of regimentation of advertising or any other phase of American enterprise," he pledged his committee to continue their hearings and their investigation of the WPB, OPA and other Government agencies with the goal of seeing that nothing is done to hinder the war effort or to remain behind to hobble industrial progress after the war.

Rep. Charles A. Halleck (R-Ind.), author of HR-98 which created the Boren committee, who also spoke at the luncheon meeting, attributed to "building a sound product and telling the world about it through advertising" the genesis of modern mass production, and declared that "anything that endangers the free use of trademarks and brand names endangers the American way of life." Stating that brand names and the advertising of them "have served our people well," Rep. Halleck said that "although our system is not perfect, I prefer it to one of grade labeling and Government standardizing."

ANA Farm Committee

TO IMPROVE relations between business and farmers, the Assn. of National Advertisers has, for the first time in its history, established an agricultural committee, comprising representatives of 12 companies which sell to and buy from farmers. A. C. Seyfarth, advertising manager of International Harvester Co., Chicago, is chairman of the group. The committee hopes to clear up misconceptions farmers may have about business, and to erase false ideas about agriculture maintained by business men.



Radio Advertisers

NATIONAL BREWING Co., Baltimore, has signed a one-year contract for *National Sports Parade* with Bailey Goss doing show twice daily, Monday through Friday, 6:05-6:15 p.m. and 11:05-11:20 p.m. Program originates in WBAL, Baltimore, and is piped to WJEJ, Hagerstown, Md., by way of Maryland Coverage Network lines.

BERNARR MACFADDEN'S Cereal Co., New York, is continuing tests for Mealene, a new product introduced through radio advertising around the first of April [BROADCASTING, March 22], and is using spots on KOME, Tulsa, and on KLZ, Denver. Regular schedule is not expected to get under way until fall. Agency is H. C. Morris & Co., New York.

G. M. McKELVEY Co., Youngstown (department store), is now sponsoring the 7:45-8 a.m. newscast *What's New in the News*, Monday through Saturday on WFMJ, Youngstown, on a 52-week basis after a trial period of 13 weeks, in addition to *Sister Kay Reads the Funnies*, a half-hour weekly program also for 52 weeks.

CALIFORNIA FEDERAL Savings & Loan Assn., Los Angeles (investments), during the re-investment period, on June 21 started for four weeks, using a total of 200 dramatized announcements weekly on six local stations, KFI KECA KHJ KMPC KFAC KFWB. Elwood J. Robinson Adv., Los Angeles, has the account. Melvin A. Jensen is agency account executive.

DINA MITE FOOD Co., Los Angeles (cereal), has started thrice-weekly participation in the woman's program *Polly & Pat* on KPAS, Pasadena. Wilson & Co., Verenon, Cal. (food products), also uses twice-weekly participation in that program. Contracts are for 13 weeks, started June 14. Brisacher, Davis & Van Norden, Los Angeles, services both accounts.

CRAWFORD CLOTHES (men's clothing), Philadelphia, has expanded its radio schedule on WPEN, Philadelphia. In addition to the running schedule of five five-minute news periods daily, the store has added a daily 15-minute period of news Monday through Friday. Al Paul Lefton Agency, Philadelphia, has the account.

LA MOTTE VAN RIPER, advertising manager of McKesson & Robbins, New York, has been elected vice-president in charge of advertising and publication. Formerly vice-president and general sales manager of Ajax Rubber Co., Mr. Van Riper has been with McKesson & Robbins since 1929.

Furniture Stores Spend 5.70-13.29% on Radio

RETAIL FURNITURE STORES reporting more than $350,000 sales volume per year spent 5.88% of their advertising dollars for radio time, according to the 10th annual *Retail Furniture Store Operating Experiences and Departmental Activities for 1942*, published by the Control and Management Division of the National Retail Furniture Assn. Medium stores, doing $125,000 to $350,000 sales volume, spent 5.70% for radio time, while small stores, under $125,000 sales volume, spent 13.29% of their advertising dollar on radio.

Radio ranked third as the medium selected by large and and medium size retail furniture stores, preceded by newspaper space, direct mail and handbills. Small stores selected newspapers first, radio second and direct mail and handbills third.

Classified Ads on WMCA

CLASSIFIED AD program started on WMCA, New York, last week under sponsorship of six companies tries to replenish depleted personnel. Strictly functional in character, the program is aired Monday through Saturday, 7:45-8 a.m., under the title *Help Wanted*. Advertisers can be expected to change from time to time. First sponsors are Liggett Drug Stores, Western Union, Horn & Hardhart, Twin City Shellac, Western Disinfectant and Aeroil Burning Co. Station cooperates with the War Manpower Commission in inserting at no charge announcements calling for war workers.

LEAVING New York for a second War Bond tour, *Information Please* broadcasts from Chicago today (June 28). Program originates in the Civic Opera House, where 3,500 seats will be sold to purchasers of bonds ranging from $50 to $5,000.

WHEAT NUT DISTRIBUTING Co., Los Angeles (cereal), on June 15 started daily announcements on KFAC for 26 weeks through Associated Adv. Agency, Los Angeles.

ARROWHEAD & PURITAS Waters Inc., Los Angeles (bottled water), is sponsoring a daily five-minute newscast on KNX, Hollywood, for 26 weeks, started June 15. Dick Joy is newscaster. Other radio is being considered. Agency is McCarty Co., Los Angeles.

AGENCY Appointments

MADISON RURAL Sanitarium & Hospital and Madison College, Madison College, Tenn., to George C. Hoskin Asso., Chicago. Principal media will be health journals. Radio plans are not yet set.

GOLDEN STATE Co., San Francisco, to BBDO, San Francisco and Los Angeles for dairy products.

K. L. M. Royal Dutch Air Linees, New York, to Redfield-Johnstone, Nem York. Opening new route between Miami and Netherlands West Indies. Radio not contemplated for present.

CLOVERDALE SPRING Co., Philadelphia (soft drinks) to Richard A. Foley Adv. Agency, Philadelphia.

PHILLIES BASEBALL CLUB, Philadelphia (major league baseball team), to N. W. Ayer & Son, Philadelphia. Wally Orr is the account executive.

CARGILL Inc., Minneapolis, to Olmstead-Hewitt, Minneapolis. Said to use radio.

ROLAND REED, Oakland, to Emil Reinhardt Adv. Agency, Oakland. Said to use radio.

RITTER Co., Rochester, to Ed Wolff & Associates, Rochester.

WORCESTER SALT Co., New York, to J. Walter Thompson Co., Chicago.

ATLAS LABS, Akron, to McDaniel-Fisher & Spelman, Akron, for I-O-Sal (Athlete's Foot remedy). Said to use ra io.

NATIONAL FOODS Inc., Pittsburgh, to L. E. McGivena & Co., New York, for Marjorie Daw spaghetti, macaroni and ncodles. Media plans not set.

INTERNATIONAL PRODUCTS Corp., New York, to Gunn-Mears Adv., New York, for Terex, beef bouillon concentrate. Future media plans not set.

SPECIAL FOODS, Worthington, O. (dietary foods), to Geo. C. Hoskin Assoc., Chicago. Radio and magazines will be used.

ODELL Co., Newark, to Abbott Kimball Co., New York, for Trol Hair Tonic. Radio will be used but probably not till fall.

WBNX

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs

1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs

1,250,000 or 9.6% of the population of Greater New York listen to POLISH language programs

670,000 or 5.1% of the population of Greater New York listen to GERMAN language programs

250,000 or 2% of the population of Greater New York listen to SPANISH language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

IT PAYS TO ADVERTISE ON THE SPOT ... with SPOTS!

JOHN BLAIR & COMPANY
NATIONAL RADIO STATION REPRESENTATIVES
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX 5000 Watts New York City

We all are in it BUY WAR BONDS!

CALIFORNIA COVERAGE

THE NATION'S NO. 1 SPENDER

Sacramento is *first in the United States* in per capita spending at all types of retail stores.

KFBK is first in Sacramento, oldest in Sacramento, the most powerful Blue Network station in California.

KOH RENO · KFBK SACRAMENTO · KWG STOCKTON · KMJ FRESNO · KERN BAKERSFIELD

McCLATCHY BROADCASTING COMPANY

Agencies

WAUHILLAU LA HAY, former amusement and radio editor of the *Chicago Sun*, has joined N. W. Ayer & Son, to do radio promotion in the New York office. She replaces Russell Pierre, now in the Marines.

JOHN KELSEY, former producer of WMCA, New York, has joined Young & Rubicam, New York.

BERT PRAGER, former radio director of Donahue & Coe, New York, and previously talent buyer of Benton & Bowles, New York, has joined Foote, Cone & Belding, New York, as assistant to Ed Cashman, vice-president. Mr. Prager will handle business and talent in the radio department.

JOE BRATTAIN, staff producer of Erwin-Wasey, New York, was recovering last week from the results of a dim-out accident which occurred when a taxi hit him while he was leaving his office in the late evening, June 16. Mr. Brattain, had eight ribs fractured and suffered internal injuries.

FRED BETHEL, formerly a director for CBS, handling *The Pause That Refreshes on the Air*, has joined Foote, Cone & Belding, New York, as a director.

FRANK K. CASPERS, copy writer in the Philadelphia office of N. W. Ayer & Son, has resigned to join the Ovearseas Division of the OWI.

FRANK QUAIL, who has been operating his own commercial art studio in Detroit for almost 20 years, has been appointed associate art director of Ruthrauff & Ryan, Detroit.

Lucas Heads Council

DARRELL B. LUCAS, professor of marketing of New York U., has been elected president of the Market Research Council, succeeding Elmo Roper, marketing counsel. Other new officers, named at the group's recent annual election, are: Ray Robinson, research director, Crowell-Collier Publishing Co., vice-president; Edward Battey, research director, Compton Adv., secretary-treasurer; Dr. Frank Stanton, vice-president of CBS, and Mr. Roper, as members of the executive committee.

LT. (j.g.) HOWARD ESARY, former Los Angeles radio advertising executive, has been appointed assistant regional public relations officer of the U. S. Maritime Service in Los Angeles.

JOHN MURPHY, former assistant research director of Pedlar & Ryan, New York, has joined B. H. Grant Research Assoc., which has recently taken over the L. M. Clark Surveys.

WARREN COX, former director of public relations for the Army Quartermaster Corps, Second Service Command, and who headed the Special Events Section of the New York War Savings Staff, has joined the publicity department of McCann-Erickson, New York. James O. Parsons Jr., formerly of WWNY, Watertown, N. Y., has joined the agency's radio staff.

FRANCIS SILL WICKWARE, former associate editor of *Fortune*, has joined the public relations department of J. Walter Thompson Co., New York.

ARTWIL Co., New York, has been elected to the Affiliated Adv. Agency Network, which is limited to one agency in each of the major marketing centers in the country.

CARY CLARK has joined Barton A. Stebbins Adv., Los Angeles, as copy writer.

PAUL C. SMITH, active in the advertising and publishing fields, has joined the staff of Moser & Cotins, New York. Mr. Smith has been associated with Campbell-Ewald Co., Detroit, and Federal Adv., New York.

BESSIE GALBRAITH, copy writer of N. W. Ayer & Son, Philadelphia, has joined the copy department of Benton & Bowles, New York. Nan Fitzgerald, formerly of the National Research Bureau, Chicago, has joined B&B's radio commercial department.

KENNON JEWETT, formerly of J. Walter Thompson Co., New York, has joined the copy staff of William H. Weintraub & Co., New York.

RICHARD MANVILLE, director of research of Donahue & Coe, New York, has joined Warwick & Legler, New York, in a similar capacity. Mr. Manville left a month ago for a vacation.

CARROLL O'MEARA, former business manager of Young & Rubicam, Hollywood office, returns to that organization July 1. For the last few months he has been chief of the English language section of the Overseas Division of OWI in San Francisco.

BOB WOLFE, on the director staff of Kenyon & Eckhardt, New York, has been named assistant director of the radio department, headed by Dwight Mills.

MARGARET MARKLAND, media director of Gotham Adv. Co., New York, was married June 5 to Grant V. Hastings of New Orleans. They will live in New York.

JAMES N. MANILLA, formerly W85A, Schenectady, and with NBC, has joined the radio department of Compton Adv., as a program supervisor.

AGENCY IN ATLANTA BEGUN BY COLEMAN

MAURICE C. COLEMAN, for 15 years with Atlanta stations in executive capacities, has announced formation of an advertising agency under the firm name of Maurice C. Coleman & Associates. Offices will be opened July 1 in the Citizens & Southern National Bank Bldg.

Mr. Coleman started with WGST in 1928, when the only other station in Atlanta was WSB. Several years later he joined the old WJTL, afterward acquired by the Woodruff interests with the call WATL. He was general manager until Jan. 1, 1941, when he left to assume the commercial management of WAGA, retaining this position until this month, when he resigned to establish the new agency.

One of the charter members of the original sales managers division of the NAB, Mr. Coleman served as chairman of the fifth district in 1938-39. He is a native Atlantan.

A. V. Echternach

A. V. ECHTERNACH, 53, account executive of Raymond R. Morgan Co., Hollywood advertising agency, died following a heart attack on June 19. Surviving are his widow, Marguerite, and three children.

JACK HILL, producer of NBC, Chicago, has been transferred to NBC, New York.

H. S. GARDNER Jr., of Gardner Adv. Co., St. Louis, has been commissioned lieutenant (j.g.) in the Naval Reserve and is now stationed at Ft. Schuyler, N. Y.

EDMUND L. CASHMAN, a senior radio executive of Foote, Cone & Belding, has been elected a vice-president of the agency.

JANE SCOTT, an executive of William Morris Agency, has resigned to join Foote, Cone & Belding, New York, effective July 15.

CHARLES A. BOWES, former manager of Gerth-Pacific Adv. Agency, Los Angeles, has resigned to establish a new agency known as Charles A. Bowes, Advertising, with headquarters at 219 W. Seventh St., Los Angeles.

CAL KUHL, newly appointed executive producer of The Biow Co., Hollywood, is in New York for a month's conference with home office executives on fall advertising plans.

RUTH HADDOCK, formerly of West-Marquis Inc., Los Angeles agency, has joined Mays & Bennett Adv., Los Angeles, as copy director.

ITCHING FOR RESULTS IN DOG SCRATCH (Ky.)?

Frankly, *we're* not! We think we'd be wasting our time and your money—because little towns like Dog Scratch just obviously can't produce very much. The Louisville Trading Area—a market with *twice* the number of income-tax payers found in the remaining 93 Kentucky counties combined—is the surface to gouge in Kentucky! Over a million people live here. They account for 57.5% of all Kentucky's sales. *WAVE gives you complete coverage at lowest cost.* Scratch where it'll do the most good, pardner—with WAVE!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,



AP

KGBX-KWTO, Springfield, Mo.

. . . well pleased with AP service . . . you're doing a swell job!

F. M. Sullivan, Managing Editor.

available through PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N. Y.

Civilian Radio Armistice Is Foreseen By Joseph Gerl; McDonald Disagrees

POSSIBILITY of a return to civilian production of radios before the end of the war was the topic of much pro and con discussion among leading radio manufacturers last week. A possible "merchandise armistice" before the end of the war is foreseen by Joseph Gerl, president of Sonora Radio and Television Corp., Chicago, who said in a letter to BROADCASTING that "we believe war restrictions probably will be eased to provide materials and commodities for civilian consumption."

"So that there will be no reason for misunderstanding," Mr. Gerl wrote, "I want to make it plain that this is no time to indulge in loose predictions or wishful thinking. Under no circumstances do we want to give the trade any false illusions, create any false optimism, or identify ourselves with any effort which may have a 'boomerang' effect on the radio industry.

First Job Is War

"Our first job is to cooperate with the Government in winning this war and toward that end every manufacturer should be willing to set aside self-interests in behalf of the common cause. Therefore, we make no pretense of predicting exactly when our factory will again be delivering civilian merchandise.

"On the other hand, certain plainly visible trends seem to be pointing to a merchandise armistice before the war ends. Quite naturally", Mr. Gerl wrote, "the continuation of these trends will depend upon the further success of our fighting forces. But should they be borne out, then we believe war restrictions probably will be eased to provide materials and commodities for civilian consumption."

"Not long ago, *Business Week* reported that the War Production Board considered radios of high importance for the purpose of maintaining morale on the home front. With the possible obsolescence of 20,000,000 radio sets by July, 1943 —approximately one-third of the radio sets in use in the United States at the time of Pearl Harbor—you may gain some slight idea of the growing need for replacement parts and new radio receivers among our civilian population."

As another indication of the possible resumption of civilian radio, Mr. Gerl quoted the statement of WPB Chief Donald M. Nelson in his testimony before a house subcommittee to the effect that production of automobiles and many other civilian goods may be resumed before the end of the war.

McDonald Disagrees

The discussion of such manufacture of radios for civilian use before victory drew adverse comment from Com. E. F. McDonald Jr., president of Zenith Radio Corp., who said:

"To think of civilian production at this time? Preposterous! Demands of the Government upon the radio industry are for even greater production, and for the greatest ingenuity of its engineers to produce new, novel, and different radionic devices for offense, destruction, and defense.

"Radionics is the one new weapon of this war," Com. McDonald continued. "Fortunately the Germans, Italians, and Japs have never been outstanding for their production of radio or radionic devices of any type. Our supremacy in radionics can well be our margin of victory, so let's not think of civilian production until after the war is won."

With the unprecedented demand for radar equipment for the remainder of this year and the first six months of next year, other radio manufacturers queried felt that it would not be possible to resume civilian production until after the war.

Ray Ellis, director of WPB Radio & Radar Division, in an address before the Radio Manufacturers Assn. meeting in Chicago recently [BROADCASTING, June 14], stated that all present plant facilities will be greatly taxed to produce radio and radar equipment for the armed forces for the coming year.

Mr. Ellis has repeatedly warned against emphasis on post-war planning now, maintaining that the industry must concentrate all its skill on doing its war job.

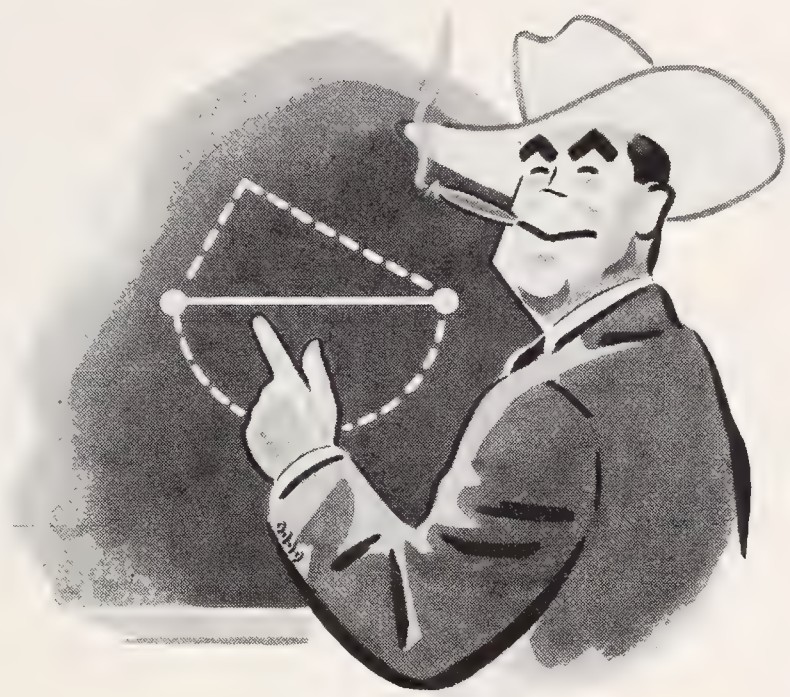
Vanderbie Sells Interest

H. S. VANDERBIE, of the advertising firm of Vanderbie and Rubens, Chicago, has sold his interest in the agency to his partner, Walter L. Rubens, now a lieutenant in the army stationed at Ft. Knox, Ky. Active manager of the company until Lt. Rubens returns will be Warren Seelye, who has represented Vanderbie and Rubens in Detroit for the past six years. Present staff will be retained.

Kelite on Coast

KELITE PRODUCTS Inc., Los Angeles (Kenu cleanser), on July 4 starts a weekly quarter-hour dramatic series on 8 CBS California and Arizona stations (KNX KQW KARM KGDM KROY KOY KTUC KSUN). Contract is for 52 weeks. Tentatively titled *Agent V*, program is scheduled to feature Frank Graham. Firm also sponsors a thrice-weekly five-minute program, *Name in the News*, on the Arizona network (KOY KTUC KSUN). Little & Co., Los Angeles, has the account.

NEWLY ELECTED member of the executive committee of the Radio Manufacturer's Assn. is S. I. Cole, president of Aerovox Corp., New Bedford, Mass., manufacturers of radio and electronic components. Mr. Cole was elected at the recent RMA convention in Chicago.



THE SHORTEST DISTANCE

It's a geometric axiom that a straight line is the shortest distance between two points.

The same basic principle applies to radio advertising. To cover a given market most effectively, you use the station having the largest audience in that market.

All accredited surveys prove that WOAI is the shortcut between advertisers and consumers in Central and South Texas. Backed by the power of 50,000 watts, WOAI's clear-channel voice reaches the bulk of the listeners in this prosperous section—at the lowest cost per listener!

50,000 WATTS - - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - MEMBER TQN

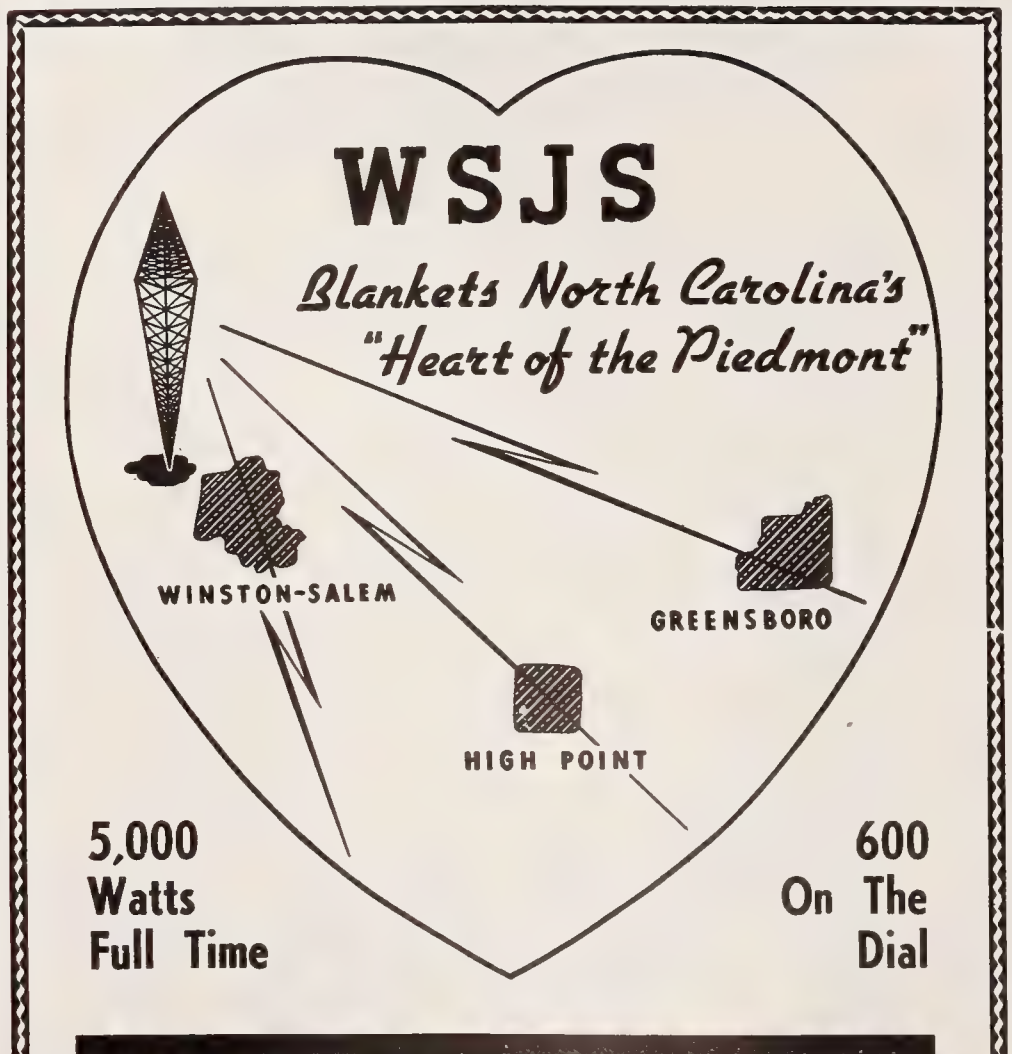
WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest







CLEVELAND OUTLET SEEKS WJW CALL USE

FORMAL request to transfer the call letters WJW from Akron to Cleveland, along with the change in corporate name, was filed with the FCC last week by Bill O'Neil, president and general manager of WJW. The new Cleveland station, using the old call, expects to begin operation about Aug. 15 on 850 kc. with 5,000 watts fulltime.

The present WJW, operating on 1240 kc., would remain in Akron, under the new requested call of WAJV, until such time as decision is reached regarding its disposition. The station, using 250 watts, carries MBS programs, though it is not now a contracted outlet. WJW, upon removal to Cleveland, will become a BLUE outlet.

The application requested modification of the WJW license in Akron to change the corporate name from WJW Inc. to Akron Broadcasting Co. A second application requested voluntary assignment of the construction permit for the 850 kc. station from the Akron Broadcasting Co. to the WJW Co. It was set forth by Mr. O'Neil, in the applications filed through the law offices of W. Theodore Pierson, that the purpose was to separate the construction permit for 850 kc. from the 1240 kc. license. Then the licensee proposes to accommodate itself to the FCC's ruling with respect to retention or sale of the Akron local.

Mr. O'Neil is the son of W. O'Neil, president of General Tire & Rubber Co., which recently purchased the Yankee Network. He is not identified with Yankee, however, and his father's company has no interest in WJW.

Royal Crown Spots

SUMMER campaign built around the "Taste-Test" theme will start July 1 for Royal Crown Cola in recorded announcements on more than 300 stations, comic strip ads in 500 newspapers, ads in 18 popular magazines, and poster displays in 775 cities. Nehi Corp., Columbus, Ga., maker of the beverage, is planning to run the drive through the end of September on a week-to-week basis. Agency is BBDO, New York.

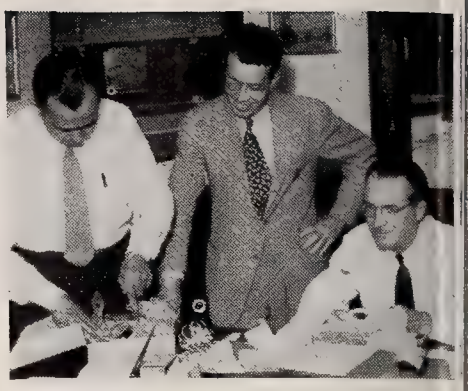
FTC Cosmetic Action

LEHN & FINK Products Corp. and its subsidiary, Dorothy Gray Ltd., Bloomfield, N. J., have received a Federal Trade Commission cease and desist order in connection with the advertising of Dorothy Gray Cosmetics. The firms are ordered to discontinue representing that the vitamin D content in their cosmetic creams will improve the coloring of the skin, make it softer, smooth lines, or provide any beneficial effect whatsoever.

WGAC Joins Mutual

WGAC, Augusta, Ga., last week became a Mutual affiliate, bringing that network's total number of outlets to 210. Owned by Twin States Broadcasting Co., WGAC operates on 1240 kc., 250 watts.

CHESTER SLAYBOUGH, timebuyer of BBDO, New York, on July 6 joins Morse International, New York, in a similar capacity.



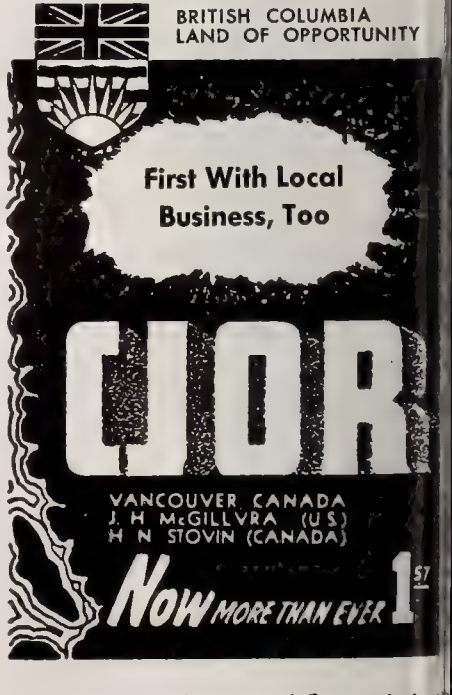
NO MIKE with call letter mars anniversary festivities at KOY, Phoenix, Ariz., and publicity sets a new precedent as (l to r), Commercial Manager John Hogg cuts his birthday cake; Program Manager Jack Williams awaits a slice to celebrate his natal day, and General Manager Harold Safford marks a wedding anniversary.

FCC GRANTS WAAT SHIFT TO NEWARK

BREMER Broadcasting Corp.'s application for a modification of license to substitute the word "Newark" for "Jersey City" as the location of the main studio of WAAT, Jersey City, and to move its main studio from Jersey City to Newark was granted last week by the FCC. The Commission stipulated, however, that the application is subject to the condition that the licensee is to comply fully with certain rules, when materials and personnel are available.

The Commission also announced proposed findings of fact, proposing to deny without prejudice the applications of Newark Broadcasting Corp., Newark, and of Eastern Broadcasting Co. Inc. for a construction permit for a new station in Newark and Long Island N. Y. respectively. Denial of these applications, according to the FCC are in accordance with its policy on conservation of materials, as announced in its memorandum of April 27, 1942.

The Newark Corporation had asked permission to construct a station to operate on 620 kc., with 5 kw., unlimited time, using a directional antenna both day and night, and also requested authorization to operate with 1 kw. for the duration of the war emergency. The Eastern Co., had proposed to construct a station to operate on 1520 kc., with 1 kw., limited to WKBK, Buffalo.



WGST Taken Over By Georgia Tech

Regents Likely to Name New Manager Within Month

ALL ASSETS of Southern Broadcasting System Inc. have been acquired by the Board of Regents of Georgia School of Technology, licensee of WGST, Atlanta, and a petition for the dissolution of the corporation has been filed in the Fulton County, Ga., Superior Court. These steps, following purchase of all outstanding stock of the corporation last May, are in line with the demand of the FCC that the Pickard-Calhoun interests be withdrawn from any part in the management of the station before the Commission would consider the question of renewing the license [BROADCASTING, March 29, 1943].

Retain Employes

Supplementary information, including notice of these steps, has been filed with the FCC, and the Commission has granted a temporary extension of license to July 30 during which time Southern Broadcasting is expected to be dissolved. The Board of Regents, according to an attorney for WGST, is expected within this period to name a manager in place of Clarence H. Calhoun, associated with Sam Pickard in Southern Broadcasting. It is understood that all employes excepting those in executive positions in the former management set-up are to be retained.

Named as a committee to direct the station's activities, including power to make contracts, appoint officers and supervise general operation, are these members of the Board of Regents: Sandy Beaver, chairman; Frank M. Spratlin, vice-chairman; William S. Morris, Pope F. Brock and Marion Smith, ex-officio; and Chancellor S. V. Sanford and President M. L. Brittain, ex-officio members.

This same group has also been appointed to act as directors of Southern Broadcasting Inc. for the interim until its dissolution, Mr. Beaver and Mr. Spratlin acting as president and vice-president, with L. R. Siebert and Pauline J. Wilhite as secretary and treasurer.

Payment under a contract signed last April 14 is to be 15% of the station's net profits to January, 1950, date to which the management contract of Southern Broadcasting was to run. It is believed that dissolution of the corporation and presentation of final data before July 30 on management personnel and operating policies will open the way for consideration of WGST's application for renewal of its license.

VISITING delegates and members of the National Editorial Assn. were entertained by WCKY, Cincinnati. They broadcast over the L. B. Wilson station during their wartime conference held in Cincinnati June 12.

OWI Moves

RADIO BUREAU of the OWI, formerly located in the Railroad Retirement Bldg., Washington, has moved to the Victory Bldg. Address is now 14th & Pennsylvania Ave., Washington 24, D. C.

Biff on Coast

WILCO Co., Los Angeles, to promote Biff, an insect spray, currently is using more than 150 dramatized chain break announcements weekly on 18 Pacific Coast stations. Agency is Elwood J. Robinson Adv., Los Angeles.

British to Manufacture Three-Tube Radio Sets

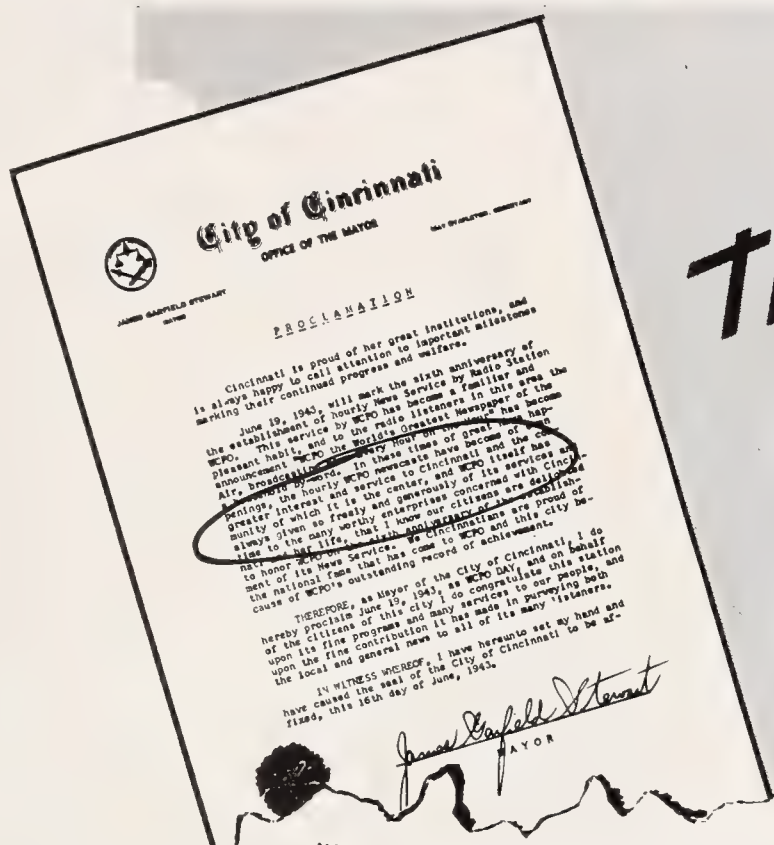
STANDARD low-cost three-tube radio sets, capable of receiving four or five BBC stations and some European broadcasts are expected to be on the market in England by Christmas as a result of British research for a receiver capable of mass production from a minimum of critical materials.

Aware that the radio in the home is a war necessity, the British decided to go into production on the standard U-model when it was found more economical to manufacture utility sets than to make unstandarized parts for prewar receivers now going out of order in large numbers.

Carter Denial

CARTER Products Inc., New York, and Small & Seiffer, New York advertising agency, have denied a Federal Trade Commission complaint that they have disseminated advertisements misrepresenting the properties and effectiveness of a deodorant named "Arrid". The FTC charges that the product will not accomplish the results claimed and will irritate the skin of some individuals, if applied repeatedly. The Carter Co. admits making the alleged claims, but asserts that they are true.

STARS who appeared in its first telecast a year ago joined with others June 27 in the First Anniversary Telecast of W2XWV, owned and operated by DuMont Laboratories, N. Y.


City of Cincinnati
OFFICE OF THE MAYOR
PROCLAMATION
Cincinnati is proud of her great institutions, and is always happy to call attention to important milestones marking their continued progress and welfare.
June 19, 1943, will mark the sixth anniversary of the establishment of hourly news service by Radio Station WCPO. This service by WCPO has become a familiar and pleasant habit, and to the radio listeners in this area the announcement "It's WCPO newscast time" has become the Air, broadcasting on the hour, every hour. In these times of great happenings, the hourly WCPO newscasts have become of greater interest and service to Cincinnati and the community of which it is the center, and WCPO itself has always given so freely and generously of its services and aid to the many worthy enterprises concerned with Cincinnati's welfare, that I know our citizens are delighted to honor WCPO for its News service. We Cincinnatians are proud of the national fame that has come to WCPO and this city because of WCPO's outstanding record of achievement.
THEREFORE, as Mayor of the City of Cincinnati, I do hereby proclaim June 19, 1943, WCPO DAY, and on behalf of the citizens of this city, I do congratulate this station upon its fine progress and many services to our people, and the local and general news to all of its many listeners.
IN WITNESS WHEREOF, I have hereunto set my hand and have caused the seal of the City of Cincinnati to be affixed, this 16th day of June, 1943.
James Garfield Stewart
MAYOR

Thanks CINCINNATI

we'll do our best to keep it up!

"In these times of great news happenings the hourly WCPO newscasts have become of even greater interest and service to Cincinnati and the community of which it is the center..."

Taken from Mayor Stewart's official proclamation declaring June 19th, for the second time, WCPO day.

C. E. HOOPER • Cincinnati Audience Measurements • Percentage of listeners—April-May, 1943

	"B"	WCPO	"C"	"D"	"E"
MORNING INDEX MON. THRU FRI. 8:00-12:00 A. M.	35.0	25.1	17.1	12.8	9.7
	"B"	WCPO	"C"	"D"	"E"
AFTERNOON INDEX MON. THRU FRI. 12:00-6:00 P. M.	41.6	25.9	14.0	7.1	11.4
	"B"	WCPO	"C"	"D"	"E"
EVENING INDEX SUN. THRU SAT. 6:00-10:30 P. M.	50.1	9.1	10.1	18.8	11.9

WCPO
CINCINNATI'S NEWS STATION

in BALTIMORE
and the Central Atlantic States



Edward Petry & Co., National Representative

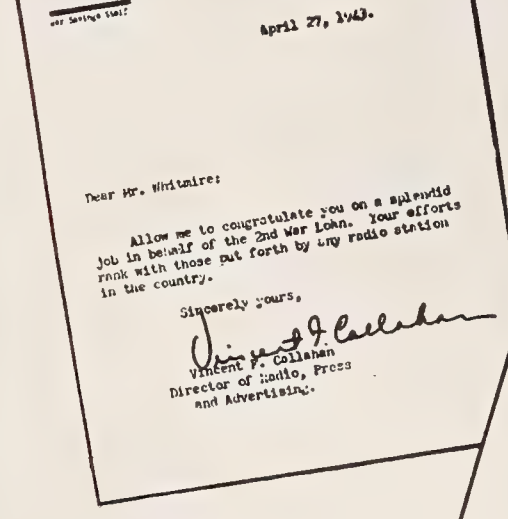
PALL MALL SERIES PLACED ON MUTUAL

WHEN Gracie Fields, comedienne star of her own show on the BLUE, returns from England in the fall she will be heard on Mutual five times weekly one hour earlier than her present quarter-hour on the BLUE, 10:15-10:30 p.m.

Two weeks ago Mutual offered her sponsor, American Cigarette & Cigar Co., New York, the 9:15 p.m. spot, and since that time the network has been clearing the stations in selected markets as designated by the sponsor. The series starts Oct. 11 on more than 160 Mutual stations for Pall Mall cigarettes.

Miller McClintock, MBS president, in a talk recorded before he left for the Pacific Coast, thanked the affiliates on a conference call for their cooperation in getting the series. "I doubt if any other network could possibly have cleared a quarter-hour strip in station time," he said.

ADDITIONAL BLUE stations to receive certificates of merit for cooperation in the adult education program of the American Economic Foundation [BROADCASTING, June 7], as designated by the organization's board of trustees last week, were: WEBR WMUR KCMO KXEL WHMA WSRR WHDL WAYS KOME CFCF.


TREASURY DEPARTMENT
WASHINGTON

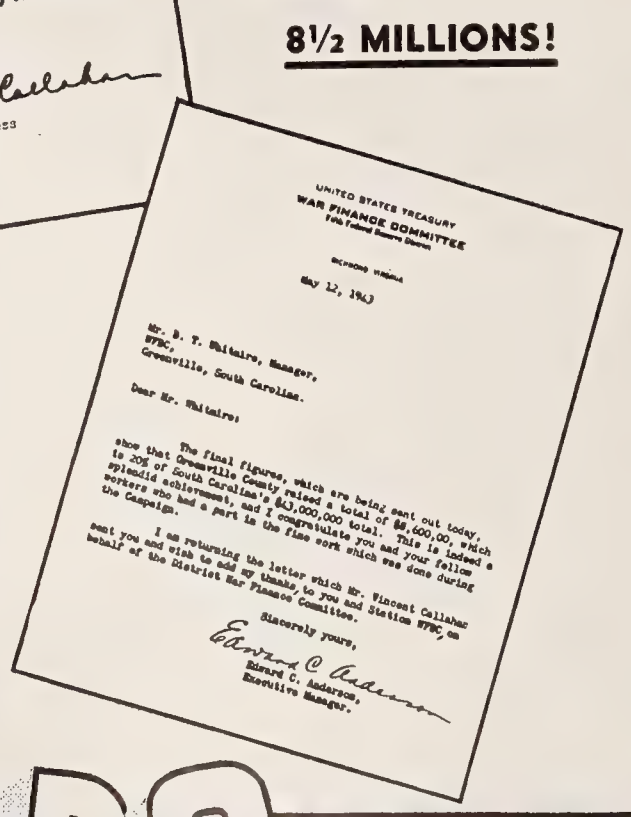
April 27, 1943.

Dear Mr. Whitmire:

Allow me to congratulate you on a splendid job in behalf of the 2nd War Loan. Your efforts rank with those put forth by any radio station in the country.

Sincerely yours,

Vincent F. Callahan
Director of Radio, Press and Advertising.


UNITED STATES TREASURY
WAR FINANCE COMMITTEE
Fifth Federal Reserve District

Richmond, Virginia

May 12, 1943

Mr. B. T. Whitmire, Manager,
WFBC,
Greenville, South Carolina.

Dear Mr. Whitmire:

The final figures, which are being sent out today, show that Greenville County raised a total of $8,600,00, which is 20% of South Carolina's $43,000,000 total. This is indeed a splendid achievement, and I congratulate you and your fellow workers who had a part in the fine work which was done during the Campaign.

I am returning the letter which Mr. Vincent Callahan sent you and wish to add my thanks to you and Station WFBC, on behalf of the District War Finance Committee.

Sincerely yours,

Edward C. Anderson,
Executive Manager.

● GREENVILLE'S QUOTA IN THE SECOND WAR LOAN DRIVE WAS . . . .

4 MILLIONS

● GREENVILLE'S PURCHASE OF WAR BONDS EXCEEDED

8½ MILLIONS!

GREENVILLE
THEREFORE BOUGHT
ONE FIFTH
OF ALL THE BONDS
SOLD IN SOUTH
CAROLINA DURING
THE SECOND
WAR LOAN DRIVE!

WFBC GREENVILLE SOUTH CAROLINA
"Textile Center of the South"
NBC ★ 5000 WATTS ★ WEED & CO.

WTOP Off Air 5 Hours As Technicians Strike on Pay Issue; WLB Mediator

WTOP, CBS outlet in Washington, was off the air 4 hours and 59 minutes June 19 when the entire technical staff of 21 engineers and supervisors walked out in a dispute involving overtime wages for two supervisors working the District of Columbia's newly instituted 46-hour war time work week.

The technicians, members of the International Brotherhood of Electrical Workers, started an unannounced strike at 12 o'clock noon, and did not return to their posts until 4:59 p. m., when station representatives, and Lawson Wimberly, international representative of the union, signed an agreement to refer the controversy to arbitration. CBS will deposit the overtime, calculated at time-and-a-half, in escrow pending the arbitrator's decision.

Delay in Settlement

Settlement is not expected for several weeks however, as Mr. Wimberly is making a scheduled trip west and date of the hearings has not been set. According to the agreement between the union and CBS, each side will limit its arguments in the case to three hours at the hearing.

The strike followed several weeks of negotiations over union contentions that supervisors would be entitled to time-and-a-half for overtime work. CBS attorneys held that the CBS-IBEW contract approved by the War Labor Board May 5, classifying supervisors as administrative personnel prevents overtime pay under WLB regulations.

CBS attorneys insisted that no overtime could be paid without permission of the WLB. Kenneth Yourd, CBS attorney, said the company felt it could not lawfully make these payments unless the WLB so interpreted the contract. CBS had withheld payment for the sixth day and had filed an application with the Wage & Hours Division of the Labor Dept. for permission to pay straight time for the extra day.

Union representatives claimed that in seeking the ruling for straight time the company was violating an understanding of May 14, which allegedly provided for the application to ask time-and-a-half. CBS emphatically denied the existence of any such understanding. In the agreement that ended the five-hour strike, both parties accepted WLB arbitration. The amount of overtime payment will therefore be decided by the WLB representative.

The station reported that actual revenue losses from the strike had been relatively light. Among the programs missed locally were *Armstrong Theater, Stars Over Hollywood, Of Men and Books,* and a few others. Rep. Andresen (R.-Minn.) made a futile trip to the studio, only to learn that the *Washington Farm Reporter,* which he was to share with Charles Dana Bennett, had been blacked out by the strike, and Sen. Wheeler (D.-Mont.) spent some anxious moments before learning that the station would be operating in time for his scheduled 6:30 broadcast.

Labor Silenced

AFTER being on the air without fail for two weeks short of nine years, *Labor News Review,* heard Saturdays on WTOP, Washington, missed for the first time June 19. The reason: IBEW technicians at the station were on strike.

CBS Service for War Reaches 2,166-Hr. Total

FROM Dec. 7, 1941 to March 31 1943, a total of 480 war days, CBS broadcast 11,880 war effort programs, using 2,166 hours donated by the network or its advertisers Paul Hollister, CBS vice-president revealed to the convention of the Special Libraries Assn. meeting in the Hotel Pennsylvania, New York, June 24. With an additional 6,221 programs of war news, the grand total of war broadcasts on CBS reached 18,101, representing 3,349 hours and 39 minutes of time "for which the Government paid not one penny," he said. Advertisers bought and paid for and volunteered 9,272 of these broadcasts while the remainder were contributed by the network.

Continuing his review of CBS wartime data, the second public report of its kind since Pearl Harbor, Mr. Hollister revealed that 37.6% of the network's average broadcasting day was filled with the war-information type of program.

Movie Plans

SPOT CAMPAIGN for Republic Pictures' film "Someone to Remember," which opens in St. Louis July 8, will entail announcements in two or three stations in each of 35 major cities, and in some of the 280 sub-cities covered by Republic. Drive may be expanded if radio proves effective, according to a spokesman for Republic. Agency is Donahue & Coe, New York.

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA



EACH MEMBER of this quintet has been with NBC at least 10 years. They met at a recent get-together in the nation's capital. (l to r): Frank M. Russell, vice president; Harold Yates, engineer, Washington; Frank Mullen, vice president and general manager; Bob Terrell, operations supervisor in Washington; Carleton Smith, WRC manager. Yates and Terrell joined NBC-Washington on the same day.

FCC CANCELS KSJB 'SPECIAL SERVICE'

IN AN ABOUT-FACE 10 days after an appeal in the case, the FCC last Wednesday cancelled the "special service authorization" of KSJB, Jamestown, N. D., to operate on 600 kc., and ordered its return to the 1400 kc. frequency with 250 watts. The action, in effect, gave the relief sought by WMT, Cedar Rapids, operating on 600 kc., which on June 11 filed in the U. S. Court of Appeals for the District of Columbia an appeal and a petition for a stay order against the FCC's action [BROADCASTING, June 21].

The FCC said it had cancelled the authorization to KSJB effective June 26, not because of the appeal, but because it found the station still had its crystals for the 1400 kc. frequency. It is expected that WMT, through its attorneys Segal, Smith and Hennessey, will now dismiss the appeal, which was regarded as a new test of the FCC's authority to issue "special service authorizations" in lieu of station licenses.

The cancellation order stated the FCC had thought KSJB had already delivered its 1400 kc. crystals to a "well recognized manufacturer or distributor" in accordance with Commission "freeze" order of April, 1942, but that it now appears the station had not done so and at present retains both the 1400 and 600 kc. crystals.

"No public need would be served, therefore", said the FCC, "in continuing the special service outhorization permitting KSJB's operation on 600 kc." The order further said that the Commission, on April 14, 1942, having found that KSJB possessed the 600 kc. crystals, had granted the Jamestown application, in lieu of its previous assignment, and ordered the station at that time to dispose of its 1400 kc. crystals.



Puppets Foreseen In Video Serials

WHEN SOAP OPERAS go television, it will probably be through the puppet show technique, Robert B. Stone, program manager of WRGB, General Electric Co. television station in Schenectady, told a meeting of the American Television Society in New York last Wednesday. He explained that puppets don't have to memorize lines, saving hours of rehearsal time, which would make live actors too costly for a daily television serial.

The awards committee of ATS voted to give recognition to General Electric Co. for "the greatest contribution to television program development of the year" and to NBC for "the greatest contribution to the use of television as a public service." Plaques are now being prepared.

Norman D. Waters, New York agency head and founder of ATS, was reelected president. Other officers elected include: Charles Kleinman, vice-president; C. Matthew Dessner, treasurer; Kay Reynolds, secretary. Lela Swift, C. Elizabeth Ayers and A. B. Cohen also were elected to the board of directors.

Post-war developments were discussed by Willard J. Purcell, GE chief engineer of broadcasting activities, who said networks are essential if television is to be successful.

Klaus Landsberg, chief engineer of W6XYZ, Hollywood station of Television Productions Inc., a subsidiary of Paramount Pictures, described his station's operations, especially stressing educational programs.

CBC Shortwave Center

CANADA'S NEW short wave station at Sackville, N. B., will be ready for operation late in the summer, Dr. A. Frigon, assistant general manager, Canadian Broadcasting Corp., told the Parliamentary Broadcasting Committee at Ottawa on June 17. The completed center will broadcast in six different directions, with two programs going out simultaneously in different directions, or one program on two different frequencies in one direction, he told the committee. It will provide world-wide shortwave coverage. To build the shortwave center, 124 acres of land had to be purchased at Sackville, and the CBC station there now, CBA, 50 kw. on 1070 kc, will be enlarged to three times its present physical size.

Vallee Leaves July 1

RUDY VALLEE, star of his own program on NBC under sponsorship of Sealtest Inc. (dairy products), is leaving the show for the duration after the July 1st broadcast to complete his advanced training course in the U. S. Coast Guard, in which he is now a chief petty officer with a bandmaster's rating. In his place on the NBC program, Joan Davis and Jack Haley will handles the m.c. chores. Although Haley has been mentioned as Vallee's successor, James McFadden, radio director of McKee & Albright, agency servicing the account, at press time said no decision would be made until after trial period. Hale is committed for six guest spots. With Vallee withdrawing, program title will be changed to *Joan Davis-Jack Haley Show*. Village store format is unchanged. Eddie Paul continues as musical director. Tom McAvity is agency producer.

SPECIAL Independence Day broadcast will be presented on CBS by the Writers War Board under the title of "One World", which is the title of Wendell Willkie's best-selling book. The program, to be heard 2-2:30 p.m., will deal with the theme rather than the contents of the Willkie book, and the author, along with Frederic March, will be featured. Dramatic portion will be authored by Ranald MacDougall and produced by William N. Robson, both of CBS.

EDGAR A. STEELE, partner and executive of L. M. Clark Inc., New York, research firm, has been appointed director of research and media of Maxon Inc., New York.

The TEXAS RANGERS *now*

Selling Restaurant Chain on KALE Portland

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

WHAM

"Your Western New York Salesman"

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative:
GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

50% FASTER!

New High Speed Wire Coast-to-Coast

United Press is taking another great stride to improve its radio news service.

It has arranged to step up its sending pace from 40 to 60 words a minute.

This means both quicker news and more of it—getting news flashes priceless seconds sooner, having time-room on the 24-hour wire for half again as much news and news-feature material.

Installation of new high-speed equipment for United Press clients has been ordered completed as rapidly as possible.

United Press is foremost among news services because it offers most. Its new word-a-second wire is a fresh example of the unceasing betterment which keeps United Press foremost.

UNITED PRESS *Radio News*

CBS Sustainers On Lighter Side

Summer Shows Announced to Fill Four Sponsored Periods

SUMMER SUSTAINERS lined up by CBS to replace four of its regular commercial programs taking summer hiatus periods are slanted toward the entertainment side, with comedy and music as the main features. Replacing *Burns & Allen* in the Tuesday 9-9:30 p.m. spot, July 6 to Aug. 31 will be *The Colonel*, a comedy program starring Col. Stoopnagle, who will be replaced in turn on his own Sunday quarter-hour for Schutter Candy Co.

Two programs, *Romance* and *Broadway Bandbox*, will serve as substitutes July 19 to Sept. 13 for the hour period Monday evenings currently filled by the *Lux Radio Theatre*. *Romance* dramatizes romantic happenings of the past, and the second show, a musical, stars Frank Sinatra and Raymond Scott's orchestra. *American Comedy Theatre*, starring Elliott Nugent, replaces *Camel Comedy Caravan*, July 9 to Oct. 8, during which time the last quarter-hour of the show will be discontinued and will not be picked up in the fall by R. J. Reynolds Tobacco Co., sponsor of the series. Program will be heard 10-10:30 p.m. Fridays instead of through 10:45 p.m.

The *Kate Smith Hour*, Fridays 8-8:30 p.m., will be replaced by a dramatic comedy program entitled *Corliss Archer*, July 2 to Oct. 1.

Mrs. Julia Kiene Wins Josephine Snapp Award

PRESENTATION of the 1942 Josephine Snapp Award will be made today (June 28) at the AFA convention in New York to Mrs. Julia Kiene, manager of the Westinghouse Home Economics Institute, Mansfield, Ohio. The award is made annually by the Women's Advertising Club of Chicago to the woman making the most outstanding contribution to advertising during the preceding year.

KENO Joins Blue

KENO, Las Vegas, Nev., on June 14 became a BLUE affiliate bringing the network's total to 158 outlets. Incorporated as Nevada Broadcasting Co., the station operates on 1400 kc., 250 watts.

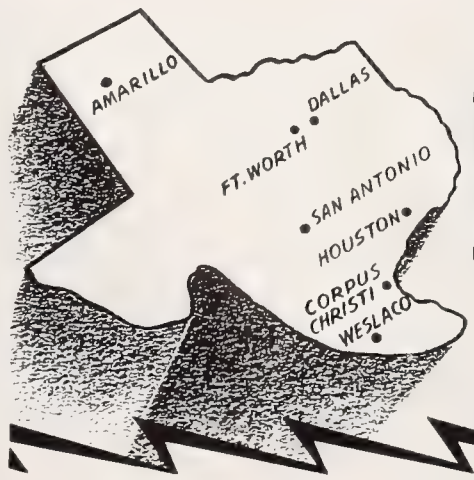


LONE STAR CHAIN *with* LIVE TALENT *gives you* BIG TEXAS!

NO need to tell you how difficult it is to obtain recordings. You know this already. But we wonder if you know the real solution to reaching BIG TEXAS without recordings. It's easy if you'll take this friendly tip:

Let us help you build a live talent show . . . designed to appeal to Texans . . . and then watch it click in a big way over the LONE STAR CHAIN. The ever increasing number of network advertisers using Lone Star Chain with splendid results is proof enough to make you a believer without hesitation.

For Rates and further information, write Ken L. Sibson, Tower Petroleum Building, Dallas, Texas.



Lone Star Chain ★

KGKO FT. WORTH - DALLAS
KXYZ HOUSTON
KTSA SAN ANTONIO
KGNC AMARILLO
KRIS CORPUS CHRISTI
KRGV WESLACO

WATL
COVERS ATLANTA
AT LOWEST COST
1400 KC MBS
Represented by SPOT SALES Inc.

First on New York's Dial...570

WMCA

America's Leading Independent Station

NBC
AIR CASTLE OF THE SOUTH
WSM
NASHVILLE, TENNESSEE
WHERE SALES MULTIPLY
50,000 WATTS • CLEAR CHANNEL

HALIFAX,
NOVA SCOTIA
Where more radio sets are located than any other centre of the Maritimes.
Halifax is served by the key station of the Maritimes
CHNS
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

FCC Enters Rate Field

(*Continued from page 9*)

mended by its law department, was that while regional networks should be shown some special consideration, in view of their peculiar operating conditions, the major networks nevertheless also sell programs on a regional basis. Thus, it was concluded, the modifications asked by Don Lee would tend to give that network an advantage and also to disrupt on short notice non-network programs of stations and advertisers.

The Don Lee contention that small advertisers would be reluctant to buy time, according to the Commission view, is not at this time supported by specific evidence. Moreover, it was felt the contention that regionals cannot sell unless programs can be put on within two to four weeks, is not borne out by specific evidence.

Apropos the suggestion for territorial exclusivity, the Commission is said to have concluded that there is no reason the "first call" provision of the rules should not suffice. Don Lee contended that a small station might turn down a commercial program to retain a network sustaining and prevent a competitor from getting the sustaining program. The Commission, however, is understood to have concluded that there is no justification in treating regionals differently in this matter.

It was held that the regulations do not actually prevent 14-day clearance, but retain the right of a station to the 56-day notice, which the Commission felt should be protected.

In countering the Don Lee contention that the larger outlets on the Coast are on the major networks, the view of the Commission was that recognition of these claims would require a different set of rules for each network.

Contracts Studied

Meanwhile, the FCC law department, under General Counsel Charles V. Denny and Assistant General Counsel Rosel Hyde, in charge of broadcasting, was busy examining new contracts and modifications designed to conform with the regulations. A number of questions regarding the applicability of the rules to particular stations have been received, but the only petition requiring formal action was that filed by Don Lee.

Chairman James Lawrence Fly, at a press conference last Monday, said the plan was "working splendidly"; that no complaints had been received, and that all remarks he had heard indicated the stations "have been very pleased."

Asked about network reactions, Mr. Fly said some of them "are pleased" but he did not believe the two "big networks" were, although he was inclined to think that even they "will see it was better than they thought". Then he said he was "a litle bit regretful to see them heading up a campaign of political pressure" using the "ever available facilities of the NAB". He said apparently they are "canvassing everybody in all precincts to turn on their pressure in Congress."

Mystery Letter

Making it abundantly clear that he didn't like this opposition, Chairman Fly said he imagined all of it would "come out in the open". He alluded to "apparently inspired editorial comment sent out from Washington in an unidentified and unidentifiable envelope". "Well," he said, "the Black Committee public utility hearings brought such things to light and this will come to light eventually."

Questioned about the content of the mysterious envelope, Mr. Fly said: "I am not going to give it any more publicity," but added, it was "that oft-repeated argument that leaving the stations free to choose whatever programs they consider best in the public interest is in some way restricting freedom of speech."

Asked about his appearance in executive session, before the House Select Committee to investigate the FCC the preceding week [BROADCASTING, June 21], Mr. Fly declined comment other than to say that he made a "very short visit" and that the matter was not of "great concern". Three members of the five-man committee were present. Reports from the committee were that the appearance was uneventful and covered only one minor aspect of the inquiry on which public hearings are scheduled to begin shortly.

Mr. Fly alluded to the "erroneous information" in the press about the date of the start of the Cox inquiry. He said he had no further engagements scheduled with the Cox committee.

Southern Bell Spots

SOUTHERN BELL Telephone & Telegraph Co., Atlanta, is demonstrating the proper use of the telephone in wartime in a series of spot announcements produced by NBC Radio Recording Division, and aired on an undetermined number of outlets throughout the South. Agency is Tucker Wayne & Co., Atlanta. Drive is part of a nationwide campaign on the part of subsidiaries of AT&T to promote conservation of telephone facilities [BROADCASTING, May 31].

Starr's Appearances

COINCIDENT with the premiere held June 24 in New York of United Artists new release, "Stage Door Canteen", Martin Starr of the radio division of UA, has been making a series of personal appearances on local radio stations to discuss highlights of the picture. Some of the programs on which he appeared were Martha Deane's series on WOR; Frances Scott on WHN; *Other People's Business*, WQXR, and Art Green's program on WMCA.

TIME EQUALIZER
WOW Gadget Keeps Net, Studio Clocks in Line



Herold With Synchronizer

A DEVICE to synchronize studio and network clocks, overcoming a problem arising from load variations on local power lines, has been developed at WOW, Omaha, by Joe Herold and Glenn Flynn, staff engineers.

Using a simple dial simulating a clock face, but with the figures running 1 to 6, the gadget enables the control operator to show exactly whether the studio clocks are ahead or behind the network, and exactly how much.

The Herold-Flynn device, a handy item in any network station's control room, can be easily made, according to its developers, who offer the idea to their fellow operators with their compliments.

New Beecham Series Offered

SIR THOMAS BEECHAM, British conductor, has signed a contract for exclusive rights to his radio activities with Basch Radio Productions, New York. A half-hour network program, featuring the conductor, a symphonic orchestra, and Lady Beecham, pianist, is being offered to agencies under the title, *Presenting Sir Thomas Beecham.* Sir Thomas has conducted a number of major American symphonic groups on the air, including a series of broadcasts for the *Ford Sunday Evening Hour* on CBS. Currently touring Canada he will soon conduct concerts in the U. S. and Mexico.

AS CONTEST winner on the Graham Co.'s *Redbow Amateur* program on WOV, New York, James Caputo has been awarded a 52-week scholarship for voice study. Runners-up in the contest received War Bonds. Aired in behalf of Redbow dried foods, the weekly half-hour program was discontinued for the summer with the June 19 broadcast. Agency is Blaine-Thompson Co., New York.

★ ★
THE BRIGHT SPOT
of Eastern New York
SCHENECTADY
WTRY
The Buying Triangle
TROY
ALBANY
Only BLUE Network
Station Covering this Area
★ ★

Cash Give-Aways Big in Chicago

Nine Are Running Currently, In Resurgence of Popularity

A TOTAL of approximately $3,200 is awarded weekly to Chicago listeners by seven Chicago stations in what appears to be a midwestern resurgence of cash give-away programs. WBBM broadcasts three cash give-away programs: *Sound-O*, half-hour weekly sponsored by the *Chicago Sun*, which awards 115 prizes to listeners totaling $1,000 weekly, and *Mr. Moneybags* and *Try and Stump Us*, which are quarter-hour five-a-week sustaining shows. The former pays listeners one dollar each when studio talent fails to play songs requested by mail and the latter awards cash to listeners chosen at random from telephone books, who are asked to identify the song being sung on the program at the time they are called.

The latest addition to jack-pot shows is the *Times Quiz Time*, on WIND, a five-minute program broadcast 10 times daily and sponsored by the *Chicago Daily Times*. The *Times* will award a total of $6,000 during the next eight weeks.

Mr. Moneyman, broadcast on WAIT for five minutes every half-hour throughout the day, awards five dollars to the listeners identifying the selection played when the telephone call is made. Other cash give-away programs are *Wheel of Fortune*, quarter-hour program sponsored on WGN and WCFL six days by Hirsch Clothing Co., Chicago; quarter-hour *Rhymster Tyme*, featuring Eddie and Fannie Cavanaugh five days a week on WLS; *Jackpot*, half-hour five days a week on WAAF; and *Do You Know the Answer?* on WCFL thrice daily for five minutes five days a week. The latter program is a syndicated feature owned by the W. E. Long Co., Chicago, and is sponsored on a participating basis by Ward Baking Co., New York (Tip Top Bread), Fij-oil Shampoo, Chicago, and Dad's Root Beer Co., Chicago.

WOKO Hearing July 1

PETITION of WOKO, Albany, N. Y., to continue from July 1, 1943, hearing on application for renewal of license was denied on June 24 by the FCC. The hearing involves alleged failure of WOKO to reveal fully the facts of its stock ownership. Linking the name of Sam Pickard, former member of the old Radio Commission, with the proceedings, the Commission had previously announced it designated the WOKO application for hearing "to determine whether the representations and statements made to the Commission with respect to the ownership or transfer of subscription to, or consideration paid for the stock of WOKO Inc., truly and accurately reflect the facts."

WJZ Transmitter Moving; OWI Asked Room for New Shortwave Equipment

THE BLUE was granted FCC permission last week to move the 50 kw. transmitter of WJZ, New York, and its 25 kw. auxiliary transmitter, from the NBC transmitter house at Bound Brook, N. J., to a separate WJZ transmitter house at Lodi, about 15 miles closer to New York.

The application, previously approved by the WPB, was part of an arrangement between NBC and the OWI on installation of four new shortwave transmitters at Bound Brook to participate in the radio war against the Axis.

Saving in Material

James O. Weldon, acting chief of the Bureau of Communications Facilities of the OWI Overseas Branch, explained that OWI had asked removal of the WJZ equipment when a study of Bound Brook facilities indicated that more than $100,000 worth of critical material could be saved if NBC could arrange to house the additional shortwave transmitters. He said the saving would be in both critical material and in manpower needed to serve transmitters grouped under one roof.

When OWI looked over the Bound Brook facilities, Mr. Weldon said, its engineers found two NBC shortwave transmitters already functioning at that location, while WJZ's two medium wave transmitters filled the remaining space. By removing the 50 kw. transmitter, and most of the auxiliary, it was found that four new shortwave transmitters could be accommodated.

Mr. Weldon said OWI would provide three of the new transmitters, and that NBC intended to build the fourth from components on hand. Part of that equipment it is believed will come from the WJZ auxiliary, which will be reduced to 10 kw. under an application approved by FCC at the same time permission to move was granted.

OWI has dealt only with NBC, Mr. Weldon said, although BLUE has a separate agreement to govern removal of the equipment. Under the arrangement, OWI agrees to dismantle the transmitters and remove them from the transmitter house. Purchase of land, construction of a new house and installation of the equipment will be carried on the BLUE.

According to the plan, WJZ's auxiliary transmitter and main tower will be moved first. When they are installed, transmitter and the auxiliary antenna will be transferred.

Arbiters to Rule

A DECISION is expected within the next two weeks in the dispute between WBBM, Chicago, and the AFRA Local on the fee paid to Paul Brentson, announcer, handling the news broad cast sponsored on WBBM by Socony-Vacuum Corp., New York. The case was submitted to a three-man arbitration board consisting of Harry D. Taft, assistant dean of law at DePaul U, Frank K. Bowden, attorney selected by WBBM, and Judge George L. Quilici of the Chicago Municipal Court, who was selected by the first two board members.

COMBINED Canadian Army, Navy and Air Force Friday evening *Comrades In Arms* program, July 2 on the CBC network, will feature birthday celebrations to mark Dominion Day, July 1, and Independence Day, July 4. Major Raymond Massey of the Canadian Army will present "Fortress Without Guns", by Major R. A. Diespecker, Canadian Army radio public relations officer.

Mrs. Miniver on Air

HENRY SOUVAINE, New York, is preparing for production a radio program based on Jan Struther's book, *Mrs. Miniver*, with broadcasting rights having been secured in cooperation with Clark H. Getts, Miss Struther's literary representative. Script is being written as a half-hour network show, and has been submitted to Procter & Gamble on a package program deal, through H. W. Kastor & Sons, agency for P & G's Drene shampoo, Pall Mall soap and other products. Miss Struther would serve as collaborator, and possibly as narrator for the series.

NEW SUBSCRIBERS to the transcribed syndicated series *Imperial Leader*, produced by Kasper-Gordon, Boston, are Richmond Dry Goods Co., on WMBG; HP5G, Panama City; W. G. Avery Body Co., Jackson, Miss., on WSLI. The discs, which carry a dramatized life story of Winston Churchill, were made in Australia with a British cast and are considered an outstanding educational series.



1395 returns from 5 announcements by Ann Holden

When Ann Holden shifted her popular Home Forum to an afternoon time five announcements on her first five days at the new time brought 1395 replies—an average of 279 per announcement. You can now buy Ann Holden's established audience on a daily basis for only $350 per month. See your Blue Spot Representative or wire us direct for details.

KGO
SAN FRANCISCO-OAKLAND
810 K. C. 7500 WATTS
Blue Network Company, Inc.

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.





Money Talks

It's one thing to TALK productive markets. It's quite another to MAKE GOOD. A trial campaign on WAIR will prove to you that Winston-Salem has the dough and WAIR knows how to get it for you.

WAIR

Winston-Salem, North Carolina

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—*if the network they are on cannot furnish coverage here*

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

5000 WATTS 1330 KILOCYCLES
WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
ENGLISH • JEWISH • ITALIAN
The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.
HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N.Y.

AFM Names Group

(Continued from page 9)

Mr. Petrillo said that the following week, after the meeting had disbanded, he had received a second message from the conciliator offering to come to Chicago with representatives of the transcription companies, to which the union head had responded that he could not deal without his board and that he would get in touch with Mr. Fitzpatrick on his return to New York.

'Will Deal'—Petrillo

Declaring that "we will abide by whatever the Government wants us to do" and reiterating his previous pledge that "if the President requests it, the men will go back to work," Mr. Petrillo stated, "If we never make another record or transcription it's all right with us; but as long as the companies want to do so we'll sit down with them to try to work out a deal."

Following a remark by Mr. Padway that "it is hardly just or sensible" to separate transcriptions from phonograph records as transcriptions are only a small part of the overall problem," Mr. Petrillo said that the transcription industry is so small that "its entire take is only $4,000,000 a year and its net only $250,000 at best. If we got all the profits we'd still have nothing." He contrasted this with the phonograph record business, from which, he stated, the union, "with any kind of a fee, could collect from $15,000,000 to $20,000,000 a year."

Repeating the statement he had made to BROADCASTING at the conclusion of the Chicago board meeting [BROADCASTING, June 14], he said that the AFM had withdrawn the fee plan as a measure for settling the transcription strike when they found how little money would be involved and instead had asked for control of the use of transcriptions, with the right to stop service to any station against which the union was striking and had declared unfair. This offer was rejected, he said, on the grounds that if they complied the companies would be violating the Federal laws.

FTC's Jurisdiction Sustained by Court

FEDERAL courts cannot issue declaratory judgments defining the jurisdiction of the Federal Trade Commission, the U. S. District Court for the District of Columbia held in dismissing the suit of Miles Labs., Elkhart, Ind., last Monday. Miles Labs., makers of Dr. Miles' Nervine, Dr. Miles' Nervine Tablets and Dr. Miles Anti-Pain Pills, with annual sales in excess of $900,000, had sought to have the Court pass upon jurisdiction of the FTC to issue a complaint charging the corporation with engaging in certain practices in violation of the Federal Trade Commission Act [BROADCASTING, March 8, 1943].

MUSICIANS RETURN TO BURNS PROGRAM

SPIKE JONES and His City Slickers were back on the Bob Burns program last Thursday after the AFM had discovered that Lever Bros., sponsor of the program for Lifebuoy Soap, and NBC, on which the series is broadcast, were not violating any of the union's rules in permitting WMAQ, Chicago, to record it off the lines for a delayed broadcast. Belief that there was such a violation had led the union to pull the musicians from the broadcast of June 17.

James C. Petrillo, AFM president, told BROADCASTING the union's rule against recorded repeat broadcasts had been enacted to prevent a double performance for which the network is paid twice but the musicians only once. When the AFM learned that union musicians were used, and paid on both the original broadcast of the Bob Burns program for the East and the repeat for the West, Mr. Petrillo said, the objections to the recorded repeat for Chicago were withdrawn. Burns, incidentally, goes off the air for the summer following the July 1 broadcast with a comedy show *That's Life With Fred Brady*, filling in until fall.

Another Lever Bros. program, *Mayor of the Town*, broadcast for Rinso on CBS on Wednesdays, will be musicless for the summer, according to Ruthrauff & Ryan, New York, agency handling both programs. AFM has asked for the employment of nine musicians, or the payment of stand-by fees for that number, if an organ or other musical instrument is used for theme and bridge music during the dramatic broadcasts.

Insurance Firm Seeking Sale of WCSC to Rivers

VOLUNTARY assignment of the license of WCSC, Charleston, S. C., to John M. Rivers, president and general manager, on a 12-year plan, entailing payment of $1,200 per month to Liberty Life Insurance Co., Greenville, owner of the station, is proposed in an application filed with the FCC last week by South Carolina Broadcasting Co., licensee. Mr. Rivers, head of the station since 1938, would procure the property on a basis paralleling the plan by which WOW, Omaha, was released to a new company headed by John J. Gillin Jr., its general manager, approved by the FCC several months ago.

The contract carries no "reversionary clause." Mr. Rivers sought to buy the station in 1940 for $115,900, but the Commission vetoed the transfer on the ground that only a partial transfer would be effected under the proposed conditions of sale and that Liberty Life would retain "substantial financial control of the licensee corporation" while Mr. Rivers assumed "no personal financial obligation."

N. R. HOWARD, Assistant Director of Censorship in charge of the Press Division, resigned last Friday to resume his duties as editor of *The Cleveland News*. Jack Lockhart, managing editor of *The Memphis Commercial Appeal* (WMC), supervisor of the press division night desk, will be acting assistant director.

ANNOUNCING

Appointment of

THE BRANHAM COMPANY

as National Advertising Representatives for

RADIO STATION

WSAZ

1,000 Watts • 930 Kc. • Blue, West Va. Networks

HUNTINGTON, W. VA.

NOTICE!
TO ALL AFFILIATED STATIONS

The special A P radio wire will go to 60 words per minute, as contrasted with the present 40 speed sending, just as soon as the necessary equipment can be installed.

There are both mechanical and technical difficulties involved—made doubly difficult because the A P service has been constantly expanding, thereby utilizing all available facilities—but the change will be made at the first possible moment.

This is a step that has been contemplated ever since the special A P radio wire, inaugurated in 1941, became a nationwide circuit last year.

Press Association, Inc.

Radio subsidiary of The Associated Press

50 Rockefeller Plaza, New York, N. Y.

Fund for OWI Supported

(*Continued from page 11*)

ful assistance to us." Miller McClintock, president of Mutual, told Sen. McKellar he was "deeply distressed over possible elimination of the Domestic Branch." He said "this bureau has been of immeasurable value in systematizing war information to our people and has brought order out of chaos in wartime radio."

Among the individuals who wired Sen. McKellar was William Allen White, Emporia, Kan. publisher, and lifelong Republican. Mr. White complimented Elmer Davis and insisted that OWI had made "no mistakes that had not been made in the war administrations of Lincoln, McKinley and Wilson." The National Newspaper Guild, and the CIO also stated their support.

Taber Charges

Meanwhile, back in the House, Rep. Taber (R-N.Y.), who had supported OWI in the vote June 18, charged the Overseas Branch had illegally paid $400,000 to Shortwave Research Inc., New York, a firm which Rep. Taber asserted employed two persons listed by the Dies Committee as "subversive." Mr. Taber said he had asked members of the Senate Appropriations Committee to study the charges at hearings this week.

Officials of the Overseas Branch told BROADCASTING that OWI's contract with Overseas Research Inc., had expired last March. They said the organization had been established in the spring of 1942 at the suggestion of Brig. Gen. Wm. J. Donovan. It specialized in translating unusual languages. OWI assumed the contract obligations after they had been examined and approved by attorneys of the Office of Emergency Management, officials explained. Since the Overseas Branch is now equipped to handle this work with its own staff, services of Overseas Research have been disposed of.

Promptly following the angry action of the House in abolishing OWI's Domestic Branch, reports spread in radio circles that if the Senate sustained the action, the Administration would be inclined to turn over to the FCC, meaning Chairman Fly, the whole matter of radio program funneling and distribution.

This, however, was regarded as unlikely for several reasons. First, the FCC, under the specific terms of the law, is prevented from assuming any degree of control over programs, though the Frankfurter opinion of May 10 takes an opposite view. With that whole question in controversy and with disclaimers by Chairman Fly that the Commission will handle programs, it was thought such a course would be unwise and unlikely, even if fostered in New Deal circles.

At a special press conference June 19, Mr. Davis said that should the Senate sustain the House action, "there would be no more OWI" and that he would resign.

The House, by a two-to-one vote, eliminated the proposed $5,500,000 appropriation for the Domestic Branch altogether. The budget Bureau had requested $8,865,000 for the branch, but the Appropriations Committee had trimmed the figure to $5,500,000. Approximately 1,500 of OWI's 4,000 employes would be cut off.

The Branch's radio bureau, which has won unstinted praise from the industry, includes only 63 employes. However, certain other sections of the Domestic Branch, headed until last week by Gardner Cowles Jr., are coordinated with the radio bureau in handling of time clearance matters, campaigns and program developments.

The general view around Washington was that the Senate would not be disposed to let the OWI domestic operations die. The same held true in connection with the $35,000,000 slash in OPA funds for the ensuing fiscal year, from the committee recommendation of $165,000,000.

It was thought that while both houses of Congress are in open rebellion against the activities of these war agencies, that sufficient funds would be restored to permit certain of the operations to continue, even if on a curtailed basis.

One thing appeared certain as a result of the OPA action, however. Grade labeling, agitated by consumer and labor groups with Mrs. Roosevelt as an outspoken supporter, appears to be scuttled for the duration. It was doubted whether the Senate would seek to knock out the House action blocking grade labeling or standardization of food or other products.

Davis the Target

Reason for the House decapitation of the Domestic Branch was ascribed largely to the "pamphleteering" and the purported "fourth term propaganda" in favor of President Roosevelt. But the wrath that fell upon the head of Mr. Davis covered a maze of activities of OWI and had much to do with Mr. Davis' own political complexion and antecedents.

His now famous and ill-starred speech before the American Newspaper Guild convention in Boston, criticizing the handling of news by Washington's newspaper reporters appeared to have been the last straw. But before that ill-advised speech, members of the Republican minority on both sides of Congress had vehemently attacked Mr. Davis as a "propaganda minister," particularly because of his combined network commentaries on Fridays (with a repeat on Mutual on Saturdays).

It was after Rep. Starnes (D-Ala.) had told the House that America "wants no Goebbels or Gayda in Washington," that the body voted 218 to 114 to erase from the war agencies appropriation bill the OWI home front operations item. The action in no way impaired OWI's foreign program, for which the House approved $28,972,504.



HANDSHAKE seals the contract signed by Miller McClintock (left), MBS president, and Antonio Rojas Villalba, vice-president of Radio Mil, for exchange of programs between the 36-station Mexican network and Mutual [BROADCASTING June 21].

CONGRESS' BLOW AT OWI PROTESTED

BERT GEORGES, general manager of WHEB, Portsmouth, N. H., has written to New Hampshire Senators Charles Tobey and Styles Bridges, and to Rep. Chester E. Merrow, to protest the action of the House in withholding all funds from OWI's Domestic Branch, with the intent of killing that agency.

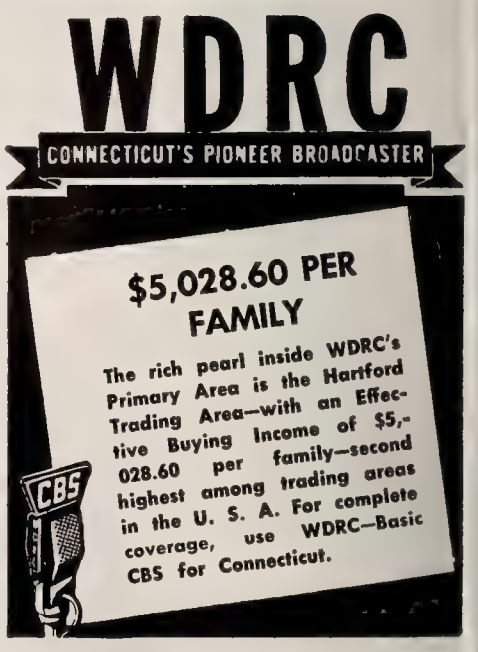
"I for one," Mr. Georges wrote, "feel with the facts in my possession, that the Office of War Information is a very necessary domestic bureau." He suggested that "all members of Congress be completely informed on the policies and functions of OWI, before recommendation is made for the abolishment of this office in its handling of domestic war information."

Objecting to the idea that some members of Congress reportedly entertain, that newspapers can carry on the domestic war information job, Mr. Georges said, "We in radio resent newspapers being set up or referred to as the public informant, whereas many surveys show that radio, by a great margin, is the dominant news source of the American public."

Loose-Wiles Campaign

LOOSE-WILES BISCUIT Co., Kansas City, will engage in an extensive campaign in radio and other media in the fall. Firm is currently a participating sponsor in Arthur Godfrey's program on WTOP, Washington, and also uses Cedric Foster's five-weekly news program on Yankee Network. Details of the fall drive have not been revealed. Agency is Newell-Emmett Co., New York.





WHEATAMIN PLACES MORE NEWSCASTS

STARTING in radio with a small appropriation less than six months ago, the De Pree Co., Holland, Mich., producer of Wheatamin, vitamin product, has expanded in six months into a radio account with an expenditure of about $60,000 this year. The company tested radio last January with a five-a-week quarter-hour newscast on WKZO, Kalamazoo, Mich., and the product immediately caught on.

The company has recently purchased six early morning quarter-hour news programs on WLW, Cincinnati, and three five-minute morning newscasts on WCCO, Minneapolis, and renewed its time on WKZO, and on WIND, Gary-Chicago, where five-minute newscasts are aimed at a war worker audience every hour all night long. Roche, Williams & Cunnyngham, Chicago, is agency. Phil Stewart is account executive.

Kenney Joins WFMJ

KAY KENNEY syndicated columnist and author of scripts for stage and screen celebrities, has joined WFMJ, Youngstown. She is conducting a new type of women's column, *Kay Kenney's Conclusions*, in which much of the usual conversation about cooking and housework is discarded. Miss Kenney has done newspaper, magazine and syndicate work and has written for various radio programs.

JACK HEINTZ, manager of WCBS, Springfield, Ill., has been commissioned lieutenant (j.g.) in the Navy and will report for Quonset Point, R. I., for indoctrination. He will be succeeded by Carrol Neeld, local sales-manager of the station.

Every List of *Active Markets* includes

THE TRI-CITIES
America's 40th Market

San Antonio	253,504
Providence	244,791
Akron	223,844
Omaha	
TRI-CITIES	**211,000**
Dayton	210,718
Syracuse	205,967
Oklahoma City	204,424
San Diego	203,341
Worcester	193,694
Richmond	193,042

*Census Bur. Est. (1942)

Smart merchandisers realize this market is *not* 3 separate major cities —Rock Island, Moline, Davenport (plus 8 urban communities)—but, actually, a single unified *city* with 211,000 war-prosperous customers.

And . . . their popular, right-at-home "salesman" in Illinois and Iowa, is—

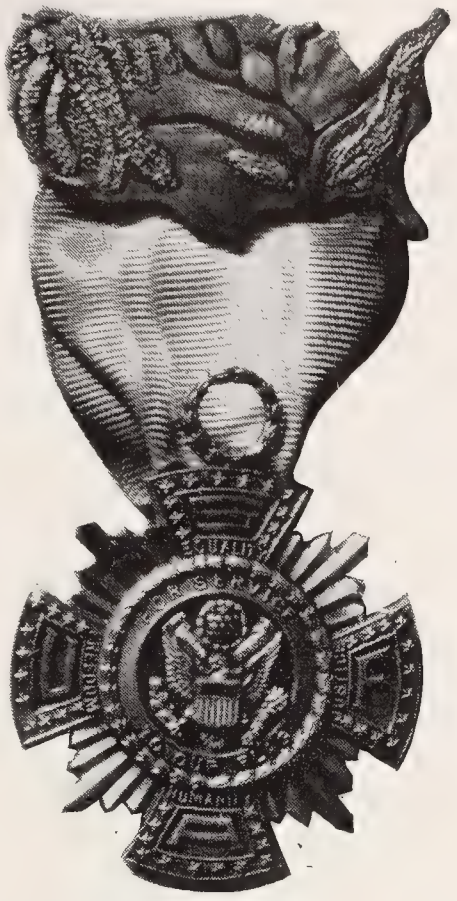
WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat. Representatives

NAB Is Honored By U. S. Flag Assn.

'Cross of Honor' Given For Work in Bond Sale Drive

AWARD of the Cross of Honor of the United States Flag Association to the NAB, in recognition of "distinguished service" in connection



Honor for NAB

with the observance of Flag Week during which 100 million dollars worth of war bonds were sold, is scheduled today (June 28) in Washington. Neville Miller, NAB president, was to receive the award from Walter D. Fuller, president, Curtis Publishing Co., and executive chairman of the association.

10,000 Plugs

A similar award was to be made to the nation's newspapers for their contribution to the campaign, conducted under joint sponsorship of the Flag Association and the Treasury. The campaign was held during the week June 8-14. Analysis showed 535 stations made a total of more than 10,000 Flag Week announcements. In addition, special programs were broadcast, many of them over the networks.

The citation to accompany the award to the radio stations reads:

In recognition of distinguished service by this agency of public information, education and entertainment whose high ethical standards and conduct give to the American people further reason to be proud of the efficacy of our Constitutional guarantee of freedom of speech as exercised by a private industry under our democratic system of free enterprise. The contribution of America's radio broadcasting stations to the success of the Flag Week War Bond Campaign of 1943 is an additional compliment to their magnificent record of unselfish service to the ideals and institutions symbolized by the Flag of the United States.

Cox Questionnaire

(*Continued from page 10*)

two years your station has operated on a temporary license granted by the Federal Communications Commission.

Will you be good enough to inform the Committee promptly:

(a) The date(s) when you were put on a temporary license basis, the period(s) of such license(s) and whether your station is still operating under such a license.

(b) The facts and circumstances so far as known to or learned by you, directly or indirectly, which caused your station to be put under temporary license(s).

(c) Enclose copies of all written notices or communications received by you from the Federal Communications Commission in respect to the failure or refusal to renew your standard license(s) and the grant of temporary license(s).

(d) Whether representatives or agents of the Federal Communications Commission have interviewed any of your directors, officers, employees or persons connected with or using the facilities of your station during the past two years.

(e) If the answer to (d) is in the affirmative please advise:

1. The name(s) of such Federal Communications Commission representatives and the date(s) and place(s) such interviews were had.

2. The name(s) of the person(s) interviewed.

3. The subject of inquiry(ies) with each such person.

(f) Whether in your opinion the Federal Communications Commission has been factually justified in placing your station on a temporary license basis and a statement of the action taken by you to be put on a standard license basis.

(g) The name of your Washington attorney.

(h) Is your station a foreign language broadcasting station.

(i) Have any FCC questionnaires pertaining to license renewals received by your station contained interrogatories seeking detailed, specific information as to foreign language programs and broadcasts? If so please furnish the form numbers, and state when they were received.

(j) Any further information which you desire to submit to the Committee for its consideration whether or not related to the foregoing inquiry.

In answering please be good enough to repeat the above inquiries above your answer.

KIEV Sale Hearing

THE FCC has designated for hearing the application, filed last March, of Marshall S. Neal, individually and as trustee of all other stockholders, to transfer control of Southern California Broadcasting Co., licensee of KWKW, Pasadena, to I. W. Peters, general manager of KIEV, Glendale, Cal., and owner of the National Motel System, with headquarters in Glendale. Mr. Neale, a Pasadena merchant when KWKW was authorized in 1941, has been its general manager and principle owner. Mr. Peters would pay $1 per share for all common stock, 5,355.67 shares. KWKW operates with 1 kw. daytime on 1430 kc.

GARNET GARRISON, formerly director of the radio division of Wayne U. before joining NBC in December 1942, has been named assistant production manager of NBC in charge of dramatic programs. N. Ray Kelly, NBC eastern division production manager, also announced addition to the production staff of Jack E. Hill, former production director at NBC's Chicago headquarters.

INTERESTED IN THE CAROLINAS?

INVESTIGATE
WSPA
AT
SPARTANBURG
5000-1000 WATTS • CBS
REPRESENTED BY
HOLLINGBERY

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

JUNE 19 TO JUNE 25 INCLUSIVE

Decisions . . .

JUNE 21

W3XWT, Washington, D. C.—Mod. CP to extend completion date for experimental television station.

WORK, York, Pa.—License cover CP for DA-N.

WJW, Akron—Mod. license to change name of licensee to The Akron Broadcasting Co., vol. assignment CP for new transmitter, change frequency, etc., from Akron Broadcasting Co. to WJW Inc.

FIRST Baptist Church, Pontiac, Mich.—Extension authority transmit programs to CKLW, Windsor, Ont., beginning Aug. 8.

KMA, Shenandoah, Ia.—License cover CP for DA-N, increase power.

KRLH, Midland, Tex.—Invol. assign. license to Millard Edison, executor estate of Clarence Scharbauer, deceased.

JUNE 22

WHDH, Boston—Granted petition for cancellation hearing filed by WHDH, and motion to reconsider and dismiss petition for rehearing and cancel hearing filed by WJW, re application involving use of 850 kc. frequency.

WJZ, New York—Granted CP move main and aux. transmitters Bound Brook, N. J., to Lodi, N. J.; install new aux. transmitter, antenna, change operating power of aux. 25 to 10 kw.

WBAX, Wilkes-Barre. Pa.—Granted 90-day extension of temp. license pending decision in so-called Wilkes-Barre cases.

KWKW, Pasadena—Designated for hearing application to transfer control of Southern Cal. Broadcasting Co., licensee, from Marshall S. Neal, individually and as trustee of all other stockholders, to L. W. Peters.

KGGF, Coffeyville, Kans.—Granted CP for new transmitter, subject to action on license renewal.

Don Lee Broadcasting System—Denied without prejudice petition to modify regulation 3.104 to permit regional networks exercise option on 14 instead of 56 days' notice.

W49PH, W53PH, W69PH, W73PH, W57PH, Philadelphia—Granted petition for waiver for 90 days requirements of rule 3.261, to permit operation under cooperative plan.

W41MM, Winston-Salem—Granted license renewal to July 1, 1944.

W39B, Boston—Same.

W69PH, Philadelphia—Granted license renewal to June 1, 1944.

W5XAU, Oklahoma City—Granted further extension, temp. basis, to August 1, 1943, pending determination on application for license renewal.

W9XLA, Denver—Same.

W2XWE, Albany, N. J.—Same.

Beauford, H. Jester, Waco, Tex.—Ordered granted petition for continuance of oral argument on application for CP new standard broadcast station; continued to Oct. 6.

WINS, New York—Granted mod. CP for power increase, change hours, new transmitter, etc., for extension completion date June 6 to Dec. 6, 1943

WOKO, Albany, N. Y.—Denied petition continue from July 1, 1943, hearing on license renewal.

KSJB, Jamestown, N. D.—Adopted order, effective 12:01 a.m., June 26, 1943, cancelling special service authorization of June 1, 1943, to operate on 600 kc. for period pending hearing and determination on application for mod. license to decrease N power, change frequency 1400 to 600 kc.

McLARENS Ltd., Hamilton, Ont. (processed foods), has started twice weekly studio quiz show on 15 Canadian stations from coast to coast. Account was placed by Russel T. Kelley Ltd., Hamilton.

Tentative Calendar . . .

WHDH, Boston, WJW, Akron—CP 850 kc., 5 kw., unlimited, DA-N; mod. CP for 850 kc., 5 kw., unlimited, DA-DN (consolidated hearing June 30).

WJRM, Elkins, W. Va.—Mod. CP for 1240 kc., 250 w., unlimited (June 28).

WOKO, Albany, N. Y.—Renewal license 1460 kc., 500 w. N, 1 kw. D (July 1).

CBS Staff Changes

CBS ENGINEERING department changes include departure of studio technicians Oscar Presnell and Sy Samuels for the Army. H. A. Porter has joined the maintenance department and Barney Zweig, technician, has moved to the short-wave studio. Former staff technician of the Columbia Island transmitter of WABC, CBS outlet in New York, Dramin Jones is now assistant supervisor of the network's maintenance department, while Hugo Busch, formerly on the maintenance staff, is doing mechanical engineering in the construction and building operations department. Ralph Novick and Harry L. Side have joined the apprentice training staff.

KXOK Names Blair

APPOINTMENT of John Blair & Co. as national representatives has been announced by KXOK, St. Louis, effective June 25.

How To Lick The Engineering Personnel Problem!

—IF you have limited license holders on your engineering staff . . .

—IF you are in need of qualified engineering personnel with technical ability . . .

—IF you are employing non-draftable men and women with limited technical experience . . .

. . . then CREI extension courses in Practical Radio Engineering will enable you to train your staff *on the job.* CREI will train them to acquire the necessary knowledge and ability. Face conditions now—get ready and start training non-draftable men and women for replacements.

WRITE FOR COMPLETE INFORMATION TODAY

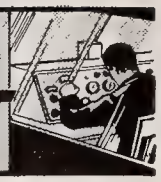
Outline your technical manpower problems. We will furnish you complete data and outline of the CREI course of training which applies to your particular setup. No obligation, of course—write today; to—

E. H. Guilford,

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-4, 3224 16th Street, N. W., Washington, D. C.

in the CONTROL ROOM



AL PRATT, formerly with transmitter staff of WRUL, Boston, is to join WERC, Erie, as assistant chief engineer.

CHARLES W. ROBINSON, master control engineer of WCAU, Philadelphia, has been commissioned a lieutenant in the Navy, Aviation Volunteer Special, and reports to a Midwest camp.

HAROLD W. POWELL, formerly with Eccles Disc Recordings Inc., Hollywood, and KPRO, Riverside, Cal., has joined BLUE Hollywood as temporary replacement for Ralph Priest, on leave.

ALBERT H. CARR has been appointed chief engineer of Fada Radio & Electric Co., Long Island City, N. Y. Mr. Carr was chief engineer with WTHT, Hartford, prior to joining the Fada organization.

JAY TAPP, former chief engineer of KGER, Long Beach, Cal., and now in Government service, is the father of a girl born June 17.

MARY E. MARBLE, from the Signal Corps Ground Signal Service at Ft. Monmouth, N. J., has joined the control staff of WTAG, Worcester. W1XTG, FM adjunct of WTAG, has an all-girl staff comprised of Mary Lou Evans, Gladys Tomajan, and Olive Merrill.

ELWOOD CHILDS, control engineer of WFIL, Philadelphia, has resigned.

ALLEN B. DU MONT Laboratories, Passaic, N. J., has issued a reference manual of Du Mont cathode-ray tubes and instruments, about 100 loose-leaf pages bound in a leather cover.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PENNZOIL Co., Los Angeles, on June 30 starts for 52 weeks *Faces & Places In the News,* on 32 Don Lee Pacific Coast stations, Wed., 6:15-6:30 p.m. (PWT). Starting Aug. 2 adds Mon., 6:15-6:30 p.m. (PWT). Agency Mayers Co., Los Angeles.

ADAM HAT STORES, New York, on Sept. 17 starts unnamed program on 130 BLUE stations, Tuesday., 8-8:15 p.m. Agency: Glicksman Adv., N. Y.

P. LORILLARD Co., New York (Old Gold cigarettes), on July 18 starts *Bob Crosby & Company* on 140 NBC stations, Sun., 10:30-11 p.m. Agency: J. Walter Thompson Co., N. Y.

Renewal Accounts

GOOD SHIP GRACE Inc., Los Angeles (religious), on June 17 renewed for 52 weeks *Haven of Rest* on 32 Don Lee Pacific stations, Tues., Thurs., Sat., 8-8:30 a.m. (PWT). Agency: Broadcast Adv. Co., Los Angeles.

PHARMACO Inc., Newark (Chooz), on July 11 renews for 13 weeks *Bobby Hookey* on 33 MBS stations, Sun., 10:45-11 p.m. Agency: Wm. Esty & Co., N. Y.

Network Changes

ANDREW JERGENS Co., Cincinnati (Jergens lotion), on July 18 adds 80 BLUE stations and drops 48 NBC stations, making a total of 149 BLUE stations for *Walter Winchell,* Sun., 9-9:15 p.m. On July 18 (for Woodbury Soap) company adds 29 BLUE stations to *Chamber Music Society of Lower Basin Street,* making a total of 149 BLUE stations, at the same time shifting program, Sun., from 9:15-9:30 p.m. to 9:15-9:45 p.m. Agency: Lennen & Mitchell, N. Y.

CARTER PRODUCTS, New York (Arrid), on July 18 shifts *Jimmy Fidler From Hollywood* on 77 BLUE stations, Sun., from 9:30-9:45 p.m. to 9:45-10 p.m. Agency: Small & Seiffer, N. Y.

LOCKHEED AIRCRAFT Corp., Los Angeles, (institutional), on June 28 replaces *Ceiling Unlimited* on 56 CBS stations, Mon. 7:15-7:30 p.m. (rpt. 11:15-11:30 p.m.) with commentaries by James Hilton. Agency: Foote, Cone & Belding, Los Angeles.

IRONIZED YEAST Co., Atlanta, on June 20 added 10 BLUE stations to *Good Will Hour,* making a total of 76 BLUE stations, Sun., 10-11 p.m. Agency: Ruthrauff & Ryan, N. Y.

SWEETS Co. of America, Hoboken, N. J. (Tootsie Rolls), on Sept. 13 adds 7 BLUE stations to *Dick Tracy,* making a total of 37 BLUE stations, Mon., Wed., Fri., 5:15-5:30 p.m. Agency: Duane Jones Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shave cream) on July 17 adds 42 CBS stations to *Hobby Lobby,* making a total of 120 CBS stations, Sat., 8:30-8:55 p.m. (rpt., 11:30-11:55 p.m.). Agency: Ted Bates Inc., N. Y.

AMERICAN CIGARETTE & Cigar Co., New York (Pall Mall), on Oct. 11 shifts *Gracie Fields* on 136 BLUE stations to MBS stations, Mon., thru Fri., 9:15-9:30 p.m. Agency: Ruthrauff & Ryan Inc., N. Y.

HOLLAND FURNACE Co., Holland, Mich., has expanded to 35 CBS eastern and midwestern stations on *Smilin' Ed McConnell,* heard Mon.-Wed.-Fri., 9:45-10 a.m. Agency: Roche, Williams & Cunnyngham, Chicago.

P&G Plug Change

IN A REVISION of the products promoted on its serial *Pepper Young's Family,* heard on both NBC and CBS, Procter & Gamble Co., Cincinnati, after July 1, instead of promoting both Camay and Chipso on both networks will discontinue announcements for Chipso. NBC broadcasts will be heard for Camay and Ivory Flakes, and the CBS program will promote Camay exclusively. Agency is Pedlar & Ryan, New York.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

ANNOUNCER-SALESMAN — Live NBC outlet has permanent position for draft deferred announcer who can also handle select list of advertising accounts. Salary plus commission. WSAV — Savannah, Georgia.

SALESMAN—Draft exempt. Permanent position in busy market with well-known station that backs its men with every assistance and results for clients. Salary and commissions. Please write fully. Manager, WFDF, Flint, Michigan.

RADIO SALES JOB WITH FUTURE—Drawing account and commission to career man or woman qualified to take full charge of Radio Sales and Production. Long established, financially sound, fully recognized Washington D. C. agency. Box 786, BROADCASTING.

Wanted Immediately — Experienced announcer, settled family man not subject to immediate induction. Also first-class licensed engineer, settled family man. Southern 250-watt network outlet in non-defense city. Give full details and state desired salary. Box 778, BROADCASTING.

Combination Engineer-Announcer — Give draft status, salary desired, all details. Also want announcer. Write KGFW, Kearney, Nebraska.

COMBINATION MAN — Engineering and announcing for progressive 250-watt station in south. Good living conditions; good salary for right man. State salary and experience in first letter Box 768, BROADCASTING.

Announcer-Assistant Program Director—Also announcer willing to learn engineering. Men or women. Network station. Box 784, BROADCASTING.

News Editor and Announcer—For one of the southwest's most important network outlets. Must be draft exempt, and fully experienced. Write, giving full details, to Box 783, BROADCASTING.

Announcer—Permanent position with 5 k.w. regional network station for draft deferred, experienced man. Box 781, BROADCASTING.

Wanted at Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary, WMSL, Decatur, Alabama.

Technician—Permanent position for man with a family. Network station. Write in for full details. Give your qualifications. Address Technical Manager, Radio Station WFDF, Flint, Michigan.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 782, BROADCASTING.

ANNOUNCER—Man or woman for modern 250 watt station in southern town. State salary and qualifications in first letter. Box 769, BROADCASTING.

Situations Wanted

Announcer — Draft exempt experienced showman and M.C. Five years radio, news, commercials, special events, go anywhere. Mal Murray, Victory Theatre, Sioux City, Iowa.

Production-Man, Writer, Announcer—With network experience. 4-F. Now writing and producing program ideas for sales department. Interested in future. Box 776, BROADCASTING.

Desired—Position as program or special features director. Over five years' experience, special features, programming, public relations. Married. Draft deferred. Box 774, BROADCASTING.

Situations Wanted (Cont'd)

Combination Announcer, Writer and Producer — Wishes position with Pacific Coast station. Some experience. Eighteen months deferred. Write Box 773, BROADCASTING.

Making Money?—200 stations didn't in 1942. I'll prove I can put your station into the profit column. Case histories furnished. I like tough jobs. Experienced, capable, draft exempt, excellent health, Kiwanian, Protestant. Box 772, BROADCASTING.

Station Manager—Versatile radio man, 14 years' radio-publication experience; sound knowledge of programs, traffic, personnel, selling and administrative work. Now employed manager network affiliate. Draft status 3-A. Excellent references. Box 770, BROADCASTING.

Chief Engineer—Married, child, 10 years' radio experience. Complete background and experience will be given first reply. Southeast only. Minimum salary $65 week. Box 767, BROADCASTING.

First Class Technician—With years of broad experience available part-time Manhattan or vicinity. Box 777, BROADCASTING.

EXECUTIVE-GENERAL MANAGER-STATION MANAGER—17 years' experience. Newspaper and radio. Broad knowledge all departments. Good organizer, knows merchandising. 43 years of age, veteran last war. Present income $10,000—interested in salary and commission arrangement. Best of references. Box 775, BROADCASTING.

Engineer, Announcer and Salesman—All experienced. Available soon for Middle West. All draft exempt. Make offer for one or all. Box 766, BROADCASTING.

Staff Trio—Man, wife, daughter. Using piano, violin, sax, cello, vibraharp. Have solovox. Union, radio experience, classic, popular. Address Keshner, Spring Mill Inn, Mitchell, Indiana.

College Graduate—With special training in speech and radio broadcasting wishes placement as announcer and copy writer in a small station. Long experience as piano accompanist. Four years' experience as assistant program director for recreation center with occasional opportunities for script writing and broadcasting in this connection. Read and write French and Spanish and speak French. Typing fair. Can take responsibility. Box 779, BROADCASTING.

Announcer—Ambitious, experienced, references, home control work, 4-F. Box 785, BROADCASTING.

A Clear Channel—Or outstanding regional station can get steady, permanent announcer. Draft exempt. Four years' experience. Continuity and selling. College. Box 780, BROADCASTING.

Wanted to Buy

33 1/3-78 RPM Professional Recorder with amplifier and two turntables. Presto Model Y or equivalent. WCED, DuBois, Pa.

We Desire Full or Controlling Interest—In local channel station, midwest preferred, must be clean cut proposition, replies confidential. Box 771, BROADCASTING.

Radio Station—Local regional. Russell Bennett, Sweetwater, Texas.

For Sale

Portable Playback—60 cy. A.C., 16" 33 1/3 transcriptions; with projector for stills and screen in leather carrying case. Made Electro-Acoustic Products Co. Perfect condition. $200.00 cash. Act quick. Osborne Stearns, 219 Oxford, Buffalo.

INTERIOR COAL DISCS APPLAUDED BY NAB

THE NAB has given its official thanks to the Interior Dept. for that agency's recognition of radio as an advertising and information medium, in a letter from Lewis H. Avery, director of broadcast advertising, to H. A. Gray, deputy solid foods administrator for war. The letter, which refers to the "Buy Coal Now" transcriptions made available to coal dealers for sponsorship on local stations, follows in part:

Let me asure you of the sincere appreciation of broadcasting stations from coast to coast and from Canada to the Gulf for the programs and announcements you recently sent to coal merchants, urging them to use broadcasting on a paid basis.

Long discriminated against by various Government agencies and departments, broadcasting stations have, nevertheless, contributed freely and fully of their facilities to aid the various programs of war information. Your recognition of the medium as a further means of advertising is double welcome. * * * We are planning special mailing to all radio stations, again urging them to get behind this campaign.

At the meeting of the Small Market Stations Committee in the Hotel Mayflower in Washington on June 9 and 10, a resolution was introduced and passed unanimously expressing the appreciation of the small market stations (about 400 in number) of your constructive cooperation with broadcasting generally. As soon as the minutes of that meeting are available, I will send you a copy of the formal resolution.

MURRAY VERNIK Adv. Agency, Philadelphia, has moved to larger quarters at 1524 Chestnut St. New Telephone number is Rittenhouse 2622.



WANTED
by a
5 KW NBC STATION
A top announcer for a top job. Must have five years experience and be competent all around. For the right man we have a good job with an excellent future.
Write or wire
KDYL
Salt Lake City

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
321 E. Gregory Blvd., Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Deferment Plan for Radio Set Up by Hollywood Committee

Manning Replacement Table Utilized in Program Which Selective Service is Expected to Adopt

PROPOSING orderly withdrawal of essential California broadcasting industry personnel for military service, and defining deferment necessary to train replacements, Hollywood Radio Selective Service Committee today is rounding up last-minute manpower reports from networks, stations and advertising agencies. Following submission of the lists to the War Manpower Commission and State Selective Service during early July, a directive, it is anticipated, will be issued to local draft boards recommending suggested periods of deferment.

Hollywood committee has reportedly been assured by officials of both government agencies that every consideration will be given to the submitted schedule. Although strictly a California project, it is supposed that other states will follow with similar requests utilizing the Manning Replacement Tables.

Employer organizations in the Southern California area have already received a prepared manual of job classifications which exist within the industry. Each job title is defined, with definition including a minimum and maximum training time estimated for the job. Selective Service deferment period for workers employed in the various positions is also indicated. Deadline for return of the manual is June 28. Schedule follows:

Deferment Periods

Job classifications listed for over 12 months exemption: Executive or station manager, agency radio executive, agency radio producer, executive radio package show; talent agent, chief radio engineer or supervisor, radio technician, technical announcer, recording engineer, traffic manager and assistant traffic manager, script writer, continuity writer, continuity department head, editor or re-write man, adapter, news analyst, special events director, news bureau managing director, program department manager, producer, sound effects manager, production manager, music department head, musical clearance department head, musical director, composer, arranger, copyist and air conditioning superintendent.

For six to 12-month deferment: assistant station manager, station relations director, assistant agency executives and assistant producers, agency publicity department head, research writer, special events writer, gag writer, assistant managing editor of news bureau, news editor, assistant manager of program department, sound effects technician, chief announcer, assistant musical director, head music librarian, auditor, accountant, chief photographer, radio publicity department head, manager of building maintenance, carpenter, electrician and painter.

Radio agent is down for four-months deferment, as are assistant music librarian and assistant chief photographer. In the three-month deferment class are agency radio publicity department assistant, program clerk, junior continuity writer, assistant production manager, assistant producers, announcer-newscaster, personnel director, purchasing agent, sales promotion manager and artist. In the two-month classification are assistant radio agent, announcer, announcer-salesman, junior sound effects technician, transcription operator, contractor, teletype operator, bookkeeper and general department head.

One month deferments are suggested for commercial writer, re-write news editor, editorial assistant, junior radio announcer, supporting actor or bit player, singer, musician, mimeograph department head, secretary, stenographer, general ledger clerk, payroll clerk, stock clerk, duplicating machine operator, production department operations clerk, typists, telephone operator receptionists, file clerk, mail clerk, messenger, publicity schedule clerk, assistant sales manager, assistant sales promotion manager, radio sales promotion copy writer, radio publicity department assistant, salesmen, publicity writers, photographic fashion editor, librarian (sales promotional), stage hands, ushers, maid or charwoman, and janitor.

Hollywood Radio Selective Service Committee comprises 16 representatives from the networks, Southern California Broadcasters Assn., advertising agencies, talent agencies, Radio Writers Guild and AFRA.

Plaque for Servicemen

OHIO'S GOVERNOR John W. Bricker dedicated a plaque containing names of 68 former employes of Cincinnati stations WLW, WSAI and WLW, now in military service, during ceremonies in the lobby of Crosley Square. Frederic A. Williams, artist and sculptor, designed the plaque, assisted by station staff artists Rudolph Prihoda and John Haynes. Taking part in the dedication were James D. Shouse, vice-president of the Crosley Corp.; WLW Announcer John Cornell; former WLW Newscaster Lt. Melvin Maginn, and a color guard from Ft. Thomas, Ky.

Flag-Draped Beauty

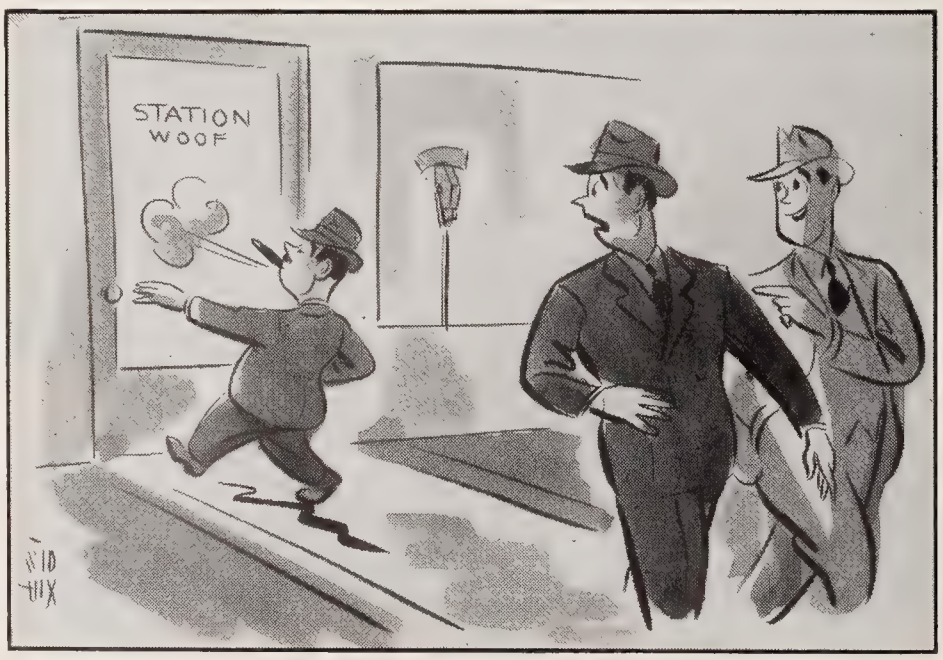
THE CONTEST to determine Cincinnati's candidate for "Miss America" of 1943 will be sponsored by WCKY, Cincinnati, and will be conducted as a war effort project. Contestants will make their first appearance in connection with the *Smokes for Service Folks* program July 3 at Crosley Field. The winner, to be selected late in August, will receive a complete war-time wardrobe and will be sent to Atlantic City the week of Sept. 6 to compete for the national title.

CHELSEA, ON WTZ, NOW HAS PROGRAM

CHELSEA CIGARETTES, which have been in the news since last fall as the brand which flooded the soldier market in England, and is now reported practically unobtainable there, will expand this week with a Monday through Friday program on WJZ, New York, titled *Chelsea's Band of the Week*. Larus Bros., manufacturer, has limited its radio advertising for Chelseas, Edgeworth Tobacco, and other tobacco products, to one-minute spot announcements up to the present. First five-minute program for the firm, the WJZ show will feature records made by the "band of the week," and will be heard at 6:40 p.m., starting June 28. Edgeworth Tobacco as well as Chelseas will be advertised. Larus one-minute spots continue in an undetermined number of major markets. Agency is Warwick & Legler, New York.

Outdoor Figures Oftener

A. W. LEHMAN, manager of the Cooperative Analysis of Broadcasting, and technical director of the Advertising Research Foundation, has also been named head of the Traffic Audit Bureau. Offices of the Bureau have recently been moved from 60 E. 42d St. to 330 W. 42d St., New York. Beginning in August TAB will issue semi-annual circulation figures for outdoor plants operating in cities of 25,000 or more, replacing former audits every three years.



Drawn for BROADCASTING by Sid Hix

"He's To Be the Announcer On the New Condensed Milk Show!"

Jergens Expands Line-up on Blue

Adds Musical 'Depreciation' Period to Basin St. Show

ANDREW JERGENS Co., Cincinnati, sponsor of Walter Winchell for Jergens lotion and *Chamber Music Society of Lower Basin Street* for Woodbury soap in the Sunday evening 9-9:30 p.m. on the BLUE, will increase the station line-up for both programs on July 18, at the same time expanding *Basin Street* from a quarter-hour to a half-hour series.

Winchell, currently on 117 stations, of which 48 have been NBC affiliates and 69 BLUE outlets, will be heard for the first time since Jergens placed him on the air Dec. 4, 1932, on a network of exclusive BLUE stations. The increase calls for the full BLUE network of 149 stations available for evening programs, or an addition of 80 BLUE stations to the present total.

The same total will carry *Basin Street*, currently on 120 BLUE stations, when it is expanded from 9:15-9:30 p.m. to 9:15-9:45 p.m. With the expansion, Jergens also plans to add "a musical depreciation period" during which the vagaries of musicians and composers will be subject to ridicule, and to resurrect the "Dixieland" group heard on the show when it was on a sustaining basis. Lennen & Mitchell, New York, is the agency in charge of both Jergens programs.

As a part of the Sunday night shift of programs on the BLUE, Carter Products, New York, on July 18 will shift *Jimmy Fidler From Hollywood* from his current 9:30-9:45 p.m. spot to the following quarter-hour. He will continue to be heard on 77 stations on behalf of Arrid. Agency is Small & Seiffer, New York.

James McDonald Named Blue Post-War Advisor

JAMES G. McDONALD, BLUE commentator, and former diplomat and journalist, has been named advisor to the BLUE on post-war relations, it was announced last week by Mark Woods, president. From 1919 to 1933 Mr. McDonald was chairman of the Foreign Policy Ass'n, and for the following three years served as League of Nations High Commissioner for Refugees from Germany. He joined the *New York Times* in 1936 and until 1938 served as editorial writer on foreign affairs for that paper.

In announcing the appointment, Mr. Woods said: "We are cognizant of the fact that broadcasting, like all other American life, business and social, is now devoted exclusively to the winning of the war. But at the same time, we cannot afford to ignore the necessity for planning for the years immediately following the peace. Those years will face us with staggering problems of readjustment and assimilation. Chaos may result if we wait until the problems confront us before we consider a solution."



We Couldn't Get Along Without It!

Not as far-fetched as you would imagine! Radio today is as vital to the farm as the plow itself, the link between a world at war and American farms such as that of Kansan and Aunt Polly. In the "Heart of America" KMBC is the only station with a complete farm service — with a full-time specialist in farm problems, Phil Evans. Thus is programmed KMBC's facilities for service to the 49% potential rural audience of this area — as well as to the 51% urban.

It was therefore only logical that Kansas City livestock interests should again grant to KMBC, for the fifth consecutive year, the exclusive rights to broadcast official market reports direct from the livestock exchange with Bob Riley, KMBC's full-time professional marketcaster. Another reason for KMBC having 350% more farm listeners than the nearest competing station — as many listeners as all others named — a total of *twenty-five* stations! Free & Peters has the story!

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928 — THE BASIC CBS STATION FOR MISSOURI AND KANSAS



- - - BUT WHAT'S UNDER THE HOOD?

IF you buy radio merely for appearance, you ought to buy the stations with the biggest, most colorful coverage maps.

If, however, you buy radio to go places and do things, it's a good idea to determine how much selling power is under the hood.

The only way to measure a station's selling power is to measure its audience, not the ground it covers.

WKY's selling power exceeds by far that of any other Oklahoma City station with 46.3% of Oklahoma City's entire morning audience, 55.1% of the afternoon audience, and 59.2% of the evening audience (Winter-Spring Hooperatings).

No other Oklahoma City station exceeds WKY's ability to cover ground in Oklahoma either. On its 930 kc. frequency, WKY covers a major portion of the state, and, with plenty of selling power under the hood, takes radio advertising more places, to more people, and makes it do things better than any other Oklahoma City station possibly can.

WKY

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